

## **An Evaluation of the North Staffordshire Landlord Accreditation Scheme**

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# An Evaluation of the North Staffordshire Landlord Accreditation Scheme

## Final Report

March 2010



# **An Evaluation of the North Staffordshire Landlord Accreditation Scheme**

**Final Report**

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**March 2010**

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Steve Green, Paul Hickman, Mike Foden and Ryan Powell

March 2010

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## Executive Summary

### *1. Introduction*

The North Staffordshire Landlord Accreditation Scheme (NSLAS) is a joint initiative between four local authorities - Newcastle-under-Lyme, Stafford, Staffordshire Moorlands and Stoke-on-Trent - and the North Staffordshire Landlords Association. In September 2009, the Scheme had 715 members who let over 3,100 properties throughout the area. In October 2009, Stoke-on-Trent City Council appointed the Centre for Regional Economic and Social Research (CRESR) at Sheffield Hallam University to undertake an evaluation of the impact of the NSLAS and make recommendations for its future direction.

The key objectives of the research were to:

- provide an assessment of the private rented sector (PRS) in North Staffordshire
- gauge landlord perceptions of the Scheme
- evaluate the impact of the Scheme
- review the aims and objectives of the Scheme
- provide clear and deliverable recommendations for developing the Scheme in the future to maximise the impact for local residents, and
- establish clear performance indicators to measure ongoing success of the Scheme.

To meet these objectives, a range of complementary research methods were used:

- analysis of secondary data
- stakeholder interviews; the research team undertook 11 in-depth interviews
- a postal survey of landlords which elicited 294 responses
- a postal survey of tenants which elicited 127 responses
- two landlord focus groups
- interviews with non-member landlords
- interviews with officers from other UK landlord accreditation schemes, and
- an interactive feedback seminar with local authority officers and landlord representatives.

### *2. The Nature of the Private Rented Sector in North Staffordshire*

The private rented sector (PRS) has always played an important role in the housing system in the UK, even though the sector is smaller than in many other developed European countries. It provides relatively easy access to those households who can afford it and, as an intermediate housing option, it provides the „lubricant“ that allows local housing markets to work more effectively.



In North Staffordshire, the sector also plays an important role in housing households in receipt of Housing Benefit and student households (Ecotec and Surf, 2006). There are over 16,000 private rented properties within the North Staffordshire study area. Stoke-on-Trent has the largest number of PRS properties.

Terraced houses represent the most common dwelling type within the study area accounting for over 40 per cent of the sector. In Stoke-on-Trent the proportion is even higher at 56 per cent and, compared to the other three local authority areas, it has relatively small proportions of detached and semi-detached properties.

In terms of the „health“ of the PRS in North Staffordshire, landlords reported that it was relatively „healthy“ and „buoyant“, particularly in the housing benefit and student sub-markets. However, a number reported that it was becoming increasingly difficult to find „good“ tenants.

Data gleaned from the landlord survey point towards a „maturing“ and „professional“ PRS in North Staffordshire. Firstly, there were a relatively small proportion of landlords who owned just one property (20 per cent) when compared to comparable studies (e.g. Hickman et al, 2006) and nationally (CLG, 2008). Secondly, landlords in North Staffordshire appear to be relatively „experienced“: nearly two thirds had been a landlord for at least six years, and 39 per cent had been a landlord for over a decade. However, it is important to note that for most landlords (79 per cent) being a landlord was a part-time activity. Thirdly, a relatively large number of landlords (45 per cent) were affiliated to a landlords“ association.

Three quarters of landlords reported that they let and managed their own properties without the assistance of an agent. Of the remaining quarter, approximately half used a managing agent for some tasks and half used an agent for all tasks.

Nearly three quarters (72 per cent) of tenants who responded to the tenants“ survey reported that they rented their home directly from an individual private landlord, rather than through a letting company or agent. Nearly all (95 per cent) knew how to contact their landlord; 88 per cent knew their landlord's name and address; and 91 per cent said they had a written tenancy agreement with their landlord.

A significant number of tenants were relatively new entrants to the PRS: one in five (19 per cent) had been private rented tenants for less than a year; and two thirds (65 per cent) had lived in the PRS for five years or less.

The majority (around three quarters) of tenants were satisfied with both their property and landlord. This is a lower proportion than that found in a comparable study of private rented tenants undertaken recently in Scotland which found 85 per cent of tenants to be satisfied with their landlord (University of Sheffield, 2009). A small but significant proportion of tenants in North Staffordshire (12 per cent) were dissatisfied with their landlord and the condition of their property. Seven per cent said they had been threatened with eviction.

Nearly half of all tenants (48 per cent) said they did not know who to contact if they had a problem with their landlord. Some 20 per cent said they would contact a housing advice service and 18 per cent said they would contact the Council.

### **3. *The Impact of the NSLAS***

Membership of the NSLAS has grown rapidly in recent years: in the period June 2006 to September 2009 the number of members rose from 400 to 700. During the same period, 185 landlords left the Scheme.

Landlords and tenants who took part in the postal survey were asked whether they were aware of the Scheme. In addition, tenants were asked whether their landlord was a member of the Scheme. Most tenants were unaware of the Scheme; only 23 per cent had heard of it and 14 per cent knew that their landlord was a member. Given that only tenants of accredited landlords took part in the survey, these are surprisingly low figures. However, the picture for landlords was markedly different. Of the survey respondents who were not Scheme members, nearly three quarters (74 per cent) were aware of it.

The landlord survey asked non-member landlords to give their reasons for not joining the NSLAS. Despite high levels of awareness of the Scheme, the most commonly cited response was: "I don't know enough about the Scheme" which was cited by 46 per cent of respondents. Traditionally, one of the largest barriers to membership of accreditation schemes has been landlords' reluctance to work with local authorities, who are often seen as an agency of enforcement. However, in North Staffordshire the landlord survey revealed that only 16 per cent cited this as a reason for not joining.

All landlords were asked to identify the benefits of becoming a member of the Scheme. The most frequent were: access to grants for repairs or refurbishment (71 per cent); "recognition that you are a good landlord" (58 per cent); and access to useful sources of information about the private rented sector (51 per cent).

Nearly three quarters of accredited landlords believed that the Scheme had helped them to become a „better“ landlord. One of the ways that the NSLAS had done this was by providing key information to landlords, such as health and safety regulations and recent PRS policy initiatives. Accredited landlords were more knowledgeable than non-member landlords in relation to these issues. For example, while 76 per cent of accredited landlords were aware of the National Tenancy Deposit Protection Scheme only 63 per cent of their non-member counterparts were. In a similar vein, while 52 per cent of member landlords reported that they were aware of the Housing, Health and Safety Rating System (or HHSRS), only 43 per cent of non-members responded in the same way.

Other data from the landlord survey supports the assertion that the Scheme had made landlords more knowledgeable: 60 per cent of respondents thought that accredited landlords were more knowledgeable than non-members.

Landlords' responses to other questions about the impact of the NSLAS also provides further evidence to support the assertion that it has had a positive impact. Most

respondents felt that it had helped improve the condition of the private rented stock in the area (56 per cent of respondents felt that this was the case). And one third of non-member landlords agreed that accredited landlords were more knowledgeable about the roles and responsibilities of being a landlord. Also noteworthy is the finding that one-in-ten non-member landlords thought that the Scheme had helped to improve the quality of the housing stock in the area and that accredited landlords provided a better service and better properties.

#### **4 Conclusion**

The concluding chapter provides an overall assessment of the Scheme and notes that it has been very successful. This is because:

- there has been a steady, and continuing, growth in the number of accredited landlords
- landlords with varied portfolio sizes have been accredited and they operate across all PRS sub-markets
- the Scheme has contributed to the formation of robust relationships between private landlords and the four local authorities, helping to overcome „mistrust“ and the perception that the local authority is merely an agent of enforcement
- the Scheme has provided an opportunity for the local authorities that comprise the North Staffordshire area to work together
- the Scheme has an efficient, well-managed administrative hub
- the Scheme has been an effective conduit for disseminating new information about the PRS to landlords
- the Scheme has close links with the accommodation services of North Staffordshire’s two universities - Keele and Staffordshire
- there are high levels of awareness of the Scheme amongst landlords
- meetings run by the Scheme are regularly held throughout North Staffordshire and are generally well-attended.

The chapter offers a number of recommendations for taking the Scheme forward:

1. The NSLAS should offer „enhanced membership“ to landlords who undertake a formal training programme, complemented by continuing professional development.
2. „Enhanced membership“ of the NSLAS should include a fee that covers the costs associated with training provision.
3. The NSLAS should create a publicly-accessible directory of accredited landlords which should be available on its website.
4. The NSLAS should continue with its ambitions to increase membership. Acting on other recommendations in this report may make this feasible.
5. The four local authorities, in partnership with the NSLAS, should implement a new strategy for providing information about the Private Rented Sector to existing and prospective private tenants. This may include: high quality leaflets designed for

prospective and current tenants, distributed in appropriate venues and directly to the tenants of accredited landlords; a quarterly newsletter for prospective and current tenants, distributed at appropriate venues and directly to the tenants of accredited landlords; improved website information, where appropriate; awareness-raising of the Scheme at community meetings, and other suitable events; and, marketing advertisements in newspaper property pages.

6. The NSLAS will benefit from a clear presentation of the benefits and services it offers, making a distinction between „benefits“ and „exclusive services“. Services that were found to be less popular should be reviewed and „explained“ to landlords in more detail, rather than be abandoned. The NSLAS Steering Group should give consideration to introducing new services, for example enhanced access to Housing Benefit support and advice and discounted fire safety equipment and insurance.
7. The Scheme should make its newsletter available more generally, in order to a) improve the quality of information that private landlords receive, and b) promote the Accreditation Scheme.
8. The Scheme should: publish new, high quality publicity material for landlords and tenants in order to give the Scheme a dynamic, modern and relevant appearance; and make available to accredited landlords, high quality digital image files for use in their publicity.

The chapter concludes by:

- highlighting a monitoring framework for the Scheme, intended to provide key information to: monitoring its progress; identify areas of weakness and strength; and evaluate its performance. It makes best use of readily available data, and includes an annual landlord satisfaction survey. Suggestions are also made for improving the data collected about landlords leaving the Scheme.
- reviewing the salience and pertinence of the Scheme’s objectives. It notes that its existing four objectives should remain unaltered. The recommendations outlined in this report aim to make improvements to the Scheme overall, and help it to re-focus its objectives.

# 1 Introduction

## 1.1 Introduction

In 2003, Stoke-on-Trent City Council, working in partnership with the North Staffordshire Landlords Association, established a Landlord Accreditation Scheme. In 2006, the Scheme was extended to include the local authorities of Newcastle-under-Lyme and Stafford, and in 2007 Staffordshire Moorlands joined. The scheme is now known as the North Staffordshire Landlord Accreditation Scheme (herein referred to as „NSLAS“ or „the Scheme“). In October 2009, the Centre for Regional Economic and Social Research (CRESR) at Sheffield Hallam University was commissioned by Stoke-on-Trent City Council to undertake an evaluation of the impact of the Scheme. This report presents CRESR’s findings.

This chapter is divided into five sections, including this one. Section 1.2 provides brief contextual information about the Scheme and 1.3 outlines the aims and objectives of the research. Section 1.4 highlights the research approach taken by the study team. The chapter concludes (1.5) by outlining the structure of the report.

## 1.2 The North Staffordshire Landlord Accreditation Scheme

The NSLAS states that its aim is “to improve both the physical and management standards of the private rented sector within North Staffordshire”. It lists four key objectives.

- *“Operate a Scheme that promotes good physical conditions of properties and good management practice;*
- *Create and maintain a stock of private rented accommodation to an accredited standard and which meets legal requirements;*
- *Give public recognition to those landlords who provide housing that meets or exceeds the accredited standard;*
- *Give prospective tenants the choice of renting a good standard of accommodation.”*

In terms of the approach taken to accreditation, the Scheme may be categorised as being a „hybrid model“. This is because it is concerned with improving both property and management standards. Reflecting this, property

inspection is a central element of the Scheme. Landlords who apply to join the Scheme must declare all their residential lettings in the four local authority areas. 10 per cent of a landlord's properties, randomly selected, are then inspected by an officer from the relevant local authority over the duration of their membership. When a landlord renews their membership, officers will undertake inspections of different properties in the landlord's portfolio where possible. Where officers identify problems with properties, they will firstly liaise with the landlord, and consider enforcement action. The Scheme may also decide to inspect additional properties within a landlord's portfolio. In some cases, where improvements are not made or serious problems exist with property or management standards, the Scheme can review, suspend or revoke a landlord's membership.

At this point, it is important to note that membership of the Scheme is free. The NSLAS website notes that it provides its members with the following benefits:

- free advertisement and promotion of vacant properties on the Scheme's website
- discounted landlord training events
- access to discounts from local participating companies
- recognition as a landlord that provides a good standard of accommodation
- improved access to other local authority departments and services, for instance, Housing Benefits, Grants
- co-operation, support and advice from the Scheme Operators on all aspects of private renting.

The NSLAS is administered centrally by a small dedicated team based at Stoke-on-Trent City Council. The partner local authorities make a financial contribution to the Scheme, and each authority is responsible for inspections, property improvement plans and grants in its area. In September 2009, the Scheme had 715 members and covered over 3,100 properties. Further information about the operation of the Scheme is available from its website ([www.landlordaccreditation.co.uk](http://www.landlordaccreditation.co.uk)).

### **1.3 Objectives of the Research**

The key objectives of the research as highlighted in the Research Brief provided by Stoke-on-Trent City Council when it commissioned the research are:

- To update the available data on the private rented sector where possible to provide an up to date assessment of the private rented sector across the North Staffordshire area.
- To understand why local landlords choose to join or not join the Scheme and their perceptions of the Scheme more generally.
- To evaluate the impact of the North Staffordshire Landlord Accreditation Scheme against its core objectives, specifically improving the management of properties, raising housing standards and supporting partnership working with the private sector.
- To undertake an assessment of the development options available to maximise the impact of the Landlord Accreditation Scheme, identifying required resources as appropriate.
- To review the aims and objectives of the Scheme in accordance with the potential developments in order that they are clear, measurable and achievable.
- To provide clear and deliverable recommendations for developing the Landlord Accreditation Scheme in the future to maximise the impact for local residents.
- To establish clear performance indicators to measure ongoing success of the North Staffordshire Landlord Accreditation Scheme which can be easily monitored and updated.

## 1.4 Approach to the Research

The research comprises a comprehensive range of complementary research instruments:

- secondary data analysis
- stakeholder interviews
- interviews with representatives of UK accreditation schemes
- postal survey of landlords
- postal survey of tenants
- landlord focus groups
- interviews with non-member landlords
- an interactive feedback event.

### *Secondary data analysis*

The study team examined two important secondary datasets: the 2001 Census and anonymised membership data held by the NSLAS.

### *Stakeholder interviews*

The research team undertook 11 in-depth interviews with key stakeholders with an expertise in the PRS in the study area. Interviews, which on average lasted for an hour, were conducted with: NSLAS officers; local authority PRS officers; representatives of the North Staffordshire Landlords' Association; Keele and Staffordshire universities' accommodation officers; letting agents; and estate agents.

### *Interviews with representatives of UK accreditation schemes*

In order to gain an insight into the strength and weaknesses of the different approaches that may be taken to accreditation, interviews and analysis of background information were conducted with representatives of the following organisations: ANUK; Bristol Accreditation Scheme; East Midlands Landlord Accreditation Scheme; Landlord Accreditation Wales; Leeds Landlord Accreditation Scheme; London Landlord Accreditation Scheme; and North Somerset Accreditation Scheme.

### *Postal survey of landlords*

The study team conducted a postal survey of landlords in the study area. In late October 2009, landlords were sent a short questionnaire which was concerned primarily with exploring: their circumstances; their approach to management; and their views on the NSLAS and its impact. A copy of the questionnaire is provided in Appendix 3.

Some 1,357 landlords, who were identified through the Scheme database, were sent questionnaires. The sample frame comprised: 707 accredited landlords; 509 landlords who had never been a member of the Scheme; and 140 former members of the Scheme. The study team received 275 responses which, after „returned to sender“ responses were removed from the sample, represented a response rate of 22 per cent. This is a remarkably high figure for a survey of this kind.

In terms of the breakdown of responses, as one might have expected, accredited landlords were more likely than non-members to have completed the questionnaire: 32 per cent of accredited landlords completed the questionnaire compared to 10 per cent of non-member landlords who did the same. Therefore as a result, in numerical terms accredited landlords significantly outnumber non-member landlords in the final sample: 227 compared to 65<sup>1</sup>.

In addition, 200 copies of the questionnaire were given to officers at the four local authorities involved in the Scheme, with a view to them distributing it to non-member landlords in their areas. Copies of the questionnaire were also distributed at the North Staffordshire Landlords Meeting in December 2009.

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<sup>1</sup> Two landlords did not provide information about their accreditation status.



The survey was made available on the NSLAS website; and an email version was sent to accredited landlords as a reminder. These measures generated a further 19 responses. In all then, the study team received 294 responses.

### ***Postal survey of tenants***

The study team conducted a postal survey of 1,000 tenants in the study area, all of whom were tenants of accredited landlords. Tenants were sent a short questionnaire, a copy of which is provided in Appendix 3, which was concerned primarily with exploring: their circumstances; their views of private renting; and their views on the NSLAS and its impact. The study team received 124 responses which, after „return to sender“ responses were removed from the sample, represented a response rate of 13 per cent. A further 50 copies of the survey were distributed by Stoke-on-Trent City Council and this generated an additional three responses. In all, then, the study received 127 responses.

### ***Landlord focus groups***

In order to tease out some of the key issues to emerge from the landlord survey, the study team ran two landlord focus groups: one with accredited landlords, the other with non-members. The accredited landlord focus group was attended by ten landlords, and the other by two.

### ***Interviews with non-member landlords***

Because only two landlords took part in the non-member focus group, the research team decided to carry out five telephone interviews with non-member landlords operating in the area. Like the focus groups, these were concerned with exploring landlords' views about: the PRS in North Staffordshire; managing their portfolio and the management challenges they faced; and the NSLAS and its impact.

### ***Interactive feedback event***

In February 2010 the study team ran an interactive feedback event which was attended by 16 stakeholders with an interest in North Staffordshire's PRS. The event was held for two principal reasons: first, to provide the study team with an opportunity to triangulate and corroborate its findings by exploring their „validity“ with experts in the field; and second; to provide the team with further insight into how the Scheme might be developed in the future.

### ***Reflections on the analysis presented within the report***

By employing a range of complementary and overlapping research instruments, the study team has been able to compile a robust and valuable insight into the PRS in the study area and the impact of the NSLAS. However, while the team has undoubtedly compiled a comprehensive dataset, particularly in relation to

the latter, it is important to note that there are important „health“ warnings associated with the findings from the two postal questionnaire surveys.

The results gleaned from both the postal surveys undertaken by the study team should be treated with a degree of caution and seen as being indicative and not authoritative. There are two reasons for this. First, because the number of responses for both surveys is relatively small – as noted earlier, 294 and 127 respectively, the statistical margin of error associated with them is relatively large.

For the sample derived from the landlord survey, the (maximum) margin of error is approximately +/- 5.4 per cent (this is the greatest margin of error associated with a sample of this size and in practice, the margin of error for this group may actually be smaller depending on the response to individual questions). The margin of error associated with the tenant survey is greater: +/- 8.5 per cent. When the samples are broken down into sub-sets, the margin of error becomes even larger: for example, the margin of error associated with a sample of 29, which is the number of landlords who reported in the landlord survey that they had properties in Stafford, is approximately +/- 17.9 per cent. Given this, most of the analysis of the data generated from landlord and tenants surveys that is presented in the report occurs at the aggregate level.

Second, as is the case with postal questionnaire surveys of this kind, there are always concerns about the „representativeness“ of respondents and the extent to which the landlord and tenant samples we generated were typical of their populations as a whole. However, without undertaking additional research it is impossible to establish whether they were or not.

## **1.5 Structure of the Report**

This report is divided into four chapters, including this one. Chapter 2 is concerned with providing a broad overview of the PRS in North Staffordshire and with profiling the circumstances, experiences and attitudes of landlords and tenants who took part in the CRESR postal surveys. Chapter 3 is concerned with the NSLAS. It explores a number of issues. Drawing on anonymised data supplied by the Scheme, it explores membership of the Scheme between June 2006 and September 2009. And drawing principally on data from the landlord postal survey, it examines awareness of the NSLAS; the perceived benefits of the Scheme; and the responses of landlords to a series of questions designed specifically to assess some of the „programme outcomes“ of the Scheme. Chapter 4 draws conclusions and makes a number of recommendations about the future of the NSLAS.

## 2 The Nature of the Private Rented Sector in North Staffordshire<sup>2</sup>

### 2.1 Introduction

The private rented sector (PRS) has always played an important role in the housing system in the UK, even though the sector is smaller than in many other developed European countries. The sector provides relatively easy access to those households who can afford it and, as an intermediate housing option, it provides the „lubricant“ that allows local housing markets to work more effectively. It plays a crucial „transitional“ role in many housing careers, especially as house price increases make entry to the owner-occupied sector more difficult and the median age of entry into owner-occupation increases (Green *et al*, 2008; Rhodes, 2006). Some parts of the sector constitute a source of affordable housing, and a healthy private rented sector helps to enhance housing choice. The PRS provides a 'bridge' between labour markets and housing markets, as its relative flexibility allows, in theory at least, households to move to work opportunities across the country. In North Staffordshire, the sector also plays an important role in housing households in receipt of Housing Benefit and student households (Ecotec and Surf, 2006).

However, recent studies have suggested that the sector is undergoing a period of transformation as the characteristics of both tenants and landlords change, as new types of markets emerge, and new legislation is introduced to regulate it (Hickman *et al*, 2007a; Rhodes, 2006; Ball, 2006). In many neighbourhoods across the country, the PRS is at the sharp end of housing market change (Hickman *et al*, 2007c). The paradox is that the sector where the most dramatic change is taking place is also the sector about which least is known.

This chapter is divided into four sections, including this one. Drawing on data from the 2001 Census of Population, Section 2.2 provides a broad overview of the private rented sector (PRS) in North Staffordshire. A more detailed study of the dynamics of the private rented sector in Stoke-on-Trent was carried out in 2006 (Ecotec and Surf, 2006). Section 2.3 provides an insight into the characteristics, circumstances, experiences and attitudes of landlords in the study area by interrogating the data provided by landlords who took part in the

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<sup>2</sup> For the purposes of this report „North Staffordshire“ refers to the area comprising the four local authority partners of the North Staffordshire Landlord Accreditation Scheme - Newcastle-under-Lyme, Stafford, Staffordshire Moorlands and Stoke-on-Trent.

CRESR landlord survey. The final section (2.4) is concerned with undertaking the same task for the tenant survey.

## 2.2 An Overview of the PRS in North Staffordshire Derived from Census Data

This section presents a profile of the PRS in North Staffordshire drawing on data derived from the 2001 Census of Population. While this dataset is relatively dated, it still represents the most comprehensive source of information on the PRS in the absence of other official and administrative data.

**Table 2.1: Housing tenure in North Staffordshire, 2001**

	Owner-occupied	Private rented %	Social rented	Lives rent free
Newcastle-under-Lyme	72.5	5.6	19.7	2.2
Stafford	76.1	7.5	14.1	2.3
Staffordshire Moorlands	83.5	5.8	9.0	1.8
Stoke-on-Trent	65.2	7.5	24.4	2.9
North Staffordshire	71.9	6.8	18.8	2.4
West Midlands	69.6	7.3	20.6	2.5
England	68.7	10.0	19.3	2.0

*Source: 2001 Census of Population*

There are over 16,000 private rented properties within the North Staffordshire study area with a particular concentration in Stoke-on-Trent. The size of the PRS within the area as a proportion of total households is fairly consistent with the regional average, but relatively small by national standards. As Table 2.1 illustrates, almost seven per cent of households within the study area were residing in private rented accommodation in 2001, compared with a figure of ten per cent nationally.

Stoke-on-Trent has the largest private rented sector in absolute terms at almost 8,000 properties (see Table 2.2 below). However, when considering the PRS as a proportion of total households, Stafford has a similar size PRS to Stoke-on-Trent at 7.5 per cent, which is partly explained by the presence of a sizeable Staffordshire University campus within the district. Private rented accommodation in Newcastle-under-Lyme and Staffordshire Moorlands accounts for a smaller percentage of the total housing stock at between 5 and 6 per cent, significantly lower than the regional and national averages.

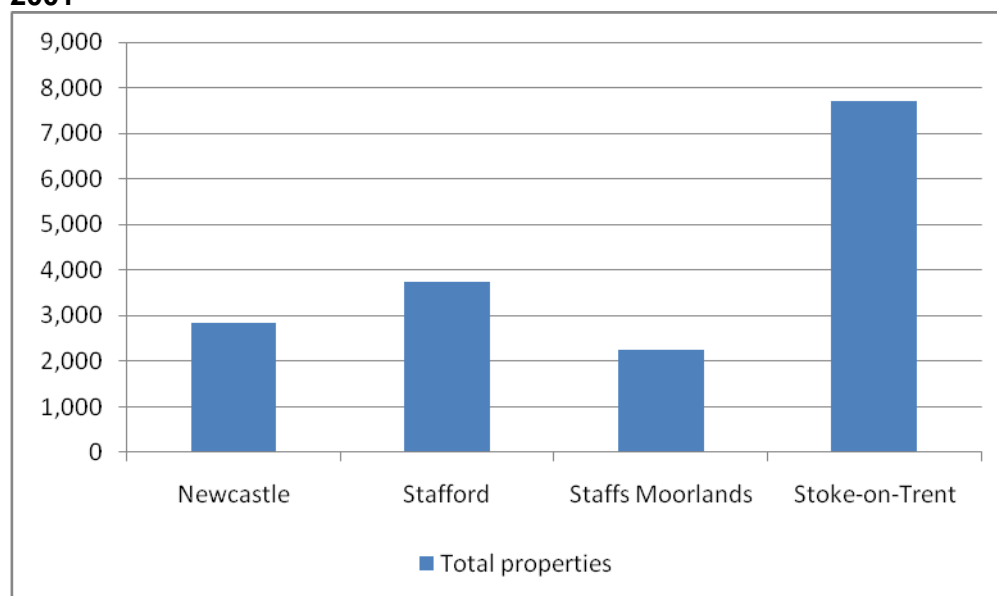
**Table 2.2: Number and proportion of private rented households, 2001**

	All households	PRS households	
		no.	%
Newcastle-under-Lyme	50,741	2,850	5.6
Stafford	50,019	3,747	7.5
Staffordshire Moorlands	38,796	2,243	5.8
Stoke-on-Trent	103,199	7,713	7.5
North Staffordshire	242,755	16,553	6.8
West Midlands	2,153,672	157,266	7.3
England	20,451,427	2,037,470	10.0

Source: 2001 Census of Population

Figure 2.1 provides a clear illustration of the uneven distribution of PRS households across the four authorities within the North Staffordshire study area. Stoke-on-Trent accounts for almost half of all occupied PRS properties in the study area followed by Stafford, Newcastle-under-Lyme and Staffordshire Moorlands.

**Figure 2.1: Total occupied PRS households by partner local authority, 2001**

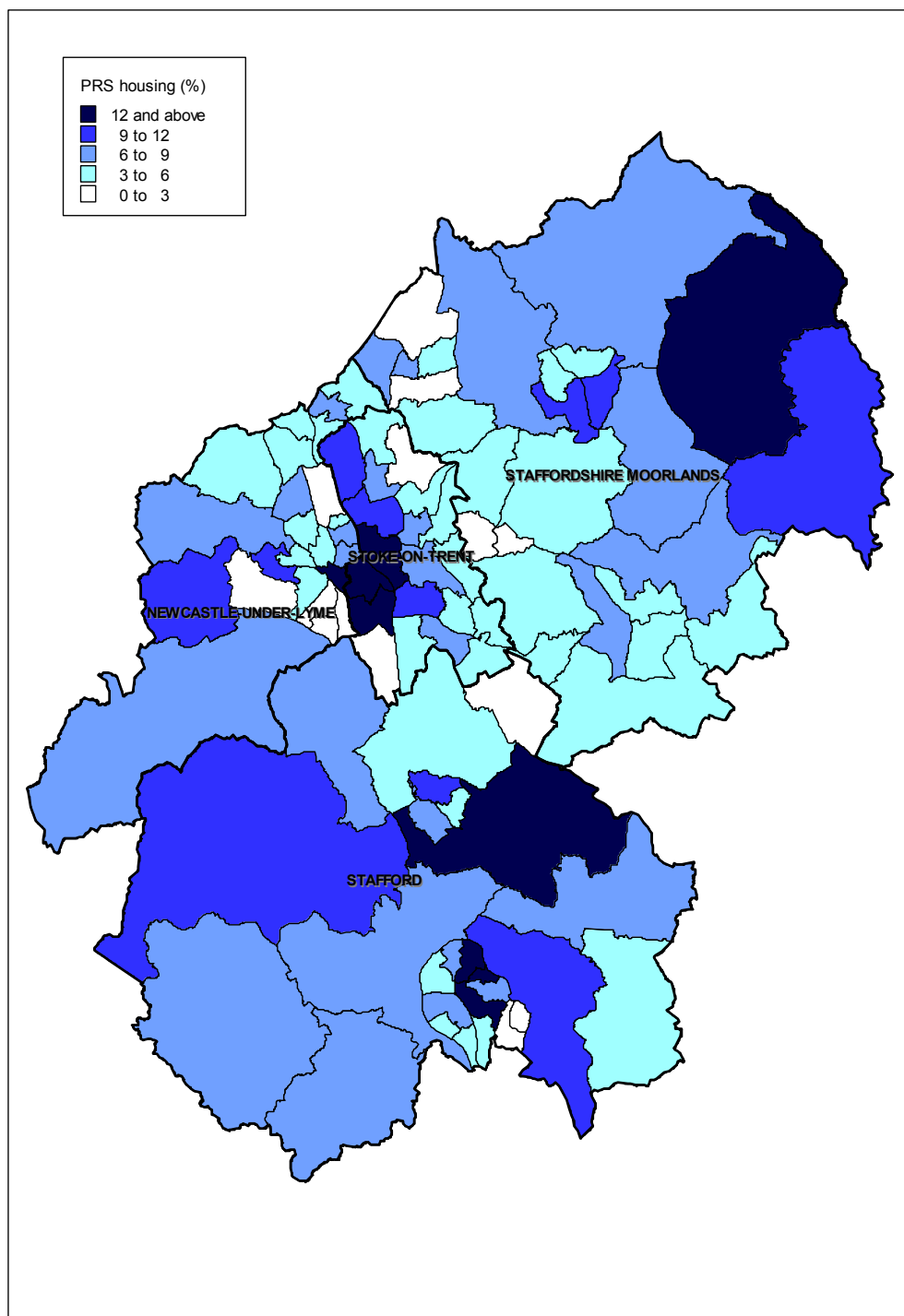


Source: 2001 Census of Population

This uneven spatial distribution is also evident within local authorities as private rented housing tends to be concentrated in particular localities within them. Figure 2.2 maps the distribution of PRS households as a proportion of total households by ward across the study area. Darker shaded wards illustrate higher concentrations of private rented dwellings as a proportion of that ward.

There are particular concentrations within urban wards of Stoke-on-Trent and Stafford. Figure 2.2 also highlights the relative importance of the PRS in rural areas, particularly in Staffordshire Moorlands. Proportions by ward vary from one per cent in Werrington in Staffordshire Moorlands to over 28 per cent in Hanley West and Shelton in Stoke. A full breakdown (in tabular form) of the location of PRS households by ward in the study area can be found in Appendix 1.

