

Good Landlord Charter Consultation Analysis

April 2024



Contents

Executive Summary	3
Overview of respondents.....	10
Above legal minimum standards	11
The characteristics of good renting	16
Member criteria: Affordable	18
Member criteria: Inclusive	22
Member criteria: Private and secure.....	25
Member criteria: Responsive.....	29
Member criteria: Safe and Decent.....	32
Member criteria: Supportive	36
Member criteria: Well managed	40
Member criteria: Other comments	43
Application to all types of rented housing	44
Specialist housing	46
Persuading landlords to join the Good Landlord Charter.....	47
Letting and managing agents	56
Operation and Governance	59
Next steps	61
Appendices	62

Executive Summary

The Greater Manchester Combined Authority (GMCA) consulted on the proposed Good Landlord Charter (GLC) between January and February 2024. The consultation was launched with a press conference and press release. This can be found here - [Mayor of Greater Manchester launches consultation on groundbreaking Good Landlord Charter - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](#). The consultation was hosted on www.gmconsult.org

During the consultation period, there were 1,976 individual users on the portal, looking at the Good Landlord Charter consultation. This included 5,894 views of the survey from across those users. 275 individuals and organisations responded to the consultation with the majority of responses from private landlords and tenants. Alongside the formal written consultation the GMCA commissioned a series of focus groups with private and social rented sector tenants, private landlords and agents to gather views from those who were identified as being less likely to respond to a written consultation. The findings of these focus groups can be found in the GLC focus group report.

The consultation asked views about the seven characteristics and associated criteria proposed in the GLC, the applicability of the GLC to different types of rented housing, the role of agents in the GLC, how to persuade landlords to join the GLC and the operation of the GLC.

This report sets out the findings from the written consultation. Throughout all responses there was a general concern around the cost and bureaucracy implications of the proposed GLC. It was important for respondents that additional costs were not passed to tenants and some landlords raised a concern about landlords exiting the market. There was also a positive response that the proposals in the GLC would help push up existing standards and highlight those landlords who already provide an excellent service. Responses acknowledged the diversity in the sector and the need for there to be something to meet the needs of landlords with one or a small number of properties and large scale landlords with thousands of properties.

Generally, respondents welcomed the GLC going beyond legal minimum standards and the proposed characteristics and associated criteria. There was general support for the idea of a property check but how that would be carried out had mixed views. Similarly, there was an agreement that minimum legal standards needed to be met, however there was a call for the system not to be too burdensome.

Proposed characteristics

Respondents generally agreed with all the proposed characteristics and associated criteria. Landlords and tenants both provided examples of where the characteristics had either been met or where they would be useful.

There were mixed views on the **affordable characteristic** around rent setting with tenants and some landlords agreeing rent setting would be useful. However, some private landlords were clear they felt it was the role of the market to set rents. Many landlords raised concern around meeting EPC C for properties citing the housing stock in Greater Manchester and that it would not be possible to meet EPC C in their view.

The **inclusive characteristic** concerns adaptations and ensuring landlords accept people from all backgrounds. Respondents sought clarification around funding options to adapt homes and cited the differences in social and private rented housing in terms of adaptation responsibilities. A small minority of respondents suggested it was not the landlord's responsibility to adapt a home. In terms of inclusiveness suggestions were provided in terms of how this could work in practice through training and translations for example. There were many comments concerning income discrimination and ensuring those in receipt of welfare benefits were not discriminated against in accessing rented housing.

The **private and secure** proposed characteristic is in relation to making reasonable changes to the property and agreeing access arrangements. There were very few comments in disagreement about the need for tenants to have a private and secure home. One comment from an interested resident said the criteria are too vague to be

enforced, with a comment from another noting that there is limited enforcement for landlords who breach access legal requirements. Some responses suggested other aspects of privacy and security that should be included in the Charter, including banned section 21 notices and guidance on physical security and anti-social behaviour.

In general, respondents were in favour of the **responsive** characteristic however many expressed the need to know more about the definition of responsive and how it could be monitored. There was agreement that good communication from both the landlord and the tenant are beneficial. Private landlords also expressed the need for consideration of time-hindering factors for repairs. Respondents were overall in support of a clear complaints policy with an independent review and gave their own accounts of issues they have faced with current complaints procedures. Many respondents noted the challenge of developing a complaints procedure amongst existing and new procedures - such as complaining to an estate agent or the private renter's ombudsman as part of the Renters (Reform) Bill.

The responses to **safe and decent** characteristic were mostly positive. Most responses to the Fit and Proper Person Check were supportive with suggestions on how to ensure this. Generally, respondents supported the any work/repairs done by a qualified or competent tradesperson criteria but thought that smaller repairs could be undertaken by landlords. The standards on what should happen at the start of a tenancy criteria received support from respondents, with suggestions that contracts should be vetted by external parties. There were also references to floor coverings and supply of white goods. Some additional criteria were suggested relating to the fabric of the property, lead exposure and flooding and potential for landlords to have DBS checks.

Responses to the **supportive** characteristic were mostly positive. However, there was caution as to how much landlords should be involved in supporting their tenants mental (and sometimes, physical) health needs, with reference to blurred lines between what is the responsibility of a landlord, and what is the responsibility of the state. The commitment to refer tenants at risk of homelessness to the council criterion received mixed responses of support and opposition. The transparent, easy

to understand contracts criterion received overwhelming support, with suggestions of other ways contracts could be made easier to understand. The adopting advertising/viewing standards criterion was generally met with support from respondents, and the providing/ signposting tenants to useful information criterion responses were also positive.

Respondents to the **well managed** characteristic were generally supportive, particularly a clear start and end of tenancy process with specific comments raised regarding the importance of proper handling of deposits and inventory. There were some critical comments regarding landlords, or a party acting on their behalf, attaining accreditation, the challenges this may create as well as preferences as to how this might be carried out. The potential costs of accreditations or training was raised as well as the type of knowledge that would need to be demonstrated and how the training would be delivered.

Alongside comments on the proposed characteristics there were some suggestions of additional characteristics to be included. These covered, standards in relation to noise, sections covering purpose built student accommodation (PBSA), how tenants can raise a dispute and an ask that landlords supply data concerning the rents that they are charging.

Applicability to different landlords

The consultation asked a number of questions around how the GLC could apply to different types of landlords (social and private rented), specialist housing and lettings and managing agents.

The difference between social and private landlords was recognised by respondents who agreed that the GLC need to recognise the differences. However, respondents focussed more on the difference in size of landlord distinguishing between a small scale private landlord and a large housing association or a large commercial private landlord backed by a pension fund. Respondents were also clear that no matter the type or size of landlords, tenants should receive a similar experience no matter who their landlord is.

The comments in relation to the approach to specialist housing agreed that it is a complex area that GMCA needed to work through. Some specific specialist housing was mentioned – supported housing, housing for asylum seekers, care homes and PBSA. Similarly, to the type of landlord question the tenant outcome was seen as the most important factor. There was an ask that GMCA consider how the GLC operates with existing regulators such as the CQC. There was a specific reference to the GLC considering exempt and excluded accommodation under Housing Benefit regulations. Respondents also asked that those with lived experience of specialist housing were included in developing this area.

Membership fee

There was very little consistency on views of whether or not a fee should be charged for membership of the GLC. The majority of respondents stated that they did not know whether a fee should be charged. Those who agreed a fee should be charged suggested that charging a fee showed that members were committed to the GLC. Those in favour also suggested that a fee would help fund the GLC operation. Those who were against a fee stated that both private and social landlords are facing costs pressures and the fee would be an additional pressure which they would struggle with. Some against a fee were concerned that the cost of the fee would just be passed onto tenants who are already facing high costs in the private rented sector. Respondents who were not sure whether a fee should be charged suggested that if there was a fee it could be on a sliding scale. While others questioned the relationship between a GLC fee and other fees such as selective licensing charges.

Persuading landlords to join the charter

All respondents were clear that in order for the GLC to be effective there needed to be incentives for landlords to join. Respondents were in favour of a logo or a website. They agreed that advertising membership of the GLC would provide a recognisable brand which would show the standards the landlord was meeting. Respondents also agreed that an advantage of joining the GLC would be reduced tenant turnover and voids. There was a note of caution from some respondents suggesting the impact would only be seen if enough landlords joined the GLC.

Respondents also provided suggestions of other incentives for landlords to join the GLC. Financial incentives suggested were reduced fees for existing local authority schemes such as HMOs and selective licensing, discounts on training, potential local and national tax incentives, access to grants for energy efficiency measures and reduced insurance. Respondents also suggested that members of the GLC could be passported to local authority leasing schemes. Management incentives put forward included support for landlords when dealing with anti-social behaviour and wider peer support through online forums or networks. Other incentives proposed were the opportunity for landlords to be recognised for being good landlords and the proposal of 'Property of the Month' was put forward.

Approach to letting and managing agents

Respondents were keen that letting and managing agents were part of the GLC. Generally, they did not draw a distinction between the supporter and member of the charter proposals. Rather it was felt by many respondents that agents were a key part of the rental experience with a number of negative experiences of agents provided. There were questions around the enforcement of the GLC if an agent took on the landlord's responsibility. A few organisations who represent agents responded who were keen for the GLC to support good practice which they cited and saw agents as champions of the GLC who could encourage the landlords they work with to sign up.

Operation of the Good Landlord Charter

Views on the operation of the GLC mainly focused around preferred board members on the charter. There were numerous comments about funding/cost and enforcement of the GLC. Overall respondents were clear that however the GLC operates it must not be too bureaucratic and should make a difference to tenants. The proposed board members included tenants from mainstream and specialist housing, agents, disabled people, students, the Universities and landlords. It was also proposed that there should be independent board members as they would be less likely to lose sight of the bigger picture.

Throughout the consultation comments were made in regards to definitions within the proposals and questions around how the GLC would be enforced and monitored.

Respondents were keen to understand how tenants would be able to report landlords who did not comply and what the sanctions for non-compliance would be.

Next steps

The results of the consultation along with other consultation activity including focus groups undertaken in 2024 will be support the development of the GLC over the next year. Additionally wider findings in terms of views on renting in Greater Manchester from this consultation will be used in the development of the GMCAs work in regards to housing.

Overview of respondents

275 individuals or organisations responded to the consultation with over half of the responses being tenants of a private landlord.

Respondent Type

Group	Number of responses
Tenant of a private landlord	156
Tenant of a housing association or council	27
Private landlord	32
Social landlord	5
Organisation working with tenants, landlords or agents	18
Letting agent	1
Public sector	5
Interested resident	14
Other	17
Total	275

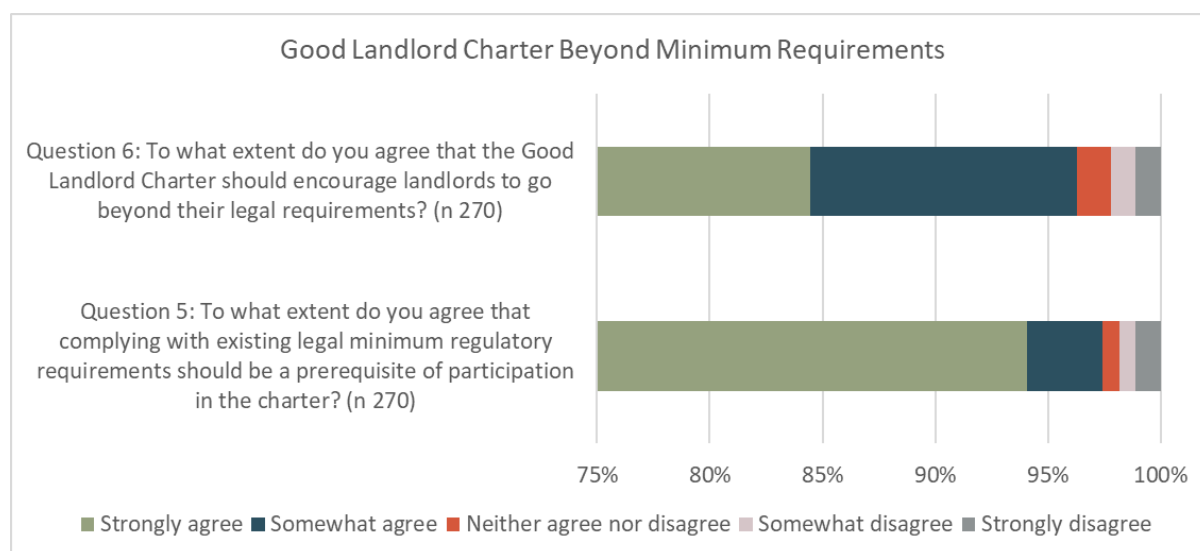
Respondents' location

183 tenants responded to the consultation and there were three responses from tenants who are not a tenant in Greater Manchester. Of the 180 tenants who are a tenant in Greater Manchester, the majority were from Manchester with 117 responses followed by 18 responses from Salford tenants.

Eighteen organisations working with tenants, landlords or agents responded to the consultation, with 13 of them operating across all of Greater Manchester. 32 private landlords responded to the consultation, with the most common local authority of operation being Manchester, with 13 landlords. Five social landlords responded to the consultation, with 2 operating in each of Manchester, Oldham, Rochdale and Salford.

Above legal minimum standards

This section explores the responses in relation to the whether the GLC should go above legal minimum requirements. Most respondents agreed that the GLC should go beyond legal minimum standards. Of the private rented sector tenants responding to this question, none selected 'somewhat disagree' or 'strongly disagree'. Nearly all the social rented tenants responding to this question selected 'strongly agree'.



94 respondents provided further comments how compliance with existing legal minimums should be assured (e.g. property checks, submitting certificates). Respondents suggested a combination of self-assessment, provision of evidence and property checks. Respondents also raised concerns that any checks should not be difficult or onerous and warned against additional costs being passed onto tenants. There were proposals by some that any checks should be undertaken by an independent or third party. Some respondents questioned how compliance would sit beside the proposals in the Renters Reform Bill and for social housing the requirements from the Regulator of Social Housing (RSH).

Understanding legal minimum standards and existing regulatory requirements

Some respondents mentioned that good landlords would not struggle to demonstrate adherence to the minimum legal standard however new assurance needs to be proportionate and not onerous. It was important to some that there should be an

element of rewarding those who try to do the right thing. Collaboration in the form of peer-to-peer landlord reviews as well as between local authorities, was suggested as a way to encourage improvement, share information and share best practices.

Comments were made regarding existing regulation or schemes and upcoming legislation, and it was suggested that these be considered when checking compliance with existing legal minimums for the Good Landlord Charter. Specifically, references were made to the Renter Reform Bill and the Regulator of Social Housing.

There were many responses regarding the portal introduced by the Renters Reform Bill which requires landlords to register themselves and their properties. The respondents suggested that this should be the method to check compliance rather than a separate Good Landlord Charter or Local Authority portal, as *'requiring landlords to submit documents twice ...would be a duplication of effort with no benefit.'* (Organisation working with tenants, landlords or agents).

