

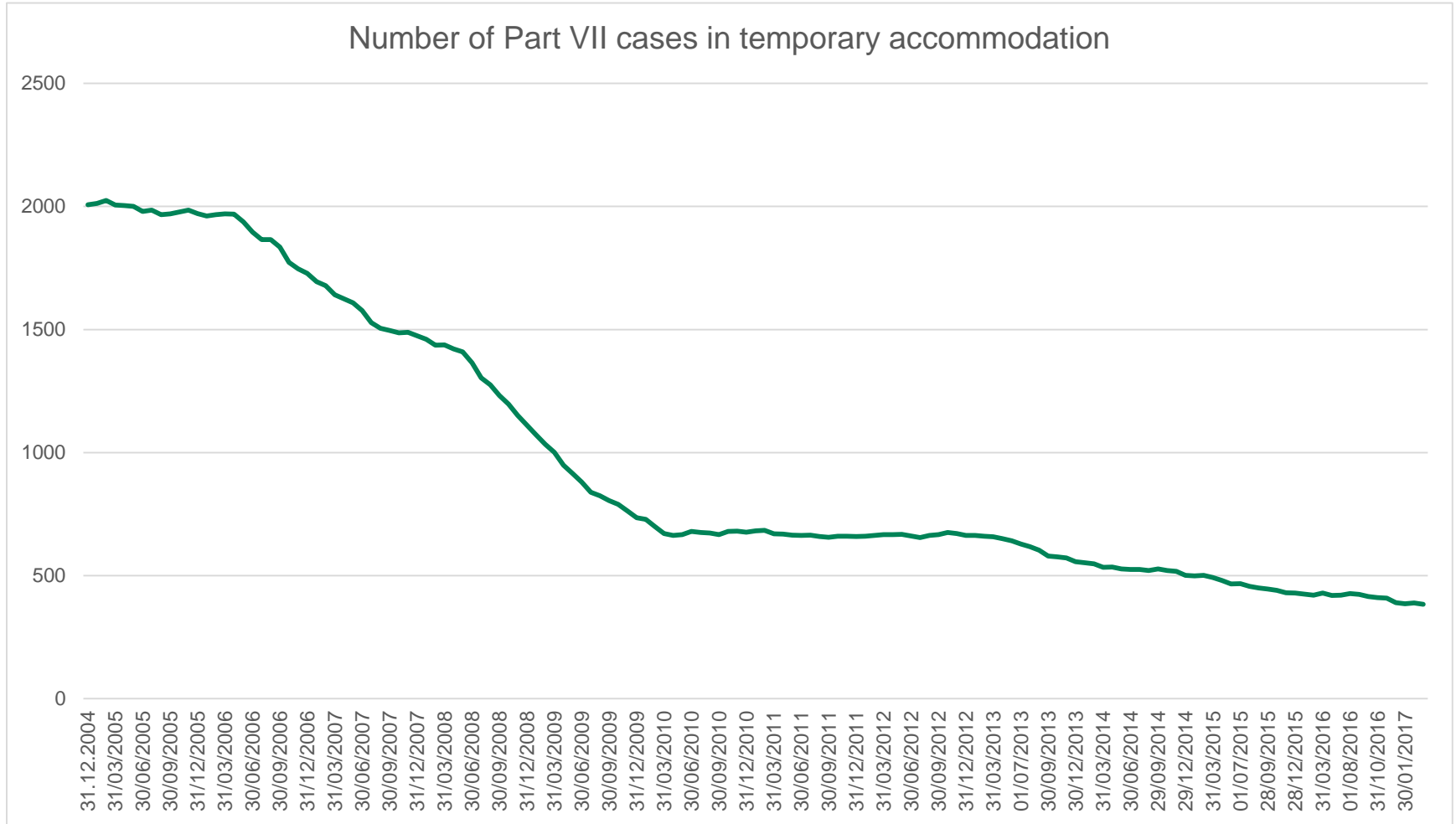
# Homelessness and temporary accommodation lessons & innovation from Camden