Figure 2.2: The private rented sector in North Staffordshire as a proportion of total housing stock by ward, 2001

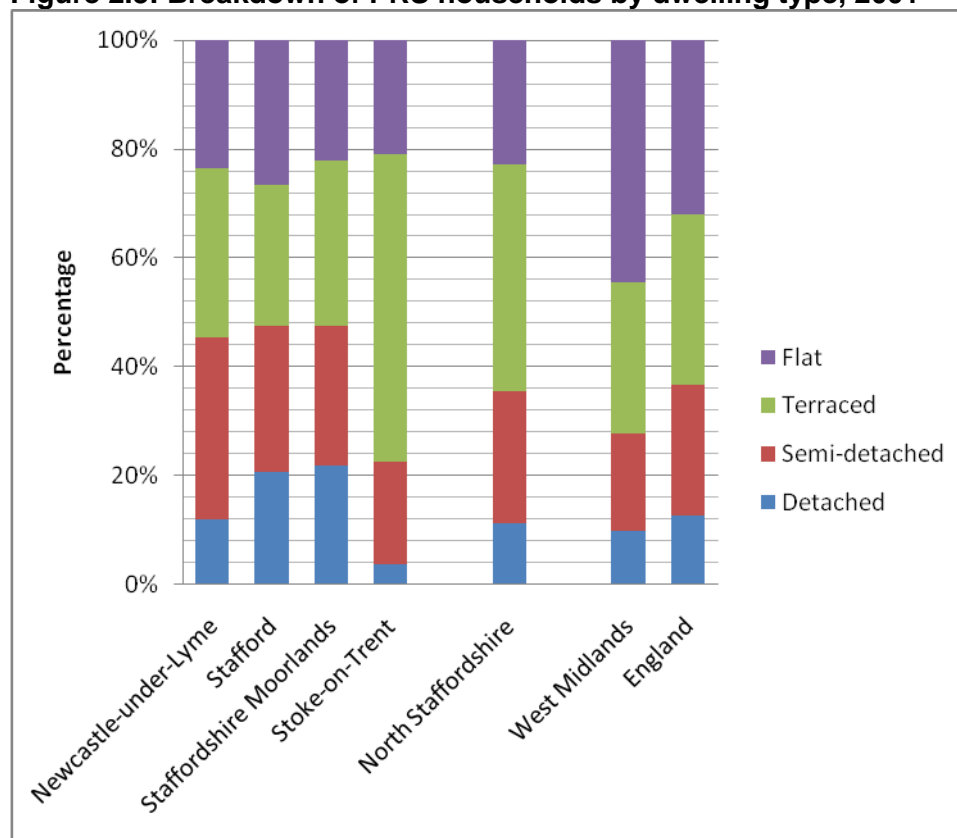


Source: 2001 Census of Population

Figure 2.3 presents a breakdown of the PRS by dwelling type within North Staffordshire, and the local authorities comprising it, benchmarked against the regional and national equivalents. This shows some significant variations locally in terms of the PRS housing stock. The proportion of flats in all four

local authorities is lower than the West Midland and national averages. Flats account for almost a third of the total PRS stock nationally and well over two-in-five PRS households regionally. In contrast, terraced houses represent the most common dwelling type within the study area accounting for over 40 per cent of the sector. In Stoke-on-Trent, the PRS is dominated by terraced properties that account for 56 per cent of the sector, and compared to the other three local authority areas, the city has relatively small proportions of detached and semi-detached properties.

**Figure 2.3: Breakdown of PRS households by dwelling type, 2001**



Source: 2001 Census of Population.

Note: Rows may not add up to 100 as figures do not include caravans, temporary dwellings, or shared dwellings.

As will be highlighted in the next section, the landlord survey undertaken by CRESR provides further insight into the type of properties owned by landlords in North Staffordshire.

Unsurprisingly, reference to Census data reveals that the PRS sector in North Staffordshire is dominated by properties let by private landlords and letting agencies, as is the case both regionally and nationally. Table 2.3 shows PRS households by landlord type as a proportional figure. The picture is relatively even across the study area with few variations. However, it is worth noting that Stafford has a higher proportion of tenants living in the same property as employers (e.g. au pairs) and the study area contains a larger proportion of



tenants who reside with friends or family members - just over eight per cent compared to six per cent nationally.

**Table 2.3: Proportion of PRS households by landlord type, 2001**

	Private landlord or letting agency	Employer of a household member	Relative or friend of a household member	Private rented-Other
Newcastle-under-Lyme	85.4	2.2	9.2	3.2
Stafford	84.8	5.1	6.9	3.2
Staffordshire Moorlands	83.1	2.7	10.7	3.5
Stoke-on-Trent	89.1	1.0	7.8	2.1
North Staffordshire	86.7	2.4	8.2	2.7
West Midlands	87.3	2.5	6.8	3.5
England	88.3	2.6	6.1	3.0

Source: 2001 Census of Population.

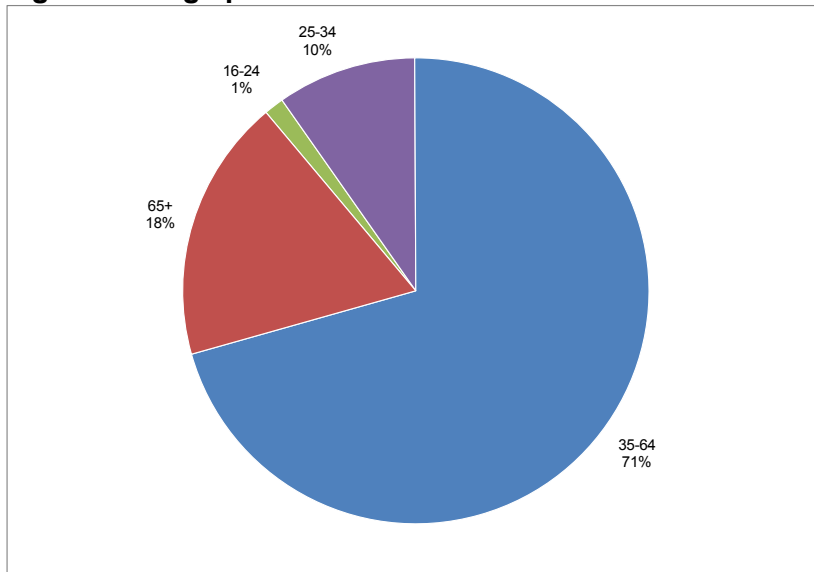
## 2.3. The Characteristics, Experiences and Attitudes of Landlords Who Took Part in the CRESR Landlord Survey

### *Demographic profile and reasons for becoming a landlord*

The landlords taking part in the survey were typically „White-British” men, aged 35 or over. More specifically, over two thirds were men (68 per cent); and a third were women (32 per cent). However, in practice, it is common for couples to own and manage properties between themselves. Some 87 per cent of respondents identified their ethnicity as “White-British” and five per cent as “Asian” or “Asian-British”. Four per cent of respondents refused to provide information about their ethnicity. Some 89 per cent of respondents were aged 35 or above and only 1 per cent of the sample were younger than 25.

It is notable that nearly a fifth of respondents (18 per cent) were aged 65 years or older, normally considered to be the retirement age in most professions (Figure 2.4).

**Figure 2.4: Age profile**



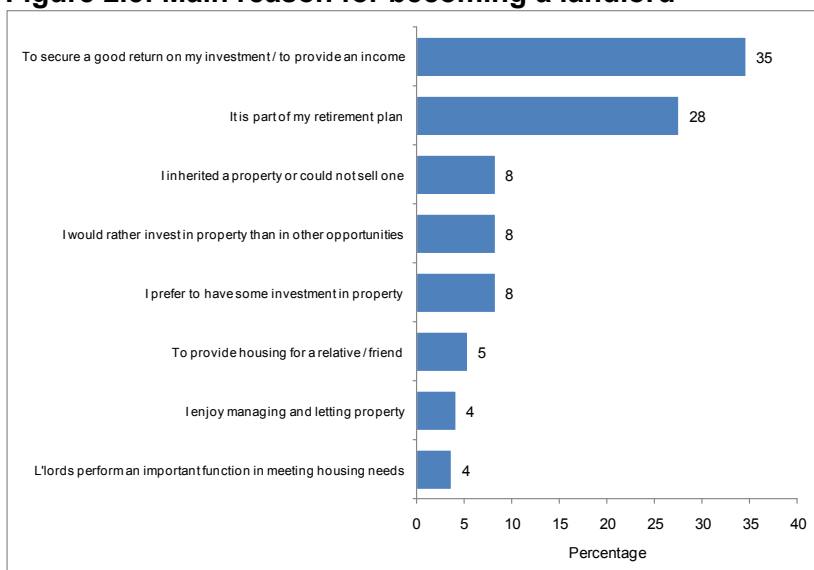
Source: CRESR Survey of Private Landlords in North Staffordshire 2009

Base: 290

Note: Percentages may not sum to 100% due to the rounding up or down process

Landlords were asked why they had become a landlord. Their responses varied greatly. For most landlords healthy returns on investment and long term capital growth were the main factors (see Figure 2.5). However, a minority of respondents became landlords by “chance” (such as inheriting a property) or because they wanted to provide housing for a relative. Furthermore, some landlords reported that they had become a landlord because they believed that providing for housing needs was fulfilling an *important function*”.

**Figure 2.5: Main reason for becoming a landlord**



Source: CRESR Survey of Private Landlords in North Staffordshire 2009

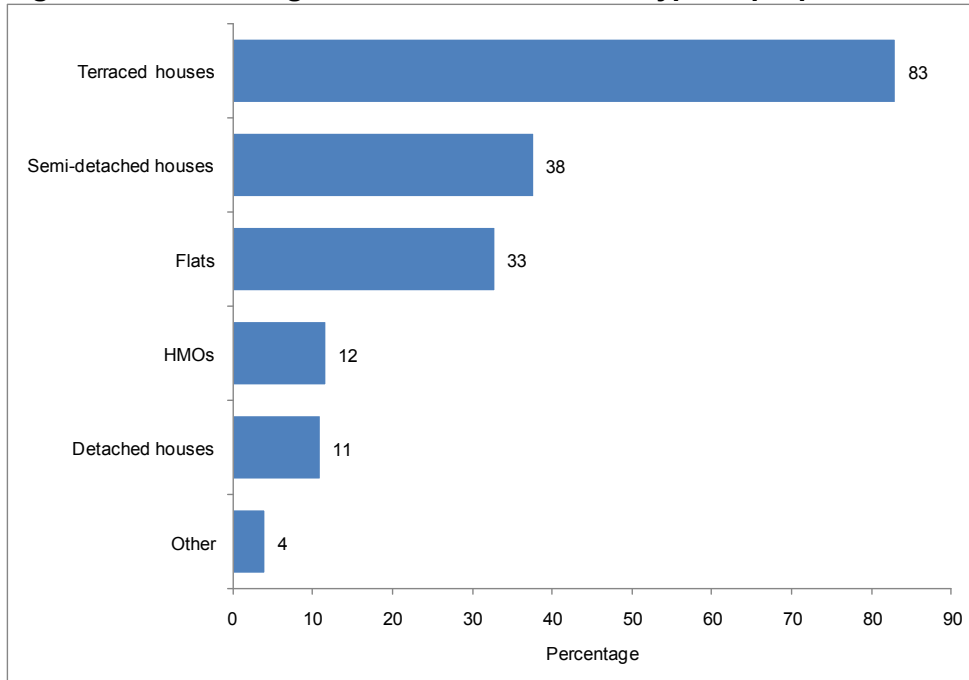
Base: 243

Note: Percentages may not sum to 100% due to the rounding up/ down process.

### Landlord portfolios

More than four out of five landlords (83 per cent) who took part in the survey reported that they owned terraced properties, with 38 per cent reporting that they owned semi-detached houses. A third owned flats, with 12 per cent owning houses in multiple occupation<sup>3</sup>. The majority of these were let in the student segment of the PRS (Figure 2.6).

**Figure 2.6: Percentage of landlords with each type of properties**

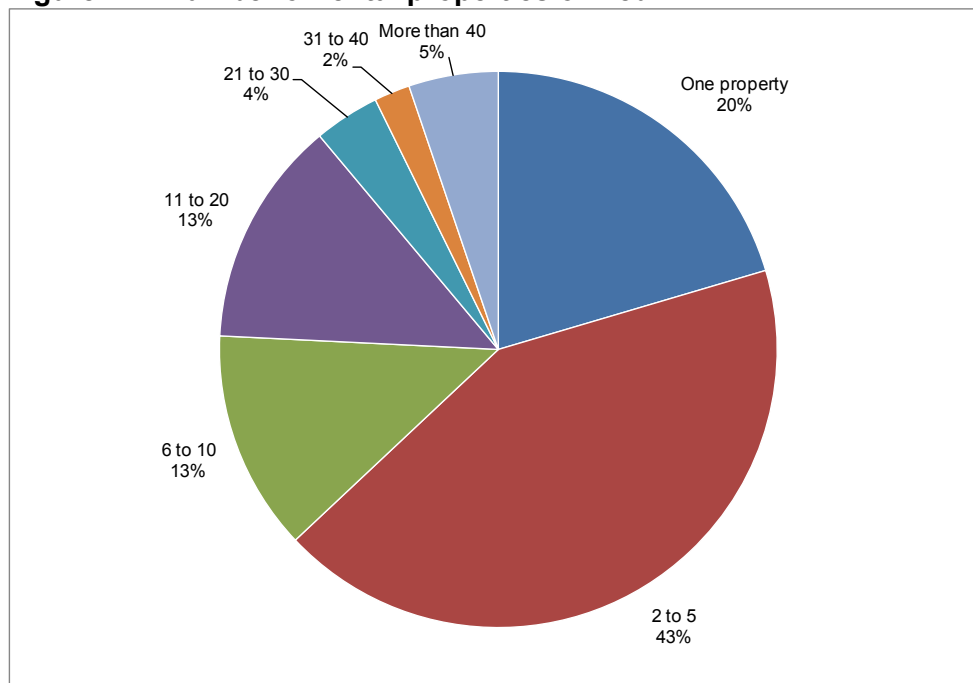


Source: CRESR Survey of Private Landlords in North Staffordshire 2009  
Base: 289

<sup>3</sup> This relates to all forms of HMO, not just those that are required to be licensed under the Housing Act 2004.

Figure 2.7 highlights the number of properties owned by landlords and highlights, to some extent, an increasingly “mature” PRS in North Staffordshire.

**Figure 2.7: Number of rental properties owned**



Source: CRESR Survey of Private Landlords in North Staffordshire 2009

Base: 289

Note: Percentages may not sum to 100% due to rounding

Nearly a quarter of respondents had more than ten properties, with five per cent owning more than 40. Although 63 per cent of respondents owned five properties or fewer, only 20 per cent had just one property in their portfolio. This is a lower proportion than was found in a comparable study undertaken by the study team: a survey they undertook of landlords in Newcastle-upon-Tyne, Gateshead and North Tyneside found that 30 per cent had only one property (Hickman *et al*, 2006). Similarly, the national *English House Conditions Survey 2006: Private Landlord Survey* (CLG, 2008) found that 35 per cent of all landlords had just one property and that:

*'Sideline' landlords with small portfolios continue to dominate the sector, with Buy to Let stimulating the entry of inexperienced small landlords.*

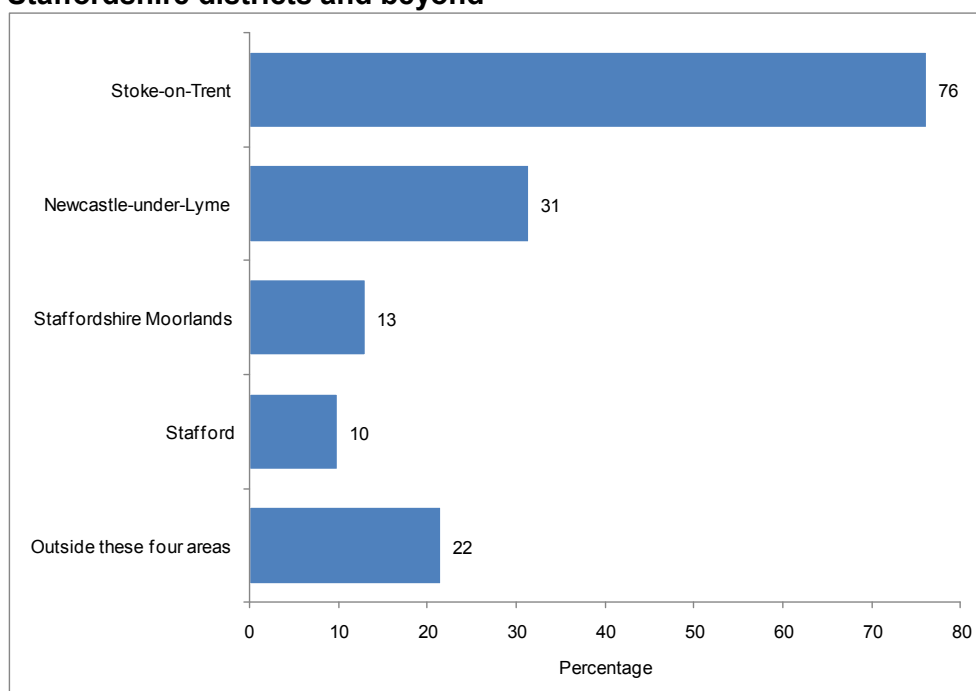
*(CLG, 2008)*

Landlords were asked where their properties were located in North Staffordshire and whether they owned properties outside the area (Figure 2.8). Before highlighting the response to this question it is important to note that: the sample used in the landlord survey was deliberately „skewed“ towards landlords who are members of the NSLAS; that the Scheme has been operating for a longer period in Stoke-on-Trent; and Stoke-on-Trent has the largest PRS of the four authorities that comprise the North Staffordshire area. Over three quarters

of respondents (76 per cent) reported that they had properties in Stoke-on-Trent with 31 per cent having properties in Newcastle-under-Lyme, 13 per cent in Staffordshire Moorlands and 10 per cent in Stafford.

The survey revealed that a significant number of landlords operate throughout the North Staffordshire area, and further afield. Around one in five (22 per cent) owned properties for private letting within and outside North Staffordshire. While the majority of respondents (73 per cent) owned properties in just one of the four North Staffordshire districts, 27 per cent had properties in more than one of the four districts.

**Figure 2.8: Percentage of landlords with properties in the four North Staffordshire districts and beyond**

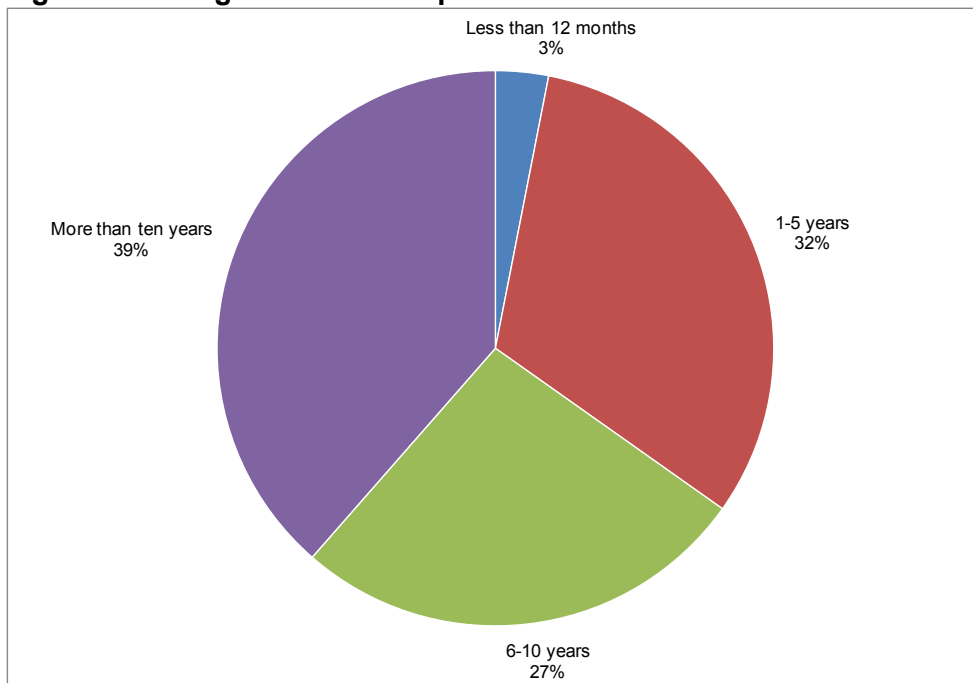


Source: CRESR Survey of Private Landlords in North Staffordshire 2009  
Base: 293

### *Landlord approaches to managing their stock*

The CRESR landlord survey suggests that many private landlords operating in North Staffordshire have considerable “experience” of being a landlord. Nearly two thirds (65 per cent) had been a landlord for at least six years, and 39 per cent had been a landlord for over a decade (Figure 2.9). However, it is important to note that for most landlords (79 per cent), it is a part-time activity with one in five (21 per cent) being full-time landlords. This is broadly consistent with the findings of the *English House Conditions Survey 2006* (CLG, 2008) which found that private lettings was the primary activity for 25 per cent of landlords.

**Figure 2.9: Length of time as a private landlord**



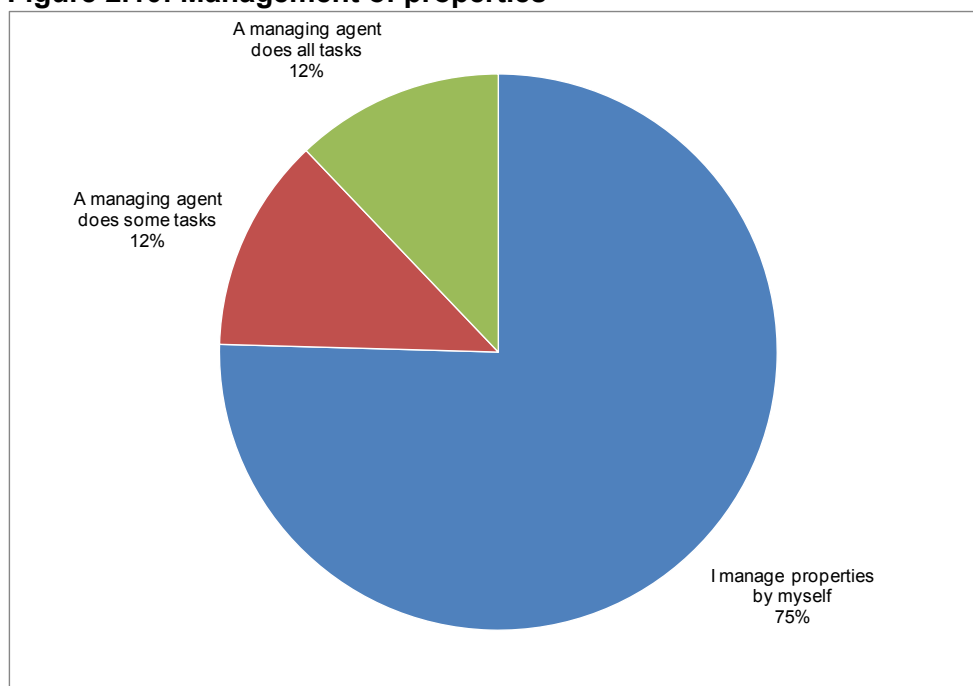
Source: CRESR Survey of Private Landlords in North Staffordshire 2009

Base: 293

Note: Percentages may not sum to 100% due to rounding

Three quarters of landlords reported that they let and managed their own properties without the assistance of an agent. Of the remaining quarter, approximately half used a managing agent for some tasks and half used an agent for all tasks (Figure 2.10). This is the case for accredited and non-member landlords alike.

**Figure 2.10: Management of properties**



Source: CRESR Survey of Private Landlords in North Staffordshire 2009

Base: 281

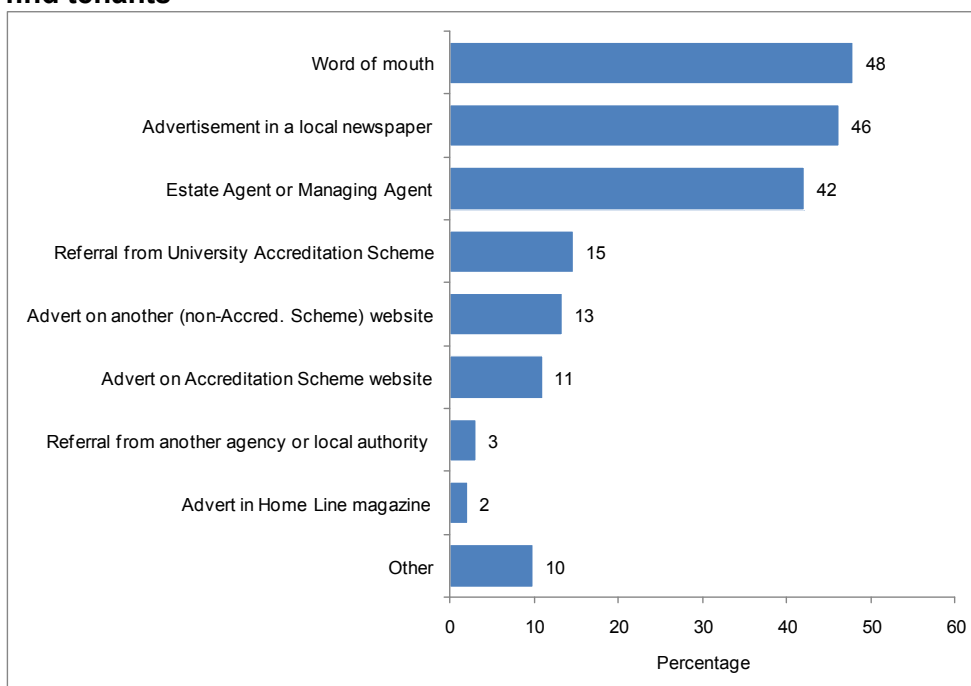
Note: Percentages may not sum to 100% due to rounding

The growing „professionalism“ of the PRS in North Staffordshire is also evidenced by the relatively large number of landlords who have affiliation to professional bodies. Some 45 per cent were members of a landlord association. Of these, 77 per cent were in the North Staffordshire Landlords“ Association, 13 per cent were in the National Landlords“ Association (NLA) and 8 per cent were in the Residential Landlords“ Association (RLA). This contrasts with the findings of the *English House Condition Survey* which found that 17 per cent of landlords were members of professional bodies.

Figure 2.11 highlights the methods that landlords had *successfully* used to find tenants for their properties. The most commonly used were ones that may be described as being „traditional“: that is, word of mouth (used by 48 per cent of respondents); adverts in the local paper (46 per cent); and, the use of an estate or managing agent (42 per cent). Over a tenth (11 per cent) had successfully found tenants via the Scheme website. However, landlords reported that they

rarely used Stoke-on-Trent City Council's HomeLine<sup>4</sup> magazine to find tenants. Of the 10 per cent of landlords who referred to 'other' methods, many successfully used 'to let' signs outside properties or advertised in shop windows.

**Figure 2.11: Percentage of landlords successfully using each method to find tenants**



Source: CRESR Survey of Private Landlords in North Staffordshire 2009  
Base: 292

In terms of investing in their housing stock, around half (49 per cent) of the landlords surveyed had a planned programme of maintenance and improvement. When asked about their expected expenditure per property per year, the modal average (i.e. the category with most responses) was in the bracket, £500 to £999 (see Table 2.4). Some 30 per cent of landlords expected to spend less than this, and 29 per cent expected to spend £1,000 or more. However, one in five landlords were unable to provide a Figure, and some referred to the highly variable and unpredictable nature of maintenance expenditure.

<sup>4</sup> Homeline is Stoke-on-Trent City Council's choice-based lettings scheme. It advertises council homes and some homes owned by housing associations. Private rented homes can also be advertised provided the landlord is a member of the NSLAS.



**Table 2.4: Expected expenditure on repairs and maintenance**

Expected spend per property per year	Per cent
Under £200	5
£200 to £499	25
£500 to £999	40
£1,000 to £1,499	17
£1,500 to £1,999	4
£2,000 and over	8
Mean expected spend (£)	846

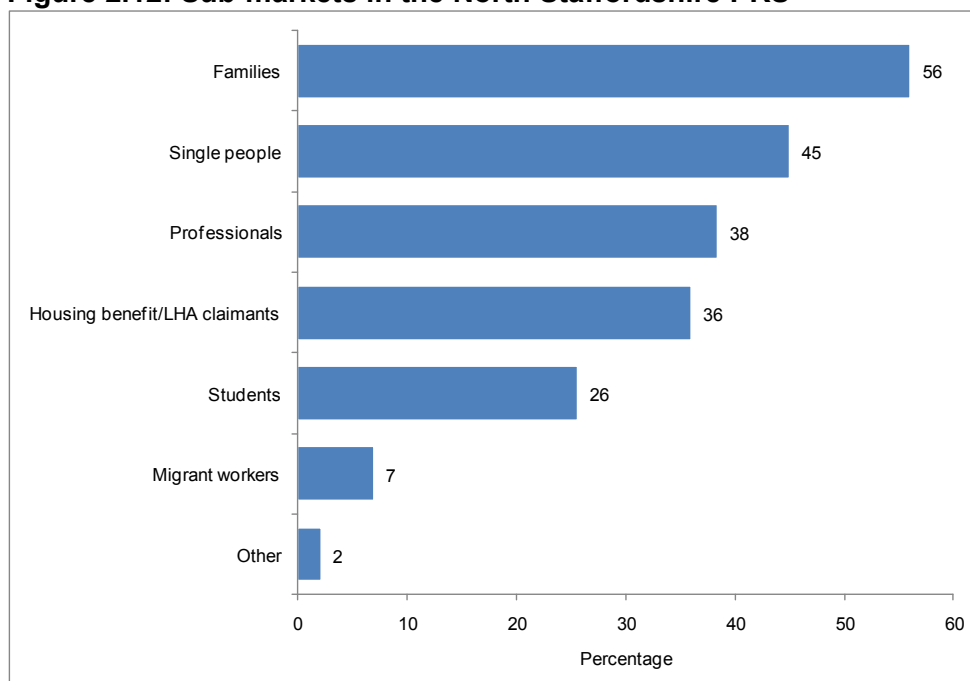
Source: CRESR Survey of Private Landlords in North Staffordshire 2009

Base: 230

Note: Percentages may not sum to 100% due to rounding

Data from the landlord survey provides an insight into the sub-markets in which they operate (Figure 2.12). Respondents most commonly reported that they let their properties to: families (56 per cent), single people (45 per cent); and “professionals” (38 per cent).

**Figure 2.12: Sub-markets in the North Staffordshire PRS**



Source: CRESR Survey of Private Landlords in North Staffordshire 2009

Base: 289

Note that the categories are not necessarily exclusive (for example, „families” could also be „benefit claimants”) and that respondents were asked to report all the categories that they let to.

Two of the biggest sub-markets in the study area were the housing benefit and student sub-markets and 36 and 26 per cent of landlords respectively reported that they operated within them.

Data from stakeholder and landlord interviews suggests that the introduction of Local Housing Allowance (LHA) has made the housing benefit sub-market less

attractive to landlords. For example, one interviewee had begun to “disinvest” from it and was looking to rent to migrant workers instead. However, she accepted that there were “downsides” to such an approach:

*The advantage of [letting to migrant workers] is that collecting rents is easier. But the downside is that there’s a much bigger demand from people on HB. ... I don’t think that the LHA is fair to anyone. Landlords don’t want it, and tenants don’t want it either. I have got direct payments back on two tenancies and actually the tenants are relieved that it’s gone back.*

The general feeling amongst landlords was that LHA was having a negative impact on the housing benefit sub-market. However, it was felt that it was unlikely to „push” many away from letting their properties to Housing Benefit tenants because, for many landlords this continued to be their strongest area of demand.

Turning to the student sub-market in the study area, most students study at the sub-region’s two universities, Staffordshire and Keele. There are concentrations of private student properties in Stoke-on-Trent, Stafford and Newcastle-under-Lyme. Newer forms of private rental accommodation for students are now available, offering „halls of residence” style accommodation. These include, for example, College Court, a Stoke-on-Trent based scheme which offers 345 single study bedrooms and which is managed independently of the universities by Liberty Living. To date, it appears that this type of accommodation does not exist in large enough quantities to adversely affect demand for more traditional private student lettings.

Both universities have a Registration Scheme for private landlords in order to provide students with a list of landlords who offer „decent” standards of accommodation. At Staffordshire University, landlords must also be members of the NSLAS, which provides the University with a guarantee that properties meet the standards of the NSLAS. While Keele University does not insist that landlords are members of the Scheme it does require a registering landlord to provide documentary evidence relating to gas safety, energy performance and electrical safety. In both schemes, properties are not inspected by university accommodation officers. Both universities subscribe to the *studentpad* website service<sup>5</sup>, which allows students to search for available private rented accommodation and offers general advice to tenants.

Data gathered from the stakeholder interviews and landlord focus groups suggest that landlords employ a range of letting strategies. Some deliberately targeted certain market niches, such as the student or housing benefit sub-markets. These tended to be larger portfolio holders and were more likely to be „full-time” landlords. For other landlords, their primary concern was finding

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<sup>5</sup> See [www.keelestudentpad.co.uk](http://www.keelestudentpad.co.uk) and [www.staffordshirestudentpad.co.uk](http://www.staffordshirestudentpad.co.uk).

„good“ tenants and these landlords screened potential tenants based on their earnings and references. This was often the case for smaller portfolio landlords, with less experience of the PRS, and in some cases, a history of „problematic“ tenancies.

### *Landlords’ views on the ‘health’ of the North Staffordshire PRS*

Data gathered from the landlord survey undertaken by CRESR suggests that the rental market in North Staffordshire is relatively „healthy“ and buoyant. Some 41 per cent of landlords reported that they found it “easy” to let their properties with only 9 per cent reporting that they found the opposite to be the case (51 per cent reported that it was neither “difficult” nor “easy” to let their properties).

However, it is worth noting that 13 per cent of respondents reported that they currently had one or more properties that had been empty for six months or more. The main reasons given for this were: the property was being repaired or refurbished (54 per cent); and, the landlord was experiencing difficulty in finding a suitable tenant (29 per cent).

