



CRAIGDALE HOUSING ASSOCIATION

RENT CONSULTATION 2025/26

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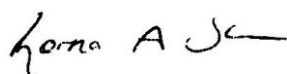
Craigdale Housing Association

Rent Consultation 25/26

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Report written by: Lorna Shaw



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EXECUTIVE SUMMARY

INTRODUCTION

- This report summarises the findings to emerge from Craigdale Housing Associations 2025/26 rent consultation.
- The survey was undertaken using a telephone methodology.
- A total of 70 interviews were completed with a random sample of Craigdale tenants.

KEY FINDINGS

- Just under nine in ten respondents (87%) stated that they recalled receiving the Association's letter and leaflet which provided information on the Rent Review Consultation to help them understand the proposals that Craigdale are making to increase their rent and about the impact this would have on them.
- It was explained to tenants that Craigdale has considered what they need to keep rents affordable, costs of services and delivering tenants priorities. This year the Board have agreed to a 4.3 increase to enable the service to run and improvements to be made to the existing stock. When asked for comments on the proposed increase, 61% of respondents did not have any substantive comments to make. The most common themes to the comments were that the rent increase is fair or that they are happy with the increase (21%) followed by the rent increase is too high/ expensive (10%).
- In terms of affordability of rent payments, 73% of respondents stated they find their rent payments fairly easy to afford, 24% stated that they were just about affordable and 3% stated that they were difficult to afford.
- With regards to fuel payments, 44% said they were very or fairly easy to afford, 27% said they are just about affordable and 29% said they are very or fairly difficult to afford.
- Four in 10 respondents (40%) receive full housing benefit, 27% have their full housing costs covered by the housing element of Universal Credit, 6% receive partial housing benefit or have partial housing costs covered by the housing element of Universal Credit and 27% of tenants do not receive any assistance with their rent payments.

1. BACKGROUND AND METHODOLOGY

1.1. Introduction

This report represents and discusses the findings to emerge from Craigdale Housing Association's 2024/25 rent consultation.

1.2. Background and objectives

Craigdale Housing have a statutory obligation to consult on the Association's rent increase.

Research Resource were commissioned to carry out a survey-based rent consultation with tenants in order to gain an understanding of tenant views of the proposed rent increase.

The survey was undertaken utilising a telephone methodology with all tenants provided with the opportunity to participate in the survey. A copy of the questionnaire used is available in appendix 1 of this report.

1.3. Methodology and response rate

A random and representative sample of 70 tenants were interviewed by telephone by Research Resource's trained and experienced interviewers. The profile of responses compared to Craigdale's overall tenant population is shown below.

	Total tenants	% of tenants	Total interviews	% of interviews
Birgidale Road	96	22.07%	15	21.43%
Carmunnock Road	36	8.28%	6	8.57%
Dougrie Close	8	1.84%	1	1.43%
Dougrie Drive	12	2.76%	2	2.86%
Dougrie Gardens	21	4.83%	3	4.29%
Dougrie Road	20	4.60%	3	4.29%
Dougrie Street	4	0.92%	1	1.43%
Dougrie Terrace	4	0.92%	1	1.43%
Downcraig Drive	60	13.79%	11	15.71%
Downcraig Road	24	5.52%	4	5.71%
Downcraig Terrace	18	4.14%	3	4.29%
Glenacre Drive	67	15.40%	11	15.71%
Glenacre Gardens	13	2.99%	2	2.86%
Glenacre Grove	12	2.76%	2	2.86%
Westcastle Court	18	4.14%	3	4.29%
Westcastle Crescent	6	1.38%	0	0.00%
Westcastle Grove	16	3.68%	2	2.86%
Grand Total	435	100.00%	70	100.00%

