

APPENDIX 9



Summary Report – Selective Licensing

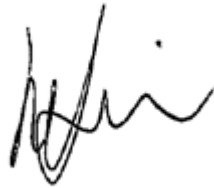
Peterborough City Council

January 2016

Project Selective Licensing
Client Name: Peterborough City Council
Type of Report: Summary Report

Prepared by: Louise Harrison

Signed:



Date: January 2016

Reviewed by: Edward Saunders

Signed:



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1. Introduction

1.1 This document sets out the details of the public consultation on proposals by Peterborough City Council to introduce a Selective Licensing scheme. The consultation was run by Athene Communications on behalf of Peterborough City Council. It includes details about the background to the consultation, its objectives, the timescales and steps taken to engage with key stakeholders and local communities as well as a summary of the responses received.

This summary report does not explore either the rationale or mechanics of the Selective Licensing scheme.

2. Background

Legislation

2.1 Section 80 of the Housing Act 2004 allows local authorities to apply for the selective licensing of privately rented properties within specified designated areas.

The aim of selective licensing is to improve the management of private rented homes to ensure they make a positive contribution on the area.

All private landlords with residential property within the proposed area would need to apply for a paid for licence for each property they let in the area. Licences would run for a maximum of five years.

2.2 Section 80 (9) of the Housing Act states that when considering designating an area the local housing authority must:

- Take reasonable steps to consult persons who are likely to be affected by the designation; and
- Consider any representations made in accordance with the consultation.

2.3 With effect from 1 April 2015, a local housing authority needs to apply to the Secretary of State for Communities and Local Government (Secretary of State) for confirmation of any scheme which would cover more than 20% of their geographical area or that would affect more than 20% of privately rented homes in the local authority area.

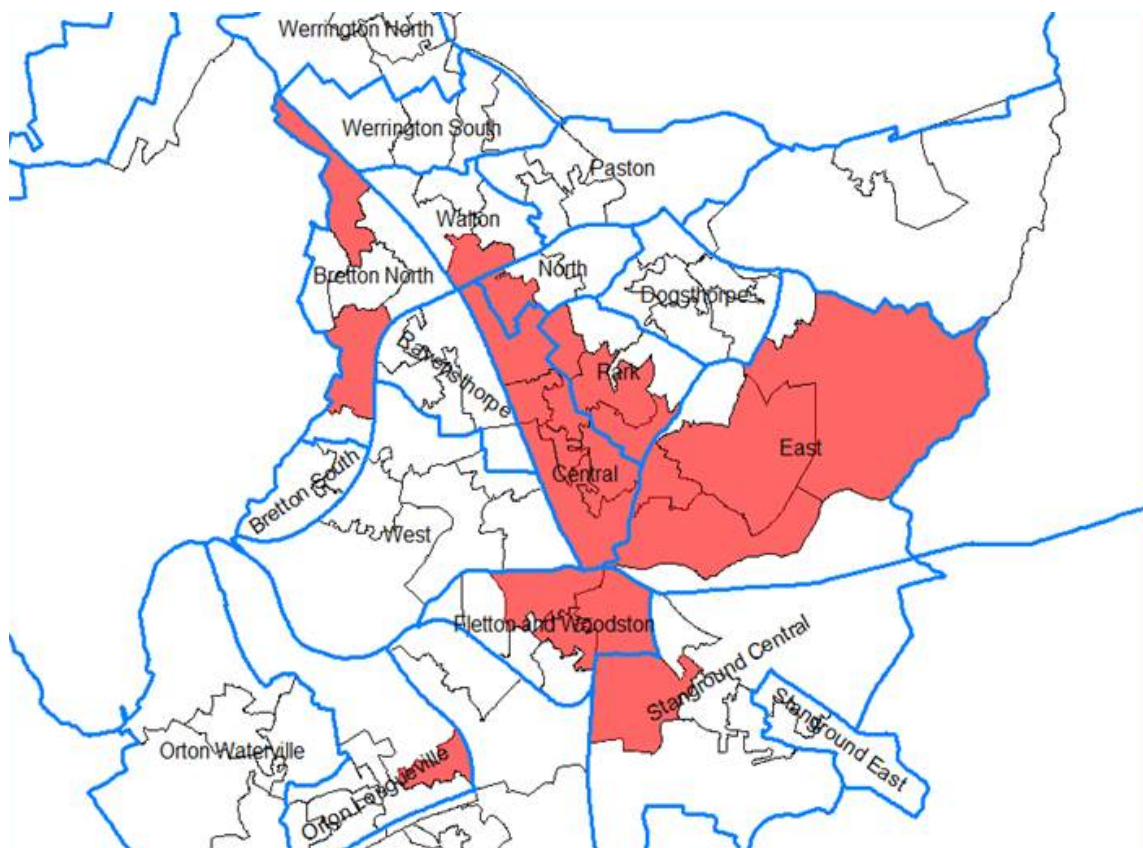
2.4 Areas proposed for Selective Licensing must have a high level of private rented housing. The criterion in order to be considered as 'high level' is for an area to have above average levels. Average levels are 19%; thus any area above 19% can be considered.

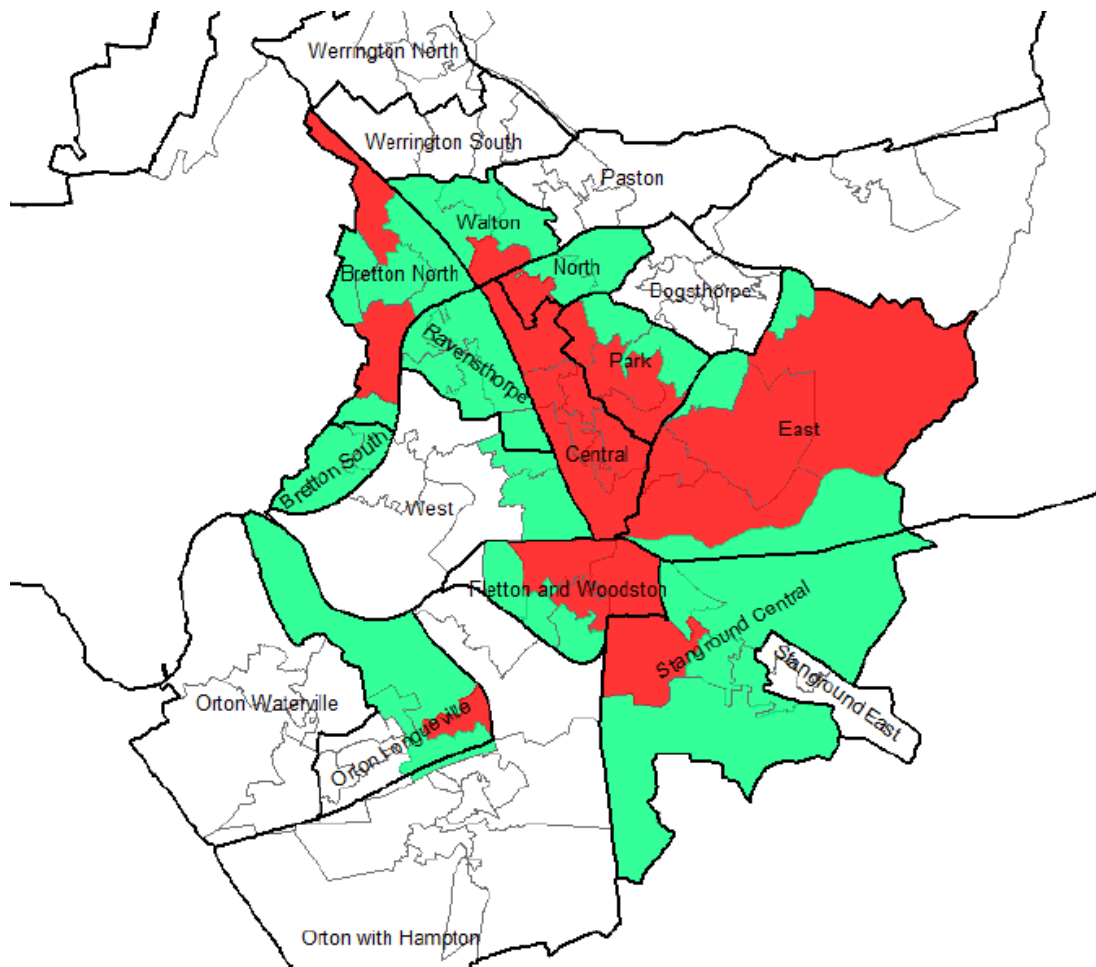
Peterborough City Council's proposals

Peterborough City Council decided in October 2015 to consult about proposals to introduce a Selective Licensing scheme in areas located in the following wards:

- Central
- North
- East
- Park
- Fletton and Woodston
- Bretton North
- Stanground Central
- Walton
- Orton Longueville

The proposed areas were selected by Peterborough City Council on the basis of statistically relevant Lower Super Output Areas (LSOAs). They are independent of ward or constituency boundaries. These are highlighted in the map below:





In order to ensure that all those who might be impacted were made aware of the proposals, Athene consulted with all those residents in areas immediately adjacent to the core proposed areas – these are coloured in green on the above map.

3. Objectives

3.1 The engagement strategy for the public consultation was based on five key objectives designed to meet the requirements of both the Department of Communities and Local Government's guidance about consulting on selective licensing proposals and Peterborough City Council's own Statement of Community Involvement (SCI), in order to ensure that engagement is robust and approached in the right way:

1. To ensure that the consultation process is independent and is seen as independent and open.
2. To ensure that communications are clear and transparent and reach the right people.
3. To provide a variety of robust mechanisms for people to provide feedback.
4. To build constructive links with key stakeholders, landlords, tenants, residents, local organisations and businesses.
5. To respond to feedback.

