

# Results of Selective Licensing Public Consultation 2024 – Residents and Business Surveys and Landlord Surveys

## Longsight – Heathcote / Sanby Road and Northmoor Road (679 PRS properties)

### Summary of Results

In Longsight 90% of residents & businesses respondents agreed or strongly agreed that the Council should introduce licenses for privately rented properties in the proposed areas. 67% of residents / businesses who responded to the survey felt that Heathcote and Sanby Road were the right area and 77% felt that Northmoor Road was the right area for SL to be introduced. Conversely, no landlords / letting agents who responded to the consultation were supportive of introducing SL, or thought that either area was right for SL.

Residents / businesses across Longsight listed rubbish and fly tipping as the biggest issue. The problem seems to be felt most acutely by residents / businesses in Northmoor Road where 72% of respondents highlighted it as an issue compared to 52% in Heathcote and Sanby Road. Beyond rubbish and fly-tipping, resident and business respondents were most concerned about properties in poor condition (51% in Heathcote/ Sanby and 66% in Northmoor). Of the issues in the area that landlords identified overcrowding was the highest rated (21% of respondents in Heathcote/ Sanby and 14% in Northmoor).

55 open text comments were recorded (41 from residents and 14 from landlords) as part of both surveys in response to the question “What do you expect that the impact of introducing SL (on your home or business / on your properties) will be?”. The most common theme expressed by residents was anticipation of improvements in the area (e.g. “Improved environment and social activities) followed by an increase in landlord responsibility / accountability (e.g. “Improve the house, remove the mould from the walls, fix the windows and radiators”).

Out of the 14 responses from landlords the most common themes related to commercial considerations regarding how SL would impact letting their properties – i.e. increased rent (5 mentions) for example “higher rent for tenants of landlords who engage in the scheme” and reduced income (4 mentions) – “will be a unnecessary cost to me as I believe my property meets all the standards required”. Landlords were also asked what support or services they think could be given to help with managing their homes. 13 landlords responded, with the most common responses being:

- General comment (5 mentions)
- Increased council engagement with landlord and tenant (3 mentions)
- General disagreement / not in favour of SL (3 mentions)

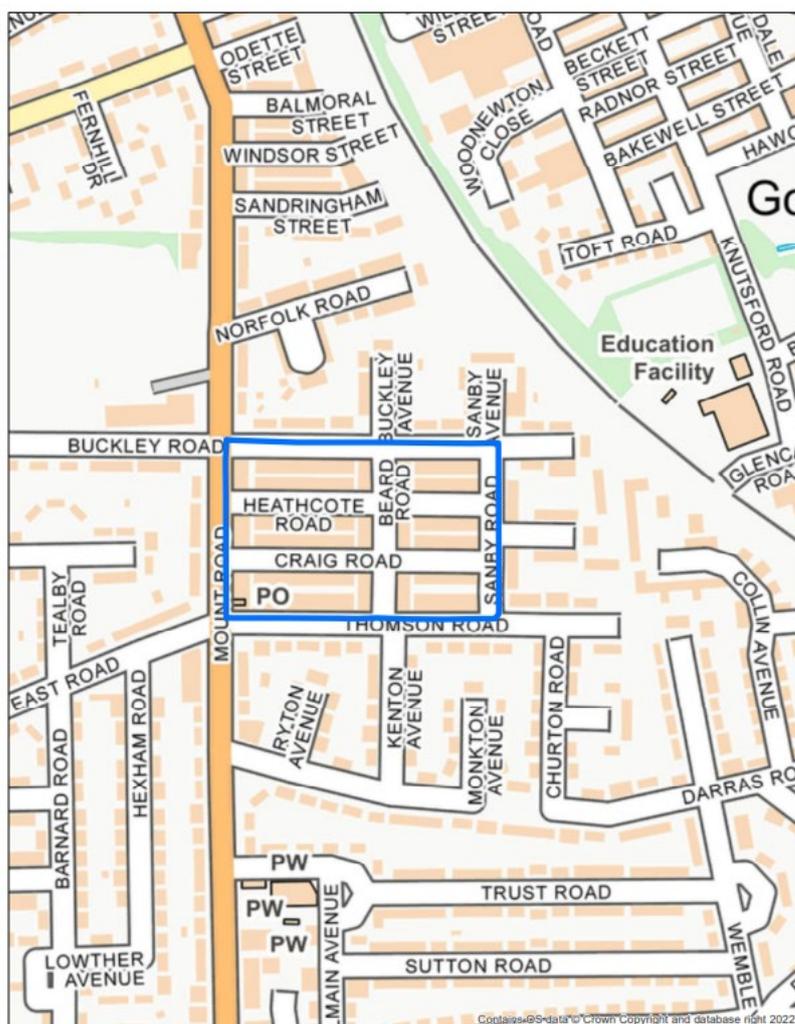
## Resident and Business Survey – Raw Data

