

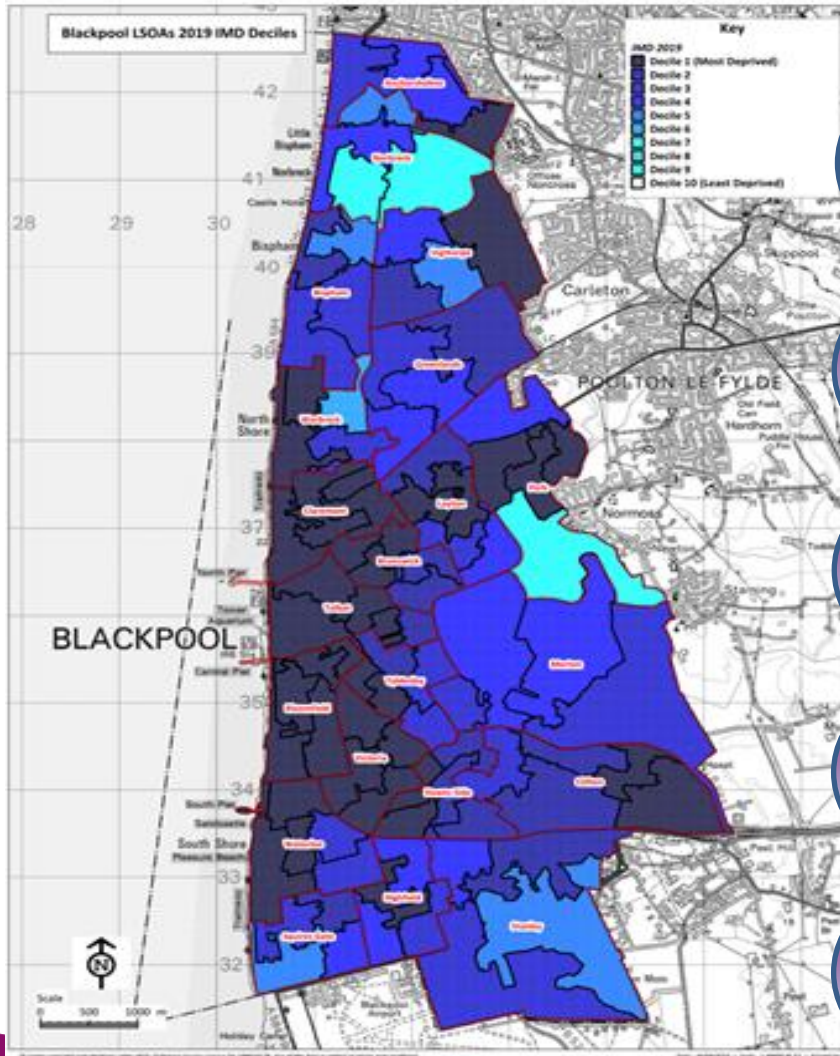


Market Intervention in a Coastal Community

Jenn Nicholls – Private Housing Manager
Blackpool Council.

Setting the Scene

Indices of Deprivation 2019 - Blackpool



29%

Of properties are privately rented

50%

Are located in the inner area

Over 1
in 3

Have Cat 1 hazards upon inspection

Over
80%

Of tenants pay their rent through UC/HB

8 out
of 10

Of the most deprived LSOA's

The
worst

Life expectancy for men and women
anywhere in England

The Blackpool Story

A decline in tourism has left a legacy of former guest houses turned HMO's (mostly s257's) packing in small bedsits

Over supply of poor quality properties and bad management – but high LHA rate, exploited by landlords

No incentive for landlords to improve standards

Transient population – constant churn, single people with happy memories of Blackpool from the past

Many tenants have chaotic lifestyles – not in a position to demand higher standards