Several interviews with landlords suggested that while there is robust demand for the rental property in North Staffordshire as a whole, „good“ tenants were becoming harder to find. One landlord, who had acquired four properties in Stoke-on-Trent relatively recently, had “struggled to find desirable tenants” which, for him, meant families or couples who were in employment and had “good references”:

*We did our research and decided there was a gap in the market for high quality family accommodation. Not sure we got that one right though „cause letting them to the type of person we intended is becoming harder and harder.*

**[Interviewer]** *But there is demand from elsewhere?*

*Oh, yes, if you’re prepared to take on someone on benefits or with no references we could let them three times over.*

One landlord noted that he would only be successful in attracting “better” (well paid) tenants if he improved the quality of his housing:

*My properties are all of a good standard, but they are fairly basic. If I wanted to start attracting well-paid tenants to them, they’d need a lot of investment and I’d probably have to pick them up and move them somewhere else. Plus I’m just not convinced there’s massive unmet demand for that in Stoke [on-Trent].*

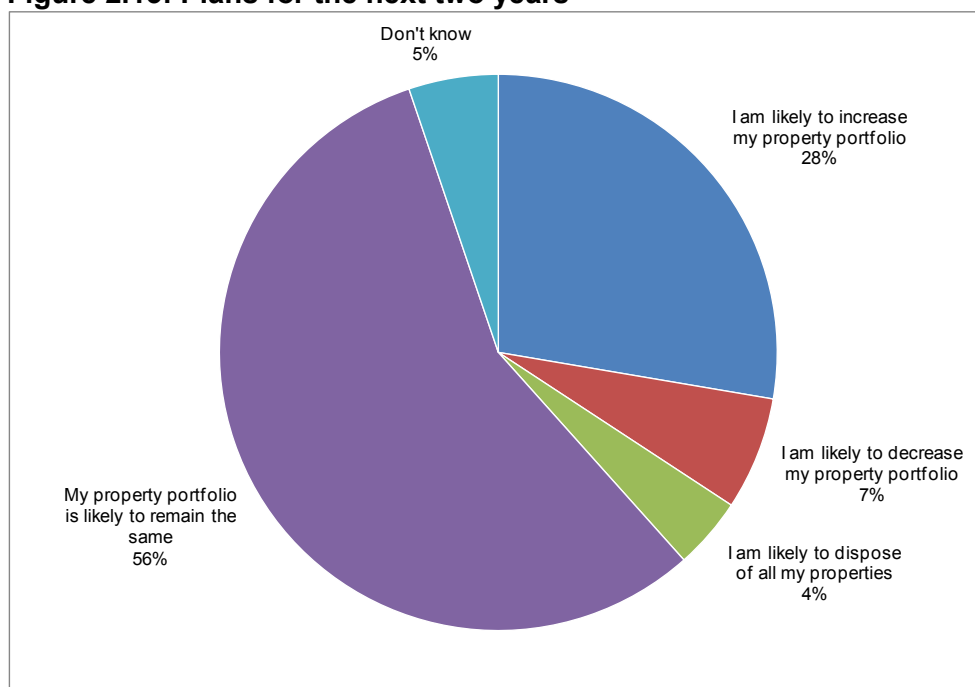
In terms of the individual sub-markets that comprise the PRS in the study area, interviews with accommodation officers at both Universities suggested that the

market for student lets is buoyant. Landlords registered with the universities had found it relatively easy to let their properties. This buoyancy was boosted by high intake numbers in the last academic year at both universities, both of which had been unable to pursue their usual practice of housing all first year students within their own accommodation.

It is likely that the student sub-market will remain buoyant in the near future because: a) student intake is forecast to remain high: and, b) the continued popularity of private rented housing with students. There was no indication from university accommodation officers that new developments such as College Court would have a significant impact on demand for traditional private student lets, and neither university was planning major housing development. Staffordshire University, in particular, was keen to see more landlords from Stafford and Stoke-on-Trent sign up to their Registration Scheme in order to improve the supply of decent private rented properties available to their students.

At this point it is perhaps worth reflecting on the future „health“ of the PRS in the study area. Landlords were asked to highlight their plans for their properties in North Staffordshire in the next two years. Over half (56 per cent) thought that their portfolios would remain unchanged over this period, while 28 per cent said that they were likely to increase. Only 11 per cent expected a net reduction in the number of properties they owned; 7 per cent predicting a decrease and 4 per cent reported that they were likely to dispose of all properties (Figure 2.13).

**Figure 2.13: Plans for the next two years**



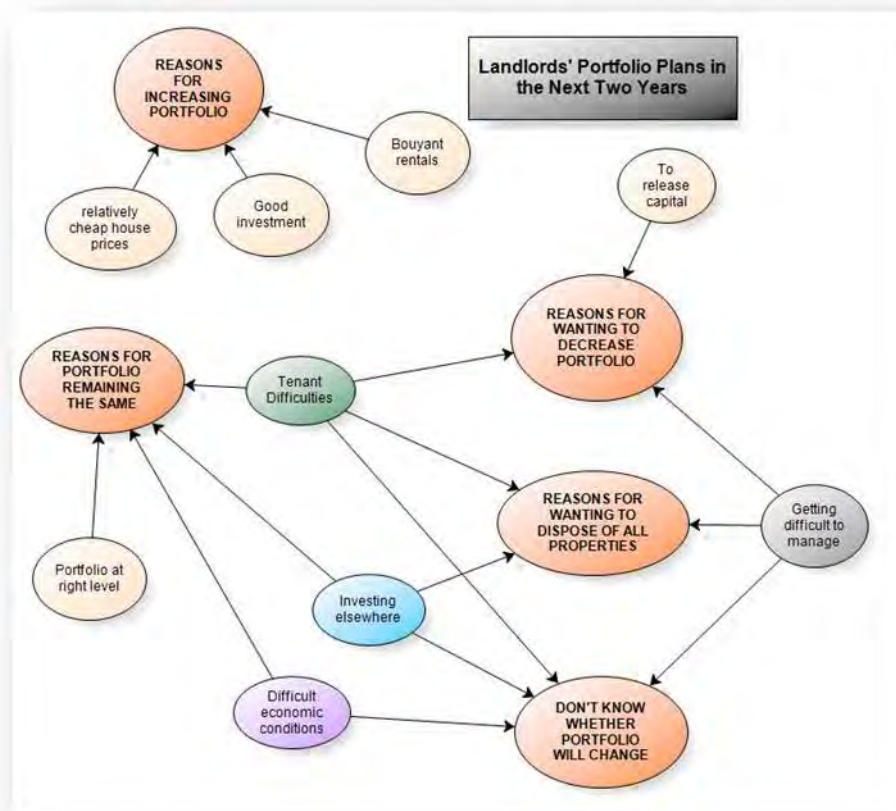
Source: CRESR Survey of Private Landlords in North Staffordshire 2009

Base: 289

Note: Percentages may not sum to 100% due to rounding

Figure 2.14 provides some insights into the future strategies of landlords. Landlords were asked to explain the reasons behind their investment plans for the next two years. The current economic climate and condition of the housing market prompted mixed responses. Those landlords wanting to increase their portfolios cited low house prices and favourable investments as key reasons. However, difficult economic conditions caused some landlords to be cautious (“remain the same”) or uncertain (“don't know”) about making further investments in the rental market.

**Figure 2.14: Landlords' Portfolio Plans in the Next Two Years**



Source: CRESR Survey of Private Landlords in North Staffordshire 2009

Perhaps surprisingly, those landlords looking to disinvest did not cite the impact of the credit crunch/recession. Rather, difficulties with tenants and increasingly burdensome management responsibilities were the main reasons for disinvestment. This was especially true for many older landlords who were looking to reduce their workload.

Landlords wanting to invest further in the rental market cited a buoyant rental market as a key reason behind their decision. For all other groups the difficulties finding „good“ tenants and problems caused by 'bad' tenants were highlighted as a key restraining factor.

A key determinant for landlords wanting to maintain their portfolio at its current size was the desire to keep their portfolios “manageable”. As one landlord put it: *“We are happy with the number of lets we have to manage”*.

## 2.4 Private Rented Tenants in North Staffordshire

Data from the survey of tenants undertaken by CRESR provides an interesting and valuable insight into the characteristics of tenants in North Staffordshire. In addition to providing an insight into their demographic characteristics, a summary of which can be found in Appendix 2, the survey sheds light on their experiences of living in the private rented sector.

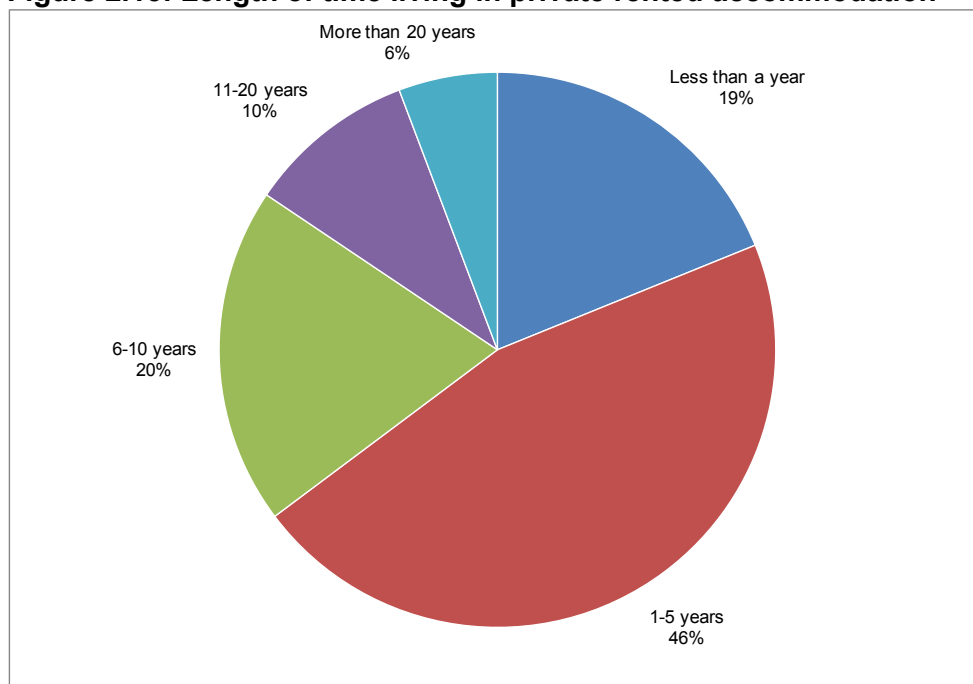
Nearly three quarters (72 per cent) of tenants rented their home directly from an individual private landlord, rather than through a letting company or agent. Nearly all (95 per cent) knew how to contact their landlord and 88 per cent knew their landlord's name and address. 91 per cent said they had a written tenancy agreement with their landlord.

A significant number of tenants were relatively “new” entrants to the private rented sector. Two thirds (65 per cent) had lived in the PRS for five years or less, and one in five (19 per cent) had been private rented tenants for under a year (Figure 2.15).

Respondents had typically been in their current accommodation for a relatively short period of time. Around four in five (79 per cent) had been living at their current address for five years or less and 39 per cent had lived there for less than a year. Roughly a fifth had been in their current home for more than five years, and four per cent had lived at the same address for over 20 years.

Around half of all respondents thought that they would not move home within the next year, while 19 per cent did expect to move. 28 per cent stated that they did not know either way.

**Figure 2.15: Length of time living in private rented accommodation**



Source: CRESR Survey of Private Rented Sector Tenants in North Staffordshire 2009

Base: 122

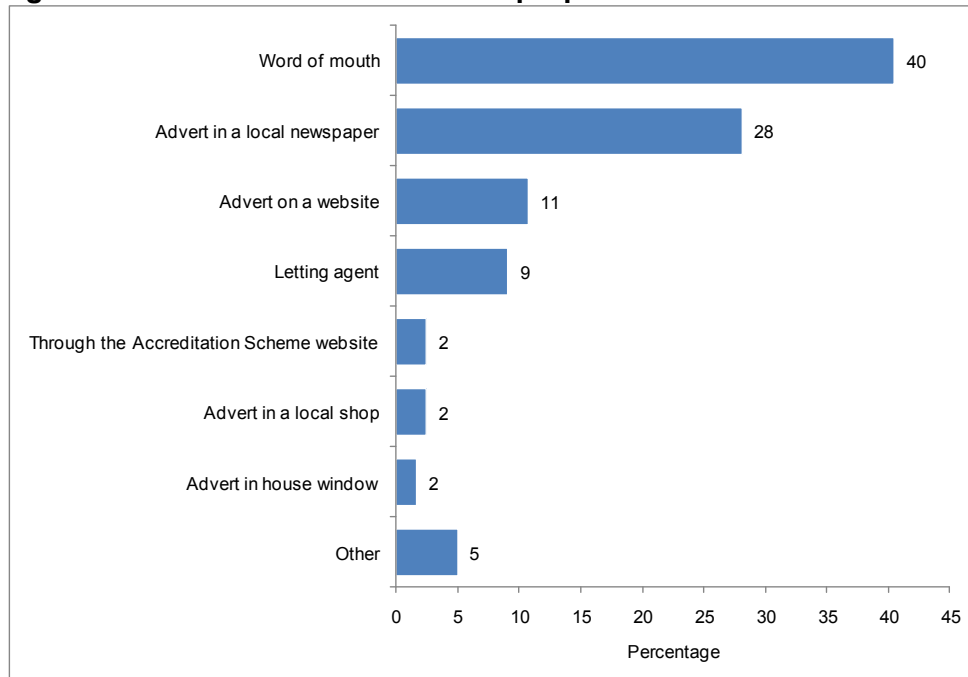
Note: Percentages may not sum to 100% due to rounding

Figure 2.16 highlights the methods employed by tenants to find accommodation. In the main, tenants relied on „traditional“ methods such as word of mouth (40 per cent) and advertisements in local newspapers (28 per cent). Some 13 per cent found their accommodation via a website, and a small proportion had used the NSLAS website<sup>6</sup> (2 per cent). Just under a tenth had found their accommodation through a letting or managing agent. Despite the popularity of „to-let“ boards attached to properties, tenants rarely reported finding properties in this way.

The tenant survey provides mixed views about how easy tenants had found it to find their current accommodation. Two fifths reported that they had found it “easy” with an equal proportion reported that they had found it “difficult”. A quarter (26 per cent) found it neither difficult or easy.

<sup>6</sup> [www.landlordaccreditation.co.uk](http://www.landlordaccreditation.co.uk)

**Figure 2.16: How tenants found their properties**



Source: CRESR Survey of Private Rented Sector Tenants in North Staffordshire 2009

Base: 121

Note: Percentages may not sum to 100% due to rounding

### ***Tenants' reasons for living in the PRS***

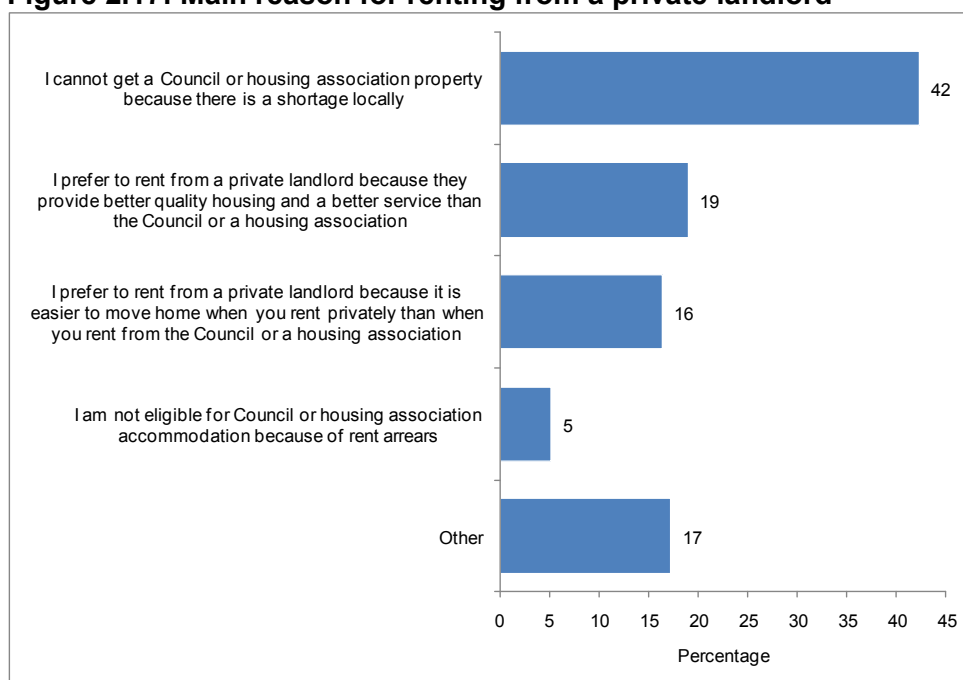
When asked why they were living in rented property, two thirds of tenants said it was because they could not afford to buy a house of their own. Some 18 per cent stated that renting was their preference over owning a property, and 17 per cent stated 'other' reasons for renting, which included previously owning a property that was sold or repossessed due to financial difficulties.

Respondents were also asked to explain why they were renting from a private landlord, as opposed to living in social housing (Figure 2.17). Nearly half (47 per cent) reported a preference for living in social rented property (either council or housing association). Most of these respondents were not resident in the sector because they had been unable to secure *“a council or housing association property because there is a shortage locally”*. A small proportion also reported that they had not moved into social housing because they were ineligible because of rent arrears they had accrued.

However, for others, renting privately was their preferred option. Nearly one in five reported that this was the case because private landlords *“provide better quality housing and a better service than the Council or a housing association.”* And 16 per cent reported: *“I prefer to rent from a private landlord because it is easier to move home when you rent privately than when you rent from the Council or a housing association”*.



**Figure 2.17: Main reason for renting from a private landlord**



Source: CRESR Survey of Private Rented Sector Tenants in North Staffordshire 2009

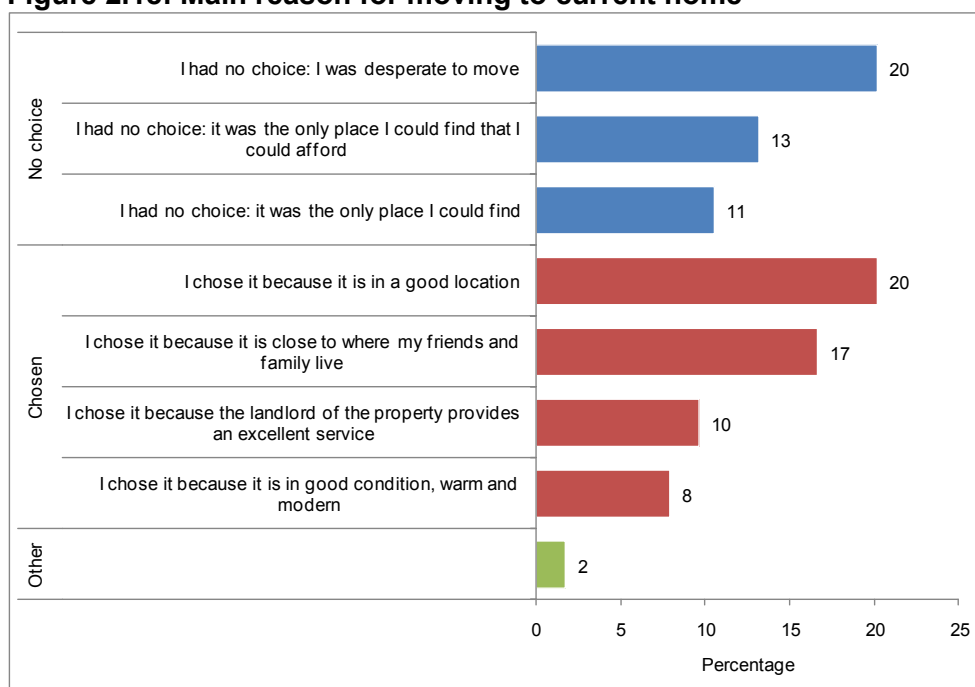
Base: 116

Note: Percentages may not sum to 100% due to rounding

Tenants provided a range of reasons for moving to their current home (Figure 2.18). Just over half (54 per cent) gave reasons that can be characterised as an „active choice“. These included: good location (20 per cent); proximity to family and friends (17); professionalism of the landlord (10); and good property condition (8).

In contrast, 44 per cent of tenant respondents stated reasons that can be characterised as a „lack of choice“. These included: the need to find accommodation quickly (20 per cent); limits in choice due to affordability (13); and an absence of other options (11).

**Figure 2.18: Main reason for moving to current home**



Source: CRESR Survey of Private Rented Sector Tenants in North Staffordshire 2009

Base: 114

Note: Percentages may not sum to 100% due to rounding

### *Tenants' experience of living in the PRS*

Tenants were asked a number of questions about their experiences of renting privately. Nearly all (95 per cent) knew how to contact their landlord and 88 per cent knew their landlord's name and address. 91 per cent said that they had a written tenancy agreement with their landlord.

In terms of their thoughts on the value for money provided by their rent, most thought that it did provide good value: 60 per cent of tenants thought it was “about right” (32 per cent thought it was “too high” and a (surprisingly) small proportion - 6 per cent - thought it was “too low”).

In a similar vein, most tenants were satisfied with both their property and their landlord. Three quarters (74 per cent) reported that they were very, or fairly, satisfied with their current accommodation. A similar percentage (73 per cent) were very, or fairly, satisfied with their landlord. This figure is lower than that gleaned by a recent survey of private rented tenants in Scotland which found 85 per cent of tenants to be satisfied with their landlords (University of Sheffield, 2009).

Perhaps not unexpectedly, there appeared to be a strong positive correlation between respondents' levels of satisfaction with their property and their satisfaction with their landlord: the higher the satisfaction with the property, the higher the satisfaction with the landlord. Another marker of tenant satisfaction

with their landlords is that 78 per cent reported that they would consider renting another property from their landlord in the future.

However, a small minority of tenants (12 per cent) were fairly, or very, dissatisfied with their landlord and the condition of their property. A small proportion (7 per cent) also stated that their landlord had threatened them with eviction. The tenant survey provided respondents with an opportunity to make general comments about their experiences. Some of these were very critical about management standards and property conditions. Here are three examples:

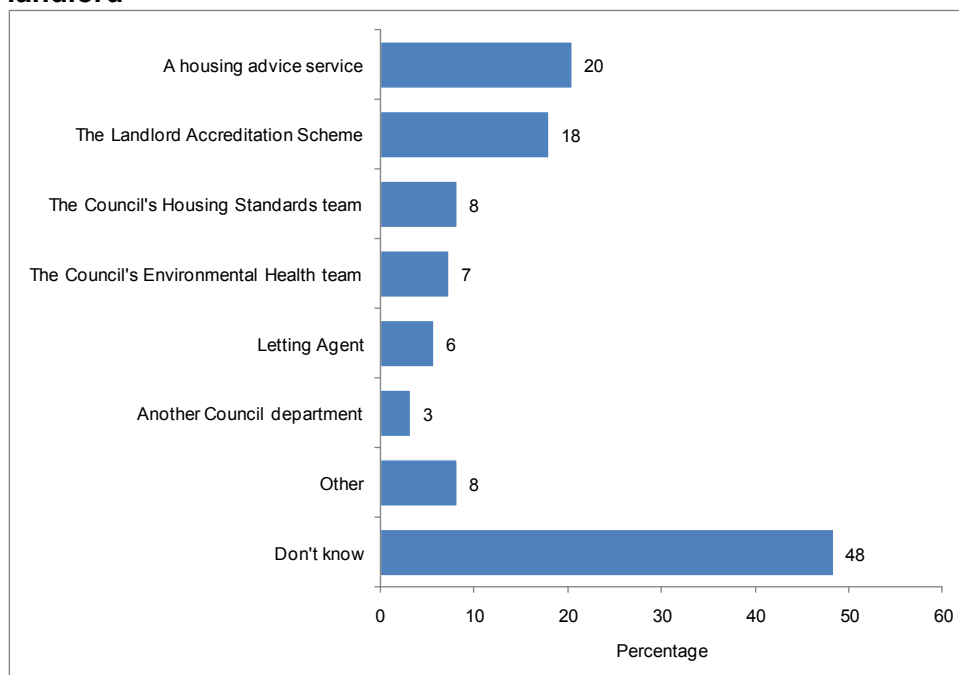
*Considering my landlord is part of the accredited landlords association he charges me extra than my upstairs (sic) are charged per month, and the condition he expects me to live in are atrocious. My cellar is underwater and electrics are down there and my shower has leaked since I moved in. I've told him about these problems and he doesn't come. All he is bothered about is getting his money at the end of the month. I've even had health and safety out taking photos of the hazards and still heard nothing. I am not happy with how my landlord manages this property.*

*I understand that for a landlord to be accepted on the council's accreditation Scheme their properties have to be of a certain standard. I feel that all of their properties should be inspected to ensure they meet the minimum standard. My landlord is on A.S however my home has never been inspected by anyone and is in a very bad state of disrepair, despite numerous requests for repairs to be done in over 18 month. Nothing has been done yet my landlord is still on the AS*

*There is so much wrong with our house but it's hard to get our landlord to do any repairs.*

Nearly half of all tenants (48 per cent) said they did not know who to contact if they had a problem with their landlord. Some 20 per cent said they would contact a housing advice service and 18 per cent said they would contact the NSLAS (Figure 2.19). However, it is also important to note that most of the tenants who responded in this way also reported that they had not heard of the Accreditation Scheme prior to taking part in the survey, so it is unclear how many would have thought to contact the Scheme without being “prompted” by completing the questionnaire.

**Figure 2.19: Who tenants would contact if they had a problem with their landlord**



Source: CRESR Survey of Private Rented Sector Tenants in North Staffordshire 2009  
Base: 122

## 2.5 Summary

The PRS has always played an important role in the housing system in the UK, even though the sector is smaller than in many other developed European countries. It provides relatively easy access to those households who can afford it and, as an intermediate housing option, it provides the „lubricant“ that allows local housing markets to work more effectively.

In North Staffordshire, the sector also plays an important role in housing households in receipt of Housing Benefit and student households (Ecotec and Surf, 2006). There are over 16,000 private rented properties within the North Staffordshire study area. Stoke-on-Trent has the largest number of PRS properties.

Terraced houses represent the most common dwelling type within the study area accounting for over 40 per cent of the sector. In Stoke-on-Trent the proportion is even higher at 56 per cent and, compared to the other three local authority areas, it has relatively small proportions of detached and semi-detached properties.

In terms of the „health“ of the PRS in North Staffordshire, landlords reported that it was relatively „healthy“ and „buoyant“, particularly in the housing benefit and student sub-markets. However, a number reported that it was becoming increasingly difficult to find „good“ tenants.

Data gleaned from the landlord survey point towards a „maturing“ and „professional“ PRS in North Staffordshire. Firstly, there were a relatively small proportion of landlords who owned just one property (20 per cent) when compared to comparable studies (e.g. Hickman *et al*, 2006) and nationally (CLG, 2008). Secondly, landlords in North Staffordshire appear to be relatively „experienced“: nearly two thirds had been a landlord for at least six years, and 39 per cent had been a landlord for over a decade. However, it is important to note that for most landlords (79 per cent) being a landlord was a part-time activity. Thirdly, a relatively large number of landlords (45 per cent) were affiliated to a landlords“ association.

Three quarters of landlords reported that they let and managed their own properties without the assistance of an agent. Of the remaining quarter, approximately half used a managing agent for some tasks and half used an agent for all tasks.

Nearly three quarters (72 per cent) of tenants who responded to the tenants“ survey reported that they rented their home directly from an individual private landlord, rather than through a letting company or agent. Nearly all (95 per cent) knew how to contact their landlord; 88 per cent knew their landlord's name and address; and 91 per cent said they had a written tenancy agreement with their landlord.

A significant number of tenants were relatively new entrants to the PRS: one in five (19 per cent) had been private rented tenants for less than a year; and two thirds (65 per cent) had lived in the PRS for five years or less.

The majority (around three quarters) of tenants were satisfied with both their property and landlord. This is a lower proportion than that found in a comparable study of private rented tenants undertaken recently in Scotland which found 85 per cent of tenants to be satisfied with their landlord (University of Sheffield, 2009). A small but significant proportion of tenants in North Staffordshire (12 per cent) were dissatisfied with their landlord and the condition of their property. Seven per cent said they had been threatened with eviction.

Nearly half of all tenants (48 per cent) said they did not know who to contact if they had a problem with their landlord. Some 20 per cent said they would contact a housing advice service and 18 per cent said they would contact the Council.

## 3 The Impact of the North Staffordshire Landlord Accreditation Scheme

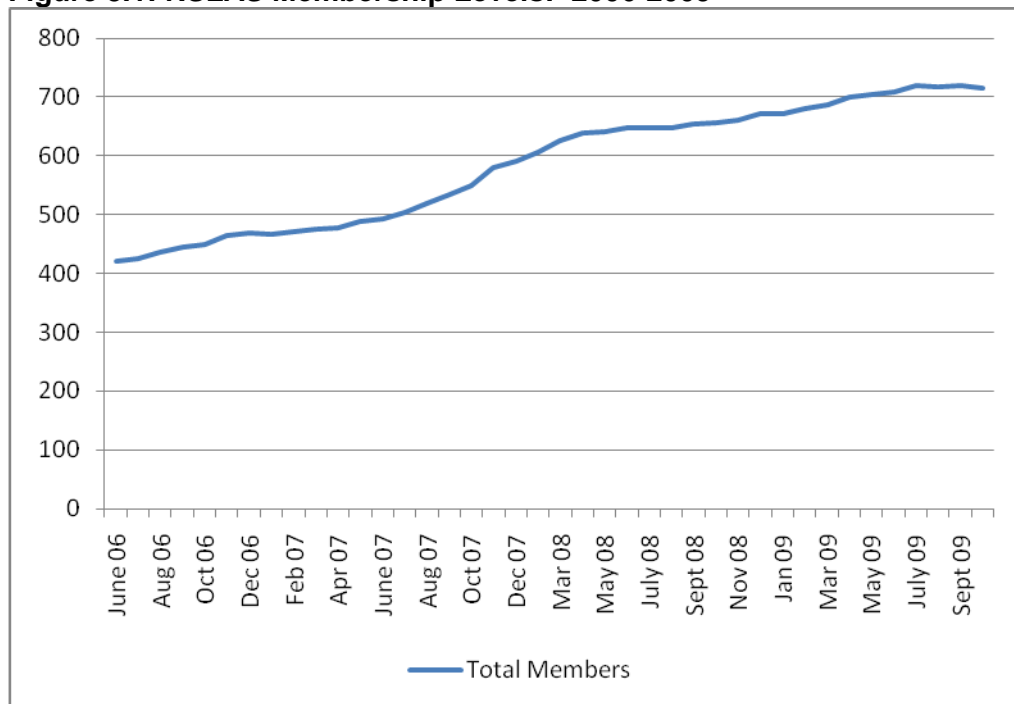
### 3.1 Introduction

This chapter is concerned with the NSLAS. It is divided into six sections, including this one. The second section examines membership of the organisation over the time period June 2006 to September 2009. It does so by drawing on data supplied by the NSLAS. Conversely, sections three, four and five draw principally on data from the landlord survey. Section three is concerned with exploring awareness of the Scheme and the reasons given by unaccredited landlords for not joining it. Section four is concerned with exploring the benefits of Scheme membership. The penultimate section explores the responses of landlords to a series of questions that were included in the questionnaire specifically to explore the issue of "programme" (i.e. Scheme) „outcomes". The chapter concludes with an overview of the impact of the Scheme.

### 3.2 Interrogating Membership Data Supplied by NSLAS

The NSLAS supplied the study team with a database containing (limited) **anonymised** information about its members and their properties. The data related to the time period June 2006 to September 2009. This section interrogates this data. As Figure 3.1 illustrates, membership of the NSLAS expanded between June 2006, when the Scheme had 400 members, and September 2009, when it had over 700 members. During this period, Newcastle-under-Lyme and Stafford joined the Scheme in 2006 and Staffordshire Moorlands joined in 2007.

**Figure 3.1: NSLAS Membership Levels: 2006-2009**



Source: NSLAS database

While the Scheme has attracted a significant number of new members, it has lost some existing members. In the same period (June '06 to September '09) 185 landlords left the Scheme by various mechanisms, including:

- an un-disclosed or un-recorded reason (57 per cent)
- the disposal of all private lettings in the area (26 per cent)
- a lack of benefits derived from being a member of the Scheme (14 per cent)
- breaching the terms and conditions of the Scheme (3 per cent).

In the majority of cases, membership cancellations occur passively (because landlords do not return the renewal form), rather than actively cancelling their membership. It is significant that 14 per cent of landlords left the Scheme based on a perception that they gained no benefits from it.

