
Local government and the PRS: the role of councils in improving standards

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The case for shaping the market

- Private renters doubled between 2001 and 2011, reaching 3.6 million in 2011
- 35 per cent of private rented sector properties failing to meet the Decent Homes standard
- Impacts: building communities, security, planning, standards, public health
- The situation will not ease any time soon

The role of councils: nudge

- Building better relationships with landlords, highlighting good practice
- Empower tenants - advice and guidance
- Landlord accreditation: voluntary scheme to raise standards



The role of councils: budge

- Licensing scheme
- PRS house building
- Council run lettings agency

Mayor of Newham launches Red Door Ventures, an ambitious new company which will build thousands of private rented homes

3 April 2014 in [Housing](#) and [Mayor and Regeneration](#)



World renowned architect firm Rogers Stirk Harbour + Partners to build innovative first development.



Leadership

- PRS champion
- Vision
- Willingness to work with landlords
- Enforcing standards in the worst properties
- Call for national change

Questions?

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