

LONDON LANDLORD ACCREDITATION SCHEME (LLAS)



**London Landlord
Accreditation Scheme**

“Helping you get it right”

INTRODUCTION

- Introduction
- Outcomes
- Development



WHAT IS ACCREDITATION?

- Voluntary compliance with standards
- Acknowledges & encourages good landlords and agents
- Gives accredited landlords/agents a market advantage
- Avoid the hassle and expense of mistakes and errors



AIMS OF LLAS

- Enables members to operate successful businesses
- Members to provide their tenants with safe and high quality accommodation
- Reduce the need for intervention from local authorities



MAIN ELEMENTS OF LLAS ACCREDITATION

- Recognised Good Landlords & Agents
- Recognised across All of London and the UK
- Knowledge based not property based



MAIN ELEMENTS OF LLAS ACCREDITATION

- Fit & Proper Person
- Code of Conduct
- Development Course
 - One day
 - Independent professional trainers
 - Validation exercise
- Continuous Professional Development



ACCREDIT

○ Members

- ✓ Individuals
- ✓ Partnerships
- ✓ Limited Companies
- ✓ Housing Associations

○ Accredit

- ✓ Landlords
- ✓ Prospective landlords
- ✓ Letting and Managing Agents
- ✓ Property Companies



BENEFITS FOR LANDLORDS AND AGENTS

Other than Recognition & Knowledge:-

- Landlords Reference Manual on USB
- LLAS & UKLAP Certificate
- Use of the LLAS/UKLAP logos
- Quarterly Newsletter called The “ **PRESS**”
- Discounted insurance, HMO and other Licensing Schemes
- Recognised as good Landlord/Agent
- **Grant money** available at some authorities to improve your properties
- **Grants** to bringing empty properties back into use
- Access to the latest, up-to-date information via our website, newsletters and email etc.



BENEFITS TO TENANTS

- Confidence that the landlord/Agent is professional & reputable
- Assurance that the LLAS Code of Conduct will be adhere to
- Allows tenants to make informed choices when renting.
- Provision of clear information on Tenant's rights and responsibilities and Landlords rights and responsibilities



BENEFITS TO AUTHORITIES & PARTNERS

- Resource Sharing Opportunities
- Allows targeted enforcement approach for non accredited landlords and agents
- Helping deal with homelessness
- Positive Relationship with landlords, better understanding of needs
- Fundamentally approves landlords & agents that local authorities can work with.
- Partnership working, breaking down barriers
- Promotes the private rental sector
- Provides consultation base
- Highlight good practice models and initiatives across local authorities boundaries etc.



