

LB Newham Case Study: Working in Partnership to Establish Quality Standards for Landlords

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Case Study: Working in Partnership to Establish Quality Standards for Landlords

Background on LB Newham and licensing scheme

- Landlord forums, ebulletins and NRLA engagement
- Landlord survey results and digital landlord pack
- Tenancy liaison officers service: providing resources and advice to help in disputes between landlords and tenants
- Temporary accommodation: WREN standards and LLAS accreditation
- Letting /managing agents project – consumer protection compliance review
- Future licensing scheme proposed changes for Landlord fees etc. to promote compliant behaviour

Helen Masterson, Head of Private Sector Housing Standards, **London**

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Borough of Newham (CONFIRMED)

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LB Newham facts:

353k population (3rd highest in London)

112k properties

£390k is average property cost (bottom 10 in London)

54% of Newham's households in PRS

First council in England to deploy authority-wide PRS licensing in 2013

42,000+ rented homes in the borough are now subject to licensing controls with **26,000** registered landlords).

Currently all areas included except for Olympic park E20 and expires in **2023**.

25% of households are overcrowded

12/15 for crime in London

25% are under 18

72% black and ethnic minority groups

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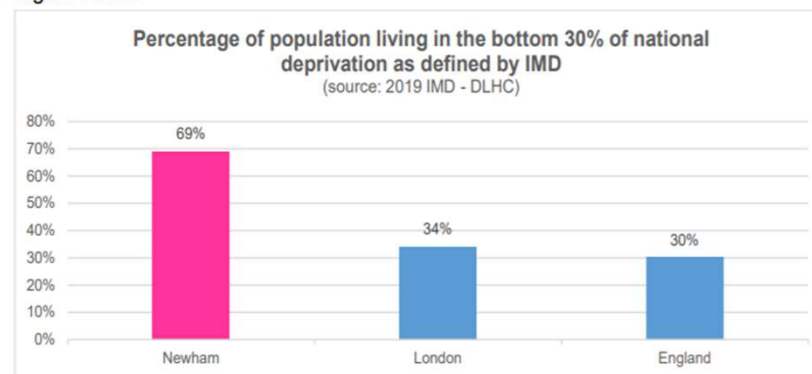


Ward data evidence on deprivation-useful for all services:

- <https://melresearch.co.uk/media/upload/files/RPL-Consultation-Proposal-NovV21-091121.pdf>