1.4. Survey Analysis and Reporting

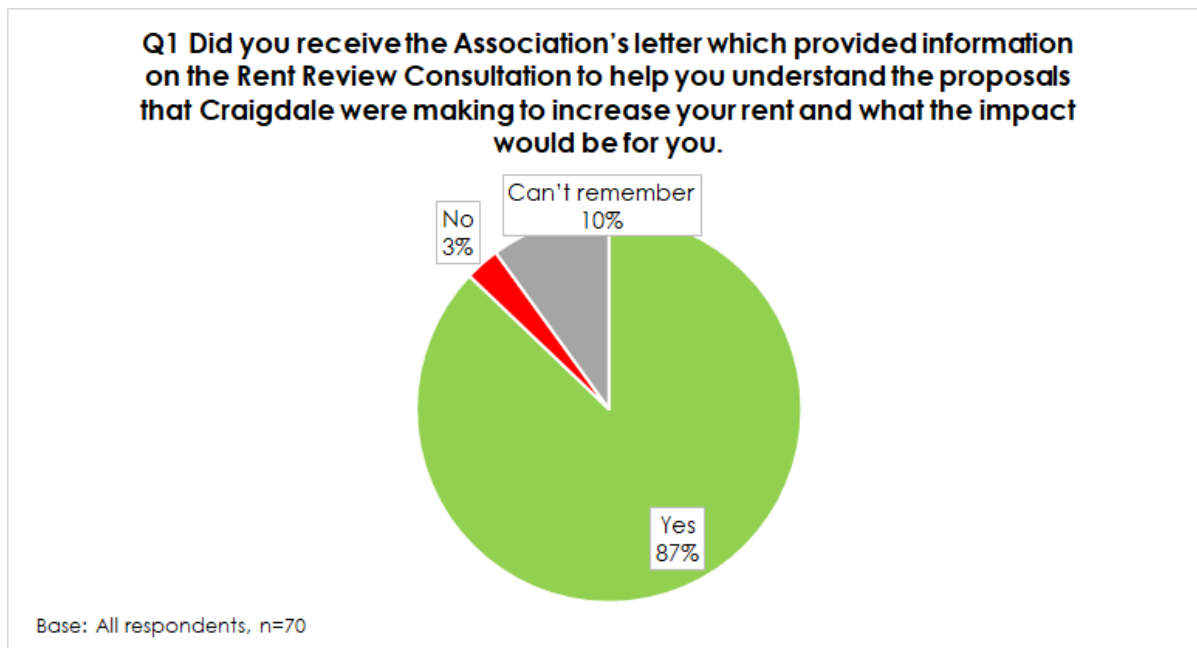
When reporting the data in this document, in general, percentages in tables have been rounded to the nearest whole number. Responses greater than 0% but less than 0.5% are shown as 0% and responses between 0.5% and less than 1% are rounded to 1%. Columns may not add to 100% because of rounding or where multiple responses to a question are possible.

The total number of respondents to each question is shown either as 'Base' or 'n=xxx' in the tables or charts. Where the base or 'n' is less than the total number of respondents, this is because respondents may be 'routed' past some questions if they are not applicable, or because respondents may have opted not to answer the question.

2. KEY FINDINGS

2.1 Information on rent consultation (Q1)

Just under nine in ten respondents (87%) stated that they recalled receiving the Association's letter and leaflet which provided information on the Rent Review Consultation to help them understand the proposals that Craigdale are making to increase their rent and about the impact this would be for them. 3% stated they did not receive this and 10% could not remember.



2.2 Views on the rent increase proposal (Q2)

It was explained to tenants that Craigdale has considered what they need to keep rents affordable, costs of services and delivering tenants priorities. This year the Board have agreed to a 4.3% increase to enable the service to run and improvements to be made to the existing stock.

Following on from this explanation, tenants were asked "Do you have any comments you would like to make about the rent proposals?"

Respondents were free to answer in their own words. To allow for analysis, the responses have been coded thematically. The majority of tenants (61%) did not have any substantive comments to make on the proposed rent increase. Where tenants did make comments, the most common theme to the comments were that the rent increase is fair or that they are happy with the increase (21%) followed by the rent increase is too high/ expensive (10%).

Q2 Craigdale has considered what they need to keep rents affordable, costs of services and delivering tenants priorities. This year the Board have agreed to a 4.3% increase to enable the service to run and improvements to be made to the existing stock. Do you have any comments you would like to make about the rent proposal?