3.2 To achieve these objectives, the public consultation was delivered in four key stages:

1. Development of a strategy and timeline
2. Communication, consultation and engagement
3. Capturing, tracking and responding to comments
4. Preparation of the Summary Report

4. Timescales

- 4.1 The public consultation ran for 12 weeks from Thursday 22 October 2015 to Thursday 14 January 2016.
- 4.2 The minimum guidelines is 10 weeks.

5. Delivery of the Public Consultation

5.1 This section includes details about the way that people were informed about the proposals and given the opportunity to provide feedback. More detail is provided in the following sections, but a summary of the main activities is provided in **Table 1** below:

Table 1

Activity	When
An email was sent to key stakeholders in advance of the consultation.	Monday 5 October 2015
An email was sent to MPs and Group Leaders inviting them to a meeting.	Thursday 8 October 2015
An email was sent to key stakeholders introducing Athene and their role in the consultation.	Tuesday 13 October 2015
In addition to the consultation with key stakeholders outlined in section 2 above, letters were sent to other identified stakeholders about the public consultation and proposals.	Thursday 22 October 2015
40,000 letters and postcards about the proposals and the public consultation were hand delivered by PPS to those residents within the proposed selected areas and neighbouring areas.	Between Thursday 22 October and Tuesday 27 October 2015
Letters were sent to Peterborough Letting Agencies with details about the proposals and public consultation.	Friday 23 October 2015
Letters were sent by Peterborough City Council to approximately 4,700 landlords, with details about the proposals and public consultation.	Wednesday 4 November 2015
An email consultation address and Freepost address were set up that people could contact with any queries or comments. Details of the comments were shared with the project team and, where appropriate, responses were provided in a timely manner.	From Thursday 22 October 2015
Webpages on Peterborough City Council's main website was developed to host information about the proposals - www.peterborough.gov.uk/selectivelicensing	The website was available from Thursday 22 October 2015 and updated as required throughout the public consultation
A questionnaire was made available in five different languages, both in hard copy format and online, throughout the consultation.	From Thursday 22 October 2015 until Thursday 14 January 2016
A media release about the proposals and public exhibitions was issued to a wide range of local media.	Thursday 22 October 2015
Posters available in five different languages were displayed in key local areas about the public exhibitions.	From Monday 26 October 2015

A full page advert about the public exhibitions appeared in the Peterborough Telegraph.	Thursday 29 October, Thursday 5 November, and Thursday 12 November 2015
A half page advert about the public exhibitions appeared in the Peterborough Telegraph.	Thursday 19 November and Thursday 26 November 2015
A continuation of the advert was placed on Peterborough City Council's Facebook page.	From Monday 30 November 2015
Seven public exhibitions were held throughout the consultation period within the proposed red selected areas. All venues were approved by Peterborough City Council.	Thursday 7 November 2015 Thursday 12 November 2015 Wednesday 18 November 2015 Wednesday 25 November 2015 Thursday 3 December 2015 Monday 7 December 2015 and Thursday 7 January 2016

Engagement and consultation with key stakeholders

- 5.2 A wide range of key local stakeholders were contacted via email on Monday 5 October 2015 by Adrian Chapman, Service Director, Adult Services and Communities, Peterborough City Council with information about the Selective Licensing proposals and the forthcoming public consultation.

A list of key local stakeholders was identified by Athene Communications which was added to and approved by Peterborough City Council. These are shown in **Table 2** below.

Table 2

Cabinet Member			
Cllr	Peter	Hiller	Cabinet Member for Growth, Planning, Housing and Economic Development, Peterborough City Council
Central ward councillors			
Cllr	Mohammed	Jamil	Peterborough City Council
Cllr	Nazim	Khan MBE	Group Leader of the Labour Group, Peterborough City Council
Cllr	Mohammed	Nadeem	Peterborough City Council

Park ward councillors			
Cllr	Richard	Ferris	Peterborough City Council
Cllr	John	Peach	Peterborough City Council
Cllr	John	Shearman	Peterborough City Council
Orton Longueville ward councillors			
Cllr	John	Okonkoswki	Peterborough City Council
Cllr	Lisa	Forbes	Chair Strong and Supportive Communities Scrutiny Committee, Peterborough City Council
Cllr	Graham	Casey	Peterborough City Council
Fletton and Woodston ward councillors			
Cllr	Nick	Thulbourn	Peterborough City Council
Cllr	Lucia	Serluca	Peterborough City Council
Cllr	Pedro	Faustino	Peterborough City Council
Bretton North ward councillors			
Cllr	Roger	Herdman	Peterborough City Council
Cllr	Ann	Sylvester	Peterborough City Council
Cllr	Stuart	Martin	Peterborough City Council
Walton ward councillors			
Cllr	Nick	Sandford	Leader of Peterborough Liberal Democrats Group, Peterborough City Council
Cllr	Asif	Shaheed	Peterborough City Council
East ward councillors			
Cllr	Azher	Iqbal	Peterborough City Council
Cllr	Jo	Johnson	Peterborough City Council

Cllr	Nabil	Shabbir	Peterborough City Council
Stanground Central ward councillors			
Cllr	Brian	Rush	Peterborough City Council
Cllr	Ray	Bisby	Peterborough City Council
Cllr	John	Whitby	Peterborough City Council
North ward councillors			
Cllr	Keith	Sharp	Group Secretary, Peterborough City Council
Cllr	Charles	Swift	Peterborough City Council

- 5.3 In addition, Councillor John Holdich, Leader of Peterborough City Council, informed the following local MPs and Peterborough City Council Group Leaders about the Selective Licensing proposals and forthcoming consultation on Thursday 8 October 2015 (see **Table 3** below).

Table 3

MPs			
Mr	Stewart	Jackson MP	MP for Peterborough
Mr	Shailesh	Vara MP	MP for North West Cambridgeshire
Group Leaders			
Cllr	Chris	Ash	Ward Councillor for Dogsthorpe, Vice Chair Strong and Supportive Communities Scrutiny Committee, Peterborough City Council & Group Leader Peterborough Independent Forum
Cllr	John	Fox	Group Leader (Werrington First), Peterborough City Council

- 5.4 Wendi Ogle-Welbourn, Corporate Director People and Communities, Peterborough City Council also contacted Mr Abdul Choudhuri, Chair of Faizan E Madina Mosque by telephone on Thursday 8 October 2015 to introduce the proposals and the consultation.
- 5.5 A further follow up email was sent on Tuesday 13 October 2015 by Edward Saunders, Director of Community Engagement at Athene Communications, explaining that we had been instructed to take forward the consultation on Peterborough City Council's behalf. The email included an invitation to a private briefing which would provide an opportunity to find out more about the proposed scheme and to provide feedback. The email was sent to all stakeholders listed in **Tables 2 and 3** (above).
- 5.6 At the start of the public consultation on Thursday 22 October 2015, an email was sent via the selectivelicensing@peterborough.gov.uk account, to those shown in **Table 4** below outlining details about the consultation and offering a meeting to discuss the proposals in more detail.

Table 4

Ward councillors			
Cllr	Andy	Coles	Ward councillor for Bretton South, Peterborough City Council
Cllr	Wayne	Fitzgerald	Ward councillor for West, Peterborough City Council
Cllr	Yasmeen	Maqbool	Ward councillor for West, Peterborough City Council
Cllr	Ed	Murphy	Ward councillor for Ravensthorpe, Peterborough City Council
Cllr	Gul	Nawaz	Ward councillor for Ravensthorpe, Peterborough City Council
Parish councils			
Mrs	C	Hunt	Clerk, Orton Longueville Parish Council
Mr	B	Champness	Clerk, Bretton Parish Council
Stakeholders			
Mr	John	Bridge	Chief Executive, Cambridgeshire Chamber of Commerce
Mr	Iain	Crighton	President, Cambridgeshire Chamber of Commerce
Ms	Diane	Rose	Customer Services Manager, Home Group
Mr	Martin	Raper	Account Director, Amey

Mr	Ayoub	Choudhary	Chair, Muslim Council of Peterborough
Mr	Jaspal	Singh	Chair, Peterborough Interfaith Council
Ms	Leonie	McCarthy	General Secretary, Peterborough Council for Voluntary Services
Mr	David	Bache	Chief Executive, Age UK
Ms	Melanie	Dales	Peterborough Area Commander, Cambridgeshire Constabulary
Ms	Sandy	Burns	Manager, DIAL
Mr	Bryan	Tyler	Manager, Peterborough Disability Forum
Mr	Keith	Jones	Chief Executive, Peterborough Citizens Advice Bureau
Mr	Gavin	Dick	Policy Officer, The National Landlords Association
Mr	Billy	Gill	Regional Representative, The National Landlords Association
Mr	Ken	Staunton	Head of Regions, The National Landlords Association
Mr	Terry	Lucking	Branch Chairman, The National Landlords Association
Ms	Isobel	Thomson	Chief Executive, The National Approved Letting Scheme
Mr	Stuart	Fort	Operations Director, Axiom Housing Association Ltd
Ms	Claire	Higgins	Chief Executive, Cross Keys Homes
Ms	Anne	Johnson	Operation Manager, The Hyde Group
Mr	Damien	Roche	Operations Director, Accent Nene
Mr	James	Graves	L&H Homes
Mr	Robert	Ulph	Association of Residential Letting Association, ARLA Regional Representative for Suffolk, Norfolk and Cambridgeshire
Mr	Kevin	Bolt	Chief Executive, BPHA
Ms	Ruth	Mann	Operations Manager, Wherry Housing Association
Ms	Martha	MacKenzie	Shelter
Ms	Bernadetta	Omondi	Chair, Peterborough Community Group Forum

Mr	Rick	Hylton	Assistant Director, Operations and Community Safety Cambridgeshire Fire and Rescue
Mr	Cliff	Walker MBE	Chariman, Peterborough Racial Equality Council
Manager			ECHG Housing and Support
Mr	Mark	Henderson	Chief Executive, Home Housing Group
Manager			Muir Group

5.7 A further email was sent via the selectivelicensing@peterborough.gov.uk account or first class letter by Athene Communications, on Thursday 22 October to additional stakeholders announcing the proposals and public consultation. These are listed in **Appendix A**.