Some comments suggested that being part of the Property Redress Scheme ensures ongoing compliance and exceeds the standards of licensing programs. One organisation believed that membership of an existing accreditation scheme should qualify as evidence of minimum legal compliance. *'Where landlords are using an accredited agent, this should qualify as evidence of minimum legal compliance.'*

Property checks

There was a lot of support across the respondents for property checks, although they gave differing opinions in type and frequency of checks. Some respondents suggested regular or periodic checks whereas others indicated that they would find spot checks/random checks more effective. Many expressed that the checks should be carried out by an independent/third party which one private rental sector tenant said would be *'to verify the actual state of a property instead of box ticking'*.

A private landlord commented that a check *'should resemble in some ways the property checks a conveyancer carries out on behalf of a potential buyer,'* and *'inform both prospective landlords and tenants what the legal requirements are'*

whilst another private landlord expressed that they should be executed in a similar way to the 'Care Quality Commission or Ofsted'.

Some concern arose regarding the cost of these checks and who would ultimately pay for them with one private landlord stating they *'already pay for this through an HMO licence so wouldn't want to have to duplicate payment.'* A further concern was raised in relation to the capacity of local authority enforcement teams to carry out the checks.

A few comments were made about a property register. One comment proposed that a register should be used to check a property and any history of works that have been carried out whereas another comment said any need to register properties with the Good Landlord Charter should be done through an efficient system that reduces the administrative burden for large-scale landlords.

Tenant verification, surveys, or references

There were many comments that supported a survey, questionnaire, or reference to ascertain feedback. Explicit suggestions were tenant references, tenant satisfaction surveys, tenant surveys against the charter criteria, feedback on landlord, feedback on property condition. There were also suggestions regarding who would carry out the feedback, including current tenants, previous tenants, landlords and letting agents. Respondents commented on the content of the feedback and what information it should extract.

Some respondents mentioned the need for surveys to be carried out against evidence such as property checks, virtual evidence and proof that tenants live in the property. Many felt any checks should be by an independent or external party. One respondent expressed that measures would need to be taken to ensure the feedback process is impartial, transparent, and reliable and another emphasising that the process should not be one sided or geared in the favour of one party.

Certifications and documentation

Respondents expressed support for landlords to submit required or relevant documentation and certifications. One respondent commented that the evidence needs to be hard to fake and another commented that the parameters for what type

of evidence needs submitting should be clearly defined. Some respondents used 'documentation/certificates/report' as a general term, which they were in favour of, whereas others made specific suggestions of what should be submitted. These included: proof of deposits with relevant tenancy deposit schemes; housing standards certificates; gas safety and electrical safety certificates; EPC/energy efficiency certificates (with explanations as to why some properties will not meet grade C); accreditation from a hygiene/safety standards program; inspection reports, evidence of carbon monoxide detector and legal records if appropriate.

'At a minimum, landlords should have to submit certification proving compliance with existing legal minimums and evidence of accreditation. As this is evidence that they should already have, this is a low-cost, low-effort barrier to entry.' (Organisation working with tenants, landlords or agents).

There were comments regarding how the evidence would be submitted with suggestions including an IT based system, an online portal, an online CRM tool. It was important that these systems were easy to use and did not create additional costs.

Process for reporting landlords

A common theme was the need for a process for reporting issues such as reporting non-compliant landlords, those who fail to maintain legal minimums and tenants being able to highlight general issues. One respondent suggested an 'audit trail' type of system.

A suggestion from an organisation working with tenants, landlords or agents suggested *'some kind of measure to incentivise tenants to report landlords who fail to comply with existing legal minimums could also be effective if advertised properly. This could be a relatively low-cost way to turn residents into an army of enforcers.'*

Self-assessment

A few responses submitted by private landlords supported the use of self-certification, self-compliance' or self-assessment processes, in tandem with other assurance measures with one social landlord suggesting including the provision of assurance that legal minimum requirements have been met and, where there are

exceptions, plans are put in place to bring the landlord back into compliance within clear timeframes.

However, other respondents were critical to this method, with one stating that they *'argue against a form of 'self-compliance' and landlords self-regulating themselves to meeting the standard. There needs to be a form of independent regulation, but also reflecting the resource pressures facing local authorities, building control teams and health and safety teams.'*

'To prevent potential gaming that arises from self-reporting, random property checks could be conducted where practicable for additional accountability, though this needs to be aligned to the powers already being private rented sector and should be aligned to the social housing regime where that is possible to do.' (Social landlord)

The characteristics of good renting

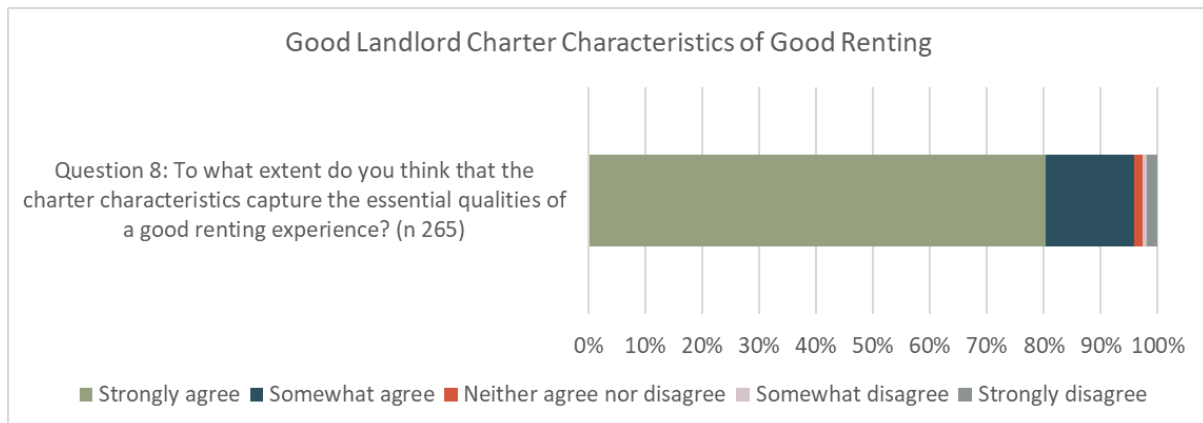
Seven characteristics with associated criteria were proposed which describe the qualities of a good renting experience.

- Affordable
 - Clear and fair rent review or setting process
 - Giving a fair amount of time to tenants who struggle to pay their rent
 - Properties meet EPC C as a minimum, within achievable timescales
 - Not using mandatory rent arrears ground (social landlords only)
- Inclusive
 - Make or facilitate reasonable adaptations to properties, where needed by the tenant, and where applicable join an adaptations register
 - Make a demonstrable commitment to accepting tenants from any background
- Private and secure
 - Tenants are able to make reasonable changes to their home
 - Access to a tenant's home should be by agreement, except in an emergency
- Responsive
 - Published, timely, target response times
 - Clear complaints policy, with an independent stage
- Safe and decent
 - Effective approach to property inspection
 - Fit and proper person check
 - Any work/repairs done by a qualified or competent person
 - Adopt standards on what should happen at the start of a tenancy
 - Space standards and amenities
- Supportive
 - 'Commitment to Refer' tenants at risk of homelessness to council
 - Transparent, easy to understand contracts
 - Adopting advertising / viewing standards

- Providing / signposting tenants to useful information
- Well managed
 - Landlord must be able to demonstrate accreditation or training, or use an accredited managing agent
 - Clear start and end-of-tenancy process

Most of the responses showed support for the charter characteristics, with 213 selecting 'strongly agree' and 41 selecting 'somewhat agree'. Only seven responses selected 'somewhat disagree' and 'strongly disagree'.

None of the private rented sector and social rented sector tenants responding to this question selected 'somewhat disagree' or 'strongly disagree'.

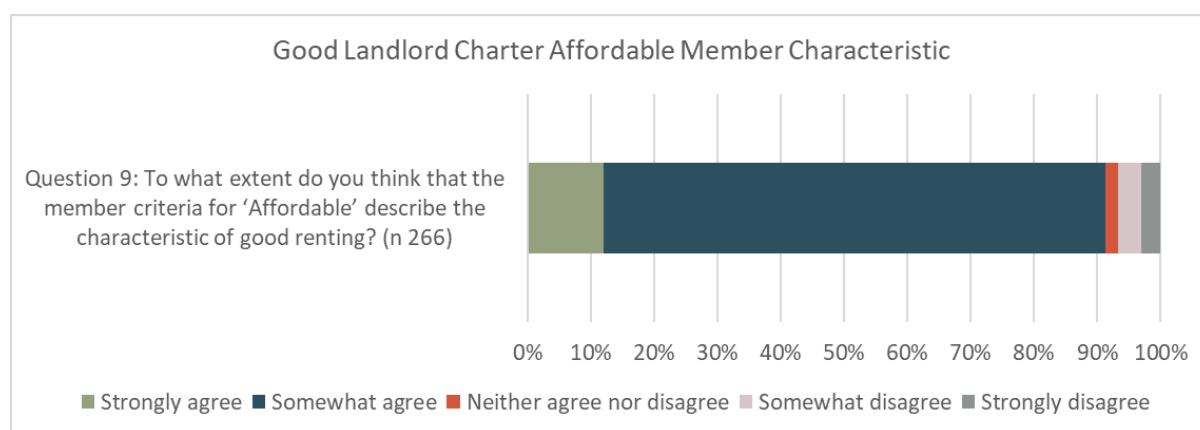


The following sections explore the feedback received on each member criteria.

Member criteria: Affordable

This section explores the responses in relation to the member criteria Affordable.

The *Affordable* characteristic's member criteria received the lowest number of responses selecting 'strongly agree' with 32, but received the highest number of responses selecting 'somewhat agree' with 211. Of the private rented sector tenants responding to this question, only three selected 'somewhat disagree' or 'strongly disagree'.



77 respondents provided further comments on the affordable characteristic and associated criteria. Generally, respondents were positive about the member characteristic Affordable and associated criteria. Most comments were in relation to rent setting and EPC C. Very few commented on the criteria in relation to rent struggles or rent arrears.

The majority of respondents were positive about a form of setting or limiting rents, proposing various options on setting rents such as using local incomes. However, several private landlords commented that rents are market led and should not be limited by a formula. They were also concerned that the 'bad' landlords would not sign up to the charter and that they are ones who are often setting unfair rents. Examples of experiences of unfair rent increases and the consequences of them were provided in some responses.

The main comments in relation to rent struggles were examples of landlords providing good practice in supporting tenants.

In relation to EPC C, support for the criterion was mixed. Landlords and tenants raised a concern that not all properties may be able to meet EPC C.

Rent setting: A clear and fair rent review or setting process

Respondents to this criterion were generally supportive of a clearer and more open rent review and setting policy. A few respondents did note that the term affordable is subjective and would need to be carefully defined. Some private landlords commented that they already ensure that the rents that they set are affordable and do not increase rents significantly.

Respondents who agreed that there should be a rent setting process proposed various options to set rents. One landlord respondent suggested that rent should not cost more than the mortgage would cost on the property. Rent increase related to CPI was proposed by another respondent. Other examples included looking at options such as local wages in relation to rents and considering the local area, this was also suggested by private tenants.

“Within reason (e.g. a bus driver should be able to afford to rent a 3 bedroom house if they have a family but not necessarily a mansion), I think rents, and particularly rent price rises should adopt some if not all of the facets of the pension “triple lock” system, to deter unnecessary or unfair hikes.” (Private Rented Sector Landlord)

“... no reasonable landlord would find disagreeable would provide peace of mind to tenants who rent from a participating landlord that they won’t be hit with a (for example) 30% rent increase that upends their life.” (Private tenant)

Some private tenants responding called for a rent cap or rent control. There was also a response asking to limit rent bidding for homes, citing examples of how this increases rents. One respondent cited the rent control experiences in Scotland as an example of where rent controls or caps have not worked in their view. Responses also included personal experiences of rent increases and the impact this has had on individuals including leaving existing communities and risks of homelessness.

The private landlords who disagreed with the affordable member criteria argued that the market was enough to set rents and that this is an area which the GLC should not intervene in. They however did recognise that rents need to be fair and felt that

the market did this. One private landlord respondent noted that the GLC fee would lead them to increase rents for their tenants by passing on the cost.

The organisations representing landlords and tenants all agreed the need for fairness in rent and generally highlighted similar challenges in this criterion. A number noted that the Renters (Reform) Bill will cover similar areas and there is a need not to create extra burden.

Rent struggles: Giving a fair amount of time to tenants who struggle to pay their rent

There were few comments in relation to this criterion, the main comments focussed on existing good practice around supporting tenants in their homes. Examples of how tenancies had been supported to be maintained through the Covid-19 pandemic were cited.

It was noted by the PayProp that fair amount of time needs to be considered in relation to pressures on a landlord. For example, those who are leveraged and have agreements with their lenders.

EPC C: Properties meet EPC C as a minimum

Private landlords were concerned that not all stock was possible to meet EPC C due to EPC methodology and the age and type of housing stock in Greater Manchester. Respondents suggested that there should be an assessment of the ability of the home to meet EPC and landlords should show that they are meeting the need as far as practicably possible. One respondent suggested that this requirement should only be for those landlords who do not include bills as part of the rent that they charge.

The Royal Institute of Chartered Surveyors (RICS) commented on the potential costs of meeting EPC C and the impact this may have on tenants' rents:

“Many landlords have previously told RICS about the challenges of meeting EPC C under previously proposed timeframes by UK Government. This was due to inflationary pressures pushing the cost of energy-efficiency improve works higher. For many landlords, meeting current MEES EPC E requirements cost several hundred pounds to comply with, whereas EPC C is likely to be several thousand due

to the nature of the works required. If a landlord, without fiscal support, were to undertake improvements, the cost of meeting EPC C risks being reflected in higher rents.” (RICS GLC 2024 consultation response)

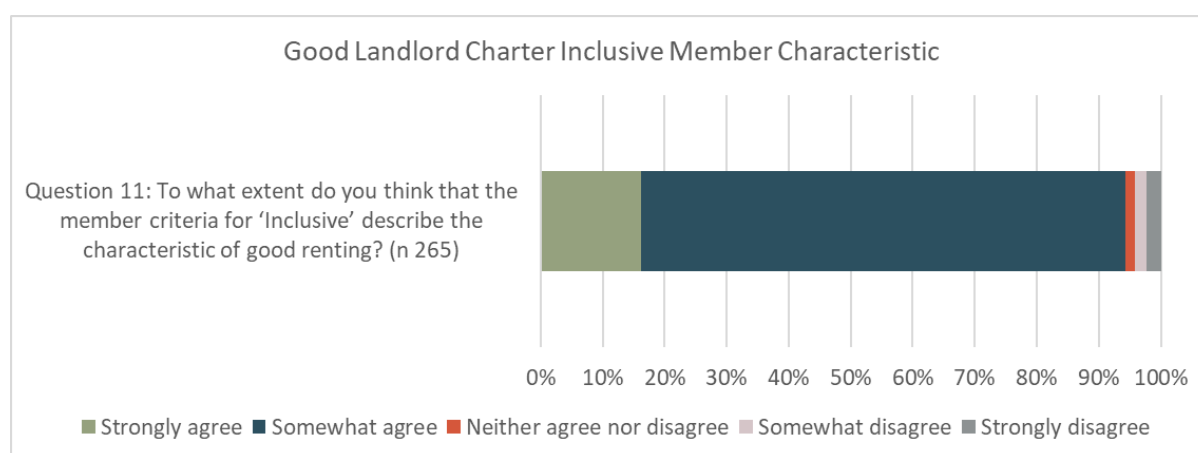
Private tenants were supportive of homes being a minimum of EPC C. One respondent suggested that landlords could be signposted to retrofit support services to enable the home to meet EPC C. Another respondent requested that homes were inspected for EPC during tenancy citing a concern that energy efficiency can decrease over time. Social landlords were also supportive of the move to EPC C for properties but noted that there was a wider issue concerning national shortfall in resources to meet EPC C.

