	Housing Scrutiny Committee 24 November 2026
	Report from the Corporate Director of Residents and Housing Services
	Lead Cabinet Member for Housing, Homelessness and Renters - Cllr Robert Johnson

Regulation and Improvement of Brent's Private Rented Sector (PRS)

Wards Affected:	All
Key or Non-Key Decision:	Non - Key
Open or Part/Fully Exempt: (If exempt, please highlight relevant paragraph of Part 1, Schedule 12A of 1972 Local Government Act)	Open
List of Appendices:	Appendix 1- Renters Rights 2025 – who will do what Appendix 2- Definition of CPN factors to consider Appendix 3 - Brent's Civil Penalty Explanatory notes Appendix 4 - Licensing Communication & Engagement Strategy Appendix 5 - Licensing Communication Operational Plan
Brent	None
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1.0 Executive Summary

1.1 The purpose of this report is to provide an overview of Brent's private rented sector and the Council's approach to regulating and improving standards, protecting tenants and ensuring that privately rented accommodation is safe and properly managed.

1.2 The report demonstrates the significant progress made through the Council's property licensing, proactive inspection and enforcement programmes. It highlights increased regulatory activity, improvements secured for residents, action taken against non-compliant and rogue landlords, and the Council's preparations for its enhanced responsibilities under the Renters' Rights Act 2025. The report also identifies the capacity, skills, data and funding required to sustain and strengthen this approach.

2.0 Recommendation

2.1 That the Housing Scrutiny Committee notes the work being undertaken by Private Housing Services, and the role it plays in regulating the private rented sector to make sure that private tenants live in safe and secure homes.

2.2 That the Committee considers the Private Housing Services current work priorities and identifies any matters it wishes the service to consider as part of its future work programme.

3.0 Background

Overview and Characteristics of Brent's Private Rented Sector

3.1 The private rented sector (PRS) plays a central role in meeting housing need in Brent and is one of the largest PRS in London.

3.2 Tenure modelling undertaken in October 2022 as part of the Council Selective licensing designation, estimated that Brent has approximately 127,000 dwellings, of which around 58,000 (46%) are privately rented. This compares with a national average of approximately 20%, highlighting the significance of the sector within the borough's housing market.

3.3 A 2022 property condition survey undertaken by Metastreet found that private renters represent the largest housing tenure group in Brent. The sector accommodates a diverse population, including families with children, young professionals, older people and lower-income households. For many residents, private renting is not necessarily a matter of choice but reflects limited access to affordable home ownership or social housing.

3.4 The survey identified a number of significant challenges within the borough's PRS:

- Poor housing conditions: Over 30% of privately rented homes were assessed as non-decent, compared with a national PRS average of 21%.
- Housing hazards: Approximately 18% of privately rented properties were estimated to contain Category 1 hazards, above the national average of 12%.
- Fuel poverty: Around 17.3% of Brent households were experiencing fuel poverty, compared with 13.8% nationally, with poor energy efficiency and property conditions contributing to the issue.
- Affordability pressures: High rental costs continue to place significant financial pressure on many households, particularly lower-income residents.
- Housing insecurity: Brent has historically experienced high levels of landlord possession claims, with 2,399 claims recorded in 2019, the fourth highest number in London.

3.5 These factors demonstrate the scale of housing challenges within Brent's private rented sector and the importance of targeted intervention to improve housing standards, tenant safety and landlord compliance.

3.6 Supporting the Council's commitment to providing safe, secure and decent housing, the Brent Labour Manifesto (2022) identified borough-wide landlord licensing as a key mechanism for driving improvements across the sector.

4.0 Contribution to Borough Plan Priorities & Strategic Context

4.1 The work detailed in this report and that of the Private Housing Service more generally supports the Council's wider borough plan to Move Brent Forward Together. In particular, the work supports the borough plan priority to provide prosperity and stability in Brent through helping to deliver the desired outcome for safe, secure and decent housing across the Borough.

4.2 The Borough Plan includes two priorities specific to Housing, these are:

· Strategic Priority 1 – Prosperity and Stability in Brent

· Strategic Priority 2 – A Cleaner, Greener Future

4.3 Effective implementation and enforcement of the three licensing schemes ensures that privately rented homes are safe, well managed and provide residents with secure and decent housing conditions.

