

SELECTIVE LICENSING CONSULTATION

Improving standards in the private rented sector



We want your views on plans to improve housing standards in privately-rented homes.

Selective licensing is a scheme to tackle poor condition, low demand and social issues where they are concentrated in high private-rented areas.

Every privately-rented property within the scheme boundary must be licenced and inspected. Landlords pay a fee for the licence and it is an offence to rent out a property in the designated areas without a licence or to not comply with the licensing conditions.

We would advise you to read the following documents (which are available at stoke.gov.uk/selective) before completing the questionnaire.

- The business case
- Selective licensing prospectus
- Streets proposed for this stage of the scheme
- Selective licensing proposed fees
- The licence conditions
- Fit and proper person's policy
- Frequently-asked questions about selective licensing

Following consultation we will consider all responses received, together with any other relevant information, and prepare a report for a decision on selective licensing. Please complete the survey and tell us what you think of the proposed scheme.

This consultation closes on April 30 2018.



City of
Stoke-on-Trent

What do you think about private rented sector licensing proposals?

We are committed to improving the private rented sector and believe that by introducing licensing schemes, it would lead to an improvement of management and property conditions across the designated areas.

Through licensing we aim to:

- improve the quality of homes in the private rented sector and make them more attractive to tenants
- reduce anti-social behaviour and crime and to provide support to landlords to help tackle it
- improve the image of Stoke on Trent and make areas more desirable to live in
- ensure shorter empty periods
- protect vulnerable people who may currently be living in poorly-maintained properties.

Scheme name	Ward	Streets within the scheme
City centre	Etruria and Hanley	Hillchurch Street, Huntbach Street, Hope Street, Parliament Row, Piccadilly, Staffords Street, Tontine Street, Town Road
Shelton south	Hanley Park and Shelton	Ashford Street, Boughey Road, Carlton Road, College Road, Conway Street, Crowther Street, Darnley Street, Elgin Street, Guildford Street, Haywood Street, Newlands Street, Seaford Street, Spencer Road, Thornton Road, Watford Street
Longport	Burslem Central	Longshaw Street, Prince's Square, Station Street
Hill Street and Liverpool Road area	Hartshill and Basford/ Penkhull and Stoke	Bath Street, Charlton Street, Church Street, Consort Street, Elenora Street, Epworth Street, Floyd Street, Geen Street, Hill Street, Knowle Street, Leason Street, Lewis Street, Liverpool Road, Lovatt Street, Shelton Old Road, Spark Terrace, Trade Street, Vale Street
Shelton New Road	Etruria and Hanley	Castlefield Street, Davis Street, Lomas Street
Burslem Town	Burslem Central	Billinge Street, Blake Street, Brickhouse Street, Hall Street, Joseph Street, Lyndhurst Street, Market Place, Navigation Road, Newcastle Street, Nile Street, Queen Street, Riley Street North, Riley Street South, St John's Square, Waterloo Road, William Clowes Street, Woodbank Street
Hanley South Regent Road	Etruria and Hanley/ Joiner's Square	Birch Terrace, Bower Street, Brunswick Place, Downey Street, Ephraim Street, Harley Street, Jasper Street, Lichfield Street, Lower Bethesda Street, Ogden Road, Regent Road

Scheme name	Ward	Streets within the scheme
North Road area	Moorcroft	Ashburton Street, Fraser Street, Lindley Street, North Road, Sandbach Road
Sun/Wellesley Street area	Etruria and Hanley/ Hanley Park and Shelton	Argyle Street, Broad Street, Chamberlain Street, Chatham Street, Compton Street, Croston Street, Garfield Street, Harcourt Street, Howard Place, Jordan Street, Milton Street, Norfolk Street, Richmond Terrace, Salisbury Avenue, Snow Hill, St Mark's Street, Stanhope Street, Sun Street, Wellesley Street, Whitmore Street, Wood Terrace
Furnival Street area	Moorcroft	Crystal Street, Furnival Street, Hillary Street
Wellington Street area	Joiner's Square	Gilman Street, Hordley Street, Mulberry Street, Perry Close, St Luke's Street, Wainwright Walk, Well Street, Wellington Road, Wellington Street
Moorcroft Waterloo Road	Moorcroft	Camoy's Road, Elm Street, Emery Street, Exmouth Grove, Grange Street, Hughes Street, Moore Street, Nile Street, Stokesay Grove, Walley Place, Waterloo Road
Middleport	Burslem Central	Maddock Street, Morton Street, Port Street, Woolrich Street
Northwood West	Birches Head and Central Forest Park	Arbour Street, Baskerville Road, Broom Street, Bucknall Old Road, Dane Walk, Dyke Walk, Eaton Street, Festing Street, Free Trade Street, Garth Street, Grafton Street*, Jervis Street, King George Street, Linfield Road, Lower Mayer Street, Marsden Street, Mayer Street, Mynors Street, Ratton Street*, Ringland Close*, St Ann Street, St Ann Street Walk, St John Street, Upper Hillchurch Street, Windmill Street

