LONDON LANDLORD ACCREDITATION SCHEME (LLAS)

“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 “PRES”
- 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 adhered 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: 17%
- Satis: 36%
- Good: 46%
- Excellent: 4%

Pie charts showing the distribution of knowledge levels before the intervention.
Knowledge After

- 90% Poor
- 10% Satis
- 24% Good
- 66% Excellent

Colors:
- Orange: Poor
- Green: Satis
- Yellow: Good
- Red: Excellent
RELEVANCE TO BUSINESS
LONDON RENTAL STANDARD (LRS)

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](http://www.uklap.org.uk) or [www.londonlandlords.org.uk](http://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.
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

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