

For Decision

Agenda Item: 9
Date of Meeting: 21/01/2026

To: The Management Committee
From: The Director
Subject: Proposed Rent Increase 2026/27 – Outcome of Tenant Consultation

1. Introduction and Purpose

- 1.1 Committee began its consideration of the annual rent review at the business planning event on 22nd November. Following this Committee discussed the matter further at its meeting on 26th November and concluded that it was not feasible to consult on options for the rent increase, as there were no plans to extend or introduce new services or to increase the planned maintenance programme. Committee then decided that the proposed rent increase to be put out for tenant consultation was 4.8%.
- 1.2 The purpose of this report is to present Committee with the outcome of the tenant consultation, which ended on 12th January 2026. Committee is asked to consider the feedback received before making its final decision on this year's rent increase.

2. Outcome of Tenant Consultation

- 2.1 The consultation leaflet was issued via a link, text or emailed to the majority of our tenants, along with a link to the survey, with the remaining tenants (200) receiving paper copies in December. Tenants were given a choice of ways of providing their feedback including:
 - completing the survey (online or paper copy);
 - emailing or phoning us;
 - the option of attending one of three drop-in sessions held on 16th December and 7th and 8th January.
- 2.2 We carried out a phone round of tenants during week beginning 5th January. Attempts were made to speak to 125 tenants. Only tenants who pay full rent or partial rent (pay at least 50% of the rent) were included in the phone round.

Feedback Received

- 2.3 Microsoft Forms was used for the online survey (also able to produce a paper version for tenants) which resulted in 17 online responses being received. This is down from last year when 27 online responses were received. No responses were received from the paper survey.
- 2.4 No tenant took the opportunity to attend one of the three drop-in sessions held at our office in December and January.
- 2.5 We received a total of 94 responses from the online survey and phone round. The table below shows the number of responses by source of feedback.

Table 1 – Responses by source

Survey (online responses)	Phone Survey	Total
17	77	94

- 2.6 Respondents (online survey) were asked to give their views on the proposed rent increase. The responses are as follows. Those shown in green signify a positive response, amber signifies tenants have some concerns and red signifies negative responses.

Source of response	Response
Online	Think it's good for the house I live in
Online	Damn disgrace, nearly £20 a month increase, you changed windows & doors which are frankly a piece of crap and won't last, while continuing to expand..we're clearly in a financial crisis with people struggling yet instead curtailing your expenditure for a year to see if things settle ,your piling on more worry. Well done
Online	I think the increase is a high percentage
Online	I dont think the rent should be put up, its already increased massively in the past couple of years, plus I dont feel that anything justifes the increase as myself as a tenant dont feel any benefits of a rent increase. I am already working two jobs and my partner is working and as it stands just now can barley afford to pay what the rent is just now along with struggling with other bills, we dont or arnt entitled to claim any help or benefits. Rent increase would put us in a even bigger hole
Online	I feel this is pretty high given my windows, bathroom radiators and outside of my house is old and worn. If you were upgrading like you said a few years ago, I could understand,

	but my house has never been looked at in all the years Ive been here, with the exception of my kitchen.
Online	Might be necessary due to rising costs but also feel for families really struggling as doesn't match with wage rise etc factoring in all other bills
Online	Sometimes things need to increase so i understand the increase .
Online	As a single parent I think it's alot
Online	No point asking because it will happen no matter what tenants say
Online	I understand an increase needs to happen but in this day and age with inflation it will be difficult for many to pay even although Rosehill are one of the lowest rented properties.
Online	Understand why it needs to go up but times are hard especially when wages dont go up
Online	As like all housing associations and other housings it's a yearly event putting the rent up , with the cost of living it's so much harder for families to keep a float with paying all bills and keep food on the table and paying out other bills that you may have , obviously I no housings need to do this to help pay for the upkeep on their buildings it's just there is so many families struggling and obviously your rent is the first bill you have to pay or you could be homeless, I just wish the government would help more and prioritise those families that are desperately struggling when it comes to feeding your family or paying bills that's a struggling family .
Online	Things do increase year after year
Online	Makes no difference as repairs and stuff have all been successful I am happy with the service staff very helpful and caring I appreciate it all thank you Rosehall
Online	I already struggle with the current rent due to only working part time and having a disability and single person so with an increase I would find this challenging and may have to look at alternative accommodation
Online	Fine with it.
Online	Increases far too often.

