



# ADEQUATE HOUSING AND FAIR RENTS: INSIGHT FROM PRIVATE RENTERS IN WALES

## FULL REPORT

August 2023  
[www.tpas.cymru](http://www.tpas.cymru)



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## About TPAS Cymru

TPAS Cymru has supported tenants and landlords in Wales for more than 30 years developing effective tenant and community participation through training, support, practical projects, and policy development.

Locally we support community empowerment through practical advice, support, training, and project work. At Government level, we contribute to policy changes by working with partner organisations to ensure the tenant voice influences decision making.

### Acknowledgments

This report has been formed as part of a collaboration between TPAS Cymru and Single Parents Wellbeing. TPAS Cymru would like to thank Single Parents Wellbeing for the commitment and support to making a difference for people who are renting. We would also like to thank the individuals who took the time out of their day to complete the survey and partake in our focus groups. [You can learn more about SPW here.](#)

### How to get involved

Tenants who rent privately and through social housing share their experiences with us via our Tenant Pulse platform. Without them, we would not be able to support the sector to adapt their policies and practice to meet the needs of the individuals they serve.

Tenant Pulse is the voice of tenants in Wales. [www.tpas.cymru/pulse](http://www.tpas.cymru/pulse) The aim is to:

- i Find out what matters most to tenants
- ii Communicate findings and recommendations via regular reports
- iii Reward tenants who take part via prize draws.

The results of our surveys are used by decision makers to create housing policy that works for tenants, and helps make housing in Wales safer and fairer.

Find out more at <https://www.tpas.cymru/> or email [enquiries@tpas.cymru](mailto:enquiries@tpas.cymru)

# 1. Introduction

The reality of the housing crisis has never been more apparent. Rents are rising and Local Housing Allowance (LHA) has been frozen since April 2020 by Westminster Government, meaning that low-income renters have limited access to affordable properties, leaving thousands of people across Wales are struggling to find a home or stay in their homes. It is important to note that whilst this housing crisis is not unique to Wales, it does manifest itself differently across the Welsh regions.

Despite being arguably one of the most 'high priority' groups when allocating social housing, many single parents are relying heavily on the PRS for a long-term home for their families, leaving them at a disadvantage, due to the shortage of properties available at LHA rates and the additional cost implications of renting privately, such as providing two months' rent up front.

A number of organisations have called for 'The Right to Adequate Housing'. In many countries, housing is a fundamental human right that is incorporated in legislation. In the cooperation agreement between Welsh Government and Plaid Cymru, there was a commitment to publishing a white paper on the proposals to introduce the right to adequate housing.

This Tenant Pulse is a result of the Welsh Government recently published their [Green Paper on Fair Rents and Affordability](#), so TPAS Cymru took the opportunity to collaborate with Single Parents Wellbeing charity to gain insight from private renters to understand their challenges, hopes and aspirations for the future of renting privately in Wales and explore private renters views on the subjects covered in the Green paper.

This report draws on data from renters who are living in the Private Rental Sector (PRS) across the 22 Local Authorities in Wales. With the significant lack of Wales specific data in the PRS, we hope that this report will support further policy developments and that the continuous reform of housing is done so, in the interest of both tenants and landlords.

## Author



**Elizabeth Taylor**  
**Policy Lead**  
**TPAS Cymru**

## Partner



**Amy Holland**  
**Director**  
**Single Parents Wellbeing**

It was great to partner with TPAS Cymru to highlight the voices of single parents. We want Welsh Government to act for disadvantaged single parents and the growing in-work poverty rate. Though Welsh Government taking notice of the suggestions around setting fairer rents, it would result in a more inclusive and life changing way for families to rent homes – Amy Holland.

## Research Methods

The findings in this report are based on a mixed methods approach, including both qualitative and quantitative approaches.

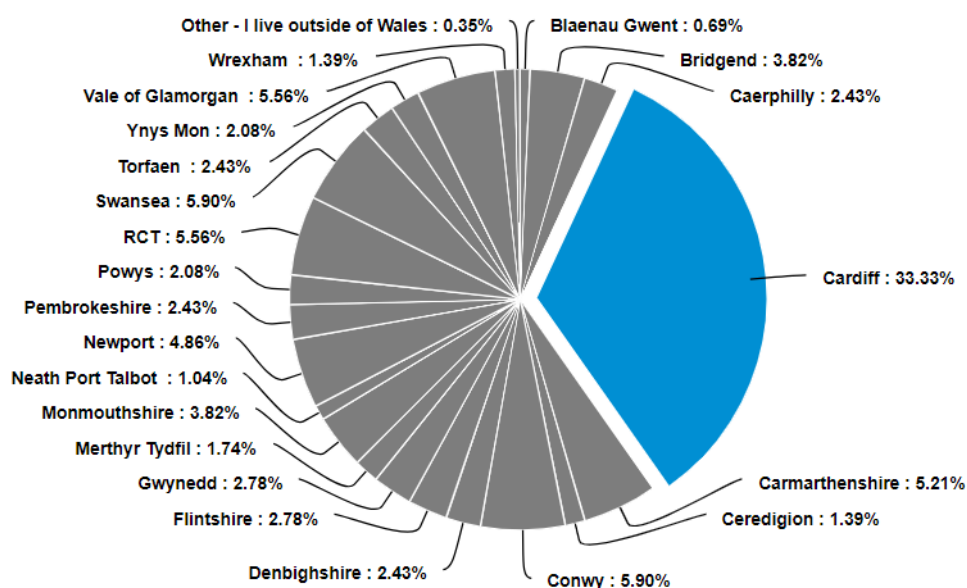
Under joint branding of TPAS Cymru Tenant Pulse and Single Parents Wellbeing, using the Tenant Pulse platform (powered by QuestionPro online survey tool), TPAS Cymru shared 17 questions (see appendix 1) to the private renter community in July 2023.

Tenants from across Wales were asked about what fair rents meant to them and what they value when it comes to renting a home. The analysis includes the characteristics of PRS renters, including gender, age and whether you defined yourself as a single parent.

**In addition:** An online focus group was carried out with 10 single parents from across South, Mid and North Wales.

## Survey Analysis

312 private renters from all 22 local authorities responded to this survey. In line with the number of PRS renters identified in the 2021 census, our **highest responding local authority area was Cardiff (33%)**. With Cardiff having the highest population in Wales, this was to be expected. In addition, most single parents on the SPW database are living in Cardiff.



**The lowest responding areas were – Blaenau Gwent, Ceredigion, and Wrexham.**

Of these, the age groups ranged from 18 – 65+, with **ages 35-44 being the highest responding group (31%)**. **72% of respondents were female** and **31% identified as a single parent household**. For more detail, see appendix 2.

### Focus group

10 private renters from Cardiff, Wrexham and Powys attended an online focus group. All attendees were single parents, 9 women and 1 male, all aged between 30-40.

