


<p style="text-align: center;">London Borough of Hammersmith & Fulham</p> <p style="text-align: center;">CABINET</p> <p style="text-align: center;">5th DECEMBER 2016</p>	
<p>IMPROVING PRIVATE RENTING</p>	
<p>Report of the Cabinet Member for Housing - Councillor Lisa Homan</p>	
<p>Open Report</p>	
<p>Classification - For Decision</p> <p>Key Decision: Yes</p>	
<p>Other services consulted: Housing Services</p>	
<p>Wards Affected: All</p>	
<p>Accountable Director: Nicholas Austin, Director for Environmental Health</p>	
<p>Report Author: Richard Buckley, Head of Environmental Health (Residential)</p>	<p>Contact Details: Tel: 020 8753 3971 E-mail: Richard.buckley@lbhf.gov.uk</p>

1. EXECUTIVE SUMMARY

- 1.1. Our housing strategy, 'delivering the change we need', sets out our aim to improve the private rented sector including introducing new initiatives that will:
- allow us to work with landlords to ensure homes are safe and well managed through a set of minimum standard conditions.
 - shift the reliance away from using resident complaints to identify problems.

- promote a professional approach to housing management amongst private landlords
 - allow us to take action against landlords who provide a poor standard of accommodation or whose tenants cause persistent levels of anti-social behaviour
 - provide tenants with consistent information about unacceptable standards of accommodation
 - provide safe homes for tenants to live in.
 - drive rogue landlords out of this sector
 - reduce the levels of anti-social behaviour in Hammersmith & Fulham
 - improve the local environment, storage, and collection of waste
 - provide a strategic approach to managing this sector
- 1.2. This report sets out how we deliver these aims, following the findings of a 12-week consultation on five proposals, to improve private renting.
- 1.3. We sought views from landlords, residents, tenants, charities, third sector organisations and neighbouring boroughs. The detailed results show that more respondents support than oppose the introduction of measures to improve the sector and believe that they will have a positive impact on them. A wealth of data reveals the interests, issues and concerns of local people and provides useful feedback to help shape our future approach.
- 1.4. The report recommends that we proceed with the introduction of additional and selective licensing, the introduction of new standards for Houses in Multiple Occupation (HMOs) and a landlord's rental charter. The report sets out the implementation steps and associated timetable.

2. RECOMMENDATIONS

- 2.1. That the proposals and the timetable, be approved.
- 2.2. That the procurement of an on-line IT licensing system, be approved.
- 2.3. That the expenditure of £210,000 to set up licensing including project management, procurement of IT and recruitment as part of an invest to save bid, be approved.
- 2.4. That delegated authority be given to officers in consultation with the Cabinet Member for Housing to implement Option 1 and future procurement.

3. REASONS FOR DECISION

- 3.1. To improve the private rented sector and to ensure safe homes for our residents and landlords as set out our housing strategy.

4. PROPOSAL AND ISSUES

Public consultation, improving the private rented sector

- 4.1. In November 2015, Cabinet agreed to consult the public on five proposals to improve private renting: introduction of additional and selective licensing, the introduction of new standards for Houses in Multiple Occupation (HMOs), a landlord's charter and the formation of a social lettings agency.
- 4.2. The consultation, undertaken by an independent research company, commenced 7 July 2016 closing 12 weeks later, 30 September.
- 4.3. We promoted the consultation via an on-line survey, hand delivered 18,000 leaflets to targeted addresses, wrote to known letting agents and landlords and promoted it in neighbouring boroughs. We advertised the consultation in the local press and regularly tweeted information and responses to questions.
- 4.4. We placed an article on the London Property Licensing website. The page viewed 6,443 times by interested persons. They also sent a local newsletter to over 500 subscribers.
- 4.5. Researchers, door step interviewed a random sample of 1,040 borough households, representative by ward, age, gender, and ethnicity and an additional 800 HMO tenants.
- 4.6. In addition, a researcher interviewed relevant stakeholder organisations including neighbouring authorities, third sector organisations and charities, landlord groups, and providers of alternative schemes.
- 4.7. Appendix 1 provides a breakdown of respondents by ward, age, gender and ethnicity.