2.7 Below are examples of some of the comments received from the phone round. However, a list of all the feedback received is attached at Appendix 1. Although 77 tenants took part in the phone survey, 74 provided some comments.

"Understand the rent goes up each year, everything is going up in price, Rosehill provide good houses"
"Fine with the rent increase, not much we can do"
"Ok with the proposed rent increase, understand the need for increase"
"Agree with rent increase"

"Everything is going up, not much we can do"
"Think that's high but understand the reasons"
"Proposed rent increase is too high, my husband had taken a heart attack last year and is unable to work at present"
"Not happy about the increase, the house needs upgraded"
"Rent increase is too much"

2.8 The combined feedback from the online survey and phone round, paints a mixed picture. However, there are still more tenants who provided positive responses than negative.

2.9 As part of the survey (online) I included the question "Did you find the consultation leaflet helpful in understanding why we need to propose a rent increase?" The responses were as follows:

Yes	No	Not Sure	Total
10	3	7	17

2.10 The comments from the respondents who either answered No or Not sure are below:

Its yet another excuse. Stop spending money, lets start with the christmas calendar, the christmas nativity, you even have a prize for answering this survey .Lets be honest, it wouldn't matter if any we said no increases, you'd do it anyway
Didn't get it yet*
As detailed above. The plumbing and smells from the houses attached is pretty bad too.
Didn't get leaflet*
Would rather not
I never saw a leaflet*
There is not enough evidence or help with the houses for there to be an acceptable rent increase.

*tenants had missed link to the leaflet in the website article

2.11 Out of the 17 online survey responses received, 4 respondents advised they wished a response to their feedback and provided their names and contact details. Responses will be issued before the end of January. It should be noted that 2 of the 4 tenants who want a response to their

feedback, were happy with the proposed rent increase and found the consultation leaflet helpful. 13 respondents wished to be entered into the prize draw. Their names will be entered into the prize draw (a chance to win one of three £20 gift cards) along with those who took part in the phone survey.

3. Risk

3.1 We have considered the approach to the rent increase proposal and the tenant consultation and have considered the main risks under the following main categories:

Risk Category	Mitigating Measure
<p>Financial:</p> <ul style="list-style-type: none"> • Setting rents too low could result in Rosehill not having the funds available to maintain its properties in future years, meet its business needs and deliver its business plan objectives; • Rents become unaffordable, resulting in an increase in rent arrears. 	<p>We prepare financial projections that show the impact of the proposed rent increase in the short, medium and long term which take account of our costs and commitments and our current and future plans e.g. our planned maintenance programme, provision for net zero measures.</p> <p>Committee strive to strike the balance between affordability of rents and ensuring we are meeting our business needs.</p> <p>Affordability of our rents are assessed which resulted in all of our rents being deemed affordable i.e. account for less than 25% of the moderate income.</p> <p>Our average weekly rents across all apartment sizes are lower than other neighbouring landlords and are amongst the lowest in Scotland.</p>
<p>Technology and Knowledge Management:</p> <ul style="list-style-type: none"> • Limited consultation methods offered, resulting in low response rate. 	<p>We offer a range of methods:</p> <p>Online survey (and paper copies for those who prefer that method); Phoning or emailing us; Face-to-face – via drop-in sessions at our office; Phone Survey (target approximately 10% of our tenants (who pay full or partial rent, at least 50%))</p> <p>Offered an incentive of a prize draw to encourage participation in consultation process.</p>

<p>Reputation/Relationship Management:</p> <ul style="list-style-type: none"> Tenant dissatisfaction over rent increase 	<p>Offer a range of ways to provide feedback;</p> <p>In survey (online and paper) we asked whether the consultation leaflet was helpful in understanding why we need to propose a rent increase. The majority of respondents replied Yes</p> <p>Outcome of consultation was a mixed picture but still more positive feedback than negative.</p>
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4. Delivery of our Strategic Objectives

