
APPENDIX A

Private Rental Sector Strategy Document

Private Rented Sector Strategy

*Corporate priorities for a holistic, balanced approach to issues
arising from within the Private Rented Sector*

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Useful information

■ Ward(s) affected: All

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Neighbourhood & Environmental
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Housing

Planning

■ Report version number: 6

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This document sets out the Council's strategy for the Private Rented Sector (PRS).

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1. Purpose

This strategy document sets out the Council's strategic plans for undertaking work to improve the private rented sector (PRS) across the City of Leicester. It serves the reader four core purposes:

- Describes the strategic vision and high-level objectives for the PRS in Leicester, spanning 2026–2030, referencing historic strategic-led objectives.
- Setting the context and situation relating to the city's private rental sector, whilst also referencing the national picture.
- Outlines the workstreams relating to each PRS objective.
- Outlines the governance of the PRS programme of work and the monitoring of the strategic goals and objectives.

The PRS is not an isolated sector. As well as the regulatory function the strategy and workstreams intersect across several council services and divisions, including homelessness prevention, economic wellbeing, sustainability, public health, planning and community safety.

This strategy references and reflects that complexity. Therefore, the strategy should be read with the context of the declared Housing Crisis and alongside other council policy documents including the; City Mayor Manifesto, Housing & Homelessness Strategy, Climate Emergency Strategy & Action Plan, Local Plan and Community Safety Strategy.

2. Foreword from Lead Member

Councillor [NAME], Portfolio Holder for Housing

3. Executive Summary

The Council has an ambition to ensure the private rented sector (PRS) in Leicester is fit for purpose and to address where this is not the case by raising housing standards for all residents who rent their homes within the city.

The PRS is the only tenure available to many citizens, where they are unable to access social housing or buy their own home. Yet nationally, the private rental sector remains an insecure, expensive and, on average, the lowest quality of housing options available to tenants.

The overall objective of this strategy is to ensure a holistic approach to the sector that ensures tenants and landlords are appropriately supported, whilst retaining and improving the Council's ability to protect tenants' safety and rights.

As well as supporting landlords and tenants the strategy will also focus on tackling non-compliant, rogue and criminal landlords.

The strategy maintains a balanced, fair, and proportionate approach, which will lead to the raising of housing standards across all wards of the City of Leicester.

Central Objective:

To improve housing standards in Leicester's private rented sector — for the benefit of tenants, landlords, and the wider community.

This strategy sets out six high-level objectives, listed below to support the central objective. Each objective is supported by several related workstreams

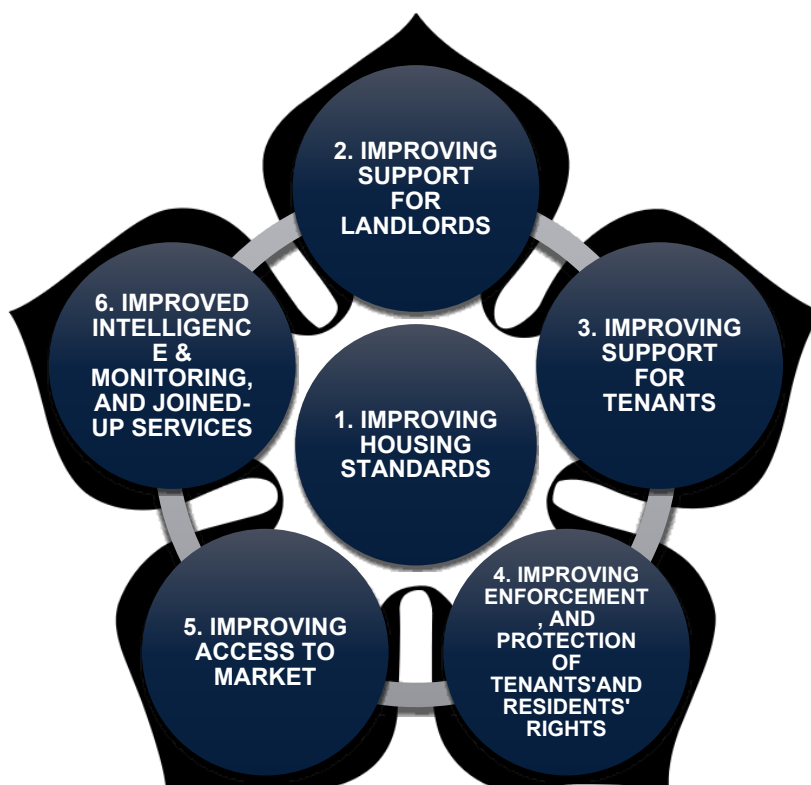


Figure 1: Leicester's PRS Strategy Diagram

It is also worth highlighting in the strategy the changes that are required as part of The Renters' Rights Act 2025, which received Royal Assent on 27 October 2025. The Government have initiated a phased rollout of the Act from 1 May 2026, see Section 6. The Act will fundamentally reshape the legislative landscape for the privately rented sector.

The Renters Right Act (RRA) will create new and significant duties for local housing authorities in enforcement, data reporting, and tenant protection. This strategy is shaped by, and responds to, those new obligations, and will link in with the RRA programme of work led by Housing and Regulatory Services.

The workstreams within this strategy have been designed to be deliverable within existing and secured resources wherever possible, supplemented by grant funding where available. Where additional resources are required, it is clearly identified within each workstream.

4. National and Local Policy Context

4.1 National Legislative Framework

The regulation of the private rented sector sits within a complex and evolving legislative landscape. The key pieces of legislation shaping this strategy are:

- Housing Act 2004: the basis for Housing Health and Safety Rating System (HHSRS), HMO licensing, selective licensing, and additional licensing schemes.
- Housing Act 1988: the legislative basis for assured tenancies, to be amended by the Renters' Rights Act 2025.
- Landlord and Tenant Act 1985: landlord repair obligations.
- Energy Efficiency (Private Rented Property) (England and Wales) Regulations 2015 — Minimum Energy Efficiency Standards (MEES): currently EPC E; government consultation underway on raising to EPC C by 2030. Reference: <https://www.gov.uk/government/consultations/improving-the-energy-performance-of-privately-rented-homes-2025-update>
- Protection from Eviction Act 1977: tenant protection against illegal eviction and harassment.
- Equality Act 2010: Public Sector Equality Duty (PSED); also prohibits discriminatory 'No DSS / No children' policies in PRS lettings (reinforced by Renters' Rights Act 2025, in force from 1 May 2026).
- Supported Housing (Regulatory Oversight) Act 2023: Supported Housing Regulations; expected secondary legislation 2026/27.

Renters' Rights Act 2025 (Royal Assent: 27 October 2025; Phase 1 commencement: 1 May 2026)

The most significant reform to the PRS in a generation. Key provisions include: abolition of Section 21 'no-fault' evictions; replacement of all assured shorthold tenancies with assured periodic tenancies; mandatory Decent Homes Standard for the PRS (from 2035); extension of Awaab's Law to the PRS; new local authority enforcement duties and civil penalty powers (up to £7,000 for initial breaches; up to £40,000 for repeat breaches); a new national PRS Landlord Database; and a new PRS Landlord Ombudsman (mandatory membership).

Reference: <https://www.gov.uk/government/publications/guide-to-the-renters-rights-act>

4.2 National Context: The State of the Private Rented Sector

The private rented sector makes up approximately 19.4% of all households nationally, the second largest tenure after owner occupation. Key national data points are:

- Average private sector rents in England increased by 8.6% in the year to July 2024 (9.7% in London). Source: *Office for National Statistics*.
- Approximately 17 households are now competing for each available rental property. Source: *Rightmove, cited in the Renters' Rights Act 2025 Wikipedia article*.

- 45% of private renters have no savings; only 9.5% have savings adequate to achieve a 95% Loan To Value mortgage. Source: *DLUHC White Paper 'A Fairer Private Rented Sector', 2022* (<https://www.gov.uk/government/publications/a-fairer-private-rented-sector>).
- PRS housing is on average the poorest quality of all tenures in terms of Category 1 hazards, EPC ratings, and space standard, with 21% failing to meet the Decent Homes Standard. Source: *English Housing Survey 2022 to 2023: housing quality and condition*.

4.3 Local Policy Alignment

The PRS strategy does not operate in isolation. It should be read alongside and align with the following Council strategies and commitments and in consideration of the Housing Crisis declared in 2022.

- City Mayor Manifesto
 - [My vision for Leicester | Leicester City Council](#)
- Housing & Homelessness Strategy
 - [Housing and homelessness | Leicester City Council](#)
- Climate Emergency Strategy & Action Plan
 - [Environmental policy | Climate Ready Leicester | Leicester City Council](#)
- Local Plan
 - [Adopted planning policy | Leicester City Council](#)
- Community Safety Strategy
 - [Leicester Community Safety Partnership plan | Leicester City Council](#)

4.4 Planning Alignment

Planning policies relating to housing development and standards are reviewed as part of the Local Plan process. This includes several improved policy controls related to housing provision, standards, design, and delivery which will impact upon the private rented sector and should assist delivery of and complement the PRS strategy objectives. Of note are:

- Arrangements to meet housing targets by allocating sites and areas for growth to be delivered by the council, developers, and registered providers, including negotiation with adjacent districts over any unmet need.
- Policies to secure appropriate housing design, including adoption of the Nationally Described Space Standards.
- Policies to secure appropriate housing mix including affordable housing development (Section 106) including accessibility and adaptability standards subject to viability.
- Policies to meet the housing needs of different communities identified in the NPPF and findings in the Local Housing Need Assessment.
- Policies to deal with Houses in Multiple Occupation and the associated impacts, including licensing requirements. The recent extensive review of HMO Article 4 Directions in respect of controlling the concentration of these properties has had a significant impact in improving local community balance. The Planning service continues to successfully secure appeal

dismissals for applications to convert houses to HMOs in the areas subject to these directions.