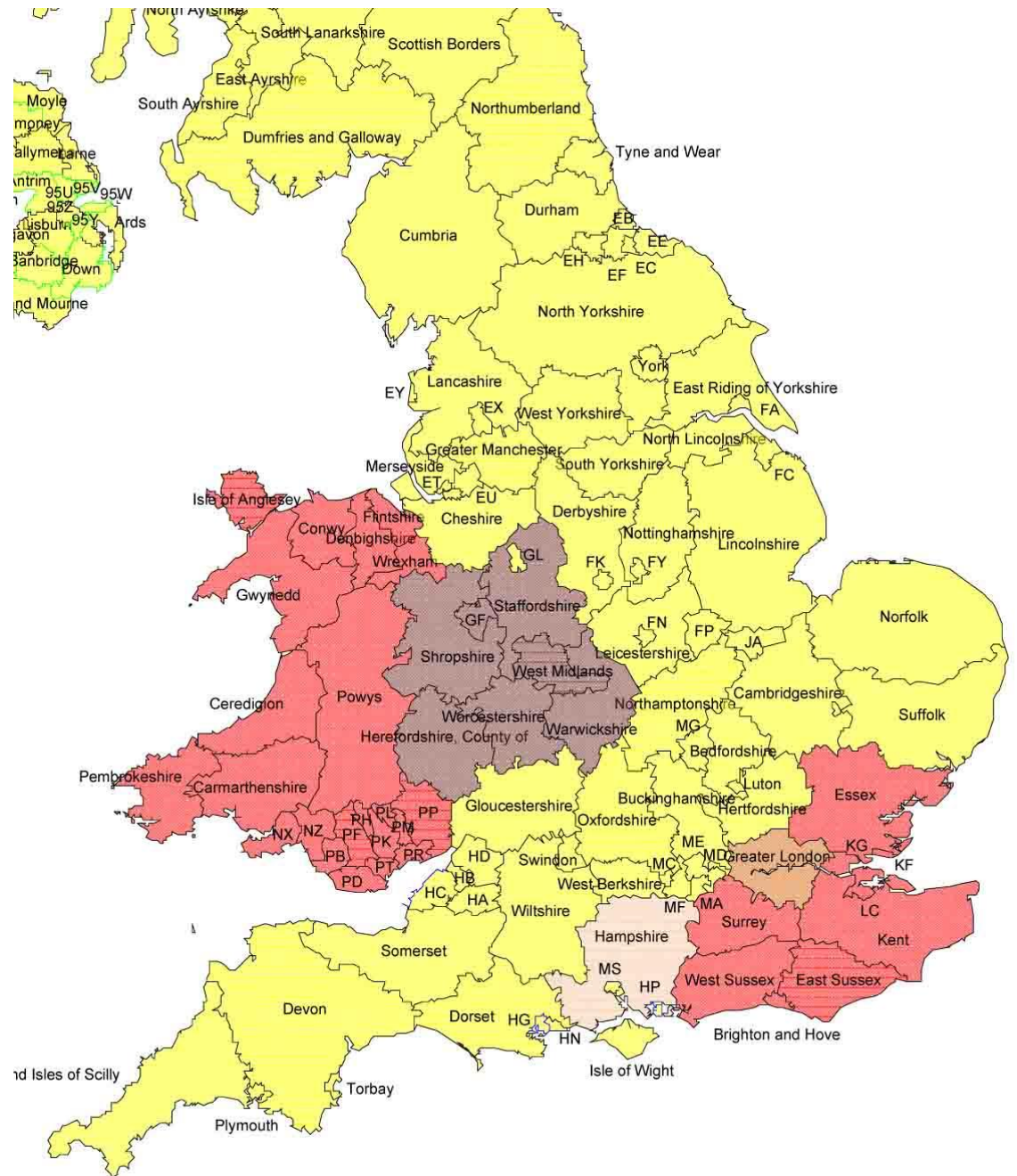
OUTCOMES

- Launched 2004
- Accredits Members not Properties
- Regional scheme – all London Authorities members
- Largest & most successful Scheme in country
- Continuing to attract members on a daily basis
- Model adopted in many areas outside of London
- **2009 Umbrella organisation form- UK Landlord Accreditation Partnership (UKLAP)**
- All regions maintain their own identity
- The London Scheme - London Landlord Accreditation Scheme (LLAS) & LRS



UK Landlord Accreditation Partnership





OUTCOMES

- 54 local authorities Partners
- 976 Development Courses
- 17 average attendance
- Over 17000 Landlords & over 1300 Agents accredited in London
- Over 7500 accredited landlords and agents outside of London



OUTCOMES

- 189 Additional Courses (CPD)
- 6035 Attended CPD
- 1,700,000 hits on website
- 6 properties for majority of landlords
- 25 properties owned on average
- 40 properties managed on average



CONTINUING PROFESSIONAL DEVELOPMENT (CPD.)

IMPERATIVE TO KEEP UP TO DATE WITH LEGISLATIVE CHANGES

- Need 60 CPD over 5 years
- Minimum of 12 per year

CPD ACTIVITIES

- Attendance at CPD courses
- Landlord forums, seminars, exhibits
- Membership of recognised Landlord Organisations
- Taking part in consultations
- Attendance at sustainability Training

