

Housing Licensing Social Impact Report

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What do we mean by *social impact*?

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

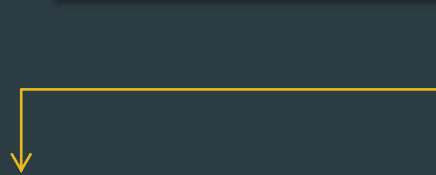
It looks beyond compliance and costs to consider how licensing is experienced in practice — by tenants, landlords, and neighbourhoods — and what changes as a result.

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

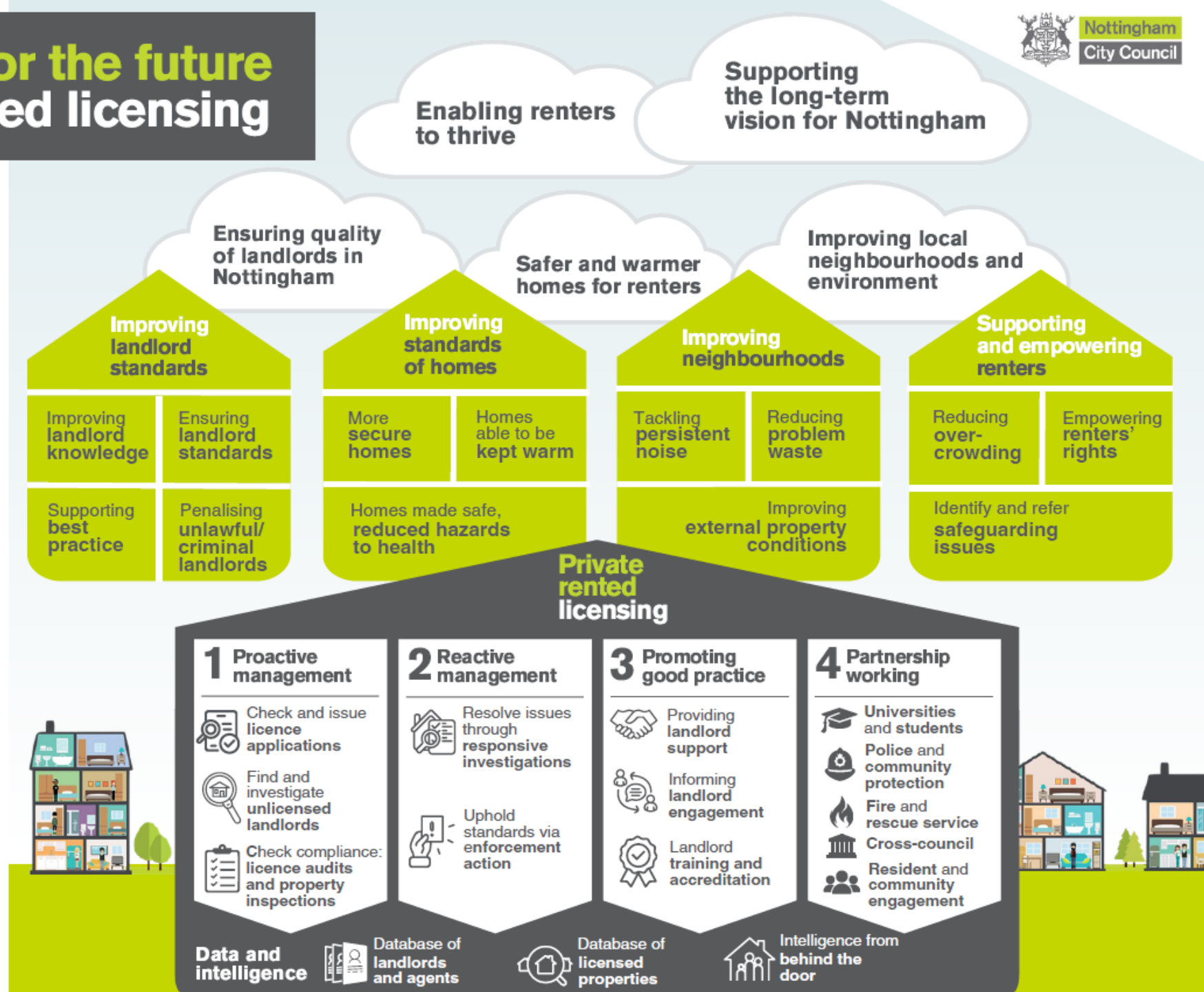
Impact of licensing

This Impact Map shows how the **activities** of licensing lead to direct **outcomes**, and long-term **impact**.

The core **activities** of licensing create a foundation of data and intelligence that supports the team in proactive and reactive management of licensed properties, as well as promoting good practice with landlords and working towards shared goals with local partners.

This leads to **outcomes** that are seen over the five-year period of the licensing scheme, demonstrating improvements in landlord standards, standards of homes and neighbourhoods, and empowering and supporting renters.

