1. Introduction
The Housing Act 2004 gives Councils the power to introduce Selective Licensing schemes for privately rented properties in selected areas. The purpose of such schemes is to improve standards of property management in the private rented sector. If a landlord rents a property in a Selective Licensing area they will need to obtain a licence from the Council, subject to certain exemptions.

Salford City Council proposes to introduce a Selective Licensing Scheme in parts of the Barton and Eccles area of the city. This document sets out the detail behind the proposal and invites views or comments from people, businesses and organisations that are likely to be affected by the proposal.

The consultation period will last for a period of 12 weeks. It starts on 2nd June 2014 and will close on 25th August 2014.

Any decisions regarding the proposal will only be taken by the Council after it has fully considered the responses to the consultation, the supporting evidence and any other relevant information.

Your views and comments are therefore very important and we invite you to consider the information provided below. You can find details of how you can respond to the consultation on page 24 of this pack.

2. What is a Selective Licensing scheme?
Section 80 of the Housing Act 2004 gives Councils the power to designate areas, or the whole of the area within their district as subject to Selective Licensing provided one or both of the following conditions is met:

- That the area is, or is likely to become an area of low housing demand; and that making a designation will, when combined with other measures taken in the area by the Council, or by other persons together with the Council, contribute to the improvement of the social or economic conditions in the area; or

- That the area is experiencing a significant and persistent problem caused by anti-social behaviour and that some or all of the private sector landlords who have let premises in the area are failing to take action to combat the problem that it would be appropriate for them to take; and that making the designation will, when combined with other measures taken in the area by the Council, or by other persons together with the Council, lead to a reduction in, or elimination of, the problem.

Whenever considering whether to make a selective licensing designation Councils must also -

- ensure that the exercise of the power is consistent with their overall housing strategy;
- seek to adopt a coordinated approach in connection with dealing with homelessness, empty properties and anti-social behaviour affecting the private rented sector as regards combining licensing with other action taken by them or others;
- consider whether there are any other courses of action available to them (of whatever nature) that might provide an effective method of achieving with the objective or objectives that the designation would be intended to achieve,
• consider that making the designation will significantly assist them to achieve the objective or objectives (whether or not they take any other course of action as well).

Salford City Council’s proposal is made on the grounds that the proposed area is an area of low demand and the criteria set out in the Housing Act 2004 can be met.

If a Selective Licensing designation is approved, it can last for up to five years.

If a Selective Licensing scheme is introduced, the landlord of every privately rented property in the designated area would have to obtain a licence from the Council, subject to a number of exemptions set out below:

A selective licence will not be required for the following properties:

• HMOs which are required to be licensed under Part 2 of the Housing Act 2004;
• Properties subject to a “temporary exemption notice”;
• Properties subject to a Management Order;
• Properties which are occupied under a tenancy or licence which has been granted by a non-profit registered provider of social housing;
• Properties which are occupied under a tenancy or licence which has been granted by a profit-making registered provider of social housing in respect of social housing (within the meaning of Part 2 of the Housing and Regeneration Act 2008) or
• Properties which are occupied under a tenancy or licence which have been granted by a body which is registered as a social landlord under Part 1 of The Housing Act 1996;
• Properties let under tenancies or licences described as 'exempt' from the requirement to be licensed by the Selective Licensing of Houses (Specified Exemptions) (England) Order 2006/370.

A person would have to apply to the Council for a licence in accordance with certain requirements which the Council would specify. In particular, the Council is entitled to require that the application be accompanied by a fee. Further details of the proposed fee structure can be found on page 22 of this pack.

When applying for a licence, landlords will have to provide evidence that they are “fit and proper persons” and that they manage their properties correctly, including taking appropriate action against tenants who are causing anti-social behaviour. A landlord would require a licence for each property in the designated area, subject to the exemptions listed above.

The Council has the power to refuse to grant a licence to the applicant, or it can grant the licence to some other person if both it and the applicant agree. Applicants have the right to appeal against certain Council decisions relating to the grant, refusal, variation or revocation of licences. The Council must follow procedures when making these decisions and advises landlords of their right of appeal when appropriate.

A licence would be valid up to the expiry of the scheme. Every licence will have a set of conditions which the licence holder would be required to comply with. There are certain mandatory conditions which the Council must include in the licence. For example, if gas is supplied to the property, a licensee would have to produce to the Council annually a gas safety certificate obtained within the last 12 months. The Council has the discretion to add other conditions.

Details of how you can obtain a copy of the proposed licence conditions in full can be found on page 22 of this pack.
3. What happens if I let a property without a Licence?

It is a criminal offence to let a property in an area of designated selective licensing without a licence. Failure to apply for a licence could lead to prosecution and the offence is punishable of a fine of up to £20,000.

In addition, the tenants of the property or the Council could apply to the 1st Tier Tribunal – Property Chamber for a Rent Repayment Order. This means that a landlord could be ordered to repay the rent they received during the period in which the property was unlicensed (subject to certain limits set out in sections 96 and 97 of the Housing Act 2004).

A landlord is also prevented from serving a Section 21 Notice under the Housing Act 1988 in relation to a shorthold tenancy of the whole or part of any property which is an ‘unlicensed house’.

The Council must make what is called an ‘Interim Management Order’ in respect of a property which should be licensed under a Selective Licensing scheme but isn’t and the Council considers that:

- There is no reasonable prospect of the property being so licensed in the near future, or
- The ‘health and safety’ condition is satisfied. The ‘health and safety’ condition is that the making of an Interim Management Order is necessary for the purpose of protecting the health, safety or welfare of persons occupying the house, or persons occupying or having an interest in premises in the vicinity.

An Interim Management Order lasts for a maximum period of 12 months, during which time the Council has the right to do anything in relation to the property which the landlord would be able to do, save for certain powers such as, for example, creating tenancies (the landlord must consent to this in writing) or selling the property. In certain circumstances, a Final Management Order can replace an Interim Management Order. A Final Management Order can last for a period of up to 5 years. For further information about Management Orders please contact the Landlord Licensing team on 0161 793 3344.

A licence holder (or person upon whom restrictions or obligations are imposed by the licence) will also commit a criminal offence if they fail to comply with any condition of a licence. This offence is punishable by a fine not exceeding £5,000.

However, prosecution is always a last resort, wherever possible we will work with landlords to educate and assist them in meeting their Licensing duties.

4. The proposed area of Selective Licensing

The proposed Selective Licensing area is located within West Salford and covers parts of two wards, namely the Barton ward and the Eccles ward. The area in question is a high density private sector residential area consisting of approximately 3900 properties, over 29% of the private stock is privately rented. As detailed above, the Housing Act 2004 does not require the licensing of properties subject to tenancies granted by registered providers of social housing which accounts for approximately 1131 properties within the proposed area. Almost half of this accommodation takes the form of blocks of flats managed by social landlords. There are approximately 820 properties which have been identified as privately rented and would appear to require a licence if the proposals were introduced.

