



Tenant Satisfaction Survey Cumulative Report: Insights and Trends

Quarter 3 2024/25

ABSTRACT

Welcome to the overview of tenant satisfaction results for quarter 3 of 2024/25

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Foreword

As part of our commitment to continuously improve our services and better serve our tenants, we are implementing a new approach to our satisfaction surveys. We now conduct a rolling programme of surveys with our tenants, enabling us to promptly identify and address local issues that matter most to our tenants.

Our decision to transition to rolling programme of satisfaction surveys stems for our strategy to put tenants at the heart of everything we do.

By regularly gathering feedback from our tenants, we aim to gain a deeper understanding of their needs and preferences, allowing us to tailor our services accordingly.

We recognise the importance of transparency and accountability, which is why we have committed to sharing cumulative survey results on a quarterly basis. It's essential to note that these results are intended for **informational purposes only**.

We will provide a comprehensive report once we have accumulated a statistically significant sample size, ensuring the accuracy and reliability of the data presented.

We would like to thank all the tenants who took the time to complete the survey, and the local managers who assisted with this.

Tracey Howatt | Director
Customer Experience

Introduction

In compliance with the requirements of the Scottish Housing Regulator, we conduct satisfaction surveys to gauge tenant perceptions of our services.

Beyond regulatory obligations, these surveys serve as a valuable tool for us to engage with our tenants and gain insights into their experience and expectations.

Considering both regulatory requirements and our commitment to tenant-focused service delivery, we have designed our survey to encompass a range of questions aimed at capturing holistic view of tenant satisfaction.

By actively listening to our tenants and acting on feedback, we strive to continuously enhance our services and strengthen our relationship with our tenants.

Quarter 3 results

During Quarter 3 2024/25, tenants at the following developments were offered the satisfaction survey to complete.

- Allan Park House
- Balgowan Court
- Bonnethill Gardens
- Broomfield Gardens
- Camperdown Court
- Campsie Gardens
- Carnegie Court
- Carntyne Gardens
- Clyde Court
- Douglasfield
- East Stewart Gardens
- Fife Court
- Glenafeoch Gardens
- Glenview court
- Greenacre Court
- Greenlawn Court
- Hillcrest court
- Inglefeld court
- Kingsburn Court
- Kirkton Court
- Lammermoor Gardens
- Langvout Court
- Loch Laiden court
- McCormack Gardens
- Oakburn Gardens
- Pitairlie Road
- Queen Elizabeth court
- Rannoch Court
- Rockwell Court
- Shiell Court
- Southport
- St Andrews Way
- Strathallan Court
- Stirling Court
- Strathmartine Court
- Tay Court
- Springfield Gardens

This represents around 1404 tenants. We received 582 responses, which is a response rate of 41%. All tables within this report below show satisfaction of the sample. We will continue to survey tenants and report each quarter, working towards a full population survey before the Annual Return on the Charter is due in 2025.

General satisfaction

Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by Bield?

Sample – very and fairly satisfied: 87.1%

Baseline – very and fairly satisfied: 80.3%

Target – very and fairly satisfied: 84.2%

	Number	%
Very satisfied	283	48.6%
Fairly satisfied	224	38.5%
Neither / nor	30	5.2%
Fairly dissatisfied	14	2.4%
Very dissatisfied	20	3.4%
Don't know	11	1.9%

The general satisfaction rate is higher than the baseline, and exceeds target for this sample.

Keeping tenants informed

How good or poor do you feel Bield are at keeping you informed about the services we provide and the decisions we make?

Sample – very and fairly good: 81.1%

Baseline – very and fairly good: 77.9%

Target – very and fairly good:

	Number	%
Very good	262	45.0%
Fairly good	210	36.1%
Neither / nor	50	8.6%
Fairly poor	33	5.7%
Very poor	16	2.8%
Don't know	11	1.9%

For this sample, the results are slightly higher than the baseline survey.

Communication Preferences

How would you prefer Bield to communicate with you?

Tenants were invited to select as many as relevant. Postal mail and in-person meetings are the preferred methods of communication.

	Number	%
Postal mail	157	44.7%
In person meetings	102	29.1%
Email	39	11.1%
Phone	32	9.1%
My Bield Portal	13	3.7%
Text message	8	2.3%

It is suggested that we continue using mail and in-person meetings as primary communication methods.

Tenant Engagement and Participation

How satisfied are you with opportunities given to you to participate in Bield's decision-making processes?