### 1. Total Responses

- An owner occupier – 14
- Living in a home rented from a private landlord – 37
- Living in a home rented from the Council or a housing association – 14
- A business owner – 0
- Total responses - 65

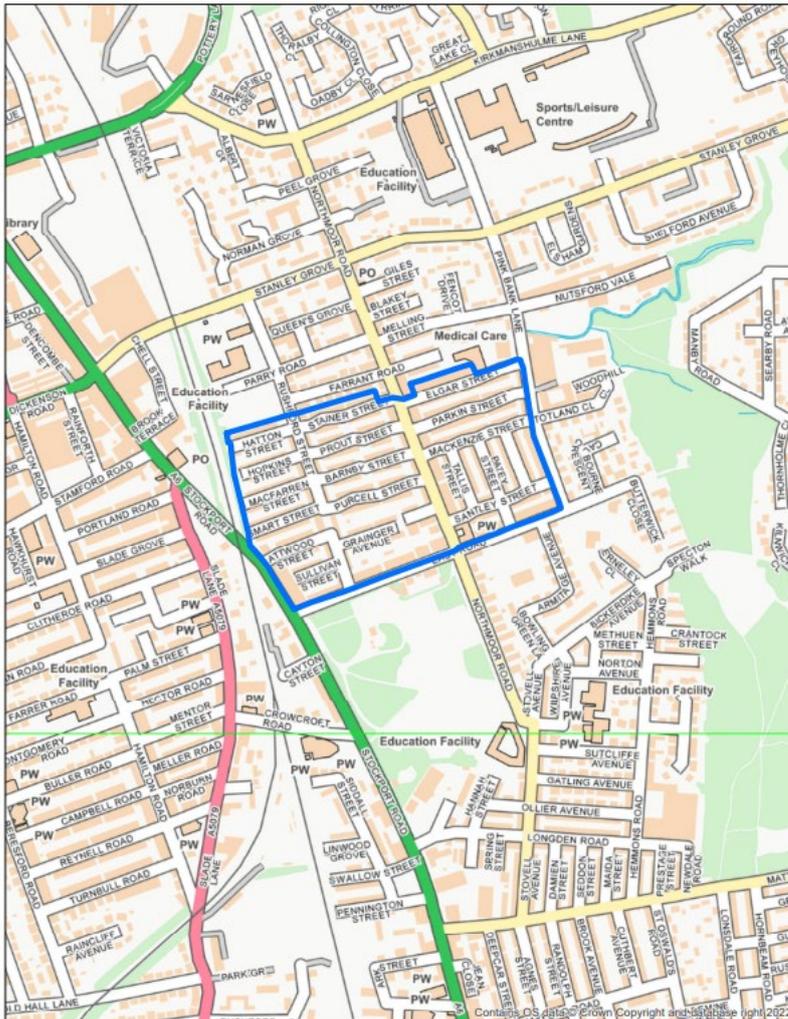
### 2. Respondent area

#### Area 1 – Heathcote/Sanby Road



[A map showing the proposed selective licensing area at Heathcote/Sanby Road in Longsight]