In the long-term this will have an **impact** on the quality of landlords, rented homes and neighbourhoods in Nottingham, ultimately enabling renters to thrive, and contributing to wider goals of the long-term vision for the city.



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

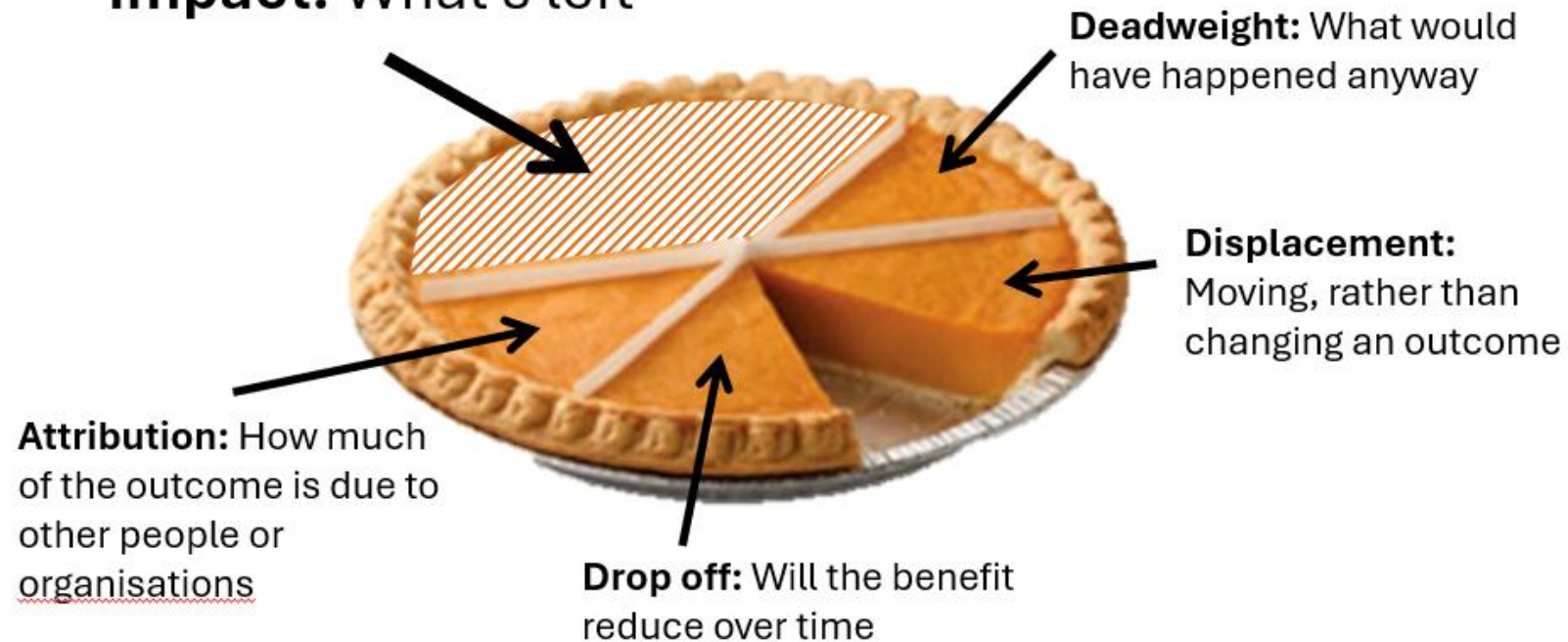
Adhered to the 8 Social Value Principles Including 5. Do not overclaim

Impact

Social value principle 5: Do not overclaim

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

Impact: What's left



Homes fit for the future

Private rented licensing

The social impact of licensing

The social impact of licensing is assessed using the Social Return on Investment approach, which compares the cost of delivering a service with the value of the benefits that it generates, to those who experience them.

Licensing creates the biggest impact for renters, through ensuring **safer and warmer homes for renters**, that **enable renters to thrive**. The outcomes that drive this impact are as a result of inspection activities carried out by the licensing team – demonstrating that property inspections are licensing's most powerful tool when it comes to identifying poor property standards, and improving renters' wellbeing by ensuring they are remedied.

The next biggest impact is through **ensuring the quality of landlords**. The highest value created is through targeting unlicensed and unlawful landlords. Licensed landlords gain value through improved knowledge, standards and best practice, whilst recognising the administrative cost to landlords from the licence process.

Improving neighbourhoods creates wellbeing value for local residents living alongside privately rented properties, with licensing resources helping to identify and address poor external standards, waste and noise.

The improved outcomes achieved by licensing help **support the long-term vision for Nottingham**, and reduce the burden on other city partners.

Over five years, licensing activities cost **£24.9m** (funded from licence fees), and generated **£114.9m** in social value as a result of the outcomes achieved.

**Safer and warmer homes for renters;
Enabling renters to thrive**

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

£91m



£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



£2.8m

value of avoided fires



£1.5m

value of estimated carbon reduction



£0.8m

savings to NHS



£0.3m

savings to police

£5.5m

**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