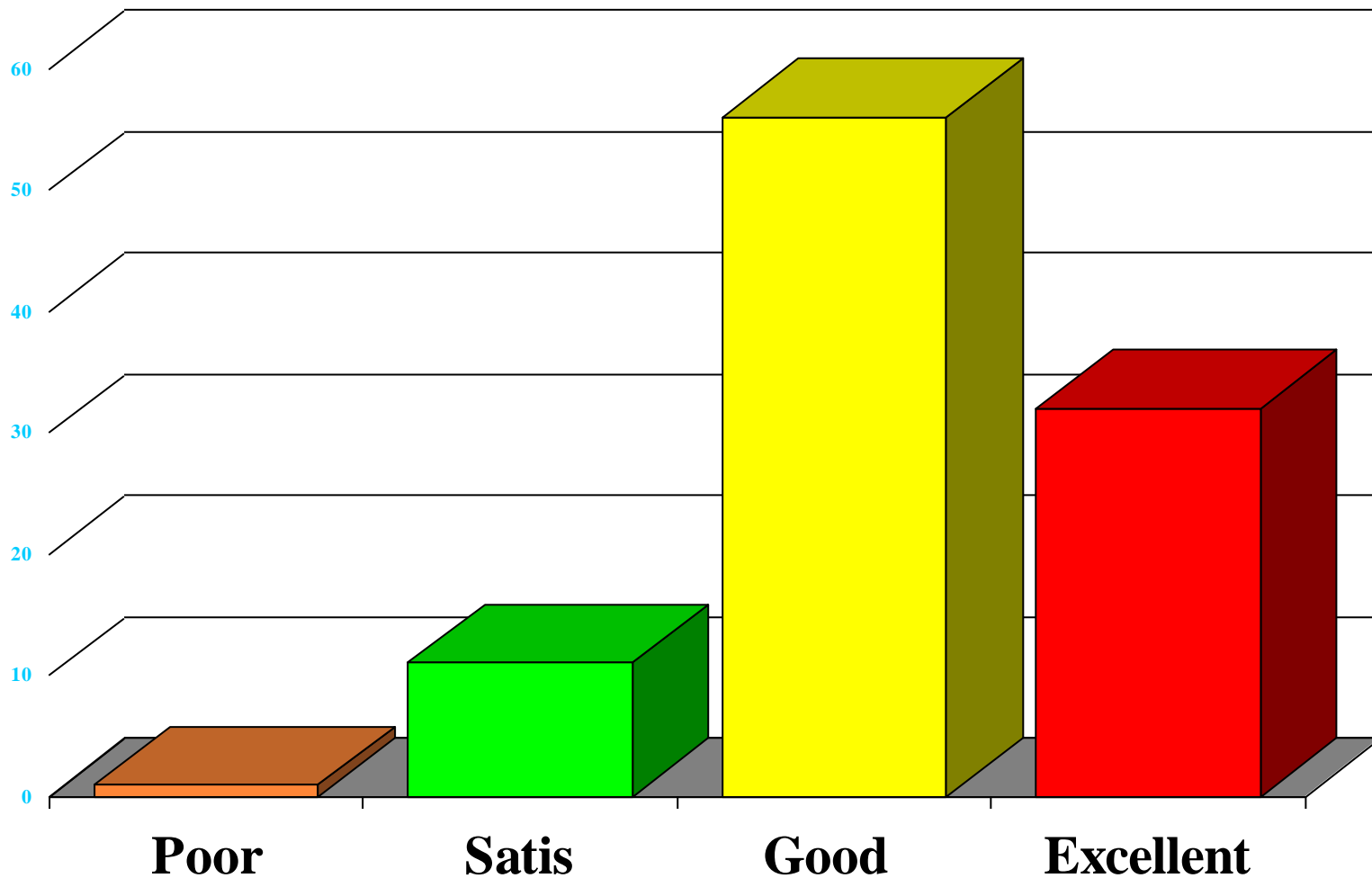


REASON LANDLORDS & AGENTS JOIN

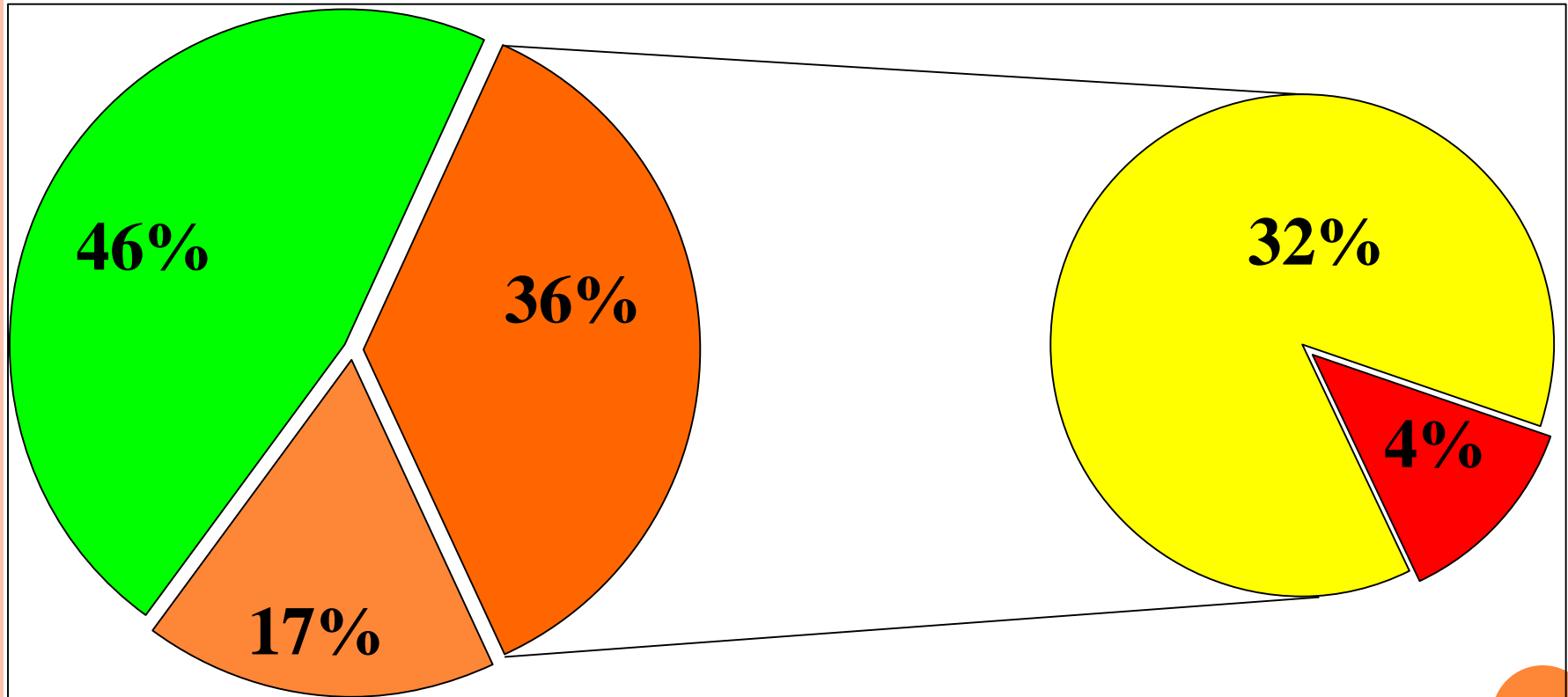
- 92% Recognition as good landlords
- 90% Obtain knowledge
- 12% Requirement by LA for lease or deposit scheme
- 8% Grants
- Required for HMO licensing & other Licensing discounts