As Figure 3.1 reveals, in recent months membership has not increased and, indeed, there was a slight fall in the number of members between July and September 2009. It is likely that this can be mainly attributed to the poor performance of the housing market and a tightening of borrowing from financial institutions, rather than to any decline in the ability of the NSLAS to attract new members.

Furthermore, a number of stakeholders we interviewed believed that there was still scope for membership of the Scheme to grow:

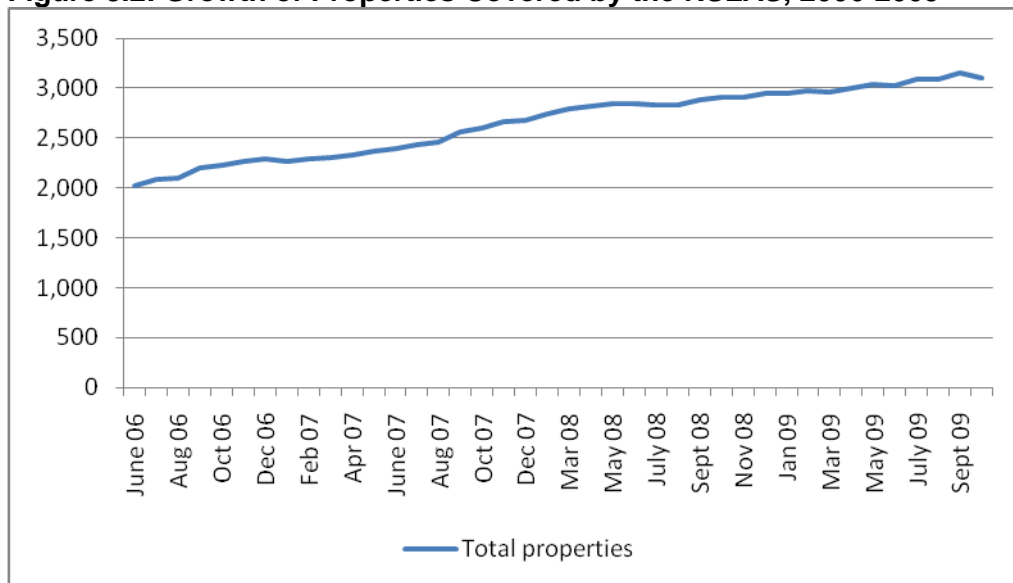
*We're still attracting new members, and I don't think it's getting any harder. Landlords just need a bit of encouragement from us.*  
*(local authority housing officer)*

**[Interviewer]** *Would you say, then, that the Scheme has reached its limits?*

*Month-on-month we still get new members signed-up, so no I think there's a long, long way to go before we can say we've attracted as many landlords as is possible in this area.*  
*(NSLAS Steering Group Member)*

On joining the NSLAS, landlords are obliged to declare all their private residential lettings within the Scheme boundary. Using these returns, it is possible to calculate the number of properties that are owned and managed by accredited landlords. Figure 3.2 shows the growth in property coverage, from 2,000 properties in 2006, to over 3,100 in October 2009.

**Figure 3.2: Growth of Properties Covered by the NSLAS, 2006-2009**



*Source: NSLAS database*  
*Figures are derived from the total number of private lettings managed by landlord members of the NSLAS.*

It is useful to consider the proportion of the overall private rented sector stock that is covered by the NSLAS in order to assess the “reach” and (potential) impact of the Scheme. Table 3.1 below expresses total PRS properties within the Scheme as a proportion of *all* PRS properties for each of the four districts and the study area as a whole. In 2006, over 13 per cent of the private rented sector was covered by the accreditation Scheme, rising to almost 19 per cent (or nearly one-in-five PRS properties) by October 2009. As a proportion, this growth is relatively consistent across the four local authorities but, in absolute



terms, is largely driven by new members and properties from Newcastle-under-Lyme and Stoke-on-Trent. In Stafford, which has the second largest PRS in the study area, just four per cent of properties are covered by the Scheme. It is clear that the Scheme has had significantly more impact, at least in terms of its prominence and reach, in Stoke-on-Trent and, to a lesser extent, Newcastle-under-Lyme, than Stafford or Staffordshire Moorlands.

**Table 3.1: Properties covered by the Scheme as a proportion of the PRS, 2006-2009**

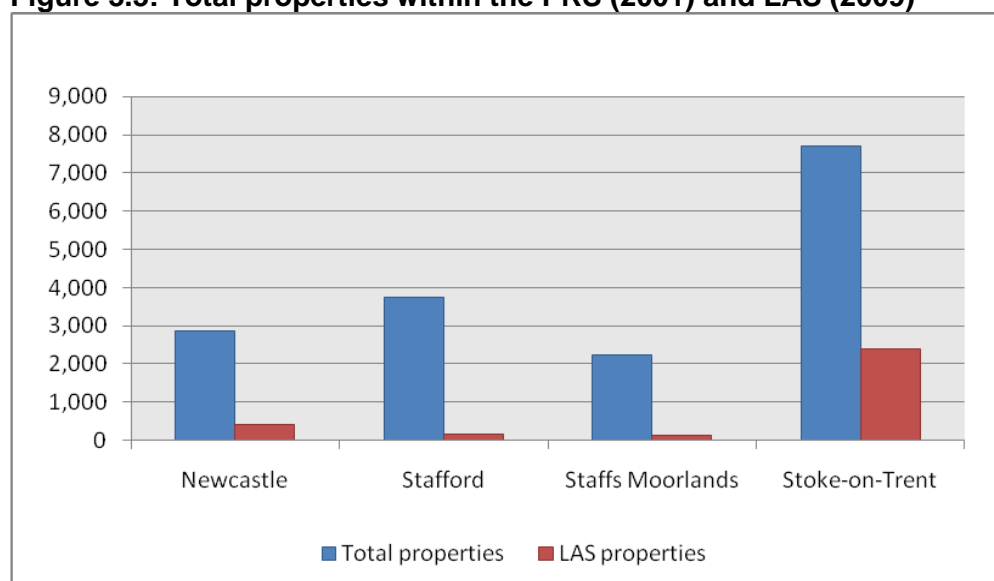
	Total PRS properties*	Total LAS properties (2009)	LAS properties as a % of the PRS			
			2006	2007	2008	2009
Newcastle-under-Lyme	2,850	426	7.8	10.1	12.7	14.9
Stafford	3,747	159	1.6	2.4	3.9	4.2
Staffs Moorlands	2,243	121	1.2	3.8	4.6	5.4
Stoke-on-Trent	7,713	2,398	24.9	27.7	29.8	31.1
NSLAS	16,553	3,104	13.5	15.7	17.6	18.8

Source: 2001 Census of Population; North Staffordshire Landlord Accreditation Database.

\* These Figures are from the 2001 Census and therefore refer to 2001.

Figure 3.3 illustrates this point by contrasting NSLAS Scheme properties alongside total PRS properties for each district in absolute terms.

**Figure 3.3: Total properties within the PRS (2001) and LAS (2009)**



Source: 2001 Census of Population; North Staffordshire Landlord Accreditation Scheme Database.

Previous research has shown the PRS to be a very diverse sector that comprises many different household types and tenants in different economic and social circumstances (Hickman *et al*, 2006; Hickman *et al*, 2007; Hickman *et al*, 2008; Rugg *et al*, 2008). A relatively crude perspective on the diversity within those properties covered by the NSLAS can be derived from looking at the different household types that member landlords reported that they were housing.

Table 3.2 breaks down members' properties by broad household type and distinguishes between student households, households of multiple occupation (HMOs) and single or family households. This latter group accounts for the overwhelming majority of households at over three-quarters of total households within the Scheme. Student households comprise a significant minority of total Scheme households at 16 per cent, and HMOs account for a further 5 per cent of households.

**Table 3.2: Properties covered by the Scheme by household type, October 2009**

	Number	%
Single/family household	2,404	77
Student household	484	16
HMO	149	5
Missing info	75	2
<b>TOTAL</b>	<b>3,112</b>	<b>100</b>

Source: North Staffordshire Landlord Accreditation Database

### 3.3 Awareness of the NSLAS and the Reasons Landlords Gave for Not Joining it

Landlords and tenants who took part in the postal survey were asked whether they were aware of the Scheme. Furthermore, tenants were asked whether their landlord was a member of the Scheme. Most tenants were unaware of the Scheme - only 23 per cent of respondents had heard of it - and only 14 per cent knew that their landlord was a member. Given that only tenants of accredited landlords took part in the survey, these are surprisingly low figures.

In part, this reflects the nature of the Scheme - being landlord focused - and the ways in which landlords and tenants access information about it. As Figure 3.4 reveals, tenants were made aware of the Scheme through two main processes:

- information supplied by their landlord
- information sent to them by the Scheme administrator.

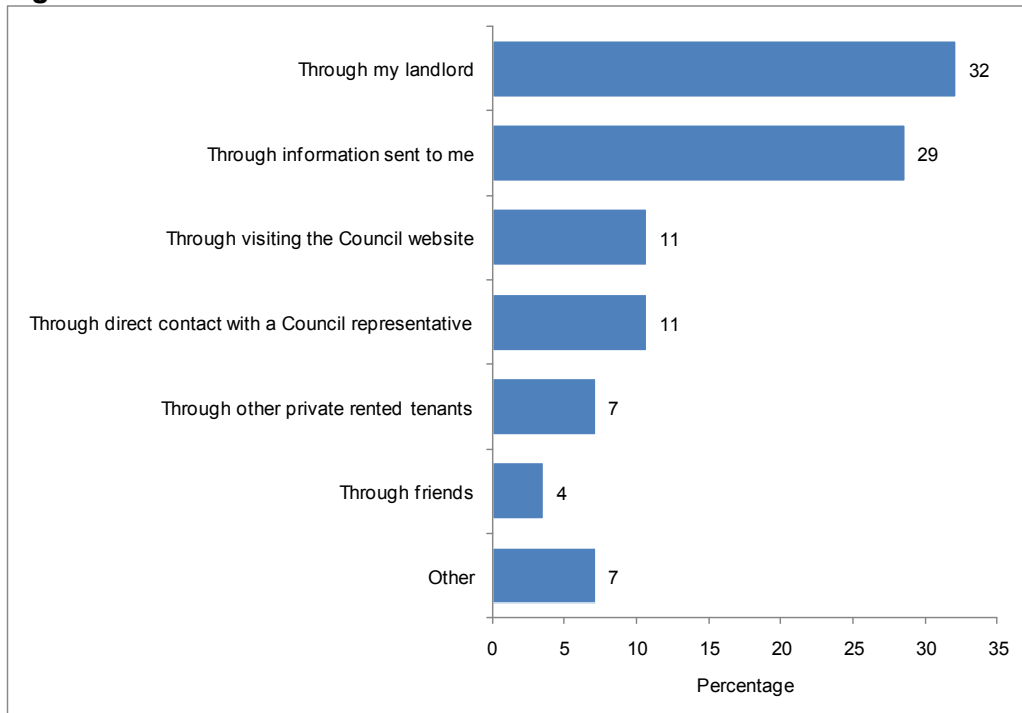
Evidence from the landlord survey suggests that the majority of landlords do inform their tenants of their accredited status. More than half of landlords (57 per cent) said their tenants knew they were members of the Scheme. However, as one landlord stated:

*There's a big difference between telling the tenant and them taking it in.*

With regard to the information sent by the Scheme administrators, it is sent to a landlords' tenants at the time of successful application to the Scheme. However, residents taking tenancies with an accredited landlord afterwards do not receive this information from the Scheme, though it is possible that the landlord will provide information to the tenants.

As Figure 3.4 highlights, of the 28 tenants who knew that their landlord was a member of the Scheme, 9 (or 32 per cent) knew because their landlord had told them, while 8 (or 29 per cent) knew because they had received information directly from the Scheme.

**Figure 3.4: How tenants heard about the Accreditation Scheme**



Source: CRESR Survey of Private Rented Sector Tenants in North Staffordshire 2009

Base: 28

Note: Percentages may not sum to 100% due to rounding

In terms of awareness of the Scheme, the picture for landlords was markedly different. Of the survey respondents who were *not* Scheme members, nearly three quarters (74 per cent) were aware of it. As will be explored later in this chapter, while there is some scope for raising awareness of the Scheme in terms of the services it provides, „not knowing about the Scheme“ does not appear to be a major factor limiting future take-up of accreditation by landlords.

Interviews with non-member landlords suggested that the Scheme had a high profile in the area. They had been made aware of it in a number of ways: through contact with NSLAS and PRS officers; by visiting the Scheme's website; by attending various landlord forums; through information provided by North Staffordshire Landlords Association; and by conversations with other landlords.

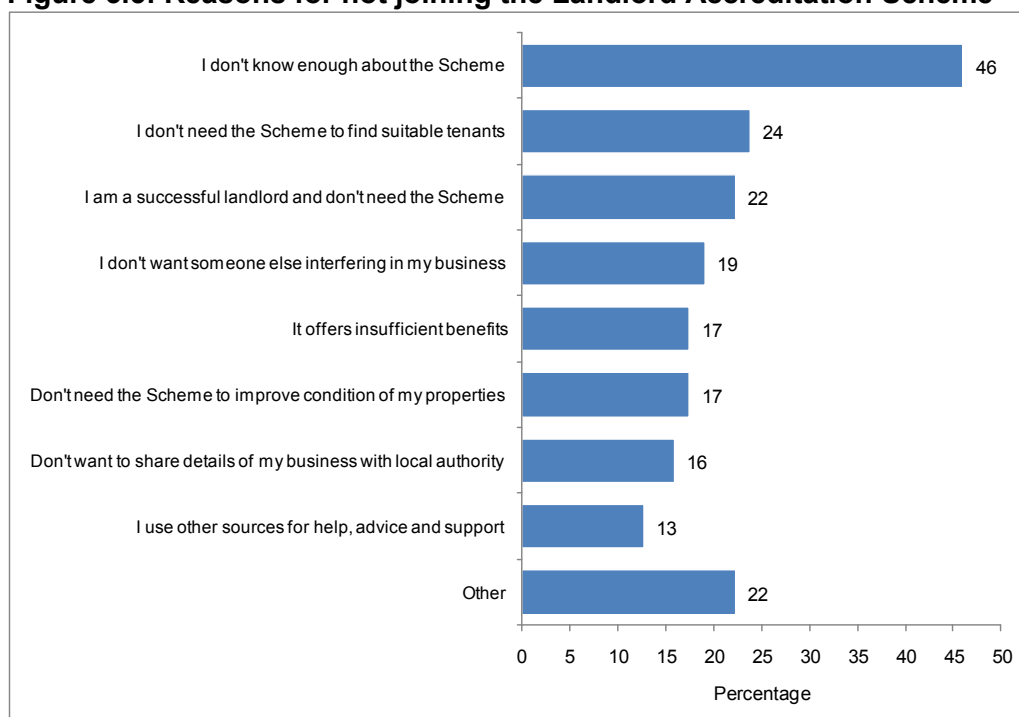
The NSLAS uses a number of mechanisms to publicise itself. These include its „Welcome Pack“ and website: [landlordaccreditation.co.uk](http://landlordaccreditation.co.uk). While these sources provide useful and coherent information about the Scheme, and about the PRS in North Staffordshire, several landlords we spoke to were critical of them. A number noted that the Welcome Pack had „put them off“ becoming members. This was because the process for becoming a member outlined within it appeared to be too onerous and/or the pack looked „unprofessional“:

*It'd need to look like a much more modern and streamlined Scheme. At the moment it looks very low-budget. Not really the kind of thing I'd like to align myself to.*

*(Non-member landlord)*

The landlord survey asked non-member landlords to give their reasons for not joining the NSLAS. Despite high levels of awareness of the Scheme, the most commonly cited response was: *"I don't know enough about the Scheme"*, which, as Figure 3.5 reveals, was cited by 46 per cent of respondents. The lack of perceived benefits to being accredited was also cited as a key barrier: 17 per cent stated that it offered insufficient benefits. 24 per cent of respondents said they did not need accreditation status to find suitable tenants, and 17 per cent did not feel that accreditation was required to improve their properties. Around one in five respondents (22 per cent) reported that they had not joined because *"I am successful and don't need the Scheme"* while 13 per cent reported that they used other sources for help and advice.

**Figure 3.5: Reasons for not joining the Landlord Accreditation Scheme**



Source: CRESR Survey of Private Landlords in North Staffordshire 2009  
Base: Non-members only (63)

Traditionally, one of the largest barriers to membership of accreditation Schemes has been landlords' reluctance to work with local authorities, who are often seen as an agency of enforcement. However, data from the landlord survey suggests that for most landlords this was not the reason why they had not joined the Scheme: only 16 per cent cited it as a reason for not joining. While this is still a significant proportion of respondents, it does suggest that the Scheme is:

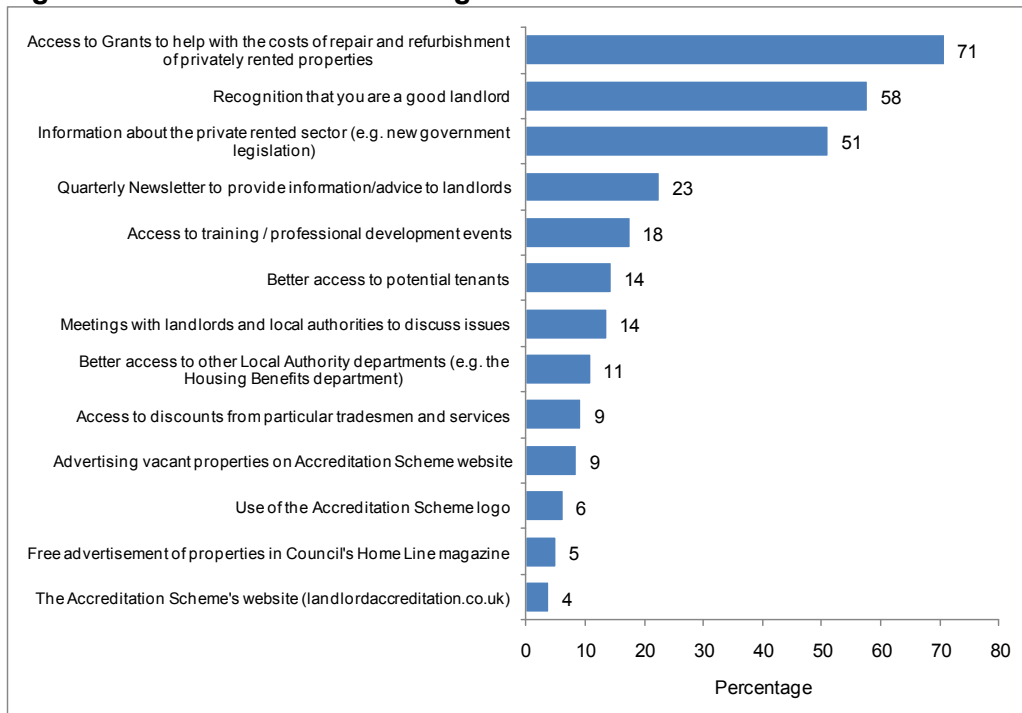
- not perceived to be an interference to the practices of private landlords;
- landlords in North Staffordshire are less „wary“ of local authorities;
- it is not a key barrier to membership.

This response also reflects the nature of the NSLAS. The Scheme has always been an active partnership between landlords and the local authorities. Close involvement with the North Staffordshire Landlords' Association has been an important facet of its success. The Scheme has been successfully promoted as fostering a positive relationship between landlords and local authorities, and has positively discouraged the perception of it as being an enforcement tool.

### 3.4. Benefits of Joining the Scheme

Further insight into landlord motivation for joining the Scheme (or not) is provided by Figures 3.6 and 3.7, which identify the (three) main benefits to becoming a member of it. As Figure 3.6 reveals, for the sample as a whole, the most frequently cited benefits were: access to grants for repairs or refurbishment (71 per cent); *“recognition that you are a good landlord”* (58 per cent); and access to useful sources of information about the private rented sector (51 per cent).

**Figure 3.6: Main benefits to being a member of the Accreditation Scheme**

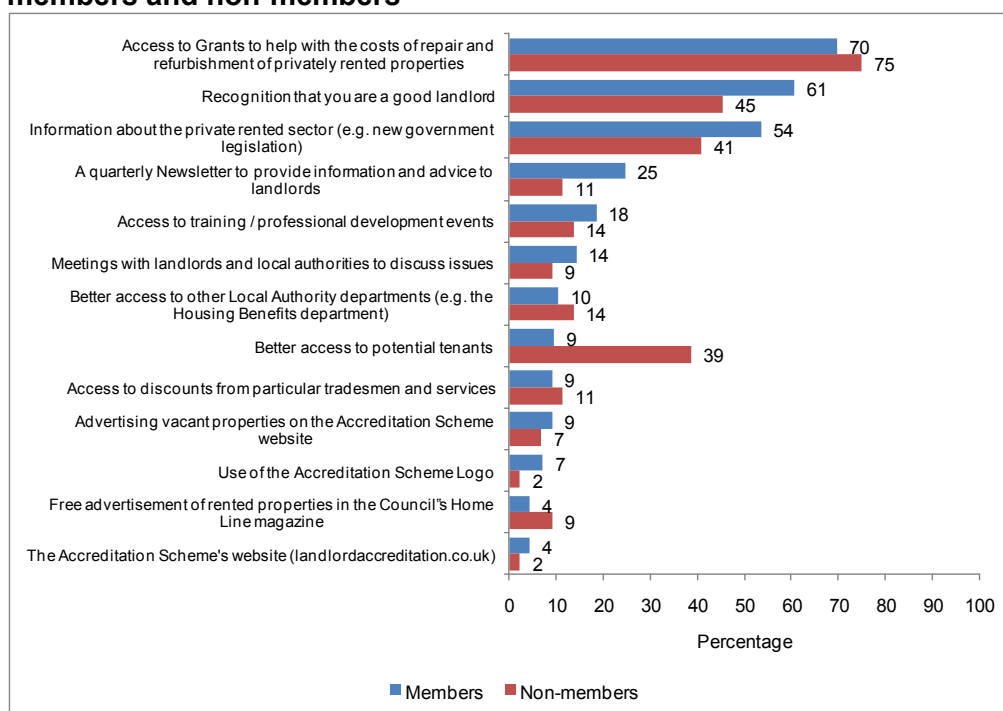


Source: CRESR Survey of Private Landlords in North Staffordshire 2009  
Base: 256

The landlord focus groups and in-depth interviews with unaccredited landlords also highlighted these aspects as being the key benefits of the Scheme. Access to grants was seen as being a particularly useful benefit. When asked about the usefulness of NSLAS services that they had actually used, 52 per cent of accredited landlords regarded access to grants as very useful. However, not all accredited landlords had applied for or received grants, and it was understood that grants were limited in amount and scope. Availability also varied between the local authorities. It was therefore regarded as a *benefit* to being accredited, rather than a *key reason* for becoming accredited.

Conversely, recognition of being a „good landlord“ and access to up-to-date information were regarded by landlords as being important reasons for becoming accredited landlords. The evidence from the accredited landlord focus group was that landlords were often “proud” members of the Scheme. They used its logo on their websites and letterheads, and actively informed their present and prospective tenants about their accredited status. Several participants of the focus group wanted the Scheme to produce better quality images for use in their businesses and supply high quality publicity material to distribute to current and prospective tenants.

**Figure 3.7: Main benefits to being a member of the Accreditation Scheme: members and non-members**



Source: CRESR Survey of Private Landlords in North Staffordshire 2009  
 Base: Members 211; Non-members 44

In addition to the three key benefits highlighted above, landlords also regarded the advice and support from local authority officers involved with the Scheme as a major benefit. Most landlords were very positive about their interactions with

officers, who had helped them deal with issues such as tenancy problems, property standards and regulations. Non-member landlords had also received very helpful advice and support from housing officers, and one landlord commented that:

*I couldn't see that being a member of the Scheme would make it any easier for me to talk to [the housing officer], and really I can't think of any other reasons to be a member.*

*(Non-member landlord)*

However, in one area of help and advice - housing benefits - landlords generally felt that accreditation did not offer them an advantage. With the introduction of LHA, this issue had become much more pertinent for many landlords who often struggled to get advice and support for problems associated with late and under-payments.

It is interesting to note that a significant number of non-member landlords (39 per cent) perceived better access to tenants as a key benefit of the Scheme, compared with only 9 per cent of accredited landlords. This suggests that non-member landlords might be attracted to a Scheme that helped them find tenants. The NSLAS gives accredited landlords the opportunity to advertise properties on its website. However, it is important to note that few landlords (4 per cent of the aggregate sample) saw this as an important aspect of the Scheme, and several landlords who had found tenants this way reported that those tenancies had been "problematic", and they would not use the system in the future.

It is interesting to compare the results presented in Figure 3.6 with those presented in Figure 3.8, which highlights accredited landlords' views on the usefulness of the services offered by the NSLAS *that they had used*. Again, it was apparent that landlords perceived services relating to information exchange to be the most useful aspects of the Scheme. As Figure 3.8 highlights, around three quarters (77 per cent) found the Scheme to be a useful source of information about the PRS. Similarly, 75 per cent found the newsletter to be useful, which was seen as providing up-to-date information about important PRS issues at the local and national level. Several landlords believed that making the newsletter available and prominent on the Scheme's website, and distributing it by email, would widen its readership, and therefore its impact.

Members highlighted other services provided by the Scheme as being useful including: *"advice and assistance from officers"* (which was cited by 60 per cent of respondents); *"the Scheme's website"* (50 per cent); *"meetings with landlords and local authorities to discuss issues"* (44 per cent); and *"access to training/professional development events"* (43 per cent).



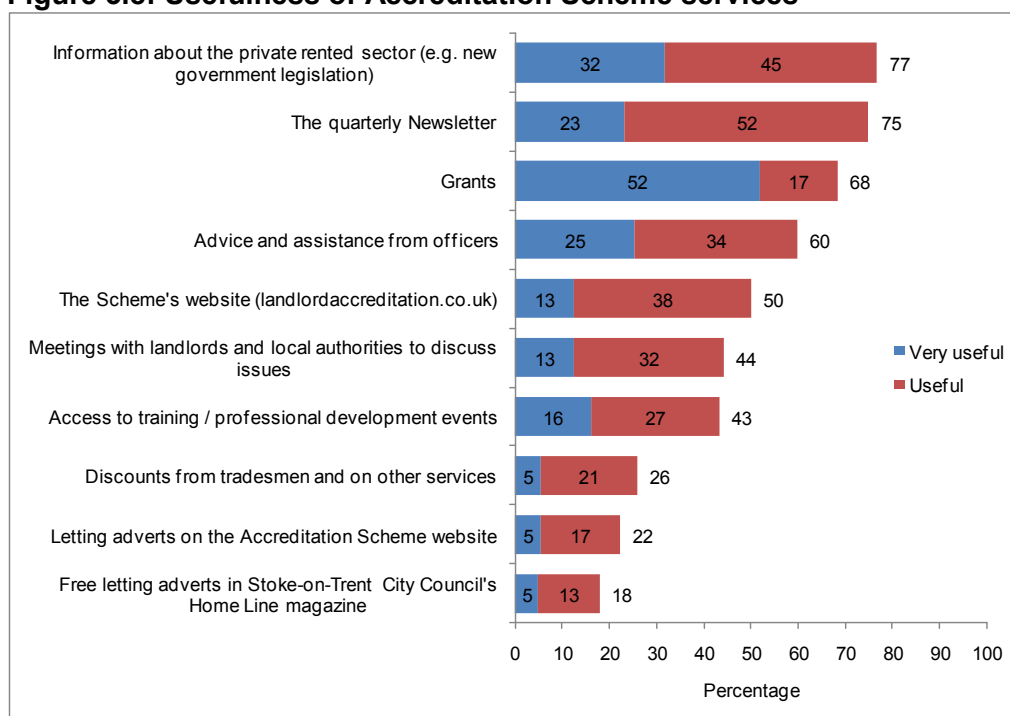
Several of the services offered by the NSLAS were regarded as less useful by accredited landlords, namely:

- discounts from tradesmen
- letting adverts on [landlordaccreditation.co.uk](http://landlordaccreditation.co.uk), and
- letting adverts in Stoke-on-Trent City Council's Homeline magazine.

The NSLAS has assembled a list of tradesmen who will offer accredited landlords a discount. While landlords regarded this as a useful benefit, they had a number of "problems" with it: first, a number reported that the list of tradesmen on the website was out of date; second, some had found it very difficult to "get hold" of tradesmen; and, finally, there was some concern about the quality of the contractors. Furthermore, it is also worth noting that many of the more established landlords tended to have their own network of tradesmen, or carried out repairs and maintenance themselves.

The opportunity to advertise properties on the Scheme's website and in Stoke-on-Trent City Council's Homeline magazine were identified by around one in five landlords as being useful. Those landlords that had used these services had occasionally found tenants by that route, although, as noted earlier, they usually employed more traditional methods to find them. Furthermore, several landlords reported that most of the tenants they found via Homeline were in receipt of Housing Benefit, and often required more help and support with their tenancies than the landlord was able to provide, resulting in problematic tenancies. As a result, several landlords had been put off using Homeline again.

**Figure 3.8: Usefulness of Accreditation Scheme services**



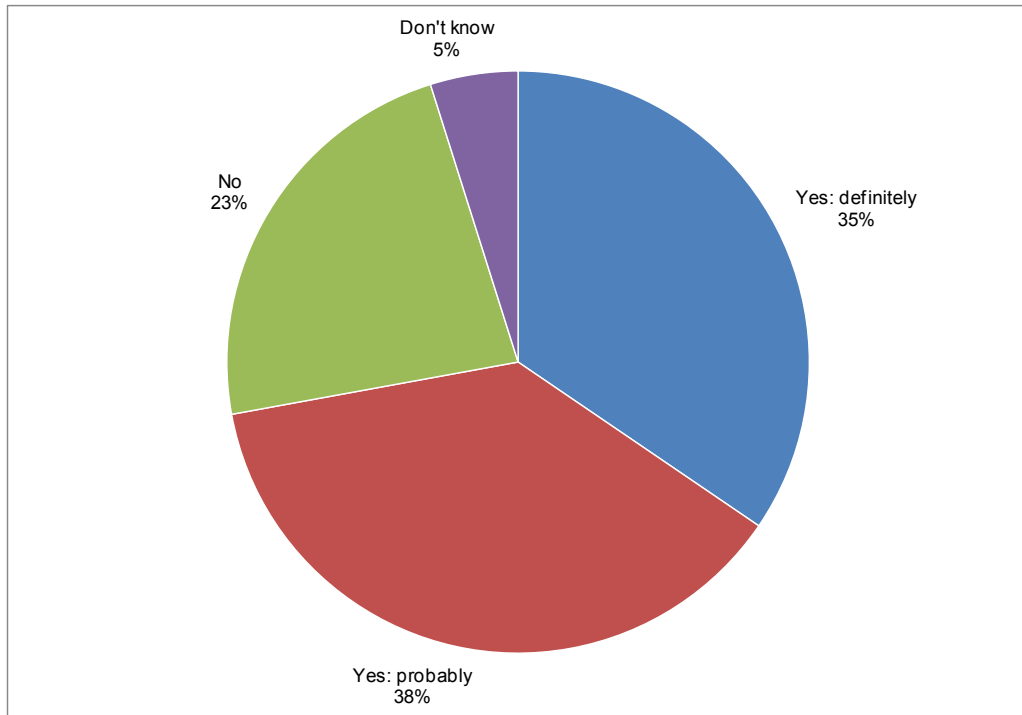
Source: CRESR Survey of Private Landlords in North Staffordshire 2009  
 Base: Members only (224)

### 3.5 Exploring the responses of landlords to outcome specific questions

The previous section clearly revealed that accredited landlords valued the services provided by the Scheme and found many of them to be really useful. This section is concerned with providing further insight into how the Scheme has influenced the „behaviour“ of landlords and impacted upon the PRS in the study area as a whole.

Data from the landlord survey suggests that the NSLAS is having a positive impact. Nearly three quarters of accredited landlords believed that the Scheme was instrumental in helping them become „better“ landlords, as Figure 3.9 reveals.