5.8 Stakeholder meetings which were held as part of the public consultation are set out in **Table 5** below.

Points raised during the meetings were reported direct to Peterborough City Council.

Table 5

Name	Role	Date	Project team in attendance
Stewart Jackson MP	MP	Friday 16 October 2015	Richard Astle, Athene Gary Goose, PCC Gillian Beasley, PCC John Holdich, PCC
Councillor Richard Ferris	Park Ward	Friday 16 October 2015	Edward Saunders, Athene Gary Goose, PCC
Mr Abdul Choudhuri	Chair, Faizan E Madina Mosque	Friday 16 October 2015	Edward Saunders, Athene Gary Goose, PCC
Councillor Lisa Forbes	Chair Strong and Supportive Communities Scrutiny Committee and Orton Longueville ward councillor	Monday 19 October 2015 (by telephone conference)	Edward Saunders, Athene Gary Goose, PCC
Councillor John Shearman	Park Ward councillor	Wednesday 21 October 2015	Edward Saunders, Athene Gary Goose, PCC
Councillor Stuart Martin	Bretton North ward	Wednesday 21 October 2015	Edward Saunders, Athene

	councillor		Gary Goose, PCC
Councillor Pedro Faustino	Fletton and Woodston ward councillor	Friday 23 October 2015	Edward Saunders, Athene Gary Goose, PCC
Councillor Nazim Khan and Councillor Mohammed Jamil	Central ward councillor	Monday 26 October 2015	Gary Goose, PCC
Cllr Graham Casey	Orton Longueville ward councillor	Monday 26 October 2015	Edward Saunders, Athene Gary Goose, PCC
Charles Simpson	Shailesh Vara, MP's Manager	Friday 30 October 2015	Edward Saunders, Athene Jo Bezant, PCC
Andrew Goodacre	Chief Executive Residential Landlords Association (RLA)	Wednesday 2 December 2015	Edward Saunders, Athene
Mike Tomlinson	Brookdale Property Lettings	Tuesday 8 December 2015	Edward Saunders, Athene
Tim Douglas	The Association of Residential Letting Agents (ARLA)	Thursday 10 December 2015	Edward Saunders, Athene
Hayley Norfolk	Director, Rosedale Letting Agent	Thursday 17 December 2015	Edward Saunders, Athene Gary Goose, PCC Louise Harrison, Athene

Engagement and consultation with letting agents, landlords and members of the public

Letting agents and landlords

A letter was sent to Peterborough Letting Agencies on Friday 23 October 2015 via the email account or first class post, outlining details about the proposals and public exhibitions. The list of agencies was agreed with Peterborough City Council.

A letter was also sent by Peterborough City Council via first class post to approximately 4,700 registered landlords on Wednesday 4 November 2015. The letter outlined details about the proposals and public exhibitions. The database for all landlords is held by Peterborough City Council and is taken from electoral records.

5.9 Local residents

A letter with accompanying postcard was hand delivered by a Peterborough based company called PPS (Peterborough Printing Services Limited) to 40,000 local residents and businesses within the proposed designated areas and surrounding areas from Thursday 22 October to Tuesday 27 October 2015.

The letter included details about the proposals and the public exhibitions and the ways in which people could provide feedback. It also included a map showing the location of the proposed areas for designation under the Selective Licensing scheme. A copy of the letter and postcard is available at **Appendix B**. People were encouraged to complete the questionnaire electronically via the website.

The postcard allowed residents to request a hard copy of the feedback questionnaire in a choice of five languages - English, Urdu, Polish, Slovak, Portuguese and Lithuanian. The postcard could be returned via the Freepost address.

The letter was also available in the five different languages, as mentioned above, upon request.

5.10 Media

A media release was issued by Peterborough City Council to local press and local radio regarding Peterborough City Council's Selective Licensing proposals on Thursday 22 October 2015. A copy of the media release is available at **Appendix C**.

Media coverage included:

Coverage	Date
An interview on BBC Radio Cambs with Gary Goose, PCC, Stewart Jackson MP and Councillor Ferris, Park ward Councillor	Wednesday 21 October 2015
Peterborough Telegraph	Thursday 22 October 2015
BBC Look East, with Enforcement Officer, Peter Bezant and Adrian Chapman both from Peterborough City Council	Wednesday 28 October 2015
An article featured in the Labour in Park Ward Autumn Newsletter	Autumn 2015

Copies of the media coverage are available at **Appendix D**.

In addition to the media releases, a full page advert with details about the public exhibitions was published in the Peterborough Telegraph on Thursday 29, October, Thursday 5 November and Thursday 12 November 2015. A further half page advert featured on Thursday 19 November and Thursday 26 November 2015 (**Appendix E**).

A copy of the advert also featured on Peterborough City Council's Facebook page from Monday 30 November 2015 until Thursday 14 January 2016.

The advert was also promoted by Peterborough City Council's Connectors via the Latvia, Lithuanian and Czeck/Slovak Facebook pages.

5.11 Posters

A4 posters were produced to promote the public exhibitions. The posters were available in five different languages: English, Urdu, Polish, Slovak, Portuguese and Lithuanian. These were displayed in the following locations from Monday 26 October 2015:

East Ward:

- Parnwell Primary School, One Stop, Kings Gate Church, Sainsbury's, Shell Garage, Peterborough Rugby Club, Fengate Convenience Store

Fletton & Woodston:

- Fletton Stores, Odedra Chemist, Tesco Express

Stanground Central:

- Tesco Express, Aldi, Londis, Co-Operative, Amazon Distribution Centre, Post Office, The Whittle Way, Nectar Shop

Orton Longueville:

- Lloyd's pharmacy, Co-Operative, Notcutts Garden Centre, Martis, Orton Express, Post Office

Walton:

- Shell Garage, Paul Pry, One Stop, Walton Food & Wine

North:

- Graham Young Pharmacy, Hassan's Food Store, Thistle Medical Centre, Premier Supermarket

Bretton North:

- Bretton Baptist Church, Post Office

Park:

- Regional College, Thomas Walker Pharmacy, Yummy Fish & Chips, TDA, Euro Shop, Aljenant Food Store

Central:

- Rowlands Pharmacy, Camram Food Store, Islamic International Store, Ghousia Food Store, Ice Land, Muslim Grocer & Butcher, Gladstone Children's Centre, Al Maccah Food Store , Piccolo Guadagno, Islamic Centre, Kaima's Restaurant, Gladstone Children's Centre, Gladstone Connect

Ravensthorpe:

- Post Office

A4 posters were also displayed at each venue where the public exhibitions were held. In addition, A4 posters in English were distributed to and displayed in all libraries on Monday 2 November 2015. A3 posters were displayed in Central Library.

A1 posters were also produced for an A-frame display board that were placed outside the venue on the day of the exhibitions to direct visitors to the exhibition and attract additional attention.

A copy of the poster is at **Appendix F**.

5.12 Website

Webpages were available through Peterborough City Council's main website, hosting information about the proposals - www.peterborough.gov.uk/selectivelicensing

The subject headings included the following:

- Introduction to Selective Licensing
- Proposed areas
- Selective Licensing overview
- Supporting documents
- Selective Licensing FAQs
- Public consultation and questionnaire
- Contact Us

The website was available from Thursday 22 October 2015 and updated throughout the public consultation when required. The website allows visitors to read the information in a wide selection of languages. As at Wednesday 20 January, access to the information remains available.

The Supporting Documents subject heading, included details about the rationale for selective licensing, the selection of the areas using the Housing Act Criteria and the fee structure.

5.13 The Public Exhibitions

5.13.1 The venues

Public exhibitions were held at seven different locations that fell within the proposed red areas for Selective Licensing, within Peterborough.

The venues chosen provided good access by car and by foot, but also offered suitable parking facilities.

Details about each exhibition and the numbers of people who attended are provided in **Table 6** below.

Table 6

	Exhibition	Date and time	Total attendance
1	Centre 68, 68b Westgate, Peterborough, PE1 1RG	Thursday 5th November 2015, between 3pm & 7pm	36
2	Pyramid Centre, Watergall, Bretton, PE3 8NZ	Thursday 12th November 2015, between 3pm & 7pm	56
3	The Fleet, Fleet Way, High Street, Fletton, PE2 8DL	Wednesday 18th November 2015, between 3.30pm & 6.30pm	58
4	Herlington Community Centre, Herlington, Orton Malborne, PE2 5PW	Wednesday 25th November 2015, between 5pm & 8pm	19
5	Parnwell Community Centre, Saltersgate, Parnwell, Peterborough, PE1 4YL	Thursday 3rd December 2015, between 4pm & 7pm	13

6	Beehive Community Centre, St Martin's Street, Peterborough PE1 3BB	Monday 7th December 2015, between 3pm & 6.30pm	35
7	Iqbal Centre, 157 Cromwell Rd, Peterborough PE1 2EL	Thursday 4 January 2016, between 10am & 7pm	64

It was agreed in December 2015 to add a further public exhibition, held on 4 January at the Iqbal Centre.

The times chosen allowed people to attend the exhibitions at different times of the day and enabled people to attend after work.

The below map highlights the areas in which each exhibition was held.



5.14 **Displays and materials**

Twelve A1 exhibition panels were produced to provide detailed information on the proposals. The boards were entitled:

- An introduction and details about the need to introduce Selective Licensing (x2)
- Information on the proposals
- How the areas have been chosen
- A map showing the designated areas (x2)
- Highlighting the benefits
- The fee structure
- The support for landlords and tackling anti-social behaviour
- Next steps and time scale of the proposals
- Images taken from site visits by the Enforcement Officers

- Information on how Selective Licensing could help

All content for the boards were agreed by Peterborough City Council, prior to the exhibition dates. The boards can be viewed at **Appendix G**.

