

Housing Licensing Social Impact Report

Sophia Beswick &
Alice Jones

July 2026

What do we mean by *social impact*?

Social impact is about the **real-world effects** that policies and decisions have on the wellbeing of people and communities.

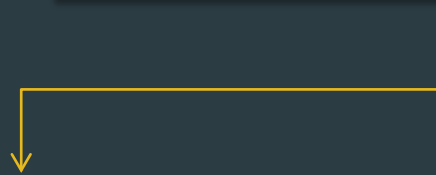
It looks beyond compliance and costs to consider how **licensing is experienced in practice** — by tenants, landlords, and neighbourhoods — and **what changes as a result**.

What have we been doing?

Developed the Social Impact Report with Alice the specialist consultant support covering 5 years of licensing - all schemes



Consulted stakeholders to understand change, not just activity; and collected and analysed data



Issued consultation surveys to 8,000 PRS tenants and 11,000 PRS landlords

Our social impact map

We created an impact map to show how licensing activities lead to meaningful outcomes and long-term change

Used data from proactive and reactive licensing activity, landlord engagement, and partnership work

Homes fit for the future

Private rented licensing

Enabling renters
to thrive

Supporting
the long-term
vision for Nottingham

Ensuring quality
of landlords in
Nottingham

Safer and warmer
homes for renters

Improving local
neighbourhoods and
environment

Improving
landlord
standards

Improving
landlord
knowledge

Ensuring
landlord
standards

Supporting
best
practice

Penalising
unlawful/
criminal
landlords

Improving
standards
of homes

More
secure
homes

Homes
able to be
kept warm

Homes made safe,
reduced hazards
to health

Improving
neighbourhoods

Tackling
persistent
noise

Reducing
problem
waste

Improving
external property
conditions

Supporting
and empowering
renters

Reducing
over-
crowding

Empowering
renters'
rights

Identify and refer
safeguarding
issues

Private rented licensing

1 Proactive management



Check and issue
licence
applications



Find and
investigate
unlicensed
landlords



Check compliance:
licence audits
and property
inspections

2 Reactive management



Resolve issues
through
responsive
investigations



Uphold
standards via
enforcement
action

3 Promoting good practice



Providing
landlord
support



Informing
landlord
engagement



Landlord
training and
accreditation

4 Partnership working



Universities
and students



Police and
community
protection



Fire and
rescue service



Cross-council
Resident and
community
engagement

Data and
intelligence



Database of
landlords
and agents



Database of
licensed
properties



Intelligence from
behind the
door



Our social impact map

Five-year outcomes:

improved landlord standards, better homes, stronger neighbourhoods, and more empowered renters

Evidencing the long-term impact: higher quality rented homes, better neighbourhoods, and renters supported to thrive

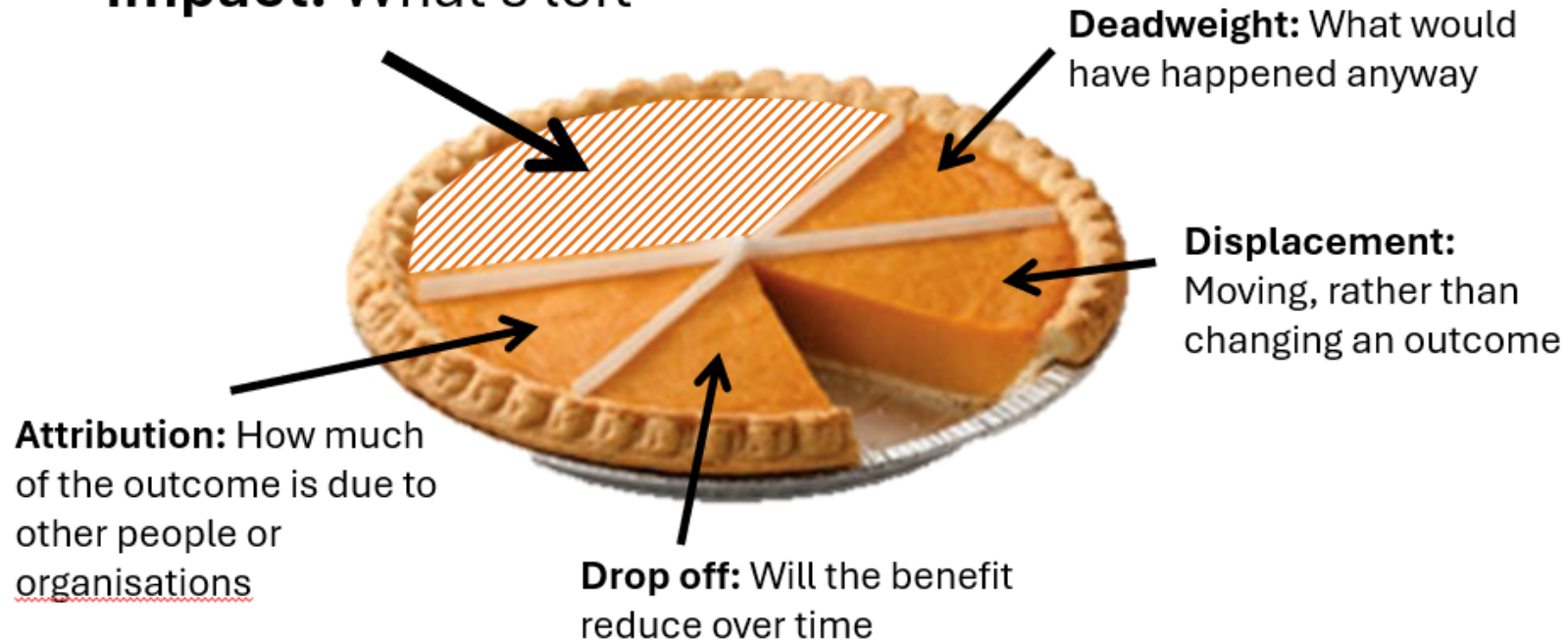
Adhered to the 8 Social Value Principles Including 5. Do not overclaim