## Housing Adequacy

Welsh Government have set out a vision for homes in Wales, where they suggest that everyone should be able to afford a home, that is safe and meets their needs for the different stages of their lives. Having a home that provides a sense of community belonging, identity and security is key to their vision.

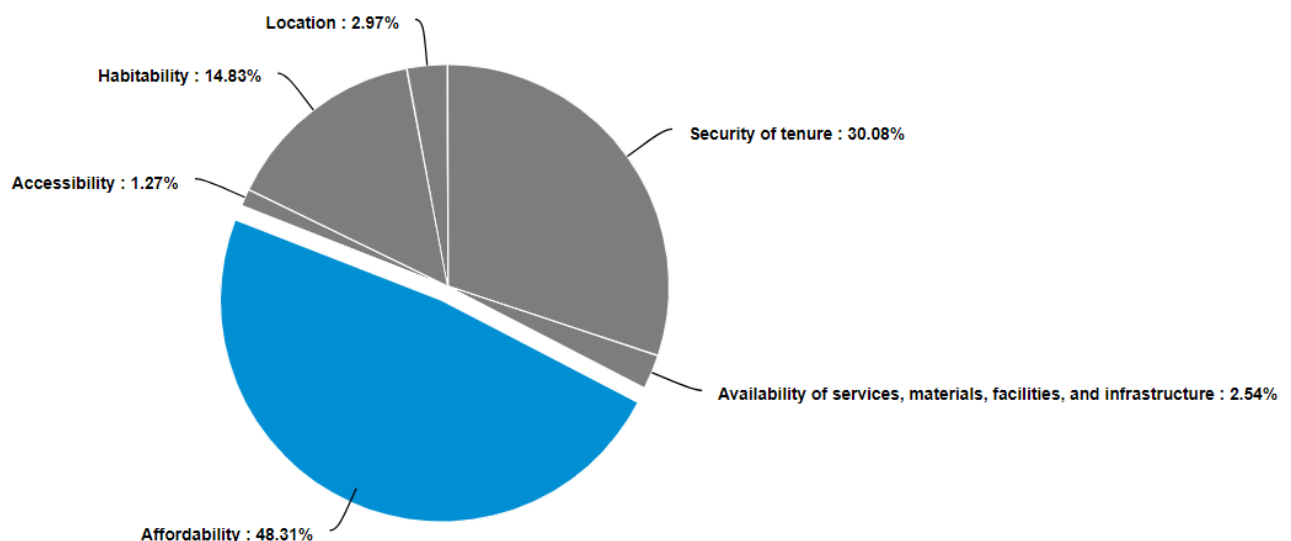
To understand what that looks like in practice, they proposed an ideal of meeting the seven criteria that the United Nations suggest for housing to be deemed 'adequate'.

Availability of services	Affordability	Habitability	Accessibility
Location	Cultural inadequacy	Security of tenure	

Rather than aiming to understand the viability of this, we wanted to understand what private renters deemed important to them when considering 'housing adequacy'.

*Note: We recognise that these are not separate elements and do work together. We further recognise that criteria like Accessibility and Cultural Adequacy may not be top of the list for many but are fundamental to those impacted.*

We asked renters, out of these seven, which one do you value the most?



At first glance, **affordability** (48%) and **security of tenure** (31%) were most important to private renters, with **habitability** (15%) following. The findings are in line with expectations based on the current cost-of-living crisis and previous research that identifies affordability as a key limitation for renters in Wales. ([link Bevan report](#)). Noticeably, the seventh factor on cultural inadequacy was not identified as most valuable by any of the respondents, which may be because of only enabling respondents to choose one option and lack of understanding of the term.

Almost 60% of single parents valued affordability as the key factor to housing adequacy.

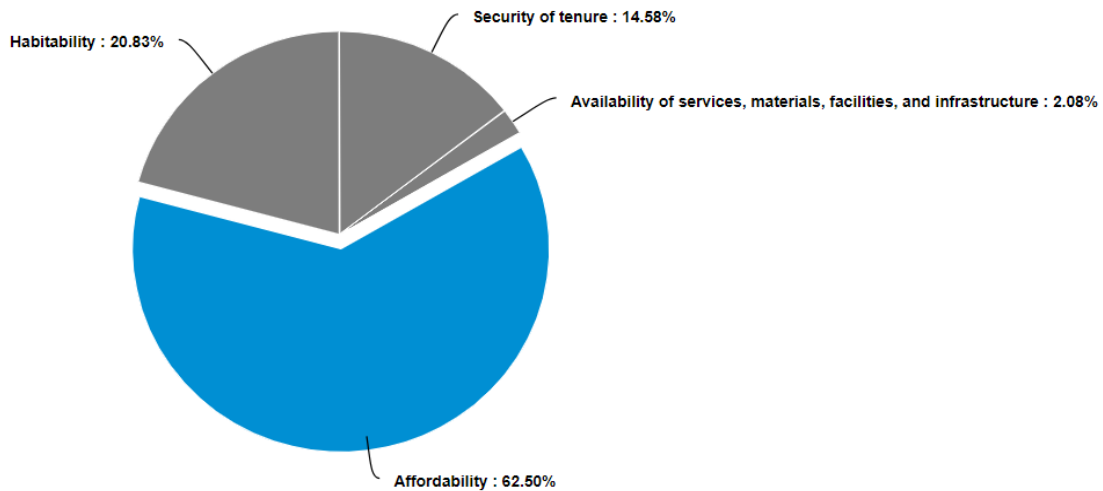
### Variation based on age

Interestingly there were **noticeable differences between age groups** and the factors each of them valued. Renters aged 18-24 valued **habitability** (40%) and **affordability** (40%) as equally important, followed by **security of tenure** (10%) and **availability of services** (10%). The 3 remaining factors were not deemed as valuable to this age group.

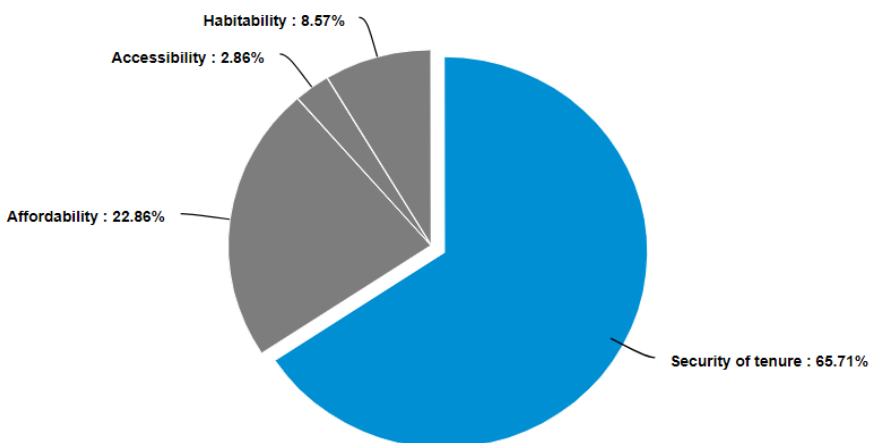
The age group that felt **affordability** was the most significant in value was those aged 25-34 (63%), whilst

those aged 55- 64 (66%) deemed **security of tenure** as their main value, which is noticeably different to those aged 25-34, where only 15% believed **security of tenure** to be a key value.