**Figure 3.9: Has membership of the Accreditation Scheme helped you to become a better landlord?**



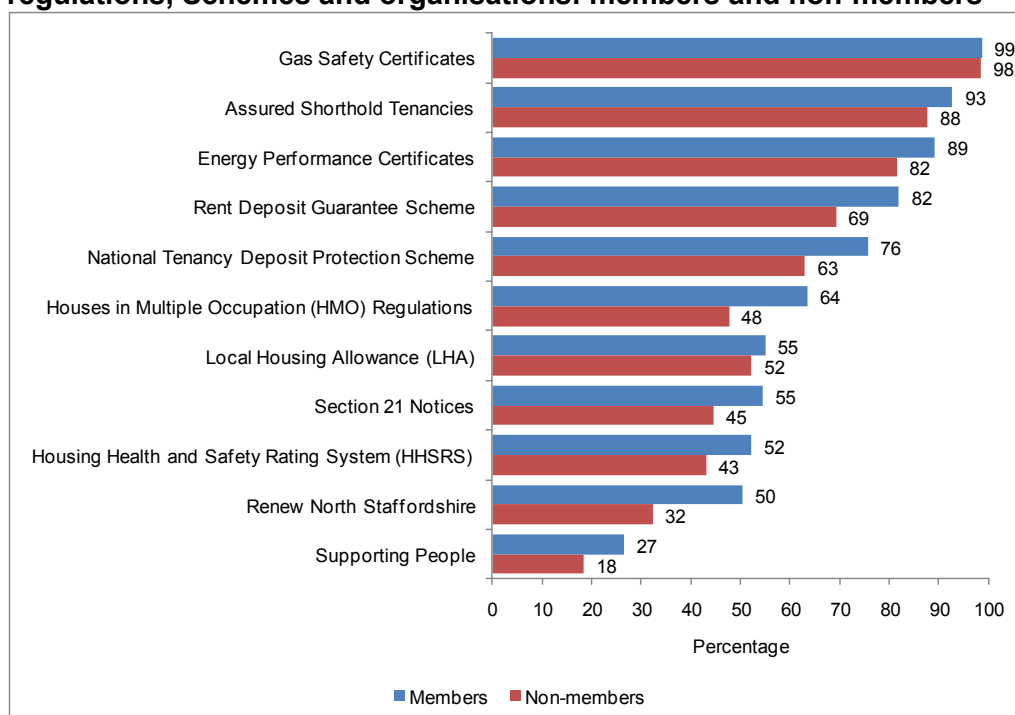
Source: CRESR Survey of Private Landlords in North Staffordshire 2009

Base: Members only (226)

Note: Percentages may not sum to 100% due to rounding

One of the ways that the NSLAS may have done this is by raising landlords' awareness of a number important of issues that all landlords should be aware of such, as health and safety regulations and recent PRS policy initiatives. As Figure 3.10 reveals, accredited landlords were more knowledgeable than non-member landlords in relation to these issues. For example, while 76 per cent of accredited landlords were aware of the National Tenancy Deposit Protection Scheme only 63 per cent of their unaccredited counterparts were. In a similar vein, while 52 per cent of member landlords reported that they were aware of the Housing, Health and Safety Rating System (or HHSRS), only 43 per cent of non-members responded in the same way.

**Figure 3.10: Proportion of landlords very, or fairly, familiar with regulations, Schemes and organisations: members and non-members**

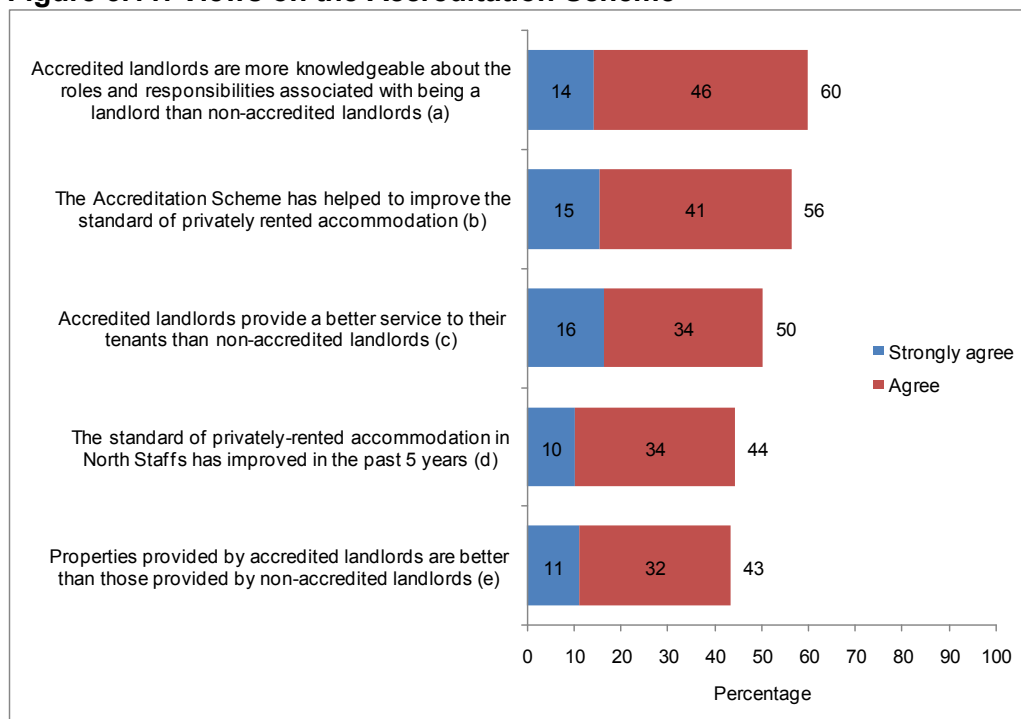


Source: CRESR Survey of Private Landlords in North Staffordshire 2009  
 Base: Members 222; Non-members 65

Other data from the landlord survey supports the assertion that the Scheme has made landlords more knowledgeable: 60 per cent of respondents thought that accredited landlords were more knowledgeable than their unaccredited counterparts, as Figure 3.11. illustrates.

Landlords' responses to other questions about the impact of the NSLAS also provides further evidence to support the assertion that it has had a positive impact. As Figure 3.11 reveals, most respondents felt that it had helped improve the condition of the private rented stock in the area (56 per cent of respondents felt that this was the case).

**Figure 3.11: Views on the Accreditation Scheme**

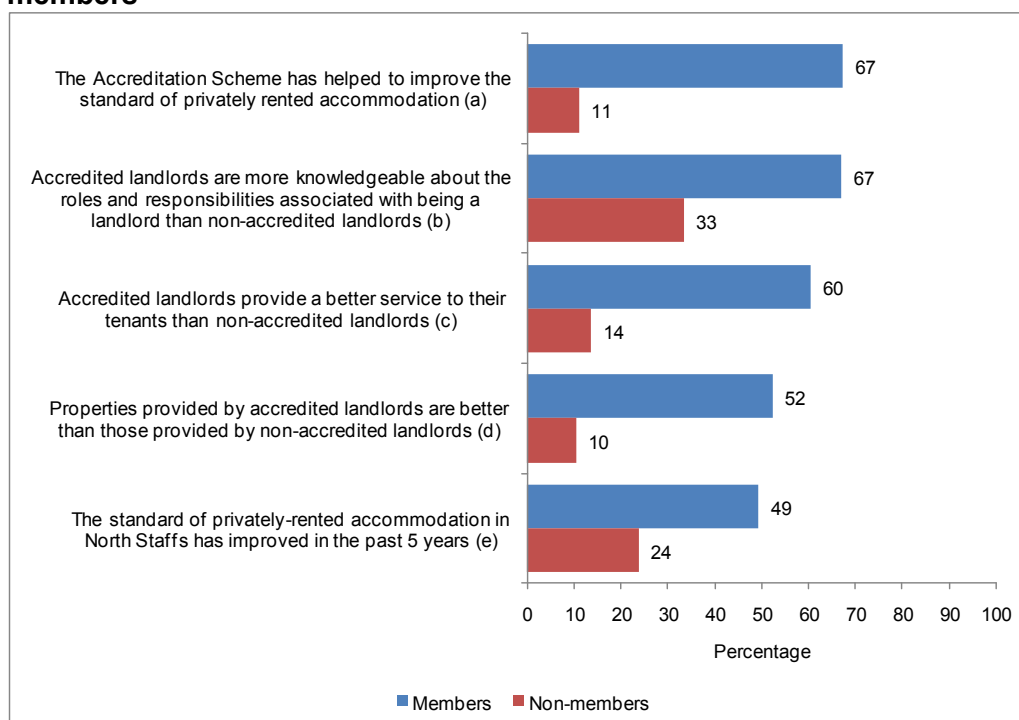


Source: CRESR Survey of Private Landlords in North Staffordshire 2009  
 Base: (a) 282; (b) 281; (c) 282; (d) 275; (e) 279

However, as one might have expected, there was a marked difference in the views of accredited and non-member landlords on the impact of the Scheme, as Figure 3.12 highlights. For example, while just over two thirds of accredited landlords thought that it had helped to improve the quality of the local housing stock, only one in ten non-member landlords felt the same way. In a similar vein, while 60 per cent of member landlords felt that accredited landlords provided a better service than non-member landlords, only 14 per cent of non-members responded in the same way.

However, notwithstanding this important point, one might have expected the disparity between the responses of accredited and non-member landlords to have been even more marked. Moreover, perhaps the noteworthy finding presented in Figure 3.12 is that one third of non-member landlords agreed with their accredited counterparts that accredited landlords were more knowledgeable about the roles and responsibilities of a landlord. Furthermore, the fact that one in ten non-member landlords thought that the Scheme had helped to improve the quality of the housing stock in the area and that accredited landlords provided a better service and better properties than their unaccredited counterparts, is also worthy of note.

**Figure 3.12: Views on the Accreditation Scheme: members and non-members**



Source: CRESR Survey of Private Landlords in North Staffordshire 2009  
 Base: (a) Members 223, Non-members 55; (b) Members 224, Non-members 57; (c) Members 222, Non-members 59; (d) Members 222, Non-members 58; (e) Members 219, Non-members 55

### 3.6. Summary

Membership of the NSLAS has grown rapidly in recent years: in the period June 2006 to September 2009 the number of members rose from 400 to 700. During the same period, 185 landlords left the Scheme.

Landlords and tenants who took part in the postal survey were asked whether they were aware of the Scheme. In addition, tenants were asked whether their landlord was a member of the Scheme. Most tenants were unaware of the Scheme - only 23 per cent had heard of it - and only 14 per cent knew that their landlord was a member. Given that only tenants of accredited landlords took part in the survey, these are surprisingly low figures. However, the picture for landlords was markedly different. Of the survey respondents who were not Scheme members, nearly three quarters (74 per cent) were aware of it.

The landlord survey asked non-member landlords to give their reasons for not joining the NSLAS. Despite high levels of awareness of the Scheme, the most commonly cited response was: "I don't know enough about the Scheme" which was cited by 46 per cent of respondents. Traditionally, one of the largest barriers to membership of accreditation Schemes has been landlords' reluctance to work with local authorities, who are often seen as an agency of enforcement. However, data from the landlord survey suggests that for most

landlords this was not the reason why they had not joined the Scheme: only 16 per cent cited it as a reason for not joining.

All landlords were asked to identify the benefits of becoming a member of the Scheme. The most frequent were: access to grants for repairs or refurbishment (71 per cent); “recognition that you are a good landlord” (58 per cent); and access to useful sources of information about the private rented sector (51 per cent).

Nearly three quarters of accredited landlords believed that the Scheme had helped them to become a „better“ landlord. One of the ways that the NSLAS may have done this was by raising landlords’ awareness of a number important of issues such as health and safety regulations and recent PRS policy initiatives. Accredited landlords were more knowledgeable than non-member landlords in relation to these issues. For example, while 76 per cent of accredited landlords were aware of the National Tenancy Deposit Protection Scheme only 63 per cent of their unaccredited counterparts were. In a similar vein, while 52 per cent of member landlords reported that they were aware of the Housing, Health and Safety Rating System (or HHSRS), only 43 per cent of non-members responded in the same way.

Other data from the landlord survey supports the assertion that the Scheme has made landlords more knowledgeable: 60 per cent of respondents thought that accredited landlords were more knowledgeable than their unaccredited counterparts.

Landlords’ responses to other questions about the impact of the NSLAS also provides further evidence to support the assertion that it has had a positive impact. Most respondents felt that it had helped improve the condition of the private rented stock in the area (56 per cent of respondents felt that this was the case). And one third of non-member landlords agreed with their accredited counterparts that accredited landlords were more knowledgeable about the roles and responsibilities of a landlord. Furthermore, the fact that one in ten non-member landlords thought that the Scheme had helped to improve the quality of the housing stock in the area and that accredited landlords provided a better service and better properties than their unaccredited counterparts, is also worthy of note.

To conclude, a number of pieces of evidence presented in this chapter show the Scheme in a positive hue. When these pieces of evidence are viewed in their entirety, a persuasive case can be made for arguing that it has been very successful, and indeed, this is the view of the authors of this report. Evidence to corroborate this view include:

- the relatively large number of landlords that have joined the Scheme
- the rapid growth in the number of members since 2006

- Scheme members report that it provides a number of useful and valuable services
- most accredited landlords report that the Scheme has made them a „better“ landlord
- accredited landlords appear to be more knowledgeable about the PRS than their unaccredited counterparts, a view which, significantly, is also held by a third of unaccredited landlords, and
- many landlords, including some non-member landlords, think that the Scheme has helped to improve the quality of the private rented stock in North Staffordshire.



## 4 Conclusion

### 4.1 Introduction

This chapter highlights the key issues for the future operation of the Scheme and makes recommendations about its future direction. It is divided into the six sections, including this one. Section 4.2 provides an overall assessment of the impact of the NSLAS while Section 4.3 examines alternative accreditation „models“, with particular attention focusing on their pertinence to North Staffordshire. Sections 4.4 and 4.5 highlight a number of measures for improving the Scheme. The penultimate section (4.6) explores the pertinence of its existing objectives while the chapter concludes (4.7) by outlining a monitoring framework for the Scheme.

### 4.2 Assessing the Overall Impact of NSLAS

The NSLAS has been operating for seven years now, and in that time has made its mark on the private rented sector in North Staffordshire. Data collected by the study team clearly suggests that the Scheme has been successful in a number of broad areas, particularly:

- there has been a steady, and continuing, growth in the number of accredited landlords
- landlords with varied portfolio sizes have been accredited and they operate across all PRS sub-markets
- the Scheme has contributed to the formation of robust relationships between private landlords and the four local authorities, helping to overcome mistrust of the local authority and perceptions that the councils are merely an agent of enforcement
- the Scheme has provided an opportunity for the local authorities that comprise the North Staffordshire area to work together
- the Scheme has an efficient, well-managed administrative hub
- the Scheme has been an effective conduit for disseminating new information about the PRS to landlords
- the Scheme has close links with the accommodation services of North Staffordshire’s two universities - Keele and Staffordshire

- there are high levels of awareness of the Scheme amongst landlords, and
- meetings run by the Scheme are regularly held throughout North Staffordshire and are generally well-attended.

It is also clear that there has been some headway made in terms of fostering a „professional“ private rented sector that offers „decent“ properties to tenants. Evidence clearly points to a maturing and experienced private rented sector in North Staffordshire, and there are indications that landlord accreditation has had an impact on property and management standards.

Landlords involved in the Scheme were generally happy with how it performed and what it offered them. Information exchange and recognition of being a good landlord were the key areas that accredited landlords appreciated.

There is also the potential for further recruitment in all local authority areas. Landlords operating in the area continue to join the Scheme in steady numbers, due, in no small measure, to the efforts of individual local authority officers, and by encouragement from members of the North Staffordshire Landlords Association.

This report has also highlighted a number of issues for the Scheme as it currently stands:

- tenants have very little awareness or understanding of it
- a significant proportion of tenants do not know where to raise issues when they experience problems with property conditions or the management of their tenancy
- some benefits and services offered by the Scheme appear to be not working particularly well (see Section 3.4)
- publicity material and the application / welcome pack requires an overhaul, and
- the Scheme has an important role to play as part of the strategic housing enabling function of the local authorities. However, linkages between the Scheme and wider housing and community strategies appear relatively weak.

Overall, therefore, it appears that the Scheme has made a very positive impact on the PRS sector in North Staffordshire. However, there are aspects of it that appear to be working less well, and there is a feeling from lead officers that it is time to take stock of the Scheme, think about its future direction, and re-assess its aims and objectives. Indeed, this was the impetus for commissioning this report and its findings and recommendations are intended to inform future changes to the Scheme.

The following sections of the report provide recommendations for the NSLAS Steering Group, based on evidence presented earlier.

### 4.3 Alternative Models of Engagement with the PRS

The first aspect to consider is whether the NSLAS should continue to operate broadly in the same way, or whether a different model of accreditation should be considered.

Focus on the strategic housing enabling function of local authorities has prompted many local authorities to look at ways of ensuring that the private rented sector provides well managed, decent accommodation. Each local authority has two principal functions relating to the PRS:

- a strategic enabling role, to ensure that the sector provides choice and decent standards, and
- a regulatory role to ensure that the health, safety and welfare of tenants are protected.

Accreditation Schemes have been widely adopted in the UK, to meet these functions. There are a variety of different Schemes run throughout the UK by local authorities, universities, landlord associations and approved agents acting on behalf of one or more local authority. More recently, there has been a trend towards Schemes that operate regionally, such as the London Landlord Accreditation Scheme (LLAS) and the East Midlands Landlord Accreditation Scheme (EMLAS). There are now a number of nationally recognised standards (for example, the ANUK model) that local authorities can adopt.

There are several different models of accreditation being adopted in the UK:

- **Training-based models** in which private landlords undertake a professional development course in order to become accredited. This is landlord accreditation, not property accreditation. Examples include: the LLAS and Landlord Accreditation Wales (LAW).
- **Property-based models** in which individual properties are inspected and then accredited. Such Schemes are mainly run in smaller local authorities (North Somerset, for example) and by higher education institutions.
- **Hybrid models** that involve an element of landlord accreditation and property accreditation. The North Staffordshire Scheme is a successful example of this.

In order to determine the relevance and applicability of these models to North Staffordshire, the study team examined examples of them in more detail. As

part of this process, in-depth interviews were conducted with accreditation officers working in these „exemplars“.

Turning first to Schemes operating a property-based approach to accreditation, it soon became apparent that this approach is not appropriate for North Staffordshire. It was reported that the property-based model was expensive, time-consuming and pulled resources away from enforcement activity directed at the worst properties. Furthermore, it was perceived as being a model more suited to university accreditation schemes and local authorities with small private rented sectors. **We believe, therefore, that in the North Staffordshire context, there is little to be gained from shifting the current model towards a property-based accreditation scheme.**

However, it is worth having a closer examination of training-based models.

### *Training-based models*

The research team looked at two linked Schemes - the London Landlord Accreditation Scheme (LLAS), which has been operating since 2004, and Landlord Accreditation Wales (LAW), which began in 2009 and is affiliated to the LLAS. Both Schemes operate over a wide geographical area and give accreditation to landlords based on a continuing professional development (CPD) programme, which validates and acts as a quality assurance Scheme for the competency of accredited landlords and letting agents.

### **The London Landlord Accreditation Scheme (LLAS)**

LLAS is a pan London Scheme, launched in 2004. The Scheme is an initiative to raise standards and recognise good practice in the private rented market. It is a partnership between the private rented sector, 33 local authorities, landlord associations, tenant groups, universities and health authority accommodation units.

- Affiliated Schemes include Wales, West Midlands and Birmingham Schemes. LLAS manages Schemes in Kent (KLAS) and Sussex (SLAS) and supports Surrey Heath (SHLAS), Hampshire (HLAS) and others. Landlords are not geographically limited.
- LLAS is run by a multi-discipline Steering Group established with representatives from all local authorities, landlord organisations and university accommodation units.
- LLAS runs a CPD programme, which validates and acts as a quality assurance Scheme for the competency of Accredited Landlords and Agents. 314 training and development sessions have been run and 4560 landlords have been accredited across London, 635 outside London.
- The Scheme's Events and Prosecution Database is used by all partners, affiliates and associates to record and share data about the activities of landlords and their agents owning or managing properties and tenancies within their boundaries, where the activities demonstrate good or bad practice in property management.

Notable achievements of the Scheme include:

- 70 homes occupied by vulnerable households have been made decent
- 196 homes brought back into use in 2006/2007 as a result of funding availability via LLAS
- Landlords are using on average £15,000 to carry out significant levels of improvements and repair, without local authority involvement, after being made aware by the LLAS training sessions of the required standards for private rented properties, and the penalties for not achieving them. These improvements are being monitored by LLAS using questionnaires.
- The LLAS has been working closely with the London Sub-regions in 2006/7 and 2007/8 to assist in targeting grants to vulnerable clients in the private rented sector and to help bring empty properties back into use.
- The LLAS model has formed the basis of a draft regional accreditation Scheme being proposed by Accreditation Network UK (ANUK). It will hopefully lead to a nationally recognised model to give landlords the knowledge and support to improve and maintain good quality private rented accommodation

For London and Wales, a training-based approach was perceived to be the most effective method of engaging with landlords who are willing to engage with local authorities. As such, it places a lower time and financial resource burden on local authorities, allowing them to concentrate their limited resources on enforcement activities directed at the worst properties and landlords. As the LLAS manager said:

*The fundamental principle of approving the landlord seems right as Local Authorities will never get enough resources to inspect 2.5 million private rented houses. For example, Camden has 69,000 dwellings in the private sector and it's estimated that it would take more than 26 years if all the properties were to be inspected. One landlord who is informed and willing to cooperate will make sure all his properties are to a suitable standard.*

*(LLAS Manager)*

Further to this, both schemes believed that property inspection did not take account of a landlord's management abilities, which is as important as property standards.

*We believe that the majority of landlords are not unwilling to do things right, they simply don't know what they should be doing. This is where having training and CPD as a mandatory part of the Scheme gradually begins to address this.*

*(LLAS Manager)*

The training-based model, therefore, improves the management standards of landlords in a number of ways:

- it provides recognition to good landlords
- it ensures that the landlord is a „fit and proper“ person
- landlords receive formal training in property management and tenancy management
- through CPD, information newsletters and websites, landlords keep up-to-date with their rights and responsibilities under new and existing legislation, and
- accredited landlords can let or lease their properties to local authorities.

Training-based models vary in terms of what they offer to landlords who join, as do all Schemes. However, they are likely to include the following:

- use of the LLAS logo when advertising properties
- access to grants for specific improvements
- preferential treatment by landlord organisations and universities
- discounts and preferential consideration with suppliers such as insurance companies and material suppliers, and
- improved access to local authority services, including housing advice and housing benefit advice.

Officers from both LLAS and LAW were keen to highlight to the study team the benefits that their Schemes provided to tenants. They reported that tenants had confidence that accredited landlords were professional and reputable, and gave them an informed choice. The LLAS also provides advice to tenants,

mainly via its website ([www.londonlandlords.org.uk/accreditation/home](http://www.londonlandlords.org.uk/accreditation/home)), on landlords' duties and obligations.

The LLAS are keen to roll out their model of accreditation nationally, and are working with ANUK in this respect. They would like to see an „accreditation standard" that is widely understood and trusted:

*Accreditation loses credibility if the standard is not known. For example, the LLAS Scheme has "real" requirements in terms of being fit and proper, attending the training and CPD, a code of Conduct, and a Fit and Proper person requirement<sup>7</sup>. But in other areas where the London model has not been adopted, the landlord simply signs up and does not have to do anything to be accredited. These have resulted in consumers "not trusting accreditation as there is a lack of consistency.*

*(LLAS Manager)*

#### 4.4 A Future Direction for the North Staffordshire Landlord Accreditation Scheme

The following section offers recommendations for taking forward the Scheme, based on the evidence presented so far. If the Steering Group is minded to accept some or all of the recommendation below, **we suggest that a re-launch and re-branding of the Scheme would be the most appropriate way forward.**

##### *Developing and enhancing the training element of the Scheme*

So, should the NSLAS become a solely training-based model? Discussions between the research team, landlords and housing officers during an interactive feedback event, strongly suggested that there was little enthusiasm for moving away from the „hybrid" model towards a purely training-based model. Landlord representatives reported that it was popular, relatively easy to join and provided landlords with „public recognition". And housing officers were very reluctant to reduce the number of property inspections. At present, applicants to the Scheme have 10 per cent of their properties inspected. When they renew membership after three years, where applicable, a different 10 per cent are inspected. One officer said:

*I couldn't condone cutting back property inspections for accreditation. As an authority, it gives us the credence that the landlord does maintain his properties to a reasonable standard.*

*(local authority housing officer)*

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<sup>7</sup> A Fit and Proper person in this context refers to the definition in the Housing Act 2004. The private landlord must declare that he/she (or his/her associates) have not been convicted of specified offences.

Furthermore, it is likely that abandoning property inspections would have an adverse effect on the university registration scheme operating at Staffordshire University. The registration scheme insists that landlords are also NSLAS members, which provides a guarantee that properties meet an acceptable standard. This would limit the influence of the local authorities in the student sub-market, an important and potentially difficult, sub-market of the PRS.

We tend to agree that wholesale change of the Scheme is unnecessary. The Scheme has established an impressive partnership with landlords throughout its coverage area, and there are considerable opportunities for further growth in membership.

However, several stakeholders we interviewed proposed that the Scheme should be „extended“ to provide members with an opportunity to achieve „enhanced“, or, as one stakeholder put it, „gold standard“ accreditation status, attained if landlords undertook additional training and continuing professional development (CPD).

The landlord survey asked for views on training for landlords. While 81 per cent of accredited landlords thought it was very, or fairly, important that the NSLAS organises professional development courses, only 36 per cent supported the idea of an enhanced membership for those successfully completing such courses. 32 per cent said they were against the idea, while the remaining 32 per cent were not sure.

This evidence is not a ringing endorsement for the „enhanced membership“ status. However, the nature of the questionnaire survey prohibited providing any detailed information about this option. If landlords knew more about the implications and the benefits, there may be more positive response. Moreover, if the 36 per cent of supportive landlords, and a proportion of the undecided ones became „enhanced members“, it would be a successful initiative, and measurably improve the management standards of the PRS in North Staffordshire.

There are two main disadvantages, which should be considered.

- Does the existence of „enhanced membership“ diminish the status of „standard membership“?
- Does it add a level of confusion for consumers?

On the first point, this is clearly a risk. Those landlords that do not wish to undertake formal training, may leave the Scheme altogether, if they perceive that normal membership has been devalued. Regarding the second point, this evaluation has found very low levels of understanding and knowledge of accreditation at present. It is unlikely that introducing „enhanced accreditation“ would exacerbate that. On balance, the benefits of measurably improving



management standards in the PRS by formal training for landlords outweigh the likely risks.

**Recommendation 1: The NSLAS should offer ‘enhanced membership’ to landlords who undertake a formal training programme, complemented by continuing professional development.**

### *Introducing membership fees*

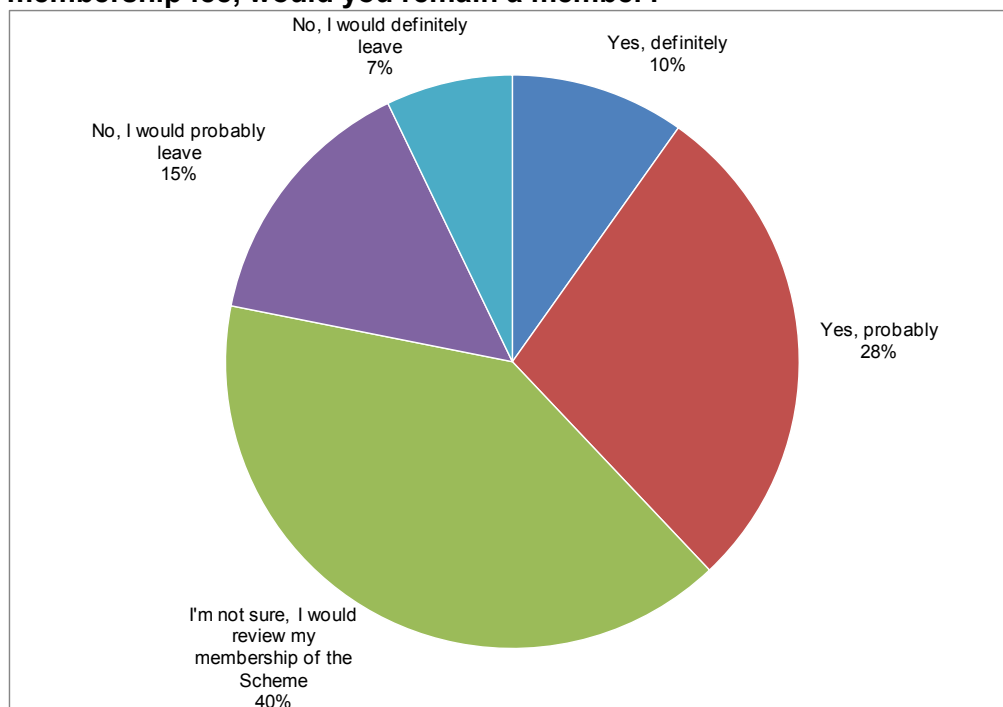
At present, the NSLAS is free to join, and this has been the case since it was introduced in 2003. The research team were asked to explore the likely impact of introducing a fee. Firstly, if the NSLAS moved towards enhanced membership it would be appropriate to charge a fee for this to cover the costs associated with staging and facilitating the training. Training-based schemes use both web-based and in-person training events, the former being marginally cheaper and the latter being more popular with landlords.

**Recommendation 2: ‘Enhanced membership’ of the NSLAS should include a fee that covers the costs associated with training provision.**

In terms of charging a fee for „standard membership“ of the Scheme, while it is impossible to predict with any degree of certainty what impact this would have on membership numbers, a case can be made for arguing that its impact will be relatively small.

- Data from the landlord survey suggests that, while some landlords would leave the Scheme if a small fee were levied, the majority of landlords would „tolerate“ a fee, as Figure 4.1 reveals. Interestingly, only 7 per cent of members said they would definitely leave the Scheme if a membership fee was introduced, while 15 per cent said they would probably leave. By contrast, 10 per cent said they would definitely remain a member and 28 per cent said they would probably remain a member. The largest group (40 per cent) were not sure: they would review their membership of the Scheme.
- It is not uncommon for landlords to pay a fee to be members of landlord associations and other professional bodies.
- The fee would normally be a tax deductible expense.

**Figure 4.1: If the Accreditation Scheme was to charge a small membership fee, would you remain a member?**



Source: CRESR Survey of Private Landlords in North Staffordshire 2009

Base: Members only (224)

Note: Percentages may not sum to 100% due to rounding

In deciding whether to introduce fee for standard membership, the NSLAS should balance the risks of losing members with an estimation of the revenue that a fee would bring. Would this revenue be available to make enhancements to the Scheme or merely be offset by reductions in other funding, therefore providing no overall benefits?

We believe that charging a fee for the scheme, **as it currently operates** would be counter-productive. Landlords have enjoyed the benefit of the scheme in its current form for free, and may be reluctant to now to „pay for the same“. The research suggests that Scheme has two types of members:

- A. those who feel that it benefits them, offers a market-advantage and promotes them as a „good landlord“, and
- B. those who do not feel it offers them a market advantage, but joined in order to have access to information, or to gain a particular service such as an improvement grant.

Type A landlords are more likely to remain members than Type B landlords, if the Scheme remains the same. However, a re-launched Scheme that offers a coherent set of benefits to landlords and charges a fee is more likely to encourage Type B landlords to remain members. It will also encourage landlords who did not join the Scheme because they perceived no real benefits, and were put off by its presentation.

Therefore, we strongly suggest that introduction of a fee should be accompanied by a re-launch of the Scheme, in-line with the recommendations of this report.

### *'Public' recognition of accredited landlords*

As noted earlier, one of the Scheme's objectives is:

*To give public recognition to those landlords who provide housing that meets or exceeds the accredited standard.*

However, there is no public directory of accredited landlords. This negates the „public“ aspect of the recognition, and it limits a tenant's ability to make a choice and be assured that their current or prospective landlord meets or exceeds the accredited standard. We suggest that a public directory of landlords be made available, which should be posted on the Scheme's website, with the aim of providing a transparent pool of private landlords who have signed up to the Scheme's code of practice.

**Recommendation 3: The NSLAS should create a publicly-accessible directory of accredited landlords which should be available on its website.**

## **4.5 Other Ways of Enhancing the Scheme**

### *Increasing membership*

The NSLAS has steadily grown its membership and coverage over time, and has attracted landlords with different portfolio sizes operating in all the area's PRS sub-markets. Estimates of the size of the PRS in North Staffordshire, compared to the Scheme's "reach" (see Chapter 2) suggest that there is potential for further expansion in all local authority areas. Greater numbers of accredited landlords will benefit the PRS, and establish a more powerful partnership between the local authorities and the private rented sector. The two principal barriers to future expansion are: „disinterest“ from landlords; and the ability of the Scheme to take on additional members at a time of fiscal austerity, when the budgets of all local authority programmes are being reviewed.

**Recommendation 4: The NSLAS should continue with its ambitions to increase membership. Acting on other recommendations in this report may make this feasible.**

### *Raising awareness amongst tenants*

The low awareness of the Scheme by tenants is problematic for several reasons:

- it limits their ability to „police“ and raise the management and property standards of accredited landlords, as they do not report problems to the NSLAS
- it does not permit a business advantage to accredited landlords
- tenants have little understanding of what is considered „decent property and management standards“, and
- it signals a weakness in the NSLAS’s objective to *“give prospective tenants the choice of renting a good standard of accommodation”*.