4.4 Licensing plays a key role in improving housing standards across the borough by addressing poor property conditions, overcrowding, property management issues and tenancy-related concerns. By strengthening compliance and accountability within the private rented sector, the Council is better able to protect vulnerable residents, improve health and wellbeing outcomes, and create more sustainable communities.

4.5 The licensing framework also supports the Council's wider strategic objectives by contributing to the prevention of homelessness, improving housing quality, reducing anti-social behaviour, and enhancing environmental standards through property improvements. This work aligns with the Council's broader housing priorities and supports delivery of key strategies, including:

- Private Sector Housing Strategy
- Homelessness and Rough Sleeping Strategy
- Borough Plan 2023-2027
- Housing Strategy and wider ambitions to improve housing conditions and neighbourhoods across Brent

4.6 The continuation of a robust regulatory approach to the private rented sector will help ensure that Brent remains a place where residents can access safe, secure and well-managed homes, while supporting the Council's commitment to reducing inequalities and improving outcomes for communities across the borough.

5.0 Detail

5.1 **The Council's Approach to Regulating the Private Rented Sector -** Property licensing is a regulatory framework established under the Housing Act 2004 that enables local authorities to improve housing conditions and management standards in the private rented sector.

5.2 Licensing requires landlords of designated properties to obtain a licence and comply with prescribed conditions relating to property safety, management and occupancy. The legislation provides councils with powers to identify and address poor housing conditions, overcrowding and non-compliant landlords.

5.3 Brent first introduced discretionary licensing schemes in 2015 and in April 2024, introduced a new borough-wide licensing framework in response to concerns about

poor housing standards, overcrowding, unsafe Houses in Multiple Occupation (HMOs) and poor property management.

5.4 Prior to licensing, the Council relied predominantly on reactive enforcement, responding to tenant complaints after issues had arisen. The introduction of licensing enabled the Council to adopt a more proactive approach, identifying risks earlier, improving landlord compliance and taking more effective action against rogue landlords.

5.5 Brent now operates three licensing schemes:

- Selective Licensing - Applies to privately rented properties across all areas of the borough except Wembley Park Ward. Landlords are required to obtain a licence and comply with licence conditions relating to property standards and management.
- Mandatory HMO Licensing - Applies to HMOs occupied by five or more people forming two or more households who share facilities, in accordance with national statutory requirements.
- Additional HMO Licensing - Extends licensing requirements to smaller HMOs occupied by three or four people forming two or more households, following approval by the Secretary of State.

5.6 Together, these schemes provide a comprehensive framework for improving housing conditions, raising management standards and protecting tenants across Brent's private rented sector.

5.7 As of 14 September 2026, the Council has licensed 28,520 privately rented properties across its three licensing schemes:

5.8 Figure 1 below is a breakdown of licensing uptake per ward

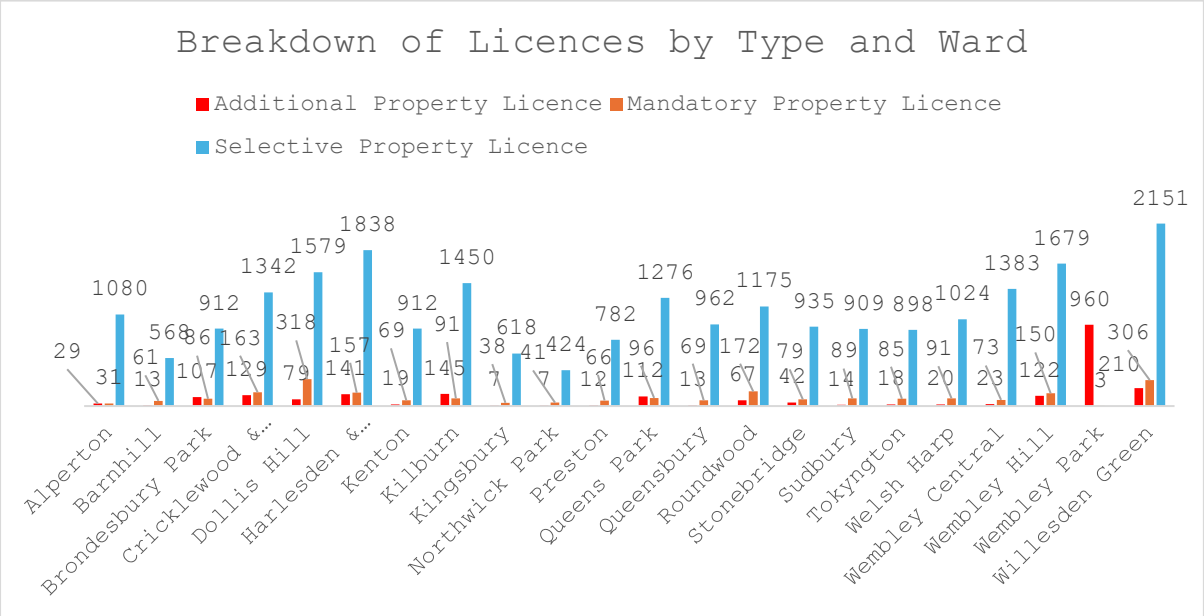


Fig 1

5.9 This represents an overall licensing uptake of 67%, (out of overall licensable 40,000 properties) which means that the scheme is making significant progress towards bringing privately rented properties within the borough under the regulatory framework.

5.10 The Council continues to identify properties that have not yet been licensed through data cleansing, intelligence gathering, targeted inspections and enforcement activity

5.11 **Property Inspections and Improvements -** The principal objective of property licensing is to improve housing conditions and ensure that privately rented properties are safe and properly managed.

5.12 As part of the licensing programme, the Council has committed to inspecting 100% of licensed HMOs and at least 50% of properties licensed under the Selective Licensing Scheme.

5.13 Inspections are proactive and assess compliance with licensing conditions and wider housing standards. They enable officers to identify hazards, require remedial works and take enforcement action where necessary.

5.14 Brent's approach goes beyond simply checking whether landlords have obtained a licence. Inspections provide an opportunity to assess the actual condition of properties, engage with landlords and tenants, and identify residents who may need additional support.

5.15 Where deficiencies are identified, landlords are provided with details of the improvements required and an opportunity to comply. More serious or persistent non-compliance is escalated for formal enforcement action.

5.16 The table below demonstrates the increase in regulatory activity since the introduction of borough-wide licensing, alongside the corresponding number of properties improved following Council intervention.

Financial year	Compliance inspections	Properties improved
2022/23	1,534	1,120
2023/24	3,274	1,419
2024/25	5,758	2,344
2025/26	5,401	2,205

Figure 2: Compliance inspections and properties improved

5.17 **Wider Benefits and Impact of Property Licensing -** In addition to providing a regulatory framework for identifying and addressing poor housing conditions, the licensing programme has created opportunities for greater engagement with landlords, letting agents and tenants promoting stronger partnership working and landlord engagement.

5.18 On 8 June 2026, the Council's annual Landlord Forum attracted a record attendance of more than 480 delegates, building on the success of the Private Renters Fair held in October 2025.

5.19 These events provide opportunities to promote awareness of licensing requirements, housing standards and legislative changes, while helping landlord and tenants better understand their rights and access support services.

5.20 Engagement with landlords is an important part of the Council's approach. While enforcement remains essential, providing advice and guidance can help landlords understand their legal responsibilities and secure improvements without the need for formal action

5.21 **Increased Landlord Accountability and Intelligence-Led Regulation -** Licensing has enabled the Council to develop a more comprehensive register of landlords and privately rented properties, providing improved intelligence about the sector and supporting a more targeted approach to regulation and enforcement. This intelligence-led approach has allowed the Council to direct resources towards areas and properties presenting the highest risks of non-compliance.

5.22 In 2025/26, the Council undertook over 450 unannounced inspections and conducted six targeted street enforcement operations in areas with lower levels of licensing uptake. Street enforcement is a multi-agency operation involving other partner departments like community safety team, waste management teams, the police and where appropriate the lead member. These high-profile enforcement help identify properties operating without the required licence, improve intelligence and provide opportunities to investigate poor housing conditions and non-compliant landlords.

5.23 The inspection data provides encouraging early indications of improving compliance, including an increase in the number of inspected properties where no hazards or breaches were identified.

