



RENT SETTING IN WALES

Report summary





Overview Of Presentation

We will look at the methods we employed to gather our data and provide a basic overview of the key findings and recommendations.

Panelists comments

Our four panelists will then share their thoughts on the findings and the next steps





Survey

27 questions broken down into
4 sections:

- 1) Landlord & Tenant
Communication
- 2) Changing Rent Formula
- 3) Service Charges
- 4) Affordability



Advertising

Sent to all Tenant Pulse
Members and advertising
campaign on social media



Analysis

The analysis broken down into
the 4 sections and broken
down based on demographic
groups and region

The Report and Executive Summary

Now live on website

In line with our previous practice regarding our Tenant Pulse surveys, we ran an advert through the Meta platforms to promote this survey to the wider public.

As seen here, our digital campaign was bilingual and shared through all of our social media platforms. (Facebook, Twitter/X, Instagram and LinkedIn).

The advertisement ran through the Meta platform (Instagram and Facebook) for 7 days from the 17th of July, 2024, until the 24th of July, 2024.

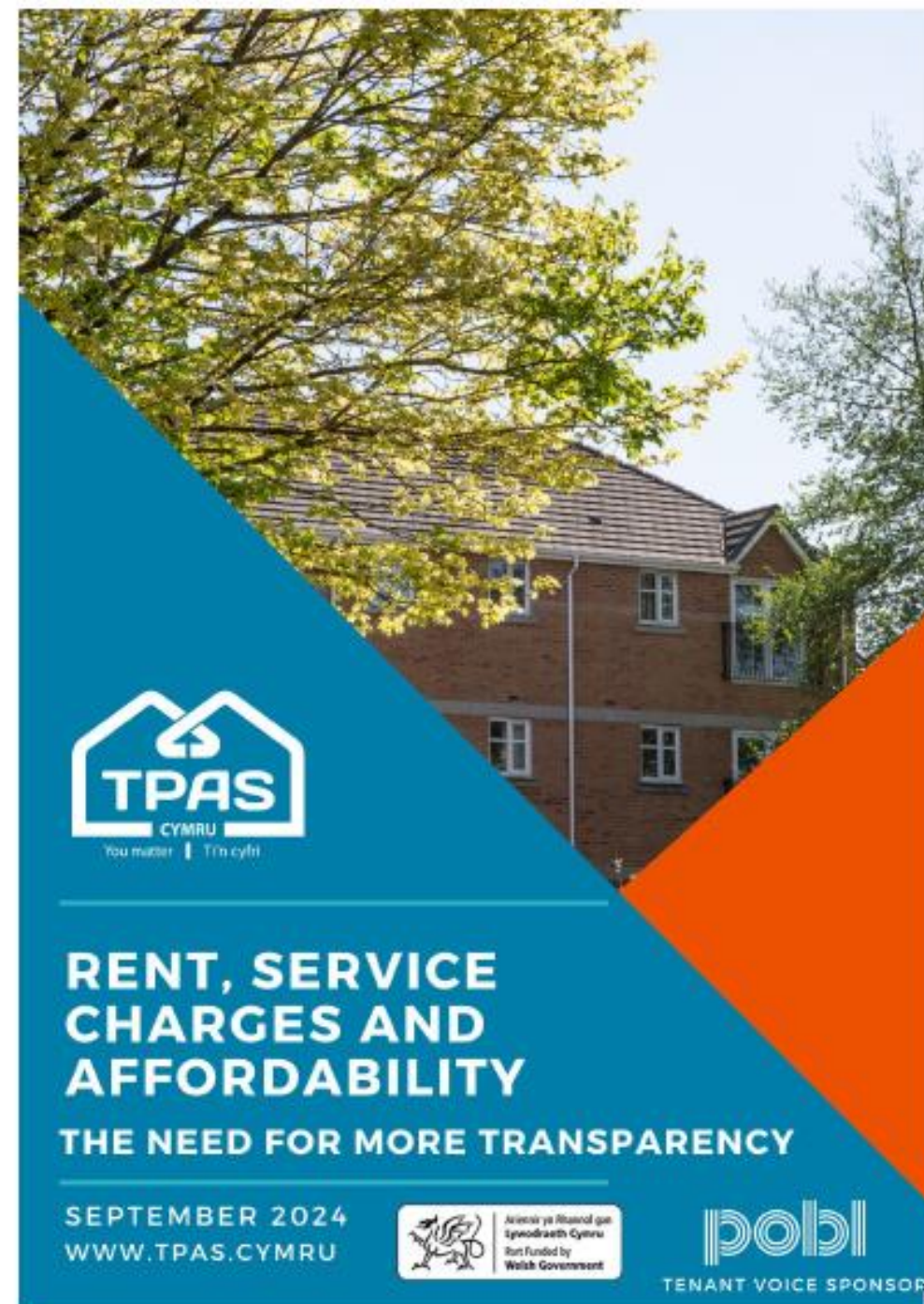
This advert had a reach of 20,067 users and analysis showed that 58% of the visits to the survey were a direct impact of the advert.