Also, there was evidence that a significant proportion of tenants did not know who to contact if they had a problem with their landlord or property. The NSLAS has an opportunity for significantly improving knowledge of the private rented sector amongst existing and prospective tenants. Therefore, undertaking the task should be a joint initiative between the NSLAS and the Housing Enabling Teams of the four Local Authorities. The following recommendation addresses the bullet-point above and aims to promote greater knowledge and understanding amongst the public.

**Recommendation 5: Local Authorities, in partnership with the NSLAS, should implement a new strategy for providing information about the Private Rented Sector to existing and prospective private tenants. This may include:**

- **high quality leaflets designed for prospective and current tenants, distributed in appropriate venues and directly to the tenants of accredited landlords**
- **a quarterly newsletter for prospective and current tenants, distributed at appropriate venues and directly to the tenants of accredited landlords**
- **improved website information, where appropriate**
- **awareness-raising of the Scheme at community meetings, and other suitable events**
- **marketing advertisements in newspaper property pages.**

## *Scheme benefits and services*

The NSLAS does offer a number of worthwhile benefits to landlords as an incentive to becoming accredited. The evidence in Chapter 3 suggests which benefits members value and which are of limited assistance. At the point of rebranding/re-launching the Scheme, there are a number of considerations.

- At present there is a lack of clarity about what are „benefits“, „exclusive services for members“, and „general services available to all landlords“. The Scheme should clearly distinguish between these three categories.
- The key „benefits“ of the Scheme are information exchange and recognition as being a good landlord, and these should be made prominent in a rebranding/re-launch of the Scheme.
- Although this report has identified three services that are less popular with landlords - discounts from tradesmen, letting adverts on the Schemes website, and the ability to advertise via Stoke-on-Trent’s choice-based lettings system (Homeline). We do not necessarily advocate dropping them, particularly where there is little administrative or financial burden. In relation to Homeline, there is particular merit, as it may extend housing choice for some residents. We do suggest that the services are reviewed to make them more effective, and explained clearly to landlords.
- The Steering Group should give consideration to introducing new services. A key issue amongst landlords was problems associated with housing benefit payment, particularly since the introduction of local housing allowance. The Steering Group should consider whether member landlords could receive enhanced access to housing benefit support and/or advice. This would be a key „selling point“. Also, several other accreditation schemes have benefited by offering negotiated discounts on products such as fire safety equipment and insurance.
- The Scheme’s newsletter is very popular with member landlords and is an effective way of exchanging information about the PRS in North Staffordshire. Widening its distribution to non-member landlords has the advantage of a) advertising the benefits of joining the Scheme, and b) provides useful information to landlords that they may not otherwise receive. At present the newsletter falls into the category of „exclusive services for members“. The survey data suggested that, though the newsletter was very useful, it was not a key reason for joining the Scheme. Therefore, we see more advantages to be gained by wider distribution, than there are disadvantages from losing its exclusivity. If the Steering Group feel that losing the exclusivity is a step too far, they should consider publishing an annual special edition which is available to the general public.

**Recommendation 6:**

- a) The NSLAS will benefit from a clear presentation of the benefits and services it offers, making a distinction between ‘benefits’ and ‘exclusive services’.
- b) Services that were found to be less popular should be reviewed and explained to landlords in more detail, rather than abandoned.
- c) The Steering Group should give consideration to introducing new services, particularly enhanced access to Housing Benefit support and advice and discounted fire safety equipment and insurance.

**Recommendation 7: The Scheme should make its newsletter available more generally, in order to a) improve the quality of information that private landlords receive, and b) promote the Accreditation Scheme.**

### *Publicity materials*

Over the course of time, the Scheme publicity and information literature has become less cohesive, tired-looking and in some cases, out-dated. Non-member landlords perceived the Scheme as being „mundane“ due mainly to the presentation publicity material and the welcome pack. By producing a high-quality, well-designed and cohesive welcome pack and publicity material, the Scheme will appear more dynamic, modern and relevant. This may help increase the number of members.

**Recommendation 8: The Scheme should:**

- a) publish new, high quality publicity material for landlords and tenants in order to give the Scheme dynamic, modern and relevant appearance.
- b) make available to accredited landlords, high quality digital logo (and promotional) image files for use in their publicity.

## **4.6 Reviewing the Objectives of the Scheme**

The Scheme has four key objectives (outlined in Chapter 1), and we believe that there is no need to alter them. The recommendations outlined in this report aim to make improvements to the Scheme overall, and help it to re-focus its

objectives. The following table demonstrates how the recommendations improve the focus of the objectives.

**Table 4.1: The Scheme’s Objectives in relation to Recommendations**

Scheme Objective	Review Requirements
<p><b>Objective A:</b>  <b>Operate a Scheme that promotes good physical conditions of properties and good management practice</b></p>	<ul style="list-style-type: none"> <li>• The Scheme should continue as a „hybrid model“ that is concerned with physical conditions and management standards in the PRS.</li> <li>• Inspections of members’ properties should continue.</li> <li>• A formal training programme will improve management practices and allow improvements to be measured effectively.</li> <li>• <b>Recommendation 1 and 2</b> („enhanced membership“ linked to formal training) strengthens this objective.</li> </ul>
<p><b>Objective B:</b>  <b>Create and maintain a stock of private rented accommodation to an accredited standard and which meets legal requirements</b></p>	<ul style="list-style-type: none"> <li>• The Scheme should continue to foster a relationship with private landlords.</li> <li>• Raising tenant awareness of the Scheme in North Staffordshire will help to „police“ standards.</li> <li>• <b>Recommendation 4</b> (to continue efforts to increase membership) supports this objective, by creating a larger „accredited“ sector.</li> <li>• <b>Recommendations 6, 7 and 8</b> (on improving the Scheme for landlords) enable the Scheme to attract more members.</li> </ul>
<p><b>Objective C:</b>  <b>Give public recognition to those landlords who provide housing that meets or exceeds the accredited standard</b></p>	<ul style="list-style-type: none"> <li>• „Public recognition“ as an accredited landlord is a key benefit of the Scheme.</li> <li>• Making the „accredited“ sector more visible amongst tenants will create improved market advantage for accredited landlords and improved choice for tenants.</li> <li>• <b>Recommendation 3</b> (to create a public directory of accredited landlords) supports this objective by improving the public’s knowledge and awareness of the „accredited“ sector.</li> <li>• <b>Recommendation 5</b> (to raise awareness amongst tenants) supports this objective by promoting the „accredited“ sector amongst the public provides accredited landlords with a stronger market advantage.</li> </ul>
<p><b>Objective D:</b>  <b>Give prospective tenants the choice of renting a good standard of accommodation.</b></p>	<ul style="list-style-type: none"> <li>• Making the „accredited“ sector more visible amongst tenants will create improved market advantage for accredited landlords and improved choice for tenants.</li> <li>• <b>Recommendation 5</b> (to raise awareness amongst tenants) supports this objective by promoting the „accredited“ sector amongst the public and promoting a choice between the „accredited“ and „non-accredited“ sectors.</li> <li>• <b>Recommendation 3</b> (to create a public directory of accredited landlords) supports this objective by improving the public’s knowledge and awareness of the „accredited“ sector.</li> </ul>

## 4.7 Future Monitoring of the Scheme

This section outlines a monitoring framework for the Scheme. This is intended to provide key information to allow for: monitoring the progress of the Scheme; identifying areas of weakness and strength; and evaluating the performance of the Scheme.

The monitoring framework outlined here makes the best use of readily available data, and includes an annual landlord satisfaction survey and improvements to the way information on leavers is collated. We suggest that monitoring should be carried out at monthly or quarterly intervals. Table 4.2 indicates the data that should be collected under three headings:

- Scheme coverage
- Improvement to Property Conditions and Management Standards, and
- Landlord Satisfaction.

**Table 4.2: Monitoring the Scheme**

<b>1: Scheme Coverage</b>	
<i>Indicator</i>	<i>Comments</i>
<b>1a</b> Total membership	
<b>1b</b> Total properties covered by the Scheme	<ul style="list-style-type: none"> <li>• Avoid counting landlord properties outside North Staffordshire.</li> <li>• Ensure that landlords report changes to portfolios and that these are recorded.</li> <li>• Identify properties by local authority area</li> </ul>
<b>1c</b> Number of <i>new</i> memberships	
<b>1d</b> Number of <i>renewed</i> memberships	<ul style="list-style-type: none"> <li>• An important measure if membership fees are introduced.</li> </ul>
<b>1e</b> Number of cancelled and lapsed memberships	<ul style="list-style-type: none"> <li>• Monitor in such a way that distinguishes between cancelled and lapsed memberships (see sub-section „Survey of landlords leaving the scheme“ below).</li> </ul>
<b>1f</b> Landlord portfolio size	<ul style="list-style-type: none"> <li>• Record the size of landlord portfolios</li> <li>• Consider whether this data can be updated as landlords report changes to their portfolios.</li> </ul>
<b>1g</b> Number of application packs distributed	



<b>2: Improvement to Property Conditions and Management Standards</b>	
<i>Indicator</i>	<i>Comments</i>
<b>2a</b> Number of properties inspected	
<b>2b</b> Number of Property Improvement Plans (PIPs) issued	<ul style="list-style-type: none"> <li>Consider also whether it is possible to record how many PIPs result in improvements</li> </ul>
<b>2c</b> Number of grants issued	<ul style="list-style-type: none"> <li>Consider also collecting details of spend per area</li> </ul>
<b>2d</b> Reasons for cancellation / lapse	<ul style="list-style-type: none"> <li>See sub-section see sub-section „Survey of landlords leaving the scheme“ below.</li> <li>Ensure that reasons for leaving are recorded against consistent categories.</li> </ul>
<b>2e</b> Number of landlords achieving „enhanced membership“	
<b>2f</b> Number of Newsletters distributed	
<b>2g</b> Number of complaints about accredited landlords or their properties	<ul style="list-style-type: none"> <li>Be aware that this is likely to rise if tenants become more knowledgeable about the PRS and the Scheme, and therefore should be interpreted positively.</li> </ul>

<b>3: Landlord Satisfaction</b>	
<i>Indicator</i>	<i>Comments</i>
<b>3a</b> Landlord satisfaction survey	<ul style="list-style-type: none"> <li>See „Annual Landlord Satisfaction Survey“ below.</li> </ul>
<b>3b</b> Reasons for cancelled/lapsed membership	<ul style="list-style-type: none"> <li>See „Survey of Landlords Leaving the Scheme“ below.</li> </ul>

### *Annual landlord satisfaction survey*

We strongly recommend that once a year the Scheme carries out a survey of existing members to explore their satisfaction with the Scheme. This can be done relatively easily and, perhaps more importantly, comparatively cheaply by surveying members electronically, as the Scheme has the email addresses of many of its members. The survey should also be prominently displayed on the Scheme’s website. The survey should:

- be short
- consistent year on year, to allow for comparison, and
- ensure anonymity and confidentiality.

We suggest it uses an abridged version of the one used in this study (attached as an appendix), focusing on questions relating to the satisfaction with the Scheme overall, its benefits and services offered.

### *Survey of landlords leaving the Scheme*

The Scheme has collected data on reasons for cancellation; however it would be beneficial to do this in a more consistent way. Although this is difficult information to collect, we believe it is worthwhile in order to be responsive to landlord dissatisfaction with the Scheme.

Information should be gathered in the following way:

<b>Route out of the Scheme</b>	<ul style="list-style-type: none"><li>▪ Lapsed membership</li><li>▪ Cancelled by the Landlord</li><li>▪ Cancelled by the Scheme</li><li>▪ Other</li><li>▪ Not known</li></ul>	Reasons
<b>Likelihood of returning to the Scheme</b>	<ul style="list-style-type: none"><li>▪ Likely</li><li>▪ Not likely</li></ul>	Reasons
<b>Additional comments</b>		

This information can be gathered in a number of ways. A short form could be issued, however return rates would probably be low. Short „exit“ interviews with landlords would gather better information.

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## Appendix 1: Total PRS Properties and Proportions Within the Study Area by Ward, 2001

Ward	Numbers	%
<i>Newcastle-under-Lyme</i>		
Audley and Bignall End	104	4.2
Bradwell	58	2.2
Butt Lane	92	4.0
Chesterton	232	8.3
Clayton	45	2.6
Cross Heath	144	5.3
Halmerend	99	6.3
Holditch	68	3.8
Kidsgrove	201	7.3
Knutton and Silverdale	82	4.6
Loggerheads and Whitmore	185	6.9
Madeley	202	9.1
May Bank	175	6.2
Newchapel	55	4.0
Porthill	96	5.4
Ravenscliffe	70	4.1
Seabridge	52	2.0
Silverdale and Parksite	145	9.1
Talke	57	3.3
Thistleberry	90	3.4
Town	368	16.0
Westlands	52	2.2
Wolstanton	178	7.3
<i>Stafford</i>		
Barlaston and Oulton	99	5.9
Baswich	37	2.3
Chartley	63	8.9
Church Eaton	52	6.4
Common	351	18.1
Coton	342	20.6
Eccleshall	266	10.5
Forebridge	394	19.9
Fulford	68	2.9
Gnosall and Woodseaves	155	6.1
Haywood and Hixon	114	4.5
Highfields and Western Downs	99	3.5
Holmcroft	189	6.9
Littleworth	202	7.9
Manor	92	3.5
Milford	129	9.2
Milwich	96	14.2
Penkside	60	4.1
Rowley	112	6.6

Seighford	111	8.0
St. Michael's	62	3.3
Stonefield and Christchurch	206	10.6
Swynnerton	112	6.4
Tillington	90	5.1
Walton	162	6.8
Weeping Cross	66	2.5

*Staffordshire Moorlands*

Alton	31	5.6
Bagnall and Stanley	20	3.3
Biddulph East	189	8.0
Biddulph Moor	25	3.6
Biddulph North	55	2.6
Biddulph South	17	2.4
Biddulph West	142	6.5
Brown Edge and Endon	61	3.1
Caverswall	30	4.6
Cellarhead	30	2.2
Cheadle North East	68	4.8
Cheadle South East	54	3.6
Cheadle West	138	7.1
Checkley	115	5.5
Cheddleton	82	4.6
Churnet	79	6.0
Dane	50	8.4
Forsbrook	98	4.7
Hamps Valley	63	9.4
Horton	49	7.2
Ipstones	47	6.5
Leek East	250	11.7
Leek North	122	5.3
Leek South	202	9.0
Leek West	99	5.0
Manifold	106	14.5
Werrington	21	1.6

*Stoke-on-Trent*

Abbey Green	165	3.4
Bentilee and Townsend	186	3.5
Berryhill and Hanley East	396	7.9
Blurton	163	3.2
Burslem North	351	6.7
Burslem South	632	11.9
Chell and Packmoor	169	3.6
East Valley	210	4.2
Fenton	599	10.9
Hanley West and Shelton	1,115	28.4
Hartshill and Penkhull	681	12.6
Longton North	200	3.6
Longton South	442	7.9
Meir Park and Sandon	237	4.4

Northwood and Birches Head	455	8.5
Norton and Bradeley	132	2.7
Stoke and Trent Vale	699	12.6
Trentham and Hanford	115	2.3
Tunstall	516	9.7
Weston and Meir North	251	4.9

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## Appendix 2: Further Statistical Analysis

### North Staffordshire Landlord Survey 2009 Data Tables

**Table A1: How long have you been a landlord?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 12 months	9	3.1	3.1	3.1
	1-5 years	93	31.6	31.7	34.8
	6-10 years	78	26.5	26.6	61.4
	More than ten years	113	38.4	38.6	100.0
	Total	293	99.7	100.0	
Missing	Missing	1	.3		
Total		294	100.0		

**Table A2: Would you describe yourself as a part-time or a full-time landlord?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time landlord	62	21.1	21.2	21.2
	Part-time landlord	231	78.6	78.8	100.0
	Total	293	99.7	100.0	
Missing	Missing	1	.3		
Total		294	100.0		

**Table A3: Where are the properties that you rent out? Newcastle-under-Lyme Borough Council (recode, 0=no)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	201	68.4	68.6	68.6
	Yes	92	31.3	31.4	100.0
	Total	293	99.7	100.0	
Missing	System	1	.3		
Total		294	100.0		

**Table A4: Where are the properties that you rent out? Stafford Borough Council (recode, 0=no)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	264	89.8	90.1	90.1
	Yes	29	9.9	9.9	100.0
	Total	293	99.7	100.0	
Missing	System	1	.3		
Total		294	100.0		

**Table A5: Where are the properties that you rent out? Staffordshire Moorlands District Council (recode, 0=no)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	255	86.7	87.0	87.0
	Yes	38	12.9	13.0	100.0
	Total	293	99.7	100.0	
Missing	System	1	.3		
Total		294	100.0		

**Table A6: Where are the properties that you rent out? Stoke-on-Trent City Council (recode, 0=no)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	70	23.8	23.9	23.9
	Yes	223	75.9	76.1	100.0
	Total	293	99.7	100.0	
Missing	System	1	.3		
Total		294	100.0		

**Table A7: Where are the properties that you rent out? Outside these four areas (recode, 0=no)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	230	78.2	78.5	78.5
	Yes	63	21.4	21.5	100.0
	Total	293	99.7	100.0	
Missing	System	1	.3		
Total		294	100.0		



**Table A8: Where are the properties that you rent out? Count number of areas**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	168	57.1	57.3	57.3
	2.00	102	34.7	34.8	92.2
	3.00	19	6.5	6.5	98.6
	4.00	4	1.4	1.4	100.0
	Total	293	99.7	100.0	
Missing	System	1	.3		
Total		294	100.0		

**Table A9: Where are the properties that you rent out? Count number of areas - four North Staffs areas only**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	2	.7	.7	.7
	1.00	212	72.1	72.4	73.0
	2.00	68	23.1	23.2	96.2
	3.00	10	3.4	3.4	99.7
	4.00	1	.3	.3	100.0
	Total	293	99.7	100.0	
Missing	System	1	.3		
Total		294	100.0		

**Table A10: In total, how many rental properties do you have?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	59	20.1	20.4	20.4
	2 to 5	123	41.8	42.6	63.0
	6 to 10	37	12.6	12.8	75.8
	11 to 20	38	12.9	13.1	88.9
	21 to 30	11	3.7	3.8	92.7
	31 to 40	6	2.0	2.1	94.8
	More than 40	15	5.1	5.2	100.0
	Total	289	98.3	100.0	
Missing	Missing	5	1.7		
Total		294	100.0		

**Table A11: What type of properties do you have? Flats**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	95	32.3	32.9	32.9
	No	194	66.0	67.1	100.0
	Total	289	98.3	100.0	
Missing	Missing	5	1.7		
Total		294	100.0		

**Table A12: What type of properties do you have? Semi-detached houses**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	109	37.1	37.7	37.7
	No	180	61.2	62.3	100.0
	Total	289	98.3	100.0	
Missing	Missing	5	1.7		
Total		294	100.0		

**Table A13: What type of properties do you have? Detached houses**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	32	10.9	11.1	11.1
	No	257	87.4	88.9	100.0
	Total	289	98.3	100.0	
Missing	Missing	5	1.7		
Total		294	100.0		

**Table A14: What type of properties do you have? HMOs (House in Multiple Occupation)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	34	11.6	11.8	11.8
	No	255	86.7	88.2	100.0
	Total	289	98.3	100.0	
Missing	Missing	5	1.7		
Total		294	100.0		

**Table A15: What type of properties do you have? Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	4.1	4.2	4.2
	No	277	94.2	95.8	100.0
	Total	289	98.3	100.0	
Missing	Missing	5	1.7		
Total		294	100.0		

**Table A16: What type of properties do you have? SPECIFIED OTHER**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Commercial	10	3.4	83.3	83.3
	Holiday lets	2	.7	16.7	100.0
	Total	12	4.1	100.0	
Missing	888	277	94.2		
	999	5	1.7		
	Total	282	95.9		
Total		294	100.0		

**Table A17: Who do you mainly let your properties to? Families**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	162	55.1	56.1	56.1
	No	127	43.2	43.9	100.0
	Total	289	98.3	100.0	
Missing	Missing	5	1.7		
Total		294	100.0		

**Table A18: Who do you mainly let your properties to? Single people**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	130	44.2	45.0	45.0
	No	159	54.1	55.0	100.0
	Total	289	98.3	100.0	
Missing	Missing	5	1.7		
Total		294	100.0		

**Table A19: Who do you mainly let your properties to? Professionals**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	111	37.8	38.4	38.4
	No	178	60.5	61.6	100.0
	Total	289	98.3	100.0	
Missing	Missing	5	1.7		
Total		294	100.0		

**Table A20: Who do you mainly let your properties to? Migrant workers**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	6.8	6.9	6.9
	No	269	91.5	93.1	100.0
	Total	289	98.3	100.0	
Missing	Missing	5	1.7		
Total		294	100.0		

**Table A21: Who do you mainly let your properties to? Students**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	74	25.2	25.6	25.6
	No	215	73.1	74.4	100.0
	Total	289	98.3	100.0	
Missing	Missing	5	1.7		
Total		294	100.0		

**Table A22: Who do you mainly let your properties to? Housing Benefit or Local Housing Allowance (LHA) claimants**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	104	35.4	36.0	36.0
	No	185	62.9	64.0	100.0
	Total	289	98.3	100.0	
Missing	Missing	5	1.7		
Total		294	100.0		

**Table A23: Who do you mainly let your properties to? Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	2.0	2.1	2.1
	No	283	96.3	97.9	100.0
	Total	289	98.3	100.0	
Missing	Missing	5	1.7		
Total		294	100.0		

**Table A24: Who do you mainly let your properties to? SPECIFIED OTHER**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Anyone-via letting agent	3	1.0	50.0	50.0
	Commercial	1	.3	16.7	66.7
	Family/friend	2	.7	33.3	100.0
	Total	6	2.0	100.0	
Missing	888	283	96.3		
	999	5	1.7		
	Total	288	98.0		
Total		294	100.0		

**Table A25: Do you manage your properties by yourself or do you use a managing agent?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I manage properties by myself	212	72.1	75.4	75.4
	A managing agent does some tasks	35	11.9	12.5	87.9
	A managing agent does all tasks	34	11.6	12.1	100.0
	Total	281	95.6	100.0	
Missing	Unclear	7	2.4		
	Missing	6	2.0		
	Total	13	4.4		
Total		294	100.0		

**Table A26: Are you a member of a Landlord Association or similar organisation?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	156	53.1	54.7	54.7
	Yes	129	43.9	45.3	100.0
	Total	285	96.9	100.0	
Missing	Unclear	1	.3		
	Missing	8	2.7		
	Total	9	3.1		
Total		294	100.0		

**Table A27: Are you a member of a Landlord Association or similar organisation? PLEASE TELL US WHICH ONE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Guild of Residential Landlords	1	.3	1.1	1.1
	NLA	12	4.1	12.9	14.0
	NSLA	72	24.5	77.4	91.4
	RLA	7	2.4	7.5	98.9
	UKALA	1	.3	1.1	100.0
	Total	93	31.6	100.0	
Missing	777	1	.3		
	888	156	53.1		
	999	44	15.0		
	Total	201	68.4		
Total		294	100.0		

**Table A28: How much do you expect to pay on repairs and maintenance per property each year? (£)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under £200	12	4.1	5.2	5.2
	£200 to £499	58	19.7	25.2	30.4
	£500 to £999	92	31.3	40.0	70.4
	£1,000 to £1,499	40	13.6	17.4	87.8
	£1,500 to £1,999	9	3.1	3.9	91.7
	£2,000 and over	19	6.5	8.3	100.0
	Total	230	78.2	100.0	
Missing	System	64	21.8		
Total		294	100.0		

**Table A29: Do you have a planned programme of maintenance and improvement for your properties?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	142	48.3	49.3	49.3
	No	146	49.7	50.7	100.0
	Total	288	98.0	100.0	
Missing	Missing	6	2.0		
Total		294	100.0		

**Table A30: How familiar are you with the following? The Housing Health and Safety Rating System (HHSRS)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q11 - include in base, assume not familiar	14	4.8	4.9	4.9
	Very familiar	32	10.9	11.1	16.0
	Fairly familiar	113	38.4	39.2	55.2
	Not familiar	129	43.9	44.8	100.0
	Total	288	98.0	100.0	
Missing	Missing	6	2.0		
Total		294	100.0		

**Table A31: How familiar are you with the following? The Rent Deposit Guarantee Scheme**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q11 - include in base, assume not familiar	8	2.7	2.8	2.8
	Very familiar	125	42.5	43.4	46.2
	Fairly familiar	103	35.0	35.8	81.9
	Not familiar	52	17.7	18.1	100.0
	Total	288	98.0	100.0	
Missing	Missing	6	2.0		
Total		294	100.0		

**Table A32: How familiar are you with the following? The National Tenancy Deposit Protection Scheme**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q11 - include in base, assume not familiar	8	2.7	2.8	2.8
	Very familiar	123	41.8	42.7	45.5
	Fairly familiar	87	29.6	30.2	75.7
	Not familiar	70	23.8	24.3	100.0
	Total	288	98.0	100.0	
Missing	Missing	6	2.0		
Total		294	100.0		

**Table A33: How familiar are you with the following? Houses in Multiple Occupation (HMO) Regulations**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q11 - include in base, assume not familiar	11	3.7	3.8	3.8
	Very familiar	72	24.5	25.0	28.8
	Fairly familiar	100	34.0	34.7	63.5
	Not familiar	105	35.7	36.5	100.0
	Total	288	98.0	100.0	
Missing	Missing	6	2.0		
Total		294	100.0		

**Table A34: How familiar are you with the following? Energy Performance Certificates**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q11 - include in base, assume not familiar	4	1.4	1.4	1.4
	Very familiar	171	58.2	59.4	60.8
	Fairly familiar	81	27.6	28.1	88.9
	Not familiar	32	10.9	11.1	100.0
	Total	288	98.0	100.0	
Missing	Missing	6	2.0		
Total		294	100.0		



**Table A35: How familiar are you with the following? Local Housing Allowance (LHA)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q11 - include in base, assume not familiar	7	2.4	2.4	2.4
	Very familiar	73	24.8	25.3	27.8
	Fairly familiar	83	28.2	28.8	56.6
	Not familiar	125	42.5	43.4	100.0
	Total	288	98.0	100.0	
Missing	Missing	6	2.0		
Total		294	100.0		

**Table A36: How familiar are you with the following? Supporting People**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q11 - include in base, assume not familiar	16	5.4	5.6	5.6
	Very familiar	19	6.5	6.6	12.2
	Fairly familiar	53	18.0	18.4	30.6
	Not familiar	200	68.0	69.4	100.0
	Total	288	98.0	100.0	
Missing	Missing	6	2.0		
Total		294	100.0		

**Table A37: How familiar are you with the following? Gas Safety Certificates**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very familiar	264	89.8	91.7	91.7
	Fairly familiar	20	6.8	6.9	98.6
	Not familiar	4	1.4	1.4	100.0
	Total	288	98.0	100.0	
Missing	Missing	6	2.0		
Total		294	100.0		

**Table A38: How familiar are you with the following? Renew North Staffordshire**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q11 - include in base, assume not familiar	9	3.1	3.1	3.1
	Very familiar	40	13.6	13.9	17.0
	Fairly familiar	93	31.6	32.3	49.3
	Not familiar	146	49.7	50.7	100.0
	Total	288	98.0	100.0	
Missing	Missing	6	2.0		
Total		294	100.0		

**Table A39: How familiar are you with the following? Section 21 Notices**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q11 - include in base, assume not familiar	13	4.4	4.5	4.5
	Very familiar	76	25.9	26.4	30.9
	Fairly familiar	75	25.5	26.0	56.9
	Not familiar	124	42.2	43.1	100.0
	Total	288	98.0	100.0	
Missing	Missing	6	2.0		
Total		294	100.0		

**Table A40: How familiar are you with the following? Assured Shorthold Tenancies**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q11 - include in base, assume not familiar	3	1.0	1.0	1.0
	Very familiar	194	66.0	67.4	68.4
	Fairly familiar	70	23.8	24.3	92.7
	Not familiar	21	7.1	7.3	100.0
	Total	288	98.0	100.0	
Missing	Missing	6	2.0		
Total		294	100.0		

**Table A41: Do you have any properties that have been empty for 6 months or more?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	12.2	12.5	12.5
	No	252	85.7	87.5	100.0
	Total	288	98.0	100.0	
Missing	Unclear	1	.3		
	Missing	5	1.7		
	Total	6	2.0		
Total		294	100.0		

**Table A42: What is the main reason that you have empty property?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Difficulty finding a suitable tenant	8	2.7	28.6	28.6
	The property is undergoing repair or refurbishment	15	5.1	53.6	82.1
	I cannot afford to bring the property up to a 'lettable' standard at present	3	1.0	10.7	92.9
	The property is up for sale	1	.3	3.6	96.4
	Other, please specify	1	.3	3.6	100.0
	Total	28	9.5	100.0	
Missing	Unclear	8	2.7		
	N/A	252	85.7		
	Missing	6	2.0		
	Total	266	90.5		
Total		294	100.0		

**Table A43: Which of the following do you regard as the MAIN reason for you becoming a landlord?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I became a landlord without meaning to: I inherited a property or could not sell one	20	6.8	8.2	8.2
	To secure a good return on my investment / to provide an income	84	28.6	34.6	42.8
	To provide housing for a relative / friend	13	4.4	5.3	48.1
	I enjoy managing and letting property	10	3.4	4.1	52.3
	I would rather invest in property than in other opportunities	20	6.8	8.2	60.5
	I prefer to have some investment in property	20	6.8	8.2	68.7
	It is part of my retirement plan	67	22.8	27.6	96.3
	I believe that landlords perform an important function in meeting housing needs	9	3.1	3.7	100.0
	Total	243	82.7	100.0	
Missing	Unclear	49	16.7		
	Missing	2	.7		
	Total	51	17.3		
Total		294	100.0		

**Table A44: Which of the following approaches have you successfully used to find tenants for your properties? Advertisement in a local newspaper**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	135	45.9	46.2	46.2
	No	157	53.4	53.8	100.0
	Total	292	99.3	100.0	
Missing	Missing	2	.7		
Total		294	100.0		

**Table A45: Which of the following approaches have you successfully used to find tenants for your properties? Through an Estate Agent or Managing Agent**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	123	41.8	42.1	42.1
	No	169	57.5	57.9	100.0
	Total	292	99.3	100.0	
Missing	Missing	2	.7		
Total		294	100.0		

**Table A46: Which of the following approaches have you successfully used to find tenants for your properties? Advertisement on the Accreditation Scheme website**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	32	10.9	11.0	11.0
	No	260	88.4	89.0	100.0
	Total	292	99.3	100.0	
Missing	Missing	2	.7		
Total		294	100.0		

**Table A47: Which of the following approaches have you successfully used to find tenants for your properties? Advertisement on another website**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	39	13.3	13.4	13.4
	No	253	86.1	86.6	100.0
	Total	292	99.3	100.0	
Missing	Missing	2	.7		
Total		294	100.0		

**Table A48: Which of the following approaches have you successfully used to find tenants for your properties? Advertisement in Stoke-on-Trent City Council's Home Line magazine**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	2.0	2.1	2.1
	No	286	97.3	97.9	100.0
	Total	292	99.3	100.0	
Missing	Missing	2	.7		
Total		294	100.0		

**Table A49: Which of the following approaches have you successfully used to find tenants for your properties? Referral from a University Accreditation Scheme**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	14.6	14.7	14.7
	No	249	84.7	85.3	100.0
	Total	292	99.3	100.0	
Missing	Missing	2	.7		
Total		294	100.0		

**Table A50: Which of the following approaches have you successfully used to find tenants for your properties? Referral from another agency or local authority department**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	3.1	3.1	3.1
	No	283	96.3	96.9	100.0
	Total	292	99.3	100.0	
Missing	Missing	2	.7		
Total		294	100.0		

**Table A51: Which of the following approaches have you successfully used to find tenants for your properties? Word of mouth**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	140	47.6	47.9	47.9
	No	152	51.7	52.1	100.0
	Total	292	99.3	100.0	
Missing	Missing	2	.7		
Total		294	100.0		

**Table A52: Which of the following approaches have you successfully used to find tenants for your properties? Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	29	9.9	9.9	9.9
	No	263	89.5	90.1	100.0
	Total	292	99.3	100.0	
Missing	Missing	2	.7		
Total		294	100.0		

**Table A53: How difficult is it to rent out your properties in North Staffordshire?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very difficult	6	2.0	2.1	2.1
	Difficult	16	5.4	5.6	7.7
	Neither difficult nor easy	147	50.0	51.4	59.1
	Easy	79	26.9	27.6	86.7
	Very easy	38	12.9	13.3	100.0
	Total	286	97.3	100.0	
Missing	Missing	8	2.7		
Total		294	100.0		

