

Manchester City Council Report for Information

Report to: Economy Scrutiny Committee – 9 March 2023

Subject: Selective Licensing – Results of Public Consultation (2022)

Report of: Strategic Director, Growth & Development

Summary

This report provides the Committee with an evaluation of the recent public consultation undertaken in areas within Moss Side, Levenshulme, Longsight, Cheetham and Rusholme to establish whether the designation of a Selective Licensing scheme is required in these areas.

Recommendations

The Committee is recommended to:

1. Comment on the consultation findings for the introduction of selective licensing for privately rented properties in the identified areas of Moss Side: Claremont Road / Great Western St (Moss Side & Whalley Range), Matthews Lane (Levenshulme), The Royals (Longsight), Birch Lane (Rusholme), Laindon / Dickenson (Rusholme), Esmond / Avondale (Cheetham), Heywood St / Cheetham Hill Road (Cheetham) and Flats Over Shops (Cheetham).
 2. Note the 5 areas detailed in Maps 1 to 4 (Appendix 1) for designation in May, together with the licence conditions (Appendix 5) under the Housing Act 2004 Part 3 Selective Licensing:
 - Moss Side: Claremont Road / Great Western St
 - Levenshulme: Matthews Lane
 - Longsight: The Royals
 - Rusholme: Birch Lane
 - Rusholme: Laindon / Dickenson
 3. Note the decision to bring forward the three Cheetham areas (Areas 1, 2 & 3, Map 5 – Appendix 1) under the Housing Act 2004 Part 3 Selective Licensing in a future phase of the roll out of Selective Licensing in the city, subject to a further round of public consultation:
 - Heywood St / Cheetham Hill Road
 - Flats Over Shops
 - Esmond / Avondale
 4. Note that, following the decision to introduce a Selective Licensing scheme, a statutory public notification period of three months is required prior to the implementation of the scheme.
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Wards Affected:

Cheetham, Levenshulme, Longsight, Moss Side, Rusholme and Whalley Range

Environmental Impact Assessment - the impact of the issues addressed in this report on achieving the zero-carbon target for the city

Selective Licensing (SL) provides an opportunity to target resources on identifying and tackling energy efficiency within rented properties, The Energy Performance ratings are required as part of the SL application process and properties found to be without an EPC or a rating below E are then subject to enforcement.

Equality, Diversity and Inclusion - the impact of the issues addressed in this report in meeting our Public Sector Equality Duty and broader equality commitments

An Equality Impact Assessment was previously carried out when the areas for this phase of the selective licensing roll out were identified. This indicated broadly positive outcomes on protected or disadvantaged groups and set out actions to address any potential adverse impacts.

Manchester Strategy outcomes	Summary of how this report aligns to the OMS/Contribution to the Strategy
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	Good quality and well managed private rented homes will contribute to the sustainability of neighbourhoods, ensuring residents have a settled and stable platform to contribute and thrive.
A highly skilled city: world class and home grown talent sustaining the city's economic success	Improving the city's private rented housing offer helps to attract and retain talent.
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	Increasing the supply of good quality affordable homes for private rent will provide the opportunity for Manchester residents to access quality accommodation in neighbourhoods where people are happier to settle for a longer period of time.
A liveable and low carbon city: a destination of choice to live, visit, work	The right mix of quality, energy efficient housing in the private rented sector is needed to support growth, meet carbon reduction targets, and ensure that our growing population can live and work in the city and enjoy a good quality of life.
A connected city: world class infrastructure and connectivity to drive growth	A balanced housing offer plays an important part within a well-connected city and its neighbourhoods. Improving housing available to rent helps to create neighbourhoods where residents will choose to live and where their housing needs are met.

Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

The initial required budget for the consultation process and administration of the scheme is £110,000 in total for the 8 areas. It is intended that the costs in relation to the administration, management and licence processing of the schemes will be fully recovered via the licence fee subject to the schemes proceeding. If the designation of any of the areas does not go ahead some of these costs will need to be funded by the Council.

Financial Consequences – Capital

There are no direct capital consequences to the Council arising from this report.

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy, please contact one of the contact officers above.

- Manchester Housing Strategy 2022 - 2032
- Manchester Private Rented Sector Strategy 2020 - 2025
- Build Back Fairer in Greater Manchester: Health, Equity and Dignified Lives (Marmot Review), June 2021
- Build Back Fairer – Covid-19 Marmot Review: Housing, Unemployment and Transport - Economy Scrutiny Committee, 14th October 2021
- Extension to Selective Licensing Schemes – Public Consultation – Neighbourhood and Environment Scrutiny Committee, 2nd September 2020 & Executive, 9th September 2020
- Selective Licensing – Results of Public Consultation, Economy Scrutiny Committee – 9 December 2021

1.0 Introduction

- 1.1 This report provides the Committee with an evaluation of the recent public consultation undertaken in areas within Moss Side, Levenshulme, Longsight, Cheetham and Rusholme to establish whether the designation of a Selective Licensing scheme is required in these areas.

2.0 Background

- 2.1 Whilst housing conditions have generally improved over the past 20 years, we know that examples of poor quality persist – with marked concentrations in parts of the Private Rented Sector (PRS) across the city. The PRS has also grown significantly during that period and is now the dominant tenure in Manchester, accounting for 38% of the total housing in the city (c.90,000 homes).
- 2.2 Following the pandemic, Sir Michael Marmot’s Build Back Fairer in Greater Manchester: Health, Equity and Dignified Lives review in June 2022 concurred that housing conditions in the PRS in GM had deteriorated before the pandemic and that poor quality and overcrowded housing is harmful to health and widens health inequalities. This is particularly linked to the longer-term health consequences of living in unsafe, damp, mouldy properties with poor thermal comfort. The review also concluded that, in the aftermath of the pandemic, it is likely that the quality of some poorly managed private rented sector houses will continue to deteriorate.
- 2.3 A key element of our response to these challenges is set out in the city’s Private Rented Sector Strategy (2020-25) which directs Council resources on improving property and management conditions in the PRS, with emphasis on the poorest quality properties. The new Housing Strategy (2022-2032) reaffirms our commitment to “improve the safety, quality & management of private rented sector homes”. Both strategies identify continuing to roll out a programme of Selective Licensing (SL) as a key tool in delivering on our ambitions to improve the safety, quality and management of the PRS.

2.2 Selective Licensing

- 2.3 The Housing Act 2004 gives the Council the power to introduce SL of privately rented homes within a designated area, to improve the management and condition of these properties to ensure they have a positive impact on the neighbourhood. SL is an additional intervention introduced to target the most challenging areas focusing on neighbourhoods which face the most acute problems with poor property condition, management, crime and anti-social behaviour (ASB). There are just over 2,000 private rented properties currently encompassed in SL across 6 live schemes in the city – albeit with the two remaining pilot schemes set to finish shortly in April.

2.4 For a SL designation to be considered within an area, it must first have a high proportion of properties in the private rented sector. The area must also be experiencing issues that may be affecting the local neighbourhood including one or more of the following conditions:

- Low housing demand (or is likely to become such an area) and the outcome of the scheme will contribute to the improvement of the social or economic condition of that particular area.
- A significant and persistent problem caused by anti-social behaviour¹. The outcome of the scheme should be a reduction in, or elimination, of antisocial behaviour (caused by tenants in the private sector) in the designated area.
- High levels of migration. The outcome of the designation should be to preserve or improve the economic or social conditions of the area during the lifetime of the designation and ensure that a proper standard of management of privately rented property is maintained and that properties do not become overcrowded.
- Poor property conditions. The outcome of the designation should be a general improvement in property conditions in the designated area within the lifetime of the designation.
- High level of deprivation. The outcome of the designation should be (together with other measures) a reduction of the problems with housing in the private rented sector contributing to the high level of deprivation.
- High levels of crime. The outcome of the designation (together with the other measures) should lead to a reduction in crime in the area.

2.5 In addressing one or more of these issues, the outcome of the scheme should therefore contribute to the improvement of the social and/or economic conditions of the area.

3.0 Selective Licensing Rolling Programme

3.1 Following a consultation exercise from the 19th of August to the 31st of October 2016, Manchester City Council (MCC) introduced four pilot Selective Licensing (SL) areas, encompassing approximately 2,000 private rented properties. Each scheme was designated for 5 years:

- Crumpsall – 13th March 2017 to 12th March 2022
- Moss Side – 8th Jan 2018 to 7th Jan 2023
- Moston – 23rd Apr 2018 to 22nd Apr 2023
- Old Moat – 23rd Apr 2018 to 22nd Apr 2023

3.2 The first pilot Selective Licensing scheme in Crumpsall came to an end following a five-year designation, which saw 372 properties licensed and 177 compliance inspections completed. In total 79 Category 1 hazards and 273 Category 2

¹ Including ASB linked to environmental and waste management

hazards were identified by officers undertaking compliance inspections and in total 6 Civil Penalty Notices (CPNs) were issued equating to total fines of £36,000 for different housing related offences enforced during the scheme. The remaining three schemes (including the Moss Side scheme which ended at the start of the year) will be collectively evaluated later in the year.