Sample: very or fairly satisfied: 60.3%

Baseline: very or fairly satisfied: 57.4%

Target: very or fairly satisfied: 60%

	Number	%
Very satisfied	149	25.6%
Fairly satisfied	202	34.7%
Neither / nor	107	18.4%
Fairly dissatisfied	39	6.7%
Very Dissatisfied	19	3.3%
Don't know	66	11.3%

Satisfaction with tenant engagement and participation is very slightly above target and baseline measurements. To address this, we will continue with our new tenant engagement and participation strategy, which includes organising regional forums. Additionally, we have included a background of the tenant engagement and participation groups along with vacancies, where and when the groups meet to promote the engagement offering Bield offers.

Quality of homes

Overall, how satisfied or dissatisfied are you with the quality of your home?

Sample: very or fairly satisfied: 88.5%

Baseline: very or fairly satisfied: 84.4%

Target: very or fairly satisfied: ??%

	Number	%
Very satisfied	295	50.7%
Fairly satisfied	220	37.8%
Neither / nor	32	5.5%
Fairly dissatisfied	23	3.9%
Very dissatisfied	7	1.2%
Don't know	5	0.9%

Satisfaction with quality of homes is high and has improved from the baseline.

It is suggested maintaining current standards and continue to address any issues promptly to keep satisfaction high.

Additionally, we can use positive feedback as a benchmark to further improve the quality of our homes.

Repairs

Around 359 out of 582 tenants had repairs in the last 12 months. Thinking about the last time you had repairs carried out, how satisfied were you with the service provided by Bield.

While the majority of tenants are satisfied with the repairs service, there's a small percentage that is dissatisfied.

Sample: very or fairly satisfied: 75.1%

Baseline: very or fairly satisfied: 81.5%

Target: very or fairly satisfied: 88.0%

	Number	%
Very satisfied	296	50.9%
Fairly satisfied	141	24.2%
Neither / nor	32	5.5%
Fairly dissatisfied	13	2.2%
Very dissatisfied	19	3.3%
Don't know	81	13.9%

It is suggested that we review and streamline the repair request and execution process to reduce delays and improve quality.

Tenant spending priorities

Tenants were asked to prioritise where to invest money

1	Improvements to windows and doors
2	Improvements to Heating Systems
3	New bathrooms
4	New kitchens
5	Upgrades to communal areas
6	Adaptations
7	Improved security
8	Gardens
9	Environmental initiatives
10	Wifi in common areas

Satisfaction with Property Elements (% of respondents)

	Size	Condition	Energy Efficiency	Layout	Outlook	Storage	Communal Areas	Gardens / Grounds	Parking
Excellent	47.36%	36.48%	33.27%	38.45%		36.89%	41.39%	43.83%	19.23%
Good	35.04%	44.48%	44.48%	44.04%		33.74%	34.81%	33.99%	27.11%
Average	12.68%	14.59%	15.55%	13.36%		17.48%	14.92%	13.77%	16.67%
Poor	4.23%	3.91%	3.80%	3.61%		11.36%	6.39%	5.72%	17.03%

Excellent or good	82.4%	81.0%	77.8%	82.5%		70.6%	76.2%	77.8%	46.3%
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Satisfaction with repair process (% of respondents)

	Reporting	Helpfulness of staff	System for arranging repairs	Tradesperson showed ID	Approach	Length of time to carry out repair	Quality of repair	Right first time	Knew contractor was coming	Leaving home clean and tidy	Level of disturbance
Very satisfied	69.51%	75.05%	62.45%	55.49%	58.35%	58.91%	58.32%	57.50%	61.28%	66.54%	60.75%
Fairly satisfied	20.83%	17.33%	22.57%	21.57%	27.31%	25.00%	24.66%	23.98%	21.98%	21.47%	22.68%
Neither / nor	3.60%	1.71%	5.25%	9.22%	6.29%	5.81%	5.87%	5.65%	5.45%	4.64%	5.72%
Fairly dissatisfied	0.38%	1.14%	1.95%	2.55%	0.98%	1.94%	2.94%	3.70%	2.72%	0.77%	2.37%
Very dissatisfied	0.57%	0.76%	1.95%	2.16%	0.98%	2.71%	2.74%	3.70%	3.11%	1.74%	2.37%
Don't know	5.11%	4.00%	5.84%	9.02%	6.09%	5.62%	5.48%	5.46%	5.45%	4.84%	6.11%

V/ Fairly satisfied	90	92	86	77	86	84	83	81	83	88	83
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- The property element most of the sample were least satisfied with is parking.
- Satisfaction levels for various aspects of the repair process vary but are generally high.
- Some areas may benefit from attention (eg Right first time, Knowing when a contractor is attending, tradesperson showing ID).