The Report and Executive Summary

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RENT, SERVICE CHARGES AND AFFORDABILITY

THE NEED FOR MORE TRANSPARENCY

SEPTEMBER 2024
WWW.TPAS.CYMRU

 Ariennir yn Rhannol gan Lywodraeth Cymru
Part Funded by Welsh Government

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EXECUTIVE SUMMARY: RENT, SERVICE CHARGES AND AFFORDABILITY

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Landlord and Tenant Communication

- More tenants seeing communications this year
- Tenants want to know how rents are spent



Rent Formula Options

- Tenants do not want their rents linked to market rates or improved energy efficiency
- Some tenants agree that rents should be varied for more desirable areas.

Findings



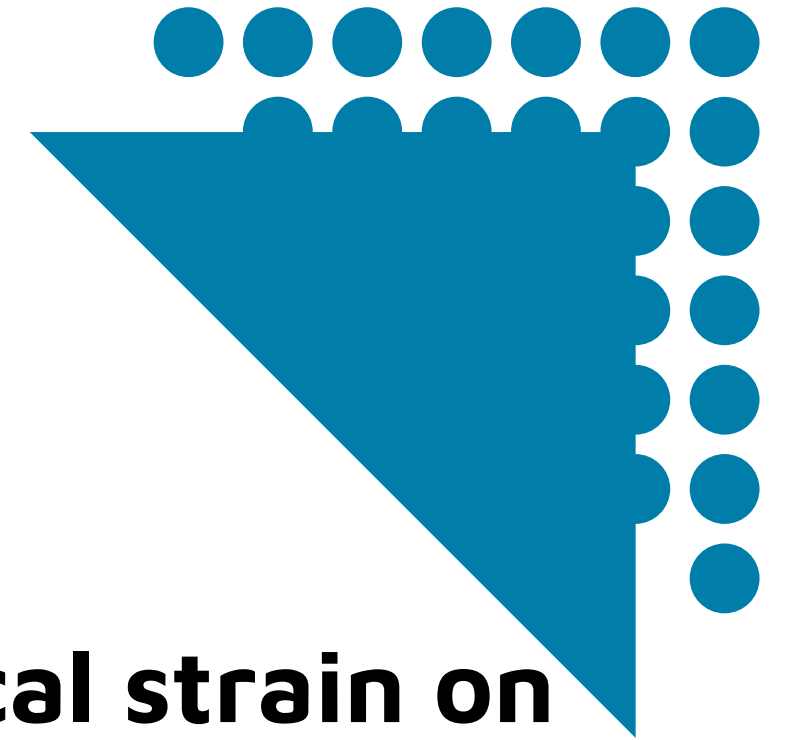
Service charges

- Almost half of tenants don't understand what they are paying for
- Housing Association tenants are more aware of charges than Local Authorities



Affordability

- Less tenants feeling that their rents are affordable
- Tenants sacrificing essential needs to pay their rents



Affordability is causing emotional and psychological strain on tenants.

Tenants report that the financial pressure, combined with poor living conditions and issues navigating the benefit system is causing stress and impacting on mental health





Landlord and Tenant Communication

- Provide transparent explanations on where rent is spent
- Targeting communications for specific groups.



Rent Formula Options

- Consider tenant preferences around affordability
- Consider differing opinions amongst regions and underrepresented groups

Recommendations



Service charges

- Should improve transparency by covering how calculations are made
- Review contractor performance; stricter oversight and accountability



Affordability

- Explore rent formulas that consider tenants income
- Prioritise repairs and maintenance so tenants feel rent is reflected in quality of their home

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People • Homes • Communities

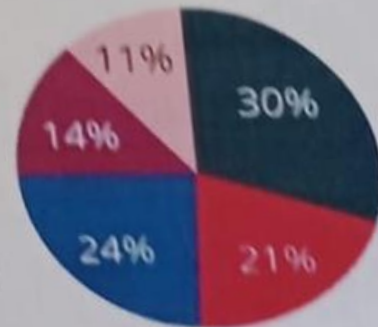


**HAVE YOUR SAY
ON WHAT YOU PAY**
PRINCESS OF WALES COURT
TUESDAY 10TH OCTOBER
AT 1.30P.M. - 3.00P.M.

Come for a cuppa with Officers from Caredig and share your feedback on our Repairs review, your rent and service charges