Enclosed with this pack is a map which shows the proposed area to be designated as subject to Selective Licensing and a map showing the proposed area with ward boundaries. A list of the individual streets which are potentially affected is also enclosed.
Background
The private rented sector in Salford is large, has grown rapidly over recent years and continues to grow. Much of the private rented sector in the city is well managed and offers good accommodation for people who want to live in the city. However, through the work of the Council’s Urban Renewal team including Housing Standards, Landlord Accreditation and Licensing, there is evidence that parts of the private rented sector are badly managed and the quality of some rented accommodation is poor.

Salford has a long established Accreditation scheme which has been running since 2001. However, the take up from landlords operating in the proposed area is very low, despite targeted campaigns to increase membership; only 35 landlords are accredited covering 77 properties.

Salford has a good track record in delivering selective licensing schemes in areas of Salford that have been identified as suffering from low demand and/or anti-social behaviour. These schemes are contributing to the improvement of the social and economic conditions in the area and are leading to a reduction in or the elimination of anti-social behaviour by ensuring that the ever increasing numbers of rented properties are well managed. Through past experience gained by attending community forums and meetings, and through the work of the existing licensing schemes we are fully aware that poorly managed privately rented properties can have a significant negative impact on some neighbourhoods and with this in mind Salford has given consideration to further areas which could also benefit from the introduction of a Selective Licensing scheme. After careful consideration, an area of Barton and Eccles has been identified for the reasons set out below.

Regarding the boundary of the proposed licensable area, we have sought to reflect the natural community boundary rather than administrative boundaries giving an area that falls within two wards. Predominantly, the proposed area falls within the Barton ward; however the proposed area also includes part of the Eccles ward, and centres on the Liverpool Road corridor in Eccles. This corridor is part of an important arterial route that runs between Manchester and Warrington via Salford. The corridor landscape is diverse. In Eccles there is high density commercial and residential terraced properties. One consistent feature of this corridor is its poor property condition and high number of empty properties.

As detailed in the Private House Condition surveys carried out in 2001, 2007 and 2010, the private rented sector has grown significantly over recent years, particularly in this area. The 2001 survey reported that 5.1% of the residential accommodation in the Barton/Eccles/Winton area was privately rented. However by 2007, this figure had risen to 11.5% in the Eccles sub area. By 2010, the proportion of privately rented properties in the proposed licensing area (which predominantly falls in the Barton ward) had risen to 27.1% compared to 22.2% across the city and 16% nationally.

Statistical information at ward level (taken from sources which include the 2011 census, the Private House Condition Survey 2010 and the 2010 Index of Multiple Deprivation) has shown the following:

- The proposed licensing area generally falls within the 11% to 15% most deprived areas nationally, dropping to 2.5% in certain parts of the proposed area.
- The proposed licensing area has declined economically over recent years, and Barton has significantly higher long term unemployment than both the city and national averages.
- The number of households made up of lone parents in Barton is significantly higher than the city average.
- In Barton, 50% of identified vulnerable households live in the private rented sector, as opposed to 23% of identified vulnerable households who are owner occupiers.
Empty properties are also a matter of concern in the proposed area. Empty properties attract anti-social behaviour, fly tipping and vandalism. They cause blight and have a negative impact on the area. Empty properties are also a lost resource to the community at a time of limited housing supply and can cause a depreciation of housing values within the proposed area. Further information regarding empty properties can be found later in this report.

5. Why do we need a Selective Licensing scheme?
The Council proposes to introduce a Selective Licensing scheme in parts of the Barton and Eccles area on the following grounds:

- The area is an area of low housing demand; and
- That making a designation will, when combined with other measures taken in the area by the local housing authority, or by other persons together with the local housing authority, contribute to the improvement of the social or economic conditions in the area.

**Low Housing Demand**
The Housing Act 2004 sets out a number of factors which the Council must take into account (among other matters) when deciding if an area is, or is likely to become an area of low housing demand, as follows:

- The value of residential premises in the area when compared to the value of similar premises in order areas which the Council considers to be comparable (whether in terms of types of housing, local amenities, availability of transport or otherwise);
- The turnover of occupiers of residential premises i.e. how often people move house;
- The number of residential premises which are available to buy or rent, and
- The length of time for which properties remain unoccupied within the area.

Guidance issued by the Department of Communities and Local Government ("Approval Steps for additional and selective licensing designations in England" - February 2010) identifies additional factors which the Council should also consider when deciding if an area is suffering from, or is likely to become an area of low housing demand, as follows:

- A lack of mixed communities in terms of tenure, for example, a high proportion of rented property, low proportion of owner occupied properties.
- A lack of local facilities, for example, shops closing down.
- The impact of the rented sector in the local community, for example, poor property condition, anti social behaviour, etc.
- Criminal activity.

These are examples of the types of characteristics which an area suffering from low demand could demonstrate. These examples are clearly not exhaustive characteristics of an area in low demand, neither are the factors mutually exclusive.

Whilst Selective Licensing has been operating in Salford, there has been no evidence to suggest that it has had a negative impact for private landlords. There has been no evidence that reputable landlords have ceased operating in an area purely down to it being a Selective Licensing area nor is there any evidence that Licensing has acted to restrict the growth of the private rented sector.

The Council regularly holds a Landlord Forum which allows Landlords to engage with Officers. Landlords who attend this forum have regularly challenged the Council to deal with “rogue” landlords who are able to ‘undercut’ responsible landlords by offering poorly maintained and badly managed accommodation at reduced rental prices. Landlords who attend the forum are concerned that the practices of these ‘rogue’ landlords have an adverse impact upon the reputation of their profession as a whole.
Through attendance at resident meetings, local communities raise the fact that many tenants move into privately rented properties only to move out again very quickly. This high turnover of tenants and does not assist in promoting community cohesion and building a sustainable community. Residents cite high tenant turnover as one of the major causes low level anti-social behaviour such as environmental crime as tenants do not have time to integrate and become part of the local community.

Selective Licensing when combined with other measures as detailed with this document is an effective way of dealing with these issues.

The Selective Licensing scheme will be introduced as part of an integrated, balanced programme of measures to contribute to an improvement of the social and economic conditions in the proposed area.

In 2007, the 10 year Liverpool Road Corridor Strategy was launched which aims to transform the image and functions of this important arterial route, into a high quality, economically sustainable corridor into Salford, benefiting the communities of Eccles and Barton, the companies that do business there and the visitors to the area.