## Area 2 – Northmoor Road



[A map showing the proposed selective licensing area at Northmoor Road in Longsight]

- Live in area 1 shown on the map – 18
- Live in area 2 shown on the map - 33
- Live near the area shown on the map – 14
- Own a business, in or near, the area shown on the map – 0
- Total – 65

### 3. Do you think the area has any of these issues?

#### Area 1

- High levels of crime – 25 (38%)
- High levels of antisocial behaviour – 27 (42%)
- Problems with rubbish and fly tipping – 34 (52%)
- Properties in poor condition – 33 (51%)
- Properties that are not energy efficient – 31 (48%)

- Overcrowded properties – 25 (38%)
- People moving in and out of the area often – 30 (46%)
- Poorly managed private rented properties – 33 (51%)
- Note: Respondent can select multiple options

## **Area 2**

- High levels of crime – 32 (49%)
- High levels of antisocial behaviour – 38 (58%)
- Problems with rubbish and fly tipping – 47 (72%)
- Properties in poor condition – 43 (66%)
- Properties that are not energy efficient – 31 (48%)
- Overcrowded properties – 36 (55%)
- People moving in and out of the area often – 37 (57%)
- Poorly managed private rented properties – 41 (63%)
- Note: Respondent can select multiple options

## **4. In the last three years have you or your immediate family been affected by these issues?**

- Poor condition of your property – 33 (51%)
- Poor energy efficiency within the home – 23 (35%)
- Have struggled to pay rent due to the increases in the cost of living – 32 (49%)
- Poor condition of neighbouring private rented properties – 38 (58%)
- Antisocial behaviour – 42 (65%)
- Lack of a suitable bathroom/toilet – 14 (22%)
- Overcrowding – 19 (29%)
- Problem with the way a landlord or letting agent looks after your property – 23 (35%)
- Not being given a tenancy agreement – 5 (8%)
- Lack of a suitable place to cook food – 8 (12%)
- Note: Respondent can select multiple options

## **5. To what extent do you agree that landlords should do the following:**

- **Supply the tenant with a tenancy agreement**
  - Strongly agree – 55 (85%)
  - Agree – 7 (11%)

- Neither agree nor disagree – 1 (2%)
  - Disagree – 0 (0%)
  - Strongly disagree – 1 (2%)
  - Don't know – 1 (2%)
  - No answer – 0 (0%)
- **Ensure that the property has valid certification (including gas safety, electric testing and carbon monoxide alarms)**
    - Strongly agree – 57 (88%)
    - Agree – 4 (6%)
    - Neither agree nor disagree – 0 (0%)
    - Disagree – 0 (0%)
    - Strongly disagree – 2 (3%)
    - Don't know – 1 (2%)
    - No answer – 1 (2%)
- **Ensure new tenants provide references**
    - Strongly agree – 47 (72%)
    - Agree – 11 (17%)
    - Neither agree nor disagree – 5 (8%)
    - Disagree – 0 (0%)
    - Strongly disagree – 0 (0%)
    - Don't know – 2 (3%)
    - No answer – 0 (0%)
- **Make sure that the premises and its grounds are in a clean, safe and habitable state prior to new tenants moving in**
    - Strongly agree – 58 (89%)
    - Agree – 5 (8%)
    - Neither agree nor disagree – 0 (0%)
    - Disagree – 0 (0%)
    - Strongly disagree – 0 (0%)
    - Don't know – 2 (3%)
    - No answer – 0 (0%)
- **If a premises has gated alleyways, the landlord should provide keys at the start of the tenancy**
    - Strongly agree – 52 (80%)