### Age 25-34



### Age 55-65



### Gender Variation

There was a significant difference between those that identified as male and those as female, with almost 52% of women considering affordability as the most important factor of housing adequacy, compared with 33% of men.

Security of tenure was the most important factor for male respondents and habitability was also higher in percentage for male responders. Interestingly, only 18% of male respondents were single parents, compared with 36% being women.

Respondents who identified as non-binary (4%) or prefer not to say (4%), also felt that affordability was the key (56%), followed by security of tenure. Of this 8% sample, 9% were single parents.

## Improving the adequacy of housing

We asked renters how they would improve housing adequacy in Wales based on their choice in the previous question.

### Key themes

Five key themes were identified and have been sectioned in order of most occurring.

- 1) **Affordable and realistic rents**
- 2) **Implementation of rent caps**
- 3) **Increase the length of the tenancy and notice period**
- 4) **Property maintenance**
- 5) **Bedroom tax reform**

#### **Affordable and realistic rents**

Whilst there were 5 themes, this was the most consistent. There was a clear call for rents to stop increasing at the same pace as market rates, whilst Local Housing Allowance has stayed the same since 2020, leaving a significant short fall for eligible families. Families who aren't eligible for welfare support are also feeling the impact of the rent increases, leading to fears of losing their homes and having to cut back on all other expenses.

*"LHA needs to be raised to meet the growing rent increases. My rent increased from £780 to £1000 last October. I have been told it will be increasing again soon. I have no car and the way myself and child live is awful. No activities other than paying bills at present. No cinema, meals out, visiting family has decreased due to transport costs. We no longer feel like part of the world. Living costs are really taking their toll".*

*"It's too expensive for what it is, I was previously renting a bigger, better built home for £750, I'm now paying £1150, and this house is smaller, lower quality but is the cheapest house in the 2 mile radius I was searching"*

#### **Implementation of rent caps**

Consistent with the emphasise on bringing LHA rates to meet the level of private rents, respondents suggested bringing in some form of rent cap, one in which landlords are not making substantial capital gains from tenants.

*"There needs to be a limit on how much the rent can go up each year to ensure I can afford to live and provide for my family. Putting a roof over our heads in the area that I have family support should not mean that I cant afford to feed them and I am having to use food banks. It just cant carry on like this"*

*"Government reform of interest rates for landlords mortgages to ensure fixed prices of rent across the board, with no fluctuations in market based on size and standard and council tax band of house to be rented"*

*"Cap the level of profit allowed above their mortgage payment. Some may be paying a £500 mortgage and charging £1000+ rent"*

### **Increasing the length of tenancy and the notice period**

Despite the implementation of The Renting Homes (Wales) Act in December 2022, renters in the private sector feel vulnerable to eviction, lacking that sense of security.

*“this is our home if we are paying rent and behaving appropriately we should be given at least 1years notice to leave given how hard it is to find suitable properties to ensure children can stay in same schools with friends etc”*

*“Increase notice period for landlords to evict, and ban fix term length leases. Fix term length leases force you into tenancy terms that aren’t ideal, because of the housing market if I take a fix term length and cant find anything fitting at the end of the term to move to, I’m forced back into another fixed term length. This means there is such a small window to find an available new place to live when the current one may no longer be affordable etc. it’s a painful cycle”*

### **Property Maintenance**

There was a clear frustration amongst respondents when it came to the upkeep of their homes. Some felt that there were opportunities to increase the quality of their home to minimise other outgoings, whilst others felt that they were paying high rents, yet the standard of the property was not sufficient and they had no options.

*“Increase the EPC rating as its currently shockingly low and have only got single glazing and an immersion heater”*

*“Well our house is full of damp but if we make too much of a fuss about it we will end up loosing our tenancy and as it was so difficult to even find this house I would be homeless with my children. Tenants have no rights in real terms no matter what they say on paper. Our house is full of damp and mould and the rent just went up. I get told to clean it away”.*

### **Bedroom Tax Reform**

Whilst those of us working in housing are aware that anything relating to Local Housing Allowance is welfare and therefore not a devolved power in Wales, respondents in this survey were clear that the decisions made in Westminster are not adequate in terms of their needs.

*“reform policy which only allows me to claim for a 2 bed house despite having two children. They are 2 and 12, but both boys so are expected to share, it’s an unreasonable expectation”.*

*“Reform benefits policy which expects two children of the same sex to share a bedroom despite being vastly different ages”*



## Focus Group Analysis on delivering Housing Adequacy

### Finding 1: The size of the landlord should determine the level of responsibility.

The main theme that emerged in the focus group was a believe that a landlord responsible for one or two properties should not be expected to provide the seven criteria set out by the United Nations to determine a house as 'adequate'. It was clear that the respondents felt that a landlord with larger portfolios who makes significant capital gains from residents, then they should be taking all 7 factors into account.

*"Landlord of 1 property is different to a landlord of a large number of properties in terms of the infrastructure etc. Private estates rented by same landlord means responsibility will vary or should vary".*

*"Not an individual (small) landlords' responsibility to provide people with that. If a large landlord, then that would make more sense".*

*"Protect individual renters but there needs to be a balanced viewpoint, if its tenant focussed there is no interest in landlords to have a second property to rent out and we already have a shortage of housing. We need to be mindful of that. So possibly legislation in place for people who have 3 properties or more that they had stronger guidelines. Otherwise, there will be no interest from landlords".*

### Finding 2: Monitoring of the private rental sector

*Letting agents are a key stakeholder.*

Amongst the respondents, they had all rented their properties through an letting agent, and they felt that stronger monitoring of agents would lead to better outcomes for both tenant and landlord. The necessity of an independent organisation to do this was raised by 3 of the focus group respondents.

One respondent used the example of bond schemes and how in the past, landlords used to take money from renters' bonds as they deemed fit. Now that there is a third-party scheme that acts as an intermediate between them. Offering a survey for all renters to complete could improve the renters experience, as well as identifying trends and themes in the data. Respondents identified that there were Estyn inspectors for education and that this should be a model that can be transferred to letting agents and landlords.

*The 'Housing options' model for all*

The Council offers a housing advice and assistance to people who are at risk of homelessness. This service offers financial support, but one of its key benefits is the inspection process it offers. When they help a renter find a property, they assess the whole property to determine its suitability. Much like a surveyor when you are buying a property. The respondents in this focus group felt that this should be an option for anyone considering renting and that, either estate agents are trained to ensure properties are adequate, or an independent advisor attends the property during the in person viewing.