A consistent feature identified within this strategy, is the poor property condition and high number of empty properties, particularly in the Eccles area of the corridor. Furthermore, the strategy reports that crime rates are perceived as high and a number of crime and nuisance hotspots have been identified with certain areas suffering from general vandalism.

The strategy also notes that the issues highlighted above, taken together with the social and economic problems facing the area such as unemployment, poor educational achievement and poor health, all point to the need for serious coordinated intervention.

Selective licensing will play a vital role in this intervention by ensuring that the increasing numbers of rented properties in the proposed area which are operated by landlords are well managed. Without Selective Licensing, the number of inexperienced landlords lacking appropriate skills and knowledge of private renting will continue to grow, despite the work undertaken as part of the Council’s Landlord Accreditation Scheme. Additionally, without the introduction of Selective Licensing the Council’s ability to effectively challenge the behaviour of irresponsible or ‘rogue’ landlords will continue to be limited.

Positive progress has been made in recent years along sections of the corridor involving a mix of public and private sector investment, including for example new private sector and social housing, footway improvement and shop frontage improvements. These investments have in some instances lead to an increase in commercial property values alongside the corridor, as well as increased confidence amongst traders and investors.

This investment needs protecting and building on. Experience through talking to community groups & representatives and stakeholders at meetings and events, tells us that Selective licensing promotes confidence, not only in the community but in investors by ensuring that the private rented sector remains well managed and that all landlords are operating within the law, which contributes to the improvement of social and economic conditions in the area.

What are the local factors which show that the proposed area is suffering from low demand?
This part of the consultation pack includes information and evidence about the characteristics of the proposed Selective Licensing scheme area.

From the statistics and evidence obtained, it appears evident that the proposed area for Selective Licensing is suffering from low demand. In particular, the below evidence indicates
low property value when compared with similar premises in comparable areas, a transient tenant population resulting in high turnover of occupiers, a lack of mixed communities with high incidences of privately rented properties and low owner occupation, and high levels of unoccupied properties that are prevalent across the proposed area.

The responses received through the consultation process will be fully considered and any evidence received in support of the inclusion, or exclusion of, certain roads will be fully explored to assess whether it correlates with the supporting evidence gathered by the Council.

Selection of comparator area.
When deciding if an area is suffering from low demand, the above guidance issued by the Department for Communities and Local Government states that consideration is to be given to certain factors. One factor is the value of residential premises in the area, in comparison to the value of similar premises in other areas which the authority considers to be comparable, whether in terms of types of housing, local amenities and/or availability of transport or otherwise.

A comparable area of Irlams O’th Height has been chosen. This area falls within the Claremont ward of the City. A map of the comparable area can be found on page 25 of this document.

This area has been chosen for a number of reasons:
• Types of housing – it must be noted that part of Claremont Road has been excluded from the comparable area. We have excluded the much larger properties on Claremont Road to avoid distorting the statistics below.
• Types of housing - both areas contain concentrations of two bedroom terrace properties.
• Types of housing – both areas contain significant numbers of more substantial 3 and 4 bedroom garden terraced properties.
• Types of housing – both areas contain significant numbers of semi-detached properties, although these properties are more dispersed in the proposed licensing area.
• Local amenities - Significant linear shopping with some accommodation above, i.e. flats above shops, along Liverpool Road corridor, which can be compared to Bolton Road in Irlams O’th Height.
• Availability of transport - Both areas are close to major roads and have good transport links, such as direct bus routes.

It is simply not possible to have a comparable area which is identical in terms of geographical size and containing the same number of property type. However, the area that has been chosen is comparable when considering the factors listed within the guidance referred to above.

Value of residential premises evidence.
As described above, a comparable area of Irlams o’th Height, has been chosen. Both areas have comparable range of properties with similar transport links, and local amenities.

The following data has been collated from property sources and shows the average value of two and three bedroom terraced properties within the proposed selective licensing area to be consistently lower than the value of two and three bedroom terraced properties in the comparable area.
The table above does not show any data for 2010 due to there being no apparent sales of two bedroom terraced properties within the proposed Selective licensing area in that year. However, it shows that through the three year period even allowing for the economic downturn, two bedroom terraced property in the comparable area was valued by at least £10,000 more.

The following data shows the average value of all property types within the proposed area against the comparable area. Again, the value of property within the proposed licensing area is lower, despite both areas having comparable property types as detailed above.
Figure 5.3 Value of all Premise Types

Looking at the figure above for value of all property type, the comparable area consistently outperforms those properties in the proposed area. It is worth noting that in 2012, the difference is minimal, however 79% of the total properties sold in the comparable area were 2 bed terraced properties which could reflect the decrease in the average value of property type. Although, in 2013 the increase between areas has significantly increased.

These values appear to be low due to a number of factors. In particular, the proposed licensing area has a disproportionally high level of privately rented properties which can deter owner occupiers from buying in the area. A high concentration of poor quality rented accommodation, can have a negative impact upon an area and lower property prices.

**Turnover of occupiers of residential premises evidence**
The data used for assessing turnover of residential premises has been sourced from Council Tax records. The data has been analysed to show turnover rates for owner occupied properties and privately rented properties within the proposed area.

The table below compares the number of Council Tax records created each year for the privately rented and owner occupied sectors in the proposed area. A record is created for Council Tax purposes whenever a new person becomes liable for Council Tax which in turn equates to the number of new households moving into properties.

Over the past three years, the turnover rate in both privately rented properties and owner-occupied properties have increased significantly from very low base levels reflecting the broader economic situation. However, throughout this period the number of new Council Tax accounts being opened in relation to privately rented properties has been higher than that in the owner occupier sector despite the fact that the owner-occupied market in the area is more than 2.5 times larger than the private rented sector.

Throughout this period the rate of increase in turnover in the private sector has also been far greater in the private rented sector, the number of new Council Tax accounts increasing at over 3.7 times the rate for owner occupied properties.

The table below (fig.5.4) shows the number of new Council Tax accounts created in the proposed area by tenure.
In order to allow for the difference in the size of the two tenures in the area, the table below (fig.5.5) shows the number of new Council Tax accounts being created as a proportion of the stock in each tenure.

It can clearly be seen that the turnover rate for privately rented properties is not only higher than for owner-occupied properties but that this differential is increasing rapidly.

The turnover data suggests that the private rented sector is experiencing a transient tenant population with tenants not maintaining tenancies for any period of time. Based on the figures above, on average an owner occupied property in the area would turnover less than once every 5 years whereas a privately rented property would turnover almost twice a year.