- Policies (available at: Leicester City Council Planning Enforcement Policy and Procedure 2020) to pursue planning enforcement action against inappropriate development

The private rented sector will continue to be engaged through consultation on the planning policy development process.

5. The Private Rented Sector in Leicester

Section 5 establishes the analytical baseline for Leicester's Private Rented Sector (PRS) using data compiled from a BRE report published in 2020. It is recognised that this data has changed and a workstream to develop and update this data is proposed within this strategy document. The figures are provided for context and reference to help frame the subsequent workstreams and proposals aimed to improve the private rental sector across the city.

5.1 Scale and Nature of the Sector

5.1.1 Number and type of dwelling within the city:

- There are approximately 150,000 dwellings in the City of Leicester.
- The private rental sector is dominant in the city with around 40,000 dwellings utilised for private rent (*including HMO's*).
- All wards within the City of Leicester have private rented housing stock more than the national average (*nat. ave. 19.4%*).
- The estimated number of HMO properties is between 9,000 and 10,000 dwellings.

5.2 Housing Conditions

A housing stock condition survey has previously been undertaken to assess the quality and condition of the housing stock. This data informs an intelligence-led approach to stock improvement in the private rented sector.

5.2.1 Category 1 Hazards (HHSRS):

- 17% of privately rented properties (8,541 properties) have a category 1 hazard(s).
 - The Housing Health and Safety Rating System defines a category 1 hazard as an immediate risk to someone's health and safety and was introduced in Housing Act 2004 and applies to residential properties in England and Wales).
- HMOs have more fall hazards than other types of property.

5.2.2 Energy efficient homes:

- 4.8% (2,378 properties) of Leicester's private rented dwellings are estimated to have an Energy Performance Certificate (EPC) rating below band E (*SAP score of 54 or below*)

5.2.3 Fuel Poverty (*low-income low energy efficiency (LILEE) definition*):

- The average fuel poverty rate across the City of Leicester stands at 19.8%, higher than the 9.4% national average

5.2.4 Low Income / Deprivation:

- From the 153 upper-tier local authorities, Leicester is ranked as the 22nd most-deprived area in England.
- This translates to 45% of Leicester total population residing in areas in the lowest 20% nationally of deprived areas.

5.3 Homelessness and Housing Need from the PRS

Nationally, the private rented sector is a contributor of homelessness presentations to local Councils. The loss of a private sector tenancy, whether through a Section 21 notice (prior to 1 May 2026), landlord sale, or rent arrears, is also a driver of homelessness.

The graph below demonstrates a sustained and substantial increase in homelessness-related demand over the last decade. The number of households approaching for homelessness related advice, support and assistance has increased from 2,163 in 2014/15 to 6,157 in 2025/26, representing a rise of almost 200%.

This growth reflects a combination of legislative, economic and housing market pressures. The introduction of the Homelessness Reduction Act 2017 increased the duties on local authorities and encouraged households to seek assistance earlier, leading to greater demand for Housing Options services. More recently, demand has been driven by a significant increase in households threatened with homelessness due to Section 21 notices (no-fault evictions), households being asked to leave by family or friends, increasing private sector rent levels, and wider cost of living pressures affecting household affordability and financial resilience. This trend is something that other LAs are facing nationally and is not unique to Leicester.

Homelessness - Demand

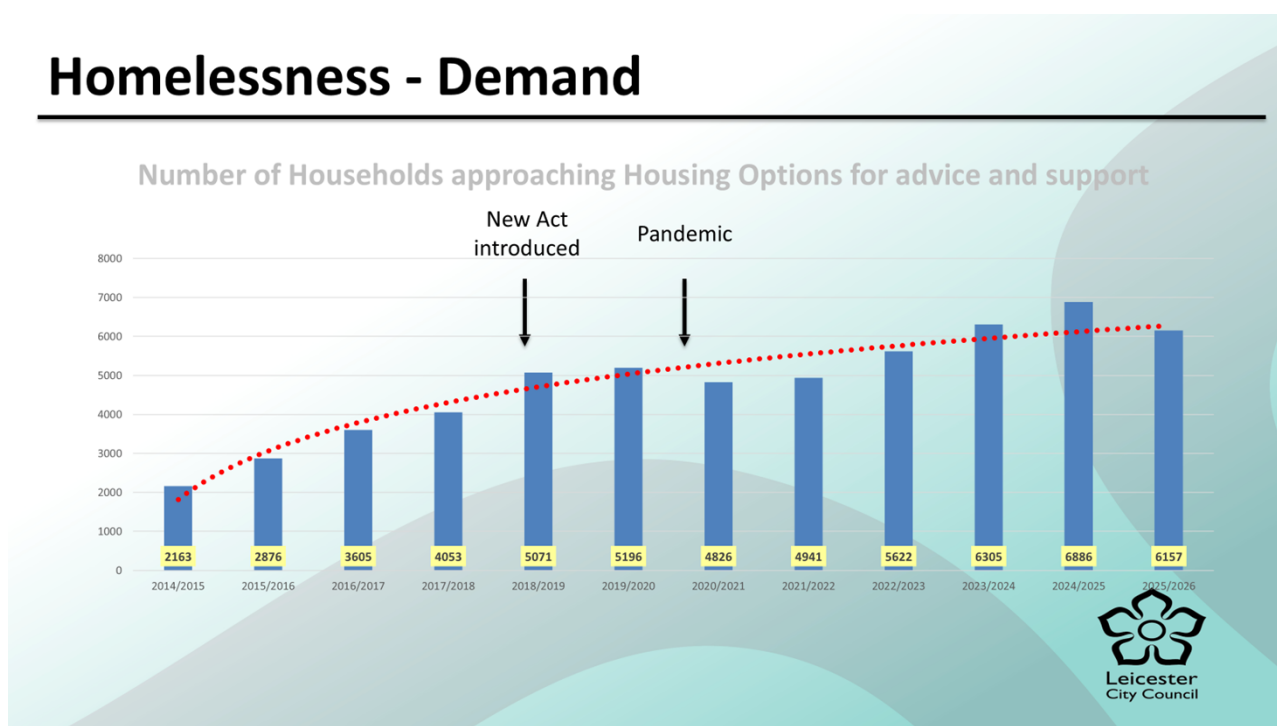


Figure 2: Number of households approaching Housing Options for advice and support.

Although demand reduced slightly from the peak of 6,886 households in 2024/25, the latest figure remains the second-highest level recorded and is almost three times higher than a decade ago. The data suggests that homelessness demand is no longer driven by short-term factors alone but reflects longer-term structural challenges within the housing market, including housing affordability, supply constraints, and increasing financial pressures on households.

Overall, the trend indicates a sustained and significantly higher level of need than historically experienced, creating ongoing pressure on homelessness prevention, housing options, temporary accommodation and wider housing services across the city.

Spend by the Council on Homelessness services has increased from £5m to £24m, numbers approaching the Council for Homelessness assistance have grown by over 200%, numbers of families and singles in temporary accommodation now exceed 1,000 because of the lack of permanent affordable housing in the City for the reasons set out in this report above and below. Action to tackle this crisis in the City are taking place but these stark facts highlight the reason firstly for the Housing Crisis declaration in 2022 and its refresh in 2026 along with strategic actions for the Council and Government to impact and tackle the crisis. Access to good quality affordable PRS accommodation absolutely forms a part of these actions and solutions.

5.4 Rent Levels and Affordability

The Office for National Statistics outline the current affordability of housing in the City of Leicester.

When assessing at private rental properties the trend over the past 10 Years for Leicester has been more erratic, and typically higher, than the regional and national average, see graph below.

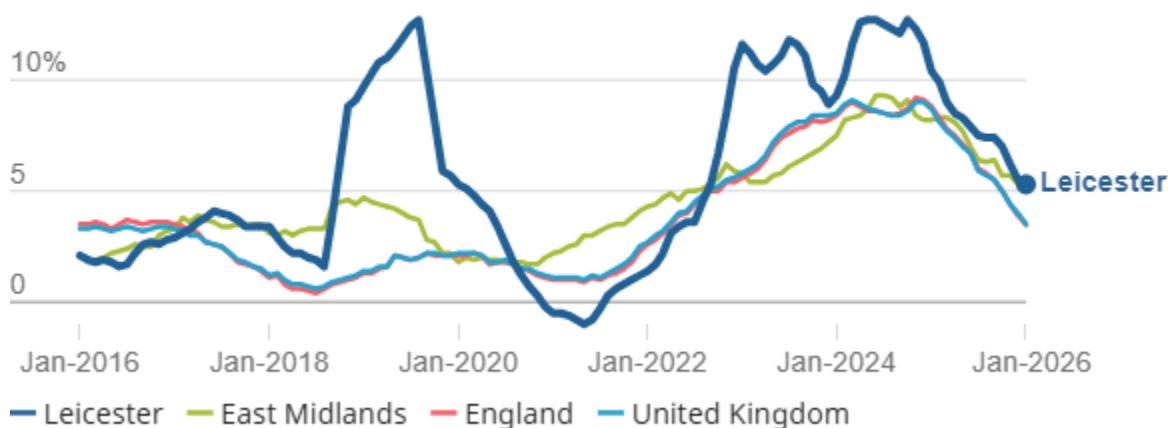
More recently the Leicester average is in line with the local and national averages.