3.3 In September 2020 the Council's Executive considered 12 areas to form the next phases of the rollout of SL across Manchester. The first four of these were designated in 2022 following a report to Economy Scrutiny in December 2021:

- The Ladders – Gorton and Abbey Hey – 773 PRS properties
- Hyde Road – Gorton and Abbey Hey – 94 PRS properties
- Trinity – Harpurhey – 430 PRS properties
- Ben Street area – Clayton and Openshaw – 105 PRS properties

3.4 The remaining eight areas proposed for the introduction of SL, which form this current phase of the roll out (based on the criteria detailed in Appendix 2), are:

- Moss Side & Whalley Range: Claremont Road / Great Western St – 346 PRS properties
- Levenshulme: Matthews Lane – 170 PRS properties
- Longsight: The Royals – 74 PRS properties
- Rusholme: Birch Lane – 70 PRS properties
- Rusholme: Laindon/Dickenson – 38 PRS properties
- Cheetham: Esmond/Avondale – 87 PRS properties
- Cheetham: Heywood St/Cheetham Hill Rd – 251 PRS properties
- Cheetham: Flats Over Shops: Cheetham Hill Rd – 86 PRS properties

3.5 In addition to this, we are committed to a further phase of the SL roll out which will be progressed in the near future. This will be more fully explored in the evaluation report for Scrutiny later in the year (see above).

4.0 Selective Licensing Criteria - Evidence Base

4.1 The areas which have been put forward for the introduction of SL in this report were originally identified via a "hotspot" mapping exercise looking at levels of deprivation, anti-social behaviour, crime and service requests relating to housing and environmental issues. This data was overlaid to identify areas with high levels of PRS homes, where these challenges were most concentrated. Views were then sought from local Neighbourhood & Enforcement Teams on boundaries for potential selective licensing areas within these 'hotspot' areas based on their local knowledge of the issues within each area. Views from Members on the proposed areas / boundaries were then sought via a series of panel sessions.

4.2 The statistics behind this were first presented in a report to Executive in September 2020 which subsequently approved officers to begin the process of rolling out SL schemes within 12 geographical areas which were identified via this exercise. In June 2022 the Economy Scrutiny Committee reviewed updated local statistics which confirmed that the remaining 8 areas proposed in this current phase of SL continue to meet the criteria put forward for their designation (see Appendix 2 for criteria).

4.3 In response to the longstanding issues highlighted by this evidence base there have already been a range of targeted efforts by MCC and partners to resolve the problems over recent years. Some examples include:

- In Moss Side: Claremont Road / Great Western St, an ongoing extra bin capacity trial and additional cleaning of streets has been organised to address high levels of litter and poor waste management.
- In Levenshulme: Matthews Lane, a programme of community litter picks and door knocking to tackle fly-tipping incidents and ASB issues occurred in the first half of 2022. A partnership with the Housing Association Great Places, to tackle the spike in burglaries, has also been set up and is ongoing.
- In Longsight: The Royals, a targeted working group was formed between Greater Manchester Police and the MCC Compliance Team from October - December 2021 to deal with high levels of fly tipping. A multiagency group, including GMP, Housing Providers & MCC Compliance is also in place gathering evidence which is being used to address issues with ASB and intimidation in the area.
- In Rusholme: Birch Lane, multiple Manchester Active Events have been organised including road closures and family days to encourage community cohesion.
- In the Esmond/Avondale/Shirley/Beckenham Road and Cheetham Hill Road areas of Cheetham a day of action was organised on the 15th of July 2019 to address poor waste management. Representatives from MCC North Neighbourhood Team, North Compliance Team, Biffa, 3GS, local Councillors and Greater Manchester Police attended. Over 400 residents were contacted, and commercial waste contracts and business premises were also visited.
- In addition to this, between April 2021 and August 2022 367 investigations were undertaken by Biffa in the Cheetham ward – c.10% of which were on streets in the proposed SL areas. These investigations involved visiting fly tip hot spots, checking through discarded waste for evidence, such as letters, indicating where the waste may have come from, and serving Fixed Penalty Notices on those found to be responsible. The aim of the initiative was to try and change the behaviour of fly tippers through enforcement.

4.4 Unfortunately, despite these and other targeted efforts to address the issues faced in the 8 proposed areas, the evidence indicates that significant progress has not been made in dealing with the problems that have led to the areas being considered for SL (see Appendix 3). For example, those latest local statistics

demonstrate that all of the proposed areas are still experiencing higher than average levels of rubbish and fly-tipping for their wards. The proposed areas also continue to have higher than average levels of deprivation for the city (with the exception of Cheetham: Esmond / Avondale). ASB remains an issue across all areas but particularly in Longsight: The Royals (Longsight), Cheetham Hill Road: Flats above shops (Cheetham) and Claremont Road / Great Western St (Moss Side).

- 4.5 Further to this, Housing Compliance & Enforcement Officers - as part of the Councils Rogue Landlord team - have concentrated enforcement activity in respect to property condition / management on the increasing number of rogue landlords operating in the city. The team proactively inspects rented properties in the most deprived neighbourhoods and investigates portfolio landlords and managing agents who are of concern. The work also involves inspecting flats above shops which are generally found to be in poor condition with inadequate fire precautions.
- 4.6 In 2020 officers undertook a day of action with Greater Manchester Fire Rescue Service (GMFRS), Immigration Enforcement and Greater Manchester Police (GMP) on a block of the flats above shops on Cheetham Hill Road. Officers found an HMO property with severe overcrowding with respect to 7 males sharing 4 bedrooms, one of which was too small to be used as a bedroom. The landlord had failed to recognise his legal obligation to take reasonable safety measures to protect the tenants and was found to be wilfully blind to hazards in the property despite the fact that he was operating a shop on the ground floor of the property. The landlord was served with a civil penalty of £20,000.
- 4.7 In other similar cases officers often find tenants living in squalid and dangerous conditions and landlords who operate under the radar hoping to attract tenants who are vulnerable and at risk of exploitation. The tenants are often migrants, some of them who are vulnerable, either claiming housing benefit or in low paid employment. Some tenants also have unresolved immigration issues and are working illegally.
- 4.8 Unfortunately, whilst Housing Enforcement work has also been targeted into all of the proposed areas over recent years, it has become clear that these proactive resources (such as those identified in the examples above) are limited² and would not be able to replicate the scale of interventions that SL would be able to achieve. Furthermore, SL would not only offer the resource to enable inspections of such properties, but also provides the legislative framework to require landlords to provide access to properties for inspection (which has been a significant challenge up to this point) as well as the licensing requirements which are designed to bring forward improved management practices.

² Particularly with the growing demands created by the increased focus on responding to instances of damp & mould.

4.9 All proposed areas therefore not only continue to meet the criteria put forward for their designation, but other alternative means of addressing those issues have not been sufficient in dealing with them to date. Given the lack of practical or beneficial alternatives, SL therefore represents a justifiable tool for the Council to use in responding to the issues set out in Appendix 2, in conjunction with a range of other actions that are currently being undertaken or are planned.

5.0 Public Consultation

5.1 Process and Method

5.2 Legislation requires a statutory consultation period of at least 10 weeks to gauge public opinion and gather feedback before a SL designation can be considered. The consultation on the 8 new proposed SL areas was launched on the 5th of October 2022 and ran until the 14th of December 2022.

5.3 Previously SL consultations in the city have focused directly on the specific areas to be designated (4 on both previous occasions). However, given the increased number of areas in this phase and the close proximity of areas contained within the same ward, it was considered to be more efficient to split the consultation across five ward groupings rather than the 8 individual areas (see Table 1).

