

Cheshire West & Chester Council

# Private Rented Sector Service

Supporting the Council's strategic plan  
to address homelessness.



# The PRS Service:



Newly appointed team in post from August 2024.



The service is an 18-month pilot.



Building upon the previous PRS offer within the Council and enhancing the offer further as we now have the 'team capacity' to do so.

# The PRS Service:

Two strands of service:

1

New Lets - Increasing the supply of new PRS lets and Move on Options.

2

Prevention Work – Helping to prevent the loss of current PRS tenancies (where possible).

# Aims of the PRS Service:

To increase the range of housing options available to those in housing need.

To offer accommodation across the whole of the borough to meet the needs of singles, couples and families.

To offer a quality service for landlords to increase the provision of affordable housing.

To work with Landlords AND Tenants to ensure they can sustain the tenancy and reduce the potential for future homelessness.

# Objectives of the PRS Service:

Affordable rents.

Quality safe accommodation that meets agreed standards.

To provide a range of property types - self-contained tenancies and HMO's/shared.

Tenancies that allow pets.

Tenancy sustainment – tenancy ready referrals.

Fully accessible service for landlords and prospective tenants.

# New PRS Property Offers - what does this mean for Landlords?

A tenant matching service.

A range of incentives for choosing to work with the Council.

Reassurance that support is offered.

A bespoke settling-in tenancy support offer AND safety-net offer.

## Landlord Offer:

Single- £250.

Couple - £350

Family - £500

Deposit/Bond/Pet Bond/Rent in advance.

# Landlord Offer:





## Tenancy Support:

Sign up.

12 weeks intensive.

Regular intervals.

Trouble shooting.

# What does this mean for prospective tenants?

- Accessible and affordable tenancies for those struggling to access the private sector.
- Professional and supportive assistance throughout the process.
- The breaking down of barriers and giving people a chance.
- Confidence they have a contact they can discuss any tenancy issues with.



# Preventing Homelessness:



Work with landlords who are considering serving notice.



Work with tenants who have been served notice.



Early intervention is key.

# Role in Preventing homelessness– what we can help with:

In some circumstances we can support with rent arrears.

Section 21 Notices, where there is scope for the LL to retract the Notice.

Issues with rent increases, benefit switch overs & rent gaps.

Managed payments direct to Landlords (to prevent rent arrears).

Mediation between the Landlord and tenant.

Anti-social behaviour issues affecting the tenancy.

# The Long Term

Outcome from the pilot project.

Funding opportunities.

Consider all delivery models.

**PARTNERSHIP**



**Meet the team!**



**Any questions or  
feedback?**

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