Manchester City Council
Report for Resolution

Report to: Executive – 17 January 2024

Subject: Proposal for the Next Phase of Selective Licensing

Report of: Strategic Director Growth and Development and Strategic
                   Director Neighbourhoods

Summary

The Housing Act 2004 gives Local Authorities the power to introduce the licensing of private rented homes within a designated area, with the aim of improving the management and condition of these properties.

Officers have used local data and intelligence and lessons learnt from previous selective licensing phases to identify 9 potential areas across 6 wards that are experiencing issues which meet the criteria to justify a SL designation in the area. Officers are therefore seeking approval to undertake a consultation exercise to establish whether the declaration of a selective licensing scheme, is required within these identified areas.

Recommendations

The Executive is requested to:

(1)   Approve a public consultation with residents, private landlords, businesses and other stakeholders (as set out in Section 7 of this report) to designate selective licensing schemes within the 9 geographical areas, across 6 wards, detailed in Maps 1 to 9 (Appendix 1) and listed in Section 6 of this report.

(2)   Subject to the outcome of the consultation, delegate authority to the Director of Neighbourhoods, in consultation with the Executive Member for Housing and Development, to approve the designation of up to 9 of the selective licensing areas identified in the report.

Wards Affected: Cheetham; Crumpsall; Harpurhey; Longsight; Miles Platting and Newton Heath; Moss Side;

Environmental Impact Assessment -the impact of the issues addressed in this report on achieving the zero-carbon target for the city	Selective Licensing 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	A refreshed Equality Impact Assessment has been drafted specifically for Phase 4 of the roll

issues addressed in this report in meeting our Public Sector Equality Duty and broader equality commitments	out Selective Licensing. This has been signed off by the Equality, Diversity and Inclusion Team and indicates predominately positive outcomes on protected or disadvantaged group. It also sets out actions to address any potential adverse impacts.

Manchester Strategy outcomes	Summary of how this report aligns to the Our Manchester Strategy/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 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 homes for private rent will provide the opportunity for Manchester residents to access quality accommodation in neighbourhoods where people are happier to settle for longer.
A liveable and low carbon city: a destination of choice to live, visit, work	The right mix of quality energy efficient housing is needed to support growth 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	Improved private rental accommodation standards, plays a part within a well-connected city and its neighbourhoods. It seeks to create neighbourhoods where residents will choose to live, and their housing needs and aspirations 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

An initial budget for the consultation process will be required; this is expected to be approx. £110,000. We have received £50,000 from GMCA towards these costs. If after public consultation the Council decides to proceed with Selective Licensing these costs can be fully funded via the license fee.

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.

- Selective Licensing Pilot - Public Consultation - Neighbourhoods and Environment Scrutiny Committee, 21st June 2016 and Executive, 29th June 2016
- Selective Licensing - Outcome of Public Consultation - Neighbourhoods and Environment Scrutiny Committee, 6th December 2016
- Review of Selective Licensing Pilot areas - Neighbourhoods and Environment Scrutiny Committee, 4th March 2020
- Extension to Selective Licensing Schemes - Public Consultation - Neighbourhoods and Environment Scrutiny Committee, 2nd September 2020 & Executive, 9th September 2020
- Selective Licensing – Results of Public Consultation (2022) - Economy Scrutiny Committee, 9th March 2023
- Proposal for the Next Phase of Selective Licensing - Economy and Regeneration Scrutiny Committee – 5 December 2023

1.0   Introduction

1.1   The Housing Act 2004 gives Local Authorities the power to introduce the licensing of private rented homes within a designated area, with the aim of improving the management and condition of these properties.

1.2   Officers have used local data and intelligence and lessons learnt from previous selective licensing phases to identify 9 potential areas across 6 wards that are experiencing issues which meet the criteria to justify a SL designation in the area. Officers are therefore seeking approval to undertake a consultation exercise to establish whether the declaration of a selective licensing scheme, is required within these identified areas.