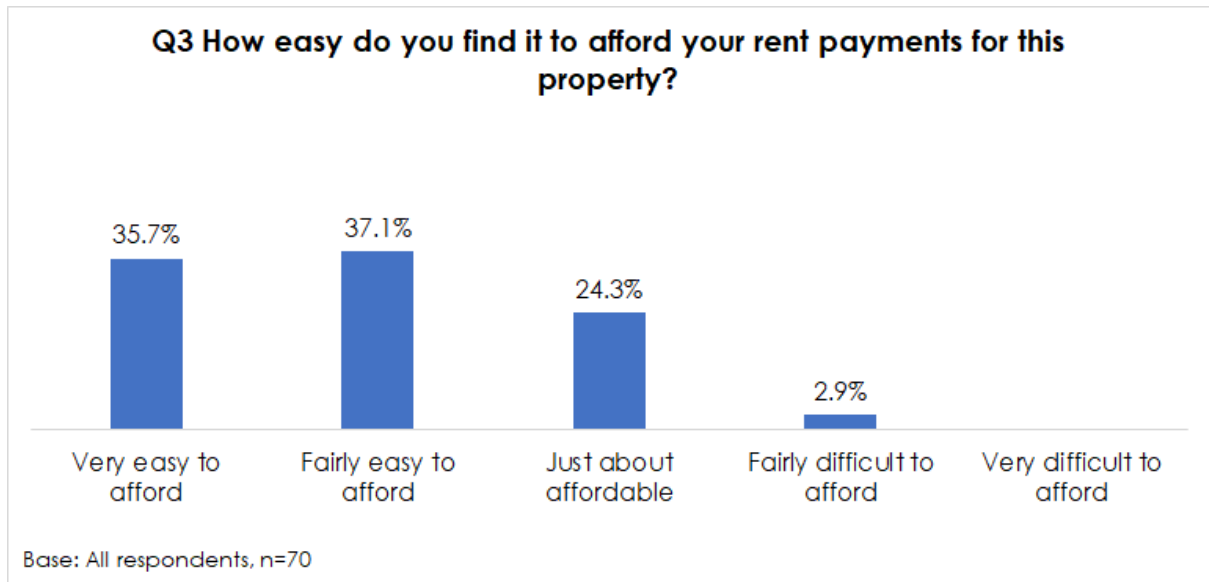
Base: all respondents, n=70	No	%
None	43	61.4%
The increase is fair/ happy with increase	15	21.4%
Rent increase is too high/ expensive	7	10.0%
Need to upgrade homes	4	5.7%
I understand why rents are increasing/ rent increase is expected	3	4.3%
I get my rent paid for me/ don't pay rent	1	1.4%

Some sample comments are shown below:

- *Everything has gone up, so it's a fair price.*
- *I think this is too high as there is not much being done to improve the homes.*
- *I think that is pretty fair.*
- *If they do some changes, it is fine.*
- *No, I think they need the funds for this.*
- *I feel the rent is reasonable.*