Summary of key findings

- 4.8. The attached report sets out the detailed findings produced by MEL Research LTD on our behalf.
- 4.9. We sought views from stakeholders, tenants, residents, and landlords and neighbouring boroughs about their overall support for the proposals and the possible impact on them whether positive or negative. We also asked for views on their experiences of anti-social behaviour, housing conditions, renting and proposed licensing fees.

Support for and impact of proposals

- 4.10. Table 1 shows that respondents regardless of the method of consultation are more supportive of the proposals introduction than opposed.

Table 1 summarises the level of support and opposition to each option.

Proposal Option	Residents Consultation		HMO Consultation		Online Consultation	
	% in support	% in opposition	% in support	% in opposition	% in support	% in opposition
Introduce additional licensing scheme to HMOs	70	20	65	29	65	30
Introduce selective licensing in designated streets	53	34	58	36	68	28
Introduce a H&F Landlords'	54	29	65	23	68	26

rental charter						
Revise minimum HMO standards	70	18	81	14	75	21
Introduce a social lettings agency	62	21	71	16	67	22

4.11. Table 2 shows that individuals believe the proposals will impact on them positively.

Table 2 summarises the likely impact on individuals either positively or negatively.

Proposal Option	Residents Consultation		HMO Consultation		Online Consultation	
	% positive impact	% negative impact	% positive impact	% negative impact	% positive impact	% negative impact
Introduce additional licensing scheme to HMOs	57	14	42	25	39	25
Introduce selective licensing in designated streets	40	27	37	32	44	20
Introduce a H&F Landlords rental charter	37	17	29	14	40	11
Revise minimum HMO standards	58	11	64	12	51	16
Introduce a social lettings agency	49	16	44	12	39	9

General stakeholder feedback

4.12. Stakeholder feedback on the options fall into two camps. Landlord representatives oppose the proposals while third sector organisations, charities and neighbouring boroughs believe the proposals are positive, simpler, consistent and fairer.

4.13. A sample of key stakeholder feedback and our responses:

- *‘Expressed the importance of enforcing the proposals, carrying out inspections within a short period of licensing and providing appropriate resourcing’.* We agree. We will recruit additional officers to manage, oversee and enforce licensing.
- *‘Highlighted that there are already a range of powers in the council’s armoury to tackle criminal landlords’.* Licensing is also a power and an effective tool on the required scale. We will continue to tackle criminal landlords using every tool but at the same time take steps to improve private renting for all.
- *‘Alerted us that expanding licensing may increase homelessness ‘as the ‘worst’ landlords throw tenants out’.* Particularly, raising concern about refugees and migrants less familiar with their rights. Homelessness is a concern; it is not a reason to fail to tackle the worst landlords. We will support, advise, and deliver a coordinated approach to addressing homelessness.

- *'The scheme will lead to a further displacement of problem tenants in the Hammersmith area'*. We consulted widely including neighbouring boroughs. There is no evidence of displacement of tenants from one area to another. Licensing creates a level playing field for landlords, requiring all landlords to manage their properties effectively.
- *'How will the Council prevent malicious anti-social behaviour claims being made that could potentially result in tenants losing their tenancies?'* We are unable to prevent claims. We will however, advise and support tenants and landlords on how to comply with the law.
- *'Raised a question about the legality of raising the minimum standards'*. We can, under the Housing Act 2004, include conditions on a licence that we deem appropriate. The standards will only be enforceable on licensed HMOs. If we adopt additional licensing, then these standards would apply across all HMOs in Hammersmith & Fulham.
- *'Raised the government consultation on extending the definition of mandatory HMOs and suggested we wait for the outcome'*. The government originally consulted before Christmas 2015. In October 2016 a second phase consultation on definitions commenced. The proposals would capture all HMOs with five or more people from two or more households regardless of the number of floors and flats above or below businesses. It would, however, not address HMOs where there are less than five people and still leave residents in such homes at risk. We will license HMOs falling under the expanded mandatory definition accordingly.
- *'Felt that local authorities should consider a waste strategy for the collection of excess waste at the end of tenancies'*. The responsibility for managing waste from rented properties sits with the landlord. Licensing conditions and HMO standards will clearly set this out. We will provide advice on measures for landlords and tenants to manage their waste.
- *'Question the data sources evidencing anti-social behaviour'*. We maintain large statistical data sets on noise, fly-tipping and other anti-social behaviour by address. For example, we receive on average more than 6,000 noise complaints per annum. We analysed all the data at borough, ward and street level. The results showed a direct correlation between the private rented sector with anti-social behaviour in many streets that mainly have a commercial/residential mix. These findings are in the consultation document.
- *'Landlords have very limited authority to deal with matters related to anti-social behaviour (ASB)'*. Licensing places conditions on the landlord that can address key aspects of anti-social behaviour, such as waste.
- *'Voluntary landlord rental charter only attracts those that do comply and that there are already alternative schemes in place of which take up is low'*. We wish to encourage landlords to proactively comply and believe that advertising certification will attract tenants and therefore be in the landlords' interests.