*"When I got divorced, I had to go through housing options, to get help with the bond and first months rent. They had a person that had to come and inspect the whole property to determine whether it was ok for her to move into with a child...like they checked the width between bannisters to ensure a child couldn't fall through them, smoke detectors etc. That was his job to inspect the property. This should be the case for all people moving into a rental property. Like when you buy a property you get a surveyor in"*

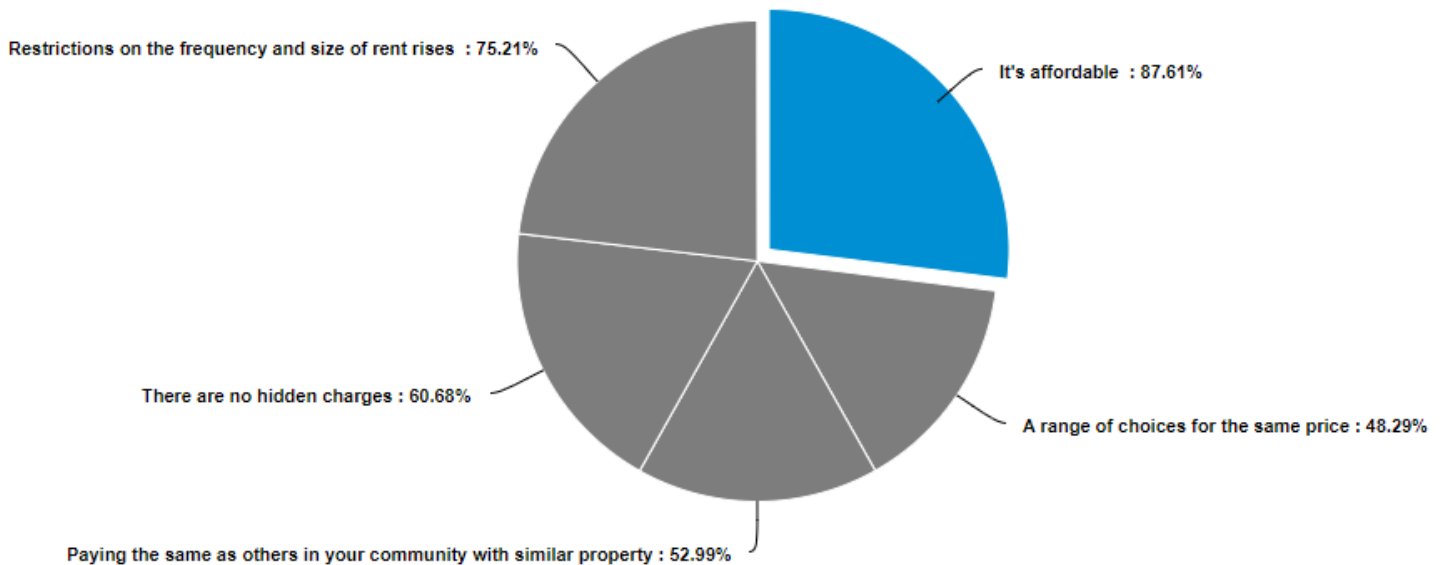
*"Whether you go through an agent or housing scheme etc, there are all of these things in place but who is monitoring that? You would have a tenancy agreement and an inventory. Fees are supposed to be abolished but it seems agents are figuring a way around that. Who is making sure the fees act is being implemented? There is legislation but who is making sure it is implemented".*

## What fair means to private renters

To understand what was important to renters, we asked them to identify factors that they believed defined 'fair', regarding rents. As expected from previous questions, affordability was the highest priority (88%).

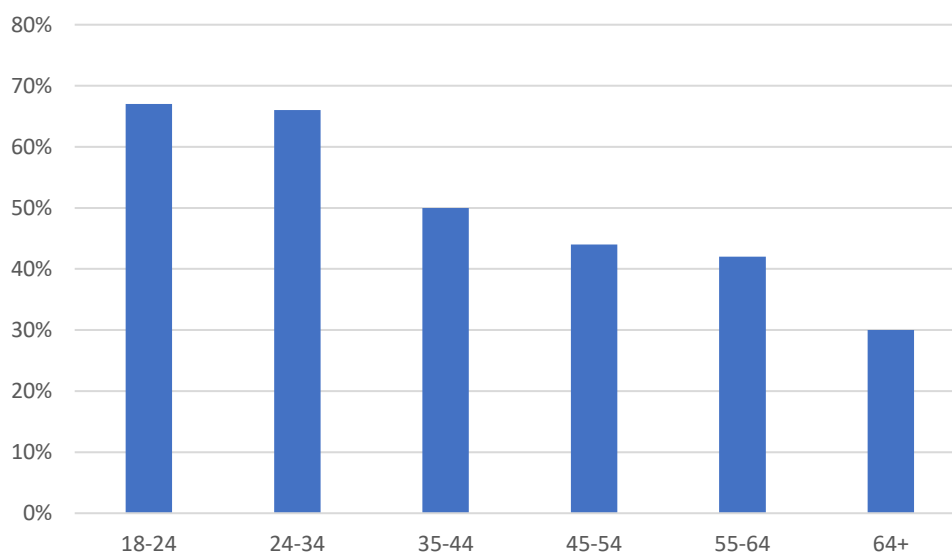
Restrictions on the frequency and size of rent rises came in at a close second, and no hidden charges at third. Clearly the direct cost implication to the renter is the most significant factor to them when defining 'fair'.

**Note: Renters could choose up to three options, hence the % labels will exceed 100%**



Interestingly, there were no significant differences in single parent households or genders in terms of the factors needed to deem rents as fair.

Affordability was also equally as important to all age groups, however, as the age of respondents increased, **having a range of choices for the same price** was less important.



## Focus Group Analysis on Fair Rents

### Rents set based on minimum wage

The common consensus for focus group respondents was that fair rents would be set based on minimum wage. They felt that setting a rent based on the average earnings in that area would stop people on lower income being able to afford certain areas, which would consequently lead to significant societal divides.