- Agree – 5 (8%)
  - Neither agree nor disagree – 3 (5%)
  - Disagree – 1 (2%)
  - Strongly disagree – 1 (2%)
  - Don't know – 3 (5%)
  - No answer – 0 (0%)
- **Ensure that tenants are aware of behaviour that may constitute antisocial behaviour**
    - Strongly agree – 51 (78%)
    - Agree – 10 (15%)
    - Neither agree nor disagree – 2 (3%)
    - Disagree – 1 (2%)
    - Strongly disagree – 0 (0%)
    - Don't know – 1 (2%)
    - No answer – 0 (0%)
- **Take all reasonable steps to deal with nuisance and antisocial behaviour by tenants or people visiting the premises**
    - Strongly agree – 49 (75%)
    - Agree – 8 (12%)
    - Neither agree nor disagree – 5 (8%)
    - Disagree – 0 (0%)
    - Strongly disagree – 1 (2%)
    - Don't know – 1 (2%)
    - No answer – 1 (2%)
- **Ensure that tenants know how to report faults or disrepair and provide timescales for fixing these**
    - Strongly agree – 56 (86%)
    - Agree – 7 (11%)
    - Neither agree nor disagree – 0 (0%)
    - Disagree – 0 (0%)
    - Strongly disagree - 0 (0%)
    - Don't know – 1 (2%)
    - No answer – 1 (2%)

- **Make sure that the tenant is provided with all recycling and refuse bins at the start of the tenancy and understands the collection arrangements**

- Strongly agree – 55 (85%)
- Agree – 7 (11%)
- Neither agree nor disagree – 2 (3%)
- Disagree – 0 (0%)
- Strongly disagree – 0 (0%)
- Don't know – 1 (2%)
- No answer – 0 (0%)

- 6. Please state if you agree or disagree with the following statement:  
Councils should have more oversight to make sure that private landlords act professionally and manage properties to a high standard.**

- Strongly agree – 54 (83%)
- Agree – 8 (12%)
- Neither agree nor disagree – 2 (3%)
- Disagree – 0 (0%)
- Strongly disagree – 1 (2%)
- Don't know – 0 (0%)
- No answer – 0 (0%)

- 7. Please state if you agree or disagree with the following statement: The Council should introduce licenses for private rented properties in the area.**

- Strongly agree – 53 (82%)
- Agree – 5 (8%)
- Neither agree nor disagree – 0 (0%)
- Disagree – 2 (3%)
- Strongly disagree – 3 (5%)
- Don't know – 1 (2%)
- No answer – 1 (2%)

- 8. Please state if you agree or disagree with the following statement: If we were to introduce selective licensing, the area on the map above is the right area.**

**Area 1**

- Strongly agree – 38 (58%)
- Agree – 6 (9%)

- Neither agree nor disagree – 1 (2%)
- Disagree – 3 (5%)
- Strongly disagree – 2 (3%)
- Don't know – 8 (12%)
- No answer – 7 (11%)

## **Area 2**

- Strongly agree – 45 (69%)
- Agree – 5 (8%)
- Neither agree nor disagree – 2 (3%)
- Disagree – 3 (5%)
- Strongly disagree – 2 (3%)
- Don't know – 5 (8%)
- No answer – 3 (5%)

### **If the area to introduce selective licensing is not right, what changes to the area would you make? (12 responses)**

- **Theme: Expand selective licensing**
- Count: 6
- Example: "Area should be bigger"
  
- **Theme: General comment**
- Count: 5
- Example: "More police patrols there is so much antisocial behaviour in Longsight"
  
- **Theme: Do not implement selective licensing**
- Count: 1
- Example: "License is not a solution it's just a burden which ultimately transferred upon the tenant"