5.15 Feedback mechanisms

A number of ways for people to offer their feedback were established.

5.15.1 Consultation email address and Freepost address

The dedicated email address and Freepost address was well publicised and appeared on: all stakeholder and residents letters; feedback forms; posters; website; press and adverts.

An email address was available for people to submit queries and comments to:

selectivelicensing@peterborough.gov.uk.

The email account was set up with an automated response also translated in five different languages.

All emails were received through the dedicated email account at Peterborough City Council. These were then forwarded on to Athene Communications to log all comments received and draft a response. All responses were then agreed by Peterborough City Council and sent out via the dedicated email address; selectivelicensing@peterborough.gov.uk

5.15.2 Consultation questionnaire form

A questionnaire form was available in five different languages in hard copy upon request and at the public exhibitions to give attendees an opportunity to provide feedback on the proposals.

A Freepost address was available for people to send their completed questionnaires and any letters to: Freepost RYLY-RLGH-GSKE, PCC Selective Licensing, Priestgate, Peterborough, PE1 1JL.

The use of closed questions feedback on the form allowed clear data analysis. The Freepost address and email account allowed longer free text responses.

The questionnaire consisted primarily of closed questions (tick box options). People could either complete the questionnaire at the exhibition or take it away with them and return post by Freepost to Athene Communications by Thursday 14 January 2016. Alternatively, they could request a questionnaire by completing a postcard included with the letters sent to residents and returning it via the Freepost address. A copy of the consultation questionnaire form is provided at **Appendix H**.

Each questionnaire was given a number to ensure no duplication. No photocopies were received throughout the consultation.

5.15.3 **Online survey**

It was also possible for people to complete the survey online via survey monkey. The survey was available on the Selective Licensing webpages on the Peterborough City Council's website from Thursday 22 October 2015 until midnight Thursday 14 January 2016. The aim of the online survey was to give people who had not been able to attend the exhibitions the opportunity to also provide feedback on the proposals. A copy of the online survey is provided at **Appendix I**.

The online survey was locked to prevent more than one response per IP address, to restrict any duplication.

5.16 Tracking, acknowledging and responding to feedback, questions and comments

The completed questionnaires have been collated and analysed and anonymous feedback has been provided to the project team.

6: Results / Findings of the Public Consultation

6.1 Key findings from the consultation questionnaire and online survey

The key findings from the consultation questionnaire and online survey monkey can be found below. Please note that not every respondent answered every question and in some cases people made more than one comment.

The key facts from the public consultation include:

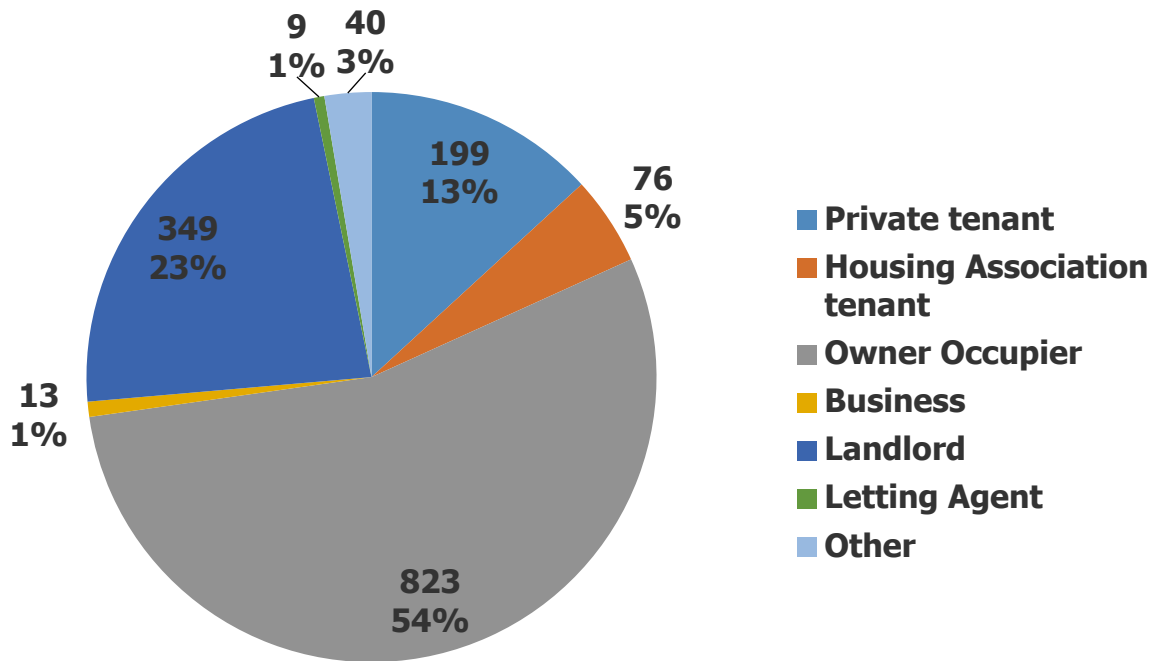
- A total of 281 people attended the public exhibitions

- A total of 1516 completed questionnaire forms have been received, including those via the online survey and freepost
- A total of 146 emails were received via the dedicated consultation email account.

The information summaries the responses below received via the completed questionnaires.

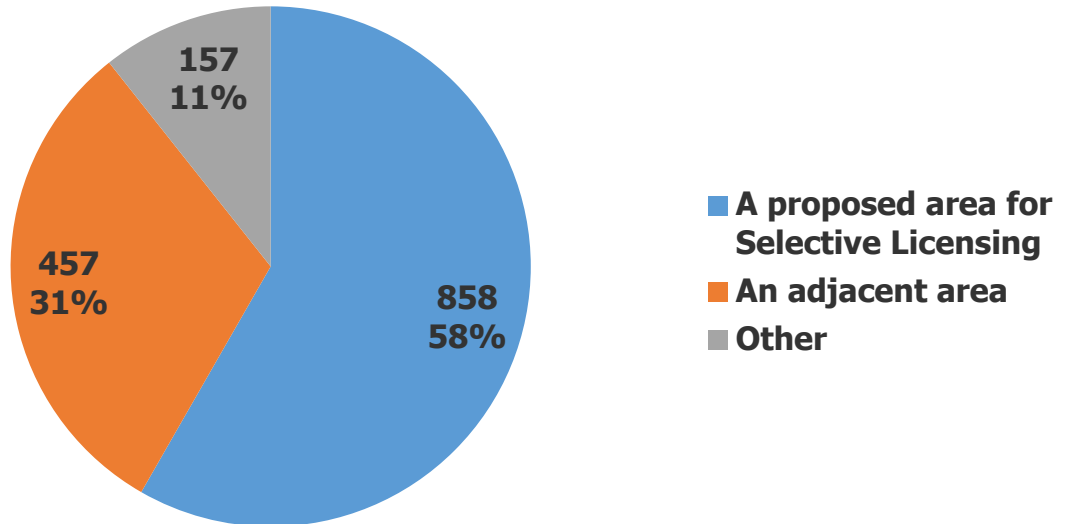
Q1:

Are you a:



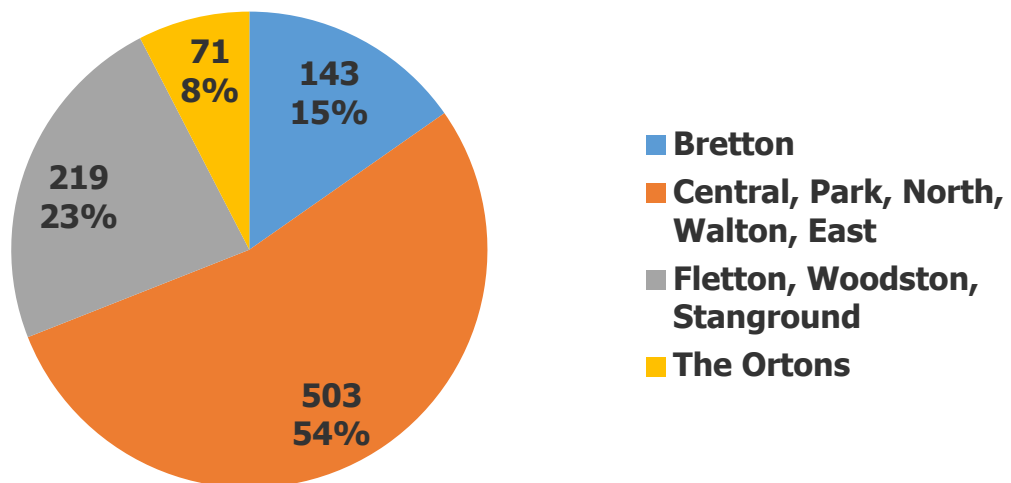
Q2:

Do you live in, or as a landlord own a property in:



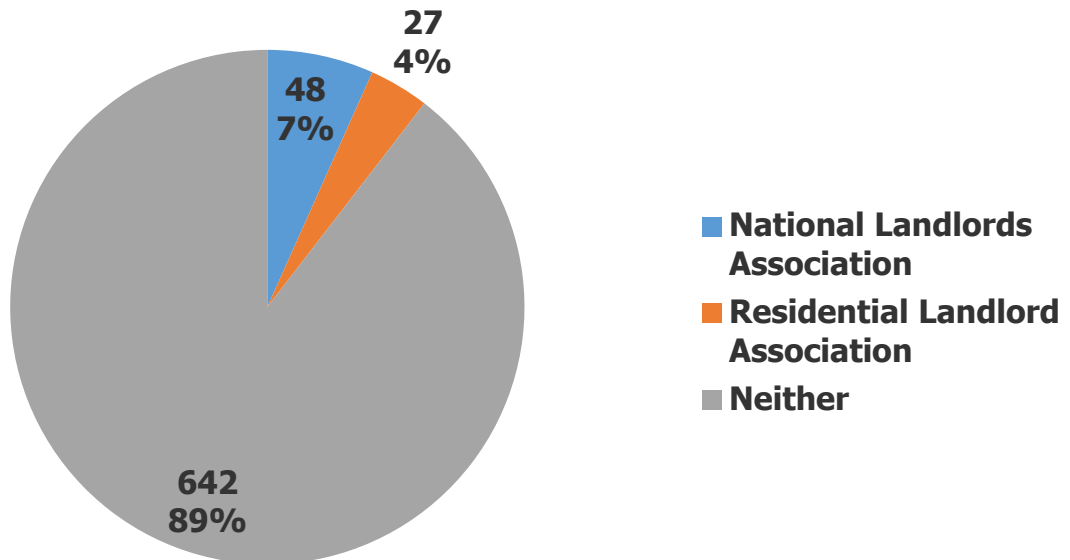
Q3:

Do you live in, or as a landlord own a property in:



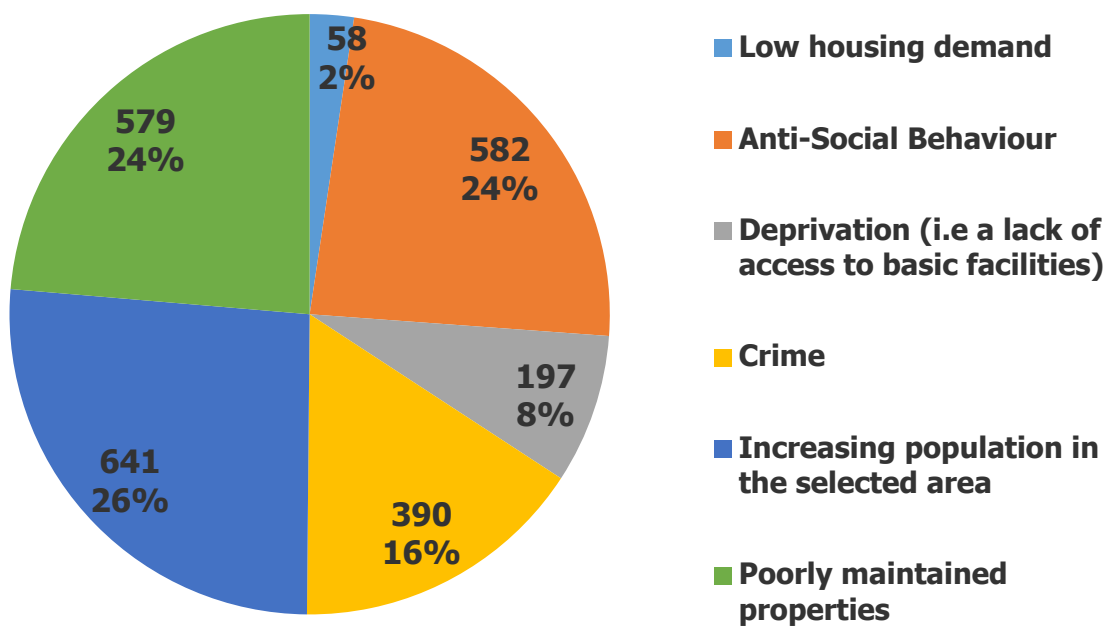
Q4:

If you are a landlord, are you a member of an accredited landlords' organisation?



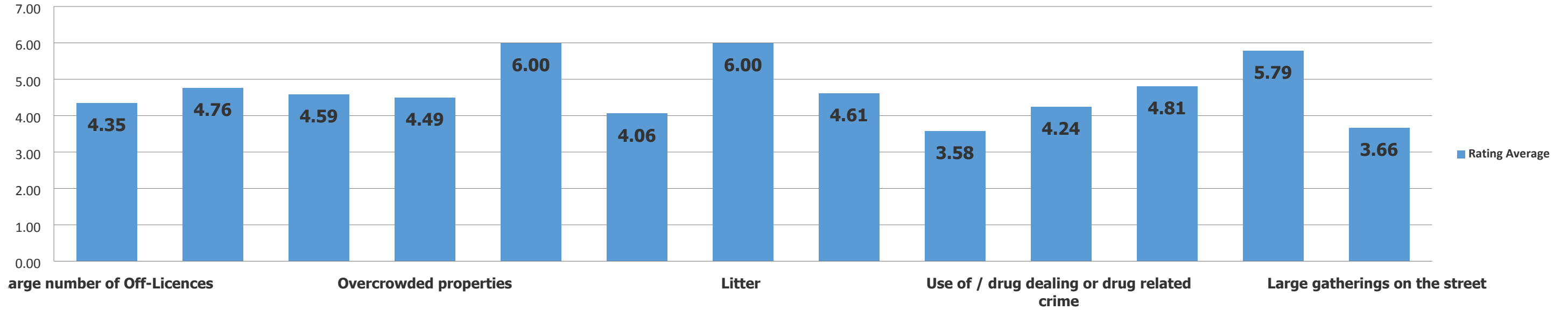
Q5:

Do you think your area has problems with any of the following?

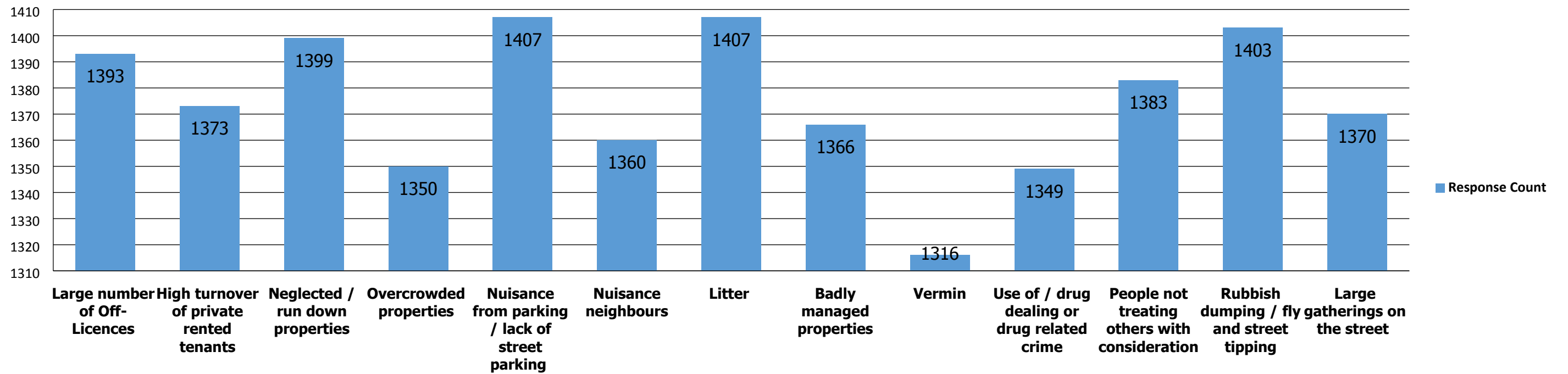


Q6:

How much of a problem are the following on a scale of 1-10, with 10 being the highest problem and 1 being the lowest? - Rating Average

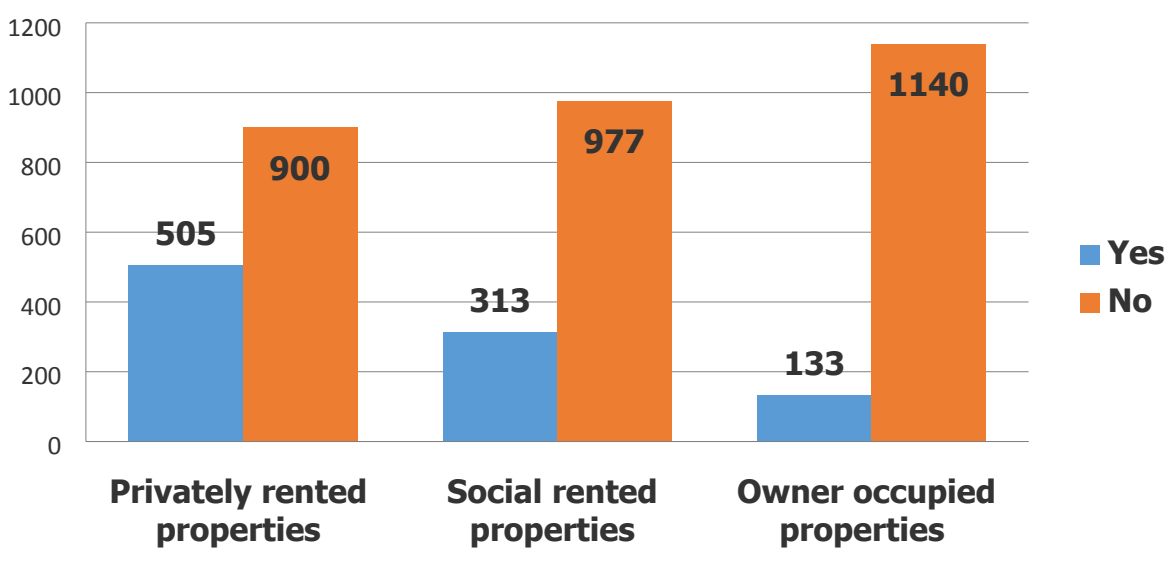


How much of a problem are the following on a scale of 1-10, with 10 being the highest problem and 1 being the lowest? - Response Count