**Table A54: Thinking about your plans for your properties in North Staffordshire over the next two years, which of the following statements most applies to you?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I am likely to increase my property portfolio	80	27.2	27.7	27.7
	I am likely to decrease my property portfolio	19	6.5	6.6	34.3
	I am likely to dispose of all my properties	12	4.1	4.2	38.4
	My property portfolio is likely to remain the same	163	55.4	56.4	94.8
	Don't know	15	5.1	5.2	100.0
	Total	289	98.3	100.0	
Missing	Unclear	2	.7		
	Missing	3	1.0		
	Total	5	1.7		
Total		294	100.0		

**Table A55: Are you aware of the Landlord Accreditation Scheme?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	275	93.5	94.2	94.2
	No	17	5.8	5.8	100.0
	Total	292	99.3	100.0	
Missing	Missing	2	.7		
Total		294	100.0		

**Table A56: Are you currently a member of the Accreditation Scheme?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	227	77.2	77.7	77.7
	No	65	22.1	22.3	100.0
	Total	292	99.3	100.0	
Missing	Missing	2	.7		
Total		294	100.0		

**Table A57: Why are you not a member of the Accreditation Scheme? I don't know enough about the Scheme**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	29	9.9	46.0	46.0
	No	34	11.6	54.0	100.0
	Total	63	21.4	100.0	
Missing	N/A	227	77.2		
	Missing	4	1.4		
	Total	231	78.6		
Total		294	100.0		

**Table A58: Why are you not a member of the Accreditation Scheme? It offers insufficient benefits**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	3.7	17.5	17.5
	No	52	17.7	82.5	100.0
	Total	63	21.4	100.0	
Missing	N/A	227	77.2		
	Missing	4	1.4		
	Total	231	78.6		
Total		294	100.0		



**Table A59: Why are you not a member of the Accreditation Scheme? I don't want to share details of my business with the local authority**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	3.4	15.9	15.9
	No	53	18.0	84.1	100.0
	Total	63	21.4	100.0	
Missing	N/A	227	77.2		
	Missing	4	1.4		
	Total	231	78.6		
Total		294	100.0		

**Table A60: Why are you not a member of the Accreditation Scheme? I am a successful landlord and don't need the Scheme**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	4.8	22.2	22.2
	No	49	16.7	77.8	100.0
	Total	63	21.4	100.0	
Missing	N/A	227	77.2		
	Missing	4	1.4		
	Total	231	78.6		
Total		294	100.0		

**Table A61: Why are you not a member of the Accreditation Scheme? I don't need the Scheme to improve the condition of my properties**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	3.7	17.5	17.5
	No	52	17.7	82.5	100.0
	Total	63	21.4	100.0	
Missing	N/A	227	77.2		
	Missing	4	1.4		
	Total	231	78.6		
Total		294	100.0		

**Table A62: Why are you not a member of the Accreditation Scheme? I don't need the Scheme to find suitable tenants**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	5.1	23.8	23.8
	No	48	16.3	76.2	100.0
	Total	63	21.4	100.0	
Missing	N/A	227	77.2		
	Missing	4	1.4		
	Total	231	78.6		
Total		294	100.0		

**Table A63: Why are you not a member of the Accreditation Scheme? I don't want someone else interfering in my business**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	4.1	19.0	19.0
	No	51	17.3	81.0	100.0
	Total	63	21.4	100.0	
Missing	N/A	227	77.2		
	Missing	4	1.4		
	Total	231	78.6		
Total		294	100.0		

**Table A64: Why are you not a member of the Accreditation Scheme? I use other sources for help, advice and support**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	2.7	12.7	12.7
	No	55	18.7	87.3	100.0
	Total	63	21.4	100.0	
Missing	N/A	227	77.2		
	Missing	4	1.4		
	Total	231	78.6		
Total		294	100.0		

**Table A65: Why are you not a member of the Accreditation Scheme? Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	4.8	22.2	22.2
	No	49	16.7	77.8	100.0
	Total	63	21.4	100.0	
Missing	N/A	227	77.2		
	Missing	4	1.4		
	Total	231	78.6		
Total		294	100.0		

**Table A66: Have you ever been a member of the Accreditation Scheme?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	3.4	15.6	15.6
	No	54	18.4	84.4	100.0
	Total	64	21.8	100.0	
Missing	N/A	226	76.9		
	Missing	4	1.4		
	Total	230	78.2		
Total		294	100.0		

**Table A67: Accredited landlords provide a better service to their tenants than non-accredited landlords**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	46	15.6	16.3	16.3
	Agree	96	32.7	34.0	50.4
	Neither agree nor disagree	104	35.4	36.9	87.2
	Disagree	21	7.1	7.4	94.7
	Strongly disagree	15	5.1	5.3	100.0
	Total	282	95.9	100.0	
Missing	Missing	12	4.1		
Total		294	100.0		

**Table A68: Properties provided by accredited landlords are better than those provided by non-accredited landlords**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	31	10.5	11.0	11.0
	Agree	91	31.0	32.4	43.4
	Neither agree nor disagree	119	40.5	42.3	85.8
	Disagree	27	9.2	9.6	95.4
	Strongly disagree	13	4.4	4.6	100.0
	Total	281	95.6	100.0	
Missing	Missing	13	4.4		
Total		294	100.0		

**Table A69: Accredited landlords are more knowledgeable about the roles and responsibilities associated with being a landlord than non-accredited landlords**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	40	13.6	14.2	14.2
	Agree	129	43.9	45.7	59.9
	Neither agree nor disagree	88	29.9	31.2	91.1
	Disagree	15	5.1	5.3	96.5
	Strongly disagree	10	3.4	3.5	100.0
	Total	282	95.9	100.0	
Missing	Missing	12	4.1		
Total		294	100.0		

**Table A70: The standard of privately-rented accommodation in North Staffs has improved in the past 5 years**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	28	9.5	10.2	10.2
	Agree	94	32.0	34.2	44.4
	Neither agree nor disagree	146	49.7	53.1	97.5
	Disagree	7	2.4	2.5	100.0
	Total	275	93.5	100.0	
Missing	Unclear	1	.3		
	Missing	18	6.1		
	Total	19	6.5		
Total		294	100.0		

**Table A71: The Accreditation Scheme has helped to improve the standard of privately rented accommodation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	43	14.6	15.4	15.4
	Agree	114	38.8	40.9	56.3
	Neither agree nor disagree	111	37.8	39.8	96.1
	Disagree	8	2.7	2.9	98.9
	Strongly disagree	3	1.0	1.1	100.0
	Total	279	94.9	100.0	
Missing	Missing	15	5.1		
Total		294	100.0		

**Table A72: Three main benefits (ranked 1, 2, 3) Access to Grants to help with the costs of repair and refurbishment of privately rented properties**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ranked 1	121	41.2	47.3	47.3
	Ranked 2	32	10.9	12.5	59.8
	Ranked 3	28	9.5	10.9	70.7
	Not ranked	75	25.5	29.3	100.0
	Total	256	87.1	100.0	
Missing	Unclear	11	3.7		
	Missing	27	9.2		
	Total	38	12.9		
Total		294	100.0		

**Table A73: Three main benefits (ranked 1, 2, 3) Information about the private rented sector (e.g. new government legislation)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ranked 1	55	18.7	21.5	21.5
	Ranked 2	52	17.7	20.3	41.8
	Ranked 3	24	8.2	9.4	51.2
	Not ranked	125	42.5	48.8	100.0
	Total	256	87.1	100.0	
Missing	Unclear	11	3.7		
	Missing	27	9.2		
	Total	38	12.9		
Total		294	100.0		

**Table A74: Three main benefits (ranked 1, 2, 3) Better access to other Local Authority departments (e.g. the Housing Benefits department)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ranked 1	8	2.7	3.1	3.1
	Ranked 2	10	3.4	3.9	7.0
	Ranked 3	10	3.4	3.9	10.9
	Not ranked	228	77.6	89.1	100.0
	Total	256	87.1	100.0	
Missing	Unclear	11	3.7		
	Missing	27	9.2		
	Total	38	12.9		
Total		294	100.0		

**Table A75: Three main benefits (ranked 1, 2, 3) Free advertisement of rented properties in the Council's Home Line magazine**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ranked 1	4	1.4	1.6	1.6
	Ranked 2	4	1.4	1.6	3.1
	Ranked 3	5	1.7	2.0	5.1
	Not ranked	243	82.7	94.9	100.0
	Total	256	87.1	100.0	
Missing	Unclear	11	3.7		
	Missing	27	9.2		
	Total	38	12.9		
Total		294	100.0		

**Table A76: Three main benefits (ranked 1, 2, 3) Advertising vacant properties on the Accreditation Scheme website**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ranked 1	6	2.0	2.3	2.3
	Ranked 2	7	2.4	2.7	5.1
	Ranked 3	9	3.1	3.5	8.6
	Not ranked	234	79.6	91.4	100.0
	Total	256	87.1	100.0	
Missing	Unclear	11	3.7		
	Missing	27	9.2		
	Total	38	12.9		
Total		294	100.0		

**Table A77: Three main benefits (ranked 1, 2, 3) Access to discounts from particular tradesmen and services**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ranked 1	5	1.7	2.0	2.0
	Ranked 2	12	4.1	4.7	6.6
	Ranked 3	7	2.4	2.7	9.4
	Not ranked	232	78.9	90.6	100.0
	Total	256	87.1	100.0	
Missing	Unclear	11	3.7		
	Missing	27	9.2		
	Total	38	12.9		
Total		294	100.0		

**Table A78: Three main benefits (ranked 1, 2, 3) Access to training / professional development events**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ranked 1	7	2.4	2.7	2.7
	Ranked 2	18	6.1	7.0	9.8
	Ranked 3	20	6.8	7.8	17.6
	Not ranked	211	71.8	82.4	100.0
	Total	256	87.1	100.0	
Missing	Unclear	11	3.7		
	Missing	27	9.2		
	Total	38	12.9		
Total		294	100.0		

**Table A79: Three main benefits (ranked 1, 2, 3) Meetings with landlords and local authorities to discuss issues**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ranked 1	14	4.8	5.5	5.5
	Ranked 2	9	3.1	3.5	9.0
	Ranked 3	12	4.1	4.7	13.7
	Not ranked	221	75.2	86.3	100.0
	Total	256	87.1	100.0	
Missing	Unclear	11	3.7		
	Missing	27	9.2		
	Total	38	12.9		
Total		294	100.0		

**Table A80: Three main benefits (ranked 1, 2, 3) A quarterly Newsletter to provide information and advice to landlords**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ranked 1	21	7.1	8.2	8.2
	Ranked 2	10	3.4	3.9	12.1
	Ranked 3	27	9.2	10.5	22.7
	Not ranked	198	67.3	77.3	100.0
	Total	256	87.1	100.0	
Missing	Unclear	11	3.7		
	Missing	27	9.2		
	Total	38	12.9		
Total		294	100.0		

**Table A81: Three main benefits (ranked 1, 2, 3) The Accreditation Scheme's website (landlordaccreditation.co.uk)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ranked 1	4	1.4	1.6	1.6
	Ranked 2	5	1.7	2.0	3.5
	Ranked 3	1	.3	.4	3.9
	Not ranked	246	83.7	96.1	100.0
	Total	256	87.1	100.0	
Missing	Unclear	11	3.7		
	Missing	27	9.2		
	Total	38	12.9		
Total		294	100.0		

**Table A82: Three main benefits (ranked 1, 2, 3) Use of the Accreditation Scheme logo**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ranked 1	6	2.0	2.3	2.3
	Ranked 2	4	1.4	1.6	3.9
	Ranked 3	6	2.0	2.3	6.3
	Not ranked	240	81.6	93.8	100.0
	Total	256	87.1	100.0	
Missing	Unclear	11	3.7		
	Missing	27	9.2		
	Total	38	12.9		
Total		294	100.0		



**Table A83: Three main benefits (ranked 1, 2, 3) Better access to potential tenants**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ranked 1	13	4.4	5.1	5.1
	Ranked 2	13	4.4	5.1	10.2
	Ranked 3	11	3.7	4.3	14.5
	Not ranked	219	74.5	85.5	100.0
	Total	256	87.1	100.0	
Missing	Unclear	11	3.7		
	Missing	27	9.2		
	Total	38	12.9		
Total		294	100.0		

**Table A84: Three main benefits (ranked 1, 2, 3) Recognition that you are a good landlord**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ranked 1	54	18.4	21.1	21.1
	Ranked 2	40	13.6	15.6	36.7
	Ranked 3	54	18.4	21.1	57.8
	Not ranked	108	36.7	42.2	100.0
	Total	256	87.1	100.0	
Missing	Unclear	11	3.7		
	Missing	27	9.2		
	Total	38	12.9		
Total		294	100.0		

**Table A85: Do you feel that membership of the Accreditation Scheme has helped you to become a better landlord?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes: definitely	79	26.9	34.2	34.2
	Yes: probably	86	29.3	37.2	71.4
	No	54	18.4	23.4	94.8
	Don't know	12	4.1	5.2	100.0
	Total	231	78.6	100.0	
Missing	N/A	25	8.5		
	Missing	38	12.9		
	Total	63	21.4		
Total		294	100.0		

**Table A86: Do your tenants know that you are a member of the Accreditation Scheme?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	127	43.2	55.7	55.7
	No	53	18.0	23.2	78.9
	Don't know	48	16.3	21.1	100.0
	Total	228	77.6	100.0	
Missing	Unclear	1	.3		
	N/A	24	8.2		
	Missing	41	13.9		
	Total	66	22.4		
Total		294	100.0		

**Table A87: How useful have the following Accreditation Scheme services been to you? Free letting adverts in Stoke-on-Trent City Council's Home Line Magazine**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q30 - include in base, assume not useful/never used	22	7.5	9.6	9.6
	Very useful	11	3.7	4.8	14.3
	Useful	29	9.9	12.6	27.0
	Not useful	25	8.5	10.9	37.8
	Never used	143	48.6	62.2	100.0
	Total	230	78.2	100.0	
Missing	N/A	24	8.2		
	Missing	40	13.6		
	Total	64	21.8		
Total		294	100.0		

**Table A88: How useful have the following Accreditation Scheme services been to you? Letting adverts on the Accreditation Scheme website**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q30 - include in base, assume not useful/never used	22	7.5	9.6	9.6
	Very useful	12	4.1	5.2	14.8
	Useful	38	12.9	16.5	31.3
	Not useful	30	10.2	13.0	44.3
	Never used	128	43.5	55.7	100.0
	Total	230	78.2	100.0	
Missing	N/A	24	8.2		
	Missing	40	13.6		
	Total	64	21.8		
Total		294	100.0		

**Table A89: What type of properties do you have? Terraced houses**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	240	81.6	83.0	83.0
	No	49	16.7	17.0	100.0
	Total	289	98.3	100.0	
Missing	Missing	5	1.7		
Total		294	100.0		

**Table A90: How useful have the following Accreditation Scheme services been to you? Discounts from tradesmen and on other services**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q30 - include in base, assume not useful/never used	21	7.1	9.1	9.1
	Very useful	12	4.1	5.2	14.3
	Useful	46	15.6	20.0	34.3
	Not useful	26	8.8	11.3	45.7
	Never used	125	42.5	54.3	100.0
	Total	230	78.2	100.0	
Missing	N/A	24	8.2		
	Missing	40	13.6		
	Total	64	21.8		
Total		294	100.0		

**Table A91: How useful have the following Accreditation Scheme services been to you? Information about the private rented sector (e.g. new government legislation)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q30 - include in base, assume not useful/never used	4	1.4	1.7	1.7
	Very useful	71	24.1	30.9	32.6
	Useful	103	35.0	44.8	77.4
	Not useful	10	3.4	4.3	81.7
	Never used	42	14.3	18.3	100.0
	Total	230	78.2	100.0	
Missing	N/A	24	8.2		
	Missing	40	13.6		
	Total	64	21.8		
Total		294	100.0		

**Table A92: How useful have the following Accreditation Scheme services been to you? Access to training / professional development events**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q30 - include in base, assume not useful/never used	16	5.4	7.0	7.0
	Very useful	36	12.2	15.7	22.6
	Useful	62	21.1	27.0	49.6
	Not useful	14	4.8	6.1	55.7
	Never used	102	34.7	44.3	100.0
	Total	230	78.2	100.0	
Missing	N/A	24	8.2		
	Missing	40	13.6		
	Total	64	21.8		
Total		294	100.0		

**Table A93: How useful have the following Accreditation Scheme services been to you? Meetings with landlords and local authorities to discuss issues**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q30 - include in base, assume not useful/never used	12	4.1	5.2	5.2
	Very useful	29	9.9	12.6	17.8
	Useful	71	24.1	30.9	48.7
	Not useful	17	5.8	7.4	56.1
	Never used	101	34.4	43.9	100.0
	Total	230	78.2	100.0	
Missing	N/A	24	8.2		
	Missing	40	13.6		
	Total	64	21.8		
Total	294	100.0			

**Table A94: How useful have the following Accreditation Scheme services been to you? The quarterly Newsletter**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q30 - include in base, assume not useful/never used	14	4.8	6.1	6.1
	Very useful	52	17.7	22.6	28.7
	Useful	118	40.1	51.3	80.0
	Not useful	12	4.1	5.2	85.2
	Never used	34	11.6	14.8	100.0
	Total	230	78.2	100.0	
Missing	N/A	24	8.2		
	Missing	40	13.6		
	Total	64	21.8		
Total	294	100.0			

**Table A95: How useful have the following Accreditation Scheme services been to you? The Scheme's website (landlordaccreditation.co.uk)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q30 - include in base, assume not useful/never used	20	6.8	8.7	8.7
	Very useful	28	9.5	12.2	20.9
	Useful	86	29.3	37.4	58.3
	Not useful	15	5.1	6.5	64.8
	Never used	81	27.6	35.2	100.0
	Total	230	78.2	100.0	
Missing	N/A	24	8.2		
	Missing	40	13.6		
	Total	64	21.8		
Total	294	100.0			

**Table A96: How useful have the following Accreditation Scheme services been to you? Grants**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q30 - include in base, assume not useful/never used	10	3.4	4.3	4.3
	Very useful	118	40.1	51.3	55.7
	Useful	37	12.6	16.1	71.7
	Not useful	11	3.7	4.8	76.5
	Never used	54	18.4	23.5	100.0
	Total	230	78.2	100.0	
Missing	N/A	24	8.2		
	Missing	40	13.6		
	Total	64	21.8		
Total	294	100.0			

**Table A97: How useful have the following Accreditation Scheme services been to you? Advice and assistance from officers**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing, but have answered other parts of Q30 - include in base, assume not useful/never used	13	4.4	5.7	5.7
	Very useful	57	19.4	24.8	30.4
	Useful	79	26.9	34.3	64.8
	Not useful	9	3.1	3.9	68.7
	Never used	72	24.5	31.3	100.0
	Total	230	78.2	100.0	
Missing	N/A	24	8.2		
	Missing	40	13.6		
	Total	64	21.8		
Total		294	100.0		

**Table A98: How important is it that the Accreditation Scheme organises professional development courses (i.e. training courses) for its members?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	65	22.1	28.4	28.4
	Fairly important	118	40.1	51.5	79.9
	Not important	46	15.6	20.1	100.0
	Total	229	77.9	100.0	
Missing	N/A	24	8.2		
	Missing	41	13.9		
	Total	65	22.1		
Total		294	100.0		

**Table A99: Would you support the idea of an Enhanced Membership for members who successfully complete professional development courses?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	83	28.2	35.9	35.9
	No	73	24.8	31.6	67.5
	Don't know	75	25.5	32.5	100.0
	Total	231	78.6	100.0	
Missing	N/A	24	8.2		
	Missing	39	13.3		
	Total	63	21.4		
Total		294	100.0		

**Table A100: If the Accreditation Scheme was to charge a small membership fee, would you remain a member?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, definitely	22	7.5	9.5	9.5
	Yes, probably	64	21.8	27.6	37.1
	I'm not sure, I would review my membership of the Scheme	92	31.3	39.7	76.7
	No, I would probably leave	36	12.2	15.5	92.2
	No, I would definitely leave	18	6.1	7.8	100.0
	Total	232	78.9	100.0	
Missing	Unclear	1	.3		
	N/A	24	8.2		
	Missing	37	12.6		
	Total	62	21.1		
Total		294	100.0		

**Table A101: Are you male/female?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	194	66.0	67.6	67.6
	Female	93	31.6	32.4	100.0
	Total	287	97.6	100.0	
Missing	Unclear	3	1.0		
	Missing	4	1.4		
	Total	7	2.4		
Total		294	100.0		

**Table A102: How old were you on your last birthday?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-24 years old	4	1.4	1.4	1.4
	25-34 years old	28	9.5	9.7	11.0
	35-64 years old	205	69.7	70.7	81.7
	65 or older	53	18.0	18.3	100.0
	Total	290	98.6	100.0	
Missing	Missing	4	1.4		
Total		294	100.0		



**Table A103: How would you describe your ethnicity?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White British	255	86.7	87.0	87.0
	White Irish	3	1.0	1.0	88.1
	White Other	5	1.7	1.7	89.8
	Mixed White and Caribbean	1	.3	.3	90.1
	Mixed White and Asian	1	.3	.3	90.4
	Asian or Asian British- Indian	8	2.7	2.7	93.2
	Asian or Asian British- Pakistani	3	1.0	1.0	94.2
	Asian or Asian British- Other	5	1.7	1.7	95.9
	Black or Black British- Caribbean	1	.3	.3	96.2
	Refused to say	11	3.7	3.8	100.0
	Total	293	99.7	100.0	
Missing	Missing	1	.3		
Total		294	100.0		

## North Staffordshire Tenant Survey 2009 Data Tables

**Table A104: Do you rent your home...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Directly from an individual private landlord	88	71.0	72.1	72.1
	Through a letting agent / letting company	34	27.4	27.9	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A105: Do you know how to contact your landlord?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	116	93.5	95.1	95.1
	No	6	4.8	4.9	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A106: Do you know your landlord's name and address?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	106	85.5	88.3	88.3
	No	14	11.3	11.7	100.0
	Total	120	96.8	100.0	
Missing	Unclear	1	.8		
	N/A	2	1.6		
	Missing	1	.8		
	Total	4	3.2		
Total		124	100.0		

**Table A107: What type of accommodation do you live in?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Terraced/end-terraced house	59	47.6	49.2	49.2
	Semi detached house	37	29.8	30.8	80.0
	Detached house	6	4.8	5.0	85.0
	Low rise flat/maisonette	12	9.7	10.0	95.0
	High rise flat	2	1.6	1.7	96.7
	Bedsit	2	1.6	1.7	98.3
	Room in a shared house	2	1.6	1.7	100.0
	Total	120	96.8	100.0	
Missing	N/A	2	1.6		
	Missing	2	1.6		
	Total	4	3.2		
Total		124	100.0		

**Table A108: How many people are there in your household?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	37	29.8	31.9	31.9
	2	35	28.2	30.2	62.1
	3	20	16.1	17.2	79.3
	4	13	10.5	11.2	90.5
	5	6	4.8	5.2	95.7
	6	2	1.6	1.7	97.4
	7	2	1.6	1.7	99.1
	8	1	.8	.9	100.0
	Total	116	93.5	100.0	
Missing	888	2	1.6		
	999	6	4.8		
	Total	8	6.5		
Total		124	100.0		

**Table A109: How many bedrooms do you have?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One	14	11.3	11.5	11.5
	Two	62	50.0	50.8	62.3
	Three	38	30.6	31.1	93.4
	Four	5	4.0	4.1	97.5
	Five or more	3	2.4	2.5	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A110: How long have you lived in this property?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a year	47	37.9	38.5	38.5
	1-5 years	49	39.5	40.2	78.7
	6-10 years	15	12.1	12.3	91.0
	11-20 years	6	4.8	4.9	95.9
	More than 20 years	5	4.0	4.1	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A111: How long have you lived in private rented accommodation?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a year	23	18.5	18.9	18.9
	1-5 years	56	45.2	45.9	64.8
	6-10 years	24	19.4	19.7	84.4
	11-20 years	12	9.7	9.8	94.3
	More than 20 years	7	5.6	5.7	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A112: Which of the following statements best describes your main reason for renting?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I prefer to rent rather than buy a property	21	16.9	17.5	17.5
	I am renting because I cannot afford to buy a property	79	63.7	65.8	83.3
	Other, please specify	20	16.1	16.7	100.0
	Total	120	96.8	100.0	
Missing	Unclear	2	1.6		
	N/A	2	1.6		
	Total	4	3.2		
Total		124	100.0		

**Table A113: Which of the following statements best describes your main reason for renting from a private landlord?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I prefer to rent from a private landlord because they provide better quality housing and a better service than the Council or a housing association	22	17.7	19.0	19.0
	I prefer to rent from a private landlord because it is easier to move home when you rent privately than when you rent from the Council or a housing association	19	15.3	16.4	35.3
	I am renting from a private landlord because I cannot get a Council or housing association property because there is a shortage locally	49	39.5	42.2	77.6
	I am renting from a private landlord because I am not eligible for Council or housing association accommodation because of rent arrears	6	4.8	5.2	82.8
	Other, please specify	20	16.1	17.2	100.0
	Total	116	93.5	100.0	
Missing	Unclear	4	3.2		
	N/A	2	1.6		
	Missing	2	1.6		
	Total	8	6.5		
Total		124	100.0		

**Table A114: How did you find your current property?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Word of mouth	49	39.5	40.5	40.5
	Through the Accreditation Scheme website	3	2.4	2.5	43.0
	Advert in a local newspaper	34	27.4	28.1	71.1
	Advert in a local shop	3	2.4	2.5	73.6
	Advert on a website	13	10.5	10.7	84.3
	Letting agent	11	8.9	9.1	93.4
	Advert elsewhere, please specify	2	1.6	1.7	95.0
	Other, please specify	6	4.8	5.0	100.0
	Total	121	97.6	100.0	
Missing	N/A	2	1.6		
	Missing	1	.8		
	Total	3	2.4		
Total		124	100.0		

**Table A115: Thinking about when you moved to your current address, how difficult was it to find a property?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very difficult	20	16.1	16.5	16.5
	Fairly difficult	26	21.0	21.5	38.0
	Neither difficult nor easy	31	25.0	25.6	63.6
	Fairly easy	24	19.4	19.8	83.5
	Very easy	20	16.1	16.5	100.0
	Total	121	97.6	100.0	
Missing	N/A	2	1.6		
	Missing	1	.8		
	Total	3	2.4		
Total		124	100.0		

**Table A116: What was the main reason behind your decision to move to your current home?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I had no choice: it was the only place I could find	12	9.7	10.5	10.5
	I had no choice: it was the only place I could find that I could afford	15	12.1	13.2	23.7
	I had no choice: I was desperate to move	23	18.5	20.2	43.9
	I chose it because it is in a good location	23	18.5	20.2	64.0
	I chose it because it is close to where my friends and family live	19	15.3	16.7	80.7
	I chose it because it is in good condition, warm and modern	9	7.3	7.9	88.6
	I chose it because the landlord of the property provides an excellent service	11	8.9	9.6	98.2
	Other, please specify	2	1.6	1.8	100.0
	Total	114	91.9	100.0	
Missing	Unclear	8	6.5		
	N/A	2	1.6		
	Total	10	8.1		
Total		124	100.0		

**Table A117: Thinking about the rent charged for this property, how would you describe it?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high	10	8.1	8.3	8.3
	High	29	23.4	24.0	32.2
	About right	72	58.1	59.5	91.7
	Fairly low	9	7.3	7.4	99.2
	Very low	1	.8	.8	100.0
	Total	121	97.6	100.0	
Missing	N/A	2	1.6		
	Missing	1	.8		
	Total	3	2.4		
Total		124	100.0		

**Table A118: Do you have a written tenancy agreement with your landlord?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	111	89.5	91.0	91.0
	No	6	4.8	4.9	95.9
	Don't know	5	4.0	4.1	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A119: How satisfied are you with this property?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	43	34.7	35.2	35.2
	Fairly satisfied	47	37.9	38.5	73.8
	Neither satisfied nor dissatisfied	17	13.7	13.9	87.7
	Fairly dissatisfied	7	5.6	5.7	93.4
	Very dissatisfied	8	6.5	6.6	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A120: How satisfied are you with your landlord?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	59	47.6	48.4	48.4
	Fairly satisfied	30	24.2	24.6	73.0
	Neither satisfied nor dissatisfied	18	14.5	14.8	87.7
	Fairly dissatisfied	5	4.0	4.1	91.8
	Very dissatisfied	10	8.1	8.2	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		



**Table A121: Would you rent another property from your landlord?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	93	75.0	78.2	78.2
	No	26	21.0	21.8	100.0
	Total	119	96.0	100.0	
Missing	N/A	2	1.6		
	Missing	3	2.4		
	Total	5	4.0		
Total		124	100.0		

**Table A122: Has your landlord ever threatened you with eviction?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	6.5	6.6	6.6
	No	113	91.1	93.4	100.0
	Total	121	97.6	100.0	
Missing	N/A	2	1.6		
	Missing	1	.8		
	Total	3	2.4		
Total		124	100.0		

**Table A123: Who would you contact if you had a problem with your landlord? The Landlord Accreditation Scheme**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	22	17.7	18.0	18.0
	No	100	80.6	82.0	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A124: Who would you contact if you had a problem with your landlord? The Council's Housing Standards team**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	8.1	8.2	8.2
	No	112	90.3	91.8	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A125: Who would you contact if you had a problem with your landlord?  
The Council's Environmental Health team**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	7.3	7.4	7.4
	No	113	91.1	92.6	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A126: Who would you contact if you had a problem with your landlord?  
Another Council department**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	3.2	3.3	3.3
	No	118	95.2	96.7	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A127: Who would you contact if you had a problem with your landlord?  
A housing advice service**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	20.2	20.5	20.5
	No	97	78.2	79.5	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A128: Who would you contact if you had a problem with your  
landlord? Don't know**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	59	47.6	48.4	48.4
	No	63	50.8	51.6	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A129: Who would you contact if you had a problem with your landlord? Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	8.1	8.2	8.2
	No	112	90.3	91.8	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A130: Who would you contact if you had a problem with your landlord? Letting Agent**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	5.6	5.7	5.7
	No	115	92.7	94.3	100.0
	Total	122	98.4	100.0	
Missing	N/A	2	1.6		
Total		124	100.0		

**Table A131: Have you heard of the Accreditation Scheme?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	22.6	23.3	23.3
	No	92	74.2	76.7	100.0
	Total	120	96.8	100.0	
Missing	Unclear	1	.8		
	N/A	3	2.4		
	Total	4	3.2		
Total		124	100.0		

**Table A132: How did you hear of the Accreditation Scheme?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Through my landlord	10	8.1	34.5	34.5
	Through friends	1	.8	3.4	37.9
	Through other private rented tenants	2	1.6	6.9	44.8
	Through visiting the Council website	3	2.4	10.3	55.2
	Through direct contact with a representative of the Council	3	2.4	10.3	65.5
	Through information sent to me	8	6.5	27.6	93.1
	Other, please specify	2	1.6	6.9	100.0
	Total	29	23.4	100.0	
Missing	N/A	95	76.6		
Total		124	100.0		

**Table A133: Is your landlord in the Accreditation Scheme?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	13.7	58.6	58.6
	No	2	1.6	6.9	65.5
	Don't know	10	8.1	34.5	100.0
	Total	29	23.4	100.0	
Missing	N/A	95	76.6		
Total		124	100.0		

**Table A134: How do you know this?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	My landlord told me	10	8.1	58.8	58.8
	I found this property through the Accreditation Scheme website	1	.8	5.9	64.7
	I received information from the Accreditation Scheme	4	3.2	23.5	88.2
	Other, please specify	2	1.6	11.8	100.0
	Total	17	13.7	100.0	
Missing	Unclear	1	.8		
	N/A	106	85.5		
	Total	107	86.3		
Total		124	100.0		

**Table A135: Do you feel that the Accreditation Scheme is mainly for...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Landlords	6	4.8	20.7	20.7
	Tenants	3	2.4	10.3	31.0
	Both landlords and tenants	17	13.7	58.6	89.7
	Don't know	3	2.4	10.3	100.0
	Total	29	23.4	100.0	
Missing	N/A	95	76.6		
Total		124	100.0		

**Table A136: Have you ever visited the Accreditation Scheme website?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	2.4	10.3	10.3
	No	26	21.0	89.7	100.0
	Total	29	23.4	100.0	
Missing	N/A	95	76.6		
Total		124	100.0		

**Table A137: Did you look at the property shop pages of the Accreditation Scheme website?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	3.2	100.0	100.0
Missing	Unclear	1	.8		
	N/A	119	96.0		
	Total	120	96.8		
Total		124	100.0		

**Table A138: How useful did you find the property shop page of the Accreditation Scheme website?**

		Frequency	Percent
Missing	Unclear	1	.8
	N/A	123	99.2
	Total	124	100.0

**Table A139: Would you use the Accreditation Scheme website again?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	.8	25.0	25.0
	No	2	1.6	50.0	75.0
	Don't know	1	.8	25.0	100.0
	Total	4	3.2	100.0	
Missing	N/A	120	96.8		
Total		124	100.0		