Rent arrears grounds: Not using the mandatory rent arrears ground (only applicable to social landlord members)

There were few comments about this criteria. Greater Manchester Citizens Advice and Nationwide Building Society both advocated for the extension of the pre-action protocol to the private rented sector. Only one private landlord noted a concern around not using mandatory rent arrears ground. No other landlords commented on this area. One private tenant noted that no fault evictions needed to be removed to ensure that the GLC can operate.

Member criteria: Inclusive

This section explores the responses in relation to the member criteria inclusive. The *Inclusive* characteristic's member criteria received a low number of responses selecting 'strongly agree' with 43, but received a high number of responses selecting 'somewhat agree' with 207. Of the private rented sector tenants responding to this question, only two selected 'somewhat disagree' or 'strongly disagree'. Only one of the social rented sector tenants selected 'somewhat disagree'.



59 consultees provided further views on the 'Inclusive' characteristics and associated criteria. There were a variety of comments in relation to member characteristic Inclusive and associated criterion. Many of the comments questioned how inclusiveness would be measured, or detailed additional ways the charter should and/ or could measure inclusiveness. Respondents also covered themes of income discrimination and different expectations for different types of landlords.

Comments about making or facilitating reasonable adaptations where needed were from private landlords who generally cited cost and funding concerns over making adaptations to their properties.

The main comments in relation to demonstrating commitment to accepting tenants from any background criteria were around discriminating people on low/ no incomes in renting. Some private landlords responding commented that they should be able to choose who they want as tenants, especially if they didn't want those on low/ no incomes. Whilst organisations who work with tenants and private renters were more

concerned over the lack of protection for those on low incomes/ in receipt of housing benefits. More details on the responses are listed below.

Make or facilitate reasonable adaptations to properties

Respondents to this criterion were generally supportive of making adaptations if they were reasonable, and funding was made available to do so. Funding and grants were noted as the key reason for supporting this criterion. Additionally, there was an ask for a clear definition of a “reasonable adaptation”. One respondent suggested that it should be mandatory for landlords to report on the accessibility standards of their property in a similar way to EPC status.

The cost of adapting properties was raised by a number of respondents.

Respondents noted that there needed to be clear information on accessing grants such as Disabled Facility Grants. There were also comments noting the difference in funding responsibilities of social and private landlords.

Two private landlords who did not support the criterion said that it was not their role to adapt their properties for tenants, in particular one private landlord said they “...*should not be expected to make adaptations to their property for [a] disabled tenant*” (private landlord) while another said that if a tenant requires adaptations, then they should be eligible for social housing, instead of the private rented sector.

A tenant in the private rented sector thought that any mandatory requirements to make property adaptations was concerned that landlords to leave the sector and/ or risk increases in rental prices. While one respondent suggested caveats would be needed so that, where a landlord is unable to be inclusive e.g. unsound structure of property preventing adaptation work, the landlord is not penalised.

Make a demonstratable commitment to accepting tenants from any background

Responses to this criterion were mixed. Generally, organisations who work with tenants were concerned that at present, and even with a charter in place, those who are on low or no incomes are discriminated against when renting homes. A few comments called for more stringent measures to be put in place for landlords to demonstrate their commitment to being inclusive, as well as questioning how this

would be confirmed in practice. The limited scope of the Equality Act 2010 was noted which does not protect tenants from income discrimination. There was a suggestion that the GLC could implement the proposals relating to discrimination in the Renters Reform Bill prior to implementation.

"given the UK Government's proposals as part of the Renters (Reform) Bill to prohibit landlords from discriminating against tenants in receipt of benefits 'No DSS' or those tenants with families, we believe the charter could reflect these principles prior to the proposals being made into legislation". (Organisation working with tenants, landlords or agents)

Private landlords generally felt that they should be able to choose tenants and shouldn't be forced to have tenants who would struggle to pay rent for example. Insurance was mentioned as a barrier to private landlords renting to those in receipt of housing benefits. A tenant of a private landlord commented *"it is an absolute nightmare trying to find privately rented accommodation for people on UC [Universal Credit]"*.

A social landlord said that their organisation accepts tenants from most backgrounds, but that there is a small list of those they don't accept, such as those with convictions of a violent nature. Therefore, this criterion must be flexible to allow for case-by-case assessments.

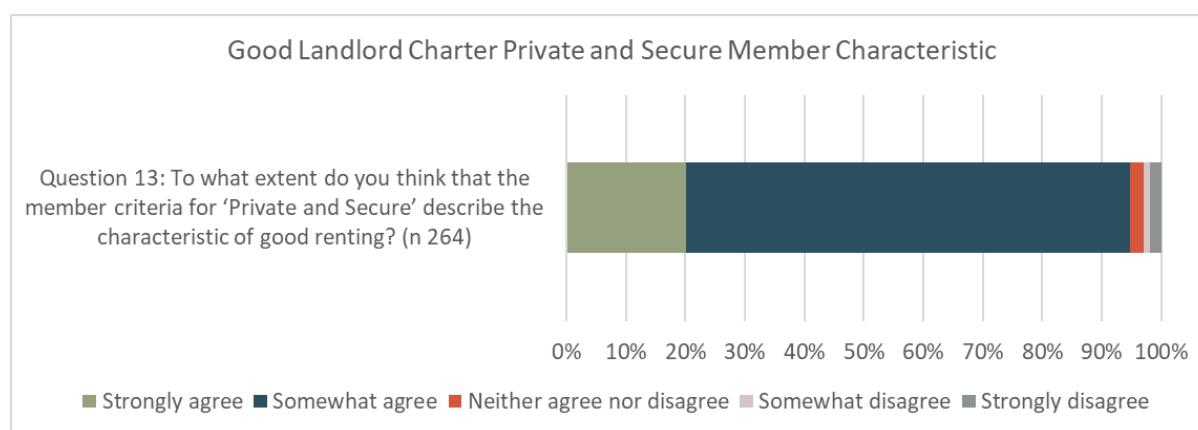
Several comments suggested that the charter could provide support and advice to enable them to be inclusive. These suggestions included support for language barriers, supporting those tenants without references and specific needs of disabled people and those escaping domestic abuse. One private landlord commented that there should be an *"option for Landlords to have an advanced DBS check to allow links with domestic violence charities/refuges..."*.

Discrimination protection in terms of lettings due protected characteristics (e.g. LGBT) or household needs (e.g. pets or smokers) were also made. One respondent also noted that international students often face discrimination due to their inability to physically inspect a property prior to moving in.

Member criteria: Private and secure

This section explores the responses in relation to the member criteria private and secure. The *Private and Secure* characteristic's member criteria received a low number of responses selecting 'strongly agree' with 53, but received a high number of responses selecting 'somewhat agree' with 197.

None of the private rented sector tenants responding to this question selected 'somewhat disagree' or 'strongly disagree'.



59 consultees provided further views on the 'Private and Secure' characteristics and associated criteria. In general respondents were positive about the *Private and Secure* characteristic, and the associated criteria. There were very few comments in disagreement about the need for tenants to have a private and secure home. One comment from an interested resident said the criteria are too vague to be enforced, with a comment from another noting that there is limited enforcement for landlords who breach access legal requirements. Some responses suggested other aspects of privacy and security that should be included in the Charter, which are discussed further in this section.

Reasonable changes: Tenants are able to make reasonable changes to their home

Respondents to this member criteria were generally supportive that tenants should be able to make changes to their property within the remit of "reasonable changes". The importance of being able to personalise a home was raised. Crucially, there was

agreement that changes could only be made if the property is returned to its original state, with one private landlord proposing increased deposits in case of properties not being returned to their original state. The respondents mostly suggested that the duty to return a property to its original state lies with the tenant, but one said that where possible it should be the landlord's responsibility.

"...within reason the responsibility to return the flat to its previous state should fall on the landlord e.g. rectifying minor instances of wear-and-tear such as Blu Tack stains." (ACORN, Organisation working with tenants, landlords or agents)

Respondents mentioned the need for there to be a clear definition in terms of changes to avoid conflicts or evictions and no changes which are extreme or devalue the property. A social landlord said that defining reasonable changes must not lead to additional disputes when a tenant leaves a property.

There were some responses which disagreed with this member criteria. One respondent, a private landlord, said that current legislation already protects the right to make reasonable changes, so it is therefore "unnecessary" for this criteria to be included in the Charter. While another private landlord disagreed that tenants should be able to make reasonable changes as allowing alterations "undermines the landlord's position".

In addition, a couple of tenants of private landlords, as well as an organisation, raised the importance of pets because they can be easily refused by landlords. The respondents say that landlords should have no refusal for reasonable requests.

Landlord access: Access to a tenant's home should be by agreement, except in an emergency

Respondents to this member criteria were mostly supportive, with agreement across the respondent groups that landlord visits must be given permission and notice, except in emergencies, one respondent asked for a definition of "emergency".

Agreement in terms of access times and reasons was also mentioned.

Understanding and communication with tenants was mentioned:

"...some tenants find it very uncomfortable having other people in their homes, whether that be due to disability or personal preference. It is important for landlords

to demonstrate understanding and awareness of this in communicating with tenants and trying to arrange access.” (Social landlord)

A tenant of a private landlord stated it is often agents not landlords who visit properties, without giving 24 hours’ notice, and so the role and requirements of agents needs to be defined as this relationship can be more important on a practical level. For instance, an organisation’s standards require agents to carry out inspections on properties “periodically”, as agreed with landlords.

Respondents noted that that this member criterion reflects best practice which responsible landlords will already carry out. Nevertheless many respondents showed support for the issue to be reinforced in the Charter, with examples of landlords seeking access to their property or commission work without sufficient notice.

A tenant of a private landlord raised that it can be an uncomfortable situation for inspectors or landlords to take pictures and videos whilst tenants are living in the property, thereby intruding on privacy.

It was proposed that evidence of violations where landlords enter properties without notice and prior consent can be submitted to GMCA or local authorities by tenants.

Additional criteria

Some respondents suggested other aspects of privacy and security that should be included in the Charter.

An organisation said that security of tenancy is about much more than is in the Charter, as eviction without needing a reason is a problem that is not included as member criteria for *Private and Secure*. The organisation stated that without a commitment from landlords not to abuse Section 21, the Charter risks inviting bad landlords as members. It is important to introduce open and accurate communication of intentions, and so security of tenancy should be included as member criteria.

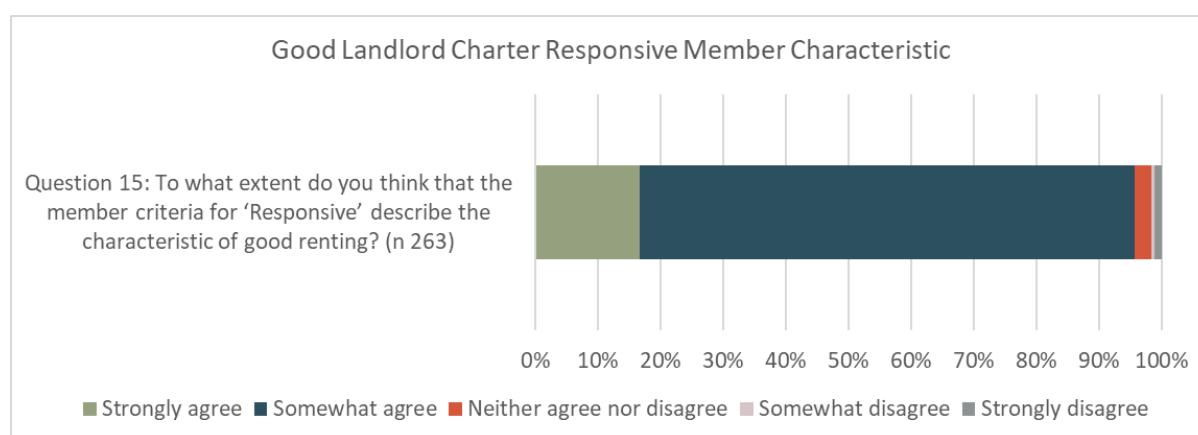
Tenants of private landlords also mentioned concern that raising issues with a property can result in eviction, as well as making changes leading to eviction. Whilst, a couple of respondents recognised that stronger protection from eviction would be secured with the passing of the Renters (Reform) Bill.

Furthermore, some respondents said that there needs to be more in the Charter regarding the physical security of properties for tenants, with suggestions such as certified locks on property doors, fire inspections by a competent officer and a minimum standard of measures to provide security.

A tenant of a housing association or council stated that for social landlords the Charter should address anti-social behaviour, citing a situation where tenants in a building were left feeling unsafe by another tenant's behaviour, causing safety concerns. The respondent says that this doesn't meet the current private and secure criteria, so should be included.

Member criteria: Responsive

This section explores the responses in relation to the member criteria responsive. The majority of respondents agreed that 'Responsive was a characteristic of good renting a low number of responses selected 'strongly agree' (44), but a high number of responses selecting 'somewhat agree' (208). None of the private rented sector and social rented sector tenants responding to this question selected 'somewhat disagree' or 'strongly disagree'.



59 respondents provided comments on the responsive characteristic and related criteria. In general, respondents were in favour of the 'Responsive' Characteristic however many expressed the need to know more about the definition of responsive and how it could be monitored. There was agreement from some responses that good communication and responsiveness from both the landlord and the tenant are beneficial. Private landlords also expressed the need for consideration of time-hindering factors. Respondents were overall in support of a clear complaints policy with an independent review and gave their own accounts of issues they have faced with current complaints procedures. Many respondents noted the challenge of developing a complaints procedure amongst existing and new procedures (such as complaining to an estate agent or the private renter's ombudsman as part of the Renters (Reform) Bill) and the confusion this could lead to.

Published, timely, target response times

Many respondents commented that for this criterion to be effective, a baseline or definition should be established for what constitutes as a 'timely' response time.

Suggestions included predetermined times should also vary depending on the type of urgency of the issue. Many suggested that a target response would be best, used in tandem with categories of issues with set actions and timings dependant on the scale and urgency of the issue. There was also mention of estate agents and property managers responsibility and role in response times.