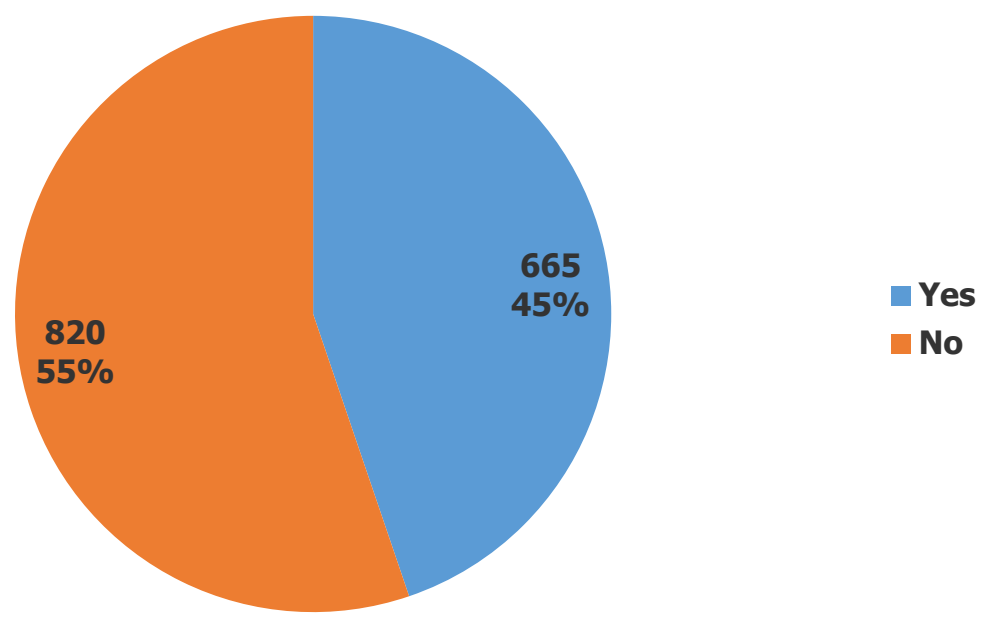
Q7:

Have you had any problems in your area in the past five years with any of the following? - Yes & No



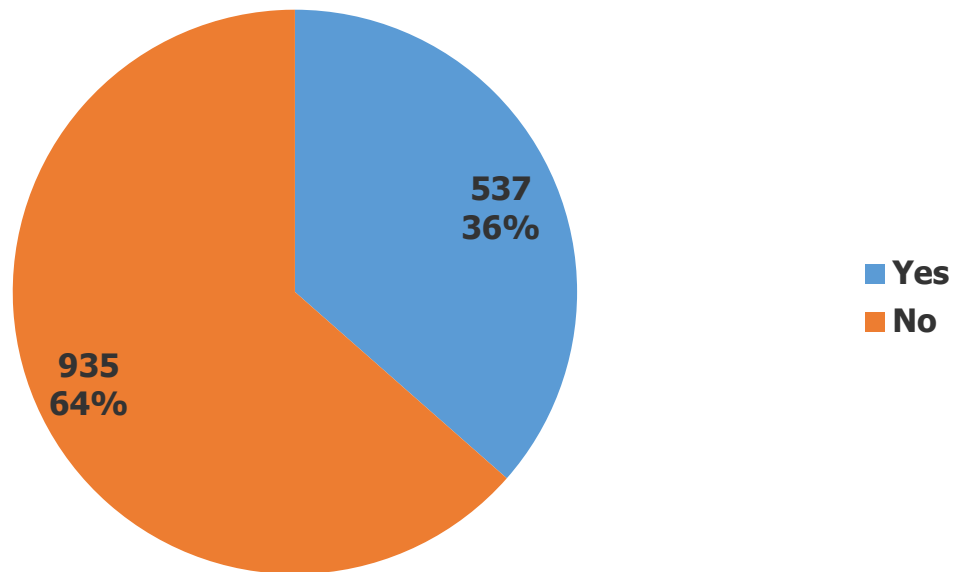
Q8:

Have you ever been a victim or witness of any anti-social behaviour in the proposed areas?



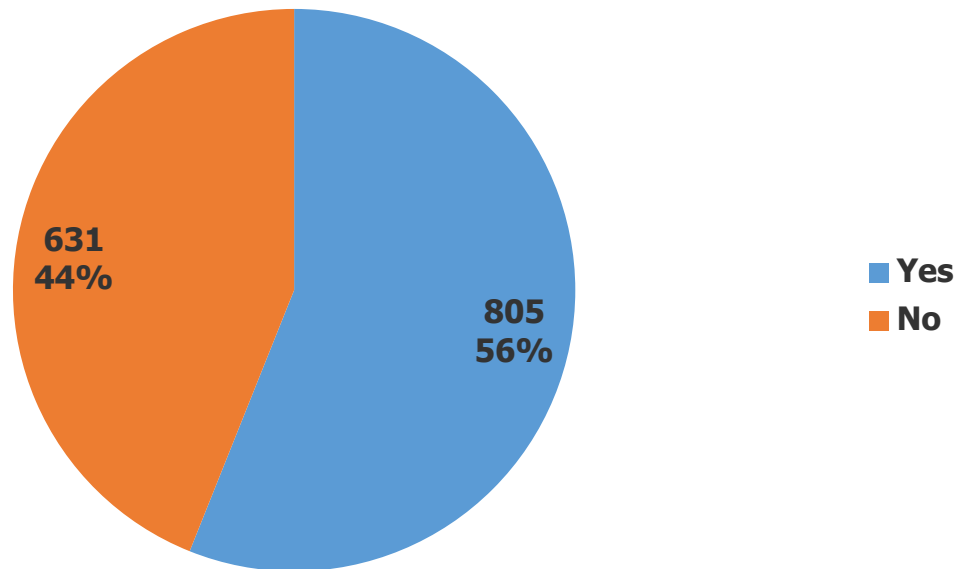
Q9:

Thinking about properties in your area that are owned by private landlords, have you experienced or witnessed anti-social behaviour from tenants of those properties?



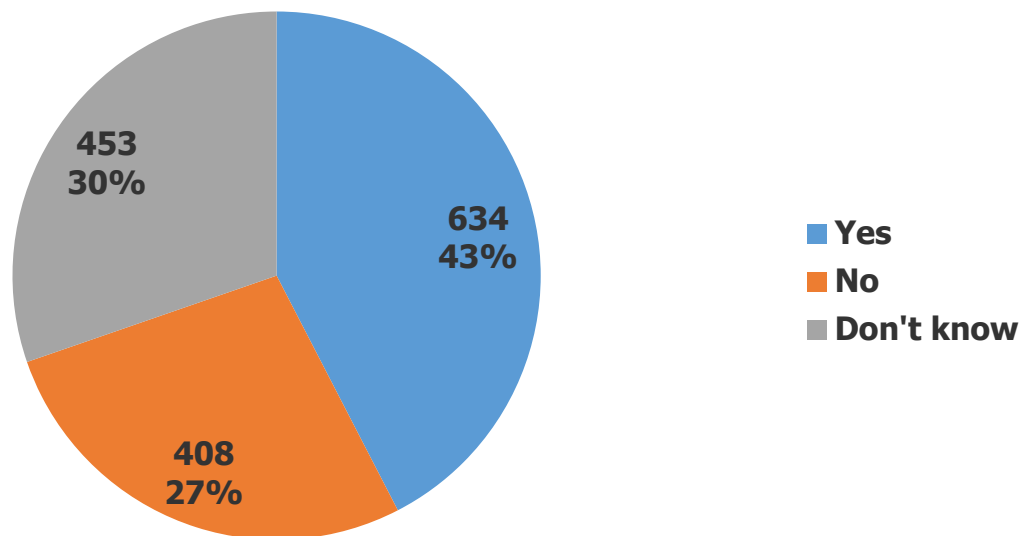
Q10:

Thinking about the properties in your area that are owned by private landlords, do you think the owners maintain the properties to a good standard?



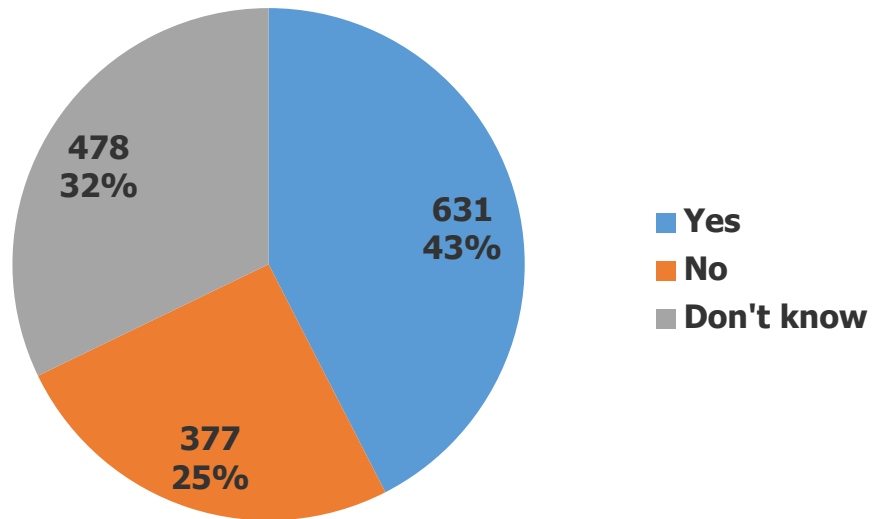
Q11:

Do you think some private landlords make a positive contribution to your area?