2.3 Affordability of rent payments (Q3)

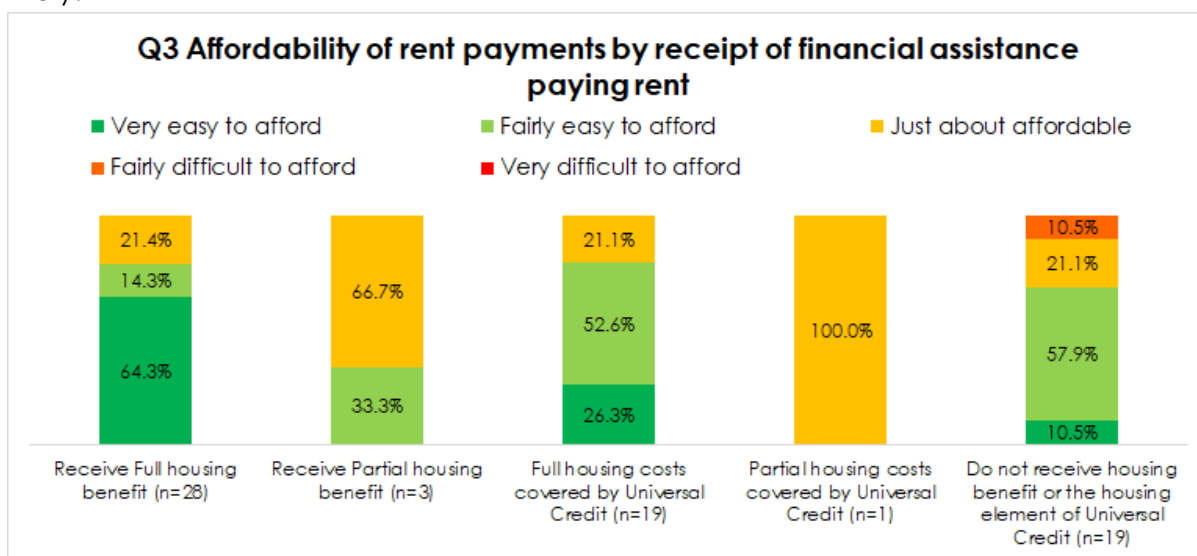
Just under three quarters of respondents (73%) said they find their rent fairly or very easy to afford, 24% said it is just about affordable and 3% said it is very or fairly difficult to afford. This is an increase in the proportion stating that they find their rent very or fairly easy to afford in the 2024/25 rent consultation when 40% said they found their rent easy to afford and 13% found it difficult to afford.



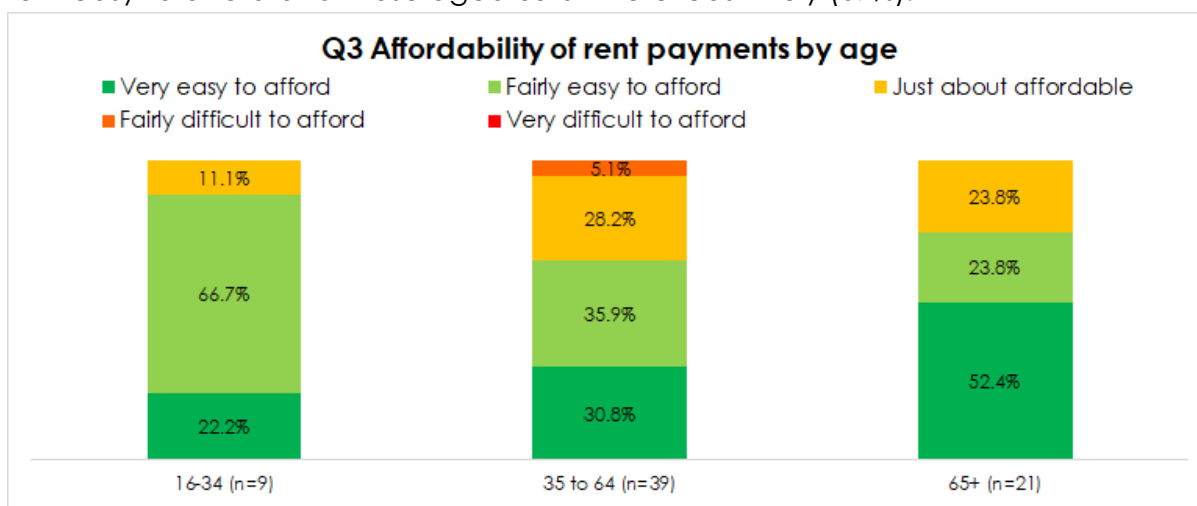
RENT CONSULTATION

Those who received full housing benefit were most likely to find it easy to afford the rent charge (79%) with 64% of them stating that they find their rent very easy to afford. 79% of respondents who had their full housing costs covered by Universal Credit also stated that they found their rent very or fairly easy to afford but only 26% of this group said they find their rent very easy to afford.