Table 1 – Ward groupings of Selective Licensing areas for the 2022 Consultation:

Ward groupings	Area
Moss Side / Whalley Range	Claremont Rd / Great Western St
Levenshulme	Matthews Lane
Longsight	The Royals
Cheetham	Esmond/Avondale
	Heywood St / Cheetham Hill Rd
	Flats over shops: Cheetham Hill Rd
Rusholme	Birch Lane
	Laindon / Dickenson

5.4 The consultation was widely promoted at the start, and throughout, via a range of mediums including:

- 7,200 letters sent directly to all residents and landlords identified in the proposed areas with information on the proposals and instructions on how feedback could be submitted.
- A leaflet drop for all businesses identified in the proposed areas

- A press release³ and launch coverage in the local press⁴, and social media
- A comms campaigns, with messages posted out to social media including Facebook and Twitter throughout the consultation period

5.5 In addition to this, a list of additional key stakeholders were notified of the consultation directly by email to ensure the Council met its statutory requirement to notify every organisation within the local housing authority area known, or believed, to provide advice on landlord and tenant matters. These included:

- National and regional landlord agencies who support and advocate for a number of private rented sector landlords across the country
- The Citizens Advice Bureaux
- Housing advice centres
- Homeless persons' units
- Law centres
- Local estate and management agencies
- Registered Providers operating in the city

5.6 To ensure that all reasonable steps to consult persons who are likely to be affected by the designation, the consultation included:

- A dedicated SL consultation webpage⁵ providing information on the eight new proposed areas, key statistics and details on how to engage with the consultation
- An online consultation questionnaire on the SL webpage (see Section 5.2).
- A dedicated SL consultation email inbox for queries, email correspondence and the submission of formal representations.
- A contact telephone number was provided for those digitally excluded that wished to speak to someone and go through the consultation questions via telephone.
- Signposting to local libraries for access to PCs and hard copies of questionnaires
- Two local drop-in events per ward at community centres close to the proposed areas – equating to Ten consultation sessions in total⁶. These

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https://www.manchester.gov.uk/news/article/9124/public_consultation_begins_around_the_expansion_of_landlord_licensing_across_manchester

4

[Public consultation begins around the expansion of landlord licensing across Manchester | Business Manchester & Property118 | Consultation to expand a city's selective licensing begins](#)

5

https://www.manchester.gov.uk/info/10084/private_landlords_information/8433/new_selective_licensing_areas_proposals_2022

⁶ The second afternoon / evening drop-in session in Rusholme on the 23rd of November (3pm to 7pm at St Chrysostom's Church) was closed two hours early due a complication with the venue booking. This was

- provided landlords, residents and business owners an opportunity to engage face-to-face with officers as well as support with completing the online survey.
- The option for landlords (who may live outside of the city) to schedule an online session with officers to discuss the proposals and ask questions.
 - Emails to community & resident groups and partner organisations,
 - Coordinated briefings to internal teams and joint working with Neighbourhood colleagues to ensure that officers on the ground can talk to the local community about SL and engage people to take part in the consultation.
 - Similar briefings and consultation with local ward members
 - Online sessions on a 1:1 basis offered to landlords.
 - Officer attendance at relevant, local, community events.
 - A programme of door-knocking across all areas to engage face to face with residents and support with completing surveys if requested⁷.

5.7 For an exhaustive list of the key milestones undertaken during the formal consultation process see the engagement calendar in Appendix 4.

5.8 Survey response rate

5.9 A total of 1,719 people engaged with the SL website and this led to 412 survey responses (see Table 2). The total number of responses for each ward is allied to the size of / how many PRS properties fall in each designation area.

Table 2 – Survey responses by ward

Respondents	Cheetham	Longsight	Levens - hulme	Moss Side & WR	Rusholme	Total
Landlords	62	4	16	17	7	106
Residents / Businesses	153	19	28	82	24	306
Totals	215	23	44	99	31	412

5.10 Overall, this represents a healthy response rate, particularly compared to other recent public consultations in the city:

- Active Travel consultation (city wide): 417 responses
- Budget consultation (city wide): 1,680 responses
- Wythenshawe Town Centre (targeted to the local area): 279

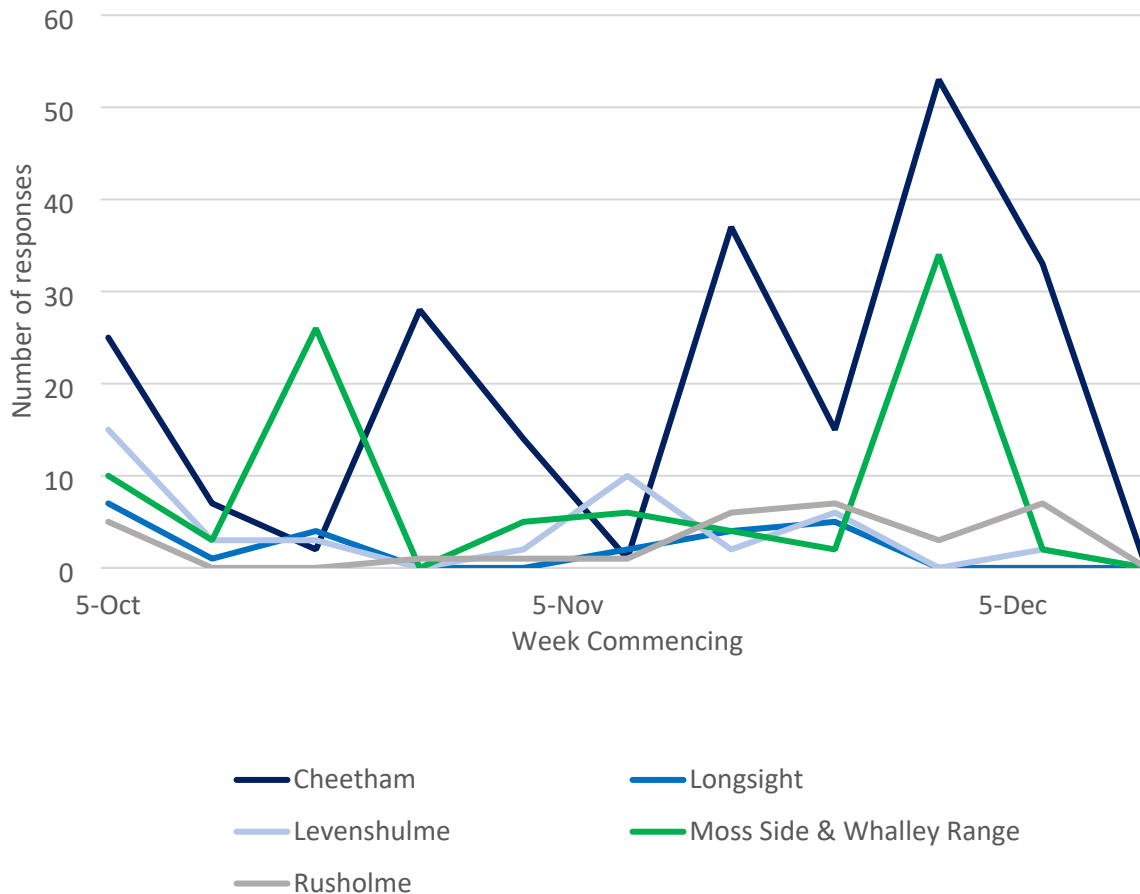
5.11 The healthy response rate reflects the engagement plan that took place over the 10-week consultation and the significant effort that went into ensuring that all

publicised via a note at the venue and on MCC and Ward Councillor's social media. Officer's undertook door knocking in the two proposed Rusholme areas on the 9th of December to compensate for the shortened drop-in session.

⁷ This included a number of bilingual officers in attendance to address language barriers where possible

reasonable steps to consult persons who are likely to be affected by the proposed designations. Indeed, spikes in the response rates across the 10 weeks (see Chart 1) can be directly attributed to bespoke engagement activity (see Appendix 4).

Chart 1 – Survey responses during the 10-week consultation:



For example:

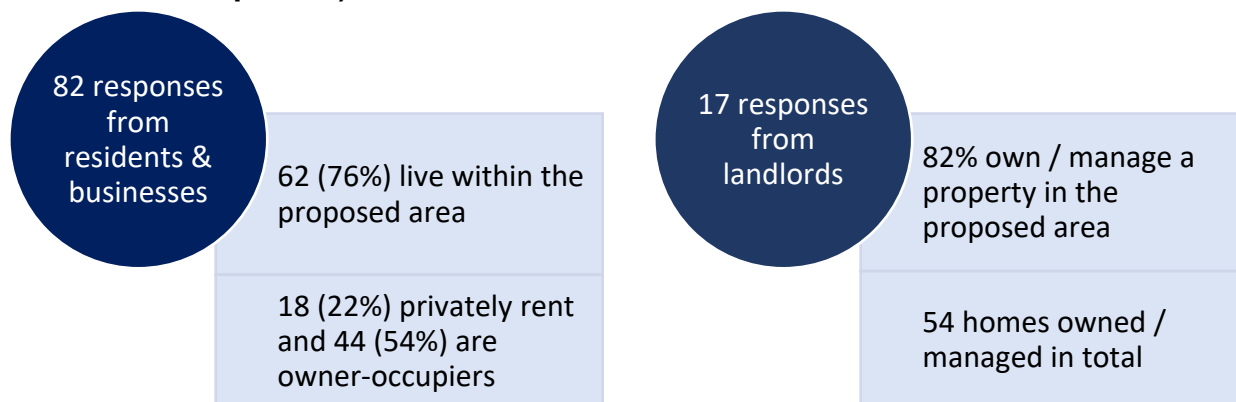
- Following the successful launch & promotion of the consultation (letters to residents & landlords, press releases and social media) some of the highest numbers of responses across all 5 areas were recorded in the first week (62 in total).
- The increase in the number of responses in Levenshulme in the week commencing the 9th of November is due to officers attending a community cost of living event.
- The increase in the number of responses for Moss Side & Whalley Range in the week commencing the 30th of November is due to officers attending the community Christmas Lights switch on and speaking with residents, a meeting with a community resident group and additional door knocking within the proposed area.