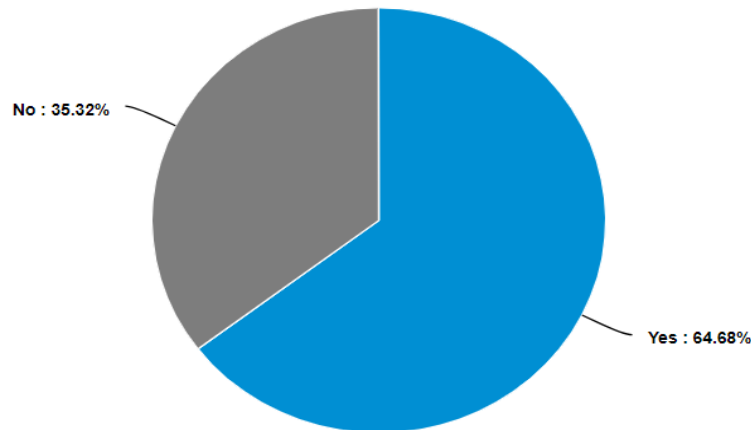
### All expenses relating to housing costs should be considered

Respondents stated that all costs relating to their housing expenses should be considered when defining what fair rent means to them, such as utilities, gas, electric, insurances etc. It is expected that rent be the highest outgoing but not an outgoing that stops them being able to afford their other outgoings. All respondents within the group emphasised that their rents had increased significantly but their incomes had not. They spoke of the sacrifice they were having to make as a consequence of these increases, such as not putting the heating on in the winter, using food pantries, moving in with parents and not eating for days.

*“For rent to be fair, it can’t just be based on one thing, one outgoing, because that is not the reality of managing a home. How can you base rents on average earnings if you live in an area where rents are £1000pcm, which obviously suggests that people have the money to afford it. Maybe they do, maybe those couples where both of them work and their parents take care of their children, but I am a single parent and therefore have half of the income that they do and my family aren’t local because I wanted to raise my children in a place that provides them with greater opportunities, should I be penalised for that and have to move back to the valleys because of greedy landlords? It is ridiculous. How can you set one policy when it is all so subjective?”*

## Is 30% household income an appropriate indicator for affordability?

It is commonly understood that if a person's rent is equivalent to 30% or less of the median income, then it is affordable. We asked current renters if they deemed the 30% measurement as an appropriate indicator of affordability.



Almost 65% of respondents agreed with the 30% measurements. There were no significant differences when it came to single parents and those identifying as female. However, 72% of men felt that 30% was an appropriate indicator of affordability. When exploring age variation, the only notable difference was in those aged 55-64, with 74% of this age group deeming 30% as an appropriate indicator for affordability.

Of the 35% of respondents that felt that this wasn't an appropriate indicator, we identified two key themes in their comments:

- 1) The current cost of living makes 30% on rent unaffordable
- 2) The setting of one affordability percentage leads to unfair bias'

### **The current cost of living makes 30% on rent unaffordable**

This theme was the most recurrent amongst the data and whilst there are different suggestions around a more appropriate percentage, the reality of the cost-of-living crisis couldn't be more distinguished. Respondents felt that the increases in all other costs meant that 30% is no longer attainable and that considerations relating to council tax, utilities and energy bills should be factored into the setting of affordable rents.

*"It's too much when the cost of everything else is taken into consideration. So, either it comes down or everything else comes down"*

*"Because of all the other costs in life that have also gone up. Council tax, energy, food bills, care bills, entertainment, transport should all come to about half of someone's income ideally. That way someone can save and enjoy life at the same time instead of having to wait for retirement to be happy and comfortable".*

### **The setting of one affordability percentage leads to unfair bias'**

This theme was apparent throughout the comments, with some respondents feeling the bias was towards people on lower incomes and others towards those with higher incomes. This data suggests that a 'one size fits all' approach would have unintended consequences on renters.

*"It depends how big your income is for if 30% is fair or not"*

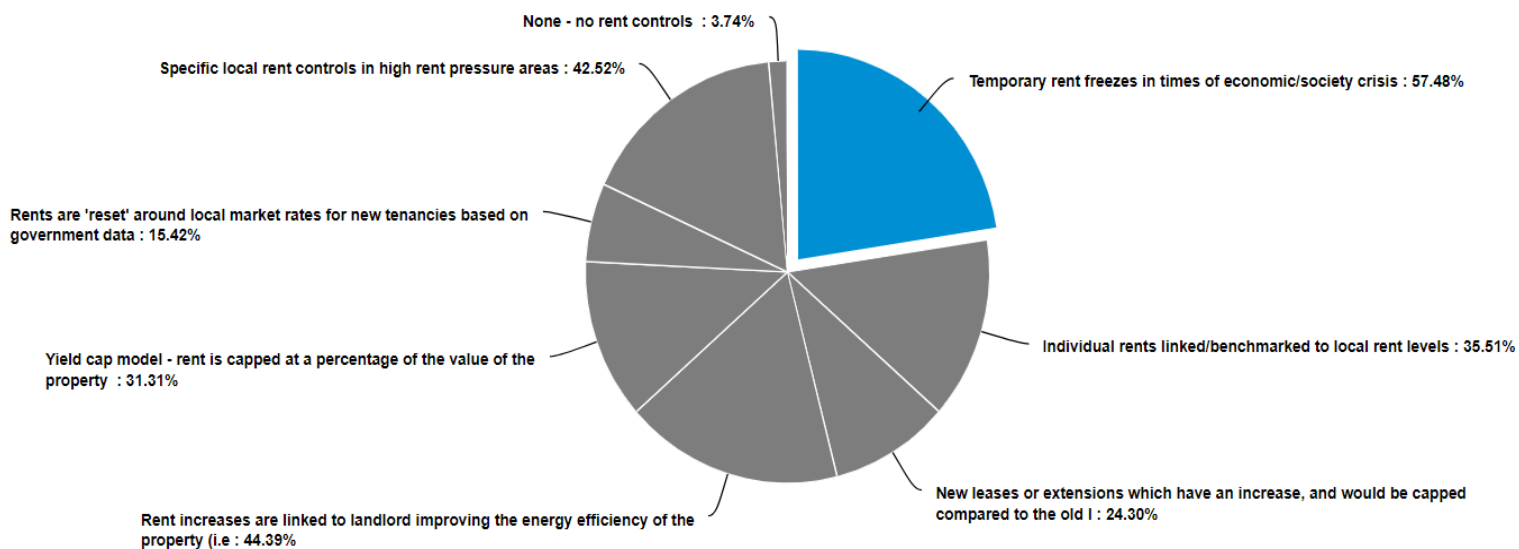
*"Depends on other outgoings - a couple with no children will be able to pay a higher % "*

*"There can be big differences in household income in same area so possibly some winners and losers but probably a good ish measure. Landlords could just take it as a max limit and charge that. Could have different tiers of affordable rents with landlords who want to charge more having to meet higher standards"*

## What Rent control models interests tenants?

The Green paper discussed several rent control models that have been used in various countries. The paper asked **'If Wales were to adapt a rent control model, which model would you support the most?'**

Whilst they are complex models, we wanted tenants to consider the principles of what felt right to them including 'no rent controls'. There was a good distribution across the 8 options:



**Note: Renters could choose up to three options which is the reason the % labels exceed 100%**

**In summary:** the top 3 options were:

- 1) Temporary rent freezes in times of economic/society crisis
- 2) Rent increases are linked to landlord improving the energy efficiency of the property.
- 3) Specific local rent controls in high rent pressure areas

The least popular (aside from no rent controls) was:

- Rents are 'reset' around local market rates for new tenancies based on government data

### Did gender or being a single parent make any difference?

No significant differences on overall finding were noted when segmenting on gender or on those identifying as single parents.