External deprivation comparison of the overall Newham population

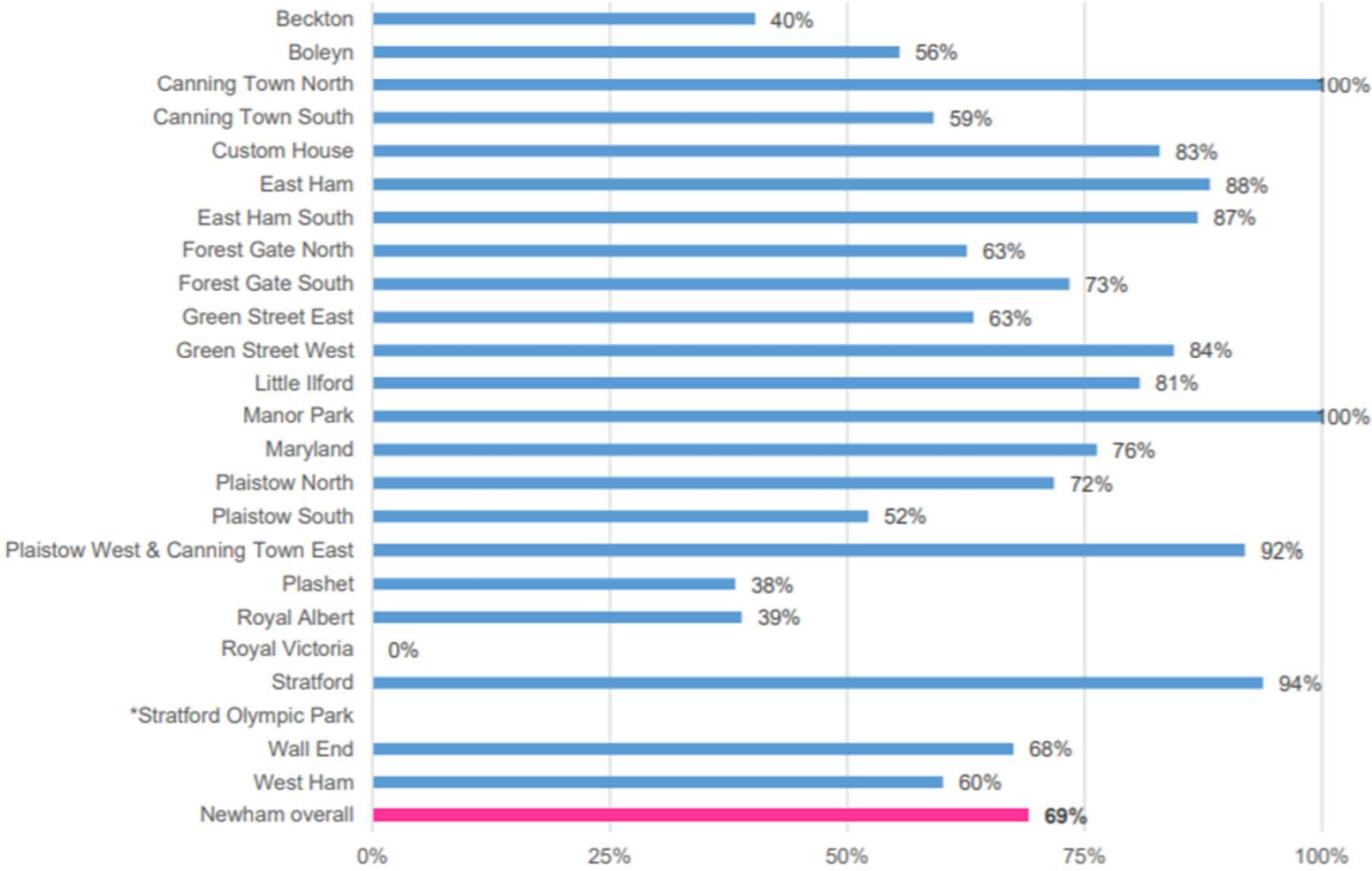
Figure 7.03.3



Reviewing all the data and Figure 7.03.3, Newham still has relatively high levels of deprivation when compared to London boroughs and England as a whole. This is why having borough wide property licensing schemes will continue to improve housing conditions and ensure properties are managed properly, as demonstrated over the last 8 years. This should then contribute to an improvement in the wellbeing of the occupants in the private rented sector and wider community in Newham.

Figure 7.03.2

Percentage of each Ward's population living in the bottom 30% of national deprivation
(source: 2019 IMD)



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Private Sector Housing Standards Team

- Head of Service-
- Processing licensing manager (22 officers)
- Operational enforcement manager (24 officers)
- Compliance and projects manager (13 officers)
- Projects and systems manager (2 officers)
- 70 staff in total

PRS Licensing types

Three types of PRS licensing;

- **1. Mandatory HMO** scheme applies to large shared housing (with 5 or more persons sharing) approx. **775** in LBN.

PRS discretionary licensing schemes,

- **2. Additional smaller HMOs** (3-5 persons sharing); **2,800** in LBN
- **3. Selective (single family homes)**; **38,000+** in LBN.-also needs Government approval.
- both require statutory consultation & Council resolution:

Compliance Team- x 13 officers -inspecting properties to check against licence conditions

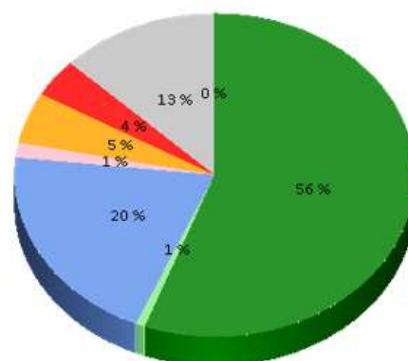


Private Housing Licensing Compliance Team

Visits (Accessed)			
		September	Total (since Dec 2019)
All Officers		662	5635
Property Licensing Document Audits	10,988 Audits Including future programmed)		

Case Outcomes

- Satisfactory
- Satisfactory After Advisory
- Advisory
- Conditions Breach
- Incorrect Licence Type
- Disrepair
- Empty/OwnOcc/Sold/Other
- Multiple Outcomes Awaiting Review



