

Appendix 9 Complementary Measures & Consistency with Housing Strategy

<p style="text-align: center;">Name of Combined Measures</p>	<p style="text-align: center;">Summary of Combined Measures</p>
<p style="text-align: center;">Good Landlord Scheme</p>	<p>The Greater Manchester Combined Authority is working with partners including Greater Manchester Councils on developing a good landlord scheme at city region scale and will ensure that activity under the scheme is complementary to the objectives of any Selective Licensing scheme, including the development and provision of information and advice and other measures.</p>
<p style="text-align: center;">Private Tenants Charter</p>	<p>The core principles of the charter underpin the Council's vision for private tenants. Some of the principles include:</p> <ul style="list-style-type: none"> • Relationships and Engagement - Continue to build strong relationships with private rented stakeholders including, Tenants, Landlords and Agents through positive and lasting engagement. This will provide valuable insight into the needs of each respective stakeholder and create a platform to help promote Best Practice, share experiences and collaborate in shaping the future of Oldham's private rented sector. • Supply and Growth - An expectation that Landlords and Agents will continue to increase the supply of quality homes that are both available and affordable for Oldham's residents. • Accountability and Responsibility - The expectation that Tenants and Landlords will uphold their responsibilities which they sign up to when a tenancy is created. Both parties are expected to do what is reasonable and proportional to resolve any problems that may arise. • Education - A commitment to self-educate about what is reasonable and acceptable over the course of tenancy. Tenants and Landlords are expected to seek out information from champions or other organisation or agencies to build on their knowledge and understanding to ultimately improve their renting experience.

Appendix 9 Complementary Measures & Consistency with Housing Strategy

	<ul style="list-style-type: none"> • Role of the PRS - Value and understand the role of Oldham private rented sector as extension of social housing and embrace the shared responsibility to ensure it succeeds.
Don't Trash Oldham	The Council are investing an extra £1.27m in a new street cleaning campaign. There will be extra staff to tackle litter, fly-tipping and waste and the Council will be cleaning up every ward in the Borough. Environmental Marshalls will be present in each District.
The Big Conversation	People across Oldham are being invited to have their say in the Big Oldham Conversation. The project will involve in-person meetings at the heart of communities, to find out more about the local issues people really care about. Listening to the communities to guide decisions.
Local Housing Company	Options are currently being looked at.
5 District Hubs	<p>Each District team is led by a District Co-ordinator who works with a wide range of services and organisations to meet the unique needs of the District and make improvements. Love where you live is about everybody doing their bit to help make Oldham a great place to live.</p> <p>Can be used by Selective Licensing to support regeneration at a neighbourhood level.</p>
Oldham Council's Housing Strategy 2019	<ul style="list-style-type: none"> • The use of Selective Licensing is consistent with the Council Housing Strategy and coordinates with procedures for homelessness, empty properties, anti-social behaviour in the private rented sector, and housing market renewal activity. • The objective of selective licensing is to address the impact of poor-quality private landlords and antisocial tenants through management conditions to reduce or eliminate the blight of low housing demand, leading to improvements of the social and