Satisfaction with management of neighbourhood

How satisfied are you with Management of Neighbourhood by Bield?

Sample: very or fairly satisfied: 82.6%
 Baseline: very or fairly satisfied: 83.4%
 Target: very or fairly satisfied: ??%

	Number	%
Very satisfied	308	52.9%
Fairly satisfied	173	29.7%
Neither / nor	50	8.6%
Fairly dissatisfied	18	3.1%
Very dissatisfied	10	1.7%
Don't know	23	3.9%

Value for money

Taking everything into account do you think services provided by Bield are value for money? Is it....

Sample: very or fairly good: 69.2%
 Baseline: very or fairly satisfied: 76.2%
 Target: very or fairly satisfied: 82%

	Number	%
Very good	161	27.7%
Fairly good	242	41.6%
Neither / nor	82	14.1%
Fairly poor	49	8.4%
Very poor	21	3.6%
Don't know	27	4.6%

Difference Bield Makes

Tenants were asked to indicate what difference living in a Bield home has made to their life.

Helps you live independently

Sample: strongly agree or agree: 87.6%

	Number	%
Strongly agree	267	47.3%
Agree	228	40.4%
Neither / nor	54	9.6%
Disagree	12	2.1%
Strongly disagree	3	0.5%
Don't know	1	0.2%

Improved financial circumstances

Sample: strongly agree or disagree: 58.2%

	Number	%
Strongly agree	133	25.4%
Agree	172	32.8%
Neither / nor	155	29.6%
Disagree	42	8.0%
Strongly disagree	11	2.1%
Don't know	11	2.1%

Improves your quality of life

Sample: strongly agree or agree: 84.1%

	Number	%
Strongly agree	216	41.0%
Agree	227	43.1%
Neither / nor	66	12.5%
Disagree	13	2.5%
Strongly disagree	3	0.6%
Don't know	2	0.4%

Improves your physical health

Sample: strongly agree or disagree: 57.6%

	Number	%
Strongly agree	117	21.8%
Agree	192	35.8%
Neither / nor	174	32.5%
Disagree	39	7.3%
Strongly disagree	6	1.1%
Don't know	8	1.5%

Safe and secure

Sample: strongly agree or agree: 84.3%

	Number	%
Strongly agree	235	44.6%
Agree	209	39.7%
Neither / nor	47	8.9%
Disagree	29	5.5%
Strongly disagree	6	1.1%
Don't know	1	0.2%

Peace of mind

Sample: strongly agree or agree: 77.9%

	Number	%
Strongly agree	197	36.9%
Agree	219	41.0%
Neither / nor	88	16.5%
Disagree	18	3.4%
Strongly disagree	8	1.5%
Don't know	4	0.8%

Challenges

Tenants were asked to describe their biggest challenges and what they consider important in their living environment. Understanding these priorities will help us tailor services to better meet tenants needs.

Issue
Mobility
Health
Day to Day
Mental Health
Loneliness/ Being socially engaged
Getting out and about
Finances/Cost of living
Safety
Independence
Cognitive impairment
Fuel Poverty
Vision and Hearing loss
Transport
Technology

What is important

Important
Safety & security
Good Neighbours
Relationships and socialising
Community
Peace & quiet
Privacy
Onsite Staff
Close to family
Independence
Nice environment
Location

Easy to Access
Affordability
Upkeep
Fuel poverty

How can Bield help?

Tenants were asked how Bield could better support them.

Topic
Staff interaction
Adaptions
Improve social activities
Improve security
Affordability
Improve heating
Improve Parking
More mobility scooter space
Improve Gardens
Improve communal space
Improve Bathrooms
Improve meals
Sustainability strategy
Faster Repairs
Laundry Updated
Listen to Tenants

Internet access

A significant portion of respondents have internet access, which impacts how they engage with services and social activities.

	Yes	No
Internet Access	339 (59.6%)	230 (40.4%)

Common reason for not accessing the internet: Lack of knowledge, no device, cost.

Common online activities: Socialising with friends and family, online banking, online shopping.

Smart speaker ownership: 114 respondents (34.9%), mainly used for listening to music and setting alarms.

Around **40 tenants** had another piece of **smart tech**.

BR24

When was the last time you used BR24? (around 5 responses)

When was last time you used BR24	No	%
3 months or less	99	18.4%
3 - 6 months	72	13.4%
6 - 9 months	44	8.2%
9 - 12 months	109	20.3%
Never	213	39.7%

A few respondents noted they didn't have an alarm.

Tenants were asked how satisfied they were with BR24.