5.24 Figure 3 below explains the outcomes of a proactive inspections in licensed properties over the past 4 years.

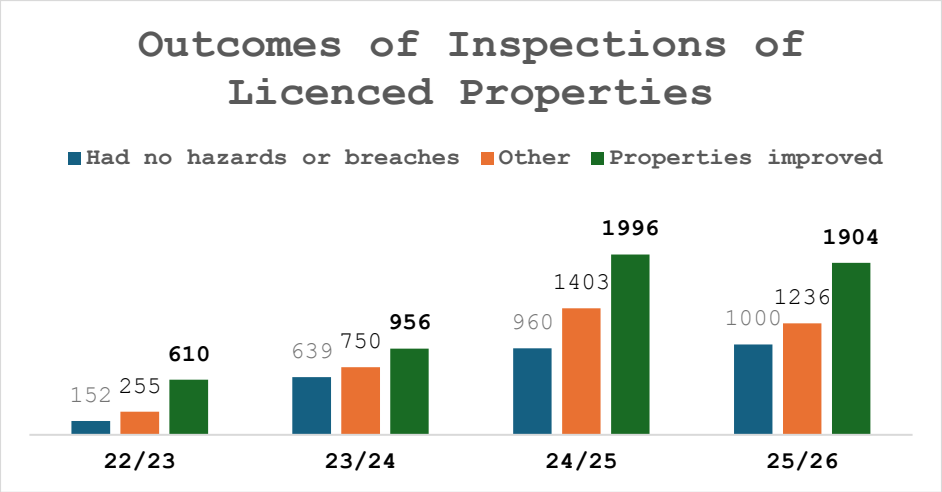


Figure 3

5.25 Noticeably the number of properties found with no hazards increases overtime, and we hope this an early indication of the educational benefit of licensing.

5.26 **Enforcement and Tackling Rogue Landlords -** The success of any licensing scheme relies on effective enforcement against landlords who fail to meet their legal obligations.

5.27 Brent has established a strong record of enforcement activity. Compliance data across local authorities is limited, but a survey conducted by the National Residential Landlords Association (NRLA) in 2024 identified Brent among the top ten local authorities for inspection activity, formal improvement notices and civil penalties. The Council has continued to strengthen its enforcement activity.

Financial year	Civil Penalty Notices issued	Total amount of fines	Prosecutions
2024/25	42	£232,900	5
2025/26	67	£298,900	16
2026/2027	26	£150,536	7

5.28 Prosecution is generally reserved for the most serious offenders but remains an important enforcement approach for tackling rogue landlords.

5.29 To date, the team has successfully secured two Banning Orders against two of the borough's most prolific rogue landlords. A Banning Order is the most severe sanction that a court can impose for housing-related offences, preventing landlords from letting housing or engaging in property management activities for a specified period.

5.30 Banning Orders remain a rarely used but significant sanction for the most serious housing-related offending. Brent's successful use of these powers demonstrates the Council's willingness to pursue the strongest available enforcement options where landlords repeatedly or seriously fail to meet their legal responsibilities.

5.31 **Improved Tenant Protection, A Tenant-First Approach -** Brent's proactive approach to property licensing places tenants at the centre of its compliance activity.

5.32 Inspections are designed to engage positively with both landlords and tenants, providing opportunities to understand the circumstances of residents, identify problems and work constructively with landlords to secure improvements.

5.33 Many tenants are reluctant to report problems because they may not know how to access support, are unaware of their rights or fear repercussions from their landlord. A proactive inspection approach helps overcome these barriers and ensures that vulnerable residents are not overlooked.

5.34 The following case studies illustrate the tangible difference this approach can make.

Case study 1 – Improving living conditions for an older resident

During a proactive inspection in 2024, officers identified an older tenant in her 80s who had lived in her one-bedroom property in the Dollis Hill area for most of her adult life.

Despite living there for many decades, she had never had central heating or adequate heating throughout her home. Her only source of heating was a gas fire in the living room, dating from the 1970s. She explained that she was not aware that she there was anyone to help and she had accepted things as they were.

Following the inspection, officers engaged positively with the property owner and secured improvements. Electric radiators with thermostatic controls were installed in the living room and bedroom, enabling the tenant to heat her home more effectively and regulate indoor temperatures.

The tenant was also referred to the Housing Benefit team to check that she was receiving all the support to which she was entitled.

Case study 2 – Improving management standards and tenant awareness

During an inspection of another HMO, officers identified that tenants did not know who to approach when repairs were required.

Tenants were paying rent but had little or no direct contact with the landlord or managing agent. They did not know who to approach when repairs were needed, and only a small number had written tenancy agreements.