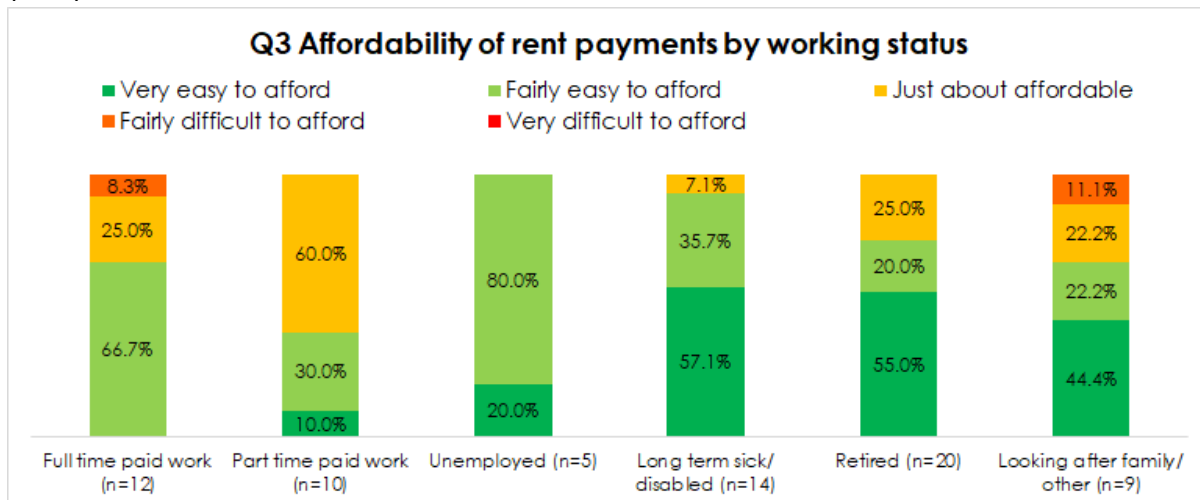
Those who had partial housing costs covered by universal Credit (0%) were least likely.



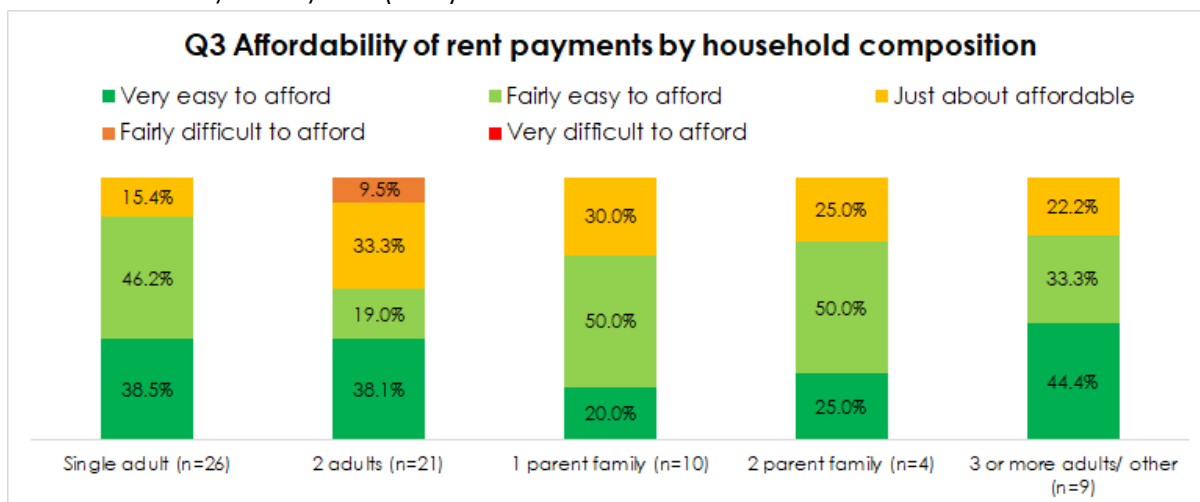
Analysis by age reveals that those aged 16-34 (89%) were most likely to find their rent easy to afford and those aged 35-64 were least likely (67%).



Tenants who were unemployed (100%) were most likely to say their rent payments were affordable, while tenants who were in part time employment were least likely (40%).