- The large number of responses recorded in Cheetham Hill, particularly around the last two weeks of the consultation, can be linked to a successful plan of additional engagement including a programme of door-knocking and leafleting.

6.0 Analysis of Survey Responses:

6.1 Following the closure of the consultation period on the 14th of December, the responses to the questionnaire have been evaluated and can be viewed in detail in Appendix 6 (resident and business surveys) and Appendix 7 (landlord surveys). These findings will also be published on the Council's website, whilst a summary of the key findings of the surveys follows.

6.2 Moss Side and Whalley Range - Claremont Road / Great Western St (346 PRS Properties)



6.3 The Moss Side & Whalley Range resident & business survey indicated the strongest support for the introduction of selective licensing out of all the areas surveyed. 9 out of 10 residents (90%) and almost 1 in 4 landlords (24%) agreed or strongly agreed with the introduction of selective licensing in the area. Similarly, 85% of residents and businesses respondents and 12% of landlord respondents agreed or strongly agreed that the specific area that has been proposed is the right area for selective licensing to be introduced. Finally, 86% of resident & business respondents and 30% of landlord respondents agreed or strongly agreed that the introduction of selective licensing would improve the condition of privately rented properties in the area.

6.4 Residents (91% of respondents) and landlords (59% of respondents) both considered rubbish and fly tipping as the area's main issue. In addition, 60% of residents and / or their families were affected by ASB, the highest survey outcome out of all the areas. 88% of residents & businesses surveyed agreed or strongly agreed that the introduction of selective licensing would improve the area of Claremont Road / Great Western Street in general.

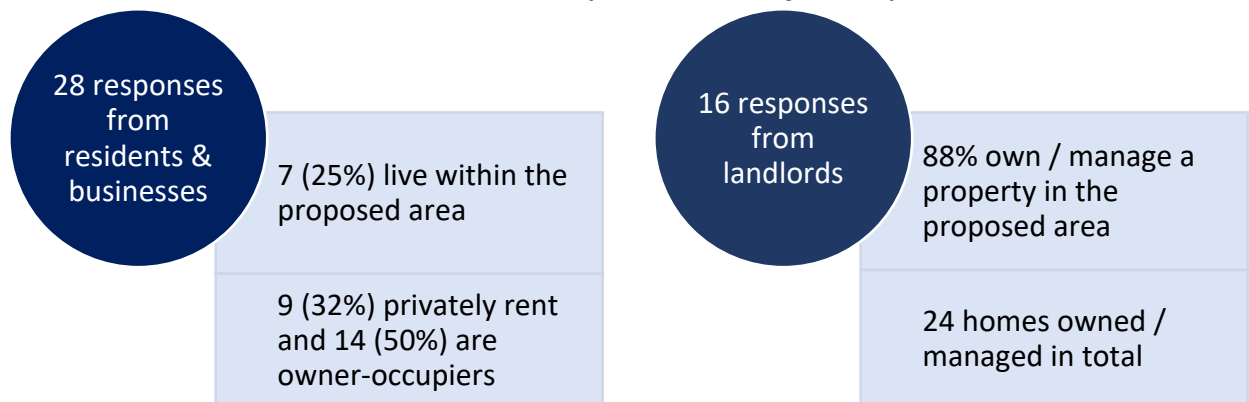
6.5 71 open text comments were recorded as part of both surveys which flagged up a range of common themes from both residents and landlords including: general

agreement, expense (for landlords), general disagreement, and expansion of the designation area. Most residents / businesses used the open text comments to support the scheme rollout (e.g. *"We have seen it work in Crumpsall and welcome a improvement to our neighbourhood"*) while most landlords expressed concern with the expense of the scheme (e.g. *"Selective Licensing incurs additional costs on the landlord, these will be passed on to the tenants through rent increases"*).

6.6 Landlords were also asked what support or services they think could be given to help with managing their homes to a high standard. 16 landlords responded and the top 3 suggestions were:

- Better information & Communication (5 mentions)
- Help with expenses (4 mentions)
- General disagreement (3 mentions)

6.7 Levenshulme – Matthews Lane (170 PRS Properties)



6.8 The area with the second lowest levels of support for SL indicated in the resident & business survey (after Cheetham) is Matthews Lane in Levenshulme. However, 79% of residents and business respondents still fundamentally agreed with the introduction of SL in Matthews Lane – a significant level of support. Landlords were far less likely to back the introduction of SL, with only 6% agreeing with the suggested introduction of SL in Matthews Lane. 57% of residents and 0% of landlords agreed or strongly agreed that the specific area that has been proposed is the right area for selective licensing to be introduced. Finally, 79% of residents & business respondents and 6% of landlord respondents agreed or strongly agreed that the introduction of selective licensing would improve the condition of privately rented properties in the area.

6.9 Residents & businesses (71%) and landlords (50%) both listed rubbish and fly tipping as the area's main issue. In addition, 61% of resident / business respondents identified poorly managed properties as an issue, the highest survey outcome out of all the areas considered during this consultation. The most significant concern for residents and business was linked to the cost-of-living

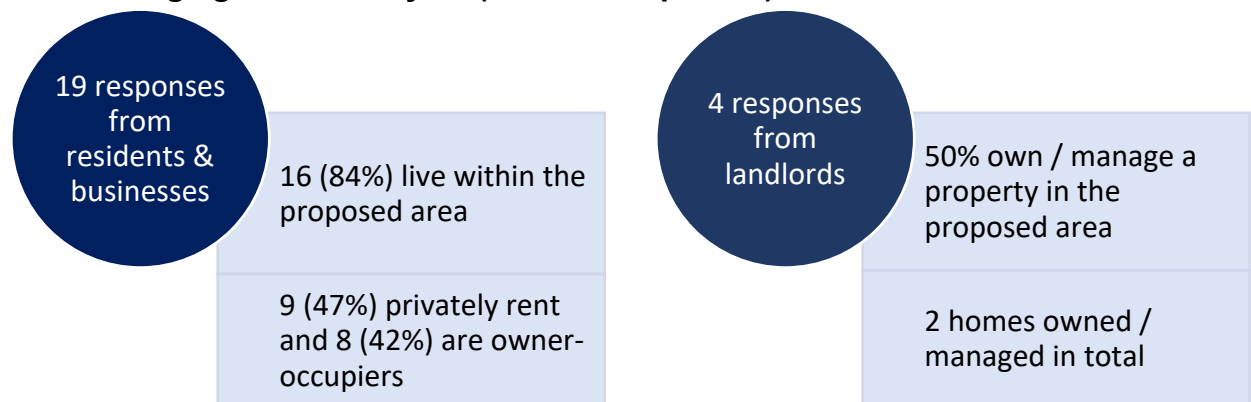
crisis, with 54% of residents / businesses stating people are not able to pay their rent due to rising costs. Linked to this, it is relevant to note that half of the privately rented households in the Matthews Lane are in receipt of Universal Credit or Housing Benefit.

6.10 50 open text comments were recorded as part of the survey (mostly from landlords – 31) which flagged up a range of common themes from both residents and landlords including: general disagreement, expense, and disagreement with the designation area. Both residents & businesses (8 comments) and landlords (12 comments) used the open text box to express general disagreement with the scheme – for example “*Good landlords will leave if an extra license payment is needed. We’ll be left with landlord’s who’ll increase rents even more to cover the extra cost*” (resident) and “*The landlords who don’t look after their tenants should be targeted. What is the point of paying 800 pounds? What is the landlord getting from this? And how is the tenant benefitting from this.*” However, its relevant to note that comparable number of resident and business comments (8 in total) also related to agreeing with the introduction of SL (e.g., “*Strongly agree there needs to be a change in the conditions of private properties and overcrowding issue*”) or advocating that the area is expanded (e.g., “*The area highlighted should have licensing. Also, the larger surrounding area should be included*”).