The licence holder also had limited understanding of the management responsibilities expected in a licensed HMO.

Following Council intervention, the licence holder was required to establish clear management and repair-reporting arrangements, provide tenants with appropriate information and improve compliance with HMO management requirements.

5.35 These case studies illustrate how licensing can really make a difference to some of our most vulnerable residents. The tenants we met had not heard of PHS or licensing before the inspections. This proactive approach allows us access that provides valuable intelligence that strengthens the Council's understanding of the resident's needs.

6.0 Renters' Rights Act 2025

6.1 The Renters' Rights Act 2025 represents the most significant reform of the private rented sector in a generation. It introduces stronger protections for tenants, new responsibilities for landlords and enhanced enforcement powers and duties for local authorities. Phase 1 came into force on 1 May 2026 and is now fully operational.

6.2 The next phase will introduce a mandatory national landlord and property database, requiring landlords to register themselves and their properties through the Government's Register "Your Rental Property" service. The London rollout is scheduled to begin on 15 July 2027.

6.3 The introduction of the Act marks a significant shift in the Council's role within the private rented sector. Alongside its existing role in enforcing property standards and licensing requirements, the Council now has an enhanced role in safeguarding tenants' rights and wellbeing. By strengthening security of tenure, the Act aims to provide tenants with greater stability and certainty, allowing them to make longer-term plans for their homes, families, and futures.

6.4 Brent has implemented the first phase of the Renters' Rights reforms through a coordinated approach involving Private Housing Services, Trading Standards, Housing Needs and Homelessness Services, and external partners.

6.5 A consultation led by PHS has established service responsibilities for enforcement activity and the statutory reporting of outcomes from April 2027, which is attached as Appendix 1. PHS worked closely with the Legal Team to develop a consistent approach to assessing landlord conduct when breaches of the Renters' Rights Act were discovered, ensuring enforcement decisions are fair, proportionate, and evidence-based. Examples of the areas covered is attached as Appendix 2 and Appendix 3.

6.6 PHS has introduced a new investigation framework to identify breaches of tenants' rights and support effective enforcement. Working closely with the Homelessness Service, the Council has also established an early intervention and triage process, enabling mediation between landlords and tenants before issues escalate into formal breaches or homelessness. This approach has successfully resolved a number of cases without the need for formal enforcement action.

6.7 So far, PHS has received 13 tenant rights-related service requests, including eight reports of harassment and three reports of illegal eviction. Investigations have substantiated two cases of illegal eviction, with further investigations ongoing.

6.8 The introduction of the national landlord database is expected to strengthen the Council's ongoing work to improve PRS data. This will build on the data-cleansing programme started in 2025, which has enabled the service to target its response towards more residents who need support.

6.9 **Implementation Challenges -** The introduction of new legislation inevitably brings operational and financial challenges. Implementing the Renters' Rights Act has required additional resources, including extra funding, specialist officer capacity and the development of new enforcement skills.

6.10 PHS has developed a new civil penalty calculation matrix for use by officers when issuing civil penalties. The matrix reflects government guidance and provides a clear framework for determining the appropriate starting penalty for each offence before aggravating and mitigating factors are considered.

6.11 The Act introduces new offences that can attract significant financial penalties. Investigating and pursuing these cases requires additional specialist expertise that is not currently available within the service. The service is developing a workforce and skills plan to ensure that the specialist capacity required to discharge these new enforcement responsibilities is in place.

6.12 Investigations can be lengthy and complex, often requiring detailed evidence gathering and support from external partners, including the police. Securing this support when required can also be challenging, potentially affecting the speed and progress of enforcement action.

6.13 Brent has received New Burdens funding from Government to support implementation; however, there is currently no guarantee of continued funding for the ongoing costs of these responsibilities.

6.14 Like other local authorities, Brent must therefore consider how to resource these additional responsibilities alongside its existing statutory duties. However, Brent does, benefit from an established property licensing framework, which provides an existing source of fee income to support regulatory activity where licensing and wider enforcement responsibilities overlap.

6.15 A further challenge will be integrating the new national landlord database with the Council's existing licensing and enforcement records. This will require investment in systems, data management and effective information-sharing arrangements to ensure that information can be accessed and used across relevant services.

