

May 2018 – Social and Affordable Rents

Why the survey is taking place and the purpose

We did this survey to get a customer viewpoint on how they felt about offering social, as well as, or instead of affordable rents. This survey meant the customer voice could be taken into account when the Development Committee and Board discuss options for the future. Although now – and since this survey - Homes England are offering grant for ‘social rent’ in some instances it means we should be able to do both.

The results linked to two strands of work:

- The Development Strategy, which is currently being written and
- The budget and business planning process for 2019/20 which starts in November and runs through to the end of February.

How many users took part in the survey

Total of surveys completed = 157

Online – 113 Post – 37 Phone - 7

What you said

- **23% of customers completely agreed that GreenSquare should only build homes on the lower social housing rent (24% were in the middle and 9% completely disagreed).**
- **22% completely agreed that we should maximise our income by building as many new homes as we can at an affordable rent (14% were in the middle and 14% completely disagreed).**
- **23% of customers completely agreed that we should aim to build a mix of homes with say half at a social rent and the other half at an affordable rent (compared to 20% in the middle and 10% who completely disagreed).**
- **16% completely agreed that we should develop our own model where we charge a rent that sits somewhere between the two (with 18% in the middle and 16% completely disagreed).**

What we did

Outcomes/Changes made as a result of the survey.

Just under half of all responses agreed we should only build homes on the lower social housing rent.

Nearly half of people surveyed said we should maximise our income by building as many new homes as we can at an affordable rent.

We also asked customers if GreenSquare should aim to build a mix of homes with half at a social rent and other half at affordable rent and just over half were in favour of this.

Our last question was to see if customers thought we should develop our own model where we charge rent that sits somewhere between social and affordable rent. Just under half of all customers confirmed they agreed.

These responses will help the Board and Customer Service Committee when they discuss what types and mix of tenancies we offer customers in the future.