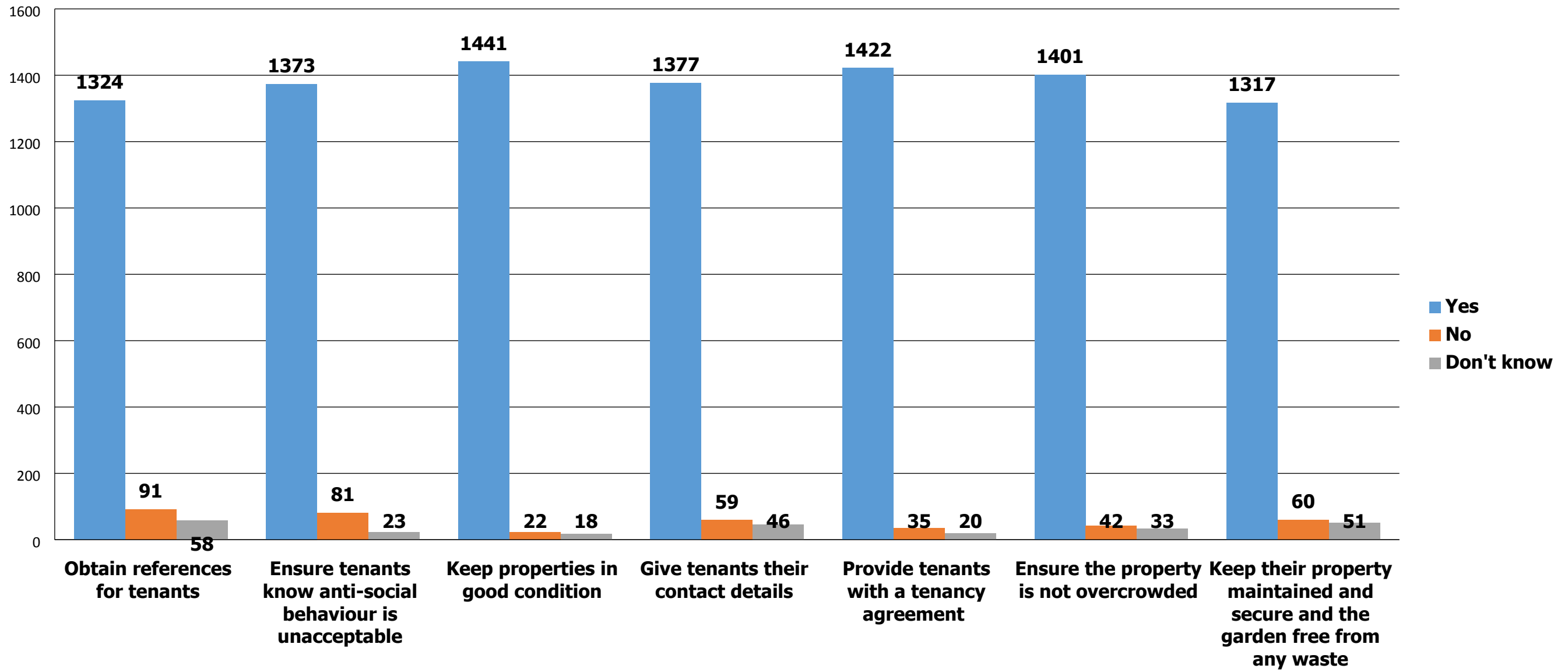
Q12:

Do you think some private landlords make a negative contribution to your area?



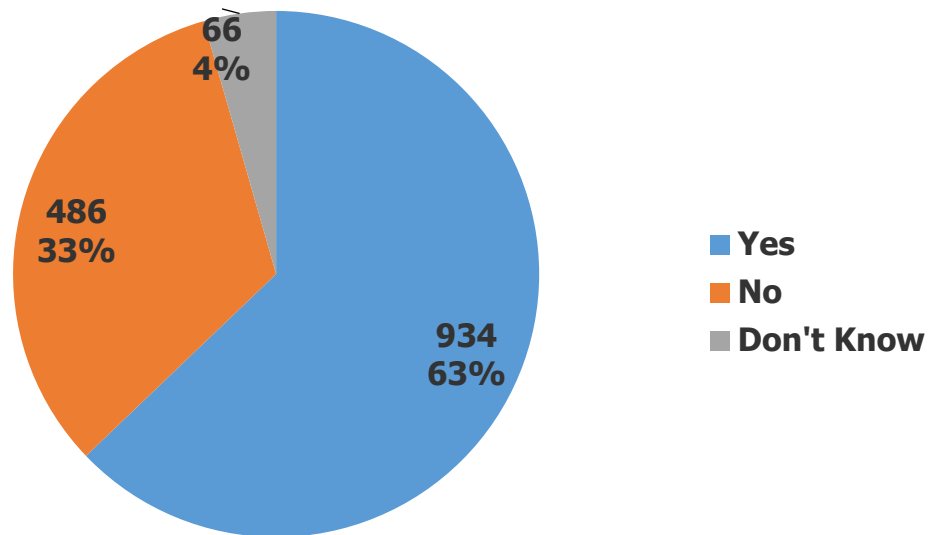
Q13:

Do you agree that private landlords should take the following actions:

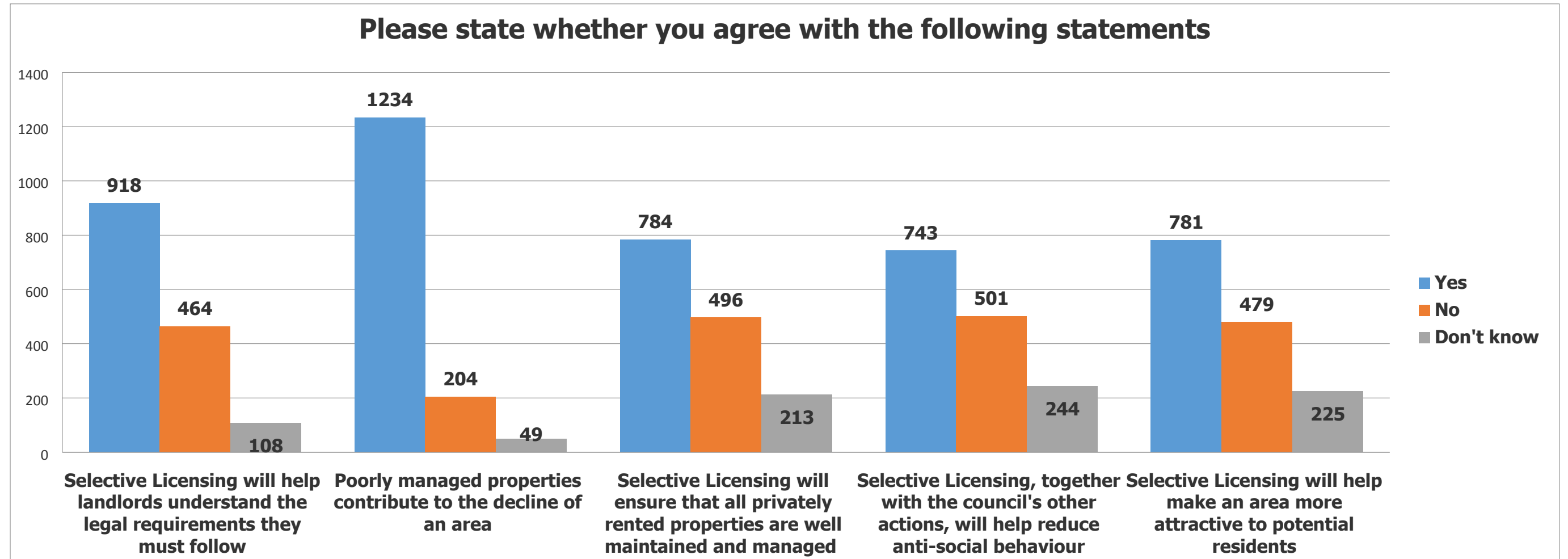


Q14:

Do you think the council should have more control over the way that private landlords manage their properties?

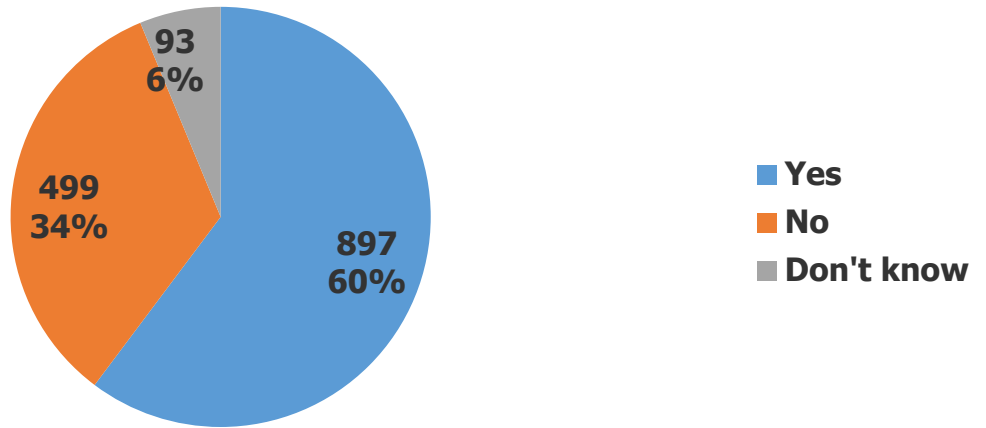


Q15:

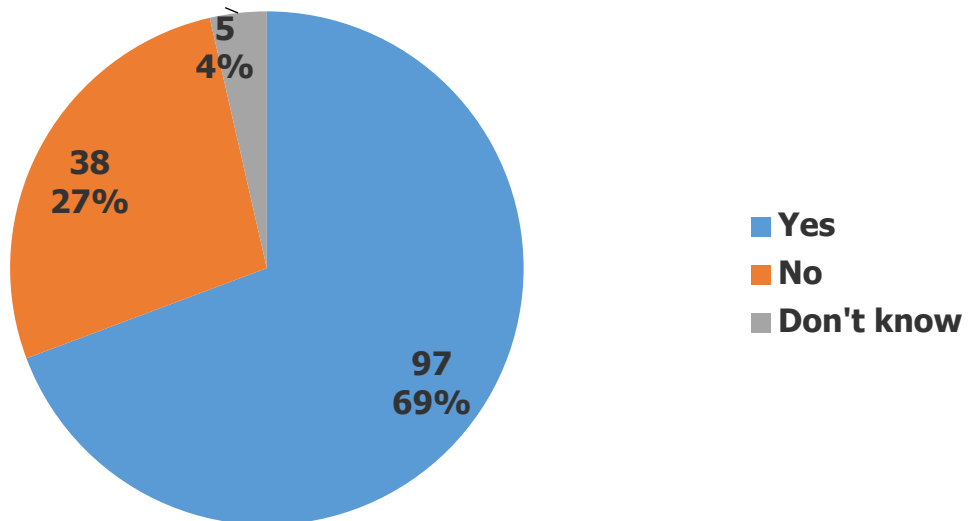


Q16:

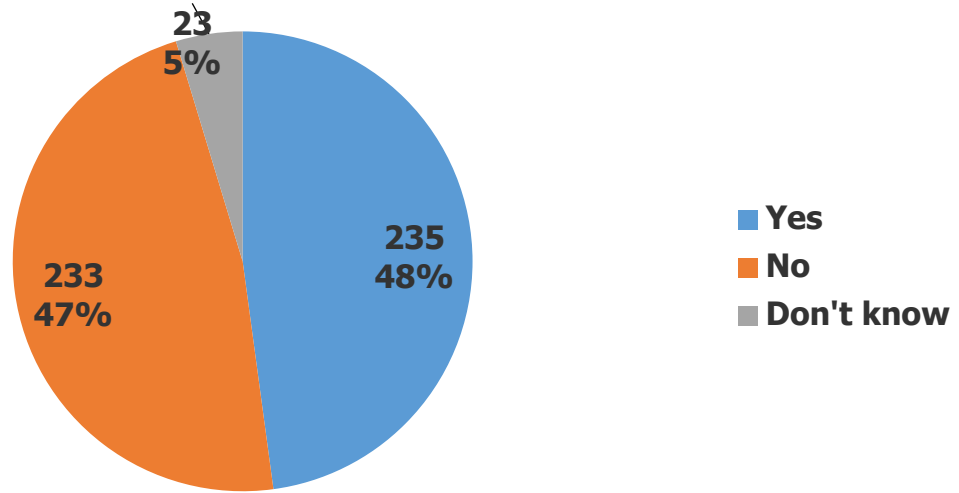
Do you support the council's proposal to introduce Selective Licensing?



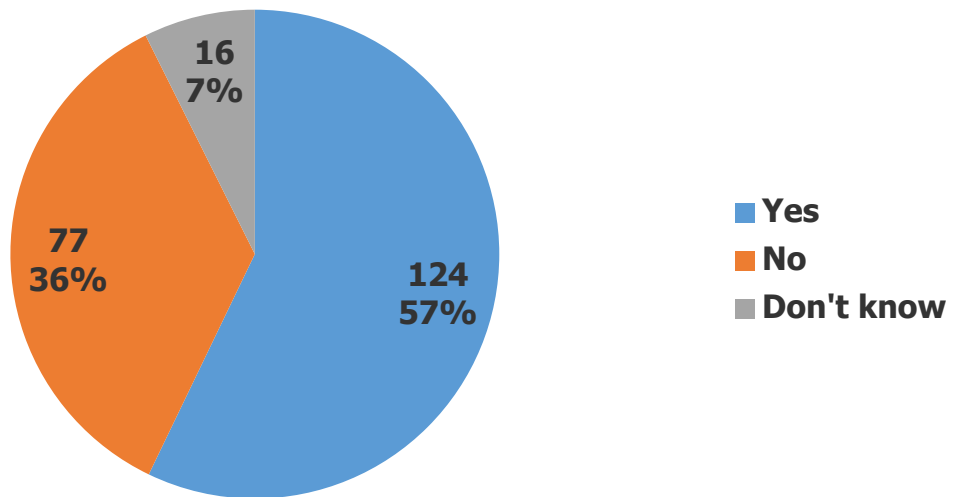
Do you support the council's proposal to introduce Selective Licensing? - Bretton



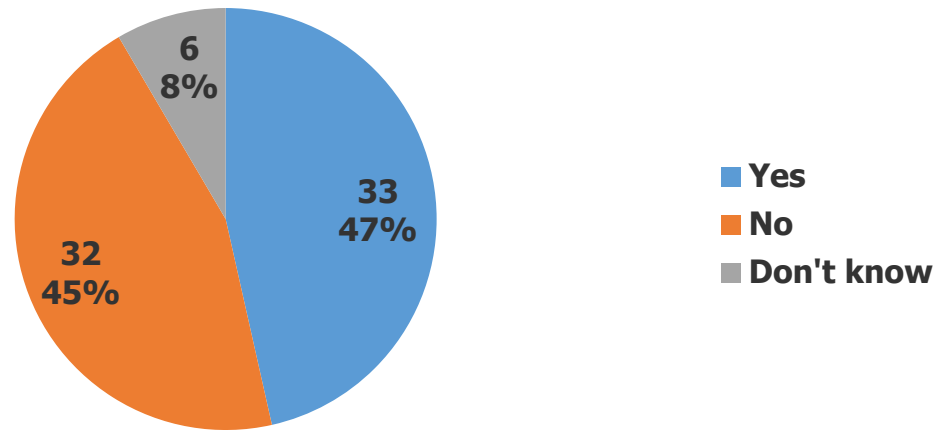
Do you support the council's proposal to introduce Selective Licensing? - Central, Park, North, Walton, East



Do you support the council's proposal to introduce Selective Licensing? - Fletton, Woodston, Stanground

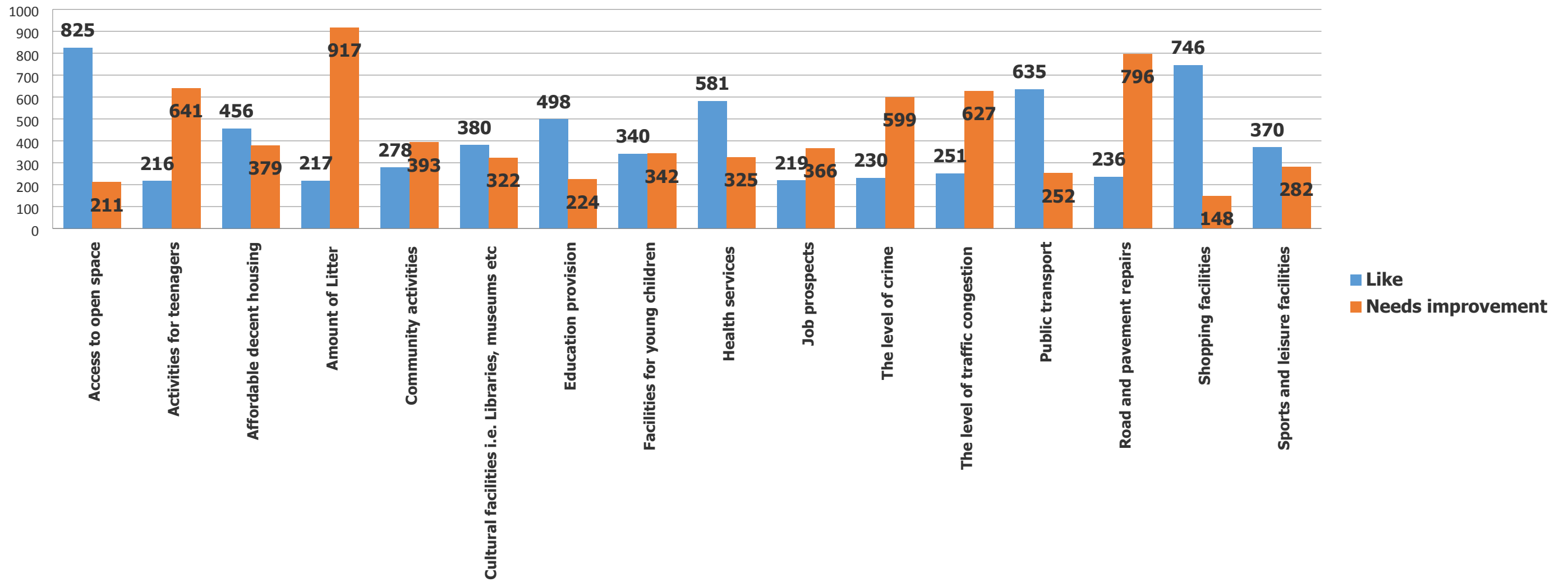


Do you support the council's proposal to introduce Selective Licensing? - The Ortons



Q17:

Thinking about your area, please select up to five options that you most like and five options that you think most need improvement



6.2 Conclusion

The Selective Licensing consultation ran for 12 weeks from Thursday 22 October 2015 to 14 January 2016.

The consultation sought to ensure:

- That the process was independent
- That communications were clear, transparent and reached the right people
- That there were a variety of ways that people could provide feedback
- That constructive links were built with key stakeholders, landlords, tenants, residents, local organisations and businesses
- respond to feedback

A wide range of key stakeholders, landlords, tenants, residents, local organisations and businesses were consulted about the proposals. The consultation was widely promoted, both in the areas where Peterborough City Council propose to introduce a Selective Licensing Scheme and, in the neighbouring areas. The proposals and public consultation were also promoted in the local media and people have been able to provide feedback at the public exhibitions, via the online survey and by writing to the Freepost address and consultation email address.

The findings from the public consultation about the Selective Licensing proposals can be summarised in a number of key headlines:

- a total of 281 people attended the seven public exhibitions held between November 2015 and January 2016
- 1,516 completed feedback questionnaires were submitted either via the online survey or in hard copy
- 60% of respondents said that they support the council's proposal to introduce Selective Licensing. 25% said that they do not support the proposal and 32% said that they do not know
- 63% of respondents said that they think that the council should have more control over the way that private landlords manage their properties. 33% said that they do not think the council should have more control and 4% said that they do not know

- When asked if they agreed that private landlords should take certain actions:
 - 90% said that they should obtain references for tenants
 - 93% said that they ensure that tenants know anti-social behavior is unacceptable
 - 97% said that they should keep properties in good condition
 - 93% said that they should give tenants their contact details
 - 96% said that they should provide tenants with a tenancy agreement
 - 95% said that they should ensure that the property is not overcrowded
 - 92% said that they should keep their property maintained and secure and the garden free from any waste

- The main areas of concern were:
 - nuisance from parking/lack of street parking
 - litter
 - rubbish dumping/fly and street tipping