### Does age make a difference to responders? YES

- The youngest bracket, 18-25, were least in favour of rent rises being linked to energy efficiency improvement. In contrast, it was the most significantly top preferred option for those aged 65+. This option preference significantly grew in preferable as people got older. Linking rent rises to energy efficiency improvement has wider policy considerations in decarbonisation of housing.
- The overall preferred option of 'temporary freezes in times of crisis' was driven by people aged between 25-44, with a spike in interest in the 'Yield cap model - rent is capped at a percentage of the value of the property'
- As the responding groups got older, they also were more in favour of 'Specific local rent controls in high rent pressure areas'

## Conclusion

It is no surprise that the findings within this report align consistently with the current cost of living crisis. And whilst we strongly support the need for adequate housing to include the seven criteria set out by the United Nations, it is clear from our findings that the continuous increase in rents is already having a significant impact on private renters in Wales and that is something that needs to be seen as a key priority.

Despite the intentions to ensure an increased security of tenure as a consequence of the Renting Homes (Wales) Act 2016 implementation, private renters still feel the need for this to improve. This challenges the current awareness and effectiveness of the Act. Its only recently implemented but improvements to security of tenure and habitability are key objectives of the Act, as was considering the Fitness for Human Habitation element. This needs to be tracked over time to see if perception has changed.

Notably, there were variations between age groups when considering housing adequacy, with younger renters without families believing affordability and habitability to be more important. In a report published by Chartered Institute of Housing, younger people have a “perception and experience that they can remain in a home as long as they want” (CIH.org), which may be the justification behind our responses.

Whilst the larger proportion of our respondents were female, our male respondents provided us with a comparison between genders which highlighted some key differences. Male respondents were less inclined to see affordability as a key component in housing adequacy and instead, security of tenure and habitability took precedence. This may be due to many of the female respondents identifying as single parents, unlike the male respondents as in Wales, 86% of single parents are mothers (Bevan). It is well documented that single parents are facing significant financial challenges, with 46% of single-parent households in Wales living in poverty, which is twice as high as the overall poverty rate in the country (WEN Wales).

In addition, single parents have lower than average employment rates, and those who balance caring for their children with paid work, often have low paid, part time employment; single parents are in the highest in-work poverty rate in all of the household types in Wales (JRF). Such findings highlight the importance of considering this disadvantaged group when shaping this policy area.

Several ideas came from respondents around the idea of raising property standards and enforcement. Clear evidence shows a desire for stronger monitoring of the private rental sector, including utilising letting agents being a key stakeholder. The idea was proposed of an Estyn type inspector as a third party, offering surveys and dong inspections passed on complaint, or random selection to gather a true reflection of the private sector, exploring all seven factors of housing adequacy.

When we explored the idea of fair rents, many issues relate to welfare reform and the freezing of Local Housing Allowance were at the forefront. Although those in the sector are aware that welfare is not devolved, it does not make sense to renters that housing is devolved, and council tax is set locally but local housing allowance is not. Such flaws are resulting in renters having to sacrifice basics, like warmth and food, to cover the gap between the LHA rates and the market rates. Affordability of rent is essential to ensuring fairness, as well as restrictions on the size and rent rises. Whilst we can understand that landlords have mortgages that are rising, respondents felt that there should be a limit as to how much profit a landlord can make when it comes to people’s homes.

Respondents felt strongly that housing outgoings should be considered as a complete unit when deciding on what is fair rent, for example, council tax, service charges, utilities, and insurances. Whilst the larger proportion of renters felt that 30% of a household income was an appropriate indicator for affordability, the 35% that didn’t, agree that it previously would have been appropriate but as all other outgoings rise, it is impossible to continue at 30% for rent only.

As expected, based on the consistency around the need for affordability, temporary rent freezes were the most popular for respondents when exploring rent control models. Those aged 25-44 were most in favour of rent freezes, whilst the older generation felt that rents should be linked to EPC ratings. Given the aging population, both options should be considered. Whilst we are aware of the negative impact of rent freezes in the social housing sector in England, we cannot ignore the data we are revealing in this survey. The rent increases in the private sector are not sustainable for various reasons:

- 1) Local Housing Allowance rates are not increasing at the same rates as the housing market rates.
- 2) Wages are not increasing at the same rates as housing market rates.
- 3) The cost of all additional expenses relating to simply living are rising which leaves less money for rent.

People cannot be expected to choose between heating their homes, feeding themselves and their families or paying rent. We therefore argue that a temporary rent freeze may be the only viable option for private renters at present.

Based on the findings within this report, we have provided some recommendations, some of which align with recommendations from other campaigners within the sector.

## Recommendations

**In line with the recent [JRF briefing](#),** we support the following recommendation based on the findings within this report:

- 1) As an immediate priority, the UK Government should unfreeze Local Housing Allowance and, **at a minimum**, realign it with the 30th percentile of local market rents.

**In line with the [NRLA report](#),** we support the following recommendation based on the findings within this report:

- 2) Welsh Government must commit to the establishment and maintenance of a Welsh Housing Survey and undertake a comprehensive assessment of the private rented sector before introducing further legislative changes.

**This report's recommendations:**

- 3) Landlords, agents, and policy makers must consider the impact and notable differences in expectations based on age that has been identified within this report.
- 4) Welsh Government should consider the implementation of a stronger independent body, building on Rent Smart Wales to monitor, inspect and investigate agents and landlords within the PRS.
- 5) Landlords, agents, and policy makers must consider that single parents are immediately at a disadvantage when it comes to renting a property and must be considered when setting fair rents.
- 6) Welsh Government must prioritise the negative financial implication of rent rises on low earners, alongside the cost-of-living crisis on private renters in Wales.
- 7) The Welsh Government must develop a clear Housing Strategy for Wales, which visibly outlines the importance of the PRS, as well as the expectations and ambitions for it.

### Next Steps

Tenants have taken their time to provide us with their views in this survey.

Their voices matter and deserve your consideration and action.