6.16 The longer-term priority for Private Housing Services is to use these opportunities to develop a more integrated and intelligence-led approach to regulation. Aligning the national register with Brent's licensing and enforcement databases will improve the Council's ability to identify non-compliant landlords, target interventions and respond to risks more quickly. This will help make enforcement timelier and more cost-effective, ensuring that available resources are used effectively to deliver better outcomes for residents.

7.0 Key Developments and Future Priorities

7.1 The private rented sector continues to evolve, with recent changes in regulatory responsibilities and the wider political landscape influencing both landlords and tenants. It is recognised that some landlords exited the market ahead of the

implementation of the Renters' Rights Act. At the same time, there are indications that new entrants to the sector are increasingly professional landlords, companies, and property owners or managers who may have limited experience of operating within the private rented sector.

7.2 The priority for Private Housing Services is to build on the strong foundations established through its landlord and stakeholder engagement programme. This work is already underway through the provision of more regular online updates, guidance and information. The service also plans to deliver a series of targeted webinars and engagement events to raise awareness of legal requirements, promote good management standards and strengthen engagement with both existing landlords and new entrants to the market.

7.3 The immediate priorities are:

7.3.1 **Increasing licensing coverage and compliance -** Continue to increase licensing uptake and identify properties operating without the required licence. Use data cleansing, intelligence gathering, targeted inspections and enforcement to bring more properties within the regulatory framework.

7.3.2 **Strengthening enforcement and landlord accountability -** Continue the commitment to inspecting licensed HMOs and selectively licensed properties, identifying hazards and securing improvements. Ensure that the service remains focused on protecting tenants as well as improving property conditions. Increase our focus on tackling rogue landlords.

7.3.3 **Implementing the Renters' Rights Act –** Prepare for implementation of the national landlord database from July 2027 and ensure that the Council has the capacity, specialist skills and enforcement arrangements required to discharge its new statutory responsibilities effectively. Partnership working across Private Housing Services, Trading Standards, Housing Needs, the police and tenant support organisations will be strengthened so residents understand their rights and can access support at an early stage. This coordinated approach will strengthen enforcement against non-compliant landlords, improve tenants' experience and help prevent homelessness.

7.3.4 **Maintaining financial and operational sustainability -** Ensure that the licensing programme remains financially sustainable and that available resources are directed towards inspections, property improvements and enforcement. Assess the additional staffing, skills and funding required to meet the Council's increasing statutory responsibilities.

8.0 Conclusion

8.1 The Council has made significant progress in strengthening the regulation of Brent's private rented sector. The introduction of borough-wide property licensing has enabled a shift from a predominantly reactive, complaints-led approach to a more proactive model, supported by property inspections, landlord engagement and targeted enforcement. The increase in inspections, improvements secured across thousands of properties and action taken against serious and persistent offenders demonstrate the impact of this approach. Importantly, the tenant-first approach has also enabled officers to identify problems that residents may not otherwise have reported, securing practical improvements and helping vulnerable tenants access support.

8.2 However, the scale of the private rented sector and the continuing evidence of poor housing conditions mean that this work must be sustained and developed further. The

Renters' Rights Act 2025 adds to the Council's responsibilities, requiring greater capacity to investigate breaches of tenants' rights and take effective enforcement action.

8.3 The next stage should therefore build on the foundations established through licensing by increasing coverage, maintaining a strong programme of proactive inspections, targeting the landlords and properties presenting the greatest risks, and strengthening the Council's intelligence through better use of data and integration with the national landlord database.

8.4 To deliver this effectively, the Council must ensure that Private Housing Services has the specialist skills, staffing, systems and sustainable funding needed to meet both its existing responsibilities and the new demands arising from the legislation.

8.5 The direction of travel remains clear: to use the Council's regulatory powers proactively, intervene where residents are at risk, support responsible landlords to meet their obligations and take firm action against those who do not. This will help ensure that private renting in Brent provides safe, decent and properly managed homes, and that residents are protected regardless of who their landlord is

9.0 Financial Considerations

9.1 This service is funded through licence fees, which are intended to recover the costs associated with the administration of licensing schemes, inspections, compliance and enforcement activity, legal services, IT systems, landlord engagement, and the staffing and infrastructure required to deliver these functions.

9.2 Licence fee income received this year to date is £2.2 million, with total income forecast to reach £4 million this year. This income is reinvested in licensing and associated regulatory activity, supporting improved housing standards, compliance, and tenant protections across the borough. Any income generated that exceeds the costs of providing this service in the financial year is placed into a reserve and will be used to fund licensing activities over the full length of the designation and beyond.

