

To protect and promote the private residential landlord



Working With Landlords Co-operation or Cash-cow

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Today's Aims

- Promote a thriving and competitive PRS with rising standards which operates effectively within a balanced overall housing market.
- Enable Local Authorities to work successfully with landlords despite the financial pressures/constraints.

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Pressures on Local Authorities

- Savage Cuts 40%, pressure to maximise income
- 1m landlords – 40% of PRS substandard
- Govt. policy – ‘local authorities must focus on the rogues’ & ‘polluter pays’
- Politicians paranoid about imposing ‘stealth taxes’
- Targets and complexity of enforcement powers
- Potentially declining evidence base
- Loss of Audit Commission?

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Pressures on Landlords

- Declining rents and capital gains and greater arrears
- Benefits reform
- Voids/finding good tenants
- Lack of trust in LAs motives and execution/efficiency
- Uncompetitive rogue landlords who, it seems, have been ignored
- Need to be ever more efficient and effective businesses
- PRS officers may not fully understand the business issues

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Risks for Authorities

- More salaries depend on high-risk income projections
- Officers aiming at soft targets to maximise income
- Less advice more formal communication
- Lack of trust, L/L less likely to ask for advice
- More and better rehearsed challenges to charges
- Scarce resources tied up in chasing income rather than tackling the rogues - more accountants and lawyers
- Enforcement Concordat
- The most vulnerable tenants more likely to suffer

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Debate

- If you were a landlord what would make you pay more?
- How imaginative are authorities charging structures?
- Who thinks they have a divine right to charge and obscure the costs?
- How do you 'make the case' to senior managers & accountants?
- What is really involved in chasing the rogues?
- Has anyone good or bad examples?

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Some Solutions

- Differentiate your response and pricing structures
- Use accreditation/concordat to help identify the rogues
- Overtly target the rogues first and monitor progress
- Be transparent – demonstrate the value of fees/service
- Recognise increased fees may not increase income or standards
- Demonstrate cost benefit of informal/accreditation
- Train your staff

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Summary

- How do we really target the rogues more effectively?
- How do we enable self regulation to take hold?
- How do we show landlords (and others) the value of our services?
- How do we avoid being only money motivated?
- How do we incentivise officers and landlords?
- How do we 'make the case' to senior managers & accountants?