Area	Related Strategic Objective(s)
Consulting tenants on proposed rent increase	2) Engage effectively with our tenants and service users 7) Achieve the highest standards in all that we do

5. Application of our Core Values

Area	Related Core Value(s)
Consulting tenants on proposed rent increase	<ul style="list-style-type: none"> Engaged and Responsive Accountable and Compliant Fair and Approachable

6. Compliance and Assurance

6.1 We are required to consult with our tenants over any proposals to change the rent and have regard to their views before making any decisions to increase the rent, in accordance with the Housing (Scotland) Act 2001.

6.2 The approach we have taken in terms of the basis for our rent increase proposal and consulting with our tenants has been done in accordance with the following:

Compliance Source	Details
Scottish Social Housing Charter (Nov 2022)	1. Equalities (outcome) Social landlords perform all aspects of their housing services so that:

- they support the right to adequate housing;
- Every tenant and other customer has their individual needs recognised, is treated fairly and with respect, and receives fair access to housing and housing services.

2. Communication (outcome)

Social landlords manage their businesses so that:

- Tenants and other customers find it easy to communicate with their landlord and get the information they need about their landlord, how and why it makes decisions and the services it provides.

3. Participation (outcome)

Social landlords manage their businesses so that:

- Tenants and other customers are offered a range of opportunities that make it easy for them to participate in and influence their landlord's decisions at a level they feel comfortable with.

13. Value for Money

Social landlords manage all aspects of their businesses so that:

- Tenants', owners and other customers receive services that provide continually improving value for the rent and other charges they pay.

14/15 Rents and Service Charges

Social landlords set rents and service charges in consultation with their tenants and other customers so that:

	<ul style="list-style-type: none"> ▪ a balance is struck between the level of services provided, the cost of the services, and how far current and prospective tenants and service users can afford them ▪ tenants' get clear information on how rent and other money is spent, including details of any individual items of expenditure above thresholds agreed between landlords and tenants.
Regulatory Standards of Governance and Financial Management	<p>Standard 2 - The RSL is open about and accountable for what it does. It understands and takes account of the needs and priorities of its tenants, service users and stakeholders. And its primary focus is the sustainable achievement of these priorities.</p> <p>Guidance 2.4- The RSL seeks out the needs, priorities, views and aspirations of tenants, service users and stakeholders. The governing body listens to its tenants and service users and takes account of this information in its strategies, plans and decisions.</p> <p>Standard 3 - The RSL manages its resources to ensure its financial well-being, while maintaining rents at a level that tenants can afford to pay.</p> <p>Guidance 3.4 - The governing body ensures financial forecasts are based on appropriate and reasonable assumptions and information, including information about what tenants can afford to pay and feedback from consultation with tenants on rent increases.</p>

6.3 Evidence Bank

Evidence	Assurance Exercise Location
<ul style="list-style-type: none"> • Report for 21/01/26 meeting and consultation pack issued to tenants 	<ul style="list-style-type: none"> • The Scottish Social Housing Standard: • 1 – Equalities, 2 – Communication, 3 – Participation, 13 – Value for

	<p>Money, 14/15 – Rents and Service Charges</p> <ul style="list-style-type: none"> • Regulatory Standard 2 – Guidance 2.4 • Regulatory Standard 3 – Guidance 3.4
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6.3.1 Committee is reminded that our Assurance Exercises are available in the Committee Log-in Area of our website, which Committee can access at any time.

7. Summary and Decision Sought

7.1 Committee began the annual rent review process at the business planning event on 22nd November and then made its decision at its meeting on 26th November. Committee decided it wasn't feasible to give options for the rent increase, as there was no meaningful basis for this. It decided to consult tenants on a proposed rent increase of 4.8%.

7.2 The consultation leaflet was distributed to all tenants in December via text/email links or post, along with a survey. The consultation ran until 12th January 2026 by the end of which we had received responses from 94 tenants: 17 through the online survey (no paper surveys were returned); 77 through the phone consultation we carried out in January. No tenants took the opportunity to attend the drop-in events arranged for December and January. Although 77 tenants took part in the phone survey, only 74 provided specific feedback. Whilst the feedback from the tenants (91) presented a mixed picture, there were still more positive feedback than negative.