Although it is expected that there would be greater turnover in privately rented properties, in the proposed area the turnover rate for privately rented properties is over 9 times greater than for owner-occupied houses.
Number of residential premises to rent in the proposed area evidence

Data has been collected from propriety sources and analysed from 2010 to 2013. It has only been possible to collect this data at ward level and it is worth noting the limitations of this data. We have only been able to obtain data of properties available to let whereby the landlord has used the services of a professional letting agent to advertise their property. It is simply not possible to capture data where the landlord advertises the property privately, such as on social media or by word of mouth.

Figure 5.6 below shows the average monthly rent level by ward.

This data shows over the period, Eccles had consistently the highest number of properties advertised for rent; well above the Salford average. The number of properties advertised in the Barton ward, fell below the Salford average during the period. However the rent levels in both wards fall well below the Salford average indicating that the proposed area has a above average supply of cheap rented accommodation.

Figure 5.6 Average monthly rent levels by ward

![Average monthly rent levels by ward](image)

(Data source Housing Division Vizzihome (April snapshot), 2009-2013)

Empty Property Data

The following data has been collected from Council Tax records at ward level and shows that both the Eccles and Barton wards have higher numbers of private sector empty properties than the Salford average.
In April 2011, the Council introduced a “hot spot” approach to dealing with empty properties across the city. There were two “hot spot” areas within the proposed Selective licensing area, one in Barton ward and one in Eccles ward. Each hot spot area was active for 12 months and employed intensive on the ground engagement with property owners and the community. The results of this intervention can be clearly seen in the figure above (5.7) where the number of private sector empties reduced significantly over the 12 month period.

Further intervention is proposed and the Council has recently been successful in securing funding from the Home and Communities Agency (HCA) to be utilised in and around the proposed licensing area. This funding is targeted at empty properties whereby the owner is not able to manage the property and the scope of the work required to bring the property to a habitable standard is beyond the owners ability due to lack of knowledge, experience and finances. It is proposed that the owner will sign up to a five year lease agreement and the Council will provide a grant towards the cost of the repair work. A tenant will then be sourced and the management of the property will be provided by City West, the property will be leased at an affordable rent. This investment will return a valuable empty property back into use, and will improve the environment for the local community.

**Housing tenure evidence**
The table below shows owner occupation levels in the proposed licensing area when compared with ward levels. The ward level data is reported in the Private Sector Condition Survey 2010 and shows the Barton ward has having low owner occupation levels and a high level of privately rented properties when compared with the Salford average.

<table>
<thead>
<tr>
<th>Ward</th>
<th>Owner Occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citywide</td>
<td>70.1%</td>
</tr>
<tr>
<td>Barton</td>
<td>62.4%</td>
</tr>
<tr>
<td>Eccles</td>
<td>79.9%</td>
</tr>
<tr>
<td>Proposed Licensing area</td>
<td>50%</td>
</tr>
</tbody>
</table>

In the proposed licensing area, the private rented sector stands at 21%, owner occupation at 50% and social housing at 29%. It must be noted that the figures become distorted due to the presence of blocks of flats which will be exempt from licensing, as they are owned by Social landlords. There are approximately 565 dwellings that fall into this category.
Property conditions
The current Salford City Council Private House Condition Survey 2010 was conducted in order to provide a comprehensive review of current condition of private dwellings (including Registered Social Landlords) across the city. The City West Housing Trust and Salix Homes were excluded from the sample. The report was conducted by Michael Dyson Associates Ltd.

The data is collected at ward level.

<table>
<thead>
<tr>
<th>Table 5.2 Property Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of properties per ward which are privately rented</td>
</tr>
<tr>
<td>% of properties with Housing Health and Safety Rating System Category 1 failures</td>
</tr>
<tr>
<td>% of households per ward classed as “Vulnerable Households”</td>
</tr>
<tr>
<td>% of properties per ward that fail to meet the “decent homes” standard</td>
</tr>
</tbody>
</table>

There were significantly higher levels of HHSRS Category 1 failures in all properties in both Barton & Eccles when compared to the average across Salford.

Barton has significantly higher levels of Decent Homes Standard failures than the Salford average. Within Barton, 41.7% of dwellings fail the minimum standards laid out in the Decent Homes Standard. This compares poorly against both the Salford and English averages of 20.9% and 35.8% respectively.

One of the reasons for poor Decent Homes performance may be due to the high proportion of older dwellings found here. Indeed 69.3% of dwellings were constructed prior to 1944. Across the City as a whole, this figure is 43.5%, the national picture is that only 41.6% of all dwellings were constructed before his date.

A key finding of the report was that around 31.2% of all privately rented dwellings across the City containing vulnerable households, who are currently living in houses, do not meet the decent homes standard which makes these properties the absolute priority for intervention in the private rented sector. Furthermore, the report concludes that it is essential that the council continue to play a proactive role in engaging with the private rented sector and especially landlords through Accreditation and Landlord Licensing schemes.

Of people living in the Barton ward significantly more were classed as being vulnerable, i.e. those households that are in receipt of at least one of the principal means-tested or disability-related benefits, in comparison to average across Salford.

The combination of higher than average numbers of vulnerable people and poorer than average property condition is a cause for concern both in terms of the potential risks to vulnerable residents living in substandard homes and is indicative of weak local housing market with private renting acting as a tenure of last resort.
Anti-Social Behaviour and Criminal Activity
This proposal is not based upon the anti social behaviour condition set out above. However, guidance published by the Department for Communities and Local Government suggests that an authority should consider the impact of the privately rented sector on the local community (for example, anti-social behaviour and poor property condition) and criminal activity when considering if an area is, or is likely to become an area of low demand.

It must be noted that the anti-social behaviour and crime statistics within this consultation document only represent those instances that have been reported, either to the Council or to Greater Manchester Police. Therefore, they do not provide a full picture of local issues.

The table below displays the crime statistics in the Barton ward, and shows the percentage of incidents that occurred in the proposed licensing area (Barton Ward only). The proposed Selective Licensing area falls predominantly within the Barton ward. More than half the reported crime in the Barton ward occurred within the proposed Selective Licensing area.

Table 5.3 Crime statistics in the Barton ward

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Theft from Motor Vehicle</td>
<td>44%</td>
<td>47%</td>
<td>45%</td>
</tr>
<tr>
<td>Theft of Motor Vehicle</td>
<td>52%</td>
<td>76%</td>
<td>33%</td>
</tr>
<tr>
<td>Robbery</td>
<td>53%</td>
<td>80%</td>
<td>59%</td>
</tr>
<tr>
<td>Burglary Domestic</td>
<td>62%</td>
<td>66%</td>
<td>54%</td>
</tr>
<tr>
<td>Burglary – Building other than dwelling</td>
<td>62%</td>
<td>59%</td>
<td>64%</td>
</tr>
<tr>
<td>Stealing – Home Office Category</td>
<td>50%</td>
<td>52%</td>
<td>46%</td>
</tr>
</tbody>
</table>

The table below shows crime statistics of the proposed licensing area when compared with the City average, from October 2012 to September 2013. The rates are per 1,000 population and population/household counts to calculate the rates were taken from the 2011 census data.

