

WHAT ROLE SHOULD THE PRIVATE RENTED SECTOR  
PLAY IN A HEALTHY HOUSING SYSTEM?

PRIVATE LANDLORD SURVEY PROJECT



# PRS MARKETS

## Aberdeen

Beds	Average Rent	Rent Change 1yr	Rent Change 5yrs	Rent Change 10yrs	Av. TTL (days)	TTL Change YoY	Let within a week	Let within a month
1 bed	£443	-2.6%	-34.9%	-18.4%	50	7	11%	37%
2 bed	£633	-4.2%	-36.0%	-19.9%	48	2	11%	36%
3 bed	£949	-7.1%	-28.9%	-17.5%	58	12	5%	27%
4 bed	£1,245	-16.2%	-34.4%	-29.2%	54	2	3%	28%
All	£696	-5.2%	-33.3%	-18.5%	50	5	10%	35%

## Dundee

Beds	Average Rent	Rent Change 1yr	Rent Change 3yrs	Rent Change 5yrs	Av. TTL (days)	TTL Change YoY	Let within a week	Let within a month
1 bed	£431	3.1%	6.2%	8.6%	44	13	11%	42%
2 bed	£658	11.5%	14.4%	16.7%	43	6	13%	48%
3 bed	£844	8.5%	7.8%	3.1%	48	-3	4%	36%
All	£668	8.4%	10.8%	11.7%	43	5	12%	46%

# SURVEY CONTENT

1. Landlord and Portfolio Details
2. Landlord Understanding of, and motivation around, homelessness
3. Letting Practices
4. Landlord views on renting to benefit claimants
5. Landlord views on renting to people who are homeless
6. Groups landlords prefer not to rent to
7. Landlord experience and views on PRS access services
8. Landlords and COVID-19
9. Landlord experiences of tenant support needs and “helping” services
10. Future engagement

# SURVEY RESPONSE

<i>Area</i>	<i>Landlords registered *</i>	<i>Survey respondents</i>	<i>% of all landlords</i>
All	32,791	1725	5.3%
Angus	7,500 †	201	2.7%
Aberdeenshire	9,000	431	4.8%
Aberdeen	16,291	1194	7.3%