Operations and enforcement-x 24 officers

- **HMO Team x 6**- shared/bedsit type inspections and complaints /Service of formal notices and prosecutions
- **Portfolio I/Is Team x4**- focus on enforcement of larger landlords with poor management track record- prosecutions, banning orders, rogue landlord register and landlord engagement through e bulletins and forums
- **Health & Housing complaints** reactive team (disrepair) across LBN **x 6**
- **Cladding /Energy efficiency/Empty properties- x4**
- Tenancy Liaison officers **x 2**
- **Student EHO apprenticeships- 2** in post intake.
- Processing Licensing and enforcement support Team **x22**- support on letters audits notices income collection etc..
- Since 2013, Newham's property licensing scheme:
 - Recovery of **£2.5 million** in unpaid Council Taxes from landlords
 - **£350,000** in rent repayment from unlicensed landlords
 - **1100** prosecutions, serving
 - **384** financial (civil) penalty notices, serving
 - **2,549** notices relating to property standards,
 - **450** joint operations with police, fire brigade, or HMRC to tackle illegal activities.
 - Since 2018: **31** successful prosecutions
 - Served **570** notices relating to property standards;
 - Imposed **265** Financial Penalty Notices on non-compliant landlord.
 - Oct 21 monthly figures;
 - Enforcement Visits/Inspections – **67**
 - Estimated Landlord Spend (properties improved) - **£48,000**
 - Tenancy liaison referrals- **33**

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PSHS new projects;

New Services for the PRS

- Energy efficiency
- Empty homes
- Cladding
- Letting Agents enforcement
- PRS Landlord Forum/FG
- Safer Renting partnership
- Generation Rent Project

Internal improvements

- Licensing redesignation project 2021/23
- HMO Predictor Model
- HMO /Cleansing (Keep Britain Tidy Project)
- Licensing IT review
- PRS tenancy support officers
- ASB/Temp accommodation p/ship working

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PUBLIC CONSULTATION

Property licensing helps us to set quality standards, tackle poor management and antisocial behaviour in privately rented homes – so whether you are a tenant, landlord, resident or business, we want to hear from you about our licensing scheme.



Consultation closes 26th January 2022.

Have your say by going to www.newham.gov.uk/propertylicensingconsultation

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The consultation seeks to hear from tenants, landlords, and local businesses about how the borough's licensing scheme has affected them.



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[See background evidence document:](https://melresearch.co.uk/media/upload/files/RPL-Consultation-Proposal-NovV21-091121.pdf)

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Newham Landlord Accreditation Association (NLAA)



Through our accreditation association, Newham Council wants to work in partnership with responsible landlords and agents to meet the borough's housing needs. The Newham scheme is run by the council in conjunction with the London Landlord Accreditation Scheme (LLAS).

The aims of the NLAA are:

- To work with landlords to improve local housing conditions in the private sector and make Newham attractive for investors
- To promote and reward responsible landlords
- To encourage good management and best practice among landlords in the private rented sector

To join the NLAA, you must:

1. Have licensed or applied for a licence for any properties rented in Newham
www.newham.gov.uk/propertylicensing
2. Complete a one day development course
3. Comply with the LLAS code of conduct
www.llas.co.uk

There is a fee of £89.90 to join the NLAA. (This includes the cost of the LLAS development training course).

There is **no fee** if you are already accredited under LLAS (and have completed the LLAS development training course).

<https://www.newham.gov.uk/downloads/file/852/landlord-accreditation-scheme>

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Proactive action is important:

- The benefits of licensing go beyond enforcement by helping both renters and landlords to understand their duties and rights. Since 2018, the Council has dealt with more than **95,000** requests and contacts from landlords or tenants and carried out **15,300 inspections and audits**.
- Generation rent survey in 2021 revealed that despite more than 84% of renters having an issue with their tenancy or rented home, 70% of tenants have never contacted the council

New licensing scheme proposals

- Awaiting cabinet approval:
- Specific landlord conditions on responsibility for managing tenants where ASB complaints made
- Pest control inspections
- Permitted no. of households and persons
- Lower licensing fees and discounts for accredited landlord memberships and warmer homes

LBN Website: Landlord dedicated pages:



<https://www.newham.gov.uk/housing-homes-homelessness/rented-property-licensing>

Contents

- 1. Apply for a property licence**
2. Application, fees and charges
3. What happens next
4. Appealing the decision to refuse a property licence
5. Temporary licence exemption
6. Unlicensed properties
7. Property Licensing Register
8. Types of licence
9. Types of licensing application
- 10. Fees and charges**
- 11. Service standards**
- 12. Designation of an area for Selective Licensing**
- 13. Designation of an area for Additional Licensing**
- 14. Property Licensing Document Audits**
- 15. Licensing Compliance Inspections**
- 16. Complaints regarding licensed properties**
- 17. Licence Holder updates**