Table 5.4 Crime statistics in the proposed Selective licensing area

<table>
<thead>
<tr>
<th>Area</th>
<th>Robbery</th>
<th>Domestic Burglary</th>
<th>Burglary Other</th>
<th>Theft from Motor Vehicle</th>
<th>Theft of Motor Vehicle</th>
<th>Stealing</th>
<th>Anti Social Behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposed licensing area</td>
<td>1.6</td>
<td>11.4</td>
<td>6.2</td>
<td>7.0</td>
<td>1.5</td>
<td>35.8</td>
<td>60.1</td>
</tr>
<tr>
<td>Citywide average</td>
<td>1.4</td>
<td>12.5</td>
<td>4.2</td>
<td>6.3</td>
<td>2.2</td>
<td>31.5</td>
<td>45.3</td>
</tr>
</tbody>
</table>

A recent report dated November 2013, prepared by the Councils Community Safety team compiled from data collated by Salford City Council, Greater Manchester Police and Greater Manchester Fire and Rescue Service showed Barton to be the second highest ward for reports of Environmental Crime (which includes fly tipping, litter enforcement, graffiti), in Salford.

These statistics show that the proposed licensing area, which has disproportionately high level of private rented properties, with very low owner occupier levels, suffers with anti social behaviour and criminal activity.
Through feedback received when attending community meetings, residents consistently link refuse and dumping to the private rented sector. It is reported that in areas where there is a transient population and high levels of private rented properties, properties are often cleared before a new tenant is moved in, with the contents of the house being dumped in alleyways. Our previous experience of operating Selective Licensing shows that it can make a significant contribution to the reduction of this problem both by deterring landlords and, where an issue arises, allowing it to be dealt with more quickly and effectively as the perpetrators are quickly identified and educated on the correct procedures for disposing of refuse.

Selective Licensing is not a standalone tool to tackle issues but feedback from colleagues and residents in existing licensed areas show that licensing helps deal with problems such as anti-social behaviour and environmental crime which lead to improvements to the social and economic conditions in the area. Selective Licensing ensures that landlords can be easily identified and be notified immediately when a complaint is received regarding their tenants anti-social behaviour, and this early intervention can reduce the number of repeat complaints. Furthermore, the licence conditions ensure that the landlord takes appropriate steps or faces enforcement action.

6. How does Selective Licensing support multi agency working and new initiatives and fit in with the overall Housing Strategy?

In accordance with section 81 of the Housing Act 2004, whenever considering whether to make a Selective Licensing designation Councils must ensure that the exercise of power is consistent with their overall housing strategy. Councils must also seek a coordinated approach in connection with dealing with homelessness, empty properties and anti-social behaviour both as regards combining Selective Licensing with other courses of action available to the Council and combining licensing with measures taken by other persons.

- Supporting the Crime and Disorder Reduction Partnership

Tackling anti-social behaviour (ASB) is now synonymous with effective neighbourhood and tenancy management and the creation of sustainable communities. It is essential that private landlords take their responsibilities seriously and work with local agencies to ensure that communities do not suffer from persistent anti-social behaviour from private tenants.

Effective information sharing and good standards of tenancy management are of key importance in supporting communities and preventing any spiral of decline.

The Salford Crime and Disorder Reduction Partnership is made up of public and private agencies. Our Community Safety Unit, which includes the ASB Intervention and Action team, are tasked with tackling anti-social behaviour by responding to complaints perpetrated within the private rented sector. This involves working with agencies such as the Police, Witness Outreach and Developing Initiatives Supporting Communities (DISC formerly Assfam) to develop case intervention strategies where problems are identified.

Selective Licensing will help to ensure that landlords fulfil their statutory duties regarding tenancy management; the Landlord Licensing team can offer advice and support to landlords to ensure that they take appropriate and effective action where they receive a complaint about their tenants. It is important to recognise that the private rented sector provides housing to many of those excluded from other sectors of the market and these can be the most vulnerable sections of society, with issues such as alcohol or drug misuse and a history of anti-social behaviour affecting their ability to sustain a tenancy.

In Salford, we have established local partnership delivery groups, which are the vehicle for developing multi agency case intervention strategies where problems are identified, and can include actions for the police, the Youth Offending team, and the ASB Intervention and Action Team. Through Selective Licensing we will be able to engage the private landlords within this process and support them in taking appropriate action. Furthermore, through Selective
Licensing, a communication route is available to offer the opportunity to share crime prevention measures.

Selective Licensing requires landlords to provide essential information about themselves and their business, including their “fit and proper” status, management arrangements and any relevant connected persons. It is important to note that we will continue to find ways to work with landlords to ensure that they can meet the entry requirements where possible.

A landlord must comply with the conditions which are attached to a selective licence. Several of these conditions relate directly to the effective management by the landlord of incidences of anti-social behaviour. In terms of enforcing Selective Licensing conditions, our approach in this area will mirror that which has been used previously as we know it works. We are aware that there is still a lack of expertise amongst some private landlords and their managing agents in tenancy management and in particular in dealing effectively with anti-social behaviour. Therefore, the Landlord Licensing Team will provide landlords with support and ‘hands-on’ advice. This team will also provide individual support when the landlord is devising a strategy for responding to individual cases.

This role does not replace the service that already exists to provide a statutory anti-social behaviour service to members of the public, but will provide a valuable training resource to landlords. However, landlords will not be able to pass the ownership of complaints on to this team. This must remain their responsibility.

By having appropriate conditions on a licence, we can continue to work in tandem with landlords on the issue of anti-social behaviour.

- Neighbourhood management
  Salford Council has adopted a neighbourhood management approach to delivering services to customers, placing the local community at the heart of the decision making. The key to its success is ensuring agencies such as the Police, the Primary Care Trust, and Registered Social Landlords, City West Housing Trust and Salford City Council respond to local priorities in a co-ordinated manner. Within the area this approach has included an intensive neighbourhood management approach, working with residents and agencies to address issues around housing, crime and community safety and housing within a defined area. Engagement with private landlords via Selective Licensing will ensure landlords are informed of any issues in the area.

- Private rented sector measures
  The City Council recognises the value of a healthy and well managed private rented sector in meeting the housing needs of existing and future residents of Salford.

