



Liverpool  
City Council

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## Citywide Licensing and Housing Renewal

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## The Housing Challenge

47%  
home  
ownership

51% built  
before  
WW2

41%  
terraced

78%  
Band A/B  
Council  
Tax

33% fail  
decent  
home  
standard

15% in  
fuel  
poverty

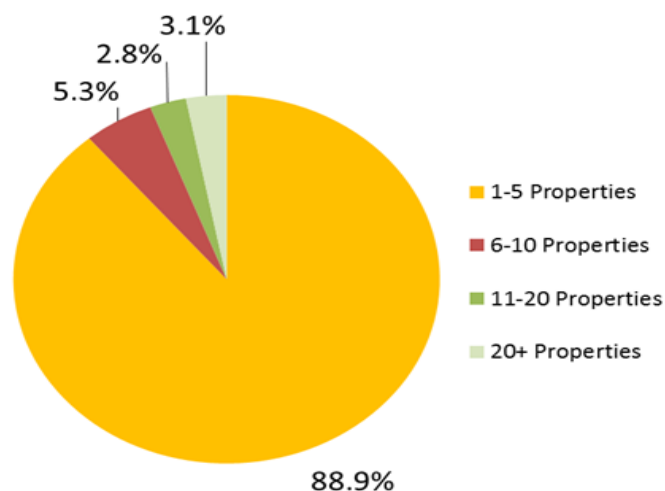
4.2%  
vacancy  
rate

50%+ LA  
budget  
cut



## Profile of Liverpool's PRS

- The number of privately rented properties doubled from 24,600 in 2001 to 48,200 in 2011- currently estimated at 55,000
- PRS accounts for over 25% of the city's total housing stock
- In some vulnerable neighbourhoods in excess of 50%
- Estimated to be over 7,500 landlords
- Breakdown of property portfolio:



## Background to Citywide Licensing

- Mayoral pledge to drive up standards
- Addressing low demand/bringing empty homes back into use
- Healthy Homes programme
- Landlord accreditation
- Recognition that PRS is a major provider of housing in the city and for some people the only option
- Growth of PRS not always having a positive impact on neighbourhoods
- Ten Point Pledge

**Liverpool**  
**Healthy**  
**Homes**  
Healthier homes,  
Healthier lives



 **CLASS**  
Citywide Landlord  
Accreditation Safety Scheme



## The Ten Point Pledge

- A range of commitments to improve housing conditions and management standards in the PRS
- Positive engagement with landlords – recognising their role as housing providers and investors
- Creation of Landlords Advisory Panel and Landlords Forum
- Robust stance against landlords where standards fall below satisfactory standards
- Commitment to consult on Selective Licensing





## Selective Licensing Business Case

- Comprehensive approach – level playing field across the sector
- Licensed landlords would be seen as reputable and able to attract good tenants
- Improvement in management and property standards would result in greater quality and choice
- Unprofessional landlords marginalised and easier to identify
- City Council able to work more effectively with landlords
- Improved image and desirability of PRS
- Positive impact on neighbourhoods
- Improving housing demand



## Opposition to Selective Licensing

- Licensing would not address issues relating to low housing demand
- Financial burden of licensing would be passed onto tenants in higher rents
- Discourages investment
- Not the best way of eliminating bad landlords
- Citywide approach unnecessary
- Voluntary accreditation would be a better way forward



## Implementation of Citywide Licensing

- November 2013 – Council's Cabinet approved Selective Licensing Business Case
- March-June 2014 – Formal consultation period
- October 2014 – Cabinet agreed designation of citywide licensing scheme
- April 2015 – Commencement of Licensing
- Staged application process
- Discounts for accredited landlords
- Agreement of Co-regulation scheme



**Landlord LICENSING**  
Liverpool's Selective Licensing Scheme

**Compulsory  
from April 1 2015**

Selective licensing will make landlords more responsible for the management of their properties and their tenants.

**Benefits for Landlords**

- create a clear set of conditions that all landlords must follow.
- help to identify bad landlords.

**Benefits for Tenants**

- make sure your home is kept in a good state of repair.

All private landlords with residential property in Liverpool need to apply for a licence for each of their properties. This is compulsory from April 1 2015.

**Now Compulsory in Liverpool**

To register or for further information go to:  
**[www.liverpool.gov.uk/landlordlicensing](http://www.liverpool.gov.uk/landlordlicensing)**



## Requirements of the Licensing Scheme

- Licence holder must be a fit and proper person
- Safety provisions around gas appliances, smoke alarms and carbon monoxide alarms
- Requirement to seek references for new tenants
- Six monthly visits to be carried out to all properties
- Satisfactory arrangements to be in place for carrying out repairs and maintenance
- Landlords must deal with complaints about ASB
- Payment of fee



## Citywide Licensing – Current Position

- Licence applications – 41,952
- Licenses granted – 40,400
- Unlicensed properties reported – 7,707
- Compliance checks completed – 2,333
- %age compliant – 23%
- Licenses covered by Co-Regulation scheme – 15,671
- Prosecutions – 80
- Referrals to Housing Enforcement - 84



## Issues going forward

- Review of current scheme in progress
- Establishing effective partnerships – Co-Regulation
- Continuing to raise standards
- Tackling key housing renewal priorities
- Implications of the General Approval 2015
  - Secretary of State approval required for schemes covering over 20% of landlords
  - More conditions to be considered: low housing demand; ASB; poor property conditions; high levels of migration; high level of deprivation; crime levels
- Wider Policy agenda
  - Housing and Planning Act: Banning Orders, Rent Repayment Orders, Civil Penalties (penalties with teeth)
  - Energy Efficiency Regs (minimum EPC rating)
  - Extension of HMO Licensing (will cover around 10,000 of arguably worst properties)



## Options post-2020

- Discontinuation
- Continuation of Citywide Selective Licensing
- Adoption of Selective Licensing for specific parts of the city
- Expansion of Co-Regulation
- Role of Liverpool City Region Combined Authority



## Contribution to regeneration

- Improved housing conditions in our most vulnerable neighbourhoods
- Brought empty properties back into use - 2,243
- a decrease in vacancy rate from 4.3% to 4.2%
- Positive impacts where Licensing activity is complemented by other interventions e.g. Homes for a Pound scheme; Granby and Anfield regeneration
- Ongoing role for major players in the PRS to contribute to Housing Regeneration – Placefirst in the Welsh Streets





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## Welsh Streets – first phase





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## Contact

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