Impact

Social value principle 5: Do not overclaim

'Impact' is only claiming the value that activities are responsible for creating

Impact: What's left



Safer and warmer homes for renters; Enabling renters to thrive

£91m

Ensuring the quality of landlords

£10.5m



£4.1m

value of landlord knowledge, standards and best practice



-£0.5m

cost to landlords of administrative burden



£6.9m

value of enforcement vs. unlawful landlords



£11.8m

saved health, care and economic costs from avoided health hazards



£78.4m

wellbeing value to every renter living in properties improved through licensing



£0.8m

value for protecting and empowering vulnerable renters

Improving neighbourhoods

£7.8m



£5.9m

wellbeing value of improved external property conditions



£1.1m

wellbeing value reduced noise/ASB



£0.8m

wellbeing value of improved streets (problem waste)

Supporting the long-term vision for Nottingham Reduced burden on city partners

£5.5m



£2.8m

value of avoided fires



£1.5m

value of estimated carbon reduction



£0.8m

savings to NHS



£0.3m

savings to police

Social Return on Investment

Every **£1** invested in **private rented housing licensing** generates **£4.62** in **social value**

Extracts from the Report

Case Studies:
understanding tangible
change

Licensing work translated
into measurable real-
world improvements

Outcome indicator

**Homes able to
be kept warm**

**OUTCOME
INDICATOR**

Homes able to be kept warm

14%

Landlords made improvements to the warmth of their property(s)

396

Cases of excess cold removed or reduced following inspection



The property is blooming freezing in the winter. I can't keep it warm. I have chronic pain so obviously the cold doesn't help that. And I have an underactive thyroid so I can feel the cold quite easily.



Renter

IMPACT

Safer and warmer homes for renters

Outcome:		Homes able to be kept warm
Quantity of change	281	Significant excess cold hazards improved following inspection
Financial proxy	£20,982	Cost to society per property with significant risk of excess cold
Duration	5 years	Duration of licence
Deadweight	14%	Landlords stated they made improvements to warmth of their property(s)
Attribution to others	34%	Renters felt that licensing made no/slight difference to health and wellbeing
Total impact:		£10,799,729

Outcome Indicator

**Reducing
problem waste**

CASE STUDY

11

Working in partnership to reduce problem waste

Before



After



OUTCOME INDICATOR Reducing problem waste

Licensing has made specific changes over this period to strengthen their powers to tackle problem waste and enforce this through partnership working. All licensed properties now have to have a Waste Management Plan, and licensing officers work with NSOs and Waste crews to tackle problem areas. Inspection data shows an improvement in the number of properties with problem waste over this time, and complaints about waste have also reduced over time.

-45% Decrease in waste complaints over the last 3 years

1,073 Improvements made to individual properties regarding waste



One of the most effective examples of a partnership approach to tackling waste issues has been in areas of the city with large off-campus student populations. Collaborative efforts, particularly focused on educating residents about waste management, have led to noticeable improvements in how waste is presented in these neighbourhoods. Joint communications have been developed and delivered to reinforce these messages. While a degree of enforcement remains necessary, the emphasis on early intervention highlights opportunities to influence behaviour positively before enforcement becomes required.

Neighbourhood Safety team manager



IMPACT Improving local neighbourhoods and environment

Outcome: Reducing problem waste		
Quantity of change	2,146	Local residents experiencing reduced problem waste
Financial proxy	£120	Average willingness to pay for reduced fly-tipping and litter
Duration	1 year	Outcome lasts for the period of activity
Deadweight	11%	Landlords stated they made improvements to their waste policy
Attribution to others	50%	Attribution shared with partners e.g. universities, NSOs, NCC waste team
Total impact:	£110,012	

How we'll
use our
social impact
findings

User centric approach
to influencing decisions

Focussing more on
people rather than
properties

How we'll
use our
social impact
findings

Improved insight and
intelligence to identify
unlicensed landlords

Promote the value of
accreditation and training
to more landlords

Questions



The 8 Principles of Social Value

1. Understand what matters
 2. Understand Change. Measure what changes
 3. Value What Matters. Prioritise outcomes
 4. Be Material. Focus on what counts
5. Don't Over-Claim. Be realistic in impact
 6. Be Transparent. Be open and honest
 7. Verify Results. Check credibility
 8. Be Responsive. Learn and improve