* These streets were included on 9 Feb 2018

About You

1. Your name

2. Your email address

3. Would you like to be written to or emailed details of findings of this consultation? Yes No

Letter Email

4. Your address

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..... Post code

5. Which of the following best describes you? (Tick as many as apply)

A resident in Stoke-on-Trent Landlord with a property or properties in Stoke-on-Trent Landlord with properties in neighbouring areas

Agent managing properties in Stoke-on-Trent Business or organisation operating in Stoke-on-Trent Other

6. If you said 'other' tell us more about yourself here

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Residents

If you are not a resident, skip this question

1. If you said you are a resident, which of these best describes your housing situation?

Own the property outright Own the property with a mortgage Rent from a housing association, trust or the council

Rent from a private landlord Living with family or friends Other

2. If you said 'other' tell us more about yourself here

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3. Which area of Stoke-on-Trent do you live in?

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Areas affected

Tell us which of the proposed Selective Licensing areas you are commenting on by ticking the box next to the specified area. Please tick as many as apply.

If you are not commenting on a particular area, please tick 'I am commenting on the idea in principle'.

I am commenting on the idea of selective licensing in principle	
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2. City Centre scheme

All of the city centre scheme	
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Hillchurch Street	
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Huntbach Street	
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Hope Street	
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Parliament Row	
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Piccadilly	
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Stafford Street	
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Tontine Street	
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Town Road	
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3. Shelton South

All of the Shelton South scheme	
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Ashford Street	
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Bougey Road	
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Carlton Road	
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College Road	
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Conway Street	
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Crowther Street	
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Darnley Street	
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Elgin Street	
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Guildford Street	
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Haywood Street	
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Newlands Street	
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Seaford Street	
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Spencer Road	
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Thornton Road	
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Watford Street	
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4. Longport

All of the Longport scheme	
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Longshaw Street	
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Prince's Square	
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Station Street	
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5. Hill Street and Liverpool Road areas

All the Hill Street and Liverpool Road area scheme	
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Bath Street	
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Charlton Street	
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Church Street	
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Consort Street	
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Elenora Street	
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Epworth Street	
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Floyd Street	
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Geen Street	
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Hartshill Road	
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Hill Street	
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Knowle Street	
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Leason Street	
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Lewis Street	
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Liverpool Road	
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Lovatt Street	
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Shelton Old Road	
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Spark Terrace	
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Trade Street	
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Vale Street	
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6. Shelton New Road

All of the Shelton New Road scheme	
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Castlefield Street	
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Davis Street	
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Lomas Street	
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7. Burslem Town

All of the Burslem town scheme	
Billinge Street	
Blake Street	
Brickhouse Street	
Hall Street	
Joseph Street	
Lyndhurst Street	
Market Place	
Navigation Road	
Newcastle Street	
Nile Street	
Queen Street	
Riley Street North	
Riley Street South	
St John's Square	
Waterloo Road	
William Clowes Street	
Woodbank Street	

8. Hanley South Regent Road

All of Hanley south Regent Road scheme	
Birch Terrace	
Bower Street	
Brunswick Place	
Downey Street	
Ephraim Street	
Harley Street	
Jasper Street	
Lichfield Street	
Lower Bethesda Street	
Ogden Road	
Regent Road	

9. North Road area

All of the North Road area scheme	
Ashburton Street	
Fraser Street	
Lindley Street	
North Road	
Sandbach Road	