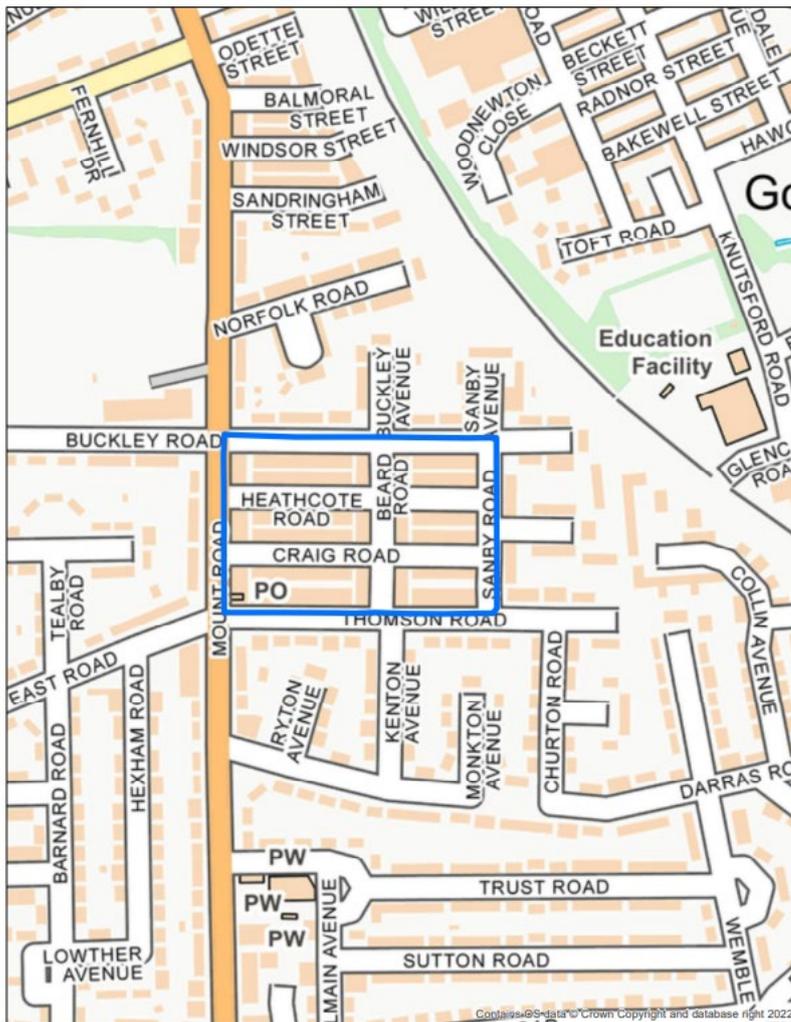
### **9. What do you expect that the impact of introducing selective licensing on your home or business will be? (41 responses)**

- **Theme: Improvement in the area**
- Count: 20
- Example: "Improved environment and social activities"

- **Theme: Improve landlord responsibility/accountability**
  - Count: 6
  - Example: "Improve the house, remove the mould from the walls, fix the windows and radiators"
- 
- **Theme: General comment**
  - Count: 3
  - Example: "We need more ID checks / vetting of tenants to prevent unlawful occupancy and overcrowding"
- 
- **Theme: Improvement in rights for tenants**
  - Count: 2
  - Example: "Getting genuine tenancy agreement"
- 
- **Theme: Improvement in the area and rights for tenants**
  - Count: 2
  - Example: "To be able to live in an affordable house as I am living in a dirty house with 5 children"
- 
- **Theme: Landlord and tenants more responsible/accountable**
  - Count: 2
  - Example: "It will make landlords and tenants more accountable for their property whether they rent it or live in it"
- 
- **Theme: Positive comment**
  - Count: 2
  - Example: "Huge differences as beneficial to all"
- 
- **Theme: Rent increases**
  - Count: 2
  - Example: "License will cause the landlord to increase the rent and tenant will suffer"
- 
- **Theme: Tenants held to account**
  - Count: 2