BR24 Satisfaction	No	%
Very satisfied	208	40.9%
Fairly satisfied	112	22.0%
Neither nor	26	5.1%
Fairly dissatisfied	13	2.6%
Very dissatisfied	4	0.8%
N/A	146	28.7%

Overall satisfaction: 63% of respondents very or fairly satisfied with the service.

Perceived impact on safety and independence: 93% feel safer and more independent

Overall happiness with BR24: 92% are happy with the service.

	Yes	No
Safer and independent	472 (93%)	38 (7%)
Overall, happy with BR24	449 (92%)	17 (8%)

Antisocial Behaviour

The survey addressed experiences and satisfaction with how antisocial behaviour is handled.

Around 82% of respondents reported no antisocial behaviour. That means around 2 out of 10 tenants experience antisocial behaviour.

Of those who had experienced antisocial behaviour, we asked how satisfied they were without this was handled.

ASB Satisfaction	No	%
Very satisfied	22	21.6%
Fairly satisfied	31	30.4%
Neither nor	20	19.6%
Fairly dissatisfied	11	10.8%
Very dissatisfied	15	14.7%
N/A	3	2.9%

Improvements are needed in handling antisocial behaviour to increase tenant satisfaction.

Equality

The survey collected data on disability and sexual orientation among tenants.

Disability

Respondents were asked if they had a disability

	Number	%
Yes	368	68.9%
No	166	31.1%

Common issues: mobility, heart problems, arthritis, dementia, Parkinson's, cancer, copd, ms, Blindness

Core morbidities: several tenants reported multiple health issues.

Sexual orientation

Tenants were asked to share their sexual orientation.

	Number	%
Straight	311	92%
Gay	3	1%
Bisexual	2	1%
Prefer not to say	21	6%

Gender identity: 99% reported being the same gender as assigned at birth.

Conclusion

The Quarter 3 2024/25 Tenant Satisfaction Survey offers invaluable insights into tenants' experiences, providing a clear roadmap for enhancing Bield's services and strengthening its relationship with the community. While tenants expressed high levels of satisfaction with core aspects such as overall service quality (87.1%) and the condition of their homes (88.5%), the survey also revealed critical areas where focused efforts can lead to significant improvements.

Strengths to Build On:

The high satisfaction rates regarding general service quality and the quality of homes underscore Bield's success in creating a supportive and well-maintained living environment. These results demonstrate tenants' appreciation for efforts to provide safe, secure, and comfortable housing, reinforcing Bield's reputation as a trusted provider. Furthermore, tenants' sense of safety and independence reflects the organization's strong commitment to improving quality of life through thoughtful service delivery.

Key Challenges:

Several areas require renewed attention and targeted interventions. Satisfaction with the repairs process, though generally positive, highlights the need for streamlined operations and improved communication. Similarly, lower satisfaction with value for money and tenant engagement indicates an opportunity to enhance transparency, affordability, and participatory processes. Social isolation, digital accessibility, and the handling of antisocial behaviour emerged as significant areas where improvements could greatly benefit tenants' day-to-day experiences.

Opportunities for Growth:

Bield is well-positioned to address these challenges through strategic actions that reflect tenants' priorities. Increasing social activities can foster a greater sense of community and mitigate feelings of loneliness. Enhanced digital literacy programs and access to affordable devices will help tenants stay connected, access essential services, and participate more fully in modern life. Strengthening processes for reporting and resolving antisocial behaviour will create a safer and more harmonious living environment.

Vision for the Future:

By focusing on these areas, Bield can not only improve current satisfaction levels but also set a new benchmark for excellence in tenant services. Greater collaboration with tenants, both in decision-making and in tailoring services, will foster a deeper sense of trust and community engagement. Investing in innovative solutions for repairs, maintenance, and digital inclusion will further solidify Bield's position as a forward-thinking housing provider.

Through sustained efforts, Bield can ensure that its services continue to evolve in alignment with tenants' changing needs. This commitment to progress will not only enhance the quality of life for tenants but also contribute to a stronger, more inclusive community where every tenant feels valued, supported, and empowered.

Conclusion:

As Bield integrates these insights and improvements into its strategic approach, it has the opportunity to create a transformative impact on its tenants' lives. By prioritizing safety, accessibility, financial stability, and social connections, Bield can establish a living environment where tenants

thrive—emotionally, socially, and physically. This vision of tenant-centred care will guide the organization toward even higher levels of satisfaction and trust, solidifying its role as a leader in providing exceptional housing solutions.

This expanded summary provides a more holistic view and establishes a forward-looking narrative to inspire actionable change.