Multiple responses from private landlords noted that timescales and published responses should make allowances for delays due to the tenant, for factors outside of the Landlords control and consider other properties landlords may have. Private landlords specifically named finding available and reliable contractors as a factor that affected their response time, with one respondent suggesting that an approved list of contractors specifically for Good Landlord Charter landlords would be beneficial.

All respondent types suggested that responsiveness should apply to more than just repairs.

‘Responsiveness should be more than about repairs. This is about any issues the tenant may have, whether that’s about their rent, anti-social behaviour, or any other management issue. Reference to ‘responding satisfactorily’ could be strengthened with clear service level agreements or reference to regulatory requirements where applicable. As we know, from customer insight and engagement, that communication and ‘being kept in the loop’ is the biggest concern for most tenants. (Social Landlord)

Good communication was mentioned as a way to work towards good responsiveness, with one respondent saying that a range of channels of communication should be available to tenants, (on-line, messaging, telephone and face-to-face) and others saying that channels and opportunities to report issues and communicate about being responsive should be clear and frequent.

One private landlord commented that *‘tenants need to be responsible too by responding to communications from landlords’* and another said that *‘good communication is always the solution.’*

Some respondents talked about how there would be a need for monitoring and enforcement of landlord responsiveness and the practicality of this. One private

sector tenant spoke of how monitoring and comparing response times of those signed up and not signed up to the Good Landlord Charter would 'boost standards.'

Clear complaints policy, with an independent stage

Respondents were generally in support of a clear complaints policy, with an independent stage but commented on the challenges around this including if the tenant is dealing directly with a landlord without an agency. It was also commented that there should be a clear complaints procedure in place if repairs go wrong or tenants are unhappy with the service provided. One private landlord responded, '*any good landlord would welcome the ability to have an independent review of a complaint.*'

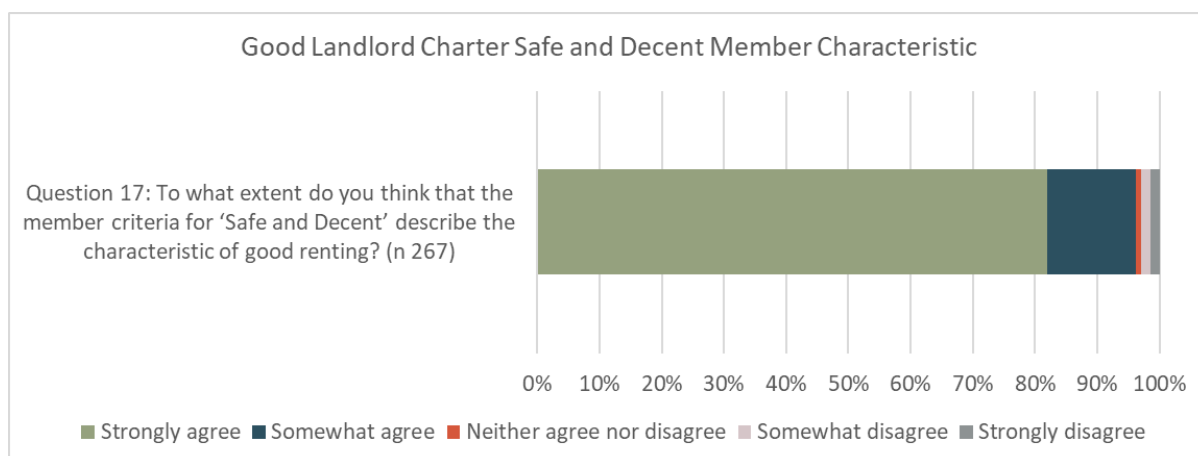
Tenants and organisations working with tenants, landlords or agents have both mentioned that there should be pre-determined consequences for landlords for not carrying out repairs with some giving the same example consequence of a rent reduction during periods of outstanding repairs. In contrast, one Organisation commented '*if the breach in standards is due to a lack of care or neglect by the tenant, the landlord should not be liable for the violation*'... '*to ensure that the standard of homes improves, resources should be focused on providing information to landlords and support to enable them to meet the standard, rather than using fines as a first response to any breaches.*' (PropertyMark, Organisation working with tenants, landlords or agents)

Many respondents noted the correlation between a tenant reporting to/complaining about a landlord and their levels of distress or fear. It was noted by one respondent that students face unique challenges in the private rented sector which can lead to increased vulnerability, fears to raise concerns and potential repercussions.

Some comments from organisations working with tenants, landlords or agents referred to the new private renter's Ombudsman that will be created as part of the Renters Reform Bill. One saying that, for creating complaints, this should bridge the gap and others fearing that an additional Good Landlord Charter complaints scheme on top of this could create confusion and should only act as a signpost to redress options.

Member criteria: Safe and Decent

This section explores the responses in relation to the member criteria safe and decent. The *Safe and Decent* characteristic's member criteria received the highest number of responses selecting 'strongly agree' with 219, along with 38 responses selecting 'somewhat agree'.



56 respondents provided further views on the 'Safe and Decent' characteristics and associated criteria. The responses to safe and decent were mostly positive, with suggestions of how the criterion could be improved. Most responses to the Fit and Proper Person Check were supportive. Generally, respondents supported the Any work/repairs done by a qualified or competent tradesperson criteria, but thought that smaller repair jobs were fine for landlords to undertake. The Adopt standards on what should happen at the start of a tenancy criteria received support from respondents, with suggestions that contracts should be vetted by external parties.

Fit and proper person check

There was agreement by some respondents that landlords should receive checks, and perhaps by a third party. A tenant of a private landlord welcomed checks as they relayed their experience of being made homeless due to a landlord stealing rent from them and failing to pay the mortgage for the property. They also made the point that tenants are referenced and therefore, landlords should be too. An organisation recommended that landlords *"need to receive a license issued by independent property inspectors before being able to let their properties."*

Another organisation set out that:

“We don’t see why some sort of test (as established in the 2004 Housing Act) should be applied to all landlords under the scheme. Being a landlord is a serious business which also involves a high level of influence on people’s lives – such as through property access and inspection. We think that the failure to address this issue might lead to a certain level of confusion in the public’s mind as it would properly, rightly in our view, presume that any local authority endorsement that a landlord is a good landlord would involve some form of ‘fit and proper’ determination.

You seem to say that this aspect of a check is even more difficult for a large (social) housing provider to meet. We disagree.” (Salford Citizens Advice, Organisation working with tenants, landlords or agents)

Any work/repairs done by a qualified or competent tradesperson

Respondents generally agreed that a qualified or competent tradesperson should carry out repairs. Some respondents stated that landlord repairs can often be unsafe and that any contractors must be able to demonstrate their skills. While social landlord respondents noted that they already have maintenance services.

Most private landlords suggested that smaller repairs can, and should, be undertaken by landlords and cited cost/expense as reason for this. Some private landlords mentioned the lack of available tradespeople for smaller landlords as they are contracted to bigger jobs. One said this results in them resorting to “quick fixes” for certain issues. Additionally, one private landlord thought it was not their responsibility to address every single issue, citing that damp caused by lack of ventilation is up to the tenant to resolve.

Respondents questioned how competency would be measured, and how tradespeople would be regulated. One organisation suggested that the GMCA could introduce a regulation scheme for tradespeople, which would have the dual benefit of guaranteeing them work and assuring quality. Another response suggested that this criterion could follow Scottish Government standards in repairs to private rented

homes, where it is the landlord's responsibility to check that pipes, tanks and fittings are free of lead for example, citing guidance¹.

Adopt standards on what should happen at the start of a tenancy

There was agreement that there should be standards at the start of the tenancy/viewing. A few organisations and tenants suggested standards at the start of tenancy and/or viewing stage, should be submitted to an external or neutral party. One organisation highlighted that this criterion is particularly challenging for students where their tenancies often run in line with academic years, which can cause difficulty with storage, wellbeing and improvements being made in time for the start of the next tenancy. The organisation recognised that this issue may be improved through the Renters (Reform) Bill but stated that the Charter could assist with tackling this issue for students.

Two organisations said that these checks are especially necessary in the private sector. Whilst another organisation stated that this criterion is linked to the Decent Homes Standard and that they were concerned that going beyond this without consideration of resources. Finally, a social landlord was concerned that there is too much subjectiveness within the criteria.

Some respondents (from social rented sector tenants and a private landlord) mentioned a preference of appropriate floor coverings as essential. A private landlord said that their *"experience is, the more the tenant demands, the shorter they are likely to want to stay"*. Additionally, the same landlord said that tenants who intend to stay long-term are happy to fix things themselves. A tenant of a private landlord said that the social sector should be prioritised in this criterion as they *"have lower incomes and cannot afford new carpets/curtains/cooker etc"*.

Space standards and amenities

There were a few comments in relation to this criterion. One organisation said that they'd *"welcome more information about the limited number of standards for priority areas that go beyond the Decent Homes Standard"*.

¹ <https://www.gov.scot/publications/repairing-standard-statutory-guidance-landlords/pages/14/>

One private landlord commented it is the tenant's responsibility to know how much space they need, and that they will only accept a property where they deem it has enough space. Another private landlord called for the use of a standard for room sizes and quality of accommodation.

A tenant of a private landlord was concerned that councils do not enforce legal minimum space standards in properties, and that local governments need to crack down on this. Another response set out that this criterion should mandate white goods in rented properties. There was also one comment which suggested that "lead-free' is specified as a benchmark for a 'decent home'".

Additional characteristics

A few responses recommended additional ways the safe and decent characteristic could be improved. For example, a private landlord requested that advanced DBS training where they have tenants who are from vulnerable backgrounds, as well as mandatory GDPR training. Another organisation set out that the charter should require safeguarding of tenants. A social landlord suggested that 'free from psychological harm' should be defined "as a result of the decency of the home". The same landlord also called for recognition of where landlord responsibilities ends, and statutory services begin as part of the safe and decent characteristic.

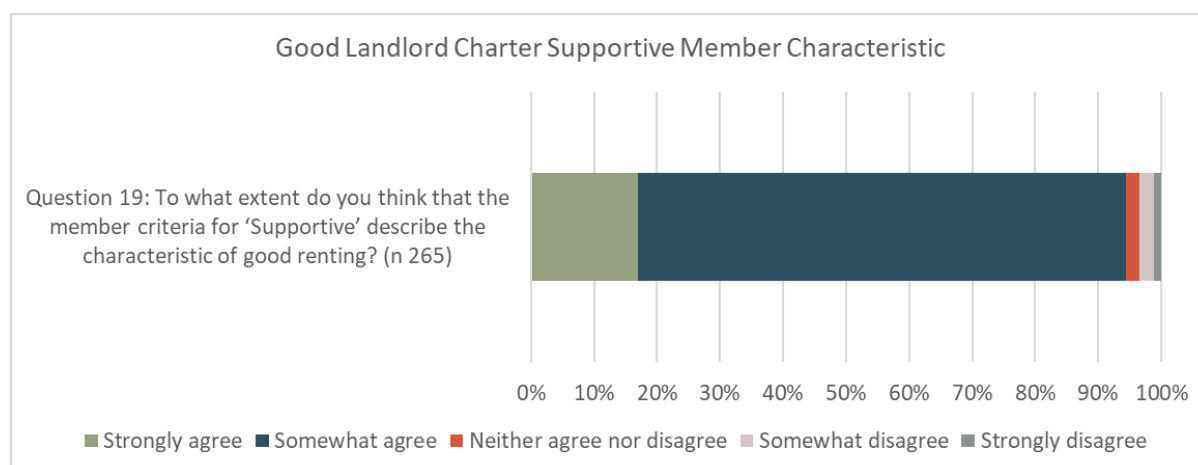
Some respondents suggested fabric and overall condition of a property should be included within the safe and decent characteristic. Similarly, a private landlord thought an obvious health and safety requirement should be included.

An organisation spoke for the importance of lead exposure mitigation in the charter, citing the requirement by Scottish landlords as an example. Similarly, one comment set out that United Utilities Water offer grants towards the cost of removing lead from private properties, and proposed that this information should be shared within the Charter. Another organisation detailed the inclusion of flood risk in the charter and thought that landlords should be encouraged to seek flood insurance.

A few other comments supported the notion of a tenant portal containing information and advice around unsafe homes.

Member criteria: Supportive

This section explores the responses in relation to the member criteria Supportive. The majority of respondents agreed that supportive was a characteristic of good renting. The *Supportive* characteristic's member criteria received a low number of responses selecting 'strongly agree' with 45, but received a high number of responses selecting 'somewhat agree' with 205.



42 consultees provided further views on the 'Supportive' characteristics and associated criteria. Responses to the supportive characteristic were mostly positive. However, there was caution as to how much landlords should be involved in supporting their tenants mental (and sometimes, physical) health needs, with reference to blurred lines between what is the responsibility of a landlord, and what is the responsibility of the state. The commitment to refer tenants at risk of homelessness to the council criterion received mixed responses of support and opposition. The transparent, easy to understand contracts criterion received overwhelming support, with suggestions of other ways contracts could be made easier to understand. The adopting advertising/ viewing standards criterion was generally met with support from respondents, and the providing/ signposting tenants to useful information criterion responses were also positive. Aside from responses to member criteria, there were comments related to the theme of blurred boundaries of landlord responsibilities to tenants.

One organisation thought that the proposals in the supportive characteristic were relatively in line with existing requirements and said that *“The proposed Property Portal being introduced by the Renters (Reform) Bill will also cover many of these areas. Any new requirements should build on these measures...”*.

A few responses suggested that insurance costs to landlords may prevent them from being supportive. For example, a private landlord said that *“until insurance is available for all rental types by all insurance companies at a realistic price”* then they would be unable to support tenants who aren’t working for example. Another private landlord suggested that if landlords must pay to join the charter, then there must be benefits to entice them to do so.

Commitment to refer tenants at risk of homelessness to the council

Respondents generally agreed with the principle of the criterion. There was an ask that a clear definition was applied from some respondents. While other respondents commented that there are already practices and resources in place that do this.

Safeagent suggested that agents have the potential to work in partnership with local authorities to prevent tenant homelessness. One response said this criterion is a great idea, and that there is an example of a managing agency who do this type of work in Sheffield. Both the role of the social housing sector was noted, as was the Renters (Reform) Bill which will preclude *“landlords from discriminating against tenants claiming housing benefit”*.

Private landlords generally felt that whilst this may be a good idea in principle, the reality is that councils would advise tenants at risk to stay put until further escalation such as court action, which increases debt for landlords and stress for all parties involved. Another response noted their concern around council capacity to deal with referrals from landlords, and landlords’ ability to understand when to refer tenants at risk – therefore, written information in tenancy contracts would be helpful.

However, a small number of respondents did not feel it was the role of private landlords to refer those at risk of homelessness. One private landlord stated that this criterion was *“trying to foist social services that public bodies can't meet onto private landlords”*.

Transparent, easy to understand contracts

There was overwhelming support for this criterion from all respondent types, with most agreeing that model and/or template contracts would be beneficial. Some comments provided examples of existing 'best practice' contracts. However, one private landlord said that rigid, template contracts would not be preferable as some landlords have fixed terms they must follow.