Average Monthly Rent in Leicester (Jan '26) - £1,024

- Private rents rose to an average of £1,024 in January 2026, an annual increase of 5.3% from £973 in January 2025. This was similar to the rise in the East Midlands over the year.

Annual change in rents in Leicester

Private rental price annual inflation, Leicester, January 2016 to January 2026



Source: Price Index of Private Rents from the Office for National Statistics

The Renters Right Act aims to regulate rent increases in the PRS by establishing a single, standardised legal process to protect tenants. The legislation rules include:

- Once a year limit:** Landlords can only increase rent once per 12-month period.
- Banning rent review clauses:** Contractual "rent review clauses" that automatically trigger increases are nullified.

- **Two months' notice:** Landlords must provide at least two months' written notice.
- **Market rate alignment:** Rent increases must not exceed the open market rate.
- **Right to challenge:** Tenants can challenge increases at the First-tier Tribunal, which can lower the rent if it deems the increase unjustified.

5.5 Letting Agents

The private rented sector (PRS) is a critical pillar of Leicester's housing infrastructure. Effective engagement with letting agents is paramount to achieving high housing standards.

Leicester operates a highly active rental ecosystem, sitting significantly above the national benchmark with a workload density of 18.6 property listings per agency branch. While the city features a consolidated network of active agencies compared to regional hotspots like Nottingham, 35 listings per branch, Leicester's market still demands some oversight.

Local Authority Area	Approx. Active Branches	Key Market Characteristic	Avg. Listings per Branch
Nottingham	106	Highest branch workload in the UK	35.0 properties
Leicester	80 - 90	High volume, fast turnover, balanced density	18.6 properties
Derby	60 - 70	Moderate volume, consolidated local market	14.5 properties

This strategy establishes a workstream to work alongside Leicester's letting agents, ensuring compliance, elevating tenant protections, and monitoring regional consistency alongside peers like Derby and Nottingham.

The following metrics define the relationship between these agents and the local PRS market in Leicester.

- **Workload per Branch:** Each letting agent office branch in Leicester manages an average of 18.6 property listings, higher than the national average of 13.5.
- **Agent Utilisation:** Locally, about 43% of landlords use agent letting services, while only 18% use full management services, this aligns to the national average.
- **Leading Entities:** While over 100 branches exist, a smaller group of approximately 58 agents accounts for the majority of active digital advertisements, currently listing close to 1,000 properties.
- **Rental Supply:** In recent years, Leicester has seen an average of approximately 1,000 new rental listings per month.

[Data taken from Rightmove, Zoopla and Knightsbridge Estate Agents]

6. The Renters' Rights Act 2025 — Implications for the Council

The Renters' Rights Act 2025 received Royal Assent on 27 October 2025. Phase 1 of implementation commences 1 May 2026. This is the most significant reform to the private rented sector in a generation and creates substantial new duties and opportunities for local housing authorities.

Full government guidance: <https://www.gov.uk/government/publications/guide-to-the-renters-rights-act>

Implementation Roadmap: <https://www.gov.uk/government/publications/renters-rights-act-2025-implementation-roadmap>

6.1 Key Provisions and Commencement Dates

Phase 1 — 1 May 2026

- Abolition of Section 21 'no-fault' evictions: all tenancy endings must be on statutory Section 8 grounds.
- All assured shorthold tenancies (ASTs) replaced by assured periodic tenancies: no more fixed-term tenancies for residential lettings.
- Rent increases limited to once per 12 months via Section 13 notice process; tenants may challenge at First-tier Tribunal.
- Blanket 'No DSS' or 'No Children' advertising practices made unlawful.
- Tenant right to request to keep a pet.
- Local housing authorities granted new investigatory powers (already in force from 27 December 2025): to inspect properties, demand documents, and access third-party data.
- Duty on local housing authorities to enforce the legislation and report to the Secretary of State on enforcement activities.
- Civil penalties for breaches: up to £7,000 for initial breach; up to £40,000 for repeat breaches.

Phase 2 — From Late 2026

- Mandatory landlord registration on a new national PRS Database: first regional rollout from late 2026, with further national rollout following.
- PRS Landlord Ombudsman: mandatory membership for all residential landlords; anticipated launch 2028.

Further Phases — To Be Confirmed

- Extension of Awaab's Law to the PRS: legally enforceable timeframes for landlords to remedy serious hazards including damp and mould.
- Decent Homes Standard applied to PRS: confirmed target implementation date: 2035.
- EPC rating requirements: government consulting on raising MEES to Band C for all new PRS tenancies by 2030.

6.2 Council Responsibilities Under the Act

Local housing authorities are central to the enforcement architecture of the Renters' Rights Act 2025. The Act creates specific new legal duties for the Council:

- A duty to enforce the new legislation: local authorities cannot choose not to act on substantive breaches.
- New investigatory powers: inspection, document production, third-party data access (in force from 27 December 2025).
- Annual reporting to the Secretary of State on enforcement activities: a new transparency and accountability mechanism.
- Civil penalty powers of up to £7,000 (initial) and £40,000 (repeat) for breaches of tenancy legislation, including failure to join the Landlord Ombudsman.
- Rent Repayment Order enforcement extended: local authorities can apply for RROs; maximum now doubled for repeat offenders.

The Government has allocated £18.2 million nationally to local housing authorities in 2025/26 to support preparation and enforcement capacity building, distributed based on the number of PRS properties. The Council should seek to maximise the benefit of this funding through the workstreams identified in this strategy.

Operation Jigsaw

The Government is also supporting councils through 'Operation Jigsaw' — a cross-local councils initiative providing training, webinars, and resources on the Renters' Rights Act 2025. Shelter will also deliver training to local council officers on various aspects of the Act, funded by government. The Council should ensure all relevant staff complete this training programme ahead of 1 May 2026.

Reference: <https://www.gov.uk/government/publications/renters-rights-act-2025-implementation-roadmap>

7. Strategic Vision and Objectives

7.1 Our Vision

Need to add

7.2 Our Objectives

Delivery of the vision is structured around six high-level objectives, with the following core principle at their centre:

CORE PRINCIPLE:

To improve housing standards in Leicester's private rented sector

High- Level Objective Summary:

1	Housing Standards	Improve housing standards across the sector through licensing, EPC enforcement, and the new Renters' Rights Act 2025 regime including the Decent Homes Standard.
2	Landlord Support	Improve support available for private sector landlords to understand and comply with their obligations, including tenancy sustainment and in respect of the Renters' Rights Act 2025.
3	Tenant Support	Improve support available for private sector tenants, including access to information, Disabled Facilities Grants, tenancy sustainment, and homelessness prevention.
4	PRS Enforcement	Improve sector enforcement and protection of tenants' and residents' rights, including through licensing schemes, criminal landlord action, and new Renters' Rights Act 2025 powers.
5	Market Access	Improve access to the private rented sector as a housing solution to resolve housing need and reduce pressure on statutory homelessness services.
6	Joined-up Services	Strengthen joined-up services around enforcement and support, joint intelligence sharing and monitoring across the PRS programme.

The workstreams within the six objectives are detailed in the following section, however, a tabled summary is also provided in Appendix

OBJECTIVE 1

Improving Housing Standards Across the Sector

Housing standards in the private rented sector are a primary driver of health inequalities, fuel poverty, and quality of life for tenants. The Council's approach should be intelligence-led: engaging, and encouraging compliance before using any enforcement, but using enforcement decisively when and where required.

The workstreams under this objective address the principal legislative and operational mechanisms for driving up standards.

Workstream 1.1 — Renters' Rights Act 2025: Preparation and Implementation**Theme: Legislative Implementation**

The Renters' Rights Act 2025 represents the most significant change to the PRS since the Housing Act 2004. It places new enforcement duties on the Council and introduces new rights for tenants that the Council has a statutory responsibility to uphold. This workstream covers preparation for, and implementation of, the Act's requirements.

Key Actions:

- Ensure all relevant staff complete Operation Jigsaw and Shelter-delivered training ahead of 1 May 2026 commencement date.
- Review Council-specific enforcement protocols and a decision-making framework for civil penalty issuance.
- Review and update all Council tenancy and licensing documentation to reflect the new periodic tenancy regime.
- Establish reporting mechanisms to meet the new statutory duty to report enforcement activities to the Secretary of State.
- Engage with landlords and letting agents proactively in advance of May 2026 — run a landlord awareness campaign on key changes.
- Prepare for the PRS Landlord Database (Phase 2, from late 2026) — establish data systems that will support integration with the national register.

Resources:

Resources will be utilised from both Housing and Regulatory Services Teams. This will be monitored as the RRA is implemented.

New burdens funding has been confirmed and will be provided by Central Government for training existing staff.

KPIs:

- Number of staff trained on Renters' Rights Act 2025 (target: 100% of relevant officers by April 2026).
- Number of civil penalties/enforcement action taken and issued under the new Act (see *Duty to Report*: [Guide to the Renters' Rights Act - GOV.UK](#)).
- Landlord awareness campaign reach (number of landlords contacted / attending events).

Workstream 1.2 — Energy Performance and Operation EPC

Theme: Sustainability / Climate Emergency

An Energy Performance Certificate (EPC) is issued when a property has been assessed for energy efficiency, with ratings from A (most efficient) to G (least efficient). Current legislation requires all new tenancies to have an EPC rating of E or above, with all tenancies meeting this standard from April 2021. The government is consulting on raising this to Band C for new tenancies by 2030. Poor energy efficiency in PRS properties contributes directly to fuel poverty and carbon emissions. Housing is responsible for approximately 33% of carbon emissions nationally. PRS properties typically perform worse than other tenures. In line with the Council's Climate Emergency Response, this workstream targets the worst-performing properties — those rated F or G.