2.0   Background

2.1   One of the main themes of the Private Rented Sector Strategy 2020 - 2025 is to improve property and management conditions in the private rented sector with a particular focus on the poorest quality properties. The Housing Strategy 2022 - 2032 reaffirms our commitment to improving the safety, quality and management of private rented sector homes, our largest tenure type and where most of our citizens live.

2.2   Selective licensing is a useful tool to apply targeted interventions in the most challenging areas of the city as it can be used to address poor property conditions, high levels of antisocial behaviour, crime and deprivation.

2.3   Selective Licensing Pilot Schemes – Phase 1

2.3.1   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:

- Crumpsall (372 PRS Properties) – 13th March 2017 to 12th March 2022
- Moss Side (978 PRS Properties) – 8th Jan 2018 to 7th Jan 2023
- Moston (348 PRS Properties) – 23rd Apr 2018 to 22nd Apr 2023
- Old Moat (188 PRS Properties) – 23rd Apr 2018 to 22nd Apr 2023

2.3.2   All of these schemes have now finished and the success of the designations in terms of improving the quality and management of the private rented homes within the SL areas, as well as the impact on the wider neighbourhood, has been evaluated.

2.4   Selective Licensing – Rolling Programme (Phases 2 & 3)

2.4.1   Building on the emerging learning from the pilot schemes via their midpoint evaluation in March 2020, the Neighbourhoods and Environment Scrutiny Committee considered 12 areas in September 2020 to form the next phases of the rollout of SL across Manchester. The areas which were put forward for the introduction of SL in this report were originally identified via a "hotspot"

mapping exercise at the time - looking at levels of deprivation, anti-social behaviour, crime and service requests relating to housing and environmental issues.

2.4.2   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.

2.4.3   The evidence base described above was first presented in a report to the 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. The first four of these were designated in 2022 following a report to Economy Scrutiny in December 2021 (*Phase 2*):

- 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

2.4.4   In June 2022 the Economy Scrutiny Committee reviewed updated local statistics which confirmed that the following proposed areas continue to meet the necessary criteria for selective licensing and approved an outline consultation plan. These areas were subsequently consulted upon in November / December 2022 (*Phase 3*):

- Moss Side: Claremont Road / Great Western St – 346 PRS properties
- Levenshulme: Matthews Lane – 264 PRS properties
- Longsight: The Royals – 138 PRS properties
- Rusholme: Birch Lane – 129 PRS properties
- Rusholme: Laindon/Dickenson – 83 PRS properties
- Cheetham: Heywood Street - 251 PRS
- Cheetham: Flats above shops Cheetham Hill Road - 86 PRS properties
- Cheetham: Esmond/Avondale – 87 PRS properties

2.4.5   Five of those areas were designated in May 2023, whilst it was agreed that the three Cheetham areas would be 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.

2.5   Areas for consideration as part of Phase 4 of the Selective Licensing rolling programme

2.5.1   In addition to the above the Neighbourhoods and Environment Scrutiny Committee report in 2020 also identified 8 additional SL areas and committed the city to considering them following the designation of the 12 schemes listed above. These proposed areas included:

- Heathcote / Sanby Road - Longsight
- Enver Road - Crumpsall
- Whiteway Street - Harpurhey
- Clarendon Road - Whalley Range
- Leng Road / Melrose Street - Newton Heath
- Flats above shops Stockport Road - Ardwick, Rusholme, Longsight and Levenshulme
- Northmoor Road – Longsight
- Chorlton District Centre – Chorlton

3.0 Process for identifying areas which would benefit from Selective Licensing

3.1 A Local Authority may introduce selective licensing in areas where there's one or more of these issues:

- Low housing demand (or is likely to become such an area) - 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 behaviour – the outcome of the scheme should be a reduction in, or elimination, of anti-social behaviour (caused by tenants in the private sector) in the designated area.
- Poor property conditions - the outcome of the designation should be a general improvement of property conditions in the designated area within the lifetime of the designation.
- 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
- 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.