It was also proposed that some groups may need more support in understanding contracts. A private landlord suggested access to translators for tenants who do not speak English/British Sign Language translator would be helpful too. Greater Manchester Student Partnership suggested that students should be provided with expert help to understand their contracts as part of the charter, and this could be promoted through councils and student unions.

A tenant of a private landlord was concerned that clear language will not necessarily improve tenants' understanding of their rights, and it is their view that private rented contracts favour landlords. Two respondents said that all contracts should be vetted by a neutral, third party to ensure fairness and legal requirements are met.

Providing/ signposting tenants to useful information

All those who responded are in agreement with this criterion. A few responses supported the notion of a public portal of relevant information. Similarly, some respondents encouraged landlords to direct tenants to tenant support organisations such as ACORN.

Specific resources and/or information to be included within this criterion was called for in responses. These included information on water management, operating appliances, heat networks and tenant rights, helpline contact numbers, and landlord and tenant responsibilities.

A number of responses said that landlords should be supportive to tenants to the best of their ability. One tenant of a private landlord said that landlords should do more to assist in raising information on tenants' rights and information in general. There were questions around the difference in landlord duty and the duty of more specialised support services.

Adopting advertising/ viewing standards

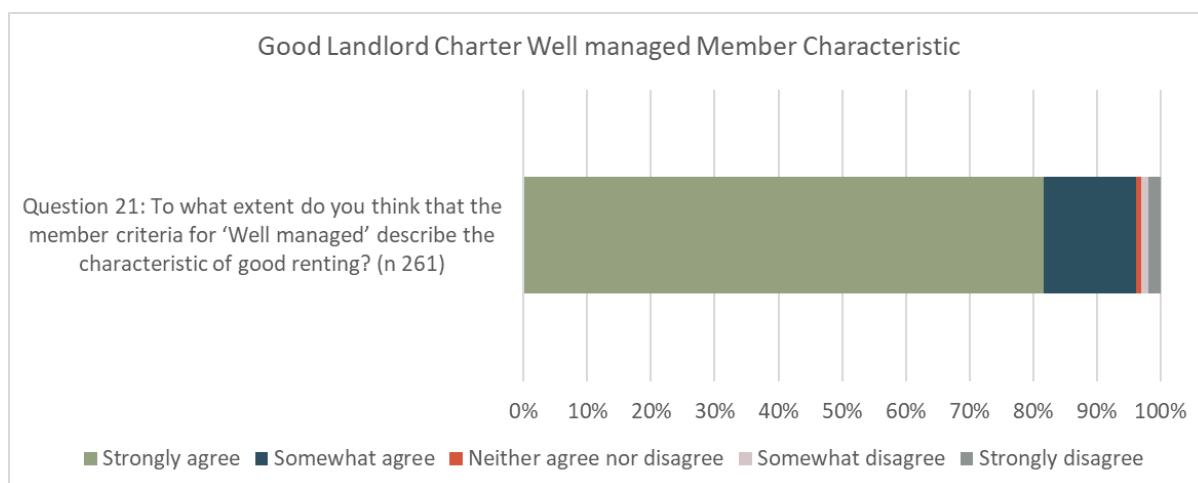
Respondents generally agreed with this criterion, with a few stating that clear communication between the landlord and existing/prospective tenant(s) is vital, whilst ensuring current tenants' privacy is respected and that they are not disrupted.

One organisation said that *"National Trading Standards already has strict advertising guidelines that must be followed when letting a private property. Replicating these standards would be redundant"*. (PayProp)

One respondent said that they experienced having to put bids in for properties at/after viewing stage, similar to purchasing a house, and called for this practice to be banned. On the contrary, a private landlord found that open house viewings, where multiple prospective tenants view at the same time, are cost efficient and expedite tenancy agreements. A private landlord tenant called for consideration towards long-term sick tenants, and questioned how to meet their needs when viewings are being arranged.

Member criteria: Well managed

This section explores the responses in relation to the member criteria well managed. The *Well managed* characteristic's member criteria received the second highest number of responses selecting 'strongly agree' with 213, along with 38 responses selecting 'somewhat agree'.



56 consultees provided further views on the 'Well Managed' characteristic and associated criteria. Respondents to this characteristic were generally supportive of the characteristic particularly a clear start and end of tenancy process with specific comments raised regarding the importance of proper handling of deposits and inventory. There were some critical comments regarding landlords, or a party acting on their behalf, attaining accreditation, the challenges this may create as well as preferences as to how this might be carried out. The potential costs of accreditations or training was raised as well as the type of knowledge that would need to be demonstrated and how the training would be delivered.

Landlord must be able to demonstrate accreditation or training or use an accredited managing agent.

Respondents were in generally in favour of the criterion related to training and accreditations. Some asked for more details about the content of accreditation or training. Those respondents who were critical, commented that landlords are able to provide satisfactory services without an accreditation.

Some private landlords expressed concerns about the training and accreditations, not wanting to do *'training for training's sake'* or just to *'tick a box.'* The additional cost of training was raised as was the burden of training with suggestions that for some landlords this would lead to them exiting the market. Many of the respondents that commented on the delivery of training were in favour of a format that was online, relevant, convenient, and accessible for those with disabilities and some respondents mentioned that any accreditation or training should consider scope for renewal.

Comments were also made about the training for property managers and letting agents, with some private landlords saying they would prefer a letting agent do the training and cover this standard on their behalf. One private landlord suggested tenants also be trained and educated in looking after a property.

Clear start and end of tenancy process

This criterion was supported but there were many comments asking for clearer definition in relation to content and dates.

'We agree that the start and end points of tenancies are where a number of specific issues tend to arise, so strong guidance here is likely to be very useful.'

(Organisation working with landlords, tenants or agents)

Respondents also mentioned specific areas for clearer guidance, these were inventory, deposit and cleaning. A private rented sector tenant said *'a regular problem is moving into a clearly unclean property and yet getting charged for cleaning at the end of a tenancy even when leaving it in a much better condition than it was provided in. Regardless of the state of a property at the end of a tenancy, there should be a requirement of a professional clean before the next tenant moves in.'*

There were many comments from respondents that mentioned guidance around deposits at the start and end of a tenancy process with some providing examples of their own challenges to receive their deposit back in a timely and fair way. Some respondents said that shorter time limits for how long a landlord can take to return a deposit could help prevent negative outcomes such as a tenant not being able to use

a previous deposit to fund the next deposit leading to debt. There were some comments addressing unfair deposit claims, suggesting that a landlord must prove with evidence that the money they are using is for issues actually caused by a tenant and that the work has been completed.

Specific comments were made in relation to students that the criterion should consider difficulties specifically relevant to rolling tenancy contracts and students e.g. student tenancy ending and beginning with a day in between where students may not have accommodation and the gap not being lengthy enough for a landlord to complete repairs.

Member criteria: Other comments

This section explores the responses in relation to comments in relation to member criteria which are not covered by the proposed criteria. The additional comments were in relation to three areas; general views on the charter, additional elements of the charter and clarification of how the charter will operate.

Views on the charter

There were supportive comments on the charter and the difference it would make to landlords and tenants. A private landlord commented:

'I would love to be credited with being a member of the Good Landlord Association as it would encourage a mutual respectfully agreement between landlord and tenant.' (Private Landlord)

Conversely, some private landlords expressed further disagreement with the charter, saying it should not be implemented, would have no benefit and lead to outcomes such as harming the sector or creating higher costs to tenants.

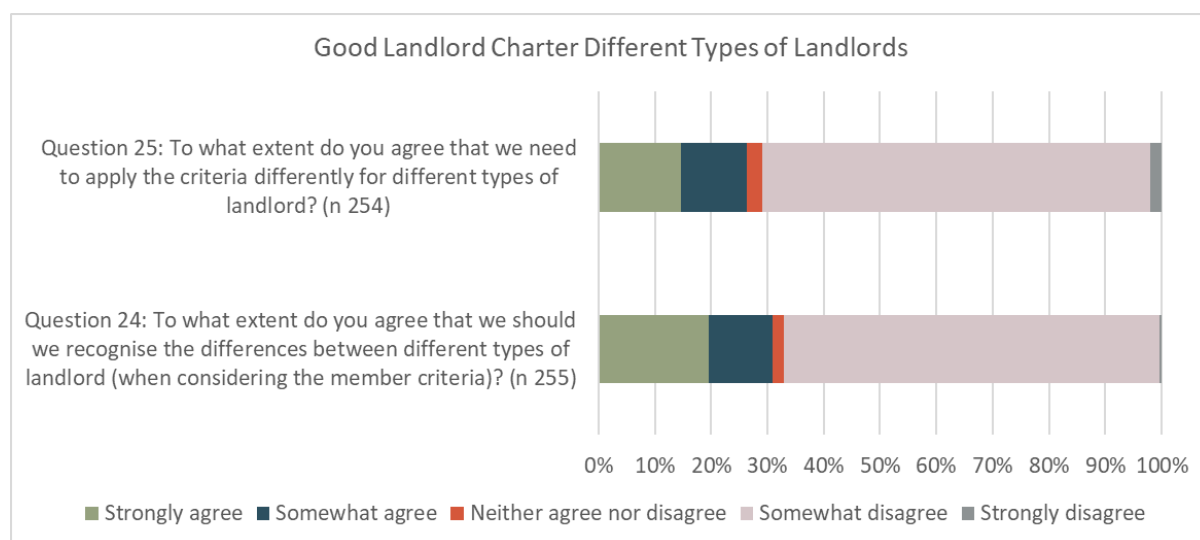
Additional elements of the charter

Below sets out proposed additions to the charter which are not within the proposed characteristics:

- Standards in relation to noise.
- Tenants should be able to raise a dispute with the charter if they have evidence to support a claim that a landlord should not be on the charter.
- A dedicated section for student accommodation and Purpose Built Student Accommodations (PBSAs)
- Landlords in the scheme should disclose rental data, allowing the public to assess rental trends over time. To improve transparency in the rental market.

Application to all types of rented housing

This section explores the responses in relation to whether the GLC should be applied in the same way all types of rented housing. The types of rented housing under consideration are private rented housing, social housing and specialist housing managing agents. The majority of responses did not show support for applying different criteria to different types of housing or recognising the differences in different types of housing.



50 respondents provided additional comments on applying the criteria in different ways to different types of housing. Respondents acknowledged that there are differences in how landlords operate often citing the difference between very small private landlords and large landlords. However, respondents suggested that despite the differences in landlords the experience for the tenants should not be different. A few comments noted that Lettings Agents should be considered as part of the GLC.

Size of landlord portfolio

Respondents rather than distinguishing between whether a landlord was a social or private landlord suggested that the criteria should in some circumstances apply differently to landlords with different portfolio sizes. Respondents noted that small

landlords have less resource to deal with complex criteria, while larger landlords operate complex businesses.

“The demands on a commercial landlord are different from those on a landlord who rents out entire private dwellings, and different again from those who operate HMO. Different criteria apply, and they need to have different skill sets.” (Private rented sector landlord)

It was suggested by two respondents that some landlords with small portfolios (less than 10 properties) or with specific specialist areas should be exempt from some criteria.

Tenant groups

Some respondents suggested that landlords for particular tenant groups should be treated differently. A few responses made specific references to student accommodation and proposed that the criteria should apply differently to this type of housing. Similarly housing for asylum seekers was proposed to be treated differently by one respondent as by its very nature it was temporary. Finally, there was a suggestion that HMOs should have slightly different criteria.

Tenant experience

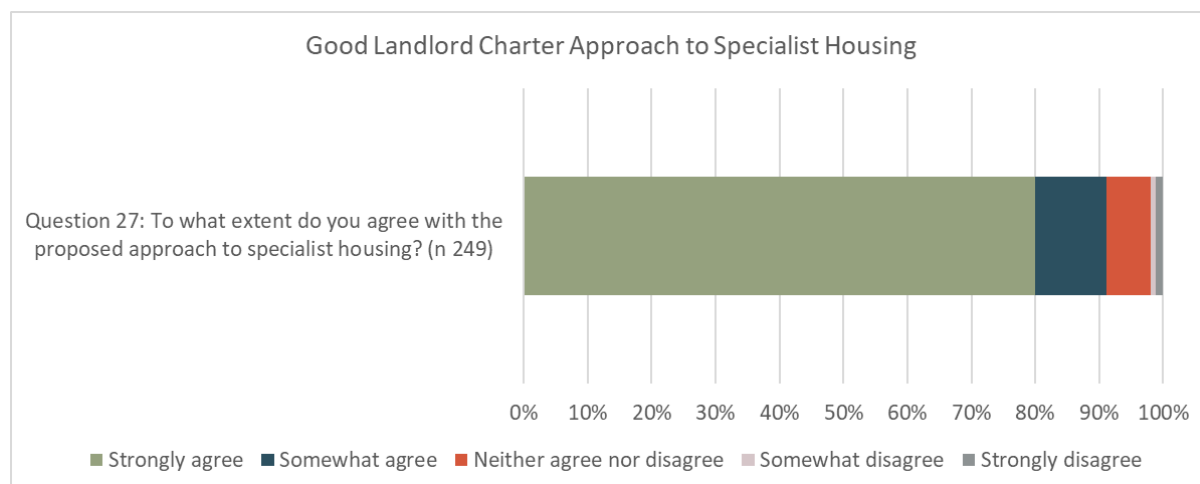
The vast majority of respondents who commented stated that they recognised that landlords are different depending on size of portfolio or business objectives. Nevertheless, they said that the most important thing was that the tenants received the same experience no matter who their landlord is.

“Applying different criteria to different types of landlords is fine but this should not be at the detriment of what the Charter is aimed at, in raising standards and ensuring that the tenant experience is consistent and no matter what type of landlord a tenant chooses.” (Social landlord)

One respondent noted that the differences are in the tenancy as opposed to the types of landlord citing social landlords who may sometimes also operate in the private rented sector.

Specialist housing

This section explores the responses in relation how the GLC should be applied to specialist rented housing. Most of the responses showed support for the proposed approach to specialist housing, with 199 selecting 'strongly agree'.



29 respondents provided comments on how the GLC could apply to specialist housing. Most of those who commented agreed that specialist housing should be part of the GLC citing supported accommodation, care homes and purpose built student accommodation (PBSA). Those who did not agree suggested that there needed to be a more detailed consultation around specialist housing and that in some cases it would be too complicated to include. One respondent queried whether there was enough specialist housing to warrant being included in the GLC. While a couple of respondents questioned whether all specialist housing should be provided by the public sector.

Specific references were made to the various regulators which cover specialist housing including the Care Quality Commission (CQC) and the Regulator of social housing. A specific mention of exempt and excluded accommodation in relation to Housing Benefit was made asking that reference should be made in the terminology of specialist accommodation.