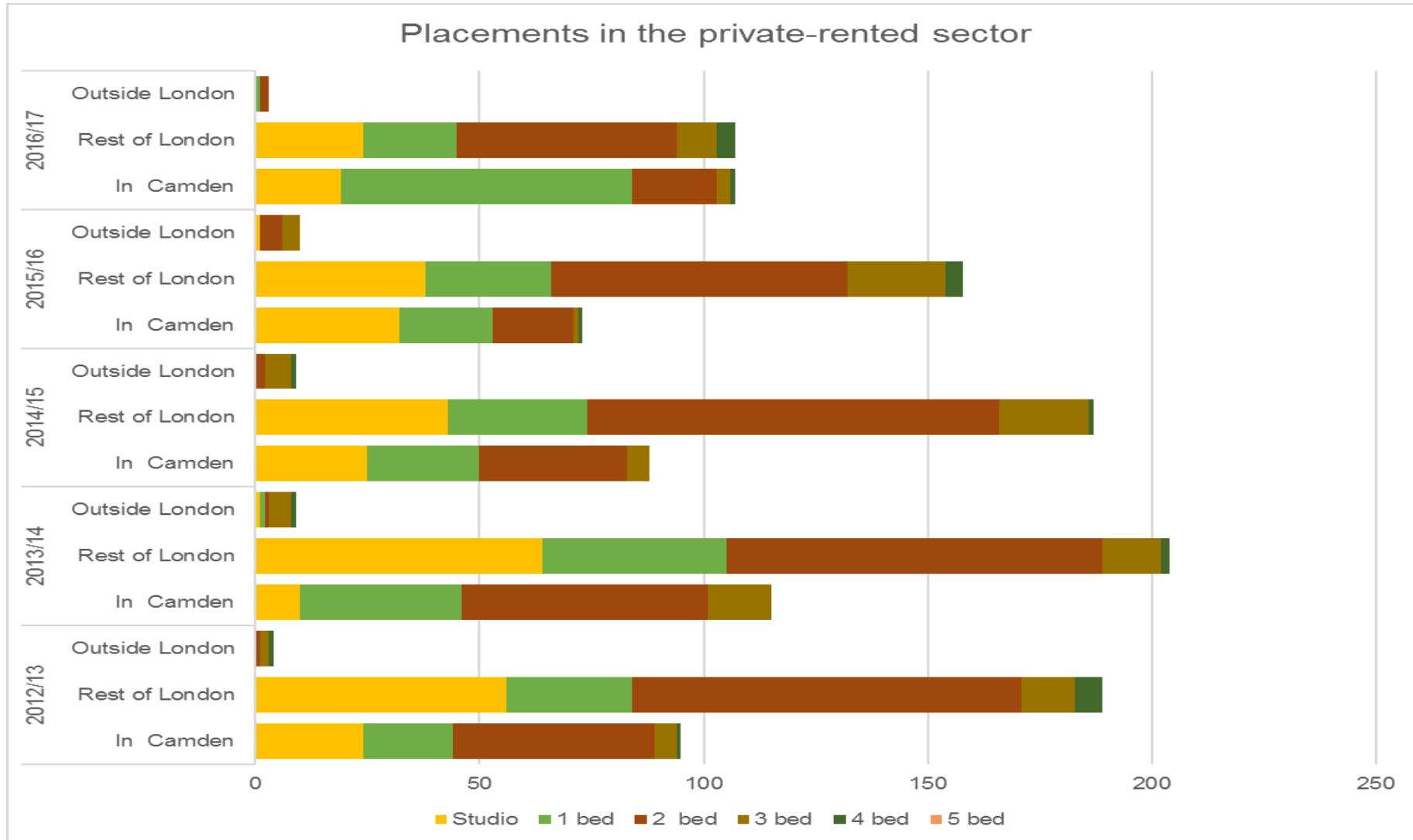
**Working Successfully with Private Sector Landlords**  
**LGA 5 September 2017**



# Camden's Experience



# Use of the PRS to prevent & meet homelessness duties



# Summary of Camden Letting schemes

- Minimum 12 months fixed term AST.
  - Almost never above LHA rates.
  - a. Cash incentive – the amount depends on the size and location of the property, as well as our current demand.
- + Sometimes we add on a deposit bond eg. to the value of £1,200 for 15 x 1 beds at Merlin House.
- + Sometimes we add on a Rent Guarantee & Legal Cover insurance policy
- 
- b. Rent guarantee scheme - at LHA paid up to 6 months in advance, basic management service

# New ways to promote your schemes?



**Next Auction**  
25 September 2017  
[More Information ▶](#)

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[Preview 25 September 2017 ▶](#)

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[Register for Alerts ▶](#)  
[Add our future auction dates to your calendar ▶](#)





**Camden Lettings**

## LANDLORDS

Do you have properties to let? Choose **Camden Lettings**.