3.2 Hot-spotting data exercise

3.2.1 Before identifying any areas for selective licensing a new 'hotspot' mapping exercise has been undertaken looking at levels of anti-social behaviour and service requests relating to housing and environmental issues such as flytipping, as well as levels of deprivation across the City. This data was overlaid to identify areas where challenges linked to the criteria set out above were likely to be concentrated and overlaid on to data showing where the highest concentration of privately rented homes are located using data from the 2021 Census and DWP data on Housing Benefit.

3.2.2 To assist in prioritising the list, each area was ranked and scored on a matrix according to the levels of anti-social behaviour, environmental complaints and the concentration of private rented homes. The highest ranked areas were further tested with staff working in the local neighbourhood teams to bring their experience of the issues local residents have raised and their daily experience of working and engaging with local people in each mapped area (see Section 4).

3.2.3 Following the hot-spotting and ranking data exercise, and in consultation with the Executive Member for Housing and Development, the following areas have been proposed for Phase 4 of the roll out of Selective Licensing in Manchester (see Appendix 1 for maps):

- Whiteway Street – Harpurhey
- Leng Road / Melrose Street / Droylsden Road and Scotland Street – Miles Platting & Newton Heath
- Viscount Street and Heald Grove - Moss Side
- Enver Road – Crumpsall
- Heathcote / Sanby Road – Longsight
- Northmoor Road – Longsight
- Flats above shops and Esmond / Avondale – Cheetham (two of the three areas previously considered as part of phase 3)

3.2.4 It is relevant to note that it was agreed that the Council would bring forward all three of the Cheetham areas consulted on as part of phase 3 of SL, in a future phase of the roll out in the city (see section 2.2). However, following the latest data exercise it was highlighted that the Heywood St / Cheetham Hill Road area had a relatively low proportion of PRS homes and was ranked at the bottom of the areas that were being considered following the hot-spotting process. On this basis it has been removed from consideration for phase 4 of SL, however the area (or a similar area in the location) may be considered in the future. Similarly, the Clarendon Road (Whalley Range) and Chorlton District Centre (Chorlton) areas, previously proposed in 2020, were removed from consideration for this round of SL following the refreshed data and ranking exercise.

4.0   Neighbourhood and Enforcement Teams Engagement

4.1   In addition to the data exercise, it was critical to get input from the relevant Neighbourhood Teams and others to make the most of the available local knowledge of the areas and the specific issues in each location. This took place via a series of interactive sessions where the specific boundaries of the proposed SL areas were altered to better respond to the challenges and opportunities in the area, whilst hopefully minimising the risk of introducing complex challenges into the SL area, which the legislation is not designed to intervene in.

4.2   In addition to evidencing that the proposed SL areas meet the criteria for introducing licensing it is also necessary to demonstrate that other alternative means of addressing those issues have not been sufficient in dealing with

them to date. With that in mind the relevant Neighbourhoods and Enforcement Teams have also been engaged to understand the nature, scale and success of historic targeted interventions in all of the proposed areas over recent years (set out below).

4.3   Crumpsall

4.3.1   Feedback from the North Neighbourhood Team was that the area was correct and somewhere that they wanted to target based on their experience of issues raised by local residents and the wider area. Officers pointed to a significant amount of historic and ongoing intervention in the area already including:

- Two Active Streets events held within the boundary for this location.
- A reset of passageways to clear fly-tipping and buildup of waste
- Repeated resident engagement with information - how to manage waste / recycling
- Bin audits

4.3.2   Most recently an engagement event has been undertaken with local residents who want to see the alleyways of Wellington Road, Hallworth Road and Duchess Road (within the proposed SL area) cleaned and positively used, rather than being beset by fly-tipping. Flyers were recently posted to all surrounding houses and through door knocking resident meetings have been organised for those who want to get involved and bring forward ideas. An event was held on Duchess Road on Sunday the 29th October where officers and Biffa spoke to residents who wanted to get involved in the alley-greening – with seed packs for flowers, fruit and veg handed out.

4.4   Cheetham

4.4.1   Feedback from Neighbourhood officers proposed a relatively sizeable increase to the boundaries of the Esmond / Avondale and Flats Above Shops on Cheetham Hill Road areas previously consulted on during phase 3 of the roll out of Selective Licensing. This was justified on the basis that the streets now incorporated into the proposed SL area also have significant numbers of PRS homes and are subject to the same ongoing neighbourhood management issues (see Appendix 2).