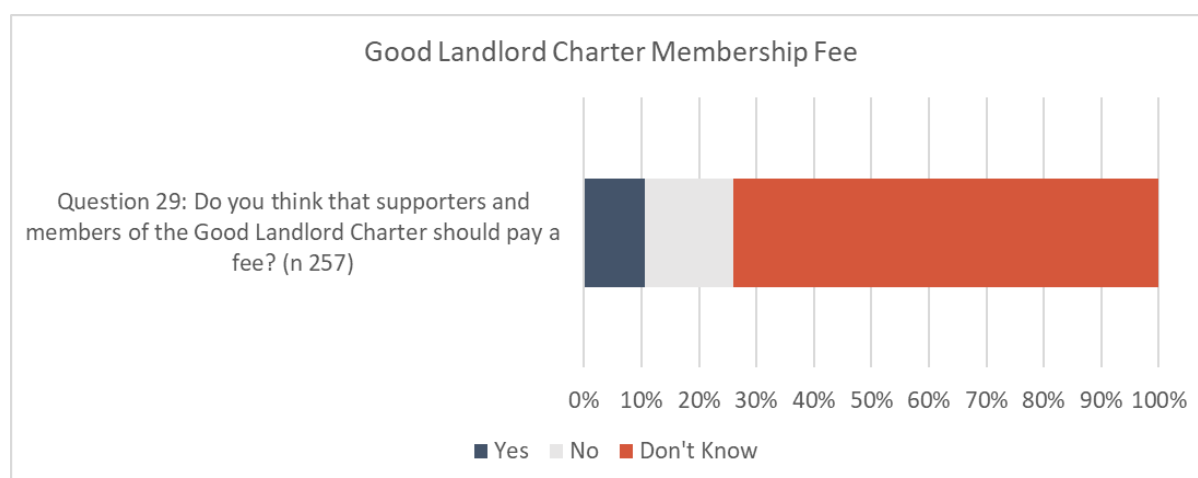
Respondents also commented that those living in specialist housing should be part of any consultation or development of this area of the GLC.

Persuading landlords to join the Good Landlord Charter

This section explores the responses in relation to persuading landlords to join the charter. Responses were in relation to whether a fee should be charged for joining, the business benefit of joining the charter, how the charter could be used for advertising, other ways in which joining the charter could be incentivised, the role the charter could play in sustaining tenancies and reducing turnover of tenants and finally ideas for other incentives to join the charter.

Fees

The majority of respondents did not know whether or not a fee should be charged to join The Good Landlord charter. Of those selecting 'Yes' or 'No' to a fee, more responses selected 'No' with 40 compared to 'Yes' with 27.



80 respondents provided views on charging a fee. The comments were mixed in relation to a fee. Those who supported a fee suggested it showed commitment from landlords and could be used to fund elements of the GLC. Those who were against were concerned it would be an additional financial burden – this was the view of both private and social landlords.

Those supporting a fee suggested that fee would provide some assurances that there was a value to the Charter and that landlords were taking it seriously. There

was also agreement across the respondent groups that there should be a fee because of the incentive that it directly demonstrates commitment from members to the Charter and their tenants. It was suggested that free access may “lead to low expectation”. Value such as increasing the “quantity and quality of tenants” was important to them. One organisation said:

“There are sufficient business benefits to the scheme for landlords to make it worthwhile them paying a small fee.” (Salford Citizen Advice, Organisation working with tenants, landlords and agents)

Additionally, those in favour of fee suggested that a fee would help pay for the operation of the Charter for example a small fee would cover the administrative costs, such as checking EPCs and compliance. A private landlord said a fee is reasonable provided it is ring fenced to be used to support and enforce the Charter only, with agreement from a couple of organisations that the landlord fee should be used for enforcement. Several respondents also commented that a fee would help to encourage participation in the Charter provided it offered discounts and benefits, such as recognition by insurance companies and a free legal advice line.

Most of the respondents against a fee did not support it due to the cost to landlords, suggesting it would be imposing an additional financial burden on landlords.

Comments across the respondent groups highlighted that landlords are already facing many costs in both the social and private rented sector. Examples of additional costs included selective licensing fees to some Greater Manchester authorities and membership fees to accrediting bodies in the private rented sector. In the social rented sector examples cited were increased material and retrofit costs and budgets to support vulnerable tenants.

Tenant cost is also an important reason why respondents were against the Charter having a fee, six private landlords stated that added costs would be passed onto tenants, because they can only recover the cost this way. Tenants also recognised that landlords would pass on costs to their tenants. A tenant of a private landlord said that a fee would increase their rent.

Some respondents did not support a fee because they felt it would act as a “significant disincentive” for landlords to join the Charter. A tenant of a private landlord said that it would discourage landlords from joining.

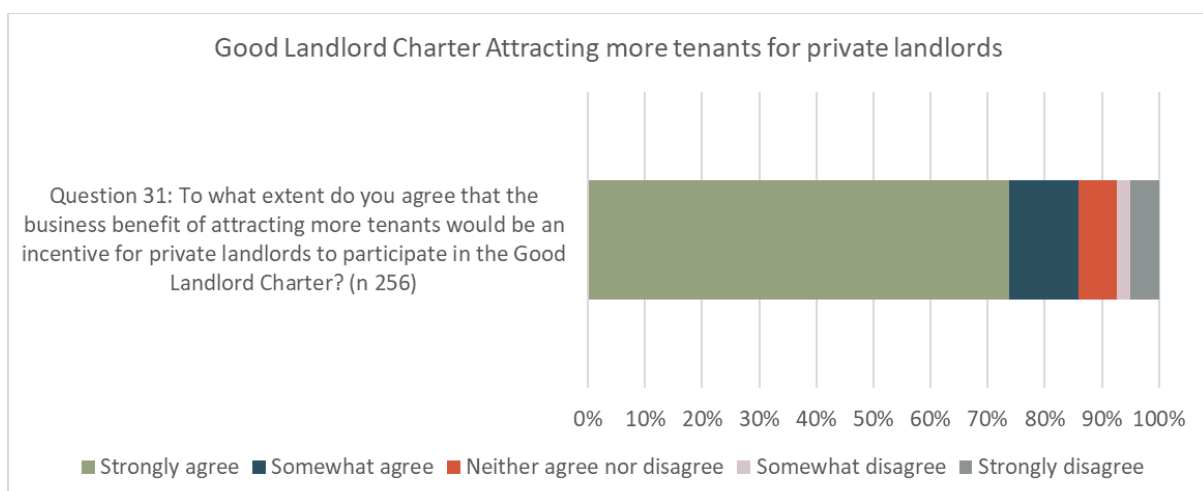
There were multiple proposals for a sliding scale of fees if a fee is charged ensuring landlords with a small number of properties do not pay the same as larger landlords.

There were also some respondents with comments that did not argue for or against having a fee. Private landlords offered differing opinions, with one saying that landlords would pay a nominal fee for the stamp of approval when their property is advertised, however their experience is currently having no issues with letting properties, so they may be unlikely to participate.

Comments were made in relation to the relationship between licensing schemes and the Charter. Some proposed the Charter could charge a fee if there were discounts on licenses. However, some said that the Charter should not be funded by a compulsory licensing scheme.

Attracting more tenants for private landlords and advertising

The majority of respondents agreed that the Charter would attract more tenants through advertising with 189 selecting ‘strongly agree’ and 31 selecting ‘somewhat agree’. 19 responses selected ‘somewhat disagree’ and ‘strongly disagree’.



74 responses provided comments on the best way for landlords to advertise Good Landlord Charter participation. The majority of the comments supported the idea of a

Good Landlord Charter identity via a logo, many supported there being a new website to advertise property and list compliant members, and some mentioned Charter membership inclusion on the government's planned private rented property portal.

Most of the respondent groups agreed that landlords and agents should be offered a clear identity to use when advertising properties on different platforms by showing support for the use of a Good Landlord Charter logo. Most of the comments supported the use of a "*recognisable*" logo to show landlords are part of the scheme, giving "*visible accreditation*", with landlords being encouraged to advertise their participation and that they are covered by a "*minimum standard guarantee*". Three responses commented that the logo could act similarly to a 'Kitemark'. Comments suggested that the logo should have a clear identity, there was also an ask for guidance on how the membership should be promoted so that there was no misleading use.

Respondents suggested that the logo could be used in a range of ways: adverts; landlord and agent websites; rental agreements; documentation; printed material; business cards; emails; letters; high street windows; and social media. It was also suggested that logo could be used on online property listing sites. A tenant of a private landlord proposed that it could be set as a criterion on these websites to filter on properties that comply with the GLC.

Most of the respondent groups also made comments that supported the creation of a new Good Landlord Charter website for the use of advertising property and listing the membership of compliant landlords, as well as being a useful source of additional information. One respondent suggested:

"GMCA should have an online database that members of the public can search and verify members of the Charter." (Organisation working with tenants, landlords or agents)

Several comments said that the website should be seen as the "first port of call" for tenants looking at properties, with a tenant of a private landlord suggesting the website could be used to provide trustworthy information such as the EPC rating of properties. It was also suggested that the GMCA should:

“Collaborate with local housing authorities, tenant advocacy groups, and other stakeholders to promote participation in the Good Landlord Charter. These partnerships can help amplify the message and reach a wider audience.”

(Organisation working with tenants, landlords or agents)

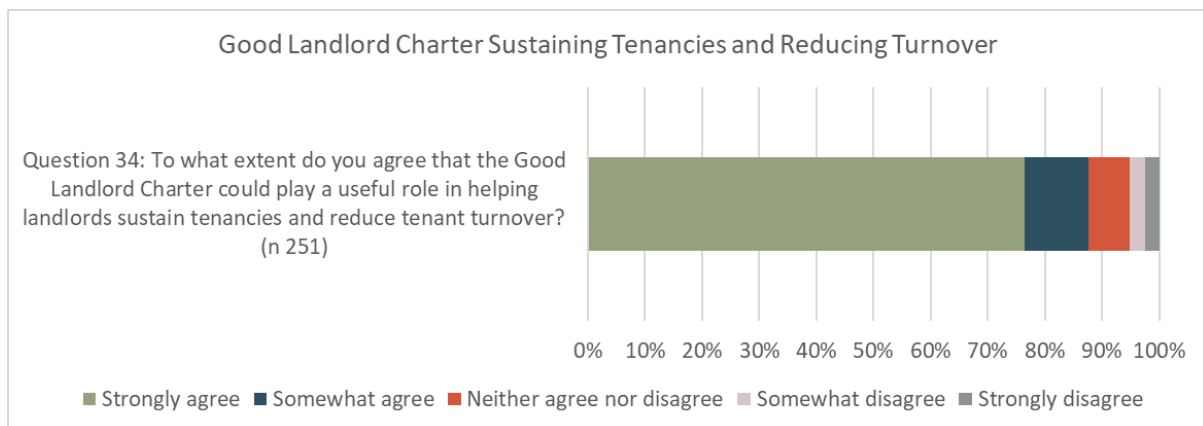
A social landlord proposed that GMCA should lead a campaign to sell the benefits of the Charter, with a tenant of a private landlord agreeing that the benefits of being accredited by the Charter, such as tenant retention, should be showcased.

There were some responses that were doubtful about the need to advertise the Charter, namely due to the state of the housing market. A couple of tenants stated that housing supply is in short supply so landlords do not struggle with lettings properties. One said advertising should be done on property adverts, however:

“...less scrupulous landlords will not sign up and the demand for property already outstrips supply.” (Tenant of a housing association or council)

Sustaining tenancies and reducing turnover

The majority of responses strongly agreed that the Good Landlord Charter could play a useful role in helping landlords sustain tenants and reduce tenant turnover, 192 selecting ‘strongly agree’ and 28 selecting ‘somewhat agree’.



66 respondents provided further views on how the Charter could sustain and reduce tenant turnover.

There was agreement across the respondents that tenants with a good property and good relationship with their landlord will remain in tenancies. A social landlord said that an increase in standards would lead to tenants being more satisfied with their

properties, with several tenants agreeing that tenants would be more likely to stay if they feel supported and trust the landlord, thereby being more comfortable with renting a home that is fit for purpose, secure, clean and safe.

Landlords and organisations responded that it would be valuable for tenants to be able to check adherence and membership of the Charter:

“We believe that tenants will have increased confidence in landlords and agents who are members [of the] Good Landlord Charter. If this confidence is validated in practice, through a good renting experience, tenants will be more likely to stay longer, thus reducing voids.” (Organisation working with tenants, landlords or agents)

Some of the respondents commented on tenancy agreements having an impact on maintaining tenants. One respondent said that currently tenancy agreements do not reflect the diversity of localities, so they proposed that documentation should be written using language and wording that is easily understood, including for individuals with English as a second language. A private landlord suggested providing landlords with templates, such as an easy to understand tenancy agreement containing compulsory and optional clauses, along with the ability for landlords to add clauses that are ensured to be reasonable and enforceable using guidance.

One private landlord said that the Charter could sustain tenancies by removing the pain of rent arrears for small landlords, with local authorities taking the financial hit for members.

Notably, one organisation commented that the success of the Charter in sustaining tenancies and reducing tenant turnover is dependent on how aware landlords, agents and tenants are about the scheme. The group advised that there should be a reasonable period of time for the Charter to be embedded before “any meaningful analysis or evaluation” can be made.

There were some responses which did not support the Charter’s aim to sustain tenancies and reduce tenant turnover, with a private landlord saying that it may cause more landlords to exit the sector and there was some agreement that there may be a lack of landlords becoming members.

Other incentives

Consultees were asked for other ways in which the GLC could be advertised and incentivised beyond advertising and the business benefit of sustain tenancies and reducing turnover. 114 respondents provided further views on incentives.

Incentives suggested included discounts on training or services, access to funding or deposit schemes, preferential access to local authority leasing schemes.

Additionally, using networks to develop the GLC were proposed.

Discounts

Respondents also suggested that the Charter could offer discounts on services or training for landlords. Several comments mentioned the offer of free training and advice, with free access to council support and funding, such as environmental policy products. Other Suggestions included a discount on deposit fees, whilst another suggested removing the 3% Stamp Duty Land Tax for those signing up to the Charter. A tenant of a housing association or council commented about giving landlords a discount, whilst a tenant of a private landlord proposed waiving the scheme fee for one month, following being signed up for six months.

Another organisation said to consider introducing a compliance discount over time and that is important to have consequences for non-compliance, with strong standards. A respondent suggested looking at the enforcement policy in Liverpool².

Training

Several respondents raised other benefits of joining the Charter, with incentives such as free training. An organisation noted the opportunity to improve training, with a private landlord and a comment from the other respondent group mentioning free training. A tenant of a private landlord said that support and guidance should be provided as part of membership, with a private landlord saying that support should be given to achieve the required standard. One organisation stated:

“The Good Landlord Charter could offer participating landlords access to resources, such as educational materials, training sessions, or online forums, to help them

² <https://liverpool.gov.uk/media/5r5jb4eg/psh-enforcement-policy-revised-2022.pdf>.

improve their property management skills and stay updated on relevant regulations and best practices.”

Financial incentives for landlords

Respondents a number of financial incentives for landlords.