Licensing fees

- 4.14. Fees are never popular and there are concerns that these will be a burden on landlords and that the costs will pass to the tenants. Broad feedback, however, is that the costs are reasonable over the five-year period of the licence.
- 4.15. There is no evidence from stakeholders that it drives up rents and landlords can incorporate the licence fee as a legitimate tax deductible cost.

Views and experiences of anti-social behaviour

- 4.16. Respondents' views on their experience of a range of anti-social issues highlighted small scale rubbish dumping, not putting rubbish out on the right day and not storing rubbish correctly as the most common problems.
- 4.17. Noise, untidy properties, pest, and vermin also featured as anti-social concerns.
- 4.18. Respondents generally felt safe in their homes and the local vicinity, day or night, which is both positive and encouraging.
- 4.19. Views differed on personal experience of seeing or being, directly affected by anti-social behaviour. This marries up with the council's own analysis that the bulk of such behaviour occurs in identified locations rather than borough wide.
- 4.20. Views varied on the effectiveness of the council in dealing with anti-social behaviour and there is room for improvement.
- 4.21. Positively a large proportion of respondents said that that landlords and agents act responsibly with properties maintained to a good standard. Again this marries up with our finding and why we aim to focus on target measures.
- 4.22. We asked landlords, tenants and residents: 'how can we fix the issue of rubbish'? Feedback put the emphasis on landlords informing tenants of the rules for rubbish collection, providing more bins and undertaking regular inspections of their properties.

Tenant experiences

- 4.23. Over 80% of tenants said the overall quality of their home is satisfactory, which reflects the norm in London. Satisfaction with the management varied between 83% to 55%. Those living in HMOs were most satisfied.
- 4.24. Views on cleanliness of communal areas were less favourable with only 42% of tenants satisfied.
- 4.25. For respondents to the HMO consultation the top three issues were damp and mould, rubbish and litter and disrepair.

Landlord experiences

- 4.26. We asked landlords if they were members of a recognised landlord association; 22 out of 57 who answered said they were.
- 4.27. Over 70% of landlords said they did not encounter problems of anti-social behaviour in their properties. The remainder said they either experienced problems in their properties or neighbouring properties affecting their tenants.
- 4.28. Landlords most common problem is the supply of property to rent followed closely by the poor perception of private landlords. Landlords also cited rent

arrears, problems with rubbish and tenants keeping the property in good condition as other problems they experience.

Social lettings agency

- 4.29. Renting through an agency is highest for HMO tenants at over 80%, with the majority searching for a room as opposed to a flat or house. There was general support from tenants for the agency but less so from landlords.
- 4.30. Stakeholders' had mixed views, quoting examples of good and not so good existing social agencies. Many felt the competition with other letting agents would be healthy in terms of fees and assisting those on welfare benefits to potentially gain access to a greater number of properties.
- 4.31. Stakeholders stated that resourcing is fundamental to ensuring sufficient landlords are signed up before going live, which in turn will encourage other landlords.
- 4.32. Cabinet approved the establishment of a social letting agency on 7 November 2016.

Keeping things as they are

- 4.33. We asked respondents for their views on keeping things as they are. The results demonstrate that there is less support for this stance.
- 4.34. Results differ by type of respondent, with around 60% of landlords preferring to keep things as they are. A higher proportion of residents hold the opposite view.
- 4.35. In terms of impact, around a fifth felt that keeping things the same would have a positive impact, whereas 18% to 42% felt that keeping things the same would have a negative impact.