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Newham Private Rented Sector E-Bulletin

November 2021
Private Sector Housing Standards
Email: Propertylicensing@newham.gov.uk
Ph: 020 3373 1950



Message from Councillor Mohammed – Lead Cabinet Member
for Housing

Emailed by mail chimp to
17k landlords quarterly (26k registered on our
licensing applications)

Used to get responses to
landlord survey

Example of article in landlord bulletin

Enforcement work to tackle non-compliant letting agents

Newham Council's Private Sector Housing Standards & Trading Standards are carrying out unannounced inspections of letting agents and property management agents in the borough. This is to ensure agents are compliant with the Consumer Rights Act, which includes displaying fees and charges and other legislation making it mandatory for agents to be a member of a redress scheme and a [client money protection scheme](#).

We want to ensure that there is a level playing field for compliant letting agents to undertake their business activities. The team will be carrying out unannounced inspections of agents' offices and their websites. Although many agents will be compliant, those not operating in compliance with the legal requirements will face increased fines and potentially criminal prosecution.

Letting and property management agents can find information on legal requirements on the Council website at the following link, along with the London Trading Standards London Lettings Enforcement Policy which the Council has adopted [<insert link to area of private sector housing website>](#)

Tenants who are concerned about unfair trading practices can report concerns directly to Trading Standards to investigate by emailing TradingStandards@newham.gov.uk or can call the Citizens Advice consumer helpline on 0808 223 1133. Newham Trading Standards advise tenants renting in the borough that if a letting agent asks for something unusual, like a payment for something that [is not rent](#) or a refundable deposit, then you should question this and seek advice if unsure.

Financial penalty notices totalling £290k served for non compliance with consumer law on tenancy deposits etc..

Landlord ebulletin article example

Domestic Abuse
By Deidre Cartwright, former PRS Lead at Standing Together Against Domestic Abuse.



The news this past month has been full of horrific evidence of violence against women and girls, most prominently the tragic murders of Sarah Everard and Sabina Nessa.

Home is often seen as a place of safety and refuge, except for the millions of women and children living with perpetrators of domestic abuse, home is a place of fear and violence.

Even as COVID-19 restrictions reduce, domestic abuse has drastically increased, and many women and children still struggle to access safety and support systems. As a result, many feel their only choices are to leave their home, becoming homeless or remain with the perpetrator, where the risk of severe harm or death becomes increasingly likely.

Currently 4.6 million households in England, are living in the private rental sector, nearly 30% of domestic abuse occurs within the private rented sector. As PRS landlords, you are uniquely placed to access people in their homes and offer help in simple yet effective ways.

Landlord Survey results Summer 2021

The Council ran a survey between 10th May 2021 and 9th June 2021 for Landlords within the Private Rented Sector in Newham. The survey received a total of 176 responses.

The survey found that some of the key issues that affected these landlords included:

- subletting;
- rent arrears;
- poor cleanliness;
- anti-social behaviour;
- vandalism; and
- crime.

63% of responding landlords requested more information on the Landlord's Accreditation Scheme, 52% said that they would consider a training course on Private Rented Sector legal requirements and 46% said that they would consider a training course on landlords' roles and responsibilities.

Links to helpful documents

Private rented housing

Renting your property can be a complex legal area. There is no single piece of law that covers private rented housing.

In addition to the advice provided on these pages you are encouraged to become a member of a professional landlord body, you can find more information and advice on the [National Residential Landlords Association](#) website.

We don't endorse membership of any landlord group over another. Being a member of such an organisation gives you access to professional advice and guidance that you may find invaluable.

Renting your property has three major aspects to it:

- Starting a tenancy - pre tenancy checks.
- Tenancy management (including property maintenance).
- Ending a tenancy.

Landlord Information pack

<https://www.newham.gov.uk/downloads/file/3969/landlords-information-pack-newham-council-2021>



	Topics	Page Number
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Useful property inspection checklist

- Inspecting the property- before the tenants move in, every three to six months (licence conditions). See; checklist at; <https://www.newham.gov.uk/downloads/file/849/propertyinspectionchecklist>.
- For a copy of other checklists including a Home Safe Certificate, please refer to our website: <https://www.newham.gov.uk/housing-homes-homelessness/maintaining-good-standardsrented-property-landlords/1>