- 1) All tenants who completed the survey and opted to receive a copy of the report will be sent a copy ahead of publication.
- 2) We will share this report with key decision makers across the housing sector including Welsh Government, Members of the Senedd (with an interest in housing), Housing CEOs and Heads of Service, asking for their consideration and action.
- 3) TPAS Cymru will look for opportunities to present and discuss the findings with the sector and media to ensure stakeholders engage and act on the report.
- 4) In addition, based on other TPAS Cymru's reports we will present to tenant groups and staff teams across Wales. To request a session, please contact [enquiries@tpas.cymru](mailto:enquiries@tpas.cymru)

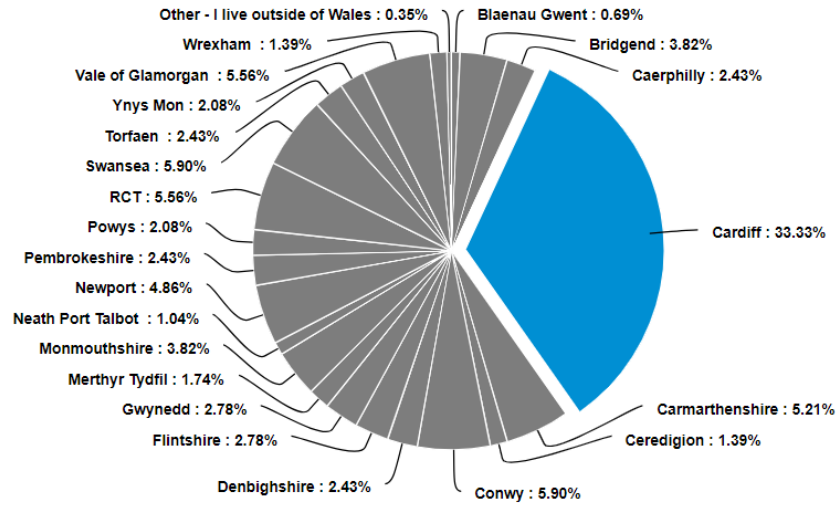
We are interested to hear your views on this report, especially what action you took as result.



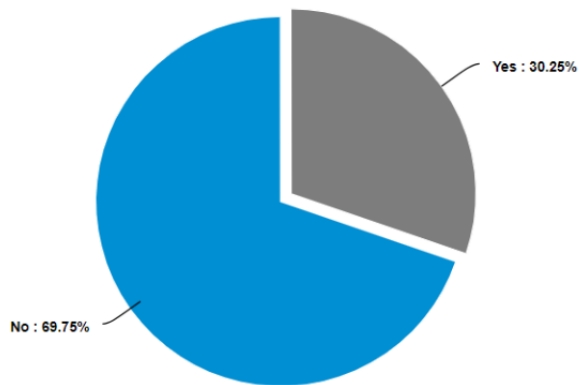
# Appendices

## Appendix 1: Respondents demographics

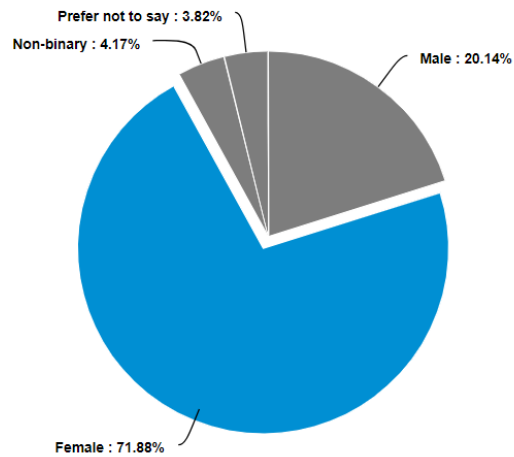
So that we can understand local issues/regional hotspots, which Welsh Local Authority do you live? (if you live outside Wales please tick other)



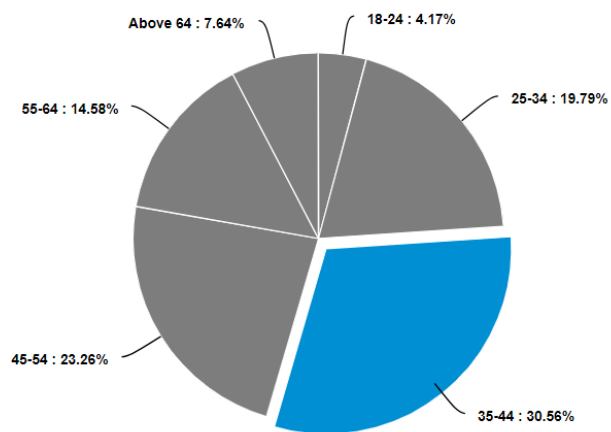
Do you live in a single parent household?



What is your gender?



What age group are you a part of?

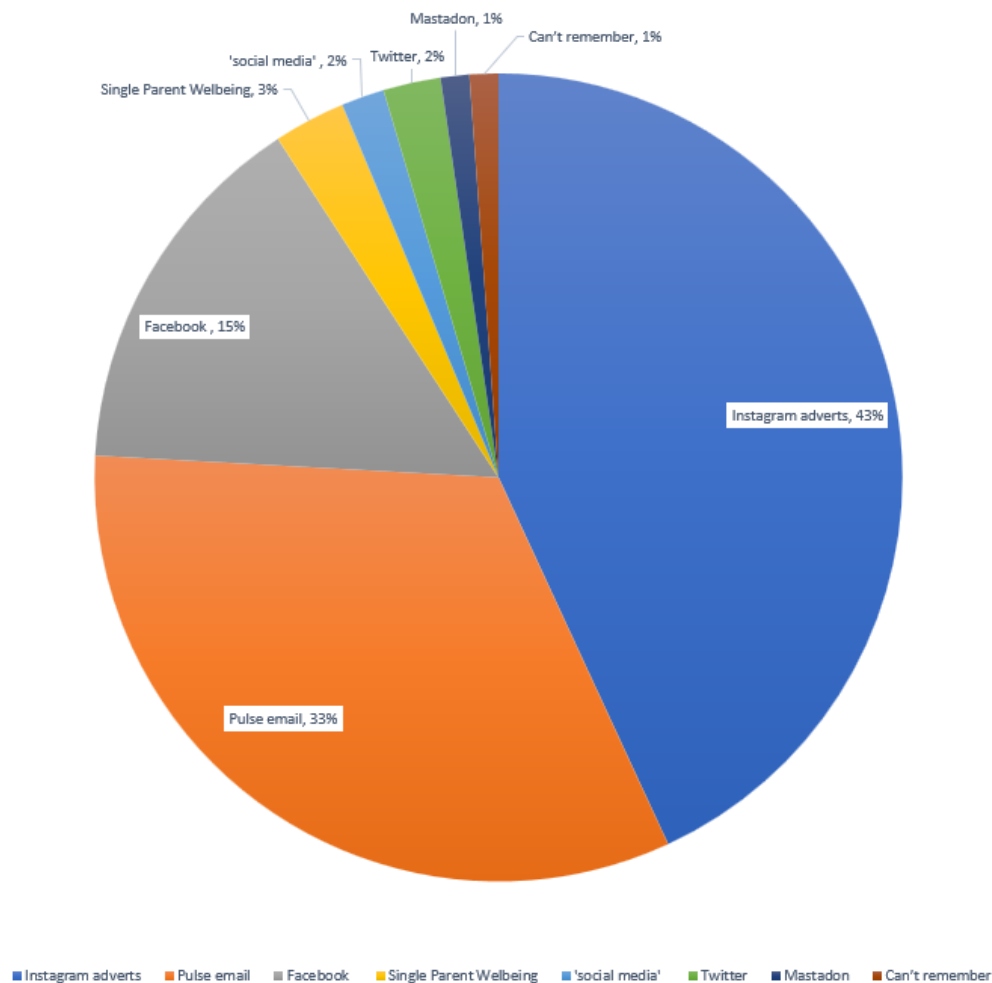


## Appendix 2: Survey promotion: How we reached Private Renters in Wales

- The survey was sent to PRS tenants who have signed up to Tenant Pulse.
- This survey was also promoted on TPAS Cymru social media accounts, including Facebook, Instagram, Twitter, and LinkedIn
- Single Parents Wellbeing shared the survey on their private Facebook group
- As proved useful in our past Tenant Pulse surveys, we bought a paid media advertisement campaign on Instagram, to reach more responses from within the younger PRS market.