The council therefore seeks to adopt a balanced and even handed approach to dealing with private landlords that offers practical support and advice to responsible landlords while making appropriate use of available statutory powers where that is necessary to protect the interests of tenants and other residents.

Selective Landlord licensing is one tool used to achieve this goal.

The Landlord Licensing Team forms part of the council’s Housing Market Support team which also includes teams dealing with:

- Mandatory HMO Licensing
- Landlord Accreditation
- Empty Property Enforcement
- Housing Standards – Housing Health and Safety Rating System (HHSRS)
Delivering these functions from within one team is an example of best practice and demonstrates a holistic approach to providing services to the private rented sector, which is reflected in the excellent progress that has been made in raising standards in the city and supporting private landlords in operating their businesses.

This team structure facilitates information sharing and co-ordination of work when dealing with properties where complex issues can be involved. This co-ordination reduces the chances of landlords becoming confused as to what is being asked of them and any duplication of effort.

Landlords are able to obtain technical advice regarding work required to their properties, in addition to training and support in managing tenancies and marketing of empty properties.

All of these services continue to contribute to reversing the decline of the low demand areas in Salford.

Equally, where problem properties are identified the full range of available interventions can be brought to bear quickly to provide a comprehensive response, increasing the probability of delivering a prompt and sustainable solution.

Although Landlord Licensing does not directly address issues around the physical condition of properties, working as part of this approach allows the Selective Landlord Licensing team to call on additional resources, expertise and statutory powers where such issues are identified in properties as part of their work.

Additionally, Selective Licensing will raise awareness amongst private landlords about property condition (although enforcement will rely on other statutory powers such as Housing Health and Safety Rating System).

The Salford Landlord Accreditation Scheme (LAS) continues to support Selective Licensing in Salford and currently has in excess of 550 landlord members who have signed up over 1600 properties citywide. The scheme has a good working relationship with managing agents providing advice, support and recognition for those promoting the accreditation scheme property standards and management arrangements. The scheme relies on landlords voluntarily engaging with the team, in order to sign up to the code of standards and make any improvements in their property standards or management arrangements.

As part of a coordinated approach, Selective Licensing is encouraging and enforcing where necessary, landlords to maintain good standards and is raising the profile of problem properties that have gone unnoticed previously. Through the increased awareness amongst the community and across agencies, Selective Licensing has become a valuable mechanism for identifying and dealing with bad practice amongst private landlords. A robust database has been developed of the private rented sector in existing areas where Selective Licensing has been operating and it is envisaged that by rolling out Selective Licensing in the proposed area, it will strengthen this system.

The Council believes that Selective Licensing complements and works well with the work we undertake with landlords in relation to the Landlord Accreditation Scheme. With this in mind, as part of this consultation consideration will be given to offering discounts to the licence fee to accredited landlords, which reflect the reduced time and work in licensing an accredited property.

- **Homelessness**

A coordinated approach in connection with homelessness prevention is required, as prescribed under Section 81 of the Housing Act 2004. Selective Licensing provides protection for tenants on assured shorthold tenancies in unlicensed properties, as a landlord is not allowed to serve a Section 21 notice (Notice to Quit) Housing Act 1988.
During previous Selective Licensing designations, there has been no evidence to suggest that properties became vacant to avoid licensing. Similarly, there has been no evidence to suggest that landlords removed properties out of the rental market during any of the licensing designations. In fact, year on year, the number of properties that required licensing increased in each designation.

Through the Council’s homelessness prevention work, housing options and advice is available as well as a Rental Bond Scheme. These activities can assist a household to remain in their current home, where appropriate or provide options to enable a planned and timely move and help sustain independent living.

The Rental Bond Scheme is promoted to licensed landlords and aims to provide assistance to people who can’t afford to pay cash deposits. By granting non-cash deposits in the form of a written bond guarantee, we can provide people looking for a home with access to private accommodation in Salford with landlords whose properties meet the standards of the Landlord Accreditation Scheme and the tenant can have reassurance that as a licensed property, it will be well managed.

Landlords registered on this scheme agree to operate according to our good practice Code of Standards. Selective Licensing continues to contribute to the overall aims and objectives of the Promoting Positive Prevention – Salford’s Homelessness Strategy 2008-2013 by encouraging stability in the private rented sector, reducing the likelihood of illegal eviction or harassment, and preventing homelessness presentations.

- **Housing Strategy**
  Whenever considering whether to make a Selective Licensing designation Councils must also ensure that the exercise of power is consistent with their overall housing strategy, in accordance with section 81 (2) of the Housing Act 2004.

  The Council’s Housing Strategy for the period 2012-16 will be published later in the year; the existing strategy ‘Shaping our Place’ remains valid until the new strategy is adopted.

  “Shaping our place... our strategy for housing in Salford 2008-2011” brings together all aspects of the Councils comprehensive housing role and has five strategic aims that reflect current housing trends and conditions, and direct real progress in making Salford a better place to live for all our residents.

  The strategic aims for housing are:
  - People living independently in all our communities
  - Quality homes for all our residents
  - A greater choice of homes
  - Deliver excellent housing services
  - Working together to improve the housing offer

  The strategy sets out key areas for development and action to ensure that there is continued progress towards achieving Salford’s vision for housing. The designation of a Selective Licensing Scheme would contribute directly to this vision.

- **Private Sector Housing Strategy**
  The Council’s Private Sector Housing Strategy “Building better lives in Salford 2010 -2015”, sets the framework for how the Council will meet the local priorities. One key objective of this strategy is to work with landlords and agents within the private rented sector and with Housing in Multiple Occupation to secure improvement to housing conditions. Selective Licensing plays a key role in this objective by continuing to raise management standards across the private rented sector.
**Sustainable Community Strategy for 2009-2024**

The Councils Sustainable Community Strategy “Creating people to opportunities 2009-2024” sets out a clear vision and a number of challenging ambitions for Salford. One objective of this policy is “improving services and the quality of life” in Salford, which Selective Licensing contributes to directly.

**Multi agency working and new initiatives**

As detailed in this report, Selective licensing will be introduced as part of an integrated, balanced programme of measures to bring about an improvement in low demand and an improvement of the social and economic conditions in the proposed area.

These measures include:

- **Liverpool Road Corridor Strategy** – a 10 year Strategy with a vision by 2017, to transform the image and functions of Liverpool Road into high quality economically sustainable corridor into Salford, benefitting the communities through combined intervention. Selective licensing will support the key objective “A series of vibrant places, with their own specific function, identities and connection to their communities”

- **Round 2 empty properties funding** - funding from the Home and Communities Agency (HCA) to be utilised in and around the proposed licensing area. This funding is targeted at empty properties whereby the owner is not able to manage the property and the scope of the work required to bring the property to a habitable standard is beyond the owners ability due to lack of knowledge and experience

- **Shop front schemes** - The Council is delivering the building front improvement grant scheme on Liverpool Road. This scheme is part of the delivery of the Liverpool Road Corridor Strategy 2007 to 2017 which aims to transform the corridor 'into a high quality, economically sustainable corridor into Salford'. The grant scheme will improve Liverpool Road by supporting high quality investment in shop premises. Where appropriate, it also supports high quality conversions of vacant shops to residential use outside neighbourhood centres.