“There needs to be a clear value for money and benefits package developed alongside the Charter.” (Social landlord)

A couple of private landlords suggested gaining recognition and access to landlord insurance with companies partnered with the Charter. Other respondents suggested grants or special offers from partner companies to help with improvement to properties. Grants or funding support for things such as energy efficiency schemes were also raised. One private landlord also recommended an extended zero rate period for council tax in void properties to incentivise repair between tenancies. Another private landlord proposed discounts to mortgage rates. Finally a few respondents suggested tax breaks, or subsidies towards costs or legal fees, with an organisation saying that further local grant

Relationship with Local Authorities

An organisation suggested that Charter membership could automatically “passport” members onto Local Authority schemes, which typically offer a range of incentives:

“rent in advance; a deposit bond of two months; a five week cash deposit; a reimbursement of rent guarantee insurance; advice on tenancy issues and good letting practice; incentive payments to help with meeting market rents; tenancy paperwork; help at the end of tenancy; refunds of property license fees.” (Safeagent, Organisation working with landlords, tenants or agents)

Some respondents also suggested that GMCA provide support to secure long-term tenancies and specialist housing contracts. A few also suggested that GLC membership could mean lighter touch assessments from local authorities for HMOs.

Tenancy support

Several respondents suggested that member of the GLC could provide a tenancy support service if landlords take on any tenants with complex needs. Or provider

landlords with access or signposting to services to support around issues such as anti-social behaviour.

While to incentivise tenants, a private landlord suggested advertising an annual cap on rent increases for tenants, such as a maximum rise of 3% a year.

Networks

The importance of using networks and engaging with tenants and landlord groups was raised by a number of respondents. Specific examples included holding a round table to discuss the implementation, issues and next steps of the GLC. Several of the respondent groups also shared the suggestion of marketing the GLC with involvement in the industry:

“The GMCA should work with all bodies that routinely come into contact with tenants to promote the Good Landlord Charter e.g. renters’ unions, community organisations, trade unions, charities, community centres, universities, and public sector institutions (schools, doctors, police etc.).” (ACORN, Organisation working with tenants, landlords or agents)

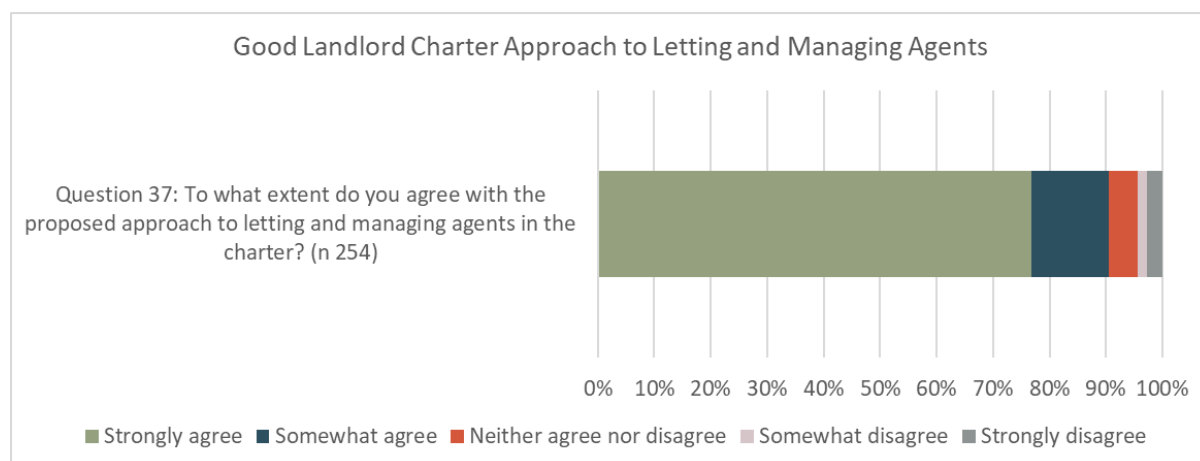
Several respondents suggested the use of an online forum to serve various purposes: express opinion and influence debate; submit information; landlord-tenant mediation; and reviews of landlords and tenants.

Award and recognition

In addition, respondents raised the incentive of promotion of landlords and their accredited properties. For instance, a respondent said that there should be *“Positive promotion of those that aspire to lead the way” (Interested resident)*, especially from the tenants of these landlords, while a comment from the other respondent group recommended that the housing industry should highlight property to tenants that has met the Charter’s criteria and standards. A tenant of a private landlord proposed the idea of *“Property of the month”*, to promote and incentivise good management, whilst a private landlord said there should be pride in the skills and experience of landlords and another tenant of a private landlord recommended sharing best practice.

Letting and managing agents

This section explores the responses in relation to how the GLC may apply to letting or managing agents. The majority of the responses supported the proposed approach to letting and managing agents, with 195 selecting 'strongly agree' and 35 selecting 'somewhat agree'.



43 consultees provided further views on the proposed approach to letting and managing agents. Responses to this question were quite mixed, with many questioning whether agents should be responsible for enforcing the Charter, or should be included in it at all, as well as responses stating their distrust in agents, and questions over how this would be enforced.

The main themes that came up in relation to this question were, enforcement/ accountability, distrust, responsibility; and support needed for agents. There were also some responses in relation to the operation of the GLC with agents.

Enforcement/ accountability

There were numerous comments regarding if and how agents should be held accountable to the charter in the same way as landlords, and if and how this would be enforced. Three respondents said that there must be a clear complaints procedure for agents who aren't compliant with the charter, with one suggesting that agents should be suspended as a result.

A few comments reiterated the importance of landlord compliance (as opposed to

agent), with one highlighting that agents should report any non-compliant landlords. However, one organisation emphasised that priority should lie with “*tackling rogue landlords and agents, not policing the compliant*”. This same organisation suggested that the charter could make use of [Safeagent's enforcement toolkit](#).

Distrust

There were several remarks, mostly from private rented tenants, expressing their distrust in agents generally, with a feeling that they don't have tenants' best interest at heart. A few comments stated that, due to the view of agents generally not following good practice, they should not be allowed to join the charter. One tenant of a private landlord thought that agents work to increase costs for landlords and in turn, tenants, and therefore couldn't imagine them voluntarily joining the charter.

Responsibility/ accountability

Of those who responded to this question, most agree that agents should be part of the charter in some respect, due to the crucial role they play in many tenants' experiences. A few responses however stated that criteria should be applied differently depending on whether the agent is representing a private or social rented property, as well as how involved the agent is in the management of the property overall i.e. if most contact is via the agent, they should be held more accountable than agents with little-to-no contact with tenants.

A few comments detailed that agents could play a role in holding landlords to account to principles within the charter, while some responses said the opposite of this. There was one comment setting out that local authorities could have a key role to play in promoting compliant properties, as well as agents.

One organisation said that “*...it is a legal requirement for a letting agent to belong to a government-approved independent redress scheme and have Client Money Protection, these are protections not currently required by landlords but act as a greater layer of consumer protection and thus should be utilised through the Charter*”. (PropertyMark, Organisation working with tenants, landlords and agents)

Support for agents

There were a few comments indicating that for agents to be part of the charter in any way, continued professional development and training resources should be provided to them. There was a suggestion to use property portals such as “Goodlord” to help support agents in promoting the charter and Safeagent offered such resources and training for agents. A private landlord proposed that agents who follow good practice could mentor ones who need help with improving.

There was general support for the ‘charter champion’ status and the inclusion of agents within this.

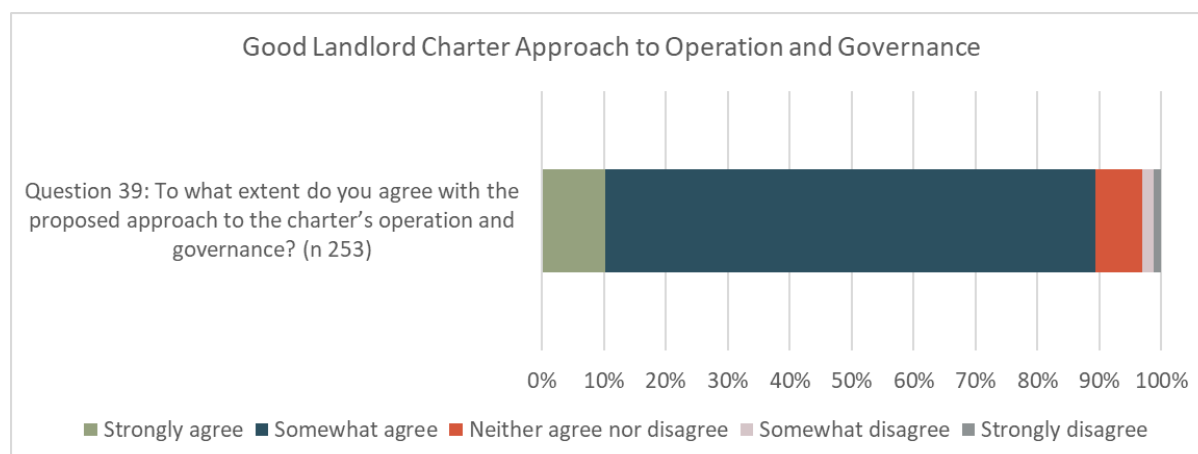
Other comments

A few respondents thought there was not enough detail on how agents would be involved in the charter, with one saying they felt this aspect was in the “early research stages”, and requested more detail on what agent participation in the charter would look like.

One organisation (PayProp) suggested that a way to get agents on board could be to allow them to charge a fee to landlords for assisting them in charter compliance, which would in turn act as an additional source of income for agencies.

Operation and Governance

This section explores the responses in relation to how the Good Landlord Charter will operate and be governed. Most of the responses showed support for the proposed approach to the charter's operation and governance, with 26 selecting 'strongly agree' and 200 selecting 'somewhat agree'.



45 consultees provided further views on the proposed approach to the charter's operation and governance. Responses were mainly focused around preferred board members on the charter, with a few suggesting that tenants should be present. There were numerous comments about funding/ cost and enforcement of the GLC.

Preferred board members and board operation

There were various proposals for preferred board members. Groups who were suggested to be on the board were tenants from mainstream and specialist housing, agents, disabled people, students, the Universities and landlords. Some third party involvement was seen as important for board membership, a private landlord stated the importance of independent bodies being present on the board (over landlords), as they are *"less likely to lose sight of the bigger picture"*.

A tenant of a private landlord suggested that board members should be voted in, and that they should be organisations who represent the best interest of tenants. An organisation (ACORN) conveyed their concerns that landlords would *"water down"* measures and stated that *"renters should have a majority on the board"*. There were a few comments around the proposed structure of board resulting in over-

management and risks of becoming too bureaucratic. One private landlord questioned why *“another layer of governance [was needed] when the local councils have housing standards departments”*. Another private landlord felt the proposed board would be *“arm’s length management”* which could be unreliable and costly.

Cost/funding

Of those who responded to this question, there was concern around how the charter would be funded. Two organisations set out that adequate, long-term funding would be needed to run it, as well as one stating that tenants should be protected against any costs being passed on. Numerous respondents were cautious that any operation and governance costs would be passed onto landlords and tenants.

A few private landlords were concerned that operational and governance costs may be passed onto themselves and tenants, and another was suspicious of transparency of costs with third party involvement.

Enforcement and monitoring

There were various comments in relation to how the GLC would be enforced and monitored. Queries related to how landlords or agents from membership of the GLC. There were also queries around how long-term renters would be included or if the focus was only on new renters. One respondent suggested only landlords based in the UK should be able to join to ensure they are available to their tenants. Many comments around monitoring in relation to the GLC characteristics noted that monitoring should not be overly burdensome.

Online platform

There were various suggestions around how landlords and tenants would interact with the GLC via an online portal. Suggestions were in relation to uploading information for compliance but also advertising. Some suggested that there could be a portal could be used as a review tool for landlords, and one respondent suggested similarly tenants could be reviewed. Those proposing an online platform also mentioned that it should be easy to use and access.

Next steps

The results of the consultation along with other consultation activity including focus groups undertaken in 2024 will be support the development of the GLC over the next year. Additionally wider findings in terms of views on renting in Greater Manchester from this consultation will be used in the development of the GMCAs work in regards to housing.

Appendices

Appendix 1: Quantitative Response Tables

Question 3: If you are a tenant, where in Greater Manchester do you live?

Area	Tenant responses – tenants from of private landlords, council or housing association
Bolton	6
Bury	12
Manchester	117
Oldham	6
Rochdale	1
Salford	18
Stockport	8
Tameside	1
Trafford	8
Wigan	3
I am not a tenant in Greater Manchester	3
Total	183

Question 4: If you are a landlord or organisation, where in Greater Manchester do you operate? (*Multiple selection option*) (Question 4)

Area	Organisation working with tenants, landlords or agents	Private landlord	Social landlord	Area Total
Bolton	3	4	1	8
Bury	2	5	1	8
Manchester	5	13	2	20
Oldham	1	0	2	3
Rochdale	1	3	2	6
Salford	6	4	2	12
Stockport	3	7	1	11
Tameside	2	0	1	3
Trafford	3	3	1	7
Wigan	1	2	0	3
All of Greater Manchester	13	0	1	14
We don't operate in Greater Manchester	0	1	0	1

Question 5: To what extent do you agree that complying with existing legal minimum regulatory requirements should be a prerequisite of participation in the charter?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	153	3	0	0	0	0
Tenant of a housing association or council	25	0	1	1	0	0
Private landlord	25	4	1	0	2	0
Social landlord	4	0	0	0	1	0
Organisation working with tenants, landlords or agents	13	0	0	0	0	5
Letting agent	0	1	0	0	0	0
Public sector	5	0	0	0	0	0
Interested resident	12	1	0	1	0	0
Other	17	0	0	0	0	0
Total	254	9	2	2	3	5

Question 6: To what extent do you agree that the Good Landlord Charter should encourage landlords to go beyond their legal requirements?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	151	4	0	0	1	0
Tenant of a housing association or council	24	2	1	0	0	0
Private landlord	12	14	2	3	1	0
Social landlord	4	1	0	0	0	0
Organisation working with tenants, landlords or agents	9	4	0	0	0	5
Letting agent	0	1	0	0	0	0
Public sector	4	1	0	0	0	0
Interested resident	10	3	0	0	1	0
Other	14	2	1	0	0	0
Total	228	32	4	3	3	5

Question 8: To what extent do you think that the charter characteristics capture the essential qualities of a good renting experience?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	144	10	2	0	0	0
Tenant of a housing association or council	24	2	1	0	0	0
Private landlord	15	12	1	1	3	0
Social landlord	4	1	0	0	0	0
Organisation working with tenants, landlords or agents	3	7	0	1	0	7
Letting agent	0	1	0	0	0	0
Public sector	3	1	0	0	0	1
Interested resident	9	3	0	0	2	0
Other	11	4	0	0	0	2
Total	213	41	4	2	5	10

Question 9: To what extent do you think that the member criteria for 'Affordable' describe the characteristic of good renting?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	12	141	0	1	2	0
Tenant of a housing association or council	3	23	1	0	0	0
Private landlord	7	15	3	2	5	0
Social landlord	3	0	0	2	0	0
Organisation working with tenants, landlords or agents	3	6	0	3	0	0
Letting agent	0	0	0	1	0	0
Public sector	0	4	0	0	0	0
Interested resident	0	12	0	1	1	0
Other	4	10	1	0	0	1
Total	32	211	5	10	8	1