10. Sun/Wellesley Street area

All of the Sun/Wellesley Street area	
Argyle Street	
Broad Street	
Chamberlain Street	
Chatham Street	
Compton Street	
Croston Street	
Garfield Street	
Harcourt Street	
Howard Place	
Jordan Street	
Milton Street	
Norfolk Street	
Richmond Terrace	
Salisbury Avenue	
Snow Hill	
St Mark's Street	
Stanhope Street	
Sun Street	
Wellesley Street	
Whitmore Street	
Wood Terrace	

11. Furnival Street area

All of the Furnival Street area	
Crystal Street	
Furnival Street	
Hillary Street	

12. Wellington Street area

All of the Wellington Street area	
Gilman Street	
Hordley Street	
Mulberry Street	
Perry Close	
St Luke's Street	
Wainwright Walk	
Well Street	
Wellington Road	
Wellington Street	

13. Moorcroft Waterloo Road

All of the Moorcroft Waterloo Road scheme	
Camoys Road	
Elm Street	
Emery Street	
Exmouth Grove	
Grange Street	
Hughes Street	
Moore Street	
Nile Street	
Stokesay Grove	
Walley Place	
Waterloo Road	

14. Middleport

All of the Middleport area scheme	
Maddock Street	
Morton Street	
Port Street	
Woolrich Street	

15. Northwood West

All of the Northwood West scheme	
Arbour Street	
Baskerville Road	
Broom Street	
Bucknall Old Road	
Dane Walk	
Dyke Street	
Eaton Street	
Festing Street	
Free Trade Street	
Garth Street	
Grafton Street*	
Jervis Street	
King George Street	
Linfield Road	
Lower Mayer Street	
Marsden Street	
Mayer Street	
Mynors Street	
Ratton Street*	
Ringland Close*	
St Ann Street	
St Ann Walk	
St John Street	
Upper Hillchurch Street	
Windmill Street	

* These streets were included on 9 Feb 2018

What do you think?

Thinking about your experiences of living, working, or running a business in one of the proposed selective licensing areas, do you agree or disagree with the following statements?

1. Property conditions are a problem in the proposed selective licensing area

Agree Disagree Don't know

2. There are lots of rented properties in the proposed selective licensing area

Agree Disagree Don't know

3. Poor property conditions have an impact on the health of the person who lives there

Agree Disagree Don't know

4. The council should take steps to improve property conditions in the city

Agree Disagree Don't know

5. The value of properties in the proposed selective licensing area is low in comparison with other areas

Agree Disagree Don't know

6. Rent levels in the proposed selective licensing areas are low in comparison with other areas

Agree Disagree Don't know

7. The demand for housing in the proposed selective licensing area is low

Agree Disagree Don't know

8. Long-term empty properties are a problem in the proposed selective licensing areas.

Agree Disagree Don't know

9. Empty properties are contributing to the decline of the proposed selective licensing area

Agree Disagree Don't know

10. There is a high turnover of tenants not staying for long periods in the proposed selective licensing areas

Agree Disagree Don't know

11. Poorly-maintained properties or badly-managed tenancies are a problem in the proposed selective licensing areas

Agree Disagree Don't know

The scheme

Selective licensing is a tool to help councils to make sure landlords manage their properties correctly if the area is suffering from one or more of the following:

- has low demand for housing (or is likely to become such an area)
- has significant and persistent problems caused by anti-social behaviour
- has poor housing conditions
- has high levels of migration
- has a high level of deprivation
- has a high level of crime.

The aim is to improve the condition and management of private rented sector properties so they have a positive impact on the residents and the community.

Once a landlord has shown they are a suitable person to hold a licence, they will be given a licence explaining the conditions they must meet.

We will inspect properties to make sure they are safe and the landlord is meeting their licensing conditions. This will happen regardless of whether a tenant has complained to us about the property.

1. How much would you support the proposal to create a selective licensing scheme in Stoke-on-Trent?

- Fully support Partially support Do not support Don't know or not sure

2. What, if any, impact do you think a selective licensing scheme would have on you personally?

- Positive impact No impact Negative impact Don't know or not sure

3. Are there any other comments you would like to make?

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4. Selective licensing will promote professional management among landlords

- Agree Disagree Don't know

5. Selective licensing will provide tenants with consistent information about acceptable standards of accommodation and behaviour (Required)

- Agree Disagree Don't know

6. Selective licensing will help to improve housing conditions

- Agree Disagree Don't know

7. Selective licensing will help to remove rogue landlords from the sector

- Agree Disagree Don't know

8. Selective licensing will help to tackle antisocial behaviour

- Agree Disagree Don't know

The conditions

The following requirements are likely to form part of a selective licensing scheme. What is your opinion on these conditions?