Many absentee landlords and investors purchasing property blind

Core Issues in Coastal Communities



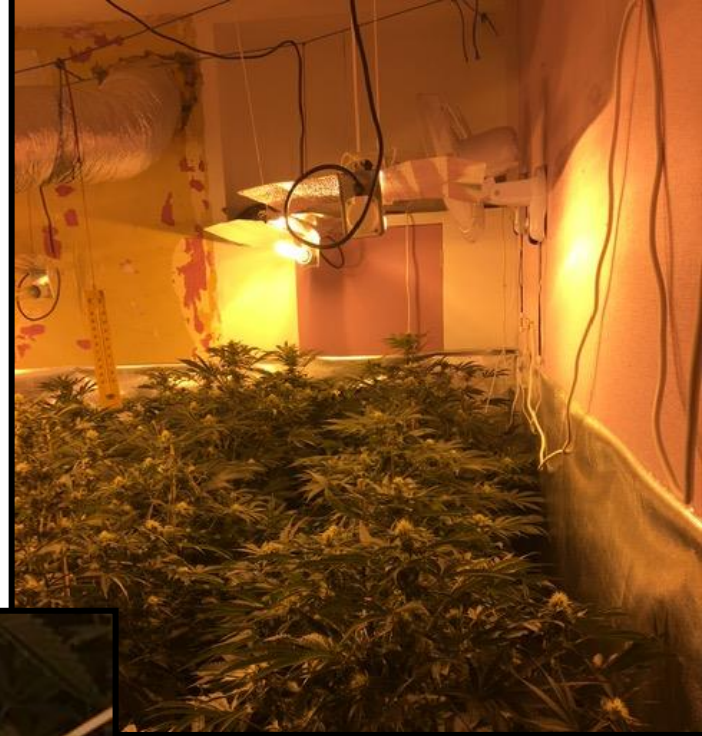
Our approach to enforcement

- Informal approach initially with support for landlords wherever possible
- Comprehensive multi-agency inspection programme through additional and selective licensing
- Wide ranging uses of powers from schedules of work to prosecutions and use of new tools such as civil penalties (67 prosecutions and civil penalties last year)
- 2 entries on the Rogue Landlords Database (imminent)



Challenges created by COVID-19

- Criminals taking advantage from lack of inspections
- Increase in whole house cannabis farms and trafficking
- Life threatening fire risks
- Lack of landlord visits to their properties
- Landlords selective when conducting virtual inspections