4.4.2   There have been significant and ongoing interventions targeted in the proposed Cheetham SL areas for many years. This includes:

- 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.

- Neighbourhood officers identified at least 9 passageways within the area which are a regular source of complaints and for which additional cleansing by Redgates (Waste Management and Recycling Contractor) is requested. The Avondale/Esmond Road passageways are subject to joint work between the Neighbourhood team and Compliance team due to lots of fly tipping and issues with the businesses that back onto this passageway. A recent letter drop took place on 2 - 32 Shirley Rd following complaints about fly-tipping and litter which Compliance picked up.
- An Active Streets event was held in August 2023 on Esmond Road, attended by Biffa and GMP. During this a litter pick was held, a large industrial skip made available for the day for residents to use and Biffa ran educational sessions with children about recycling.
- Woodlands Road, Woodland St, Greenhill Rd, Esmond Rd, Ansdell St, Avondale St, Shirley Rd are all included in the 'Hotspot' areas targeted by Biffa for proactive monitoring, these are all determined by repeat waste related issues.

4.5 Harpurhey

4.5.1 Feedback from the North Neighbourhood team was that the area considered by the Neighbourhoods and Environment Scrutiny in 2020 remains the right area. Given that the proposed area is surrounded by large numbers of socially rented properties the boundary is sensible as it focuses the scheme on an area with a high concentration of PRS properties.

4.5.2 The North Neighbourhood Team have been proactive in this area, as it has been identified as having some of the highest numbers of reports for bin collection issues, fly-tipping and street cleansing in the M9 postcode area. To respond to these issues, officers have carried out numerous letter drops and engagement exercises, advising residents how to dispose of their waste correctly and how to report issues to Manchester City Council.

4.5.3 The alleyway between Clevedon and Windsor has been the focus of this activity, due to the number of complaints and reports received. A project has recently launched, which will see an Intensive Neighbourhood Management Pilot for 12 weeks, from the start of November, with a focus on alleyways. Teams will be coming together from Neighbourhoods, Compliance, Waste and Recycling to carry out intensive engagement, education and enforcement, the outcomes of which will be closely monitored.

4.6 Longsight

4.6.1 The Central Neighbourhood Team confirmed that both areas proposed for the Longsight ward were appropriate for SL based on their experience of issues raised by local residents and the wider area. There has been significant

historic and ongoing interventions by neighbourhood officers in these areas, as set out below.

4.6.2   Northmoor Road area:

A multi-agency group came together in 2019 to try and address issues around anti-social behaviour, fly tipping/waste management & property conditions in the Northmoor Road area. Led by MCC Central Neighbourhood Team, key partners included:

- Registered providers (Great Places & One Manchester)
- Greater Manchester Police
- Network Rail (as landowners)
- Stanley Grove Primary School
- MCC Waste & Recycling & Compliance,
- MCC Homelessness & ASBAT
- Northmoor Together (Tenants & residents group)

Since then, interventions in the Northmoor Road area have included:

- Investment in target hardening (fly-tipping prevention)
- Implementing a new, hybrid refuse collection service for this area
- Increased maintenance by Network Rail (enhance safety & deter pests)
- A welcome pack for new residents (knowing how to report, who is who in the area)
- Door knocking & drop ins where residents can raise/look to resolve issues & get involved
- Regular residents meetings (Northmoor Together)
- Funding to support residents improve their area
- Funding/provision of movement activated lights for alleys
- Partnership action days

4.6.3   Heathcote / Sanby Road area:

Focused activity started in this area in 2016, with an emphasis on social & environmental issues. A multi-agency partnership has subsequently led a number of engagement and partnership action days in the Heathcote / Sanby Road area involving MCC departments, One Manchester and GMP.

4.7   Miles Platting & Newton Heath

4.7.1   Neighbourhood officers agreed that both areas proposed for the Miles Platting & Newton Heath ward were appropriate and suggested slightly expanding the proposed Leng Road / Melrose Street / Droyslden Road area to include Regent Street and Church Avenue which are subject to similar neighbourhood management issues.