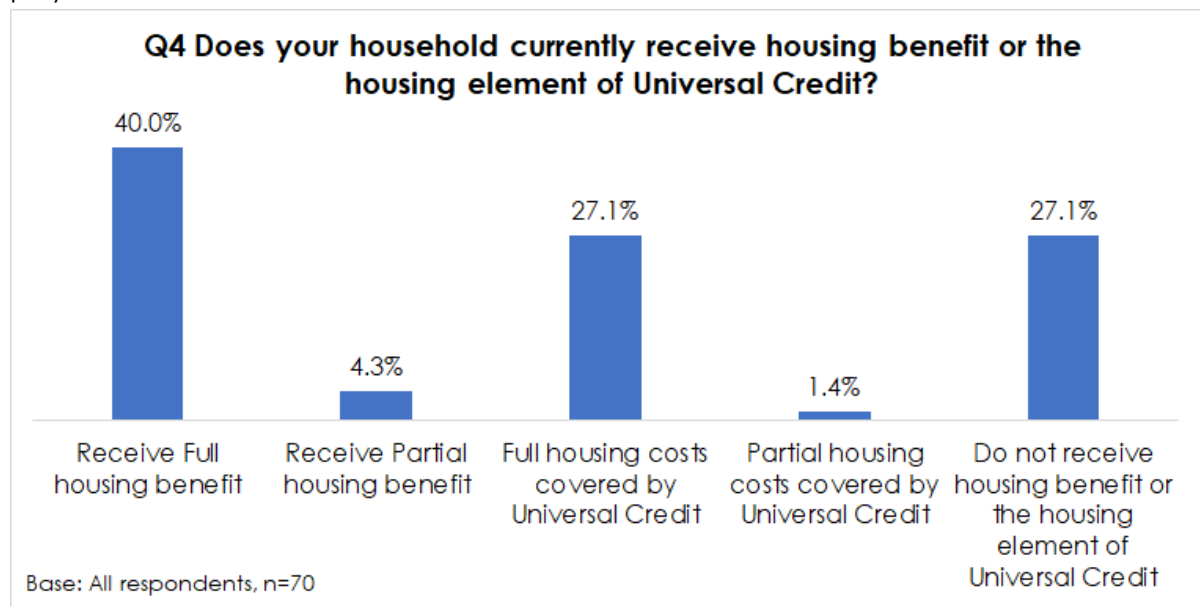


Finally, analysis by household composition shows that single adults were most likely to say that their rent payments were affordable (85%) where as 2 adults households were least likely to say this (57%).



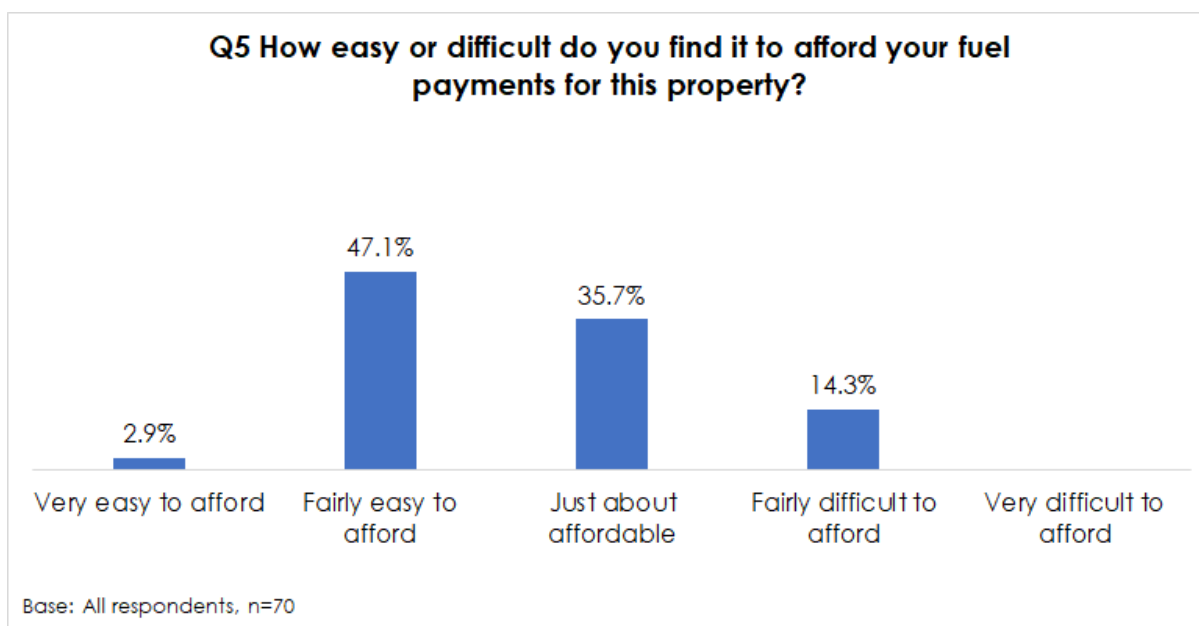
2.4 Benefit Receipt (Q4)