7.3 Risk has been considered at Section 3.

7.4 Section 4 shows how the matter of consulting our tenants over the proposed rent increase links to the delivery of our strategic objectives.

7.5 Section 5 shows how the matter of consulting our tenants over the proposed rent increase links to the application of our core values.

7.6 Section 6 demonstrates how we comply with legal and regulatory requirements.

7.7 Committee is asked to consider this report and the feedback from our tenants (contained in the report and the attached appendix) and then make its final decision on the proposed rent increase of 4.8%.

Appendix 1

Feedback by Survey (online) (17 comments)
Think it's good for the house I live in
Damn disgrace, nearly £20 a month increase, you changed windows & doors which are frankly a piece of crap and won't last, while continuing to expand..we're clearly in a financial crisis with people struggling yet instead curtailing your expenditure for a year to see if things settle ,your piling on more worry. Well done
I think the increase is a high percentage
I dont think the rent should be put up, its already increased massively in the past couple of years, plus I dont feel that anything justifes the increase as myself as a tenant dont feel any benefits of a rent increase. I am already working two jobs and my partner is working and as it stands just now can barley afford to pay what the rent is just now along with struggling with other bills, we dont or arnt entitled to claim any help or benefits. Rent increase would put us in a even bigger hole
I feel this is pretty high given my windows, bathroom radiators and outside of my house is old and worn. If you were upgrading like you said a few years ago, I could understand, but my house has never been looked at in all the years Ive been here, with the exception of my kitchen.
Might be necessary due to rising costs but also feel for families really struggling as doesn't match with wage rise etc factoring in all other bills
Sometimes things need to increase so i nderstand the increase .
As a single parent I think it's alot
No point asking because it will happen no matter what tenants say
I understand an increase needs to happen but in this day and age with inflation it will be difficult for many to pay even although Rosehill are one of the lowest rented properties.
Understand why it needs to go up but times are hard especially when wages dont go up
As like all housing associations and other housings it's a yearly event putting the rent up , with the cost of living it's so much harder for families to keep a float with paying all bills and keep food on the table and paying out other bills that you may have , obviously I no housings need to do this to help pay for the upkeep on their buildings it's just there is so many families struggling and obviously your rent is the first bill you have to pay or you could be homeless, I just wish the government would help more and prioritise those families that are desperately struggling when it comes to feeding your family or paying bills that's a struggling family .
Things do increase year after year
Makes no difference as repairs and stuff have all been successful I am happy with the service staff very helpful and caring I appreciate it all thank you Rosehall
I already struggle with the current rent due to only working part time and having a disability and single person so with an increase I would find this challenging and may have to look at alternative accommodation
Fine with it.
Increases far too often.

Feedback from phone consultation (74 comments, 3 did not provide any comments but agreed/understood proposed rent increase)

"Get my rent paid – as long as UC covers it, I don't mind the increase"

"It is a big increase"

"Understand the rent goes up each year, everything is going up in price, Rosehill provide good houses"

"Fine with the rent increase, not much we can do"

"Ok with the proposed rent increase, understand the need for increase"

"Doesn't bother me the rent going up, I'm used to it happening every year"

"Not happy about recent service in relation to boiler issues, passed from pillar to post, have no issue with rent increase just annoyed at service"

"Fine with the rent increase and happy with what rent would increase to, not much we can do"

"Everything is going up, not much we can do"

"Proposed rent increase is too high, my husband had taken a heart attack last year and is unable to work at present"

"Fine with proposed rent increase, just the way things are going now, everything is going up in price"

"Fine with increase, won't affect me"

"Understand why the rent has to go up, nothing we can do about it., happy rents are lower than other landlords"

"Understand the rent go up each year, we are fine with the proposed increase"

"Fine with the rent increase, nothing we can do as rents go up each year"

"Bit of a struggle: won't make that much of a difference to us as both are working. Recognise the quality of properties and feel that it is good value for money"