6.11 Landlords were also asked what support or services they think could be given to help with managing their homes to a high standard. 11 landlords responded and the top 3 suggestions were:

- Better information & Communication (4 mentions)
- Expense (3 mentions)
- Council Responsibility (3 mentions)

6.12 Longsight – The Royals (74 PRS Properties)



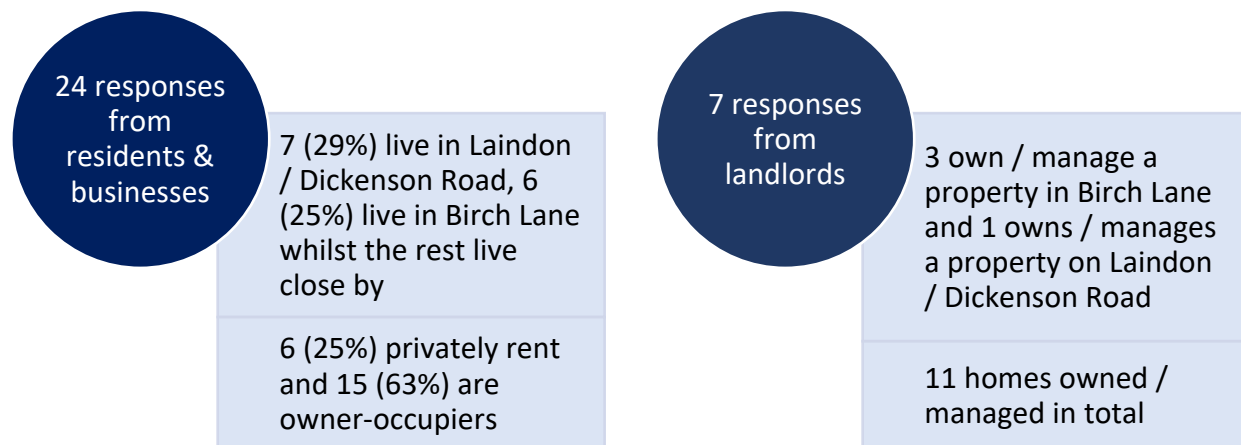
6.13 There was strong support from both residents & businesses (84% agreed or strongly agreed) and landlords (50%, albeit from a small sample) for the Council to introduce licenses for privately rented properties in the area. 68% of residents / businesses and 50% of Landlords agreed or strongly agreed that the specific

area that has been proposed is the right area for selective licensing to be introduced. In addition, 84% of residents / businesses and 75% of landlords agreed or strongly agreed that the introduction of selective licensing would improve the condition of privately rented properties in the area.

6.14 Both residents / business (79%) and landlords (75%) listed rubbish & fly tipping as the biggest issue in the area. 63% of residents / businesses also listed high levels of crime as an issue. This is in line with local statistics which demonstrates that Matthews Lane has the second highest number of ASB incidents and victim-based crimes (per 100 households) out of the proposed areas. The Royals also had the highest proportion of survey responses during this round of consultation from residents / businesses highlighting issues with property condition (68%), people moving in and out of the area often (58%) and overcrowded properties (58%). These conclusions were echoed in the landlord survey, with 75% of respondents listing properties in poor condition and poorly managed properties as issues in the area.

6.15 28 open text comments (21 from resident / businesses and 7 from landlords) were recorded as part of both surveys which flagged up a range of common themes including: general agreement, expansion of the designation area, and general disagreement with the proposed scheme. Most residents used the open text comments to express general agreement with the introduction of the scheme (e.g. *“It will hopefully make it a safer and friendly place to live”*) while most landlords expressed concern over the expense of the scheme. (e.g. *“Control can be gained in other more cost efficient and effective ways”*). Landlords were also asked what support or services they think could be given to help with managing their homes to a high standard. 3 landlords responded stating that it was the tenant’s responsibility (2 mentions) or the Council’s responsibility (1 mention).

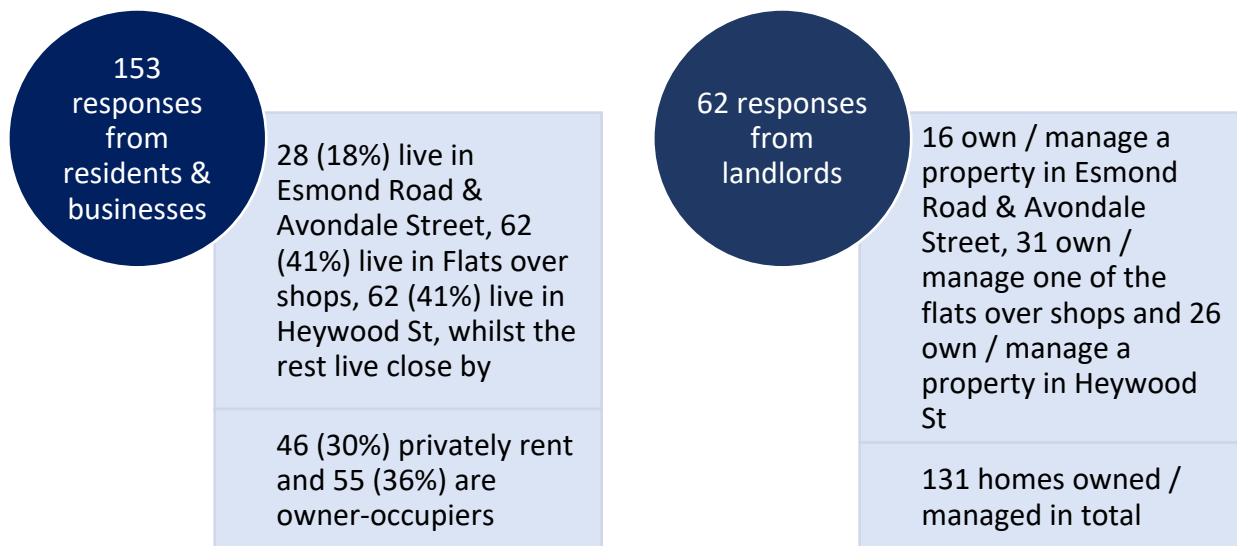
6.16 Rusholme - Laindon/Dickenson Road (38 PRS Properties) and Birch Lane (70 PRS Properties)



6.17 Whilst 84% of residents & business respondents agreed or strongly agreed that the Council should introduce licenses for privately rented properties in the

proposed areas in Rusholme, no landlord who responded to the consultation was supportive of introducing SL in either area in Rusholme. 71% of residents / businesses who responded to the survey felt that both Laidon / Dickenson Road and Birch Lane were the right areas for Selective Licensing to be introduced.

- 6.18 Residents / businesses and landlords across Rusholme listed rubbish and fly tipping as the biggest issue. The problem seems to be most acute for residents / businesses in Laidon Road / Dickenson Road where 58% of respondents highlighted it as an issue compared to 29% in Birch Lane. Beyond rubbish and fly-tipping residents and businesses were most concerned about people moving in and out of the area around Laidon Road / Dickenson Road (42% of respondents). Both residents and business and landlords were also concerned about high levels of ASB around Birch Lane.
- 6.19 13 open text comments were recorded (8 from resident / businesses and 5 from landlords) as part of both surveys which flagged up a range of common themes including: general agreement, expense, the potential for expansion of the designation area, and litter. Most residents / businesses used the open text comments to express general agreement with the introduction of the scheme (e.g. *"This isn't just the landlords failure it's a multi level failure as the expense of genuine tenants because of deregulation and the privatisation of the housing sector. More needs to be done"*), while most landlords expressed concern over the expense of the scheme (e.g. *"Don't charge fees to good law abiding landlords until you get the rogue landlords properties up to the required condition. Only then charge as we have spent my life my time and my saving to bring property up to date"*).
- 6.20 Landlords were also asked what support or services they think could be given to help with managing their homes to a high standard. 4 landlords responded, and three of them identified the following support as potentially being helpful
- Police responsibility
 - Information & Education
 - Council responsibility
- 6.21 Cheetham - Esmond/Avondale (87 PRS properties), Flats Over Shops (86 PRS properties) and Heywood St / Cheetham Hill Rd (251 PRS properties)**



- 6.22 The surveys in Cheetham (in particular the resident & business survey) resulted in more mixed results compared to the other four wards. Overall, the proportion of respondents who agreed, or strongly agreed, that the Council should have more control of how private landlords look after their properties and tenants was 37% (with 52% disagreeing or strongly disagreeing). Similarly, the proportion who agreed or strongly agreed that the Council should introduce licences for private rented properties in the area was 35% (with 53% disagreeing or strongly disagreeing). These findings are in sharp contrast with the responses to resident and business surveys in all the other proposed areas where support (agreement or strong agreement) for licensing was between 79% - 90%.
- 6.23 Resident & business respondents were most opposed to the introduction of selective licensing in Flats over shops on Cheetham Hill Road (which 49% disagreed or strongly disagreed was the right area to introduce SL) whilst the lowest level of objection was in the Esmond Road & Avondale Street area (which 42% disagreed or strongly disagreed was the right area to introduce SL). Landlords who responded to the survey (in far larger numbers than in any of the other wards) overwhelmingly strongly disagreed that the Council should introduce SL in any of the proposed areas. Again, opposition was strongest in Flats over shops (85% of respondents strongly disagreed), compared to Esmond Road & Avondale Street where 73% of respondents strongly disagreed.
- 6.24 The main issues identified by residents and businesses across all three areas were relatively similar – principally concerns about rental costs due to the cost-of-living crisis, problems with rubbish & fly-tipping and concerns about properties in poor condition and / or poorly managed private rented properties. Very few of the landlords who responded recognised any of the potential issues put forward by the survey in the proposed SL areas. Only problems with fly tipping and concerns about residents struggling to pay rent due to increases in the cost of living were highlighted across all three areas by any significant number of landlord respondents (c.10% on average).