Four in ten respondents (40%) receive full housing benefit and 27% have their full housing costs covered by the housing element of Universal Credit, 6% receive partial housing benefit or have partial housing costs covered by the housing element of Universal Credit and 27% of tenants do not receive any assistance with their rent payments.



2.5 Affordability of fuel payments (Q5)

In terms of how easy or difficult tenants find it to afford the fuel payments for their property, 50% said they find their fuel bills very or fairly easy to afford, 36% said they are just about affordable and 14% said they are very or fairly difficult to afford. This has significantly improved compared to the 24/25 consultation when 16% said they find their fuel bills very or fairly easy to afford.



3. HOUSEHOLD DETAILS

3.1 Age (Q6)

13% of respondents were aged 16-34, 56% were aged between 35-64, 30% were aged 65 and over. 1% said they would prefer not to give their age.

Q6 Age profile		
Base: All respondents, n=70	No.	%
16-24	2	2.9%
25-34	7	10.0%
35-44	10	14.3%
45-54	8	11.4%
55-64	21	30.0%
65-74	10	14.3%
75+	11	15.7%
Refused	1	1.4%

3.2 Household composition (Q7/8)

As shown below, just under four in ten respondents (37%) live in a single person household. A further 30% of households comprised 2 adults, 20% were 1 or 2 parent families, and 11% were 3 or more adult households.

Q8 Household composition		
Base: All respondents, n=70	No.	%
One adult under 60	10	14.3%
One adult aged 60 or over	16	22.9%
Two adults both under 60	9	12.9%
Two adults both over 60	9	12.9%
Two adults, at least one 60 or over	3	4.3%
Three or more adults, 16 or over	8	11.4%
1 parent family with 1 child under 16	4	5.7%
1 parent family with 2 children under 16	2	2.9%
1 parent family with 3 or more children under 16	4	5.7%
2 parent family with 1 child under 16	1	1.4%
2 parent family with 2 children under 16	1	1.4%
2 parent family with 3 or more children under 16	2	2.9%
Other	1	1.4%

3.3 Occupational status (Q9)

Just under one third of respondents (31%) were in full time or part time paid work, 20% were long term sick or disabled, 29% were retired, 7% were unemployed and 9% were at home looking after the family.

Q9 Which of the following best describes your occupational status?		
Base: All respondents, n=70	No.	%
Full time paid work (35 or more hours more week)	12	17.1%
Part time paid work (less than 35 hours per week, more than 16 hours per week)	8	11.4%
Part time paid work (less than 16 hours per week)	2	2.9%
Unemployed and seeking work	4	5.7%
Unemployed and not seeking work	1	1.4%
Long term sick / disabled	14	20.0%
Looking after family	6	8.6%
Retired	20	28.6%
Other	3	4.3%

3.4 Disability (Q10)

Over half of respondents (63%) said that they or someone in their household has a disability, long term illness or condition that has lasted, or is expected to last, at least 12 months.

Appendix 1

Survey Questionnaire

Rent Consultation

1. Did you receive the Association's letter in December explaining the two-stage consultation process which provided information the current situation and Craigdale's approach?

Yes	1
No	2
Can't remember	3

2. Craigdale has considered what they need to keep rents affordable, costs of services and delivering tenants priorities. **This year the Board have agreed to a 4.3% increase to enable the service to run and improvements to be made to the existing stock. Do you have any comments you would like to make about the rent proposal?**

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3. How easy do you find it to afford your rent payments for this property?