Key Actions:

- Identify all PRS properties within the Council area with an EPC rating of F or G using national EPC register data cross-referenced with licensing databases.
- Issue targeted engagement letters and informal notices to landlords of F/G rated properties requiring improvement or exemption applications.
- Proceed to formal enforcement (civil penalties up to £5,000 per property) where landlords fail to comply.
- Monitor compliance and repeat inspections, escalating to £5,000 penalty for continued non-compliance.
- Prepare for the anticipated raise to EPC C standard — identify D/E-rated properties and develop a forward engagement programme.
- Signpost landlords to government grant schemes and Council-facilitated funding where available.

Resources:

Enforcement of the workstream lies with the current Trading Standards Team, whilst the investigation sits with the current Housing Standards Team. Resources would need to be evaluated with any resource gaps being addressed through a business case.

KPIs:

- Number of F/G rated PRS properties identified.
- Number of landlords engaged / notices served.
- Number of properties improved to E or above.
- Percentage of PRS properties at Band D or above (annual tracking).

Workstream 1.3 — Supported Housing Regulations

Theme: Housing Standards / Legislative Implementation

The Supported Housing (Regulatory Oversight) Act 2023 introduces a new regulatory framework for exempt accommodation and supported housing in the private rented sector. Secondary legislation implementing the framework is expected in 2026/27. The Council will have new licensing and oversight responsibilities for supported housing providers operating within its area.

This is a distinct workstream with its own emerging legislative framework and, when implemented, will have its own project governance. It is included here as it is directly relevant to the PRS strategy.

Key Actions:

- Monitor government consultation and secondary legislation timetable closely.
- Identify all exempt/supported accommodation providers operating in Leicester.
- Create and deliver an overarching Supported Housing Strategy
- Assess resource and capability requirements for administering the new licensing regime.
- Prepare licensing systems, staff training, and public communications ahead of commencement.

Resources:

A separate project board has been set up to oversee this significant piece of work. Consequently, reporting to the PRS Strategy will be high level to confirm general progress.

KPIs:

- Supported Housing Strategy in place
- Supported housing register established.
- Licensing regime operational by implementation date.
- Number of supported housing licences issued / compliance inspections.

OBJECTIVE 2

Improving Support Available for Private Sector Landlords

Most private sector landlords are well-intentioned who wish to provide good homes and comply with their obligations. Supporting landlords, through clear information, accessible engagement and practical assistance, is the most cost-effective route to compliance and standard improvement. The identified workstreams under this objective focus on reducing barriers to compliance with the aim of improving the Council's relationship with the landlord community.

Workstream 2.1 — Financial Support and Household Support Fund/Crisis Resilience Fund

Theme: Cost of Living / Homelessness Prevention

The Household Support Fund provides grant funding to assist households in financial difficulty, including assistance that may help sustain tenancies in the private rented sector. Utilising this fund, and any successor schemes, to prevent eviction through rent arrears is a key preventative tool. Landlords also benefit from the Council providing tenants with financial support, as it reduces the risk of rent arrears and tenancy breakdown.

Key Actions:

- Ensure the Housing Solutions team can refer PRS tenants at risk of rent arrears to Household Support Fund (or successor scheme) at the earliest opportunity.
- Explore development of a dedicated Rent Arrears / Tenancy Sustainment Fund using a proportion of HSF allocation.
- Promote the 'Call Before You Serve' approach (see Workstream 2.4) as the gateway for landlords to access this support.

Resources:

Utilise existing Housing Solutions Team.

KPIs:

- Number of HSF payments preventing PRS eviction (quarterly).
- Value of HSF used for PRS tenancy sustainment.

Workstream 2.2 — Improving Online Resources for Private Sector Landlords

Theme: Landlord Information and Compliance

The Council website is a primary point of contact for landlords seeking information on their obligations, licensing requirements, and how to access support. Many landlords, particularly

accidental or single-property landlords without membership of professional bodies, rely on the Council's online resources to remain informed.

These resources must be clear, comprehensive, up to date and easy to navigate.

Key Actions:

- Audit existing online landlord resources for accuracy, completeness, and usability — including all licensing information, the impact of the Renters' Rights Act 2025, EPC requirements and how to report concerns.
- Update the landlord section of the Council website, including clear signposting to the new national PRS Landlord Database (from late 2026) and Landlord Ombudsman registration requirements.
- Streamline online processes: applications for licences, fee payment, complaint reporting and general enquiries.
- Produce a Renters' Rights Act 2025 plain-English guide specifically for landlords in Leicester.

Resources:

Utilise the existing resources across Housing and Regulatory Services.
Engagement/Collaboration with Web and Communication Teams.

KPIs:

- Website audit completed and new content live (date).
- Number of website page views for landlord content (quarterly).
- Monitor basic enquiry calls to Housing Standards / Licensing teams.

Workstream 2.3 — Landlord Forum and Engagement Programme

Theme: Landlord Engagement and Partnership

Regular, structured engagement with the landlord community is essential for building trust, sharing information, and ensuring the 'voice' of landlords is heard in the development of the strategy. Landlord forums provide an accessible route for the Council to communicate legislative changes, explain its approach, and gather feedback. They also enable landlords to network, learn from each other and access expert speakers.

Key Actions:

- Review the frequency, format, and content of existing landlord forums to ensure they are accessible and well-attended by a broad cross-section of landlords.

- Consider whether additional sessions (e.g. smaller pre-booked groups, area-specific events, online webinars) would improve reach.
- Explore partnership with neighbouring authorities or the county council on a sub-regional landlord forum, particularly around key issues such as the Renters' Rights Act 2025 implementation.
- Ensure the forum programme includes sessions specifically on: Renters' Rights Act 2025 obligations; EPC/MEES requirements; HMO licensing; Supported Housing Regulations; and Council support services.
- Formalise a landlord representative or consultative group to provide ongoing input into strategy development and review.
- Further develop signposting to training for landlords across the city
- Encourage local landlord accreditation (such as DASH / EMLAS) alongside national schemes such as NRLA (National Residential Landlords Association).

Resources:

Currently being picked up within the existing resources within Regulatory Services Housing Standards & Selective Licensing Teams.

KPIs:

- Number of landlord forum events held (target: at least 2 per year).
- Number of landlords attending (target: 220)
- Landlord satisfaction rating with forum content (survey-based).

Workstream 2.4 — Call Before You Serve

Theme: Homelessness Prevention / Landlord Support

'Call Before You Serve' (CBYS) is a well-established homelessness prevention model, funded under the Homelessness Prevention Grant, which encourages landlords to contact the Council before serving a notice seeking possession. Early contact enables the Council to intervene proactively — resolving financial issues, mediating between landlord and tenant, and sustaining tenancies before they reach the point of homelessness. This approach is both cost-effective and produces better outcomes for all parties.

Key Actions:

- Actively promote the CBYS service to all landlords via the forum, website, licensing correspondence and direct mailouts.
- Develop a clear protocol for CBYS referrals to Housing Solutions, Household Support Fund, mediation services, and floating support.

- Monitor outcomes and report quarterly: tenancies sustained, evictions prevented, temporary accommodation days avoided.

Resources:

Already in use - utilise existing Housing Teams.

KPIs:

- Number of CBYS contacts received.
- Number of tenancies sustained following CBYS contact.
- Number of evictions prevented.
- Estimated saving in temporary accommodation cost (calculated per prevented TA night).

OBJECTIVE 3

Improving Support Available for Private Sector Tenants

Private sector tenants — particularly those on lower incomes, those with disabilities or complex needs, and those facing homelessness — need clear and accessible support from the Council. This objective covers the range of services the Council provides to help tenants understand their rights, maintain safe and decent homes, and access help when their tenancy is at risk.

Workstream 3.1 — Disabled Facilities Grants in the PRS**Theme: Tenant Support / Accessibility**

Disabled Facilities Grants (DFGs) are means-tested, mandatory grants that local authorities must provide to assist disabled people to continue living independently in their homes. DFGs can fund adaptations such as level-access showers, stair lifts, widened doorways and ramp access. Take-up within the private rented sector is often low because tenants are unaware of their eligibility.

Key Actions:

- Work with the Council's Adaptations team and Adult Social Care to promote DFG availability to PRS tenants and landlords, including via the landlord forum and tenant-facing website.
- Develop a clear consent and communication process to engage PRS landlords in the DFG process early, addressing concerns about property condition or reversibility of adaptations.
- Track DFG applications and approvals in the PRS separately to enable benchmarking and performance monitoring.
- Explore whether financial incentives for landlords who grant consent for major adaptations (e.g. fee waivers, linking to licensing goodwill) could increase take-up.

Resources:

Already available - utilise existing resources across Housing Teams.

KPIs:

- Number of DFG applications from PRS tenants (quarterly).
- Number of DFGs approved and completed in the PRS.
- Average grant value in the PRS.
- Number of landlords engaging in the DFG process.