Appendix 9 Complementary Measures & Consistency with Housing Strategy

	<p>economic conditions of the sector and area. The Strategy outlines the Council's purpose to ensure:</p> <ul style="list-style-type: none"> • Greater choice for existing tenants • Making better use of existing properties by bringing empty homes back into use • Improved quality and condition of homes and tenancies for private tenants. • Making evidence-based decisions about housing • Campaigning for more 'Healthy Homes' resources to continue to reduce the number of residents living in fuel poverty through Warm Homes Scheme. • Increase our ability to identify the most vulnerable people living in the poorest quality homes and concentrate efforts on them. • We are listening hard to understand our communities' experiences of housing and how people want to live their lives. • Thriving Communities: We will continue our work with residents to solve difficulties that arise in their neighbourhoods. Selective licensing enables us to take a more proactive approach in areas where there are high levels of private renting and our more focused and tailored localised responses enables us to be effective in tackling specific issues that arise. • Considering the condition of people's homes when determining how best to address people's health and social care issues and target our limited resources, for example, to keep people warm in their homes. • Help new residents to settle into communities and for our existing residents we will continue to help connect and create opportunities for them to meet and socialise with their neighbours. Selective Licensing will improve the management practices of landlords, making private renting a more viable option in the longer term. A more professional private rented sector and tenancy management may encourage landlords to let properties for a longer term. • Oldham has a high proportion of properties in lower council tax • Levels of overcrowding are high and are a legacy of historic low new supply of larger family accommodation; our terraced housing stock has been absorbing a large proportion of household growth. • Selective Licensing and our continued efforts to review our approach and develop constructive working relationships with private landlords has the potential to drive up property and management standards in the sector. • For many of Oldham's residents, access to social housing or affordable rent is not necessarily their preferred option. There is a range of financial schemes now available that can help people to buy a home they want at a price they can afford. • Consider reviewing our existing ethical equity loan fund. This will look to widen equity loans to enable poorer older homeowners,
--	---

Appendix 9 Complementary Measures & Consistency with Housing Strategy

	<p>living in the worst condition accommodation, to improve their homes.</p> <ul style="list-style-type: none"> • Continue to make changes to improve how we manage the Disabled Persons Housing Register. Explore best practice in housing options for people with advanced dementia. Explore opportunities to provide accommodation with integrated opportunities for training, employment and apprenticeships for people with a Learning Disability, to help maximise independence. Review our approach to sourcing suitable accommodation with support for young people between 16 and 25 leaving the care system, including consideration of dedicated units to provide 'on-the-day' emergency accommodation and more homes accessible to large and intergenerational families to relieve overcrowding • Creating opportunities for older people living in large homes to right-size, supporting development of more large homes. • Look to help overcrowded households, subject to an eligibility criteria, to raise the finance to move to a larger, more suitable home. • Options to Do It Yourself and support for co-operative community-led housing options • Improved quality and condition of homes and tenancies for private tenants. Some neighbourhoods have very high levels of private renting concentrated in pre-war terraced homes. Some landlords only own and rent out one property. It's important that the relationship between landlord and tenants works. The council already provides a bond scheme, through which we help tenants to negotiate terms, and provide a deposit or equivalent to enable the tenant to secure the tenancy. We also provide a tenancy sustainment service. • We are considering a range of actions through developing Housing Action Areas and an appropriate intervention delivery model to drive up standards such as a Local Housing Company. This would complement any Selective Licensing scheme to drive even further improvement in the private rented sector.
<p>Bond Scheme</p>	<ul style="list-style-type: none"> • Enables private landlords to let their property through the Bond Oldham Scheme. • With the private sector under the microscope through growing legislation and regulation, taking the social route and working with the Council is a way to be sure that you are operating within the guidelines.

Appendix 9 Complementary Measures & Consistency with Housing Strategy

Partnership Working	<ul style="list-style-type: none"> • We work closely with other services, such as the Police, Immigration, Fire Service, Social Services, Tenancy Relations taking a multi-disciplinary approach to tackling issues of community safety and to resolve problems when they arise.
Regeneration	<ul style="list-style-type: none"> • Creating a Better Place is geared towards increasing footfall, giving a wider choice of residential options, improving access to work experience and jobs, championing local culture and heritage and ensuring that the town centre is easy to navigate. • It builds on recent successful town centre regeneration projects including the redevelopment of the Old Town Hall, improved connectivity via Metrolink and the redevelopment of Oldham Leisure Centre and Parliament Square. • Oldham has been awarded from the Government:: A Town Deal worth £24.4 million to boost local economies, create jobs and help towns build back better from the pandemic. £10.75 million from the Future High Streets Fund, to renew and reshape town centres and high streets in ways that drive growth, improve experience and ensure sustainability. • The Foxdenton Scheme will create up to 2,000 new jobs and an estimated £4.6m annual boost to the local retail economy. Broadway Green will bring new homes and jobs to this part of Oldham. It will also include significant green open space in the form of a new 25-acre linear park • Hollinwood Junction will bring new homes and create up to 750 new jobs.