4.7.2   Leng Road / Melrose Street / Droylsden Road area:

The North Neighbourhood Team identified parts of the Leng Road / Melrose Street / Droylsden Road as having the highest number of reports for bin collection issues, fly-tipping, street cleansing in the M40 postcode. In response to this there have been multiple action days held in the area focusing on behaviour change and best practice when it comes to waste management. Officers report that, whilst this initially has an impact, the issues return after a period of time.

There have also been 3 partnership interventions coordinated by the Anti-Social Behaviour Team in the area since 2018. These have been in response to local community concerns in relation to ASB and involved door knocking, speaking to residents and coordinating actions with other agencies.

4.7.3 Scotland Street area:

The Scotland Street area suffers from comparable waste management issues to those in Leng Road / Melrose Street / Droylsden Road. As such, it is about to be included in a twelve-week intensive alleyway programme which has been delivered via Redgate (Waste Management and Recycling Contractor) to target North Manchester's main hotspot areas for waste issues. This will lead to an enhanced cleansing schedule provided by Redgate and an intensive neighbourhood management approach will be trialled in the area.

4.8 Moss Side

4.8.1 The Central Neighbourhood Team confirmed that both areas proposed for the Moss Side ward were appropriate for SL based on their experience of issues raised by local residents and the wider area. There has been significant historic and ongoing interventions by neighbourhood officers in these areas, as set out below.

4.8.2 Viscount Street area:

- Safer Streets 2 was a Home Office funded project that was introduced in 2022 in this area to try to reduce crime rates. It involved improving the security of private rented properties to reduce burglary rates and also funded interventions in the ward to respond to antisocial behaviour including fly-tipping and drug taking.
- The Central Neighbourhoods Team carried out an intense piece of work earlier this year to try to reduce the negative impact of waste mismanagement in the proposed area. Officers visited the area 2-3 times a week, door knocking, leafleting, speaking to visitors and residents about managing waste and how to report fly tipping in order to resolve issues quickly. However, neighbourhood officers report that the impact was limited and that issues in the area have been exacerbated by landlords not ensuring residents have the bins they need when they move into properties.

4.8.3 Heald Grove:

- This area has been subject to intensive door knocking and leafleting to communicate with residents about waste management. Officers often find that resident had moved into properties without the correct bins provided.
- However, residents report little has changed and officers feel that it needs landlords to support efforts.
- The alleyway in Heald Grove has been added to Biffa's 13-week cleanse schedule as fly tipping is problematic in this area. Residents report that the transient nature of a proportion of the residents here contributes to issues with fly tipping and litter as they don't take as much care about the area.

4.9   Summary

4.9.1   Unfortunately, despite these and other targeted efforts to address the issues faced in the 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 2). 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 (between 42 and 177 requests per 100 households in the last year).

4.9.2   All the proposed areas therefore meet a range of the criteria required for designation as a SL area (see Appendix 2), but also 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 issues with neighbourhood and property management, in conjunction with a range of other actions that are currently being undertaken or are planned.

5.0   Local Member Engagement

5.1   Having reviewed the identified areas with Neighbourhood teams, information and maps were shared with local Members, with a more detailed briefing session arranged on request. Views from local Members on the proposed areas / boundaries have been incorporated into the process going forward. As with all previous SL schemes, Local Member involvement in promoting the schemes and support during the consultation will be key. Ongoing dialogue with Local Ward Members will therefore be maintained at all key junctions throughout the process leading up to consultation, potential designation and during the implementation of the proposed schemes.