- 6.25 76 open text comments were recorded (split almost 50/50 between residents & businesses and landlords). The majority of both resident / businesses and landlords used the open text comments to express general disagreement with the introduction of SL (e.g. *"I don't see any problem in the area"* from a resident or *"I'm not sure if SL is the right way to address issues in these areas"* from a landlord). Other concerns raised in the open text boxes were also similar across both surveys linked to cost of living for residents (e.g. *"This is not required. The community is already struggling with the Cost of Living rises"*) and the expense of the scheme for landlords (e.g. *"Unnecessary additional cost in a already difficult climate"*).
- 6.26 Landlords were also asked what support or services they think could be given to help with managing their homes to a high standard. 28 landlords responded and the top 3 suggestions were:
- Better information & Communication (9 mentions)
 - General Disagreement (7 mentions)
 - Expense (6 mentions)
- 6.27 The strength of the objection to selective licensing identified in the residents and business survey is notably out of kilter with other comparable surveys (and our wider evidence base) from this, and historic, rounds of consultation. With that in mind the findings from the public consultation in Cheetham require more careful consideration and analysis, in combination with further public consultation. This will be brought to this committee at a later date.

7.0 Formal Representations

- 7.1 Written representations have also been encouraged and a total of 14 have been received during the consultation, including the following:
- **National association and landlord trade bodies** - We received formal written representations from the National Residential Landlord Association, Propertymark and Safeagent. A meeting was also conducted with Propertymark during the consultation period. Queries / challenges primarily related to the size of the proposed licensing fee and elements of the proposed licensing conditions. Licence condition 10 which relates to a licence holder' finding alternative accommodation for tenants while major works are undertaken has been amended following consideration of representations (see Appendix 5).
 - **Landlord representations** – including several identically written representations from individuals in the Cheetham area. With the exception of one representation which supported the introduction of SL, all landlord representations strongly disagreed with introducing SL or that SL is an effective way of promoting higher standards in the PRS.

- **Cheetham petition** - A further representation was made in the form of 2 petitions which attracted 99 signatures in total from individuals primarily living on Kelvin Grove, Galsworthy Avenue, Faraday Avenue, Lytton Avenue, Huxley Avenue and Holst Avenue. In summary the petition objected to the proposals for the introduction of selective licensing on those streets citing a wide range of reasons including that PRS homes in the area are of a good standard, PRS homes in the area have no issues with ASB and if SL was approved, then the cost of the fee would be passed onto tenants via rental increases.
- **Representations from local residents and resident groups** – a resident group in Moss Side also submitted a formal representation in support of the scheme and the designation of the Claremont Road / Great Western St street area alongside some queries in relation to housing enforcement.

7.2 All written representations will receive a response, and a summary of representations and the Councils response to them will be available online as part of the consultation outcome process.

8.0 Internal and External Property Inspections

8.1 A proportion of the private rented properties that would be included in the SL area have been subject to internal and external inspections. This provides a benchmark to assist with monitoring the impact of the licensing scheme, as well as demonstrating current conditions and range of hazards identified.

8.2 External Inspections

8.3 536 external inspections, (approximately 50% of the total licensable properties) were completed across the 8 areas (see Table 3) - covering a range of buildings from terraced housing, flats above shops and building with multiple flats or apartments.

Table 3 - External property inspections:

Area	Total Number of PRS	Total number of external inspections (approximately 50% in each area)
Cheetham: Esmond / Avondale	87 PRS	43 properties
Cheetham: Flats Over Shops: Cheetham Hill Rd	86 PRS	37 properties
Cheetham: Heywood St/Cheetham Hill Rd	251 PRS	116 properties
Levenshulme: Matthews Lane	170 PRS	84 properties
Longsight: The Royals	74 PRS	37 properties

Moss Side & Whalley Range: Claremont Road / Great Western St	346 PRS	168 properties
Rusholme: Birch Lane	70 PRS	33 properties
Rusholme: Laindon/Dickenson	38 PRS	18 properties
Total:	1122	536 properties

* a portion of the building inspected contained multiple PRS properties (flats)

- 8.4 The properties were RAG rated and inspectors looked at a range of things, including structure of the building, boundary walls, condition of gardens, and waste issues. A summary of the key findings follows.
- 8.5 **Moss Side and Whalley Range: Claremont Road / Great Western St** - 83% of properties inspected were found to have no or minor issues externally. Minor issues included leaking gutters and / or vegetation growth or a few slipped slates. 13% of properties were RAG rated Medium as these properties showed signs of the roof sagging or poor-quality roofs, erosion of stone cills and a gable swelling. 6 properties (4%) were rated high on external inspections, this included boarded and rotten windows, loose brickwork where further structural inspections are required. It was noted that there was evidence of fly tipping and a build-up of waste in the alleyways.
- 8.6 **Levenshulme: Matthews Lane** - The majority of the properties inspected (75 / 89%) were found to have no or extremely minor issues. These included vegetation to the chimney and flaking exterior paintwork or leaking gutters. 8 properties had some disrepair issues and were RAG rated Medium, which included, vegetation growing from the chimney, the roofs were in poor condition with slipped slates and flash banding repairs to the roof tiles and ridge tiles. Several of the properties had ill fitted windows or the windows that were in a poor condition. 1 property was RAG rated high, with the rear extension roof covered in felt and the main roof had multiple repairs carried out.
- 8.7 **Longsight: The Royals** - 70% of the properties inspected were found to have no or extremely minor issues. These included flashing in a poor condition, slipped slates and poor paintwork. 7 (19%) of properties were RAG rated Medium as they experienced flashing in very poor condition, large amounts of vegetation to the chimney stack and loose brickwork. 4 properties (11%) were rated high, this included a fire damaged/burnt out ground floor commercial property that appeared to be occupied above despite the damage, and properties with security railing at the windows and doors, that looked to be in a poor condition and rotten single glazed windows. There were also several reports of fly tipping in the area too as well as a void steel shuttered empty property.
- 8.8 **Rusholme: Laindon/Dickenson Road** - 17 out of the 18 properties (94%) inspected had no or minor issues with the main issue noted as being slipped

slates to a porch roof. The only property rated Medium had several slipped slates to the roof, no properties were rated high.

- 8.9 **Rusholme: Birch Lane** - 61% of all properties inspected externally had no or minor issues, this included slipped slates, vegetation growth to the chimney and loose flashing. 33% of properties were RAG rated Medium as they were showing signs of unsafe boundary walls, felt being placed over tile roofs and bay windows in poor conditions and several slipped slates to the roof. 2 properties (6%) were rated the highest rating as there was evidence of unsafe gable ends and leaning chimneys.
- 8.10 **Cheetham: Esmond / Avondale** - 88% of properties in the area (38/43), that were inspected, were identified as having no or minor issues externally. Minor issues include vegetation to the chimney stack or a few broken / missing tiles to the roof or poor flashing.
- 8.11 2 properties (5%) were classified with a medium RAG rating, meaning that there was loose flashing and missing ridge tiles or leaning chimney, where further investigation is needed. A further 2 properties (5%) were RAG rated high. These presented themselves as the most serious hazards and include more than 15% slipped slates to the roof, poor or ill fitted windows and loose barge boards.
- 8.12 **Cheetham: Flats Over Shops** - 100% of properties in the area, that were inspected, were identified as having no or extremely minor issues. 51% of the properties inspected were on Keane Court and Martingale Court, where only 1 property (3%) was identified as having a rainwater pipe that needed securing. In the remaining 49% of the properties that were not in Martingale Court or Keane Court, these were also in generally in good condition, with only 5 properties (14%) identified as having vegetation to the chimney stack, loose / missing slates or rotting fascia boards.
- 8.13 **Cheetham - Heywood St / Cheetham Hill Rd** - 74% of properties in the area were inspected and were identified as having no or extremely minor issues. Minor issues included loose flashing and ridge tiles and missing and loose slates along with vegetation growth and flaking paint work to the exterior and blocked gutters. During the inspection, there are several reports of fly tipping in and around the area. 23 properties (20%) were RAG rated as medium where it's reported that the roofs are in a poor condition which including missing roof tiles and sagging / bowing roofs, poorly fitted solar panels, vegetation to the chimneys. Other defects identified was missing pointing and poor / flaking exterior paintwork. 7 properties (6%) were RAG rated as high, and were classed as in poor condition, with failed and broken windows and some properties showing soffits and slates that are at risk of falling. 2 of the properties (2%) within the Red Rag rating were described as an eyesore.