**Welfare Reform**

Private landlords who are indentified through Selective Licensing, who may not otherwise engage with the Local Authority, i.e. through Landlord Accreditation, are provided with useful information such as changes in legislation via e-newsletters, forums and direct mailing. Important information can be distributed quickly and effectively to landlords, and can provide an early warning system for landlords.

Regarding Welfare Reform, Selective Licensing ensures that social tenants, who have been subject to the bedroom tax and have moved into a rented property in a licensing area, can have the confidence that property will be well managed.

**7.0 What are the benefits of Selective Licensing?**

The Council considers that Selective Licensing brings the following benefits to a range of stakeholders including residents, tenants, and landlords and managing agents:

- **Ensuring landlords and managers are ‘Fit and Proper’ persons**

  The proposals, if introduced will ensure that all privately rented properties in the area are managed by persons who have passed the ‘fit and proper’ test. In order to get a licence, landlords will have to show that they and their Managing Agents are “fit and proper” persons as well as providing information on how they manage their properties. When deciding whether a landlord/managing agent is “fit and proper” we will look at whether they have:
a) Committed any serious criminal offences (fraud, violence, drugs or sexual offences)
b) Discriminated illegally against anyone;
c) Breached laws that relate to renting property.

- **Improving safety standards**
The Council will also require the landlord/agent to carry out the following for each property that requires a licence:

  a) Obtain and supply references for prospective and previous tenants;
  b) Submit a current gas safety certificate every year;
  c) Install and maintain smoke alarms.
  d) Provide evidence to prove that the properties electrical installation is of satisfactory condition throughout the term of the licence
  e) Install and maintain a Carbon Monoxide detector

- **Improving management standards**
The proposed designation of Selective Licensing in the area will address the issues of poor property and tenancy management in privately rented accommodation, which can undermine even the most radical initiatives. Selective Licensing will ensure that new landlords investing in the area are reputable. Investment in the area is welcomed, however, potential investors must acknowledge that property management is more than just an income and, as part of the Selective Licensing regime, support and advice will be provided to new landlords.

  As part the ‘fit and proper test’ referred to above, the Council will also check that the management arrangements in place for the property are satisfactory. Landlords who are successful in obtaining a licence will have to comply with the conditions of the licence. These conditions ensure that the property is managed effectively. Landlords, who do not comply with their licence conditions, may find themselves prosecuted and fined, if found guilty with the maximum fine being £5,000. In extreme cases, the Council can apply a management order to a property and the landlords may risk losing their property for a period of up to five years, as the Council can step in and take over the management.

  Selective Licensing will introduce a consistent level of property management services among all private landlords in the proposed area, thus assisting prospective private tenants in making a positive, confident choice about their next home in Salford within a sector often branded as the “tenure of last resort”. Reputable landlords could be assured that if a Selective Licensing scheme were in place, those landlords whose business practices do not meet the required minimum standards would be encouraged and supported to improve their management standards. Landlords who are not willing to work with the Council could face being refused a licence and ultimately having a Management Order imposed against the property.

Further benefits of Selective Licensing include:

- Protecting investment in the area.
- Promoting joint working to improve public health.
- Supporting all local landlords so that they can achieve a benchmark standard of property management.
- Educating those landlords who are not providing good quality accommodation or managing their tenancies effectively and removing ‘rogue landlords’ altogether.
- Education for tenants in their responsibilities and the impact of their behaviour on the community and neighbours.
- Encouraging tenants to recognise when properties are of a sub-standard condition and what options are available to them.
- Improving desirability of area as a place where people want to live.
• Reduced tenant turnover leading to sustainable communities, creating communities where tenants want to remain
• Encouraging the use of reputable managing agents when landlords are inexperienced or ‘absentee’
• Raising community confidence through the appropriate use of enforcement powers against landlords who are failing to comply with the provisions of the Housing Act 2004.

8. Other courses of action available to the Council
A Council must not make a designation unless it has considered whether there are any other courses of action available to them that might provide an effective method of achieving the objective that the designation is intended to achieve.

Alternative approaches to the designation of Selective Licensing in the area have been considered and are illustrated in the table below.

### Strengths and Weaknesses of Alternative Courses of Action

<table>
<thead>
<tr>
<th>Alternative Solutions</th>
<th>Weaknesses</th>
<th>Strengths</th>
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<tbody>
<tr>
<td>Management support to private landlords</td>
<td>Requires landlord voluntary engagement.</td>
<td>Improves standards where landlord is engaged with authority and promotes confidence amongst their tenants.</td>
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<td></td>
<td>Removes responsibility away from landlords.</td>
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<td></td>
<td>Source of funding unclear</td>
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<td></td>
<td>No enforcement powers available</td>
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<tr>
<td>Introduction of private sector leasing scheme</td>
<td>Resource intensive.</td>
<td>Contributes to homelessness prevention as could be used for allocation to those in need of housing.</td>
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<td></td>
<td>Does not improve management standards of landlords who choose not to join the scheme.</td>
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<td></td>
<td>Reactive rather than proactive</td>
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<tr>
<td>Targeted use of Special Interim Management Orders and Empty Dwelling Management Orders</td>
<td>Resource intensive.</td>
<td>Removes landlord responsibilities and gives to responsible, nominated agent.</td>
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<td></td>
<td>Does not present a long term solution to poor management of private rented properties (up to maximum of 5 years – then returned to original owner)</td>
<td>Improves standards for tenants and local community</td>
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<td></td>
<td>Does not tackle poor management techniques. Reactive Intervention of last resort.</td>
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<td></td>
<td>Only be used on specific properties where detailed evidence supports the action</td>
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In general, there are a number of barriers or limitations to the use of the alternatives to Selective Licensing. To summarise:

• They are expensive and there is the likelihood that some of the finance required would need to be collected from council tax. This seems unjust when many of the problems are caused by the lack of effective tenancy management. Selective Licensing will continue to be entirely self financing, paid for by the licence applicants and not the community.
• The use of Special Interim Management Orders and Empty Dwelling Management Orders on all problematic properties would be neither appropriate nor feasible, given the number of properties. The Council must act in a proportionate manner and a heavy handed approach would undermine our efforts to work with landlords to improve standards. Selective Licensing provides an opportunity to continue to forge partnerships with otherwise
anonymous private landlords and provide training and support, where the use of these orders does not.

