



National Landlords Association

Property, Problems and Professionalism: Engaging with the Best, Enforcing against the Worst

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www.landlords.org.uk



The National Landlords Association

The UK's leading representative organisation for private residential landlords

- Over 20,000 members
- Providing information, advice and services to support members' businesses
- Campaigning to influence policy and to make the landlords' voice heard
- Working to raise standards in the private rented sector and ensure landlords are aware of their rights and responsibilities

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What Is It Really Like Living In The Private Rented Sector In 2012?

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Is This Typical ...



Source: London Borough of Newham

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... Or Is This?



Source: NLA Member, Hertfordshire

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Have You Ever Rented From Someone You Considered To Be A Rogue Landlord?

20%?

50%?

33%

80%?

25%?

Someone who has appeared to act in a criminal manner

Source: NLA Tenant Index Survey Autumn 2012

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Have You Ever Rented From Someone You Considered To Be A Rogue Landlord?

12.9%

Someone who has appeared to act in a criminal manner

Source: NLA Tenant Index Survey Autumn 2012; Sample 599; 512 respondents answered

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Do You See the Iceberg?

- 85% of tenants satisfied with accommodation
 - NLA surveys 82%
- 71% satisfied with quality of repair
- 66% of PRS tenancies meet Decent Homes
- 70% have stayed more than 2 years in current tenancy
 - 46% have stayed more than 4 years
- 63% current rent same as 12 months ago
- More than half of those who leave tenancies choose to do so.



Sources: CLG Private Landlords Survey 2010; NLA Tenant Index surveys 2012

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The Issues We All Face

- How do we tackle the criminal element?
- How do we push those who need to improve to do so?
- How do we reinforce good practice?
 - So it becomes the norm and the expectation?
- How do we support and encourage good landlords?

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Is Licensing The Answer?

- Will licensing in itself make a difference?
 - Or is it a substitute for real action?
- Regulation hits the law-abiding hardest
- How will it deal with those already beyond the law?
- What practical contribution will it make to improving property management?
- Regulation only works if it is properly enforced
- Improving competition to drive up standards

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The Alternative

- Build an alliance with the landlord community
- Work together to identify properties and landlords
- Education, accreditation, CPD
- Focus enforcement on those who do not engage
- Intelligent, targeted, co-ordinated enforcement
 - Filtering out the good landlords
 - Targeting the criminals
 - Using the powers
- LAs to keep proportion of fines to fund enforcement

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Making Accreditation Work Together

- **Currently working with 36 Councils across England**
 - Vigorous joint promotional campaign
 - Consistent approach
 - Incentives for landlords
 - Raising consumer awareness
 - Supporting landlords to maintain tenancies



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