8.14 Internal Inspections

- 8.15 112 internal inspections (10% of the total licensable properties) were completed in the eight proposed SL area between November 2022 and February 2023. Inspections were undertaken using the housing health and safety rating system (HHSRS) which is a risk-based evaluation tool to help local authorities identify and protect against potential risks and hazards to health and safety from any deficiencies identified in dwellings. The HHSRS assesses 29 categories of housing hazard. Each hazard has a weighting which helps determine whether the property is rated as having category 1 (serious) or category 2 (other) hazards. Councils have a duty to take action where hazards which are assessed as category 1 under HHSRS, and discretionary powers to deal with Category 2 hazards.
- 8.16 A total 404 Hazards were identified across all areas (11 Category 1 and 393 Category 2) which demonstrates a sample of the conditions and types of issues found (see Table 4).

Table 4 - Internal property inspections:

Area	HHSRS Inspections	Cat 1 Hazards	Cat 2 Hazards
Moss Side & Whalley Range: Claremont Rd / Great Western St	33	8	114
Levenshulme: Matthews Lane	17	1	53
Longsight: The Royals	8	0	29
Rusholme: Birch Lane	7	0	31
Rusholme: Laindon/Dickenson	4	2	18
Cheetham: Esmond St / Avondale St	9	0	26
Cheetham: Flats Over Shops	9	0	24
Cheetham: Heywood St	25	0	98
TOTAL	112	11	393

- 8.17 As detailed in Table 5, the most prevalent Category 1 issues identified via the HHSRS assessments were excess cold (36% of all Cat 1 hazards identified) and falling on level surfaces (18%). The most prevalent Category 2 issues identified were electrical hazards (18%), damp and mould (16%) and fire (15%). Taken altogether these 3 issues made up just under half of the total number of Category 2 hazards (48%) identified across all 8 areas. A summary of the key findings by area follows.

Table 5 – Hazards identified:

Hazards	Category 1	Category 2
Electrical hazards	1	69
Damp & Mould	1	63
Fire	2	58

Explosions		32
Food safety		24
Falling on stairs etc	1	21
Personal hygiene, Sanitation and Drainage		20
Carbon Monoxide		16
Uncombusted Fuel gas		16
Structural collapse and falling elements		15
Falling on level surfaces	1	14
Domestic hygiene, Pest and Refuse		12
Falls between levels		11
Entry by Intruders		10
Lighting		5
Position & Operability of Amenities etc.		4
Excess Cold	4	1
Excess heat		1
crowding and space		1
Crowding and space	1	0
Total	11	393

8.18 **Moss Side and Whalley Range: Claremont Road / Great Western St - 60** inspections were arranged for the area, but nearly half resulted in no access on visits, despite the use of formal notice of entry being used under the Housing Act 2004. 33 inspections were able to be completed as part of the consultation. A total of 8 Category 1 hazards were identified in 4 properties. Hazards relating to falls on a level, electrical safety, damp and mould, fire and excess cold were identified - resulting in 4 Environmental Protection Act notices and 1 improvement notice being served.

8.19 A further Improvement Notice and a Hazard Awareness notice was served for 2 properties with high level Category 2 hazards. 27 landlords were written to with hazards letters and or advice in relation to lesser hazards in their properties. One unlicensed HMO was identified. The unlicensed HMO landlord applied for Mandatory licensing after an inspection request (notice of entry) was sent to the landlord.

8.20 **Levenshulme: Matthews Lane - 17** properties were inspected; 2 properties were found to be in good condition and did not pose hazards that are considered a risk to the occupants or their visitors in the next 12 months. One property was found to have a category 1 hazard relating to falls on the stairs due to loose carpet. 15 properties had at least one category 2 hazards present on inspection. Some hazards identified were electrical hazards, damp and mould, explosions, combusted fuel gas, food safety and explosions.

8.21 **Longsight: The Royals - 8** properties were inspected internally, all properties had at least one category 2 hazard present. The hazards ranged from, falls on

stairs, fire safety, domestic hygiene, pests and refuse, damp & mould, excess heat, lighting, electrical hazards, and carbon monoxide. 6 landlords were written to with a hazard awareness letter and two landlords were advised on minor improvements. One of the properties in this area had previously been inspected as part of the Housing Compliance and Enforcement team's Rogue Landlord initiative.

- 8.22 **Rusholme: Laindon / Dickenson Road** – 4 properties in the area had internal inspections. One property had two category 1 hazards, relating to crowding and space and fire, and 5 category 2 hazards identified - namely damp and mould, carbon monoxide, food safety, explosions, and electrical safety. In this instance a suspended prohibition and an improvement notice was served. The 3 remaining properties found 18 category 2 hazards ranging from fire safety, damp, electrical hazards, food safety and domestic hygiene. Hazard letters were sent to the 3 landlords.
- 8.23 **Rusholme: Birch Lane** - 7 properties in the area had internal inspections, all properties were found with category 2 hazards, with multiple minor disrepair. The hazards in the area ranged from, falls on stairs, fire safety, structural collapse, damp & mould, personal hygiene, electrical hazards, and explosions. During the inspections, one unlicensed HMO was identified. 6 landlords were sent hazard letters in relation to the inspection.
- 8.24 **Cheetham: Esmond / Avondale** - 9 properties in this area had internal inspections and all properties were found with at least one category 2 hazard. The hazards in the area ranged from, falls on stairs, fire safety, structural collapse, damp and mould, food safety, electrical safety, and explosions. All landlords have been sent a hazard letter addressing the issues raised at the inspections.
- 8.25 **Cheetham: Flats Over Shops** – 9 properties had internal inspections during which every property presented with at least one Category 2 hazard. The hazards in the area ranged from, falls on stairs, fire safety, structural collapse, damp and mould, lighting, food safety, electrical safety, and combusted fuel gas and explosions, as well as matters relating position of amenities.
- 8.26 **Cheetham: Heywood St / Cheetham Hill Rd** - 23 of the 25 properties inspected were found to have category 2 hazards present. Only 2 properties did not have hazards identified that would pose a risk to the occupants or their visitors for the next 12 months. The hazards in the area ranged from, falls on stairs, fire safety, structural collapse, damp and mould, entry by intruders, food safety, electrical safety, combusted fuel gas and explosions. In all the properties that presented hazards letters were sent to the landlord informing them of remediation works required. Enforcement action was taken by means of 3 Smoke alarms and Carbon Monoxide Regulations Notices, 1 Environmental Protection Act Notice for rising damp and a Hazard Awareness Notice.

- 8.27 The total response to the hazards identified across all eight SL areas during the internal property inspections is summarised in Table 6. 2 properties were also identified as an unlicensed HMO's both are being investigated for failing to apply for a licence.