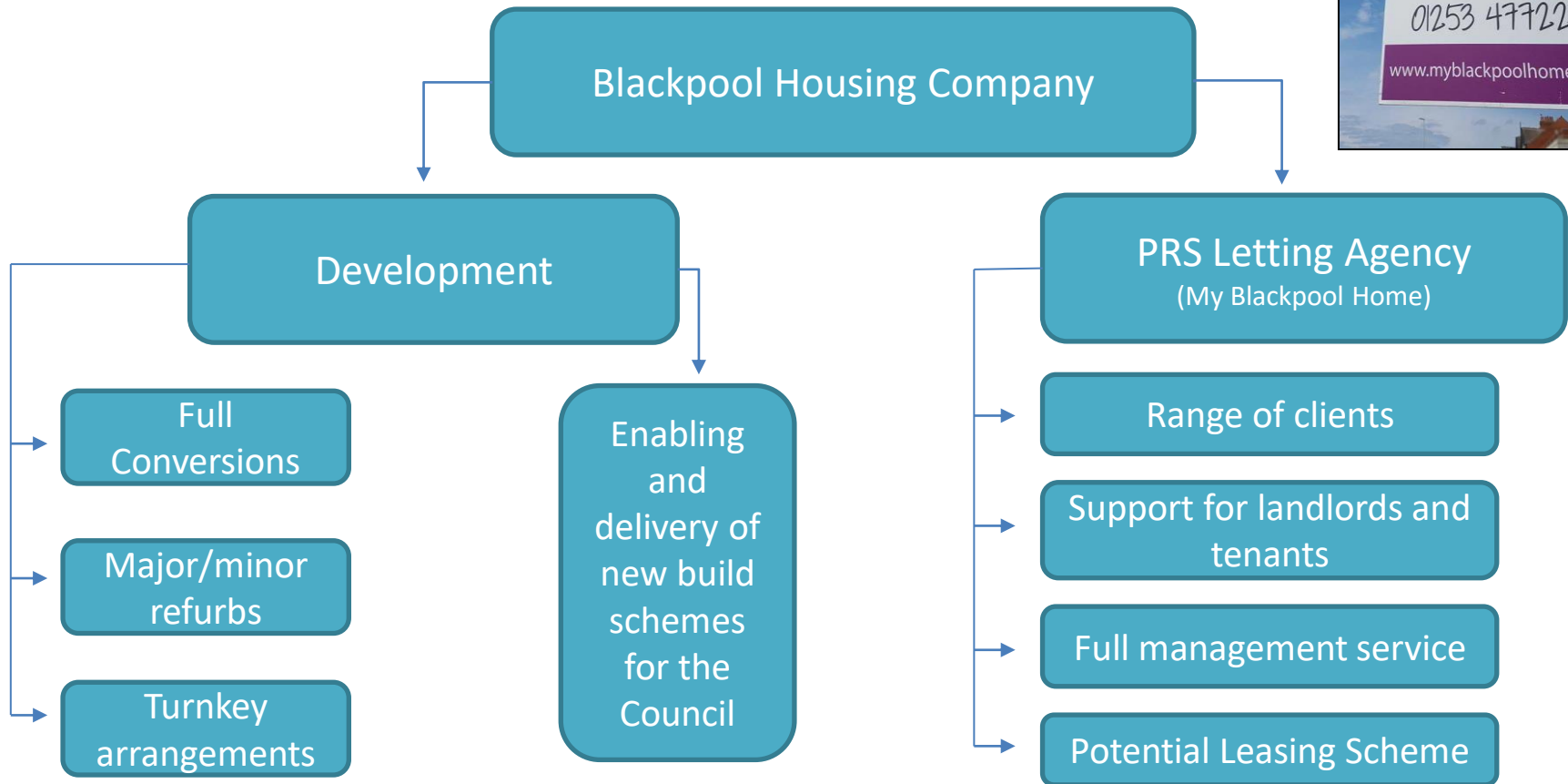
Blackpool Initiatives

- Fylde Coast Landlords Forum
 - quarterly meetings with guest speakers
- Bespoke training programmes
 - run for Blackpool landlords and subsidised by Blackpool Council
- The Blackpool Standard
 - trialling a higher standard through licensing
- Potential PRS Leasing Model
 - helping landlords to manage their stock where they are not able
- Remodelling of stock
 - work through our wholly owned company – Blackpool Housing Company
- Problematic Empty Properties Group
 - getting empty properties back into use

Asks of Government

- Extend the definition of mandatory licensing to include s257's
- Lobbying for higher standards – the HHSRS sets the bar far too low
- More control over the £83m invested into Blackpool through Housing Benefit and the housing element of Universal Credit – we want to see a new Blackpool LHA rate based on space standards and quality
- More control over 'exempt accommodation' where providers state they are offering 'care and support'
- Make enforcement processes quicker and more timely
- More resources made available to increase the capacity of front line staff

Snapshot – Blackpool Housing Company



Snapshot – Blackpool Housing Company (cont...)

Development – New Build

- 210 homes completed 2019
- 485 homes currently under construction
- Site preparation beginning soon for a further 130 new homes

Development – Acquisitions

- 505 units by March 2021

Social Lettings Agency

- Over 300 Housing Options clients housed annually
- 70% of tenancies lasted over 12 months
- 57 fully managed landlord portfolios

Social Value: In the last financial year 19/20:

- The number of local residents employed through developments being overseen by Blackpool Housing Company was **91%**.
- **£2,077,579** was spent through the local supply chain from Blackpool Housing Company Developments (in addition to property and labour costs).



DAILY EXPRESS FRIDAY 22
WE'RE BACKING BRITAIN MONDAY 20th JAN 2019 40p

NOSTALGIA ON TV... WHY WE ALL CAN'T GET ENOUGH OF IT
BY PAUL HILL

NEW BREXIT DEADLOCK
Anger as EU digs in heels over backstop
THE PAUL HILL

Kate and William witness how rogue landlords force families to live in squalor

ROYAL SHOCK AT SLUM HOUSING CRISIS

To mark the occasion, WILLIAM and Kate were visibly shocked yesterday by the squalid conditions they saw on a visit to a home owned by a rogue landlord. The couple were accompanied by a local councillor and a housing officer. The couple were seen talking to a local councillor and a housing officer. The couple were seen talking to a local councillor and a housing officer.





Plans for the future

- Working closely with Homes England to identify grant funding opportunities for ways to further decrease the density of the PRS within the inner areas
- Progress our Community Housing Fund regeneration plans for the inner area (and lobby for reinstatement of Phase 2)
- Continue to lobby government for more control over HB and the housing element of UC
- Work with landlords and tenants across the sector to continue to raise standards and support wherever we can
- Evaluate the effectiveness of the Blackpool Standard and if successful, widen the scope of the pilot
- Use every power available to us to stop the rogue landlords from saturating the market.

Thank you for listening

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