Workstream 3.2 — Sustainable Leases and Tenancy Security

Theme: Sustainability / Tenancy Security

The abolition of Section 21 'no-fault' evictions under the Renters' Rights Act 2025 (from 1 May 2026) will significantly change the nature of PRS tenancy security. The new assured periodic tenancy regime means that tenants can no longer be evicted without a statutory ground giving them greater security of tenure

Key Actions:

- Implement and monitor the requirements of the Renters' Rights Act and undertake any related advice and enforcement actions
- Engage with landlords to ensure that they are aware of their responsibilities under the Renters' Rights Act

Resources:

Utilise the existing resources across Housing and Regulatory Services working group relating to the Renters Rights Act.

KPIs:

- Number of landlords registered on the PRS database
- The number of civil penalties issued for Renters' Rights Act offences
- Strong attendance at Landlord Forums and regularly promoting the PRS scheme

Workstream 3.3 — Public Reporting Portal for Unlicensed Properties

Theme: Digital / Compliance Intelligence

Community intelligence is a valuable source of information about unlicensed or poorly managed properties in the private rented sector. A clear, easy-to-use online reporting mechanisms, promoted to residents and community organisations, can significantly enhance the Council's ability to identify non-compliant properties and target its regulatory resources effectively.

Key Actions:

- Develop or enhance an online reporting portal enabling members of the public to report suspected unlicensed HMOs, Selective Licensing breaches and housing conditions concerns.
- Ensure the portal is accessible (meeting WCAG 2.1 AA standards), mobile-friendly and available in key community languages.
- Promote the portal widely through community networks, ward councillors, voluntary sector partners, GP surgeries, schools, and foodbanks.

- Establish a clear response protocol: what happens to each report, timescales, and feedback to the reporter.

Resources:

Utilise the existing resources across Regulatory Services, Housing Standards Team, include working group relating to the Renters Rights Act.

KPIs:

- Portal live (date).
- Number of reports received via the portal (quarterly).
- % of reports leading to an inspection.
- % of reports resulting in action (notice, penalty, or licensing compliance).

Workstream 3.4 — Better Access to Information and Resources for Tenants

Theme: Tenant Empowerment

Many private sector tenants do not know their rights, or do not know how to enforce them. Clear, accessible information about tenant rights, how to report concerns, and where to get help is a low-cost but high-impact intervention that can reduce the number of tenants suffering in poor conditions or at risk of illegal eviction.

Key Actions:

- Promote tenant-facing content through schools, libraries, GP surgeries, community centres, and housing support organisations.
- Ensure resources are available through multiple sources to ensure fair and equal access to tenant information.
- Produce a Renters' Rights Act 2025 plain-English guide for tenants, covering: the abolition of Section 21; the new periodic tenancy system; how to challenge rent increases; Awaab's Law; the Landlord Ombudsman; and how to report concerns to the Council.
- Translate key tenant information into the main community languages spoken in Leicester.
- Audit existing tenant-facing web content for accuracy, usability, and accessibility.
- Include prominent signposting to the national PRS Landlord Database (once live) so tenants can check whether their landlord is registered.

Resources:

Utilise the existing resources across Regulatory Services, Housing Standards Team.

KPIs:

- Website audit and redevelopment completed (date).
- Number of tenant web page views (quarterly).
- Number of tenant enquiries resolved via self-service (proxy measure).
- Content available in different languages.

OBJECTIVE 4

Improving Sector Enforcement and Protection of Tenants' Rights

The Council's enforcement approach is proportionate and intelligence-led. Most landlords are well-intentioned and will comply with reasonable guidance and education. However, a minority of landlords, whether through ignorance, negligence or deliberate exploitation, cause significant harm to tenants and communities. The workstreams under this objective target the most serious non-compliance with robust enforcement action.

Workstream 4.1 — Selective Licensing & Enforcement**Theme: Compliance / Housing Standards**

Selective Licensing is a power available to local authorities under the Housing Act 2004 Part 3, enabling them to designate areas where all privately rented properties (not just HMOs) require a licence. It enables the Council to impose additional licensing conditions, carry out proactive inspections, and implement intervention programmes in areas with concentrations of poorly managed or low-quality PRS accommodation.

The current Selective Licensing areas include parts of Braunstone Park and Rowley Fields, Fosse, Westcotes, Stoneysgate, and Saffron wards. This current scheme expires in October 2027, as of December 2025 total licences granted – 5296.

This workstream will continue the current scheme and present recommendations for any future scheme and the considerations that need to be made for any implementation.

Key Actions:

- Continue to operate any existing Selective Licensing designations in accordance with their approved conditions, carrying out a full programme of inspections, compliance checks, and enforcement action.
- Prepare a detailed evidence base for the renewal, extension, amendment, or discontinuation of any existing designation ahead of its expiry date.
- Carry out full statutory consultation on any proposed new or renewed designation.
- Ensure licensing conditions are updated to reflect the Renters' Rights Act 2025 requirements once implemented.

Resources:

The Selective Licensing Team is currently in place and is funded by the Selective Licensing Fee. Any expansion or extension of the Selective Licensing area will also be covered through a review of the license fee.

KPIs:

- Number of licences issued and in force.
- Number of inspections completed per year.
- Number of civil penalties / prosecutions arising from Selective Licensing.
- Number of HHSRS hazards identified and remedied.
- Evidence base for next designation decision [late 2026]

Workstream 4.2 — Criminal Landlord Taskforce

Theme: Enforcement / Rogue Landlord Action

A small minority of landlords and letting agents operate in a manner that is deliberately exploitative or criminally negligent. These landlords cause the greatest harm to tenants and communities, and require a dedicated, coordinated, and multi-agency enforcement response. The creation of a dedicated Criminal Landlord Taskforce will ensure the most serious cases are investigated thoroughly and pursued to the fullest extent of the law.

Key Actions:

- Establish a dedicated Criminal Landlord Taskforce, drawing together officers from Housing Standards, Environmental Health, Planning Enforcement, Community Safety, Council Tax and Benefits.
- Develop intelligence-led targeting criteria to identify the landlords of greatest concern — using HHSRS inspection data, data from the national landlord register (when live), complaint data, benefits data, and Police intelligence.
- Pursue the full range of enforcement tools available: civil penalties (up to £40,000 for repeat Renters' Rights Act breaches), rent repayment orders, banning orders, prosecutions under the Housing Act 2004 and Housing and Planning Act 2016.
- Develop referral protocols with the Police, Crown Prosecution Service, HMRC and the national Rogue Landlord Database (now replaced by the Rogue Landlord Checker).
- Publish annual enforcement data in accordance with the new Renters' Rights Act 2025 reporting duty.

Resources:

A dedicated Criminal Landlord team has been implemented within Regulatory Services. The team will be funded via the portion of the HMO/Selective Licence Fee and Civil Penalties that are issued.

KPIs:

- Number of cases investigated by Taskforce.
- Number of civil penalties issued (total value).
- Number of banning orders sought and granted.

- Number of prosecutions.
- Number of properties brought up to standard as a result of Taskforce action.

Workstream 4.3 — HMO Licensing & Taskforce

Theme: Housing Standards / Licensing Compliance

Houses in Multiple Occupation (HMOs) typically accommodate some of the most vulnerable tenants and historically exhibit the highest rates of Category 1 HHSRS hazards. Mandatory HMO licensing applies to properties occupied by five or more people from two or more households, sharing facilities.

This workstream focuses on identifying unlicensed HMOs and working with landlords to achieve licensing compliance, using enforcement proportionately where engagement fails.

Key Actions:

- Maintain a proactive intelligence-led programme to identify properties operating as HMOs without a licence, using data from Council Tax, planning, complaints, and benefits databases.
- Prioritise inspections and engagement in wards with the highest concentration of HMOs and highest complaint rates.
- Prosecute or issue civil penalties for persistent unlicensed operation where engagement has been exhausted.
- Review licence conditions annually to ensure they remain fit for purpose and reflect the latest HHSRS standards.
- Prepare for the PRS Landlord Database (from late 2026) — cross-reference HMO licensing data with national register.

Resources:

A dedicated HMO team has been implemented within Regulatory Services.

The team will be funded via the HMO Licence Fee and any Civil Penalties that are issued.

KPIs:

- Number of HMO licences issued (new and renewed).
- Number of unlicensed HMOs identified and subsequently licensed.
- Number of civil penalties / prosecutions for unlicensed HMOs.
- Average time to process licence applications.
- Number of HHSRS inspections of licensed HMOs.

Workstream 4.4 — Additional Licensing Scheme

Theme: Housing Standards / Licensing

In addition to Mandatory HMO licensing, local authorities have the power under the Housing Act 2004 to designate Additional Licensing schemes covering smaller HMOs (typically those occupied by 3 or 4 people from 2 or more households). Additional licensing enables the Council to extend licensing conditions and intervention programmes to a broader range of HMO properties than mandatory licensing alone allows.

Key Actions:

- Commission or update an evidence base to assess whether an Additional Licensing scheme is justified and where it should apply.
- If supported by evidence, conduct a full statutory consultation process on a proposed Additional Licensing designation.
- If adopted, implement and manage the scheme with appropriate fee structure, licence conditions, and inspection regime.

Resources:

If Additional Licensing is considered for the City, the team will be self-financing through the licence fee income and this will be modelled in the same way as the Selective Licensing scheme.

Consultation and officer time costs will be recouped through the Additional Licensing scheme.

KPIs:

- Evidence base & Analysis.
- Consultation.
- Scheme designated or decision not to proceed.
- If active: number of licences, compliance inspections, enforcement actions.

OBJECTIVE 5

Improving Access to Market to Resolve Housing Need

With social housing supply continuing to decline and the Housing Register growing, the private rented sector is an essential part of the housing solution for households in need. The Council's ability to access and retain good quality private sector accommodation through leasing, incentive and partnership schemes is critical to reducing homelessness and reducing spend on costly temporary accommodation.