5. OPTIONS AND ANALYSIS OF OPTIONS

Option 1 – introduce improvement measures

- 5.1. The survey results, table 1, demonstrate support for the introduction of the new proposals and that the impact of the measures will be positive.
- 5.2. Detailed results are in the accompanying report from MEL Research Ltd.
- 5.3. We propose that we commence with the introduction of proposals as follows:

Introduce revised HMO standards

- 5.4. To ensure that licensed HMOs are safe and not overcrowded, we will introduce new standards for management, safety, facilities and living space.
- 5.5. From January 2017 onwards anyone applying to license an HMO will need to meet the new standards. The new standards will be available on our website with a copy sent to all applicants.

Introduce landlords' rental charter

- 5.6. We want all landlords to sign up to the charter and commit to best practice in management, housing standards, charges, protecting tenants' deposits and

security of tenancies. We expect this will attract tenants will to H&F charter landlords because they will know they can have more confidence in them.

- 5.7. From April 2017 onwards, we will invite landlords to sign up to the new charter.

Introduce additional licensing

- 5.8. We will introduce additional licensing, designating the whole borough subject to additional licensing for any non-mandatory “house in multiple occupation” (HMO). This will require landlords who let a property occupied by at least three people, who do not make up a single household, who share one or more basic amenities such as kitchen, bathroom or toilet to get a licence.
- 5.9. We will publicly post a legal designation notice within seven days, a legal requirement, of designation. Designation will not come into force until at least three months after Cabinet approve this proposal and no sooner than 3 April 2017.
- 5.10. We will charge a flat fee of £540 per licence that in most cases will last up to 5 years. There is a reduction of £50 per property for landlords who have signed up to the landlords’ rental charter or a reduction of £75 if the landlord is a member of a recognised landlord body.
- 5.11. We will procure an on-line system and recruit sufficient staff to enable the effective delivering, management and monitoring of licensing. We will engage a project manager to deliver the scheme. Costs will be funded on an invest-to-save basis.
- 5.12. Landlords will be encouraged to apply. We will hold workshops and promote advice for landlords and tenants. After six months those who have not applied but require a licence may be subject to enforcement.

Introduce selective licensing

- 5.13. We will introduce selective licensing, designating all rental properties in streets, listed in appendix 2, subject to selective licensing. This will require landlords letting a property on those streets to single families, couples and individuals to get a licence.
- 5.14. We will publicly post a legal designation notice within 14 days, a legal requirement, of designation. Designation will not come into force until at least three months after Cabinet approve this proposal and no sooner than 3 April 2017.
- 5.15. We will charge a flat fee of £540 per licence that in most cases will last up to 5 years. There is a reduction of £50 per property for landlords who have signed up to the Landlords’ rental charter or a reduction of £75 if the landlord is a member of a recognised landlord body.
- 5.16. We will procure an on-line system and recruit sufficient staff to enable the effective delivering, management and monitoring of licensing. We will engage a project manager to deliver the scheme. Costs will be funded on an invest-to-save basis.

- 5.17. Landlords will be encouraged to apply. We will hold workshops and promote advice for landlords and tenants. After six months those who have not applied but require a licence may be subject to enforcement.

Option 2 – do nothing

- 5.18. Over a third of residents now live in the private rented sector with the trend indicating that this is likely to increase. The increased demand and competition from tenants to find accommodation that is in short supply means that there is little market driven incentive for poor landlords to maintain minimum safe housing standards. Nationally, one in three private rented properties are 'non-decent', according to official measures. But this can obscure the harsh reality of what non-decency means: one in six privately rented homes (16 per cent) is physically unsafe according to a recent Citizen's Advice report.
- 5.19. Doing nothing means that we may fail to protect the largest and growing group of residents in Hammersmith & Fulham.

6. CONSULTATION

- 6.1. Consultation undertaken as set out in 4.1 to 4.7 in compliance with the law.

7. EQUALITY IMPLICATIONS

- 7.1. Appendices 7 of the attached MEL Research Limited report provides detailed analysis of those questioned. An analysis finds no negative impacts resulting from the proposals.

