

## **Licensing scheme objectives**

- i. **Improve housing conditions by eliminating poor standards of management in the private rented sector**
  - Proactively inspect each privately rented property during the duration of the licence and robustly enforce the conditions of the license.
  - Improve the health, safety and welfare of tenants.
  - Ensure that absentee or unfit landlords employ an agent to actively manage their properties.
  
- ii. **Reduce ASB in the private rented sector**
  - Working with partners, proactively target nuisance areas.
  - Reduce flytipping and other forms of environmental nuisance through better management of private rented properties.
  
- iii. **Eliminate rogue landlords**
  - Take appropriate enforcement action against those landlords who fail to licence or deliberately flout licence conditions.
  
- iv. **Improve the working relationship between the Council and private sector landlords**
  - Deliver an education campaign for landlords so that they understand their rights and responsibilities.
  - Establish a landlord's focus group.
  - Provide discounts for accredited landlords.
  - Develop a comprehensive database of Ealing landlords, letting and managing agents.
  - Assist the local rental market through the provision of clear standards through which landlords will operate on a level playing field and tenants will know what they should expect.
  
- v. **Increased awareness in tenants on the minimum standards to be expected in rented accommodation**
  - Deliver an education campaign for tenants so that they understand their rights and responsibilities.
  - Improved protection for vulnerable groups living in the PRS.
  - Improved communication between landlords and tenants.