9.3 The introduction of the Renters' Rights Act has created additional statutory responsibilities for the Council, with associated requirements for specialist staffing, training, legal support and systems investment. Although the Council has received initial New Burdens funding from Government, there is no guarantee that this funding will continue at a level sufficient to meet the ongoing costs of enforcement. The service will therefore need to keep the financial implications of these additional responsibilities under review.

9.4 Licence fee income is ring-fenced, it can only be used to support licensing and related regulatory activities. The service will need to continue monitoring licensing income and expenditure, alongside the additional costs arising from changes in legislation, to ensure that the service has sufficient resources to meet its existing commitments and emerging statutory responsibilities.

10.0 Legal Considerations

10.1 The relevant legal considerations are addressed within the substantive sections of this report and are therefore not repeated here.

11.0 Equity, Diversity & Inclusion (EDI) Considerations

11.1 A full Equality Analysis (EA) was completed as part of the licensing consultation process. This assessed the potential impact of the proposals on people with protected characteristics and identified appropriate measures to mitigate any adverse effects. The outcomes of the assessment were taken into account in the implementation of licensing and as well as the recommendations set out in this report.

12.0 Climate Change and Environmental Considerations

12.1 The work of Private Housing Services supports the Borough Plan priority of "A Cleaner, Greener Future" by promoting improvements to the condition and management of privately rented homes. Proactive inspections and landlord engagement provide opportunities to identify poor heating, inadequate ventilation and other property deficiencies, and to secure appropriate remedial works. Where these improvements increase energy efficiency, they can help reduce energy consumption and associated carbon emissions, while making homes more comfortable and affordable to heat.

12.2 The report identifies poor energy efficiency as a contributing factor to fuel poverty in Brent. Improving housing conditions therefore has both environmental and social benefits, particularly for households struggling with energy costs. The Council's licensing and enforcement activity provides a framework for securing property improvements, while its landlord engagement programme offers opportunities to promote more sustainable property management. However, the report does not quantify energy savings or carbon reductions, and these should be described as potential benefits rather than measured outcomes.

13.0 Human Resources/Property Considerations

13.1 The regulation of Brent's private rented sector is delivered through three operational teams within Private Housing Services: Licensing and Enforcement Processing, Licensing Compliance and Enforcement.

13.2 The service has a combined establishment of approximately 50 officers, including team leaders, distributed as follows:

Team	Staffing	Main responsibilities
Licensing and Enforcement Processing	23	Licence applications, service requests, complaints, coordination of inspections and administrative support for enforcement.
Licensing Compliance	13	Proactive property inspections, monitoring licensing conditions and securing compliance.
Enforcement	13	Complex investigations, formal enforcement, prosecutions and action against serious housing offences.
Total	**49**	

13.3 The service requires a combination of administrative, technical and specialist enforcement skills. Some functions involved in bringing the worst offending landlords to account require specialist training and experience.

13.4 Recruitment into these specialist roles is challenging across the sector. PHS has responded by developing an internal training and workforce development programme, as well as employing apprentices in the past 2 years, who we have supported to achieve formal housing qualifications.

14.0 Communication Considerations

14.1 A comprehensive communication and engagement plan was developed to support the borough-wide property licensing scheme, increase licensing uptake, improve landlord compliance and raise standards across Brent's private rented sector

14.2 The Council aims to increase the proportion of licensed privately rented properties from 59% to 70% by April 2027, helping ensure more homes are safe, well-managed and legally compliant.

14.3 The plan will ensure residents, all stakeholders with an interest in the private rented sector understand the scheme, their responsibilities and how to engage with the Council,

14.4 Appendix 4 sets out the overall communications and engagement strategy, while Appendix 5 provides the detailed 12-month operational plan for phase two of the scheme, including targeted campaigns and opportunities linked to the Renters 'Rights Act 2025.

14.5 Communications will be intelligence-led, using licensing data and local intelligence to target resources where they are most needed. By increasing licensing coverage and identifying unlicensed properties, the plan will support more effective enforcement and create a more stable rental market in Brent, where residents have the confidence, of good quality homes that they need to thrive.

Report sign off:

Tom Cattermole
Corporate Director of Residents and Housing Services