Very easy to afford	1
Fairly easy to afford	2
Just about affordable	3
Fairly difficult to afford	4
Very difficult to afford	5

4. Does your household currently receive housing benefit or the housing element of Universal Credit?

Receive Full housing benefit	1
Receive Partial housing benefit	2
Full housing costs covered by Universal Credit	3
Partial housing costs covered by Universal Credit	4
Do not receive housing benefit or the housing element of Universal Credit	5

5. How easy or difficult do you find it to afford your fuel payments for this property?

Very easy to afford	1	GO TO Q7
Fairly easy to afford	2	
Just about affordable	3	READ OUT BELOW
Fairly difficult to afford	4	
Very difficult to afford	5	

[IF DIFFICULT TO AFFORD, WERE YOU AWARE THAT YOU COULD MAKE AN APPOINTMENT WITH CRAIGDALE HOUSING ASSOCIATION FOR ENERGY ADVICE]

About You and Your Household

Finally, I'd like to ask some questions about you and your household. Please be assured that these questions are completely confidential and they will only be used for analysis purposes to see if there are differences in the views between different residents.

6. What is your age?

16-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75+	7
Refused	8

7. How many people usually live in this house?

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8. How would you describe the composition of your household?

One adult under 60	1
One adult aged 60 or over	2
Two adults both under 60	3
Two adults both over 60	4
Two adults, at least one 60 or over	5
Three or more adults, 16 or over	6
1 parent family with 1 child under 16	7
1 parent family with 2 children under 16	8
1 parent family with 3 or more children under 16	9
2 parent family with 1 child under 16	10
2 parent family with 2 children under 16	11
2 parent family with 3 or more children under 16	12
Other (please specify)	13

9. Which of the following best describes your occupational status? [SELECT ONE]

Full time paid work (35 or more hours more week)	1
Part time paid work (less than 35 hours per week, more than 16 hours per week)	2
Part time paid work (less than 16 hours per week)	3
Full time education	4
Government training programme	5
Unemployed and seeking work	6
Unemployed and not seeking work	7
Long term sick / disabled	8

Looking after family	9
Retired	10
Other (please specify)	11

10. Do you, or anyone in your household have a disability, long term illness or condition which has lasted, or is expected to last, at least 12 months? [CODE ALL THAT APPLY]

Yes	1
No	2

WHAT HAPPENS NEXT?

We will collect your views and the Craigdale Management Committee will use these to help inform the rent setting strategy for 2025/26, also taking into account wider considerations such as rent affordability for people and inflation.

- **Thank you very much for completing the questionnaire.**

Appendix 2

Technical Report Summary

	<p>Issue No. 4 Date 23/08/2022 Authorised by: <i>Hema A J</i></p>
<p>Technical Report Sheet – Quantitative Research</p>	

Project name	Craigdale Tenants Rent Consultation 2025 26
Project number	P1460
Objectives of the research	To carry out a survey-based rent consultation with tenants in order to gain an understanding of tenant views of the proposed rent increase, and also to understand tenants' views on how affordable they find their rent and fuel payments.
Target population	Craigdale Tenants
Description of sample frame/ source and validation methods if applicable	A customer database was provided by Craigdale HA containing tenant names, addresses and phone numbers
Sampling method (probability or non probability) and quotas used	A random sample of 218 tenants was drawn for interviewers to work from. Quotas were set by street to ensure that interviews were spread across tenants living in all streets where Craigdale have housing stock.
Sample units drawn	No sample drawn
Target sample size	70 interviews
Achieved sample size and reasons if target not achieved	70 interviews.
Date of fieldwork	7 th to 10 th January 2025
Data collection method	Telephone
Response rate and definition and method of how calculated	32% (70 interviews from a sample of 218 tenants drawn)
Questionnaire length	5 minutes
Any incentives?	No
Number of interviewers	3
Interview/ self completion validation methods	5% of interviews were validated using remote listening
Showcards or any other materials used?	N/A
Weighting procedures (if applicable)	N/A

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Estimating and imputation procedures (if applicable)	N/A
Reliability of findings and methods of statistical analysis if applicable	The achieved level of accuracy was +/-10.66% (based upon a 50% estimate at the 95% level of confidence).

NB If publishing any results please ensure that any conclusions or data reported are adequately supported by the data provided in this report.