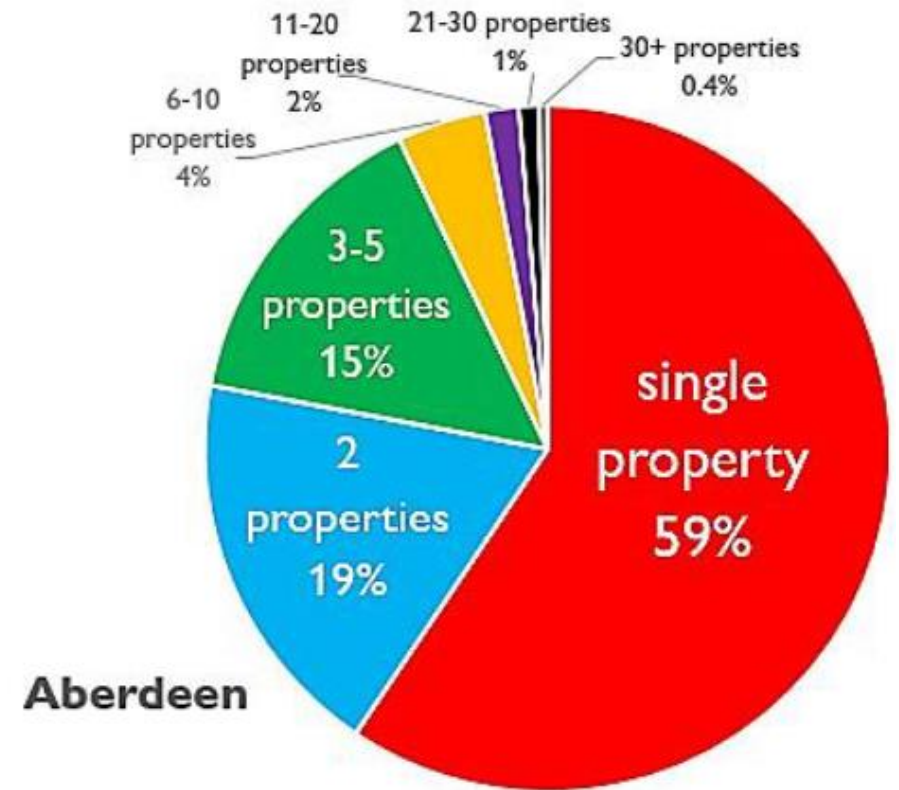
# ABERDEEN CITY

**1194** landlords completed the survey

**78%** of landlords responding rent out just one or two properties

**Just over half** use an agency for tenant find and property management; a **third** don't use a letting agency at all

**Just under half** of landlords rent out properties which are mortgage free



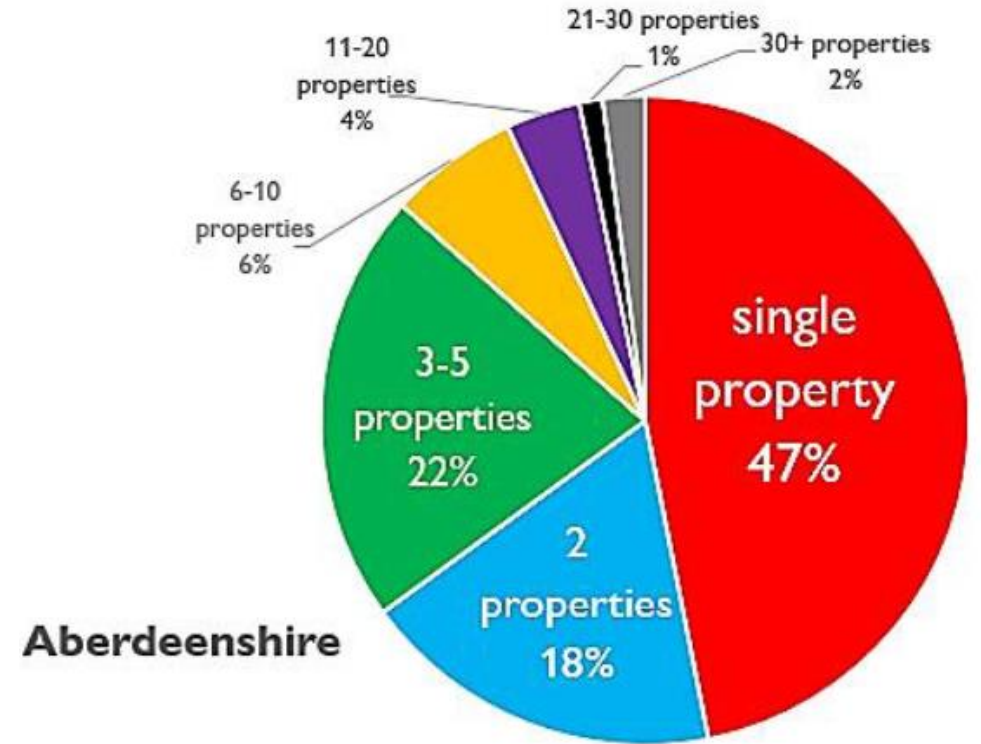
# ABERDEENSHIRE

**431** landlords completed the survey

**two thirds** of landlords responding rent out just one or two properties

**just under half** don't use a letting agency at all. A **third** use an agency for tenant find and property management

**54%** of landlords rent out properties which are mortgage free





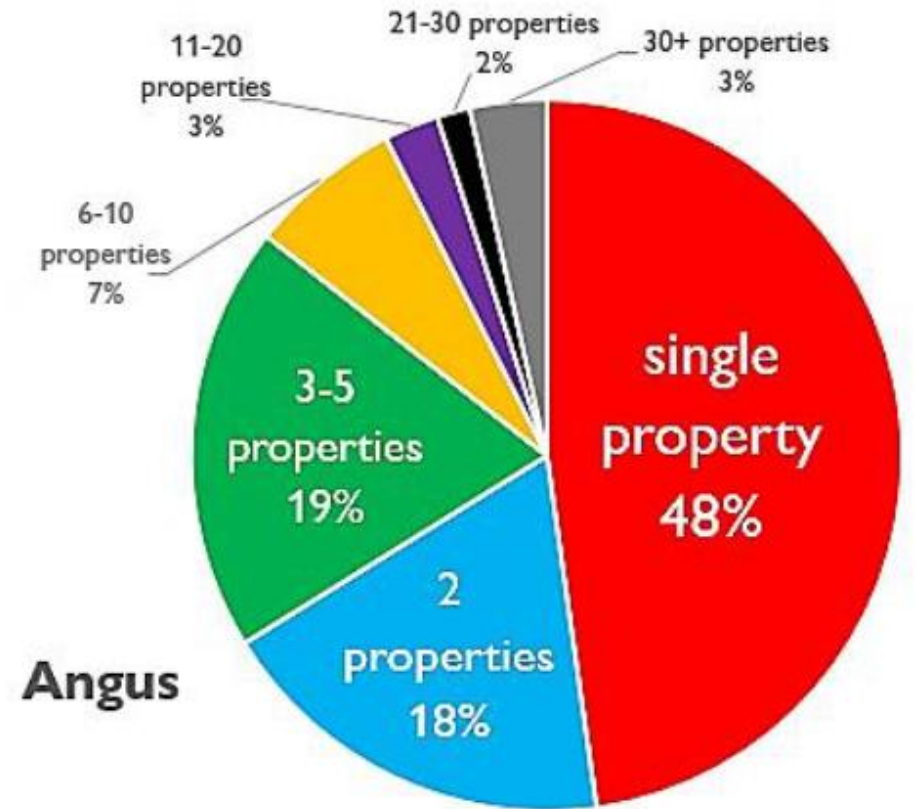
# ANGUS

**201** landlords completed the survey

**two thirds** of landlords responding rent out just one or two properties

**just under half** don't use a letting agency at all. Around a quarter use an agency for tenant find and property management

**just over half** of landlords rent out properties which are mortgage free





# DISTRIBUTION OF PROPERTIES IN THE SECTOR



# VIEWS ON RENTING TO PEOPLE IN URGENT HOUSING NEED

## **Angus**

1. the *Private Residential Tenancy* – which has made landlords more risk averse
2. concerns tenants *would require support* landlords couldn't provide
3. concerns tenants would be *more likely to get into arrears*

## **Aberdeen City**

1. the *Private Residential Tenancy* – which has made landlords more risk averse
2. concerns tenants would be more likely to have *negative lifestyles*