**Table A140: Overall, how useful did you find the Accreditation Scheme website?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fairly useful	2	1.6	50.0	50.0
	Not useful	2	1.6	50.0	100.0
	Total	4	3.2	100.0	
Missing	N/A	120	96.8		
Total		124	100.0		

**Table A141: Have you ever spoken to an officer from the Accreditation Scheme?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	1.6	6.9	6.9
	No	27	21.8	93.1	100.0
	Total	29	23.4	100.0	
Missing	N/A	95	76.6		
Total		124	100.0		

**Table A142: How helpful did you find them?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Helpful	1	.8	33.3	33.3
	Neither helpful nor unhelpful	1	.8	33.3	66.7
	Unhelpful	1	.8	33.3	100.0
	Total	3	2.4	100.0	
Missing	N/A	121	97.6		
Total		124	100.0		

**Table A143: How easy is it to get in touch with someone from the Accreditation Scheme?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Easy	5	4.0	23.8	23.8
	Neither easy nor difficult	14	11.3	66.7	90.5
	Difficult	2	1.6	9.5	100.0
	Total	21	16.9	100.0	
Missing	N/A	95	76.6		
	Missing	8	6.5		
	Total	103	83.1		
Total		124	100.0		

**Table A144: Do you think that the Accreditation Scheme provides an important service?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, it provides a very important service	8	6.5	30.8	30.8
	Yes, it provides a fairly important service	6	4.8	23.1	53.8
	No, it does not provide an important service	2	1.6	7.7	61.5
	Don't know	10	8.1	38.5	100.0
	Total	26	21.0	100.0	
Missing	N/A	95	76.6		
	Missing	3	2.4		
	Total	98	79.0		
Total		124	100.0		

**Table A145: Is it important to you to live in a property that is owned by a landlord who is accredited?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, this is very important	12	9.7	42.9	42.9
	Yes, this is fairly important	7	5.6	25.0	67.9
	No, this is not important	5	4.0	17.9	85.7
	Don't know	4	3.2	14.3	100.0
	Total	28	22.6	100.0	
Missing	Unclear	1	.8		
	N/A	95	76.6		
	Total	96	77.4		
Total		124	100.0		

**Table A146: Do you think that the service provided by accredited landlords is better than that provided by landlords who are not accredited?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree strongly	6	4.8	21.4	21.4
	Agree	8	6.5	28.6	50.0
	Neither agree nor disagree	11	8.9	39.3	89.3
	Disagree	2	1.6	7.1	96.4
	Disagree strongly	1	.8	3.6	100.0
	Total	28	22.6	100.0	
Missing	N/A	95	76.6		
	Missing	1	.8		
	Total	96	77.4		
Total		124	100.0		

**Table A147: Do you think that the properties provided by accredited landlords are better than those provided by landlords who are not accredited?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree strongly	5	4.0	17.9	17.9
	Agree	7	5.6	25.0	42.9
	Neither agree nor disagree	11	8.9	39.3	82.1
	Disagree	3	2.4	10.7	92.9
	Disagree strongly	2	1.6	7.1	100.0
	Total	28	22.6	100.0	
Missing	N/A	95	76.6		
	Missing	1	.8		
	Total	96	77.4		
Total		124	100.0		

**Table A148: Would you rent a property from a landlord who is not a member of the Accreditation Scheme?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	6.5	27.6	27.6
	No	8	6.5	27.6	55.2
	Don't know	13	10.5	44.8	100.0
	Total	29	23.4	100.0	
Missing	N/A	95	76.6		
Total		124	100.0		



**Table A149: Do you think that the standard of private rented properties and the service provided by landlords had improved in this area over the last five years?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	8.9	39.3	39.3
	No	6	4.8	21.4	60.7
	Don't know	11	8.9	39.3	100.0
	Total	28	22.6	100.0	
Missing	Unclear	1	.8		
	N/A	95	76.6		
	Total	96	77.4		
Total		124	100.0		

**Table A150: To what extent do you think the Accreditation Scheme is behind this improvement?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To a large extent	4	3.2	36.4	36.4
	To some extent	7	5.6	63.6	100.0
	Total	11	8.9	100.0	
Missing	Unclear	1	.8		
	N/A	112	90.3		
	Total	113	91.1		
Total		124	100.0		

**Table A151: Do you think that the Scheme should do more for private rented tenants?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	12.1	51.7	51.7
	No	1	.8	3.4	55.2
	Don't know	13	10.5	44.8	100.0
	Total	29	23.4	100.0	
Missing	N/A	95	76.6		
Total		124	100.0		

**Table A152: What additional services do you think it should provide? More information about the legal rights of private rented tenants**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	8.9	73.3	73.3
	No	4	3.2	26.7	100.0
	Total	15	12.1	100.0	
Missing	N/A	109	87.9		
Total		124	100.0		

**Table A153: What additional services do you think it should provide? More information about the legal obligations and duties of landlords**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	8.1	66.7	66.7
	No	5	4.0	33.3	100.0
	Total	15	12.1	100.0	
Missing	N/A	109	87.9		
Total		124	100.0		

**Table A154: What additional services do you think it should provide? More information about properties to let in the area**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	6.5	53.3	53.3
	No	7	5.6	46.7	100.0
	Total	15	12.1	100.0	
Missing	N/A	109	87.9		
Total		124	100.0		

**Table A155: What additional services do you think it should provide? Provide an opportunity for private rented tenants to get together on a regular basis**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	4.8	40.0	40.0
	No	9	7.3	60.0	100.0
	Total	15	12.1	100.0	
Missing	N/A	109	87.9		
Total		124	100.0		

**Table A156: What additional services do you think it should provide? Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	1.6	14.3	14.3
	No	12	9.7	85.7	100.0
	Total	14	11.3	100.0	
Missing	N/A	110	88.7		
Total		124	100.0		

**Table A157: Ideally, how would you like to communicate with the Accreditation Scheme?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	In person face-to-face	15	12.1	53.6	53.6
	By email	8	6.5	28.6	82.1
	Telephone	5	4.0	17.9	100.0
	Total	28	22.6	100.0	
Missing	Unclear	1	.8		
	N/A	95	76.6		
	Total	96	77.4		
Total		124	100.0		

**Table A158: Do you think you will move from this property within the next year?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	18.5	19.2	19.2
	No	63	50.8	52.5	71.7
	Don't know	34	27.4	28.3	100.0
	Total	120	96.8	100.0	
Missing	N/A	2	1.6		
	Missing	2	1.6		
	Total	4	3.2		
Total		124	100.0		

**Table A159: Do you think you will move into another private rented property?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	8.1	40.0	40.0
	No	3	2.4	12.0	52.0
	Don't know	12	9.7	48.0	100.0
	Total	25	20.2	100.0	
Missing	Unclear	1	.8		
	N/A	97	78.2		
	Missing	1	.8		
	Total	99	79.8		
Total		124	100.0		

**Table A160: Do you think you will move into a property owned by an accredited landlord?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	5.6	35.0	35.0
	Don't know	13	10.5	65.0	100.0
	Total	20	16.1	100.0	
Missing	Unclear	1	.8		
	N/A	102	82.3		
	Missing	1	.8		
	Total	104	83.9		
Total		124	100.0		

**Table A161: Are you male/female?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	45	36.3	37.2	37.2
	Female	76	61.3	62.8	100.0
	Total	121	97.6	100.0	
Missing	N/A	2	1.6		
	Missing	1	.8		
	Total	3	2.4		
Total		124	100.0		

**Table A162: How old were you on your last birthday?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-24 years old	19	15.3	15.7	15.7
	25-34 years old	29	23.4	24.0	39.7
	35-64 years old	62	50.0	51.2	90.9
	65 or older	11	8.9	9.1	100.0
	Total	121	97.6	100.0	
Missing	N/A	2	1.6		
	Missing	1	.8		
	Total	3	2.4		
Total		124	100.0		

**Table A163: Which of these best describes your household?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A single person	35	28.2	29.4	29.4
	A single parent	23	18.5	19.3	48.7
	A couple with children living at home	27	21.8	22.7	71.4
	A couple with no children living at home	16	12.9	13.4	84.9
	Adults/other family members sharing	18	14.5	15.1	100.0
	Total	119	96.0	100.0	
Missing	Unclear	1	.8		
	N/A	2	1.6		
	Missing	2	1.6		
	Total	5	4.0		
Total		124	100.0		

**Table A164: Q52 How would you describe your ethnicity?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White British	107	86.3	88.4	88.4
	White Other	7	5.6	5.8	94.2
	Mixed White and Black African	1	.8	.8	95.0
	Asian or Asian British- Indian	3	2.4	2.5	97.5
	Black or Black British- Other	1	.8	.8	98.3
	Any other ethnic group (please state)	1	.8	.8	99.2
	Refused to say	1	.8	.8	100.0
	Total	121	97.6	100.0	
Missing	Unclear	1	.8		
	N/A	2	1.6		
	Total	3	2.4		
Total	124	100.0			

## Appendix 3: Questionnaires Used in the Postal Surveys

### Landlord Survey

# Survey of Private Landlords in North Staffordshire

If you are a private landlord with properties in North Staffordshire it would be great if you could spare **10 minutes** to complete this short questionnaire, which is made up of easy to answer tick box questions. When you have completed it, please return it to Sheffield Hallam University in the **FREEPOST** envelope provided.

The information you provide will be processed by the Centre for Regional Economic and Social Research (CRESR) at Sheffield Hallam University. Everything you tell us will be **completely confidential and anonymous**. In line with the Data Protection Act 1998, the information you provide will not be passed on to anyone else and will not be used to identify you. If you have any concerns about how we use your information or queries about the survey more broadly please contact Dr. Stephen Green on 0114 225 3073 or [stephen.green@shu.ac.uk](mailto:stephen.green@shu.ac.uk).

Please note that for the purposes of this survey the *North Staffordshire Landlord Accreditation Scheme* is referred to as the *Accreditation Scheme*.

## Section A: About You, Your Properties and Your Tenants

This section should be completed by ALL landlords.

1. How long have you been a landlord? (tick one box only)

- Less than 12 months
- 1-5 years
- 6-10 years
- More than ten years

2. Would you describe yourself as a part-time or a full-time landlord? (tick one box only)

- Full-time landlord (i.e. a full-time job, or a company whose main business is letting residential accommodation)
- Part-time landlord (i.e. not a full-time job)

**3. Where are the properties that you rent out? (tick all that apply)**

- Newcastle-under-Lyme Borough Council
- Stafford Borough Council
- Staffordshire Moorlands District Council
- Stoke-on-Trent City Council
- Outside these four areas

**4. In total, how many rental properties do you have? (tick one box only)**

- 1
- 2 to 5
- 6 to 10
- 11 to 20
- 21 to 30
- 31 to 40
- More than 40

**5. What type of properties do you have? (tick all that apply)**

- Flats
- Terraced houses
- Semi-detached houses
- Detached houses
- HMOs (House in Multiple Occupation)
- Other, please specify.....

**6. Who do you mainly let your properties to? (tick all that apply)**

- Families
- Single People
- Professionals
- Migrant workers
- Students
- Housing Benefit or Local Housing Allowance (LHA) claimants
- Other, please specify.....

**7. Do you manage your properties by yourself or do you use a managing agent? (tick one box only)**

- I manage properties by myself
- A managing agent does some tasks
- A managing agent does all tasks



8. Are you a member of a Landlord Association or similar organisation? (tick one box only)

- No
- Yes, please tell us which one(s) .....

9. How much do you expect to pay on repairs and maintenance per property each year?

£

10. Do you have a planned programme of maintenance and improvement for your properties? (tick one box only)

- Yes
- No

11. How familiar are you with the following?

	Very familiar	Fairly familiar	Not familiar
The Housing Health and Safety Rating System (HHSRS)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Rent Deposit Guarantee Scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The National Tenancy Deposit Protection Scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Houses in Multiple Occupation (HMO) Regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Energy Performance Certificates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Housing Allowance (LHA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supporting People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gas Safety Certificates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Renew North Staffordshire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Section 21 Notices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assured Shorthold Tenancies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Do you have any properties that have been empty for 6 months or more? (tick one box only)

- Yes                      NOW GO TO QUESTION 13
- No                            NOW GO TO QUESTION 14
- Don't know                NOW GO TO QUESTION 14

**13. What is the main reason that you have empty property?** (tick one box only)

- Difficulty finding a suitable tenant
- The property is undergoing repair or refurbishment
- I don't want to let the property at this time
- I cannot afford to bring the property up to a 'lettable' standard at present
- The property is up for sale
- Other, please specify.....

**14. There are various reasons why people become landlords. Which of the following do you regard as the MAIN reason for you?** (tick one box only)

- I became a landlord without meaning to: I inherited a property or could not sell one
- To secure a good return on my investment / to provide an income
- To provide housing for a relative / friend
- I enjoy managing and letting property
- I would rather invest in property than in other opportunities
- I prefer to have some investment in property
- It is part of my retirement plan
- I believe that landlords perform an important function in meeting housing needs
- Other, please specify.....

**15. Which of the following approaches have you successfully used to find tenants for your properties?** (tick all that apply)

- Advertisement in a local newspaper
- Through an Estate Agent or Managing Agent
- Advertisement on the Accreditation Scheme website
- Advertisement on another website
- Advertisement in Stoke-on-Trent City Council's Home Line magazine
- Referral from a University Accreditation Scheme
- Referral from another agency or local authority department
- Word of Mouth
- Other, please specify.....

**16. How difficult is it to rent out your properties in North Staffordshire?** (tick one box only)

- Very Difficult
- Difficult
- Neither difficult or easy
- Easy
- Very Easy

17. Thinking about your plans for your properties in North Staffordshire over the next two years, which of the following statements most applies to you? (tick one box only)

- I am likely to increase my property portfolio
- I am likely to decrease my property portfolio
- I am likely to dispose of all my properties
- My property portfolio is likely to remain the same
- Don't know

18. What is the main reason for this?

.....

.....

.....

.....

## Section B: About the North Staffordshire Landlord Accreditation Scheme

This section should be completed by ALL landlords.

19. Are you aware of the Landlord Accreditation Scheme? (tick one box only)

- Yes
- No

20. Are you currently a member of the Accreditation Scheme? (tick one box only)

- Yes      NOW GO TO QUESTION 24
- No        NOW GO TO QUESTION 21

21. Why are you not a member of the Accreditation Scheme? (tick all that apply)

- I don't know enough about the Scheme
- It offers insufficient benefits
- I don't want to share details of my business with the local authority
- I am a successful landlord and don't need the Scheme
- I don't need the Scheme to improve the condition of my properties
- I don't need the Scheme to find suitable tenants
- I don't want someone else interfering in my business
- I use other sources for help, advice and support
- Other, please specify.....

**22. Have you ever been a member of the Accreditation Scheme?** (tick one box only)

- Yes      NOW GO TO QUESTION 23
- No        NOW GO TO QUESTION 24

**23. Could you briefly tell us why you are no longer a member?**

.....

.....

.....

.....

**24. To what extent do you agree or disagree with the following statements?**

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
Accredited landlords provide a better service to their tenants than non-accredited landlords	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Properties provided by accredited landlords are better than those provided by non-accredited landlords	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accredited landlords are more knowledgeable about the roles and responsibilities associated with being a landlord than non-accredited landlords	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The standard of privately-rented accommodation in North Staffs has improved in the past 5 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Accreditation Scheme has helped to improve the standard of privately rented accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 25. Of the following list, what do you consider are the THREE MAIN BENEFITS to becoming a member of the Landlord Accreditation Scheme?**  
*(Rank your three main reasons 1, 2 and 3 in order of preference)*

Access to Grants to help with the costs of repair and refurbishment of privately rented properties	
Information about the private rented sector (e.g. new government legislation)	
Better access to other Local Authority departments (e.g. the Housing Benefits department)	
Free advertisement of rented properties in the Council's Home Line magazine	
Advertising vacant properties on the Accreditation Scheme website	
Access to discounts from particular tradesmen and services	
Access to training / professional development events	
Meetings with landlords and local authorities to discuss issues	
A quarterly Newsletter to provide information and advice to landlords	
The Accreditation Scheme's website (landlordaccreditation.co.uk)	
Use of the Accreditation Scheme Logo	
Better access to potential tenants	
Recognition that you are a good landlord	

- 26. Are there other benefits that would encourage you to become (or remain) a member of the Accreditation Scheme?**

.....

.....

.....

.....

.....

## Section C: Being a Member of the North Staffordshire Landlord Accreditation Scheme

This section should be completed by members of the Accreditation Scheme ONLY.  
Non-members, please go to Section D.

27. Do you feel that membership of the Accreditation Scheme has helped you to become a better landlord? (tick one box only)

- Yes: definitely
- Yes: probably
- No
- Don't know

28. Do your tenants know that you are a member of the Accreditation Scheme? (tick one box only)

- Yes
- No
- Don't know

29. Please can you explain why this is the case.

.....

.....

.....

.....

.....

**30. How useful have the following Accreditation Scheme services been to you?**

	Very useful	Useful	Not useful	Never used
Free letting adverts in Stoke-on-Trent City Council's Home Line magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Letting adverts on the Accreditation Scheme website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts from tradesmen and on other services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about the private rented sector (e.g. new government legislation)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to training / professional development events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meetings with landlords and local authorities to discuss issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quarterly Newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Scheme's website (landlordaccreditation.co.uk)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advice and assistance from officers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**31. How important is it that the Accreditation Scheme organises professional development courses (i.e. training courses) for its members? (tick one box only)**

- Very important
- Fairly important
- Not important

**32. Would you support the idea of an Enhanced Membership for members who successfully complete professional development courses? (tick one box only)**

- Yes
- No
- Don't know

**33. If the Accreditation Scheme was to charge a small membership fee, would you remain a member? (tick one box only)**

- Yes, definitely
- Yes, probably
- I'm not sure, I would review my membership of the Scheme
- No, I would probably leave
- No, I would definitely leave

## Section D: Monitoring Information

This section should be completed by ALL landlords. The information you provide will help us to build an overall picture of who has responded to the survey. It will not be used to identify individuals.

**34. Are you?**

- Male
- Female

**35. How old were you on your last birthday?**

- 16-24 years old
- 25-34 years old
- 35-64 years old
- 65 or older

**36. How would you describe your ethnicity? (tick one box only)**

- |  |  |
|--|--|
| <input type="checkbox"/> White British                       | <input type="checkbox"/> Asian or Asian British- Other   |
| <input type="checkbox"/> White Irish                         | <input type="checkbox"/> Black or Black British-         |
| Caribbean  |  |
| <input type="checkbox"/> White Other                         | <input type="checkbox"/> Black or Black British- African |
| <input type="checkbox"/> Mixed White and Caribbean           | <input type="checkbox"/> Black or Black British- Other   |
| <input type="checkbox"/> Mixed White and Black African       | <input type="checkbox"/> Chinese                         |
| <input type="checkbox"/> Mixed White and Asian               | <input type="checkbox"/> Somali                          |
| <input type="checkbox"/> Mixed Other                         | <input type="checkbox"/> Yemeni                          |
| <input type="checkbox"/> Asian or Asian British- Indian      | <input type="checkbox"/> Gypsy or Traveller              |
| <input type="checkbox"/> Asian or Asian British- Pakistani   | <input type="checkbox"/> Any other ethnic group (Please  |
| state)   |  |
| .....  |  |
| <input type="checkbox"/> Asian or Asian British- Bangladeshi | <input type="checkbox"/> Refused to say                  |



## Section E: Your Final Thoughts

37. Finally, if you have any other comments about any of the issues raised in this survey, please write them in the space below.

.....  
.....  
.....  
.....  
.....  
.....  
.....

Please turn over

## Would you like to talk to us about your experiences of being a Landlord?

As part of this study, Sheffield Hallam University would like to speak to a number of landlords in the area. If you would be prepared to speak to us or take part in a workshop with other landlords, please provide your contact details below. Please note that all your answers to this survey are treated with strict confidence, and the data will not be used in a way that enables anybody to identify you personally.

Name: .....

Address: .....

.....

.....

.....

Telephone Number:.....

Email:.....

**THANK YOU FOR YOUR TIME.**

**Please return this questionnaire in the FREEPOST envelope provided no later than Monday December 7th.**

**If you would like to have the chance of winning a £100 B&Q voucher, please complete the Prize Draw Entry form on the back of the letter that came with this questionnaire and post it to us along with your questionnaire.**

**For further information about the North Staffordshire Landlord Accreditation Scheme please visit the Scheme's website ([www.landlordaccreditation.co.uk](http://www.landlordaccreditation.co.uk)) or contact William Knight on 01782 234019 or [william.knight@stoke.gov.uk](mailto:william.knight@stoke.gov.uk).**

## Tenant Survey

# Survey of Private Rented Sector Tenants in North Staffordshire

### Instructions

1. If you wish to email us your responses, please insert a 'Y' next to your answer.
2. For the purposes of this survey the *North Staffordshire Landlord Accreditation Scheme* is referred to as the *Accreditation Scheme*.

The information you provide will be processed by the Centre for Regional Economic and Social Research (CRESR) at Sheffield Hallam University. Everything you tell us will be **completely confidential and anonymous**. In line with the Data Protection Act 1998, the information you provide will not be passed on to anyone else and will not be used to identify you. If you have any concerns about how we use your information or queries about the survey more broadly please contact Dr. Stephen Green on 0114 225 3073 or [stephen.green@shu.ac.uk](mailto:stephen.green@shu.ac.uk).

---

**As this is a survey of tenants who rent their homes from a private landlord, I first want to confirm that you are a private rented tenant?**

- |  |   |
|--|---|
| <input type="checkbox"/> Yes - I am a private rented tenant    | NOW GO TO SECTION A                                   |
| <input type="checkbox"/> No - I am not a private rented tenant | THANKS FOR YOUR TIME<br>BUT PLEASE DO NOT<br>COMPLETE |
- QUESTIONNAIRE

## Section A: Your Present Home

**38. Do you rent your home:** (tick one box only)

- Directly from an individual private landlord?
- Through a letting agent/ letting company?

**39. Do you know how to contact your landlord?**

- Yes
- No

**40. Do you know your landlord's name and address?**

- Yes
- No

**41. What type of accommodation do you live in? (tick one box only)**

- Terraced/ end-terraced house
- Semi detached house
- Detached house
- Low rise flat/ maisonette
- High rise flat
- Bedsit
- Room in a shared house
- Other, please specify.....

**42. How many people are there in your household? (please insert a number in the box)**

**43. How many bedrooms do you have? (if you live in a shared property, please state how many bedrooms you personally rent - tick one box only)**

- One
- Two
- Three
- Four
- Five or more

**44. How long have you lived in this property? (tick one box only)**

- Less than a year
- 1-5 years
- 6-10 years
- 11-20 years
- More than 20 years

**45. How long have you lived in private rented accommodation? (tick one box only)**

- Less than a year
- 1-5 years
- 6-10 years
- 11-20 years
- More than 20 years

**46. Which of the following statements best describes your main reason for renting?** (tick one box only)

- I prefer to rent rather than buy a property
- I am renting because I cannot afford to buy a property
- Other, please specify.....

**47. Which of the following statements best describes your main reason for renting from a private landlord?** (tick one box only)

- I prefer to rent from a private landlord because they provide better quality housing and a better service than the Council or a housing association
- I prefer to rent from a private landlord because it is easier to move home when you rent privately than when you rent from the Council or a housing association
- I am renting from a private landlord because I cannot get a Council or housing association property because there is a shortage locally
- I am renting from a private landlord because I am not eligible for Council or housing association accommodation because of rent arrears
- Other, please specify.....

**48. How did you find your current property?** (tick one box only)

- Word of mouth
- Though the Accreditation Scheme website
- Advert in a Local newspaper
- Advert in a local shop
- Advert on a website
- Letting agent
- Advert elsewhere, please specify .....
- Other, please specify.....

**49. Thinking about when you moved to your current address, how difficult was it to find a property?** (tick one box only)

- Very difficult
- Fairly difficult
- Neither difficult or easy
- Fairly easy
- Very easy

**50. What was the main reason behind your decision to move to your current home?** (tick one box only)

- I had no choice: it was the only place I could find
- I had no choice: it was the only place I could find that I could afford
- I had no choice: I was desperate to move
- I chose it because it is in a good location
- I chose it because it is close to where my friends and family live
- I chose it because it is in good condition, warm and modern
- I chose it because the landlord of the property provides an excellent service
- Other, please specify.....

**51. Thinking about the rent charged for this property, how would you describe it?** (tick one box only)

- Very high
- High
- About right
- Fairly low
- Very low

**52. Do you have a written tenancy agreement with your landlord?** (tick one box only)

- Yes
- No
- Don't know

**53. How satisfied are you with this property?** (tick one box only)

- Very satisfied
- Fairly satisfied
- Neither satisfied or dissatisfied
- Fairly dissatisfied
- Very dissatisfied

**54. How satisfied are you with your landlord?** (tick one box only)

- Very satisfied
- Fairly satisfied
- Neither satisfied or dissatisfied
- Fairly dissatisfied
- Very dissatisfied

**55. Would you rent another property from your landlord?** (tick one box only)

- Yes
- No

**56. Has your landlord ever threatened you with eviction?** (tick one box only)

- Yes
- No

**57. Who would you contact if you had a problem with your landlord?** (tick all that apply)

- The Landlord Accreditation Scheme
- The Council's Housing Standards Team
- The Council's Environmental Health team
- Another Council department
- A housing advice service
- Don't know
- Other, please specify.....

## **Section B: The North Staffordshire Landlord Accreditation Scheme**

We would now like to ask you a few questions about the Accreditation Scheme.

**58. Have you heard of the Accreditation Scheme?** (tick one box only)

- Yes      NOW GO TO QUESTION 22
- No      NOW GO TO SECTION C

**59. How did you hear of the Accreditation Scheme?** (tick one box only)

- Through my landlord
- Through my previous landlord
- Through friends
- Through other private rented tenants
- Through visiting the Council website
- Through direct contact with a representative of the Council
- Through information sent to me
- Other, please specify.....

**60. Is your landlord in the Accreditation Scheme?** (tick one box only)

- Yes      NOW GO TO QUESTION 24
- No      NOW GO TO QUESTION 25
- Don't know      NOW GO TO QUESTION 25

**61. How do you know this?** (tick one box only)

- My landlord told me
- I found this property through the Accreditation Scheme website
- Others tenants of my landlord told me
- Friends told me
- I received information from the Accreditation Scheme
- Other, please specify.....

**62. Do you feel that the Accreditation Scheme is mainly for:** (tick one box only)

- Landlords?
- Tenants?
- Both landlords and tenants?
- The Council?
- Don't know

**63. Have you ever visited the Accreditation Scheme website?** (tick one box only)

- Yes      NOW GO TO QUESTION 27
- No        NOW GO TO QUESTION 32

**64. Did you look at the property shop pages of the Accreditation Scheme website?** (tick one box only)

- Yes      NOW GO TO QUESTION 28
- No        NOW GO TO QUESTION 29

**65. How useful did you find the property shop page of the Accreditation Scheme website?** (tick one box only)

- Very useful
- Fairly useful
- Not useful

**66. Would you use the Accreditation Scheme website again?** (tick one box only)

- Yes
- No
- Don't know

**67. Overall, how useful did you find the Accreditation Scheme website?** (tick one box only)

- Very useful
- Fairly useful
- Not useful

**68. How could the website be improved?**

.....

.....

.....

.....

**69. Have you ever spoken to an officer from the Accreditation Scheme?** (tick one box only)

- Yes      NOW GO TO QUESTION 33
- No      NOW GO TO QUESTION 34

**70. How helpful did you find them?** (tick one box only)

- Helpful
- Neither helpful or unhelpful
- Unhelpful

**71. How easy is it to get in touch with someone from the Accreditation Scheme?** (tick one box only)

- Easy
- Neither easy or difficult
- Difficult

**72. Do you think that the Accreditation Scheme provides an important service?** (tick one box only)

- Yes, it provides a very important service
- Yes, it provides a fairly important service
- No, it does not provide an important service
- Don't know



**73. Is it important to you to live in a property that is owned by a landlord who is accredited?** (tick one box only)

- Yes, this is very important
- Yes, this is fairly important
- No, this is not important
- Don't know

**74. Do you think that the service provided by accredited landlords is better than that provided by landlords who are not accredited?** (tick one box only)

- Agree strongly
- Agree
- Neither agree or disagree
- Disagree
- Disagree strongly

**75. Do you think that the properties provided by accredited landlords are better than those provided by landlords who are not accredited?** (tick one box only)

- Agree strongly
- Agree
- Neither agree or disagree
- Disagree
- Disagree strongly

**76. Would you rent a property from a landlord who is not a member of the Accreditation Scheme?** (tick one box only)

- Yes
- No
- Don't know

**77. Do you think that the standard of private rented properties and the service provided by landlords has improved in this area over the last five years?** (tick one box only)

- Yes                    NOW GO TO QUESTION 41
- No                        NOW GO TO QUESTION 42
- Don't know            NOW GO TO QUESTION 42

**78. To what extent do you think the Accreditation Scheme is behind this improvement?** (tick one box only)

- To a large extent
- To some extent
- Not all

**79. Do you think that the Scheme should do more for private rented tenants?**  
(tick one box only)

- Yes                      NOW GO TO QUESTION 43
- No                         NOW GO TO QUESTION 44
- Don't know              NOW GO TO QUESTION 44

**80. What additional services do you think it should provide?** (tick all that apply)

- More information about the legal rights of private rented tenants
- More information about the legal obligations and duties of landlords
- More information about properties to let in the area
- Provide an opportunity for private rented tenants to get to together on a regular basis
- Other (please specify) .....

**81. Ideally, how would you like to communicate with the Accreditation Scheme?**  
(tick one box only)

- In person face-to-face
- By email
- Telephone

## Section C: Your Future Plans

**82. Do you think you will move from this property within the next year?** (tick one box only)

- Yes                        NOW GO TO QUESTION 46
- No                         NOW GO TO SECTION D
- Don't know              NOW GO TO SECTION D

**83. Do you think you will move into another private rented property?** (tick one box only)

- Yes                        NOW GO TO QUESTION 47
- No                         NOW GO TO QUESTION 48
- Don't know              NOW GO TO QUESTION 48

**84. Do you think you will move into a property owned by an accredited landlord?** (tick one box only)

- Yes
- No
- Don't know

## Section D: You and Your Household

**85. Are you?**

- Male
- Female

**86. How old were you on your last birthday?**

- 16-24 years old
- 25-34 years old
- 35-64 years old
- 65 or older

**87. Which of these best describes your household?** (tick one box only)

- A single person
- A single parent
- A couple with children living at home
- A couple with no children living at home
- Adults/ other family members sharing
- Another situation, please specify .....

**88. What is your work status?** (tick one box only)

- Employed full-time
- Employed part-time
- Self employed
- Unemployed/ seeking work
- Not working: long term sick or disabled
- Not working: at home looking after the family
- Not working: retired

89. How would you describe your ethnicity? (tick one box only)

- |   |  |
|---|--|
| <input type="checkbox"/> White British                                    | <input type="checkbox"/> Asian or Asian British- Other         |
| <input type="checkbox"/> White Irish                                      | <input type="checkbox"/> Black or Black British- Caribbean     |
| <input type="checkbox"/> White Other                                      | <input type="checkbox"/> Black or Black British- African       |
| <input type="checkbox"/> Mixed White and Caribbean                        | <input type="checkbox"/> Black or Black British- Other         |
| <input type="checkbox"/> Mixed White and Black African                    | <input type="checkbox"/> Chinese                               |
| <input type="checkbox"/> Mixed White and Asian                            | <input type="checkbox"/> Somali                                |
| <input type="checkbox"/> Mixed Other                                      | <input type="checkbox"/> Yemeni                                |
| <input type="checkbox"/> Asian or Asian British- Indian                   | <input type="checkbox"/> Gypsy or Traveller                    |
| <input type="checkbox"/> Asian or Asian British- Pakistani (please state) | <input type="checkbox"/> Any other ethnic group (please state) |
| .....   |  |
| <input type="checkbox"/> Asian or Asian British- Bangladeshi              | <input type="checkbox"/> Refused to say                        |

**Section E: Your Final Thoughts**

90. Finally, if you have any other comments about any of the issues raised in this survey, please write them in the space below.

.....  
.....  
.....

**THANK YOU FOR YOUR TIME.**

**Please return this questionnaire by Tuesday December 8th 2009.**

**If you would like to have the chance of winning a £100 High Street Shopping Voucher, please complete the Prize Draw Entry form and return it with your completed questionnaire.**

For further information about the North Staffordshire Landlord Accreditation Scheme please visit the Scheme's website ([www.landlordaccreditation.co.uk](http://www.landlordaccreditation.co.uk)) or contact William Knight on 01782 234019 or [william.knight@stoke.gov.uk](mailto:william.knight@stoke.gov.uk).