

Waltham Forest Council

Policy and Public Affairs Campaign: Private Rented Property Licensing

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Private Rented Property Licensing Scheme: Background

LB Waltham Forest wants to secure a high quality of life for all of its residents and housing is central to this

Issue

- 32% (~26,000) properties in the borough privately rented
- Rising price of private rented accommodation in the borough
- Concerns over ASB and quality of accommodation in PRS

Solution

- PRPL scheme to register all landlords in the borough
- The licence is compulsory, valid for up to five years, and carries 24 conditions

Outcomes

- Already issued 16,500 licences, processing 2,500
- Undertaking 30 Licensing Action Days across 2016 to enforce the licence/target properties of concern – a unique part of the scheme

Local Stakeholder Engagement

Working with residents and landlords has been key to the success of the scheme

Residents

- Waltham Forest News
- Licensing Action Days
- Resident calling cards
- Twitter

Landlords

- Exceeded targets for Early Bird registrations
- Supporting landlords with compliance
- Landlord focus group/landlord forums



Policy and Public Affairs Involvement

The Policy and Public Affairs team supported Neighbourhoods team to build on successes

Internal support

- The Neighbourhoods Team wanted to showcase achievements of the scheme externally
- Developed policy recommendations for LBWF to strengthen local authority powers in this area.

External support

- Publish briefing on PRPL scheme and its successes
- Map stakeholders and develop a strategy for engagement
- Coordinate local and national external engagement



Policy side first...

Council wanted to showcase the PRPL scheme

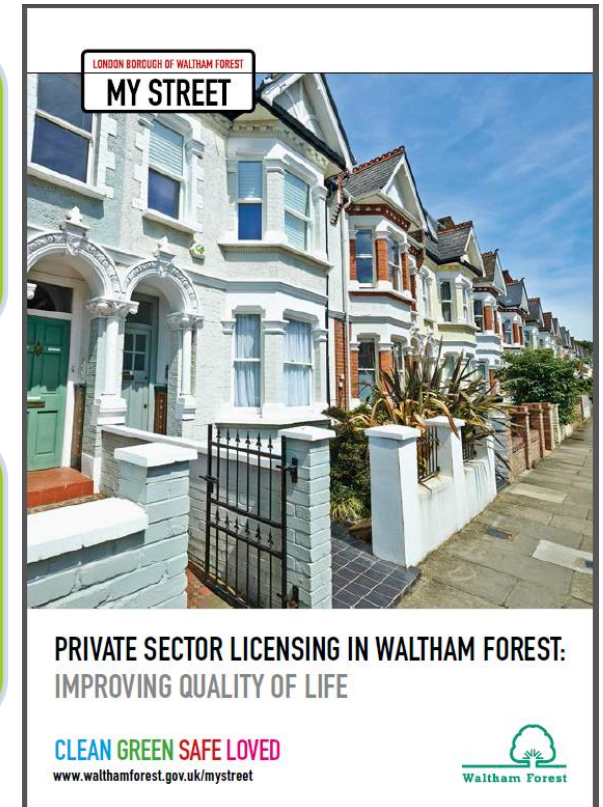
- Report launched at IPPR housing Commission Roundtable – set up for broader housing policy work

Developed asks to Government

- Key ask: that power to approve licensing schemes and decide their criteria should be set by Mayor of London

Developed asks to Mayor of London

- Key ask: Mayor of London to launch campaign on tenant rights



...and then came Public Affiars

Opportunities

Mayor of London and GLA

- Mayoral elections
- GLA Housing Committee
- Local Assembly Member

Government and Parliament

- Housing and Planning Bill
- Rogue Landlord Fund

Sector Organisations

- Building on existing knowledge and actions
- Local governmentt (LGA, London Councils)
- Housing sector (Crisis, Shelter, etc.)



Stakeholder engagement

Mayor of London and GLA

- Briefing sent to Mayoral Candidates
- Invitation for Candidates to attend Licensing Action Days
- Mayor's Questions

Government and Parliament

- Identified Housing and Planning Bill as key opportunity
- Briefing to House of Lords for Second Reading/Committee Stage
- Briefing to Brandon Lewis on the scheme and outcomes

Sector Organisations

- Report disseminated to relevant think tanks and VCS



Outcomes

Mayor of London and GLA

- Private Rental Sector is prominent in all Mayoral candidate manifestos

Government and Parliament

- LBWF referenced in Second Reading by Lord Kennedy
- Amendment tabled by Lord Kennedy/Lord Beecham
- John Healey (Shadow Housing Minister) attending Action Day

Sector organisations

- Coordination of amendments with Shelter
- Promotion of work with LGA



What learning we can share

Internal stakeholders

Close work with colleagues across the Council

External stakeholders

Aligned solutions with common interests in other organisations

Prioritise

The Council's response remained focussed on residents

Horizon scanning

Taking advantage of current political events

Flexibility

Quick response to take advantage of internal and external opportunities