3. concerns tenants would be *more likely to get into arrears*

## **Aberdeenshire**

1. the *Private Residential Tenancy* – which has made landlords more risk averse
2. concerns tenants would be more likely to have *negative lifestyles*
3. concerns tenants would be *more likely to get into arrears*

# VIEWS ON RENTING TO PEOPLE CLAIMING BENEFITS

**A quarter** of landlords in Angus said they were entirely unwilling to consider renting to people who claim benefits with **just under half** of landlords said they would consider renting to claimants if certain measures or guarantees are in place from the Council.

**21%** of landlords in Aberdeen said they were entirely unwilling to consider renting to people who claim benefits **just over half** of landlords said they would consider renting to claimants if certain measures or guarantees are in place from the Council.

Under a **fifth** of landlords in Aberdeenshire said they were entirely unwilling to consider renting to people who claim benefits with **just under half** of landlords said they would consider renting to claimants if certain measures or guarantees are in place from the Council.

# VIEWS ON RENTING TO PEOPLE CLAIMING BENEFITS

The **top 3 reasons** for landlord reluctance to rent to benefit claimants across all three areas were:

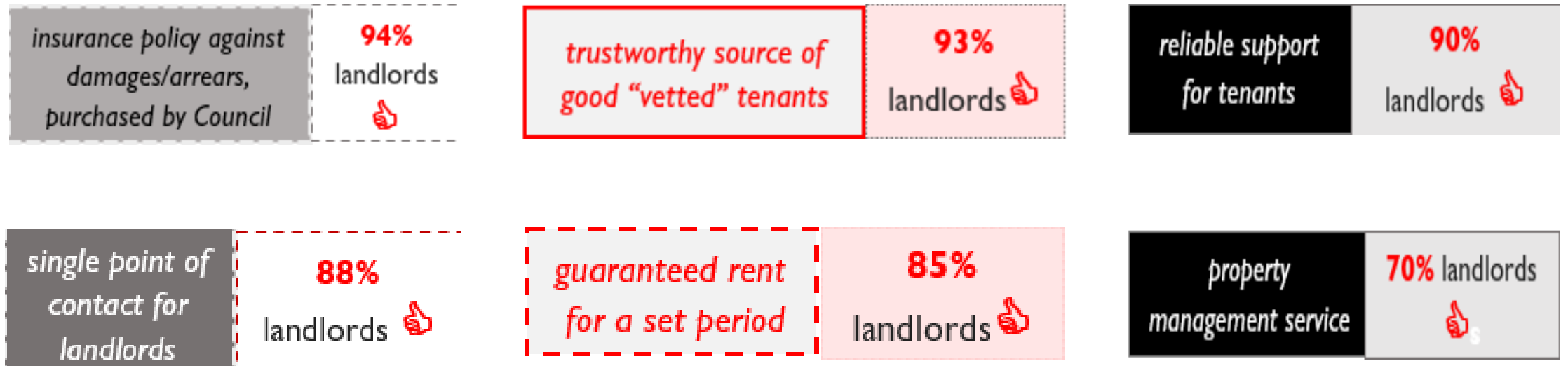
1. the *Private Residential Tenancy* – which has made landlords more risk averse
2. *concerns about arrears*, due to tenants on benefits having genuine difficulty meeting ends meet
3. *concerns about arrears*, due to benefit systems administration and delays with a high percentage citing previous bad experience