8. LEGAL IMPLICATIONS

- 8.1. The Housing Act 2004 permits local housing authorities to designate part or the whole of its district as an area subject to additional and or selective licensing. Additional licensing applies to Houses in Multiple Occupation ("HMOs") which are not subject to mandatory licensing. Selective licensing applies to privately rented houses which are not HMOs (those which are let as separate, or single dwellings).
- 8.2. The Council cannot make an additional licensing scheme unless a significant proportion of HMOs of the description within the scheme are being managed sufficiently ineffectively so that they are causing, or have the potential to cause, particular concerns for the occupiers of the HMOs or members of the public (including anti-social behaviour). A significant proportion does not mean the majority of HMOs but means more than a small minority.
- 8.3. Selective licensing designation may be made if:
- (i) The area is or is likely to become an area of low demand for housing, and the designation is likely to lead to improvements in the economic and social conditions of the area;
 - (ii) The area suffers from a significant and persistent problem caused by anti-social behaviour, attributable to occupiers of privately rented properties where some or all of the private sector landlords are failing to take action to combat the problem, and the designation is likely to lead to the reduction or elimination of the problems;

- (iii) The area contains a high proportion of properties in the private rented sector and these properties are occupied under assured tenancies or licences to occupy;
 - (iv) One or more additional conditions are satisfied (which relate to poor property conditions, large amounts of inward migration or high levels of deprivation or crime.
- 8.4 Where the selective licensing scheme covers more than 20% of the Council's geographical area or will affect more than 20% of privately rented homes in its area the Council will have to seek confirmation from the Secretary of State. Otherwise, the Council can approve additional and selective licensing schemes itself provided it consults all persons likely to be affected by the schemes.
- 8.5 Before making the decision to designate part or whole of its area for selective licensing the Council must consider whether there are alternative means of addressing the issues such as a voluntary accreditation scheme for landlords. The Council must ensure that both its proposed additional and selective licensing schemes fit with its housing strategy and policies on homelessness and empty dwellings.
- 8.6 Before any designation for additional or selective licensing can be made the Council must:
- (i) take reasonable steps to consult persons who are likely to be affected by the designation; and
 - (ii) consider any representations made in accordance with the consultation and not withdrawn.

According to the guidance from the Department for Communities and Local Government ("DCLG") the consultation should include local residents i.e. tenants, landlords, and managing agents, other members of the community who live or operate businesses or services in the proposed designated area, and local residents and businesses in the surrounding area who will be affected. The minimum consultation period is 10 weeks.

- 8.7 The Council could be challenged in the way it conducts its consultation and in the event of an inadequate consultation the High Court can quash a designation.
- 8.8 As soon as the additional and selective licensing designation is made the Council must publish a notice within the designated area within seven days of the designation being made. The Licensing and Management of Houses in Multiple Occupation and Other Houses (Miscellaneous Provisions) (England) Regulations 2006 SI 2006/1715 prescribes the information to be included in the notice. Within two weeks of the designation being made the Council must send a copy of the notice to any person who responded to the consultation, any organisation which represents the interests of landlords and tenants and any organisation which provides advice on landlord and tenant matters.
- 8.9 Within 7 days after the date on which the designation is made the Council must:

- (i) place the notice on the public notice board at one or more municipal buildings within the designated area;
- (ii) publish the notice on the Council's internet site; and
- (iii) arrange for its publication in at least two local newspapers circulating in or around the designated area in the next edition of those newspapers and five times in the edition of those newspapers following the edition in which it is first published.