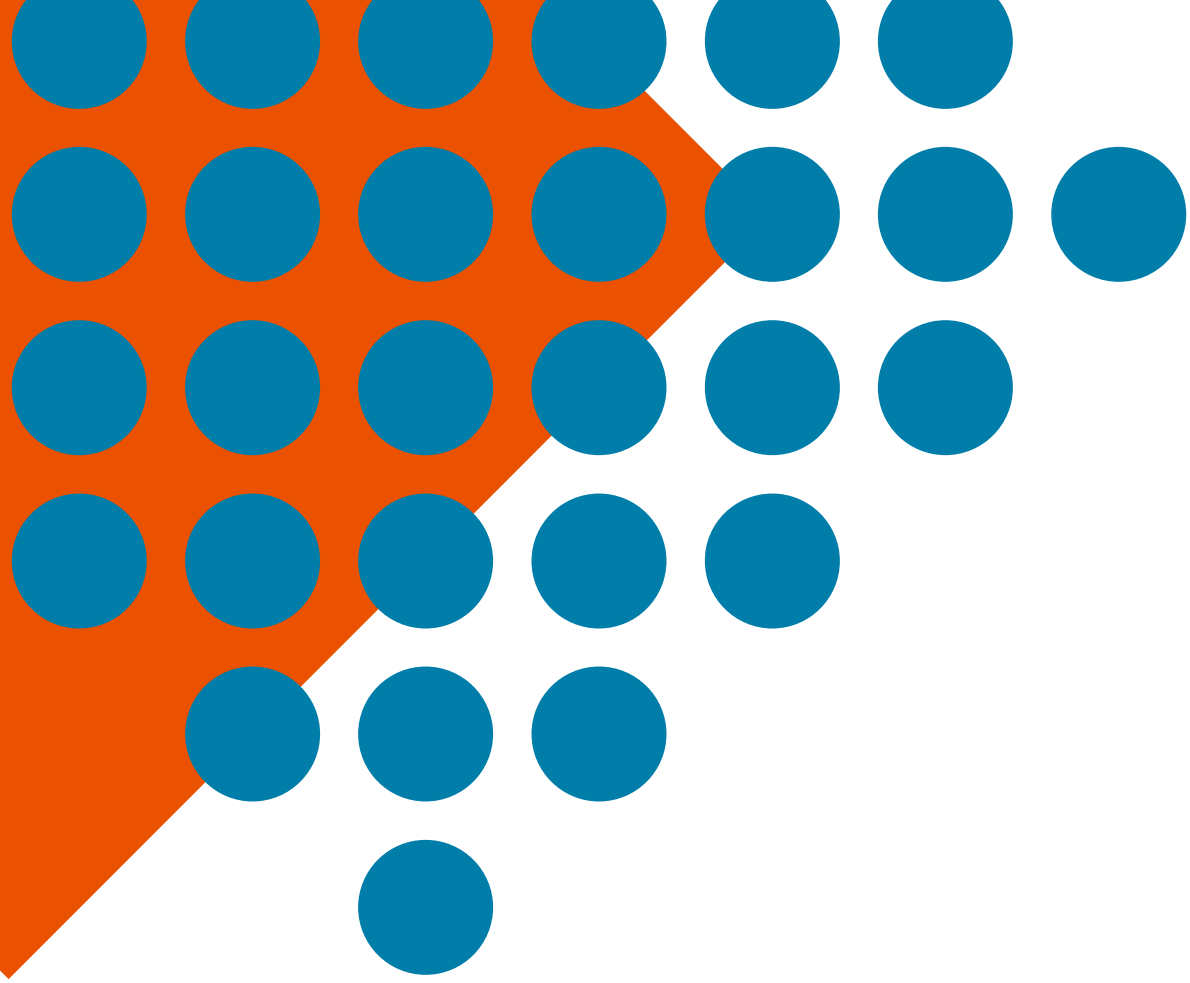
How your rent is spent

- 30% Building new homes and asset management (eg replacing kitchens, windows etc.)
- 21% Loans and leases
- 24% Repairs to homes
- 14% Housing Services
- 11% Cost of running Caredig