Question 11: To what extent do you think that the member criteria for 'Inclusive' describe the characteristic of good renting?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	14	140	0	1	1	0
Tenant of a housing association or council	4	20	2	1	0	0
Private landlord	11	14	2	1	4	0
Social landlord	4	1	0	0	0	0
Organisation working with tenants, landlords or agents	3	7	0	1	0	0
Letting agent	0	0	0	1	0	0
Public sector	0	4	0	0	0	0
Interested resident	2	11	0	0	1	0
Other	5	10	0	0	0	1
Total	43	207	4	5	6	1

Question 13: To what extent do you think that the member criteria for 'Private and Secure' describe the characteristic of good renting?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	18	137	0	0	0	1
Tenant of a housing association or council	4	20	2	1	0	0
Private landlord	19	9	2	0	2	0
Social landlord	5	0	0	0	0	0
Organisation working with tenants, landlords or agents	2	7	0	2	0	0
Letting agent	0	0	1	0	0	0
Public sector	0	4	0	0	0	0
Interested resident	2	10	0	0	2	0
Other	3	10	1	0	1	1
Total	53	197	6	3	5	2

Question 15: To what extent do you think that the member criteria for 'Responsive' describe the characteristic of good renting?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	12	139	3	0	0	2
Tenant of a housing association or council	4	22	1	0	0	0
Private landlord	15	12	2	0	2	1
Social landlord	3	2	0	0	0	0
Organisation working with tenants, landlords or agents	2	8	1	1	0	0
Letting agent	1	0	0	0	0	0
Public sector	0	4	0	0	0	0
Interested resident	3	10	0	0	1	0
Other	4	11	0	0	0	1
Total	44	208	7	1	3	4

Question 17: To what extent do you think that the member criteria for 'Safe and Decent' describe the characteristic of good renting?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	144	10	0	0	1	1
Tenant of a housing association or council	24	2	1	0	0	0
Private landlord	15	11	1	3	2	0
Social landlord	2	3	0	0	0	0
Organisation working with tenants, landlords or agents	5	6	0	1	0	0
Letting agent	1	0	0	0	0	0
Public sector	4	0	0	0	0	0
Interested resident	11	2	0	0	1	0
Other	13	4	0	0	0	0
Total	219	38	2	4	4	1

Question 19: To what extent do you think that the member criteria for 'Supportive' describe the characteristic of good renting?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	17	134	2	2	0	1
Tenant of a housing association or council	3	23	1	0	0	0
Private landlord	11	14	3	2	1	1
Social landlord	4	1	0	0	0	0
Organisation working with tenants, landlords or agents	2	7	0	2	0	0
Letting agent	0	1	0	0	0	0
Public sector	1	3	0	0	0	0
Interested resident	2	10	0	0	2	0
Other	5	12	0	0	0	0
Total	45	205	6	6	3	2

Question 21: To what extent do you think that the member criteria for 'Well managed' describe the characteristic of good renting?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	143	9	0	2	0	2
Tenant of a housing association or council	24	1	1	0	0	1
Private landlord	13	13	1	0	4	1
Social landlord	3	2	0	0	0	0
Organisation working with tenants, landlords or agents	8	2	0	1	0	0
Letting agent	1	0	0	0	0	0
Public sector	3	1	0	0	0	0
Interested resident	9	4	0	0	1	0
Other	9	6	0	0	0	1
Total	213	38	2	3	5	5

Question 24: To what extent do you agree that we should we recognise the differences between different types of landlord (when considering the member criteria)?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	13	8	2	128	0	5
Tenant of a housing association or council	4	2	1	20	0	0
Private landlord	16	9	1	2	0	4
Social landlord	3	2	0	0	0	0
Organisation working with tenants, landlords or agents	5	3	1	1	0	8
Letting agent	1	0	0	0	0	0
Public sector	1	0	0	3	0	1
Interested resident	2	3	0	8	1	0
Other	5	2	0	8	0	2
Total	50	29	5	170	1	20

Question 25: To what extent do you agree that we need to apply the criteria differently for different types of landlord?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	8	9	3	130	1	5
Tenant of a housing association or council	3	2	1	21	0	0
Private landlord	13	6	3	4	2	4
Social landlord	2	3	0	0	0	0
Organisation working with tenants, landlords or agents	5	2	0	2	0	9
Letting agent	0	1	0	0	0	0
Public sector	0	1	0	3	0	1
Interested resident	1	4	0	8	1	0
Other	5	2	0	7	1	2
Total	37	30	7	175	5	21

Question 27: To what extent do you agree with the proposed approach to specialist housing?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	140	5	5	0	0	6
Tenant of a housing association or council	23	2	1	0	0	1
Private landlord	7	9	9	2	1	4
Social landlord	4	1	0	0	0	0
Organisation working with tenants, landlords or agents	4	3	0	0	0	11
Letting agent	0	1	0	0	0	0
Public sector	4	0	0	0	0	1
Interested resident	8	5	0	0	1	0
Other	9	2	2	0	1	3
Total	199	28	17	2	3	26

Question 31: To what extent do you agree that the business benefit of attracting more tenants would be an incentive for private landlords to participate in the Good Landlord Charter?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	138	7	4	1	1	5
Tenant of a housing association or council	20	2	3	1	0	1
Private landlord	6	9	4	2	8	3
Social landlord	0	2	1	0	2	0
Organisation working with tenants, landlords or agents	2	5	2	2	0	7
Letting agent	0	0	1	0	0	0
Public sector	3	1	0	0	0	1
Interested resident	10	3	0	0	1	0
Other	10	2	2	0	1	2
Total	189	31	17	6	13	19

Question 34: To what extent do you agree that the Good Landlord Charter could play a useful role in helping landlords sustain tenancies and reduce tenant turnover?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	139	7	3	1	0	6
Tenant of a housing association or council	23	1	2	0	0	1
Private landlord	3	9	9	3	5	3
Social landlord	2	1	1	1	0	0
Organisation working with tenants, landlords or agents	3	3	1	1	0	10
Letting agent	0	0	1	0	0	0
Public sector	3	1	0	0	0	1
Interested resident	9	3	0	0	1	1
Other	10	3	1	1	0	2
Total	192	28	18	7	6	24

Question 37: To what extent do you agree with the proposed approach to letting and managing agents in the charter?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	135	10	3	2	0	6
Tenant of a housing association or council	22	2	2	0	0	1
Private landlord	9	13	2	2	3	3
Social landlord	3	1	1	0	0	0
Organisation working with tenants, landlords or agents	4	3	3	0	1	7
Letting agent	0	0	1	0	0	0
Public sector	3	1	0	0	0	1
Interested resident	9	3	0	0	1	1
Other	10	2	1	0	2	2
Total	195	35	13	4	7	21

Question 39: To what extent do you agree with the proposed approach to the charter's operation and governance?

Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Answered
Tenant of a private landlord	6	139	4	1	0	6
Tenant of a housing association or council	2	20	4	0	0	1
Private landlord	6	9	9	2	2	4
Social landlord	3	2	0	0	0	0
Organisation working with tenants, landlords or agents	3	6	1	0	0	8
Letting agent	0	1	0	0	0	0
Public sector	1	3	0	0	0	1
Interested resident	2	11	0	0	1	0
Other	3	9	1	2	0	2
Total	26	200	19	5	3	22

Appendix 2: Comms and Engagement

Comms and engagement evaluation of the GLC

1. The consultation portal

The consultation was hosted on www.gmconsult.org

During the consultation period, there was 1976 individual users on the portal, looking at the Good Landlord Charter consultation. This included 5894 views of the survey from across those users.

There were peak viewing days during the consultation –

- Launch of the consultation – 151 views
- 25 January – 259 views
- 22 February – 176 views

Most of the users accessed the survey via a desktop (73.1%) with 25.7% accessing via their mobile phones.

In terms of where people heard about the consultation, the majority of the traffic came direct to the site –

- 54.6% direct to www.gmconsult.org
- 8.7% via the GMCA website
- 8% across social media
- 6.6% via google
- 3.6% of visits can from Manchester Student Homes website, suggesting there was a link embedded in their site.

Majority of people viewed the survey in English, but there was some (limited) translation to Polish, Spanish, Chinese and Italian)

584 of the viewers accessed the site from within Greater Manchester and 552 viewers were from London. Cardiff was the third most accessed location with 118 views.

2. The GMCA webpages

Details about the consultation were hosted here – [Good Landlord Charter - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](https://www.greatermanchester-ca.gov.uk)

01/01/24 – 26/03/24

<https://www.greatermanchester-ca.gov.uk/what-we-do/planning-and-housing/good-landlord-charter/>

- Page views: 1914
- Page users: 1094
- Average engagement time:1m 35s
- Video views: 259

Document downloads

[Supporting document-Background to the Good Landlord Charter \(greatermanchester-ca.gov.uk\)](https://www.greatermanchester-ca.gov.uk/what-we-do/planning-and-housing/good-landlord-charter/supporting-document-background-to-the-good-landlord-charter)

- Downloads: 139

[GM Good Landlord Charter Equalities Impact Assessment \(greatermanchester-ca.gov.uk\)](https://www.greatermanchester-ca.gov.uk/what-we-do/planning-and-housing/good-landlord-charter/gm-good-landlord-charter-equalities-impact-assessment)

- Downloads: 45

[Briefing- Pilot TSM Analysis \(greatermanchester-ca.gov.uk\)](https://www.greatermanchester-ca.gov.uk/what-we-do/planning-and-housing/good-landlord-charter/briefing-pilot-tsm-analysis)

- Downloads: 32

01/01/24 – 26/03/24

<https://www.greatermanchester-ca.gov.uk/what-we-do/research/research-housing-and-planning/research-good-landlord-charter>

- Page views: 209
- Page users: 104
- Average engagement time:9m 52s

Document downloads

- [PowerPoint Presentation \(greatermanchester-ca.gov.uk\)](https://www.greatermanchester-ca.gov.uk/what-we-do/research/research-housing-and-planning/research-good-landlord-charter/powerpoint-presentation) - Downloads: 35
- [PowerPoint Presentation \(greatermanchester-ca.gov.uk\)](https://www.greatermanchester-ca.gov.uk/what-we-do/research/research-housing-and-planning/research-good-landlord-charter/powerpoint-presentation) - Downloads: 0

- [Review of landlord accreditation schemes \(greatermanchester-ca.gov.uk\)](https://greatermanchester-ca.gov.uk) - Downloads: 43
- [impact-of-lha-freeze-in-gm.pdf \(greatermanchester-ca.gov.uk\)](#) - Downloads: 0
-

3. Media coverage

The consultation was launched with a press conference and press release. This can be found here - [Mayor of Greater Manchester launches consultation on groundbreaking Good Landlord Charter - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](#)

The GLC was covered across local and regional media, and also national sector specific media in the immediate launch of the consultation and largely in the week after the launch.

- [Burnham launches consultation on Good Landlord Charter | News | Housing Today](#) - 08/01/24
- [Greater Manchester mayor launches consultation to stop 'untouchable' landlords | ITV News Granada](#) - 08/01/24
- [Andy Burnham Launches Consultation On Good Landlord Charter - Secret Manchester](#) - 08/01/24
- [Andy Burnham sets out how he plans to 'get serious' about housing - Manchester Evening News](#) – 08/01/24
- [Burnham ramps up mission to improve renters' living standards - Place North West](#) – 08/01/24
- [Property118 | The UK's first Good Landlord Charter unveiled in Greater Manchester - Property118](#) - 09/01/24
- [Consultation launches on Greater Manchester Good Landlord Charter - Marketing Stockport](#) - 09/01/24
- [Rochdale News | News Headlines | Consultation on Greater Manchester Good Landlord Charter launched - Rochdale Online](#) - 09/01/24
- [Property groups welcome Manchester Good Landlord Charter - Business Live \(business-live.co.uk\)](#) - 09/01/24

- [‘Good Landlord Charter’ consultation launched in Manchester \(mortgagesolutions.co.uk\)](https://mortgagesolutions.co.uk)
- [Labour Mayor’s landlord clampdown backed by Build T... \(landlordtoday.co.uk\)](https://landlordtoday.co.uk) - 10/01/24
- [Inside Housing - News - GMCA ‘confident’ social landlords will sign up to new Awaab Ishak-inspired scheme](#) -11/01/24
- [NRLA welcomes principles of Manchester Good Landlord Charter | NRLA](#) – 12/01/24
- [Andy Burnham explains why it's so important to 'get housing right' \(bigissue.com\)](https://bigissue.com) - 12/01/24
- [Greater Manchester Combined Authority opens consultation on its new Good Landlord Charter - The Mancunian](#) – 29/01/24

4. Social media

During the consultation period, we posted a range of posts across all social channels.

Facebook and X/Twitter were the best performing, which is to be expected with our audience size being larger on those platforms.

However, LinkedIn also performed well, with nearly 10k impressions.

The animation that was produced in-house for the consultation received 4,714 views.



Greater Manchester Combined Authority @greatermcr

The Good Landlord Charter is our plan to make renting in our city region better, and we want to hear from tenants and landlords about plans and how renting could be improved.

Find out more orlo.uk/Y3tVi



5:26 PM · Jan 8, 2024 · 4,716 Views

4 19 25 1

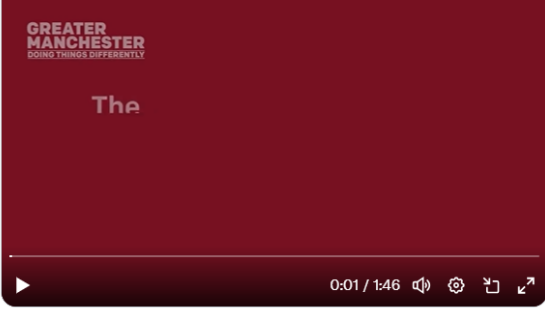
Greater Manchester Information Governance @GM_Infogov

Our team helped support the Good Landlord Charter. Find out more [▶](#)

Greater Manchester Combined Authority @greatermcr · Jan 8

The Good Landlord Charter is our plan to make renting in our city region better, and we want to hear from tenants and landlords about plans and how renting could be improved.

Find out more orlo.uk/Y3tVi



8:56 AM · Jan 9, 2024 · 61 Views

Overall

- Total posts: 71
- Total clicks: 706
- Reach: 14.5k
- Impressions: 40k

Twitter/X

- Total posts: 18
- Total clicks: 229
- Impressions: 22.6k

Facebook

- Total posts: 19
- Total clicks: 325
- Reach: 5.8k
- Impressions: 6k

Linkedin

- Total posts: 18
- Total clicks: 144
- Reach: 7.3k
- Impressions: 9.9k

Instagram

- Total posts: 16
- Total clicks: 8
- Reach: 1.4k
- Impressions: 1.5k
-

5. Assets / collateral and other information

Social video views: 1.7k

Impressions: 6.3k

Reach: 382