8.10 *Implications verified/completed by: Tazafar Asghar, Barrister, 0207 641 2694.*

9. FINANCIAL IMPLICATIONS

- 9.1. The recommended implementation of improvement measures includes the introduction of additional and selective licensing in the borough. These schemes must be cost neutral.
- 9.2. The proposed fee is £540 for each 5-year licence. The fee is set with a view to recovering the full cost of administering and enforcing the licences.
- 9.3. An invest-to-save bid of £210,000 is required to set up the new online payments system and for initial communications and legal costs. This will also allow for the higher initial running costs, due to most licence applications being received at the start of the scheme.
- 9.4. The running costs include the cost of additional staff and services and the cost of existing staffing and overheads in the Private Housing team, see appendix 3. These existing resources will be diverted to deliver the new licensing. As the fee income is required to cover the total cost of the service, these diverted costs will no longer be a charge to the general fund.
- 9.5. Implications verified/completed by: (Gary Hannaway, Head of finance, 6071)

10. IMPLICATIONS FOR BUSINESS

- 10.1. The introduction of new measures will have a financial implication for landlords. The average cost for a licence is £2.08 per week over a five-year period. The fees are tax deductible as part of the business running costs for landlords.
- 10.2. The introduction of licensing creates a level playing field for all by setting a consistent, transparent set of minimum standard for landlords.
- 10.3. We will provide support, advice, and workshops to landlords to help with any difficulties or concerns.

11. OTHER IMPLICATIONS

Procurement

- 11.1. The report seeks authority to procure a suitable ICT system. This will be managed in accordance with Part 4 of the Public Contracts Regulations 2015 (as amended) and the Council's Contracts Standing Orders. Support will be provided by the Corporate Procurement Team.

- 11.2. *Implications verified by: Andra Ulianov, Corporate Procurement and Contracts Officer, telephone 020 8753 2284*

IT strategy

- 11.3. To introduce property licensing management, H&F's Environmental Health team proposed Licensing System requirements must have a back office system capable for officers to administrate these applications, to process, store, allocate and destroy (according to statutory retention requirements) up to 30,000 property licensing applications.
- 11.4. The cloud based software platform system procured needs to integrate with Environmental Health' database: IDOX Uniform (Property Management System) and allow payment via established online payments systems in the council.
- 11.5. The system procured needs to be fully referenceable from a technical perspective to ensure quick and effective adoption.
- 11.6. The system supplier's environment is confirmed as they would be acting as agent for the council in carrying out H&F's responsibilities to Barclaycard in this respect. This confirmation could be achieved either:
- 11.6.1. By the supplier providing a due diligence statement - e.g. from a PCI-DSS QSA (Payment Card Industry Data Security Standard Qualified Security Assessor); or
- 11.6.2. By a written statement that the supplier has implemented the mandatory parts of the SAQ A and SAQ A-EP (SAQ: Self Assessment Questionnaire). (For info see definitions below for SAQ A and SAQ A-EP).

Please note: the SAQ A-EP has been developed to address requirements applicable to e-commerce merchants with a website(s) that does not itself receive cardholder data but which does affect the security of the payment transaction and/or the integrity of the page that accepts the consumer's cardholder data.

SAQ A-EP merchants are e-commerce merchants who partially outsource their e-commerce payment channel to PCI DSS validated third parties and do not electronically store, process, or transmit any cardholder data on their systems or premises.

- 11.7. The hosted solution calls for a VPN to be established between the supplier's environment and the council's network. H&F would need validation that there was a mature security regime in the supplier's environment before agreeing to establish a VPN. Acceptable validation would be:
- 11.7.1. ISO27001 formal compliance for the environment (supplier to provide the certificate number). If ISO27001 is not available the supplier to be asked what other independent evidence (e.g. from a third party auditor) they can provide.
- 11.7.2. The supplier to confirm what ports are used and traffic flows go via the VPN.

- 11.8. Environmental Health Services will need to complete a PIA (Privacy Impact Assessment) and an ISA (Information Sharing Agreement), both of which are mandatory with approved templates which ICT can supply.
- 11.9. A further risk is a history of connectors being unreliable. All three suppliers' packages can function on a standalone basis but requiring additional manual input.
- 11.10. Implications *verified by: Ciara Shimidzu, Head of Information, Strategy and Projects, ICT Services, tel: 020 8753 3895.*

Risk management

- 11.11. Delivering safe homes and improvements to standards of accommodation are positive risk measures. The recommendations contribute to the management of customer/resident needs and expectations risk. Although there are many decent landlords and lettings agents who operate to high professional standards, there are also those who are either unaware of or disregard their responsibilities.
- 11.12. *Implications verified by: Michael Sloniowski, Risk Manager telephone 020 8753 2587*

LIST OF APPENDICES:

Cabinet Report

Appendix 1 - *Breakdown of respondents by ward, age, gender and ethnicity*

Appendix 2 - Streets subject to selective licensing

Appendix 3 – *Additional and Selective Licensing Financial Projections*

Attachments:

- **MEL Research Ltd – full Report** – Consultation on improving private rented housing in Hammersmith and Fulham
- **Appendix 1** – Consultation document
- **Appendix 2** – Consultation flyer
- **Appendix 3** – Coverage of consultation
- **Appendix 4** – Neighbouring boroughs consultation
- **Appendix 5** – RLA Response to consultation
- **Appendix 6** – NLA response to consultation
- **Appendix 7a, b, c** – Protected characteristics profiles
- **Equality Impact Assessment**

Appendix 1 – Breakdown of respondents by ward, age, gender and ethnicity

	Total	Age							Gender		Ethnicity					
Ward		18-24	25-34	35-44	45-54	55-64	65 and over	Prefer not to say	Male	Female	White	White Others	Mixed	Asian	Black	Any Other
	1104	129	257	201	170	152	188	7	546	558	585	207	31	101	122	40
Addison	69	10	12	9	11	9	18	0	33	36	27	14	3	10	8	4
Askew	87	9	15	19	15	16	13	0	41	46	45	17	3	4	13	4
Avonmore and Brook Green	77	10	22	5	15	13	12	0	44	33	36	22	6	7	3	2
College Park and Old Oak	55	5	20	11	6	4	8	1	29	26	18	4	1	15	11	5
Fulham Broadway	71	4	13	13	15	11	14	1	30	41	35	9	1	7	17	1
Fulham Reach	72	6	16	16	8	9	13	4	31	41	36	9	1	8	9	3
Hammersmith Broadway	78	7	22	12	15	8	14	0	42	36	41	15	4	4	9	5
Munster	63	9	17	13	6	8	10	0	32	31	39	17	1	4	2	0
North End	77	9	14	14	14	8	17	1	35	42	37	11	2	8	13	5
Palace Riverside	43	6	4	8	9	3	13	0	22	21	29	6	0	3	2	1
Parsons Green and Walham	65	8	9	13	8	15	12	0	34	31	47	9	2	3	2	2
Ravenscourt Park	59	8	16	12	6	7	10	0	24	35	30	10	1	4	9	3
Sands End	79	12	15	22	18	8	4	0	38	41	44	21	0	5	8	1
Shepherd's Bush Green	73	13	26	13	10	8	3	0	43	30	31	20	1	11	8	2
Town	64	7	20	12	9	9	7	0	31	33	32	18	4	5	5	0
Wormholt and White City	72	6	16	9	5	16	20	0	37	35	58	5	1	3	3	2