# WORKING WITH THE COUNCIL

The **top 3 reasons** for landlord reluctance to use the schemes were concerns:

1. that the Council wouldn't *support the landlord* with any tenancy problems
2. that the tenant would be left *without support* once they were housed
3. that the *claims process may take longer* than the Tenancy Deposit Scheme

**FEATURES LANDLORDS SAID WOULD MAKE THEM MORE OR MUCH MORE LIKELY TO WORK WITH THE COUNCIL IN PROVIDING HOUSING FOR PEOPLE IN URGENT NEED**

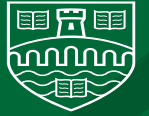


# FUTURE ENGAGEMENT

838 proceeding to leave their contact details – almost half of all the landlords who completed.

- Only 30% stated they were not interested in further interaction on the matter.
- 41% were happy to be contacted with no expectation
- 14% were keen to discuss the subject further with the Council
- 11% expressed interest in attending an online focus group.
- 14% wanted to discuss putting a property forward.





# Making a house a 'home' in the private rented sector

Dr Kim McKee (Stirling), Dr Steve Rolfe (Stirling), Julie Feather (Edge Hill), Dr Tom Simcock (Edge Hill) & Dr Jenny Hoolachan (Cardiff)

Funded by SafeDeposits Scotland Charitable Trust

# Background

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- Research has long highlighted home-making in the PRS is challenging for tenants
- Importance of feeling safe, settled and secure; sense of autonomy
- Impacts on health and wellbeing
- Growth of sector & COVID-19 has brought this into sharp focus
- Lots of welcome legislation; difficult to legislate for a 'relationship'
- Little attention given to the role of landlords & letting agents
- We addressed this gap via evidence review and good practice guidance
- Housing education and good practice guidance key role in raising standards

# 7 ways to help tenants make a home in their privately rented property

1. Invest in property quality, adaptations and energy efficiency
2. Do repairs fast and well
3. Don't jump to conclusions when selecting new tenants
4. Think about renting to families and tenants with pets
5. Negotiate with tenants about personalising the property
6. Be respectful and supportive
7. Offer longer tenancies with stable rents where possible



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**Charitable Trust**

**BE THE DIFFERENCE**

# 1. Property conditions

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- Poor conditions key issue in some parts PRS
- Mould/poor heating/damp knock on effects for physical health
- Living in poor conditions and/or stress of pushing for repairs impacts on WB
- Fear of retaliatory evictions and rent rises
- Positive responses and good communications positive benefits
- Where LLs do invest can help tenants settle/boost WB
- Welcome shift towards concern for EE amongst tenants/LL
- Financial; benefits (lower energy costs); wider benefits
- Adaptations help older tenants age in place; little focus on PRS

## 2. Tenants – selection & personalisation

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- **Some groups face exclusion & discrimination in accessing PRS:**
  - No DSS
  - Migrants/BAME groups
- **Challenges for LLs in the financial delays involved with HB/UC claims**
- **Help to support LLs navigating immigration checks required (Eng)**
- **Wary of tenants with pets and/or children**
- **Renting to HH who find it hard to access a tenancy can be good business decision; stay longer**
- **Personalisation really important to home-making; negotiation**

## 3. Interactions

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- How communicate/engage is key
- Some still do unannounced inspections; or don't communicate well
- Taking into account tenants rights & needs really important
- Sense of control helps tenants feel at home
- LLs also key signposting role to play; some LLs already doing this
- Offer longer tenancies with stable rents; security & affordability key
- Clear and early communication; more important than ever in current context of COVID-19

# Conclusion

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- Wider context important
- But are positive things LLs can do to help tenants make a home; with positive impacts on their WB
- Direct benefits to LLs/Agents
- Link to the evidence review: <https://stir.app.box.com/s/oh7fo4wtxp8ruylpa4ntpg5w64r3o4bn>
- Link to the good practice leaflet: <https://stir.app.box.com/s/3nj9kce4uzylzw25y0v60b677o07j1zn>
- [Blog for the Housing Studies Association and short summary video](#)



# Further Information

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