You can also Scan the QR Code to provide your feedback

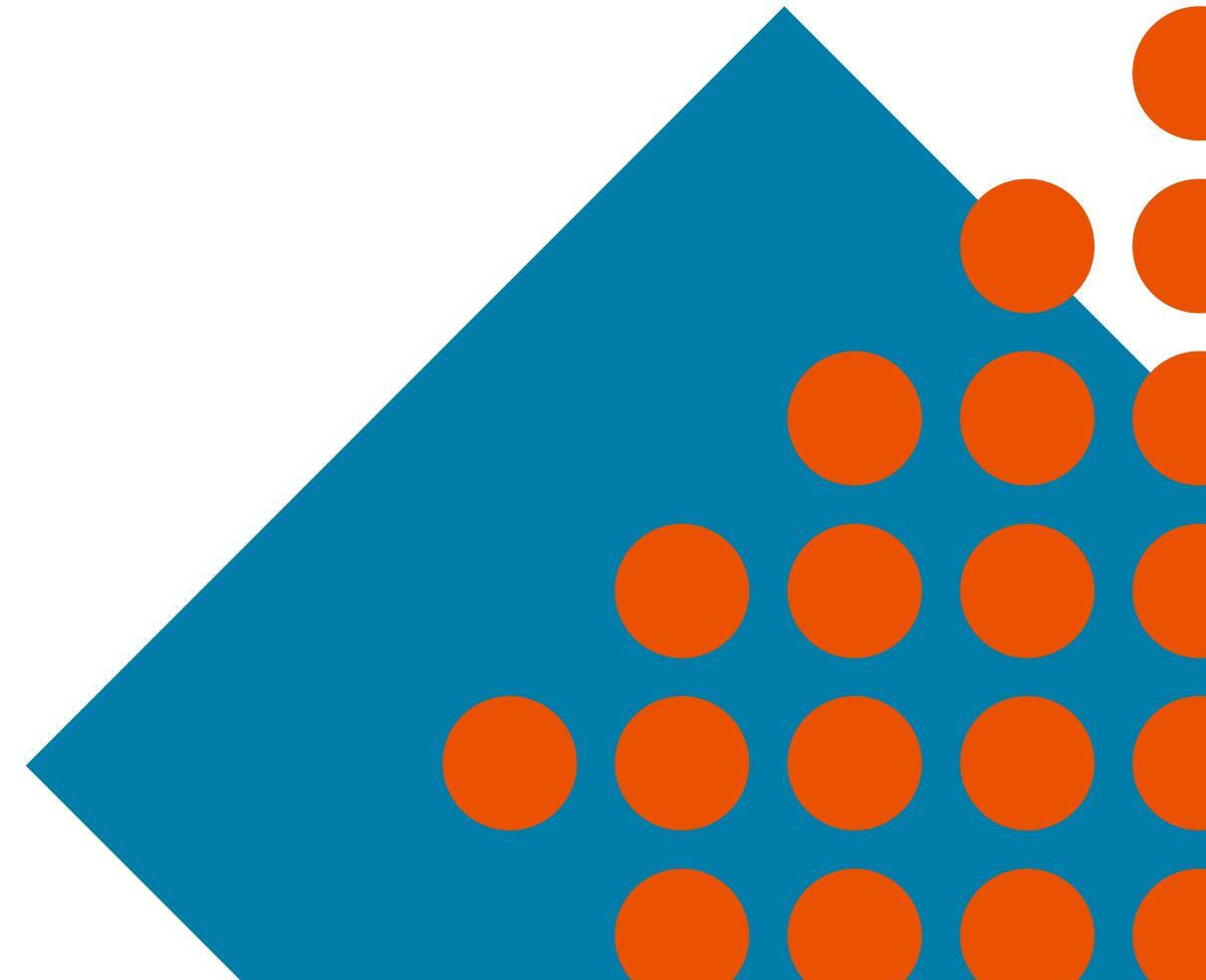




THANK YOU



Let us know what more we can
do to support you



OUR PANELISTS



RHEA STEVENS

Community Housing Cymru



DR STEFFAN EVANS

Bevan Foundation



ROBIN WHITE

Shelter Cymru



ALICJA ZALESINSKA

Tai Pawb

Rent, service charges and affordability

Five minutes, five reflections ...

1. Thank you: building our evidence and understanding together
2. Some encouraging findings and ideas: satisfaction improving, affordability-based models
3. Some persistent challenges: complexity, visibility and understanding of information on financial support, service charges
4. Some big questions remaining: future of social rent policy; working and younger tenants; people hoping to be tenants?
5. Moving to solutions, together

Diolch yn fawr.
Thank you.



**Cartrefi
Cymunedol
Cymru**

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Housing
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www.chcymru.org.uk

enquiries@chcymru.org.uk | 02920 674 800

www.twitter.com/chcymru