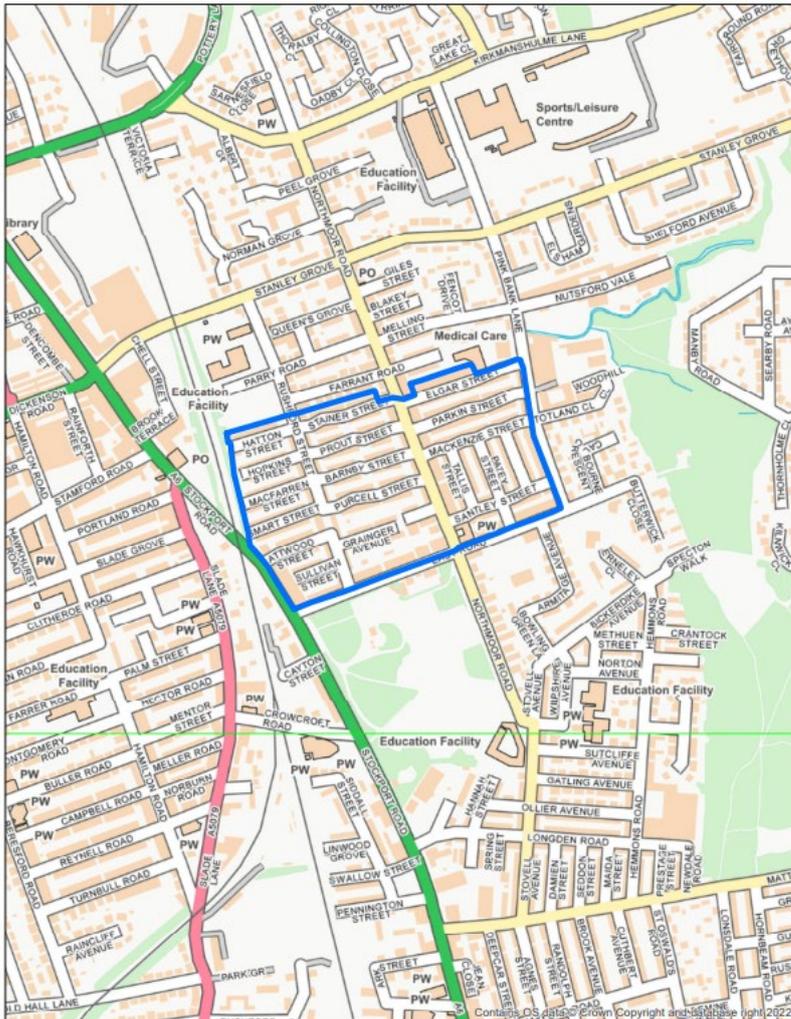
- Example: “Tenants understanding of the correct way to “Be a Good Neighbour””

**Landlord and Letting Agent Survey – Raw Data:  
Area 1 – Heathcote/Sanby Road**



[A map showing the proposed selective licensing area at Heathcote/Sanby Road in Longsight]

## Area 2 – Northmoor Road



[A map showing the proposed selective licensing area at Northmoor Road in Longsight]

### 1. Total responses

- Landlord: 13
- Letting agent: 1
- Total respondents: 14

### 2. Number of properties owned and/or managed in the area:

- Area 1 – 11
- Area 2 - 14

**3. Number of properties owned and/or managed nearby (outside of the area but within a mile of it): 69**

**4. Do you think the area has any of these issues?**

**Area 1**

- High levels of crime: 1 (7%)
- High levels of antisocial behaviour: 1 (7%)
- Problems with rubbish and fly tipping: 3 (21%)
- Properties in poor condition: 2 (14%)
- Properties that are not energy efficient: 1 (7%)
- Overcrowded properties: 3 (21%)
- People moving in and out of the area often: 1 (7%)
- Poorly managed private rented properties: 2 (14%)

**Area 2**

- High levels of crime: 2 (14%)
- High levels of antisocial behaviour: 1 (7%)
- Problems with rubbish and fly tipping: 1 (7%)
- Properties in poor condition: 2 (14%)
- Properties that are not energy efficient: 1 (7%)
- Overcrowded properties: 2 (14%)
- People moving in and out of the area often: 1 (7%)
- Poorly managed private rented properties: 2 (14%)