COURSE CONTENT

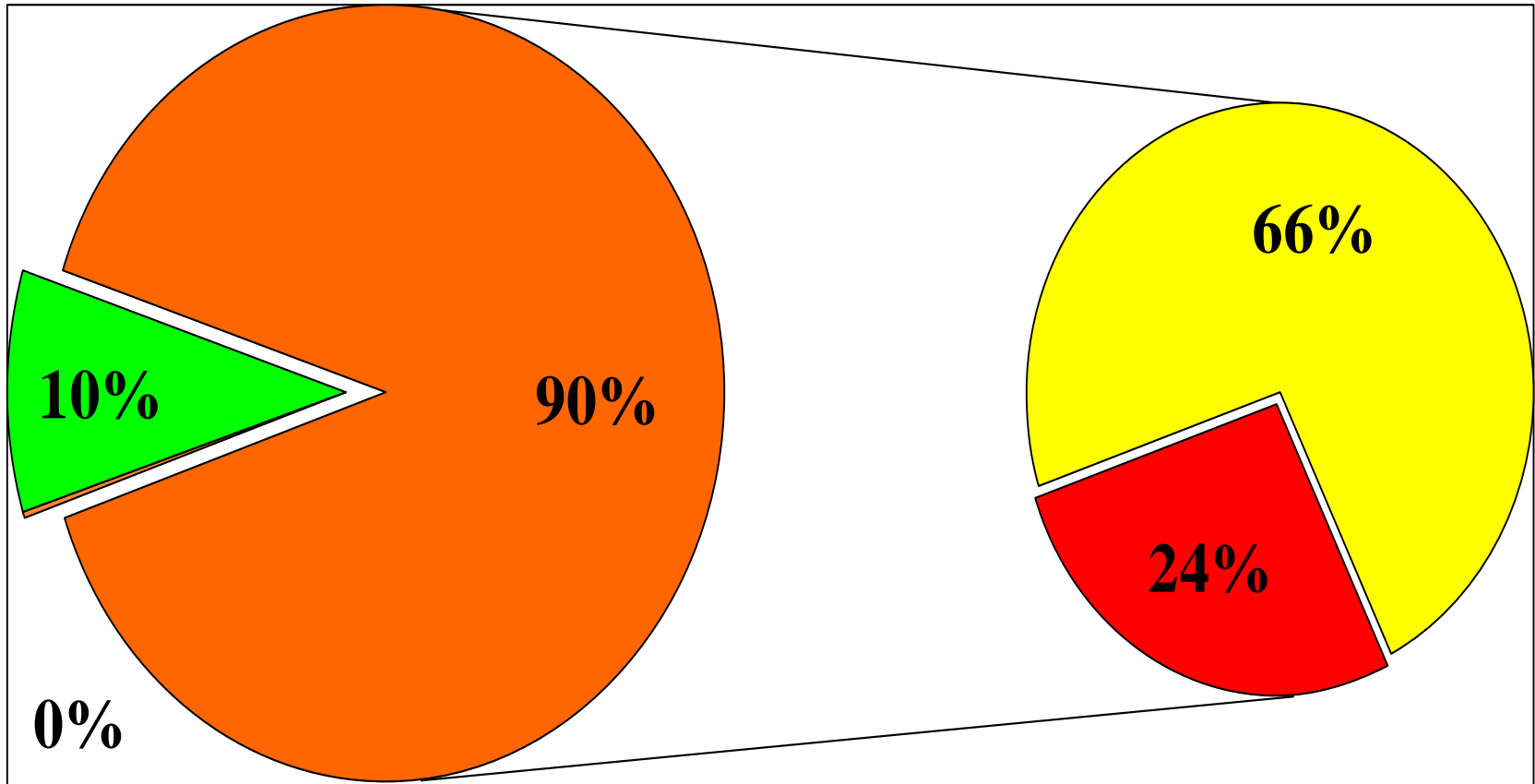


KNOWLEDGE BEFORE



■ Poor ■ Satis ■ Good ■ Excellent

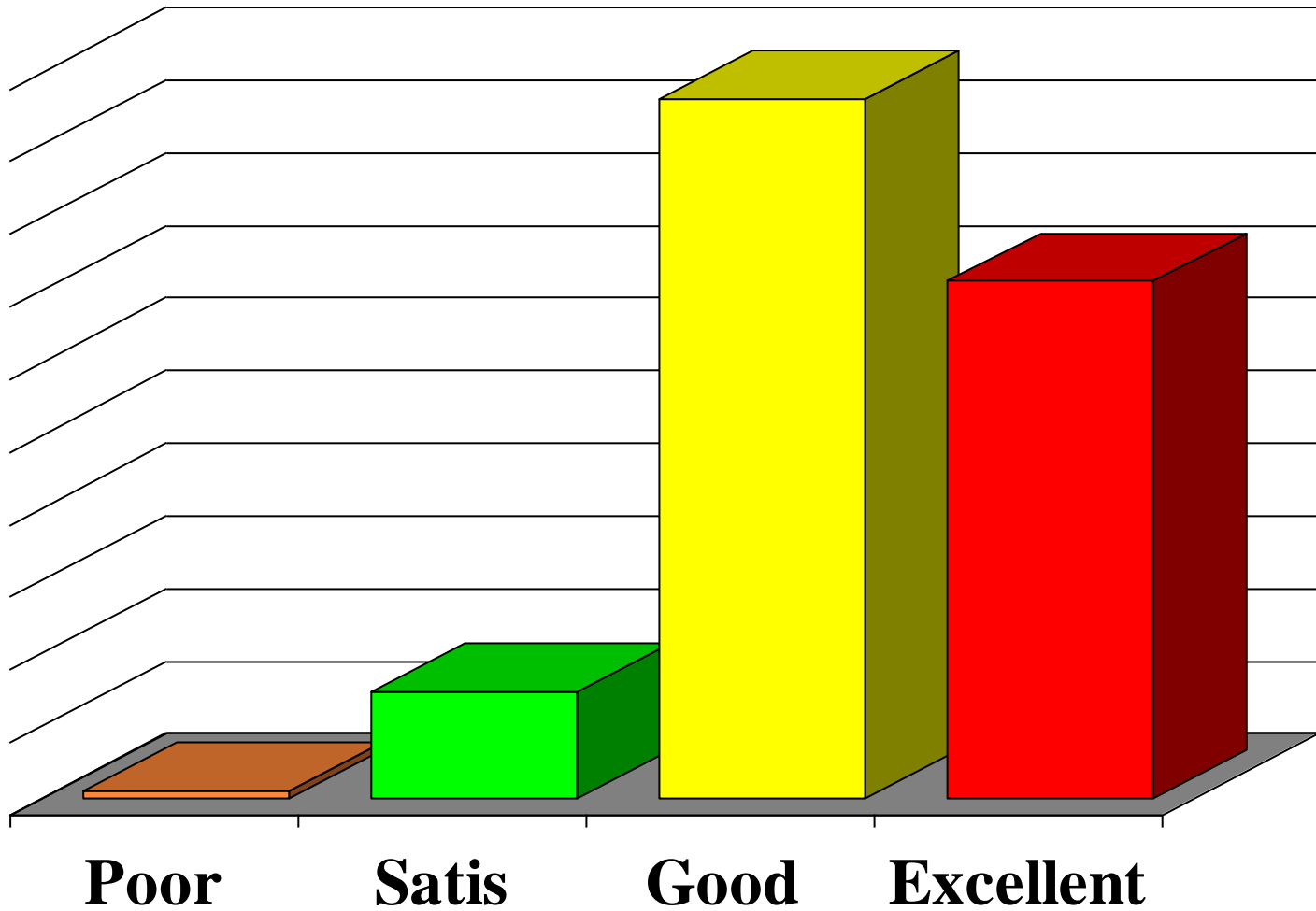
KNOWLEDGE AFTER



■ Poor ■ Satis ■ Good ■ Excellent



RELEVANCE TO BUSINESS



LONDON RENTAL STANDARD (LRS)

LONDON **RENTAL** STANDARD

SUPPORTED BY

MAYOR OF LONDON



THE LONDON RENTAL STANDARD (LRS)

- The London Rental Standard underpin a major expansion in landlord and agent accreditation
- support the development of a single badge of accreditation for all accrediting organisations
- help to expose the small minority of rogue landlords and agents who neglect their responsibilities
- Give tenants confidence about landlord or agent



LONDON RENTAL STANDARDS (LRS)

- These are a voluntary set of standards the Mayor of London expects landlords, and managing and letting agents operating in the private rented sector to meet.
- The Council supports LLAS in providing good landlords and agents, to give tenants a stronger voice and to help them when they have problems with their property.
- Join thousands of others who are setting the standard for private renting in London.
- **Get accredited visit www.londonlandlords.org.uk**



BENEFITS OF THE LONDON RENTAL STANDARD

- Benefit from increased transparency
- Accountability and redress
- Landlords and agents will benefit from:
 - incentives
 - Training and advice
