

APPENDIX C

Scarborough North Selective Licensing

Consultation Plan

Proposal for Implementation of Selective Licensing Designation for Private Rented Housing in Scarborough North area

Introduction

This report sets out the Council's Consultation Plan for the proposed designation of a selective licensing scheme for privately rented housing in the Scarborough North area. The consultation plan is an essential part of the process required in order to make a designation for a selective licensing scheme.

Part 3, Section 80 (9) of the Housing Act 2004 states that before considering making a designation for Selective Licensing the local housing authority must:

- a) Take reasonable steps to consult persons who are likely to be affected by the designation:
and
- b) Consider any representations made in accordance with the consultation and not withdrawn

The procedural document for selective licensing: *Approval steps for additional and selective licensing designations in England* published by the Department of Communities and Local Government (DCLG) sets out the following requirements for the consultation:

"LHAs will be required to conduct a full consultation. This should include consultation of local residents, including tenants, landlords and where appropriate their managing agents and other members of the community who live or operate businesses or provide services within the proposed designation. It should also include local residents and those who operate businesses or provide services in the surrounding area outside of the proposed designation who will be affected. LHAs should ensure that the consultation is widely publicised using various channels of communication.

During consultation, LHAs must give a detailed explanation of the proposed designation, explaining the reasons for the designation, how it will tackle specific problems, the potential benefits etc. For example, in the case of selective licensing, LHAs must be able to demonstrate what the local factors are that mean an area is suffering from low demand and/or anti-social behaviour, how those factors are currently being tackled, and how the selective licensing designation will improve matters. Affected persons should be given adequate time to give their views, and these should all be considered and responded to.

Once the consultation has been completed the results should then be published and made available to the local community."

The Council has previous experience of consulting on HMO Licensing having designated an Additional Licensing scheme in 2013. This consultation took place in 2012/13 over 13 weeks and produced a very good response. The intention is to carry out a similar consultation exercise to that undertaken for the Additional Licensing scheme.

Dates and duration of consultation

Cabinet approval to undertake the consultation is sought in April 2016. Assuming approval is granted, consultation will commence on 2nd May 2016 and will run for a duration of 12 weeks ending on 24th July 2016. This more than the minimum period required for consultation by DCLG, which is 10 weeks.

Who will we consult with and how?

The Council will consult with the following groups and individuals:

All local residents within the designated area: There are approximately 1800 households within the designated area. A questionnaire will be hand delivered to every household within the designated area, complete with a proposal document and prepaid return envelope to encourage a high response rate.

A number of community drop-in sessions will be held at various locations within the designated area, which will enable local residents to find out more about the proposal. Details of the drop-in sessions will be provide with the questionnaire documentation.

All business premises within the designated area: There are a considerable number of business premises within the designated area given that it covers part of the town centre. As with local residents, a questionnaire will be hand delivered to all business premises within the designated area, complete with a proposal document and pre-paid envelope to encourage a high response rate.

Details of the community drop-in sessions will be provide with the questionnaire documentation.

All private landlords, letting agents and estate agents who own and manage properties within the designated area: A questionnaire will be sent out to all private landlords, letting agents and estate agents on the Council's database by direct mail. This will also include details of the proposal and prepaid return envelope to encourage a high response rate.

There will also be a presentation on the proposed scheme at the Scarborough Landlords Forum in May 2016. Landlords will also be invited to any of the community drop-in sessions. Details of the drop-in sessions will be provide with the questionnaire documentation.

Landlord Associations: Details of the proposal will be sent to the local representative of the National Landlords Association (NLA). It is intended to also meet directly with the NLA to discuss the proposals.

Key stakeholders: Individual meetings will be held with particular key stakeholders who will be most affected or who will have an involvement in the scheme. This will principally be North Yorkshire Police and North Yorkshire Fire and Rescue Service. However, there may be other key stakeholders identified through the process where an individual meeting is required.

Other stakeholders: Other local stakeholders will be invited to attend a stakeholder consultation session. These will include stakeholders such as CAB, Social Landlords operating in the area, other housing organisations, local primary school, Hospitality Association, North Yorkshire County Council, University of Hull, Coventry University (Scarborough Campus) etc. Presentations will also be given at the local Homelessness Forum and local Financial Inclusion Forum, which are regularly attended by a wide range of local stakeholders.

All stakeholders will be contacted to make any comments regarding the proposal regardless of whether attend any of the sessions.

Local Community and Voluntary Groups: Presentations will be given to key local community and voluntary groups who are based in the area. Principally these will be Castle Ward Tenants and Residents Association and Residents and Friends of Trafalgar Square, but could extend to others.

All locals groups in the area will be contacted through the Castle Community Network and will be invited to comment on the proposals.

Local Community and Police Group: A presentation will be provided to the North Bay, Northstead and Central Community and Police (CAP) Group, which represents the area.

Council Members: The Business case and consultation plan will initially be submitted to Cabinet for approval to go out to consultation. The local members for the Castle and North Bay wards will be provided directly with the proposal in advance of the Cabinet report and will also be contacted to discuss the proposal in detail as part of the consultation process. The local members will also be invited to on-going consultation events.

Local MP: The local Member of Parliament, Robert Goodwill, will be provided with a copy of the proposal and invited to comment on the proposal.

Other Scarborough Council Services: Key internal council services who may be affected in some way by the proposal will also be invited to comment on the proposals. These will include Safer Communities, Environmental Health, Environmental Protection, Planning, Economic Development, Housing Benefits, Cleansing etc.

Other means of consultation

The main means of consultation will be via the questionnaires to residents, businesses and landlords and also via the various consultation sessions and presentations.

In addition the consultation will be made available on the consultation page on the Council's website for the duration of the consultation period. The full proposal will be provided on the website and comments on the proposal will be invited through the website.

Communication

The main forms of communication of the consultation will be through the questionnaires to residents, business and landlords and also via the various consultation sessions and presentations.

Other means of communication will be as follows:

Scarborough Borough Council website: There will be a news release on the Council's website at the commencement of the consultation. Details of the consultation, community drop-in sessions and how to respond will remain on the website during the duration of the consultation period. In addition regular twitter alerts will be put on the website advising of community drop-in sessions and consultation deadlines.

Press Release: A press release will be issued at the commencement of the consultation. This will include details of community drop in sessions, where to find more information on the proposal and how to respond to the proposal.

Posters/Leaflets: Posters and leaflets will be produced advertising details of community drop-in session, where to find more information on the proposal and how to respond to the proposal. Posters will be placed at prominent locations within the proposed area and posters and leaflets will also be provide for local stakeholders, community locations, community groups and other agencies for display and to pass on to persons who may have an interest.

Other Partners: Other key partners will be encouraged to communicate details of the proposal and how to respond through their various channels of communication including their own websites , social media and premises. A standard communication pack will be provide for all partners.

How and when will we report on the consultation?

At the end of the consultation period a full report will be produced on the outcomes of the consultation. The report will provide details of all the consultation responses and will be split into 4 parts as follows:

1. Resident/Business questionnaire responses
2. Landlord questionnaire responses
3. Feedback from all Consultation Events
4. Individual stakeholder meetings and responses

The report will details the results of the consultation and will include any specific comments made by respondents. Personal details of any individual respondents making comments in the questionnaire or at a consultation event will not be disclosed.

The consultation findings will be reported to Cabinet in September 2016 and will include a copy of the consultation report. The consultation report will be published and placed on the Council's website.