Appendix 2 – streets subject to selective licensing

Adie Road	Bulwer Street Byam Street	Glenthorne Road	Leysfield Road	Rigault Road	Trevanion Road	Milson Road
Aldensley Road		Goldhawk Mews	Lilac Street	Rockley Road	Tyrawley Road	Molesford Road
Armada Road	Cactus Walk	Goldhawk Road	Lime Grove	Rosebury Road	Upper Mall	Moore Park Road
Askew Crescent	Cambria Street	Goodwin Road	Loris Road	Ryecroft Street	Uxbridge Road	New King' s Road
Askew Road	Cambridge Grove	Gorleston Street	Lower Mall	Scrubs Lane	Dalling Road	Norbroke Street
Aspenlea Road	Cassidy Road	Grimston Road	Luxemburg Gardens	Shepherd' s Bush Place	Dawes Road	Normand Road
Astrop Mews	Cathnor Road	Gwyn Close	Macbeth Street	Shepherd' s Bush Road	Devonport Road	North End Crescent
Astrop Terrace	Caverswall Street	Harwood Terrace	Macfarlane Road		Down Place	North End Road
Augustine Road	Caxton Road	Hawksmoor Street	Mandela Close		Dunraven Road	Old Oak Road
Barb Mews	Chancellors Road	Hazlitt Mews	Palliser Road	Sherbrooke Road	Eddiscombe Road	Ollgar Close
Basuto Road	Charlow Close	Hilary Close	Parsons Green	Shortlands	Effie Place	Ormiston Grove
Batoum Gardens	Clancarty Road	Hofland Road	Parsons Green Lane	Snowbury Road	Effie Road	Overstone Road
Batson Street	Colehill Lane	Hopgood Street	Peterborough Mews	South Black Lion Lane	Elysium Place	Vereker Road
Beaconsfield Terrace Road	Commonwealth Avenue	Imperial Road	Poplar Mews	Southcombe Street	Epirus Mews	Wallflower Street
Beavor Lane	Coningham Mews	Jerdan Place	Porten Road	Southerton Road	Erconwald Street	Waterford Road
Bentworth Road	Coulter Road	Kenmont Gardens	Primula Street	Spring Vale Terrace	Fane Street	Watermeadow Lane
Beryl Road	Crabtree Lane	Kilmarsh Road	Purcell Crescent	St John' s Close	Farm Lane	
Bishop' s Avenue	Daffodil Street	King Street	Ravenscourt Avenue	Stanwick Road	Felden Street	Wells Road
Bloemfontein Road	Foxglove Street	King' s Road	Ravenscourt Park	Station Approach	Fielding Road	Wood Lane
Bloemfontein Way	Frithville Gardens	Lalor Street	Ravenscourt Place	Sterne Street	Filmer Road	Woodlawn Road
Bothwell Street	Fulham Broadway	Lamington Street	Raynham Road	Studland Street	Firth Gardens	Woodstock Grove
Bramble Gardens	Fulham High Street	Lanfrey Place	Redmore Road	Sullivan Road	Maurice Street	Yew Tree Road
Britannia Road	Fulham Park Road	Langford Road	Reporton Road	Talgarth Road	Meldon Close	
Broomhouse Lane	Fulham Road	Larnach Road	Rickett Street	Tamarisk Square	Melina Road	
Bryony Road	Galloway Road	Leamore Street		Telephone Place	Melrose Terrace	
	Glenroy Street	Lettice Street		Terrick Street	Micklethwaite Road	

Appendix 3 - Additional and Selective Licensing Financial Projections

	Yr 0	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Total	
<u>Set up costs</u>								
IT project costs	(140,000)	(10,000)					(150,000)	
Communications and advertising		(30,000)					(30,000)	
Legal Costs		(20,000)					(20,000)	
Contact Centre Costs		(10,000)					(10,000)	
Total Investment	(140,000)	(70,000)	0	0	0	0	(210,000)	
<u>Ongoing Costs</u>								
Communications and advertising		(10,000)	(10,000)	(10,000)	(10,000)	(5,000)	(45,000)	
IT project costs		(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(50,000)	
Legal and operational costs		(20,000)	(28,000)	(50,000)	(51,000)	(51,000)	(200,000)	
Contact Centre costs		(10,000)	(10,000)	(5,000)	(2,000)	(3,000)	(30,000)	
Staffing costs		(891,999)	(760,510)	(624,397)	(624,397)	(624,397)	(3,525,700)	
Total Ongoing Cost		(941,999)	(818,510)	(699,397)	(697,397)	(693,397)	(3,850,700)	
<u>Income</u>								<u>Number of Licences</u>
Additional Licences		329,600	329,600	329,600	329,600	329,600	1,648,000	3,200 over 5 years
Additional Licences			35,475	35,475	35,475	35,475	141,900	330 over 5 years
Additional Licences				26,875	26,875	26,875	80,625	250 over 5 years
Additional Licences					19,350	19,350	38,700	180 over 5 years
Additional Licences						16,125	16,125	150 over 5 years
Selective Licences		329,600	329,600	329,600	329,600	329,600	1,648,000	3,200 over 5 years
Selective Licences			35,475	35,475	35,475	35,475	141,900	330 over 5 years
Selective Licences				26,875	26,875	26,875	80,625	250 over 5 years
Selective Licences					19,350	19,350	38,700	180 over 5 years
Selective Licences						16,125	16,125	150 over 5 years
Total Income		659,200	730,150	783,900	822,600	854,850	3,850,700	
Net Cost of Service	0	(282,799)	(88,360)	84,503	125,203	161,453	0	

