

MAYOR OF LONDON

How often should a landlord get a gas safety check?

- A** Every year
- B** When a new tenant moves in
- C** When they smell gas

Good landlords know their responsibilities. The London Rental Standard, launched by the Mayor of London, sets the standard in renting.

Accreditation gives landlords peace of mind they are complying with the law and offering a service tenants want. It also offers benefits like free emergency home cover (worth £59.50) of up to £500 when you buy your buildings insurance through Endsleigh.

Find out more at london.gov.uk/landlords

[@LDN_gov](https://twitter.com/LDN_gov)

LONDON
RENTAL
STANDARD

In partnership with



my|deposits
Tenancy deposit protection

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What's the average rental deposit?

- A** Six weeks
- B** Twelve weeks
- C** Fifteen weeks

Wise tenants know what's fair. The London Rental Standard has been created to help everyone rent with confidence. If your landlord or agent is accredited, it's a sign they are committed to meeting the new standard set by the Mayor of London.

Find out more at london.gov.uk/tenants

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timeline

- Dec 2012-Feb 2013: Consultation
- June 2013: London Rental Standard published
- Summer 2013 – Spring 2014: London Rental Standard steering group established to agree policy and processes for roll out:
 - - licensing schemes to use LRS badge
 - - monitoring of schemes
 - - reporting requirements
 - - data sharing arrangements
 - - messaging and promotion
- Summer 2013: Internal GLA project group set up to deliver commercial sponsors and LRS marketing campaign
- Autumn/Winter 2013: Endsleigh and MyDeposits appointed as sponsors (offering incentives to landlords).
- Autumn 2013 – Spring 2014: marketing campaign planning
- May 2014: Mayor launches London Rental Standard, marketing campaign go-live
- October 2014: planning begins for 2nd phase marketing



MARKETING

- £250k - 3 year campaign –
 - £150k for research, design and paid-for advertising in year 1, followed by £50k each in years 2 and 3. In addition £100k of TFL inventory was allocated to the campaign.
- Ran focus groups to test messages that landlords and agents would respond to: peace of mind, maintaining good relations with tenants, cash incentives
- Post-campaign survey shows that awareness of the rental standard went up amongst non-accredited landlords during campaign
- 79% of landlords who saw the advert took some action as a result
- 36% went on to get accredited
- 67% of landlords said that the adverts made them want to find out more about the LRS – messaging was good



OUTCOMES & NEXT STEPS

Early days, but:

- Very good take up from agents, who manage c. 60% of tenancies
- 1,495 - almost half of the agents in London (est.)
- At least 39,800 homes are now managed by a London Rental Standard agent (estimated number of properties managed by accredited ARLA members)
- Predictably slower take-up from landlords, now 13,499 in total
- However, good response to the marketing

Next steps:

- We know some landlords will never engage, but positive response to marketing and take up from agents suggests that the problem is targeting, not the message
- Our survey shows that energy efficiency and minimising tenant energy bills is important to landlords – working with re:new
- Next phase will begin to go live in January – working on ways to target landlords more effectively – working with new partners, offering new incentives



NEW SUPPLY PRS

- Silvertown Way: 347 private rented homes



- Newington Butts: 278 private rented homes



- Pontoon Dock: 137 private rented homes



ENFORCEMENT AND RENTAL DEPOSITS

- **Tackling criminal landlords and beds in sheds**
 - Secured funding from DCLG
 - Joint-hosting “tackling criminal landlords” with London Councils: information-sharing event for local authorities, chaired by Julie Rugg – 14th January 2015
- **Tenancy Deposit Loans scheme** – working with Shelter and DCLG on a January launch with several corporate partners interested in signing up.