 - Commercial advantage in a highly competitive market.



HOW DO I JOIN LLAS/ UKLAP?

- Landlords and agents can join up by attending the
- UKLAP development course at www.uklap.org.uk or www.londonlandlords.org.uk
- The largest & most successful scheme in the UK – London Landlord Accreditation Scheme (LLAS) – is free to join but you will need to pay £89.90 to attend the one day training session.
- No yearly membership fees for LLAS/UKLAP members



LRS

- Accreditation is for 5 years renewable
- **Being accredited by LLAS/UKLAP also means you meet the London Rental Standard**
- It's suitable for anyone involved in letting out property from a new landlord with one property to big portfolio landlords, to an agent working on behalf of hundreds of landlords or agents managing small number of properties to Housing Associations.



LLAS/UKLAP IN BRIEF

- Database
 - Events & Prosecution Database
 - Landlord Details – Data Sharing Protocol
- Assistance
 - More Surety (Code of Conduct & Fit and Proper Person)
 - Aware of Legislation & Legal Responsibilities
 - Willing to be identified
 - More willing to work with local authorities
- Training for LA staff
- Tenants' accreditation Scheme (TAS)
- Green landlords and lettings Scheme (GLAS)



LLAS CONTACT

www.londonlandlords.org.uk

LLAS, Private Sector Housing Team,
L.B. of Camden, 8th Floor, 5 Pancras Square
London N1C 4AG

Email: LLAS@camden.gov.uk

Phone 020 7974 6975