Workstream 5.1 — Expanding Leasing and Incentive Schemes**Theme: Housing Supply / Homelessness Prevention**

The Council operates landlord incentive and leasing schemes through which private sector accommodation is accessed to provide housing solutions for households on the housing register, homeless households, and those with support needs. These schemes typically offer landlords a guaranteed rental income, managed tenancy support, and protection from tenant damage. Expanding these schemes — particularly to one-bedroom properties — will help address the significant unmet housing need for single households.

LCC's part-owned partner-company HomeCome Ltd. offer a leasing solution within the private sector landlords and are used in tandem with the other scheme-levels dependent on the landlord's requirements. HomeCome do not currently take on leases for 1-bedroom, or shared accommodation. This leaves a gap. We are often approached by landlords who are keen to explore this, but often results in generalised signposting to the voluntary sector.

FROM PREVIOUS WORKSTREAM:

225 self-contained units being sourced as temporary accommodation.

125 leases to be leased through HomeCome

27 Temp Acc. Units coming online LAHF (local area housing fund).

Key Actions:

- Continue the assessment of extending the existing leasing scheme to include 1-bedroom accommodation, including market rent analysis, LHA comparison, and cost/benefit modelling.
- If viable, develop a business case for the scheme extension and seek Member approval.
- Actively recruit new landlord partners to the leasing scheme, focusing on areas of high housing need.
- Review any incentive package offered to landlords (e.g. rent guarantee periods, damage deposits, management support) to ensure it remains competitive with the open market.
- Consider further partnership with registered providers or social enterprise organisations (e.g. social lettings agencies) to manage leased properties.

Resources:

Use existing resources from Housing Teams.

KPIs:

- Number of identified units available.
- Number of successful units sourced as accommodation.
- Measures available through funding.

Workstream 5.2 — Impact of Local Government Reorganisation

Theme: Accessing the Market & Housing Supply

LGR offers a once-in-a-generation opportunity to reshape how local government works across the whole Leicester, Leicestershire, and Rutland (LLR) area. It establishes two balanced unitary councils, with the plans to simplify the current system by replacing multiple and confusing layers of responsibility with a structure residents can understand more easily. They create councils focused on the distinct needs of urban and rural communities and provide room for much needed local homes and jobs. LGR will, therefore, have a significant impact on the private rental sector for the area defined as Leicester Council.

Key Actions:

- Assess impact of the LGR in the private rental sector for Housing and Regulatory Services, and the wider Council.
- If applicable, write a business case outlining the issues and impacts on the PRS of the new boundary for Leicester Council.

Resources:

Utilise existing resources from Regulatory Services for the initial assessment.

Look at new burdens funding to form financial position for the new boundary.

KPIs:

- % changes in PRS across the defined area of Leicester Council.
- Determine net additional dwelling in the PRS per year.
- Monitor affordable rent (%) in the LGR of total market rent.

Workstream 5.3 — Letting Agents: Trading Standards/RRA

Theme: Letting Agents**1) Enforcement of the Tenant Fees Act 2019 (England) (amended by Renters Rights Act 2025)**

- Letting agents are required to indicate the fees, charges, and penalties payable to landlords and/or letting agent
- Charging Certain fees are prohibited (e.g., admin fees, reference checking fees)
- Holding deposits may not exceed one week's rent and tenancy deposits do not exceed five weeks' rent

2) Enforcement of compliance with the Client Money Protection (CMP) Scheme

- Enforcement of the requirement for agents to protect client funds.
- Enforcement of the requirement letting agents who handle client money belong to an approved Client Money Protection scheme.
- Ensuring that letting agents display their CMP certificate in their branch and on their website.

3) Enforcement of the requirement to be in a Redress Scheme Membership (The Property Ombudsman or Property Redress Scheme).**4) Enforcing the requirement for landlords of privately rented domestic and non-domestic properties in England to ensure that their properties reach at least an Energy Performance Certificate (EPC) rating of E before granting a new tenancy to new or existing tenants.****5) Renters Rights Act; Enforce the ban of Rental bidding and Discrimination on the grounds of Receipt of benefits or having children****Key Actions:**

- Enforcement of items 1-3 above has so far been on a reactive basis. Compliance advice has been provided and if not complied with the matter referred to the NTS team to consider enforcement action.
- Proactive enforcement; market surveillance could be undertaken with a view to enforcing our own civil penalties.
- Enforcement of item 4 is not something that we have undertaken at all so far but a similar approach as indicated in items 1-3 above could be adopted.

Resources:

We currently have no dedicated resource for any of these activities.

We look at complaints as they come in and determine what action will be taken based principally on risk and detriment

Look at new burdens funding from RRA activity.

KPIs:

For EPC Enforcement we are required to complete a return with the following questions;

1. The number of inspections and other compliance and enforcement activities undertaken during this period.
2. Numbers of complaints made by members of the public.
3. Other authority/authorities which it has entered into enforcement agreements (if any) (please also identify any changes to such agreements during the reporting period).

Renters Rights Act will introduce some reporting requirements, the definitive description of which are yet to be fully confirmed.

OBJECTIVE 6

Improving Joined-Up Services, Intelligence and Monitoring

Effective delivery of the PRS strategy requires strong programme management, cross-service coordination, and a robust evidence base. The workstreams under this objective create the infrastructure that enables the other five objectives to be delivered effectively, monitored consistently, and adapted over time.

Workstream 6.1 — PRS Programme Management (PReSS Programme)**Theme: Governance / Programme Management / Intelligence Sharing**

The Private Rental Sector Strategy (PReSS) Programme provides the strategic coordination and corporate oversight of all PRS-related activity across the Council. Without central coordination, the multiple workstreams that constitute the PRS offer risk operating in silos, duplicating effort, missing opportunities for cross-service intelligence sharing, and lacking visibility for senior leadership and Lead Members.

Key Actions:

- Refresh a PRS Programme Board, chaired by a senior officer, with membership from all relevant service areas: Housing Standards, Housing Solutions, Environmental Health, Planning, Community Safety, Finance, Digital.
- Appoint a Programme Manager (or equivalent) with responsibility for coordinating workstream leads, managing risks and issues, and reporting to the Board.
- Develop a Programme Dashboard providing real-time visibility of KPI performance across all workstreams.
- Establish a quarterly cycle of Programme Board meetings with a structured reporting template.
- Produce an annual PRS Strategy Progress Report for Lead Members and Overview/Scrutiny.
- Develop cross-service data-sharing protocols, subject to GDPR compliance, to support intelligence-led targeting of enforcement and support.

Resources:

Use existing project and programme management resource across Regulatory Services and Housing.

KPIs:

- Annual progress report published.
- All workstream KPIs reported within the Programme Dashboard.
- Data sharing agreements in place across all contributing service areas.

Workstream 6.2 — Updating Data Sources and PRS Intelligence

Theme: Data and Evidence

An effective, intelligence-led approach to PRS regulation requires up-to-date, high-quality data on the condition, distribution, and characteristics of the private rented sector housing stock. The Council's current data — including any historic housing stock condition survey — should be reviewed and updated to provide a robust baseline for targeting resources and measuring outcomes.

Key Actions:

- Commission a review of existing data sources available to the Council regarding the PRS — including EPC register, Council Tax records, Benefits data, licensing databases, complaint records, and HHSRS inspection data.
- Strengthen links to Community Safety Team and Intelligence, including Community Safety Partnership to ensure neighbourhood issues are shared, addressed, and considered as part of any new initiatives across the PRS.
- Assess whether existing data provides a sufficient picture of the sector or whether a commissioned housing stock condition survey (equivalent to a BRE-style analysis) is required.
- If a new survey is commissioned, use the findings to update the strategy's evidence base and to inform targeting of enforcement and licensing activity.
- Integrate the national PRS Landlord Database (once live from late 2026) into the Council's intelligence framework.
- Continue to develop a data strategy for the PRS that sets out how data will be maintained, quality-assured and used for decision-making on an ongoing basis.

Resources:

Utilise existing project and programme management resource across Regulatory Services to determine the resources required to deliver this item of work.

KPIs:

- Data audit completed (*6-months after agreement of strategy*).
- Updated stock profile published.
- National PRS Database integrated into Council intelligence systems (date after national launch).
- Annual data refresh cycle established.
- Ensure data-led approach utilising data sets in Community Safety intelligence.

14. Benefits — Landlords, Tenants, and the Community

14.1 Benefits to Landlords

Most private sector landlords are well-intentioned individuals who wish to provide good homes and comply with their legal obligations. This strategy is designed to make it easier for them to do so. Key benefits include:

- Clear, accessible information on the Council website and through the landlord forum will reduce the compliance burden for landlords who self-manage, particularly in respect of the major legislative changes brought by the Renters' Rights Act 2025.
- Improved landlord forums and liaison meetings will ensure that the voice of landlords is heard and remains a central consideration in how the strategy is implemented.
- The Call Before You Serve service provides landlords with a proactive 'port of call' for failing tenancies, with financial and practical assistance that can save landlords from the time and cost of possession proceedings.
- Leasing and incentive schemes provide landlords with guaranteed income, managed tenancies and reduced void risk — an attractive proposition in a period of legislative change.
- A proportionate, intelligence-led enforcement approach ensures that compliant landlords are not burdened with unnecessary inspections or bureaucracy.
- Working with landlords and planning in relation to HMO Article 4 Directions in respect of controlling the concentration of properties within the city.