- None of these options adequately tackle the private tenant’s behaviour. This could result in the same “problem” tenant being left to float within an area without any real targeted tenancy enforcement and where required, supported tenancy referral. The proposed Selective Licence conditions include a requirement for the landlord to seek references when allocating the property and to deal with any complaints of anti-social behaviour from their tenants (and/or their visitors/children). Furthermore, landlords can access advice and support from the Councils anti-social behaviour team.

- None of these tools provide a long-term solution to the training of inexperienced landlords whose business would benefit, either because they are not fit, or because of their poor management arrangements.

- Whilst Selective Licensing is only to be used in areas where authorisation is sought and given, many private landlords have properties across the entire city and indeed across local authority borders. Therefore, improvements attained in management standards will have a trickledown effect and will benefit tenants and communities across wider areas.

Each of the above courses of action has benefits and can be appropriate for dealing with specific properties or specific issues. However, none of them would provide a comprehensive solution to the issues that exist in the proposed area.

Similarly Selective Landlord Licensing does not represent single alternative solution that will remove the need to make use of the above approaches in appropriate cases.

Selective Licensing is unique in providing a clear and robust legal framework within which to engage private landlords and deliver an integrated approach to tackle issues in a comprehensive manner to address the challenges within the proposed area and ensure any improvements are sustained.

The City council views Selective Licensing as one tool to be used alongside each of the solutions listed above as part of an integrated, balanced programme of measures that is able to respond to the detailed circumstances of each case.

The City Council believes that, on this basis, Selective Landlord Licensing, when taken together with other strategic initiatives and investment, can play a key role in bringing about an improvement in the social and economic conditions in the proposed area.

9. Fees
As explained above, the Council has the power to charge landlords a fee for processing their application for a selective licence. The proposed fee takes into account all costs incurred by the Council in carrying out its Selective Licensing functions. The Housing Act 2004 also allows Councils to take into account costs incurred by them in carrying out their functions in relation to Interim and Final Management Orders (so far as they are not recoverable under that part of the Act).

The proposed licensing fees are based upon a clear, simple and easy to understand charging system that will cover the costs of administrating and enforcing the Selective Licensing scheme.

The Council proposes to charge a basic fee of £625 for a licence. We want a Selective Licensing fee structure that rewards landlords who comply in a timely manner and we are considering suitable options for landlords with numerous properties and discounts for Accredited Landlords. The Council is willing to further reduce fees by offering discounts where appropriate.

We recognise the current economic climate for landlords and we are therefore willing to consider, and request your views on longer payment terms enabling landlords to pay the fee over a longer period.
10. Proposed Licence conditions
As explained above, a selective licence would be granted with a set of conditions that must be adhered to. Failing to adhere to any licence condition is a criminal offence and may result in prosecution and a fine of up to £5,000 if found guilty.

There are 53 proposed licence conditions. These conditions ensure the property is managed correctly, complaints of anti social behaviour are dealt with appropriately and in a timely manner, gas and electrical certificates are supplied to the Licensing team, smoke alarms and are kept in working order, amongst other things. The proposed conditions have been drawn up from experience of others schemes to deal with issues which are of real concern in the community. We actively invite your comments as to whether these proposed conditions best reflect the issues in the proposed area.

To request a copy of the full licence conditions, please call 0161 793 3344 or they can be downloaded at www.salford.gov.uk/landlordlicensing

11. How is consultation being carried out?
Consultation is a key feature of the development of the proposals. Section 80 (9) of the Housing Act 2004 requires that before making a designation, the Council must:

- takes reasonable steps to consult persons likely to be affected by the designation; and
- consider any representations made in accordance with the consultation and not withdrawn.

This consultation is being carried out over a 12 week period and will be widely publicised using various channels of communication. Everyone who responds to this consultation will have their view acknowledged and responded too. All comments received will be fully considered.

Once the consultation has been completed the results will be published and made available to the local community. This feedback will clearly identify the comments received during the consultation stakeholder. Following this, a report will be produced based on the findings will be presented to the Assistant Mayor for Housing and Environment.

Persons to be consulted
The Council is required to consult with local residents, including tenants, landlords, managing agents and other members of the community who live or operate businesses or provide services within the proposed designation and those in the surrounding area. Everyone who responds to this consultation will have their view fully considered.

Our comprehensive engagement and consultation process with partners, stakeholders and customers will include:

- Private landlords
- Accredited private landlords
- Private tenants
- Local communities
- Tenant and resident associations
- Landlord associations
- Citizens Advice Bureau
- Registered providers of social housing
- Local community committees
- Locally elected members
- Local businesses
• Greater Manchester Police
• Other Salford City Council teams including Social Services, Homelessness and Housing Advice

Methods of consultation
• Salford City Council website: www.salford.gov.uk
• We will write to (consultation pack) all accredited landlords, all licensed landlords and their managing agents, and Landlord, Tenant and Resident Associations who operate in and around the proposed area.
• We will write to (consultation pack) all residents and business or services within the proposed area of Selective Licensing and surrounding area;
• The Consultation will be promoted on social media, such as Facebook and Twitter
• We will supply a press release to local media.
• Questionnaires will be sent to landlords, residents and businesses who operate within the proposed area
• Road show events are being held in the Barton and Eccles area to allow those people affected to come along and discuss the Selective Licensing proposals. It will also give an opportunity for landlords to talk about what requirements will be placed on them by the scheme, if it is approved. Details of events will be sent out at a later date or can be found on www.salford.gov.uk/landlordlicensing.
• Members of Landlord Licensing Team will be attending community meetings, for example - community committees.
• Articles about the proposals will be published in local community newsletters.

How do I respond to the consultation?
In order for your comments to be considered, you must provide them to us in writing. There is a questionnaire enclosed with this report which you can complete and return to the Landlord Licensing team. Alternatively, you can respond in writing with your comments to the postal address or email address listed below.

Everyone who responds to this consultation will have their view acknowledged and fully responded to. All responses received will be fully considered.

If you would like any further information or wish to talk to us generally about the Selective Licensing proposals please contact:

Phone: 0161 793 3344
Email: landlord.licensing@salford.gov.uk
Web: www.salford.gov.uk/landlordlicensing

All questionnaires and comments should be returned to:

Landlord Licensing Team
Civic Centre,
Swinton,
Salford,
M27 5BY

We look forward to receiving your comments and views.
Annex 1 - Map of proposed Selective Licensing Area showing ward boundaries
Annex 1 - Map of proposed Selective Licensing Area.