**5. In the last three years have any of your properties in the areas been affected by these issues?**

**Area 1**

- Antisocial behaviour: 2 (14%)
- Problems finding tenants: 0 (0%)
- Problems getting references: 0 (0%)
- Rent arrears: 1 (7%)
- Overcrowding: 1 (7%)
- Residents who are struggling to pay rent due to increases in the cost of living: 2 (14%)

**Area 2**

- Antisocial behaviour: 1 (7%)

- Problems finding tenants: 0 (0%)
- Problems getting references: 0 (0%)
- Rent arrears: 2 (14%)
- Overcrowding: 0 (0%)
- Residents who are struggling to pay rent due to increases in the cost of living: 2 (14%)

**6. To what extent do you agree that landlords should do the following:**

- **Supply the tenant with a tenancy agreement**
  - Strongly agree – 13 (93%)
  - Agree – 1 (7%)
  - Neither agree nor disagree – 0 (0%)
  - Disagree – 0 (0%)
  - Strongly disagree – 0 (0%)
  - Don't know – 0 (0%)
  - No answer – 0 (0%)
- **Ensure that the property has valid certification (including gas safety, electric testing and carbon monoxide alarms)**
  - Strongly agree – 13 (93%)
  - Agree – 1 (7%)
  - Neither agree nor disagree – 0 (0%)
  - Disagree – 0 (0%)
  - Strongly disagree – 0 (0%)
  - Don't know – 0 (0%)
  - No answer – 0 (0%)
- **Ensure new tenants provide references**
  - Strongly agree – 9 (64%)
  - Agree – 4 (29%)
  - Neither agree nor disagree – 1 (7%)
  - Disagree – 0 (0%)
  - Strongly disagree – 0 (0%)
  - Don't know – 0 (0%)
  - No answer – 0 (0%)

- **Make sure that the premises and its grounds are in a clean, safe and habitable state prior to new tenants moving in**
  - Strongly agree – 12 (86%)
  - Agree – 2 (14%)
  - Neither agree nor disagree – 0 (0%)
  - Disagree – 0 (0%)
  - Strongly disagree – 0 (0%)
  - Don't know – 0 (0%)
  - No answer – 0 (0%)
  
- **If a premises has gated alleyways, the landlord should provide keys at the start of the tenancy**
  - Strongly agree – 10 (71%)
  - Agree – 2 (14%)
  - Neither agree nor disagree – 2 (14%)
  - Disagree – 0 (0%)
  - Strongly disagree – 0 (0%)
  - Don't know – 0 (0%)
  - No answer – 0 (0%)
  
- **Ensure that tenants are aware of behaviour that may constitute antisocial behaviour**
  - Strongly agree – 12 (86%)
  - Agree – 1 (7%)
  - Neither agree nor disagree – 0 (0%)
  - Disagree – 1 (7%)
  - Strongly disagree – 0 (0%)
  - Don't know – 0 (0%)
  - No answer – 0 (0%)
  
- **Take all reasonable steps to deal with nuisance and antisocial behaviour by tenants or people visiting the premises**
  - Strongly agree – 10 (71%)
  - Agree – 2 (14%)
  - Neither agree nor disagree – 1 (7%)
  - Disagree – 0 (0%)
  - Strongly disagree – 0 (0%)
  - Don't know – 1 (7%)
  - No answer – 0 (0%)

- **Ensure that tenants know how to report faults or disrepair and provide timescales for fixing these**
  - Strongly agree – 11 (79%)
  - Agree – 2 (14%)
  - Neither agree nor disagree – 0 (0%)
  - Disagree – 0 (0%)
  - Strongly disagree – 0 (0%)
  - Don't know – 0 (0%)
  - No answer – 1 (7%)
  