14.2 Benefits to Tenants and Prospective Tenants

A good home can provide tenants, and their families with significant financial, physical, and mental health benefits. The introduction of the Renters Rights Act aims to address the key issues tenants face, however, additional benefits include:

- Increased enforcement where poor and non-compliant landlord behaviours arise will ensure that tenants benefit from improved housing standards, safer homes, and a better quality of life.
- Tenants will benefit from their right to 'quiet enjoyment' being better protected — including through improved enforcement of the Protection from Eviction Act 1977 and the new Renters' Rights Act 2025 regime.
- Improved information resources will empower tenants to understand and enforce their rights, including in respect of repairs, rent increases and the new periodic tenancy protections.
- Improved homelessness prevention services — including CBYS and tenancy sustainment support — will give tenants the best possible chance to avoid homelessness and remain in their homes.
- Reduced fuel poverty and improved health outcomes resulting from better energy efficiency and property standards.
- Tenants will benefit from the Council's new enforcement obligations under the Renters' Rights Act 2025, which creates a duty on the Council to act on serious breaches.

14.3 Benefits to the Wider Community

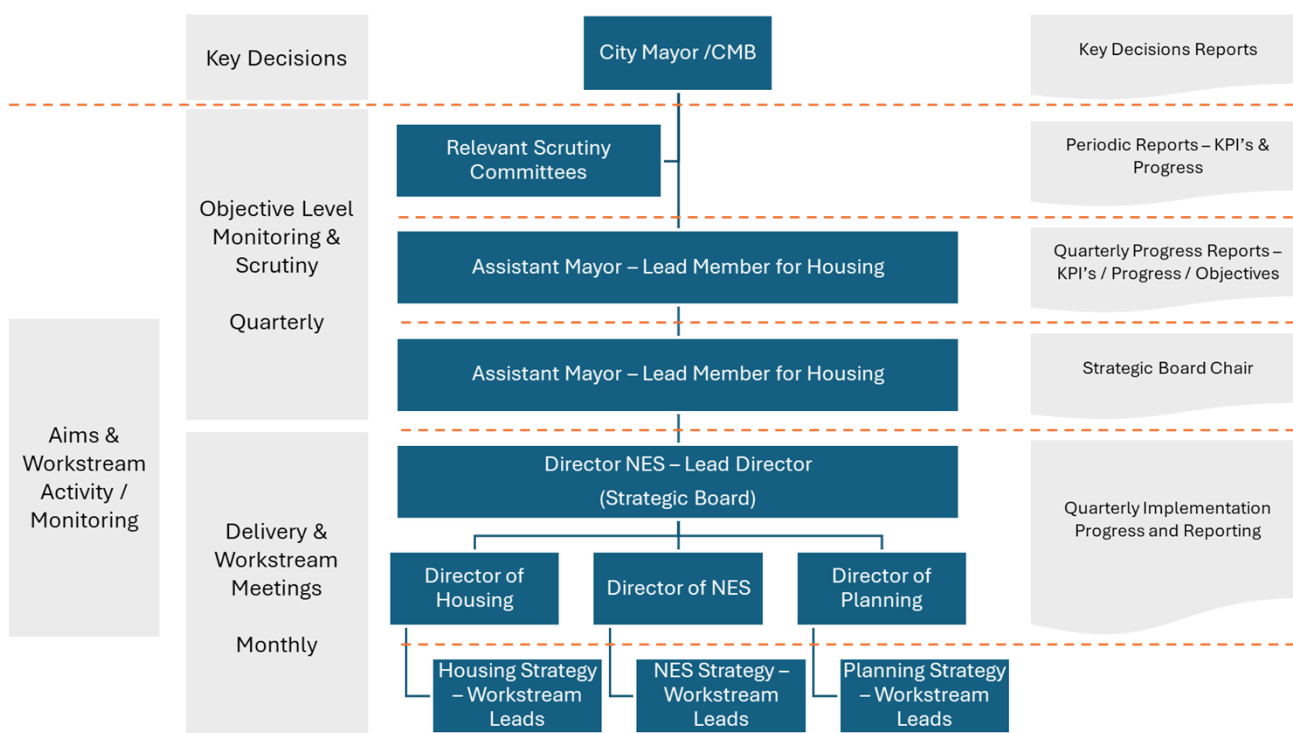
In addition to Landlords and Tenants, who benefit directly, there are also citizens who indirectly benefit from an improved private rental sector, these benefits are:

- Improved licensing coverage and proactive enforcement leads to better housing conditions and more appropriate distribution of accommodation types across the area.
- Increased access to the PRS as a housing solution reduces pressure on the housing register and on temporary accommodation — with consequent cost savings and better outcomes for families.
- The introduction of easy and better methods of reporting issues will empower local communities and neighbourhoods.
- Improved energy efficiency in the PRS contributes to the Council's Climate Emergency commitments and to reduced carbon emissions from the housing stock.
- Addressing rogue landlord activity improves the reputation and attractiveness of Leicester's neighbourhoods.

15. Governance and Programme Management

15.1 Governance Structure

The PRS Strategy is governed through a structured programme management approach. The proposed governance structure is set out below:



15.2 Programme Board

The PRS Programme Board has strategic oversight of the delivery of the strategy and its workstreams. It meets quarterly and is responsible for:

- Reviewing performance against KPIs and workstream milestones.
- Managing strategic risks and issues.
- Making decisions on resource allocation and workstream prioritisation.
- Receiving annual progress reports and directing any necessary strategy refresh.
- Ensuring cross-service coordination and resolving interdependencies.

15.3 Reporting to Members

The Lead Member for Housing (and relevant portfolio holders) will receive:

- Quarterly performance dashboard updates via briefing or portfolio holder report.
- An annual PRS Strategy Progress Report.
- Specific reports to Overview and Scrutiny on matters of strategic significance (e.g. Selective Licensing renewal, major enforcement outcomes).

-
- An annual report on the Council's PRS enforcement activities as required by the Renters' Rights Act 2025.

16. Performance Monitoring and KPIs

16.1 Approach to Performance Monitoring

Each workstream within this strategy has associated performance measures (KPIs), set out within the workstream descriptions in Sections 8–13 above. The strategy is monitored through a set of high-level indicators that enable senior leadership and Members to track overall progress and impact.

It is recognised that the next steps — once the strategy is agreed — will involve establishing specific baseline data and targets to better measure progress. The KPIs below indicate the direction of travel; specific numerical targets will be agreed through the PReSS Programme Board once baseline data has been established.

16.2 High-Level Strategic KPIs

Objective Reference	KPI / Indicator	Direction
#1	% of PRS properties inspected with no Category 1 HHSRS hazards	Increase
#1	% of PRS properties with EPC D or above	Increase
#1	Number of enforcement actions (civil penalties/prosecutions)	Increase initially (decrease as compliance improves)
#2	Number of landlords attending forum events per year	Increase
#2	Number of CBYS contacts received and tenancies sustained	Increase
#3	Number of DFG completions in the PRS	Increase
#3	Number of tenant enquiries resolved via online self-service	Increase
#4	Number of Selective Licensing inspections per year	Maintain / Increase
#4	Number of Criminal Landlord Taskforce cases resolved	Increase
#5	Number of PRS tenancies created via Council schemes	Increase
#5	Estimated TA nights saved via PRS lettings	Increase
#6	Programme Board meets quarterly	100%
#6	Annual PRS Progress Report published	100%

16.3 Contextual Data Monitoring

In addition to these KPIs, the Council will monitor key contextual data that helps assess the condition and trends within the sector more broadly. All data below should be produced at ward level where possible to enable targeted monitoring:

- Number of homeless presentations from the PRS per quarter.

-
- Number of illegal eviction complaints per quarter.
 - Number of complaints about housing conditions in the PRS.
 - Volume of applications for HMO and Selective Licences.
 - Fuel poverty rates in the PRS (annual, by ward).

The Council will also seek to benchmark its performance against other comparable local authorities where publicly available data permits.

17. Financial, Legal, Equalities and Climate Implications

17.1 Financial Implications

As referenced within this document the PRS strategy impacts several Council services and Divisions. There are no additional costs falling to the Council as a result of the actions outlined in the strategy. This is because:

- Some are self-financed, such as mandatory and selective licensing, for which fees are charged to landlords to cover the costs;
- Some are financed from external grant, including Disabled Facilities Grant and the Homelessness Prevention Grant;
- Some actions are absorbed by the activities of staff where services are already embedded within teams.

Where there are proposals to explore or develop actions throughout this strategy, the financial implications of these will need to be considered as and when they are put forward.

Stuart McAvoy, Head of Finance

2nd March 2026

17.2 Legal Implications

Section 3 of the Housing Act 2004 places a duty on a local Housing Authority to keep housing conditions under review with a view to identifying any action that may need to be taken by them under the provisions set out in section 3(2) of the Housing Act 2004. These powers apply across all housing including the private rented sector. The PRS strategy complies with the requirements of this and other linked legislation. Officers should ensure that the strategy compliments other housing strategies and needs assessment and particular attention should be given to any Directions issued by the Secretary of State.

Feizal Hajat, Qualified Lawyer

27 April 2026

17.3 Equalities Implications

Under the Equality Act 2010, public authorities have a Public Sector Equality Duty (PSED) which means that, in carrying out their functions, they have a statutory duty to pay due regard to the need to eliminate unlawful discrimination, harassment, victimisation and any other conduct prohibited by the Act, to advance equality of opportunity between people who share a protected characteristic and those who don't and to foster good relations between people who share a protected characteristic and those who don't.