"Think that's fine but would prefer that it does not go higher than inflation"

"Think that's high but understand the reasons"

"Not happy about the increase, the house needs upgraded"

"Happy with increase, previously rented from private landlord and have carried out a mutual exchange with Rosehill"

"I have had a lot of repairs completed and can understand the need for the increase"

"I accept that needs must regarding the increase"

"I'm retired and don't receive any help with rent. I think the increase is too much"

"There should be more upgrades to the property"

"We are both working and feel the increase is too high"

"Not happy with increase, every time we receive an increase in our pension, Rosehill takes it away"

"Understand what increase covers"

"Think it's rubbish but understand why it is necessary"

"I only pay £9 per month so increase won't affect me. Understand why increase is necessary"

“No issues with increase”
“I have a great big house. No-one wants rents to rise but I understand why they are increasing”
“I won’t be affected too much by increase but I understand why it is necessary”
“I am aware how much lower social rents are than private rents and accept the increase”
“Rent increase is too much”
“Not happy with wait for new door. Why are newer houses upgraded before ours?”
“Agree with proposed increase”
“Increase is a lot”
“I didn’t know about increase but understand why it is necessary”
“It’s not ideal for rents to rise”
“I will manage to pay it”
“Accept need for increase and pleased that Rosehill is lower than other HA’s”
“Rent increase is awful. House is constantly cold even with heating on all night”
“Not happy with increase. It’s ok for people who can work overtime but not for pensioners”
“I thought my rent was higher so new charge won’t cause any financial difficulties”
“Aware of increase”
“Agree with rent increase”
“No issues with increase”
“I 100% understand why rents need to increase”
“It is going to have an impact as I pay full rent. It will have an impact on my cost of living. My husband’s wages is all we get as I’ve had to retire from work due to health. But at the same time I understand that everything is going up and the rents are very competitive”
“Fine with the increase”
“If that’s what it’s got to be that’s what it’s got to be. We came from a private let so it’s a big improvement”
“Aye that’s fine”
“Get help with rent through UC but don’t understand why I still pay the full amount when my UC says minus housing costs. It was quite a big jump”
“If that’s what it’s got to be, then that’s what it’s got to be”
“Need to work out what that is in actual money, but I think that it’s high. It’s quite a big increase when you consider the price of everything is going up and we’re being squeezed more and more. I suppose there is nothing that can change this amount and that it will happen anyway”
“Obviously nobody likes to have an increase. The only thing that bothers me is the amount of things I’ve phoned about re repairs to ceiling. It is

frustrating when that happens and the rent still goes up without feeling like I've received a service"
"Rather it was smaller, rather it be three but I understand it has to happen"
"Happy to pay the extra. Think it's went up and up and up. It will get to the point where our rent is like £600"
"It Is what it is. I have been in my house for years and years and it has went up. When I first moved in it was something like 290, so it's just one of these things"
"Not concerned as I know it has to take place"
"Rent goes up but it's as if you don't do the things you say you're going to do. I've been told before that the money was needed to cover costs of putting new doors and windows in, but that doesn't seem to be happening. The houses are freezing because of the drafts. It looks as if there is a gap at the bottom of my front door. Because of the old wood in the sunroom doors, I need to bang it to shut it and it sometimes won't close over when it warps. There's a big draft in the sun room"
"Happy to accept the 4.8% increase"
"Shocked of the amount that is proposed however can understand that the private sector can be much worse"
"bit too much for some people to afford. Everything else goes up in price just now"
"In line with current costs however, no additional support"
"think the increase is too high in line with the cost of living. Having to worry about paying increase rent and increased food prices"
"Comfortable to be able to afford the cost of rent increase"
"Too high due to rising costs elsewhere"
"Housing element is paid directly from Universal Credit. Unsure how this directly impacts me but could understand how it could for people paying full rent"
"I think this is fair"
"I know that it happens to be able to provide the services. Compared to other social landlords increases, it is still fair"
"Understand why this has went up and last year also"
"I think that the 4.8% is rather high. With regards to inflation I know everything is going up in costs however the wage I am on doesn't match the reflection of increase"