- **Make sure that the tenant is provided with all recycling and refuse bins at the start of the tenancy and understands the collection arrangements**
  - Strongly agree – 12 (86%)
  - Agree – 0 (0%)
  - Neither agree nor disagree – 1 (7%)
  - Disagree – 0 (0%)
  - Strongly disagree – 1 (7%)
  - Don't know – 0 (0%)
  - No answer – 0 (0%)

**7. Please state if you agree or disagree with the following statement:  
Councils should have more oversight to make sure that private landlords act professionally and manage properties to a high standard.**

- Strongly agree – 1 (7%)
- Agree – 1 (7%)
- Neither agree nor disagree – 3 (21%)
- Disagree – 4 (29%)
- Strongly disagree – 2 (14%)
- Don't know – 2 (14%)
- No answer – 1 (7%)

**8. Please state if you agree or disagree with the following statement: The Council should introduce licenses for private rented properties in the area.**

- Strongly agree – 0 (0%)
- Agree – 0 (0%)
- Neither agree nor disagree – 0 (0%)
- Disagree – 2 (14%)
- Strongly disagree – 12 (86%)
- Don't know – 0 (0%)
- No answer – 0 (0%)

**9. Please state if you agree or disagree with the following statement: If we were to introduce selective licensing, the area on the map above is the right area.**

**Area 1**

- Strongly agree – 0 (0%)
- Agree – 0 (0%)
- Neither agree nor disagree – 0 (0%)
- Disagree – 2 (14%)
- Strongly disagree – 7 (50%)
- Don't know – 3 (21%)
- No answer – 2 (14%)

**Area 2**

- Strongly agree – 0 (0%)
- Agree – 0 (0%)
- Neither agree nor disagree – 0 (0%)
- Disagree – 2 (14%)
- Strongly disagree – 5 (36%)
- Don't know – 3 (21%)
- No answer – 4 (29%)

**If not, what changes to the area would you make? (4 responses)**

- **Theme: Not in favour of selective licensing**
- Count: 3
- Example: "Private rentals are already highly over managed by many factors which already push up the price of rent for many tenants"

- **Theme: General comment**
- Count: 1
- Example: “More parks and community centres for youth, to allow them to spend their free time productively and give them the opportunity to learn new skills”

**10. What support or services do you think could be given to landlords to make sure they manage their houses to a high standard? (13 responses)**

- **Theme: General comment**
- Count: 5
- Example: “The council should take priority over housing people. Build more homes”
  
- **Theme: Increased council engagement with landlord and tenant**
- Count: 3
- Example: “Visit every 2-3 months to ensure everything is kept up to date”
  
- **Theme: Not in favour of selective licensing**
- Count: 3
- Example: “I totally disagree with this whole process. I believe tenants have the rights and landlord has the responsibility to maintain”
  
- **Theme: Improve services (waste collection)**
- Count: 1
- Example: “Improved rubbish collection to prevent fly-tipping”
  
- **Theme: Increased tenants support for reporting bad landlords**
- Count: 1
- Example: “Tenants should be encouraged to report bad landlords to Manchester City Council”

**11. Previously, the Council has offered a discount for landlords who apply for the scheme during the 3-month designation period. Do you support the early bird discount?**

- Yes – 9

- No – 5
- No data – 0
- Total respondents - 14

**12. What do you expect that the impact of introducing selective licensing on your properties will be? (14 responses)**

- **Theme: Increased rent**
- Count: 5
- Example: “higher rent for tenants of landlords who engage in the scheme”
  
- **Theme: Reduced income**
- Count: 4
- Example: “Will be a unnecessary cost to me as I believe my property meets all the standards required”
  
- **Theme: General comment**
- Count: 2
- Example: “Low income families and those with physical or mental disabilities or from war torn countries really need support with housing”
  
- **Theme: Sell property**
- Count: 1
- Example: “I will probably sell the property”
  
- **Theme: Decreased supply**
- Count: 1
- Example: “Shortage in supply of rented properties”
  
- **Theme: Not in favour of selective licensing**
- Count: 1
- Example: “rogue landlords will not register and continue to operate”