Protected Characteristics under the Equality Act 2010 are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.

This report gives an overview on strategic plans for undertaking work within Leicester city's private rented sector. It focusses on six high-level priorities with the aim of improving housing standards, with each being supported by identified workstreams. The work carried out under these priorities should lead to positive outcomes for people from across a range of protected characteristics who are disproportionately represented in the private rented sector. For instance, nationally, younger

people (with approximately 46% of PRS households headed by someone aged 25-34), single-parent families (who are predominantly female), disabled residents, and individuals from minority ethnic backgrounds are significantly more likely to rent privately. Furthermore, data indicates that Black, Asian, and Minority Ethnic households are over twice as likely to rent privately compared to White British households and are disproportionately impacted by Category 1 hazards and fuel poverty.

Whilst the strategy is a strategic overarching document, the six high-level priorities and associated workstreams need to ensure equality considerations are embedded throughout them. It is recommended that Equality Impact Assessments (EIAs) are carried out as appropriate on identified areas within the workstreams, such as changes to policies/services/organisational change to ensure any impacts are identified and addressed, and mitigating actions put in place.

The equality impact assessment is an iterative process that should be revisited throughout the decision-making process and updated to reflect any feedback/changes due to consultation/engagement as appropriate.

Equalities Officer, Surinder Singh, Ext 37 4148
Dated 11 March 2026

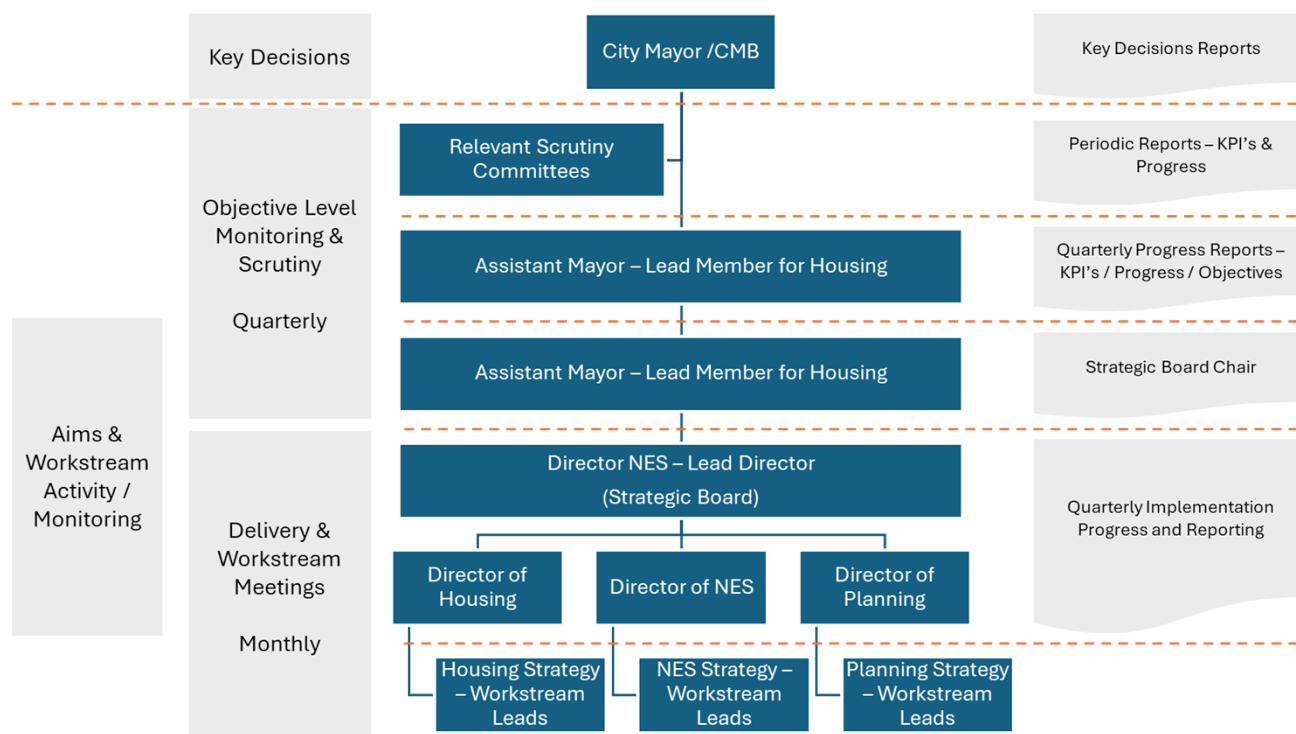
17.4 Climate Emergency Implications

Housing is responsible for a third of Leicester's overall carbon emissions, with PRS housing frequently the worst-performing tenure in terms of energy efficiency and carbon output. This strategy includes dedicated workstreams (particularly Workstream 1.2 — Operation EPC) that directly address the Council's Climate Emergency objectives through improving the energy performance of PRS properties.

Other workstreams also contribute indirectly to the Council's net zero ambitions: improved housing conditions reduce the need for energy-intensive temporary accommodation; better engagement with landlords on retrofit opportunities signposts available funding; and the forthcoming mandatory EPC C standard for the PRS (anticipated by 2030) will drive significant investment in insulation and low-carbon heating.

Phil Ball, Sustainability Officer
4th March 2026

Appendix A: Governance Structure



Appendix B: Legislative Reference Framework

Legislation	Relevance to PRS Strategy	Status / Commencement
Renters' Rights Act 2025	Abolition of S21; periodic tenancies; new LA enforcement duties; PRS Database; Landlord Ombudsman; Decent Homes Standard; Awaab's Law extension.	Royal Assent 27 Oct 2025. Phase 1: 1 May 2026. Further phases 2026–2035.
Housing Act 2004	HHSRS; HMO Mandatory Licensing; Additional and Selective Licensing; civil penalties for housing offences.	In force. Amended by RRA 2025.
Housing Act 1988 (as amended)	Basis for assured tenancies; to be reformed by RRA 2025.	AST regime ends 1 May 2026.
Landlord and Tenant Act 1985	Landlord repair and maintenance obligations (s.11); fitness for human habitation (s.9A, amended by Homes Act 2018).	In force.
Energy Efficiency (PRS) Regs 2015 (MEES)	Minimum EPC E standard for all PRS lettings. Government consulting on raising to C by 2030.	In force. Consultation ongoing.
Protection from Eviction Act 1977	Prohibition on illegal eviction and landlord harassment. Council enforcement role.	In force.
Equality Act 2010	PSED; prohibition on discriminatory No DSS / No Children practices (reinforced by RRA 2025).	In force. RRA 2025 provisions from 1 May 2026.
Supported Housing (Regulatory Oversight) Act 2023	New regulatory framework for exempt / supported accommodation. Secondary legislation expected 2026/27.	Primary legislation in force. Regs pending.
Housing and Planning Act 2016	Banning orders; Rent Repayment Orders; Rogue Landlord database (now replaced by national PRS Database under RRA 2025).	In force. Amended by RRA 2025.

Appendix C: References & URL

References and Key URLs:

Renters' Rights Act 2025 — Guide: <https://www.gov.uk/government/publications/guide-to-the-renters-rights-act>

Renters' Rights Act 2025 — Implementation Roadmap: <https://www.gov.uk/government/publications/renters-rights-act-2025-implementation-roadmap>

A Fairer Private Rented Sector (White Paper, 2022): <https://www.gov.uk/government/publications/a-fairer-private-rented-sector>

MEES / EPC Consultation 2025: <https://www.gov.uk/government/consultations/improving-the-energy-performance-of-privately-rented-homes-2025-update>

PRS Learning Toolkit for Local Authorities: <https://www.gov.uk/government/publications/private-rented-sector-learning-toolkit-for-local-authorities>

Local Authority Enforcement in the PRS — Headline Report (2022): <https://www.gov.uk/government/publications/local-authority-enforcement-in-the-private-rented-sector-headline-report>

English Housing Survey — Rented Sector Statistics: <https://www.gov.uk/government/collections/english-housing-survey>

Appendix D: Workstream Table

WS No.	Workstream Title	Lead Officer
1.1	Renters Rights Bill	Alexander Wragg
1.2	Energy Performance and Operation EPC	Jenn Bradbury
1.3	Supported Housing Regulations	Project Board
2.1	Financial Support and Household Support Fund	Shuaib Esmail
2.2	Improving online resources for private sector landlords	Jenn Bradbury
2.3	Landlord Forum and Engagement Programme	Jenn Bradbury
2.4	Landlords: Call before you serve.	Shuaib Esmail
3.1	Disabled Facilities Grants (DFGs) in the PRS	Simon Nicholls
3.2	Sustainable Leases and Tenancy Security	Joanne Russell
3.3	Public Reporting Portal for Unlicensed Properties	Jenn Bradbury
3.4	Improve online information & resources for tenants	Jenn Bradbury
4.1	Selective Licensing & Enforcement	Jenn Bradbury
4.2	Criminal Landlord Taskforce	Jenn Bradbury
4.3	HMO Licensing & HMO Taskforce	Jenn Bradbury
4.4	Additional Licensing Scheme	Jenn Bradbury
5.1	Expanding Leasing and Incentive Schemes	Joanne Russell
5.2	Impact of Local Government Reorganisation	Rachel Hall
5.3	Letting Agents: Trading Standards & Renters Rights Act	Ronald Ruddock
6.1	Private Rental Sector Strategy (PReSS) Programme	Chris Hamilton
6.2	Updating data sources & PRS statistics and insights on housing stock across the city.	Jenn Bradbury