We asked how did you hear about this survey?

(Note: Only half of respondents completed this at the very end of the survey).



As reported in previous Tenant Pulse reports, our tactical use of paid Instagram adverts really helps reach younger renters. We could have reached more, but this project had a cap on the promo budget (£200).

Those answering 'single parent wellbeing' as source is too low compared to the overall responses and we believe non-specific answer of 'Facebook' is overstated based on other Pulse surveys. One of the key channels for the charity Single Parent Wellbeing is a private Facebook group where this survey was featured so we believe these single parents are included in Facebook source.

### Appendix 3: Questions asked in the survey

TPAS Cymru and Single Parents Wales have partnered to ensure that there is a platform for all PRIVATE RENTERS in Wales to share their thoughts and experiences to help shape the future of Wales. This survey will take less than 5 minutes to fill out. Thank you in advance for sharing your opinion and voice with us.

1. So that we can understand local issues/regional hotspots, which Welsh Local Authority do you live? (if you live outside Wales please tick other)

1. Blaenau Gwent
2. Bridgend
3. Caerphilly
4. Cardiff
5. Carmarthenshire
6. Ceredigion
7. Conwy
8. Denbighshire
9. Flintshire
10. Gwynedd
11. Merthyr Tydfil
12. Monmouthshire
13. Neath Port Talbot
14. Newport
15. Pembrokeshire
16. Powys
17. RCT
18. Swansea
19. Torfaen
20. Ynys Mon
21. Vale of Glamorgan
22. Wrexham
23. Other - I live outside of Wales \_\_\_\_\_

2. Do you live in a single parent household?

1. Yes
2. No

3. What is your gender?

1. Male
2. Female
3. Non-binary
4. Prefer not to say

4. What age group are you a part of?

1. Under 18
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. Above 64

Welsh Government use the term 'adequate housing' and use seven criteria (which are set out by the United Nations) to define what 'adequate' means: 1) Security of tenure: you feel like you have legal protection against eviction and threats; 2) Availability of services, materials, facilities and infrastructure: things like, heating, water supply and energy for cooking, etc; 3) Affordability: the house shouldn't be too expensive because it compromises you being able to afford food etc; 4) Habitability: there needs to be enough space and sufficient protection from the cold and damp to ensure your health isn't threatened; 5) Accessibility: the needs of marginalised groups are considered; 6) Location: it needs to be to be close to employment opportunities, schools, childcare providers and not be located in polluted or dangerous areas; 7) Cultural inadequacy: it needs to take into account the expression of cultural identity

5. Out of these seven (see above), which ONE do you value the most?

1. Security of tenure
2. Availability of services, materials, facilities, and infrastructure
3. Affordability
4. Habitability
5. Accessibility
6. Location
7. Cultural inadequacy

6. Based on the option you chose above, how would you improve it?

7. What does the term "fair rent" mean to you?

8. Which of the following factors makes rents fair? (select as many that apply to you)

1. It's affordable
2. A range of choices for the same price
3. Paying the same as others in your community with similar property
4. There are no hidden charges
5. Restrictions on the frequency and size of rent rises

9. Do you agree that 30% of a household's income is an appropriate indicator of affordability?

1. Yes
2. No

10. If no, please explain why and what alternative could be used:

11. Rent control models have been used in various countries. If Wales were to adapt a rent control model, which model would you support the most? (Choose three):

1. Temporary rent freezes in times of economic/society crisis
2. Individual rents linked/benchmarked to local rent levels
3. New leases or extensions which have an increase, and would be capped compared to the old lease
4. Rent increases are linked to landlord improving the energy efficiency of the property (i.e. cheaper to heat)
5. Yield cap model - rent is capped at a percentage of the value of the property
6. Rents are 'reset' around local market rates for new tenancies based on government data
7. Specific local rent controls in high rent pressure areas
8. None - no rent controls

12. What other considerations do you wish to highlight about your rent situation?

13. Thank you for your views. Do you want to stay in touch on this subject? Please tick any the following that interest you:

1. I would like to be sent a copy of the report created from these responses
2. I would like to be entered in the free thankyou prize draw to win some tasty Welsh treats
3. I would be happy to be occasionally sent other renter related surveys by TPAS Cymru
4. I would interested in attending a focus group on this subject

14. If you ticked any of the above - please could you let us know your Email Address. It will ONLY be used for the option(s) you consented to above. We take your data privacy seriously

15. Final question - where did you hear about this (i.e. had an email, Instagram advert, a Facebook group etc)

## Acknowledgements

We would like to take this opportunity to thank our Tenant Pulse panel for their continuous inspiration and commitment to taking part in our surveys. Your input is truly valued and helps to shape the future of housing.

We would also like to thank Welsh Government for part funding TPAS Cymru as an organisation and to Wales & West for the year-round lead sponsorship.

## About TPAS Cymru



TPAS Cymru has supported tenants and landlords in Wales for over 30 years developing effective tenant and community participation through training, support, practical projects and policy development. Locally we support community empowerment through practical advice, support, training and project work.

At Government level, we contribute to policy changes by working with partner organisations to ensure the tenant voice influences decision making.



Tenant Pulse is the voice of tenants in Wales.

[www.tpas.cymru/pulse](http://www.tpas.cymru/pulse). It's been created by TPAS Cymru and is supported by Welsh Government. We aim to:

- i) Find out what matters most to tenants
- ii) Release regular surveys
- iii) Hold prize draws to reward people who take part

The results of our surveys are used by decision makers to create housing policy which works for tenants, and which helps make housing in Wales safer and fairer.

## Tenant Voice sponsor



Tenant Pulse is part of programme of a work looking to amplifying the voice of tenants. We are very grateful for Pobl Group who sponsor this work.

To meet one of our team to discuss the points raised, please contact: Elizabeth Taylor at [elizabeth@tpas.cymru](mailto:elizabeth@tpas.cymru).