Table 6 – Action Taken:

Action	Total
Suspended Prohibition Notice	1
Improvement Notice	3
Smoke Alarm and CO Regulation Notice	3
Hazard Awareness Notice	2
Environmental Protection Act Notice	5
Hazard letter sent	99
Advice given	2
Total	115

9.0 Conclusions and next steps

- 9.1 The results of the formal consultation exercise show that the vast majority of residents and businesses who responded support the introduction of SL in the 5 proposed areas in Moss Side & Whalley Range, Longsight, Levenshulme and Rusholme, whilst support in the three proposed areas in Cheetham was more mixed, with a higher percentage of both landlords and tenants in the proposed areas not supporting the introduction of SL.
- 9.2 In total 66% of all resident / business respondents to the formal consultation said they strongly agreed or agreed that the Council should introduce licences for privately rented properties in the area. However, this figure is skewed by responses from Cheetham residents. Outside of Cheetham 79% to 90% of respondents agreed that the Council should introduce licences for privately rented properties. Furthermore, outside of Cheetham, 87% of resident and business respondents agreed that the Council should have more control over how private landlords look after their properties and tenants. 71% of residents and business respondents also agreed that the proposed areas are the right areas for SL to be introduced (again, not including respondents from Cheetham).
- 9.3 In accordance with previous public consultations on SL, the results show that the majority of landlords do not support the introduction of SL. In total, only 11% of all landlord respondents to the formal consultation (across all wards) said they strongly agreed or agreed that the Council should introduce licences for privately rented properties in the area. 71% of landlords disagreed that the council should have more control over how private landlords look after their properties and

tenants (with the exception of The Royals in Longsight). Similarly, 78% of landlord respondents disagreed that the designated areas are the right areas for SL to be introduced (again - with exception of The Royals in Longsight). Both residents and landlords agree there are issues in all of the areas – particularly linked to rubbish and fly-tipping. The issues most regularly highlighted by residents were:

- Rubbish and fly tipping.
- Personal and neighbouring properties in poor condition.
- Anti-social behaviour

9.4 The issues affecting properties and property management in the designated area, most regularly highlighted by landlords were:

- Rubbish and fly-tipping
- Properties in poor conditions
- Poorly managed privately rented properties

9.5 This correlates to the data that had been analysed prior to the consultation (and subsequently updated for this report – see section 4.0 / Appendix 3), which clearly identifies higher-than-average rubbish and fly tipping as a major problem across all of the proposed areas, along with issues with crime and antisocial behaviour.

9.6 536 external inspections (c.50% of licensable properties) have been completed across the 8 areas which have identified issues with the structures of buildings, boundary walls, the condition of gardens, and waste issues. 112 internal inspections (c.10% of licensable properties) have also been completed. Almost 10% of properties inspected had a category 1 hazard (whereby local authorities have a duty to take action) and an average of 3.5 category 2 hazards (which local authorities have discretionary powers to deal with) were identified per property that was inspected. In addition to demonstrating the currently poor condition of many PRS properties in the proposed areas, these inspections will also assist in monitoring the impact of SL should these areas be designated.

9.7 With all of the above in mind there is clearly both a rationale and a mandate (from residents & businesses) to designate all 5 of the areas outside of Cheetham. Whilst the analysis in this report concludes that all of the areas in Cheetham also meet the criteria which have been put forward for their designation and would benefit from SL, the mixed results from the consultation flagged up various concerns which merit further investigation to better understand the results. As such it is not recommended to designate the three Cheetham areas at this time. Instead, it is proposed to introduce these areas in a future phase of the roll out of SL after further public consultation.

10.0 Grounds for introducing Selective Licensing

10.1 Selective Licensing will enable a resourced, targeted and systematic approach to addressing the issues that have been identified during the consultation process, data analysis and discussion with local neighbourhood teams and ward members. The licensing scheme will aim to deliver measurable improvement objectives in the following areas:

- Anti-social behaviour - linked to environmental and waste management. The outcome of the scheme aims to be a reduction in antisocial behaviour (caused by tenants in the private sector) in the designated area as set out in the licence conditions.
- Poor property conditions – The outcome of the designation will be a general improvement of property conditions in the designated area within the five years of the licensing period. This will be driven by property inspections of 50% of all private rented properties during the designation.
- High level of deprivation - The outcome of the designation aims to (together with other measures) reduce the problems with housing in the private rented sector contributing to the high level of deprivation in the area.
- High levels of crime - The outcome of the designation (together with the other measures) aims to reduce crime in the area.

10.2 The designation of SL will be a key part of the overall strategic approach in Manchester to improve the safety, quality & management of private rented sector homes. It also fits in with existing strategies including the Housing Strategy (2022-2032) and the Private Rented Sector Strategy (2020-2025) which both identify rolling out a programme of Selective Licensing in areas which would benefit from such an intervention as a key objective for the city. SL will also enable the Council to focus on the housing issues highlighted in our Family Poverty Strategy and the Build Back Fairer Marmot Review (including poor quality homes) as well as supporting a wide range of other MCC policies and objectives linked to:

- Regeneration & neighbourhoods management
- ASB and crime
- Waste and fly-tipping

11.0 Next steps

11.1 Having followed a robust consultation process and considered all the feedback and representations received, the Director of Neighbourhoods intends to consult in May 2023 with the Executive Members with responsibility for Housing, Finance and Human Resources to formally designate selective licensing areas in the following 5 areas commencing May 2023:

- Moss Side: Claremont Road / Great Western St – 346 PRS properties
- Levenshulme: Matthews Lane – 170 PRS properties

- Longsight: The Royals – 74 PRS properties
 - Rusholme: Birch Lane – 70 PRS properties
 - Rusholme: Laindon/Dickenson – 38 PRS properties
- 11.2 Once formal designation is confirmed, landlords will be required to apply for a licence within the three-month statutory public notification period; failure to comply may result in legal enforcement action being taken against them. The indicative fee for a standard licence will in the region of £920. This will be finalised before the formal designation of the scheme. A reduced introductory fee will be charged to landlords who apply within the three-month statutory public notification period.
- 11.3 The income generated from licensing fees is intended to cover the consultation process, administration, management and running of the scheme. The Council does not generate surplus funds from selective licensing schemes. The income generated, the bulk of which is collected in years one and two, is required to manage and resource the scheme for its full 5-year designation.
- 11.4 Landlords will be encouraged to sign the Market Rental Pledge which is a public register that enables landlords to state their commitment to being a good landlord by following agreed practices that create a better private renting experience for tenants, and consider accreditation through local, regional or national professional landlord bodies.
- 11.5 The Council is legally required to undertake the following steps to notify the public and all those affected by the designation once confirmed. Within 7 days after the date on which the designation is confirmed or made:
- a) Place the public notice on a public notice board at one or more municipal buildings within the designated area, or if there are no such buildings within the designated area, at the closest of such buildings situated outside the designated area
 - b) Publish the notice on the internet site
 - c) Publish the public notice in at least two local newspapers circulating in or around the designated areas (6 editions)
- 11.6 Within 2 weeks after the designation is confirmed or made the local housing authority must send a copy of the notice to:
- a) Any person who responded to the consultation conducted
 - b) any organisation which, represents the interests of landlords or tenants within the designated area or represents managing agents, estate agents or letting agents within the designated area; and
 - c) every organisation that provides advice on landlord and tenant matters, including law centres, citizens' advice bureaux, housing advice centres, and homeless persons' units.

11.7 Following the designation of the five areas listed above, it is proposed that the following areas in Cheetham are brought forward as part of a future phase of the roll out of SL (subject to an additional round of public consultation at the time):

- Cheetham: Heywood Street - 251 PRS
- Cheetham: Flats above shops Cheetham Hill Road - 86 PRS properties
- Cheetham: Esmond/Avondale – 87 PRS properties

12.0 Recommendations

12.1 The Committee is requested to:

1. Comment on the consultation findings for the introduction of selective licensing for privately rented properties in the identified areas of Moss Side: Claremont Road / Great Western St (Moss Side & Whalley Range), Matthews Lane (Levenshulme), The Royals (Longsight), Birch Lane (Rusholme), Laidon / Dickenson (Rusholme), Esmond / Avondale (Cheetham), Heywood St / Cheetham Hill Road (Cheetham) and Flats Over Shops (Cheetham).
2. Note the 5 areas detailed in Maps 1 to 4 (Appendix 1) for designation in May, together with the licence conditions (Appendix 5) under the Housing Act 2004 Part 3 Selective Licensing:
 - Moss Side: Claremont Road / Great Western St
 - Levenshulme: Matthews Lane
 - Longsight: The Royals
 - Rusholme: Birch Lane
 - Rusholme: Laidon/Dickenson
3. Note the decision to bring forward the three Cheetham areas (Areas 1, 2 & 3, Map 5 – Appendix 1) under the Housing Act 2004 Part 3 Selective Licensing in a future phase of the roll out of SL in the city, subject to a further round of public consultation:
 - Heywood St / Cheetham Hill Road
 - Flats Over Shops
 - Esmond / Avondale
4. Note that, following the decision to introduce a selective licensing scheme, a statutory public notification period of three months is required prior to the implementation of the scheme.

13.0 Appendices

Appendix 1 - Selective Licensing Maps and Street List

Appendix 2 - Selective Licensing Criteria by Area

Appendix 3 - Local Data Statistics

Appendix 4 - Calendar of Stakeholder Engagement and Consultation

Appendix 5 - Proposed Licence Conditions

Appendix 6 - Residents & Businesses Consultation Surveys

Appendix 7 - Landlords Consultation Surveys