- ✓ No fees
- ✓ Cash incentives available
- ✓ A choice of tenants
- ✓ Landlord resource centre and tenancy support

If you have a property to let in Camden, talk to us today to find out more.

Grants to refurbish empty properties





**ASURE:**  
 PROPERTIES  
 PORTFOLIOS  
 MO's  
 S OF FLATS

Grants to refurbish empty properties



If your property has been empty for more than 12 months, you can get it refurbished

We offer

- grants
- incentives
- grants

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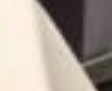
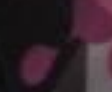
**LANDLORDS**

Do you have a property to let in the London area? Choose Camden Lettings.

✓ **cash incentive**  
**guaranteed rental**  
 for a year, paid 3 months in advance



Immersive & Interactive Environments





## Camden Private Rented News - Edition 3, October 2014

Welcome to the third edition of Camden's private rented news - giving you all you need to know about the private rented sector from Camden.

PLUS - you're invited to our first landlords' breakfast morning!



### Landlords' breakfast morning - 23 October 2014

We will hold our first landlords' breakfast morning at our brand new building, 5 Pancras Square.

This informal session will give you the opportunity to learn about our lettings and sustainment services, our licencing consultation and allow you to network with fellow experts.

[Click here to confirm you place](#) by Wednesday 22 October 2014, or find out more at [camden.gov.uk/privatelettings](http://camden.gov.uk/privatelettings) or call 020 7974 4158.

## CamdenHomes offers guaranteed rents!

CamdenHomes is our pilot local lettings



### Do it online

- ◆ CamdenHomes
- ◆ Camden Lettings
- ◆ Licencing consultation
- ◆ Empty Homes



### LANDLORDS

Take the hassle out of letting your property. Choose **CamdenHomes**.

- ✓ Up to six months' rent up front
- ✓ Guaranteed rent for a year
- ✓ No fees

If you have a property to let in Camden, talk to us today to find out more or visit [camden.gov.uk/camdenhomes](http://camden.gov.uk/camdenhomes)

Terms and conditions apply

 Camden







# CamdenLettings

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@camdenhomeslettings

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Reviews  
5.0 ★★★★★ 6 reviews

Government organisation in London, United Kingdom  
5.0 ★★★★★ · Open now

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Camden Lettings is Camden Council's Local Lettings Agency, which aims to create an

# Property Panorama



-7:26



Camden

Have a Property to Let in London?

We offer  
Guaranteed Rental Income  
Or  
Cash Incentive



-0:34



ARRIVA

ARRIVA  
a DB company



[camden.gov.uk/camdenlettings](http://camden.gov.uk/camdenlettings)

# LANDLORDS

Want a hassle free let?

- ✓ any area
- ✓ any bedsize
- ✓ Cash incentives paid

Call now on 0207 974 4158



Camden

29 Trafalgar Square

HV 105



hybr



# Other Quick Tips

- Text lists
- We have set up a data base of all agents in Camden, Barnet, Enfield, Haringey, Waltham Forest and Islington.
- Mail-outs to new RTB completions
- Mail outs via London Landlord Accreditation Scheme
- Incentivise longer tenancies (24 months)
- Empty Homes linkages – 31 / 75 empties used for homeless households, at LHA rents, in 16/17

# Sustainment, sustainment, sustainment

Q. Do you know the sustainment rate for homes you have let via your PRS access schemes?

Q. Do you know why they fail?

Q. What can you learn from this and do differently?

Year of placement	Percentage still in place	Number lost due to arrears	Number abandoned	Deceased	Housed via CBL
2011/12	80% (of 243)	15 (of 221 checked)	5	2	33
2012/13	91%	8 (of 283 checked)	6	1	25
2013/14	95%	3 (331)	7	1	27

# More Information

[www.facebook.com/camdenhomeslettings](http://www.facebook.com/camdenhomeslettings)

Shaun Flook

Head of Housing Needs

0207 974 1966

[Shaun.Flook@camden.gov.uk](mailto:Shaun.Flook@camden.gov.uk)

Dean Chrysostomou

PRS Placements Mgr

0207 974 2194

[Dean.Chrysostomou@camden.gov.uk](mailto:Dean.Chrysostomou@camden.gov.uk)

[www.camden.gov.uk/ccm/navigation/housing/private-rented-housing/landlords](http://www.camden.gov.uk/ccm/navigation/housing/private-rented-housing/landlords)