1. Landlords should get references for tenants before they move in

Agree Disagree Don't know

2. Make sure tenants are given a written statement (tenancy agreement) of the terms on which they occupy the property

Agree Disagree Don't know

3. Ensure tenants manage their household waste properly

Agree Disagree Don't know

4. Take action against their tenants who cause a nuisance or antisocial behaviour

Agree Disagree Don't know

5. Keep properties in a good and safe condition inside and out

Agree Disagree Don't know

6. Make sure houses and flats are not overcrowded

Agree Disagree Don't know

7. Inspect their properties regularly to ensure the property is safe to live in

Agree Disagree Don't know

8. Give tenants information about the heating costs and insulation levels in a property

Agree Disagree Don't know

9. Ensure the property has a working smoke detection system and have carried out a fire risk assessment to reduce the chance of fire in a property

Agree Disagree Don't know

Fees and charges

In order to run a selective licensing scheme effectively, we need to be able to cover the costs involved.

We are proposing a range of fees for private landlords. The maximum amount chargeable for a single property would be £750 (for those who don't apply within the first six months), but after applying available discounts we estimate the average licence fee would be approximately £500.

Each privately-let property would require a licence, lasting five years. The one-off fee covers the costs of processing and issuing the licences, compliance checks and for the administration of the selective licensing scheme.

1. A one-off average fee of £500 per property for a five-year licence is:

About right Too much Not enough

2. Discounts should be given to landlords who are members of the Landlord Accreditation Scheme North Staffordshire

Agree Disagree Don't know

For further information about the scheme please visit landlordaccreditation.co.uk

3. Discounts should be given to landlords who apply early (within three months of the scheme starting)

Agree Disagree Don't know

4. Landlords who incorrectly complete application forms or who fail to send the correct documents, resulting in further work for the council, should be charged to resend their information

Agree Disagree Don't know

5. Landlords who don't apply for their licence and have to be chased by the council should have to pay a higher fee than those who send their applications on time

Agree Disagree Don't know

The alternative would be to charge all landlords more, even those who apply promptly, to cover the cost of tracking down landlords who haven't applied for a licence

6. As a landlord, I would be interested in the council helping me to complete the application form, at a cost of £50 to £75 per property

Agree Disagree Don't know Not a landlord

7. How much do you agree or disagree that selective licensing for private landlords should be introduced in the proposed areas?

- Strongly agree Agree Disagree Strongly disagree No opinion

8. Is there anything else you think the council could do to improve standards in the private rented sector?

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9. Do you have any other comments about the proposal, including the proposed areas, or even other areas of the city that should be considered for selective licensing?

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10. As a landlord, I would like to pay for the licence fee by instalment, even if there was an extra charge.

- Agree Disagree Don't know Not a landlord

Monitoring questions

You do not have to answer these questions but they will help us to check we are getting responses to our consultations from different types of people.

1. Date of birth

2. What gender do you identify as?

- Male Female Transgender Prefer not to answer

3. What is your ethnicity?

White	
English/Welsh/Scottish/Northern Irish/British	
Irish	
Gypsy or Irish Traveller	
Any other	

Asian/Asian British	
Indian	
Pakistani	
Bangladeshi	
Kashmiri	
Any other Asian background	

Mixed / multiple ethnic groups	
White and Black Caribbean	
White and Black African	
White and Asian	
Any other Mixed / multiple ethnic background	

Black African/Caribbean/Black British	
African	
Caribbean	
Any other Black/African/Caribbean background	

4. Postcode

5. What is your current marital status?

- Single Married Civil partnership Divorced
 Separated Widowed

6. What is your employment status?

- Employed full-time Employed part-time Unemployed
 Student Retired Other

Please return your completed form to
The Civic Centre, Glebe Street, Stoke, Stoke-on-Trent, ST4 1HH

Or return to your local city council **One Stop Shop**

If you require any further details please contact the Selective Licensing Team on **01782 234234** or **selectivelicensing@stoke.gov.uk**