6.0   Proposed Phase 4 Selective Licensing Areas - Criteria

6.1   All the 7 areas are identified on the attached maps (see Appendix 1). After data analysis (see Appendix 2 for local statistics) and discussion with local neighbourhood teams and ward members, the following qualifying criteria are considered to have been met within each area and it is on the following basis that the case for a SL designation should be made:

6.2   Whiteway Street – Harpurhey

- Approx 129 PRS properties (75% of homes)
- Anti-social behaviour - linked to environmental and waste management
- Poor property conditions

6.3   Leng Road / Melrose Street / Droylsden Road and Scotland Street – Miles Platting & Newton Heath

- Approx 367 PRS properties (52% of homes)
- Anti-social behaviour - linked to environmental and waste management
- Poor property conditions

6.4   Viscount Street and Heald Grove - Moss Side

- Approx 139 PRS properties (63% of homes)
- Anti-social behaviour - linked to environmental and waste management
- Poor property conditions

6.5   Enver Road – Crumpsall

- Approx 151 PRS properties (56% of homes)
- Anti-social behaviour - linked to environmental and waste management
- Poor property conditions

6.6   Heathcote / Sanby Road – Longsight

- Approx 192 PRS properties (83% of homes)
- Anti-social behaviour - linked to environmental and waste management
- Poor property conditions

6.7   Northmoor Road – Longsight

- Approx 471 PRS properties (48% of homes)
- Anti-social behaviour - linked to environmental and waste management
- Poor property conditions

6.8   Flats above shops and Esmond / Avondale

- Approx 423 PRS properties (57% of homes)
- Anti-social behaviour - linked to environmental and waste management
- Poor property conditions

7.0   Introducing Phase 4 of Selective Licensing - Consultation Plan

7.1   Consultation is a legal requirement and must take place before designating any of the proposed phase 4 areas for SL. It should include residents, tenants, landlords and managing agents, members of the community who live in or operate businesses or services in the designated area and residents and businesses in the surrounding area who will be affected. The consultation period must be for a minimum of 10 weeks and any representations made

must be considered. The costs of consultation can be recouped from licence fees, however, if the outcome of a consultation led to not declaring a SL scheme, this cost would have to be borne by the council.

7.2   One of the consultation methods will be contacting residents, landlords, letting agents and businesses across the 8 areas directly via letter. The letter will explain what SL is, how it could improve the neighbourhood, how it would operate and how they may be affected. The letter will also direct them to an online consultation page to complete an online form to obtain their views. The webpage will contain information regarding selective licensing and the process the council will need to undertake to operate such a scheme.

7.3   Another method of consulting with the wider community, used for the current SL schemes, will be drop in events held in local libraries and community centres, advertised in the local press and local public buildings. We will also consult the national landlord associations who support and advocate for a number of private rented sector landlords across the country.

7.4   Following the closure of the consultation period the responses will be evaluated and published on the Council's website, the responses will be considered and will inform officer recommendations to Executive Members before making a final decision as to whether to proceed with selective licensing.

7.5   Proposed Resources and Timeline for Next Phase

7.5.1   Significant resources, not all of which can be funded from the selective licensing fee, are needed to successfully deliver the selective licensing programme. These resources will be drawn from Strategic Housing, Policy Performance and Reform, Housing Compliance and Enforcement and the Neighbourhood Teams.

7.5.2   The proposed timeline for bringing on the next phase of selective licensing is set out below:

- December 2023 and January 2024 – Phase 4 sites agreed at Economy and Regeneration Scrutiny, approval to consult granted by Executive.
- January to May 2024 – Selective Licensing project team convened to coordinate preparation for the consultation (arranging drop-in sessions, comms, web work etc.)
- May – July 2024 – Formal Consultation (10 weeks)
- July – September 2024 – Evaluation of Consultation responses, publication of results on website, formal responses to consultation representations etc.
- September 2024 - Report to Economy Scrutiny on the outcome of the consultation.
- October 2024 – December 2024 – 3-month designation period then formal designation.

8.0   Recommendations

8.1   The Executive is requested to:

(1)   Approve a public consultation with residents, private landlords, businesses and other stakeholders (as set out in Section 7 of this report) to designate selective licensing schemes within the 9 geographical areas, across 6 wards, detailed in Maps 1 to 9 (Appendix 1) and listed in Section 6 of this report.

(2)   Subject to the outcome of the consultation, delegate authority to the Director of Neighbourhoods, in consultation with the Executive Member for Housing and Development, to approve the designation of up to 9 of the selective licensing areas identified in the report.