

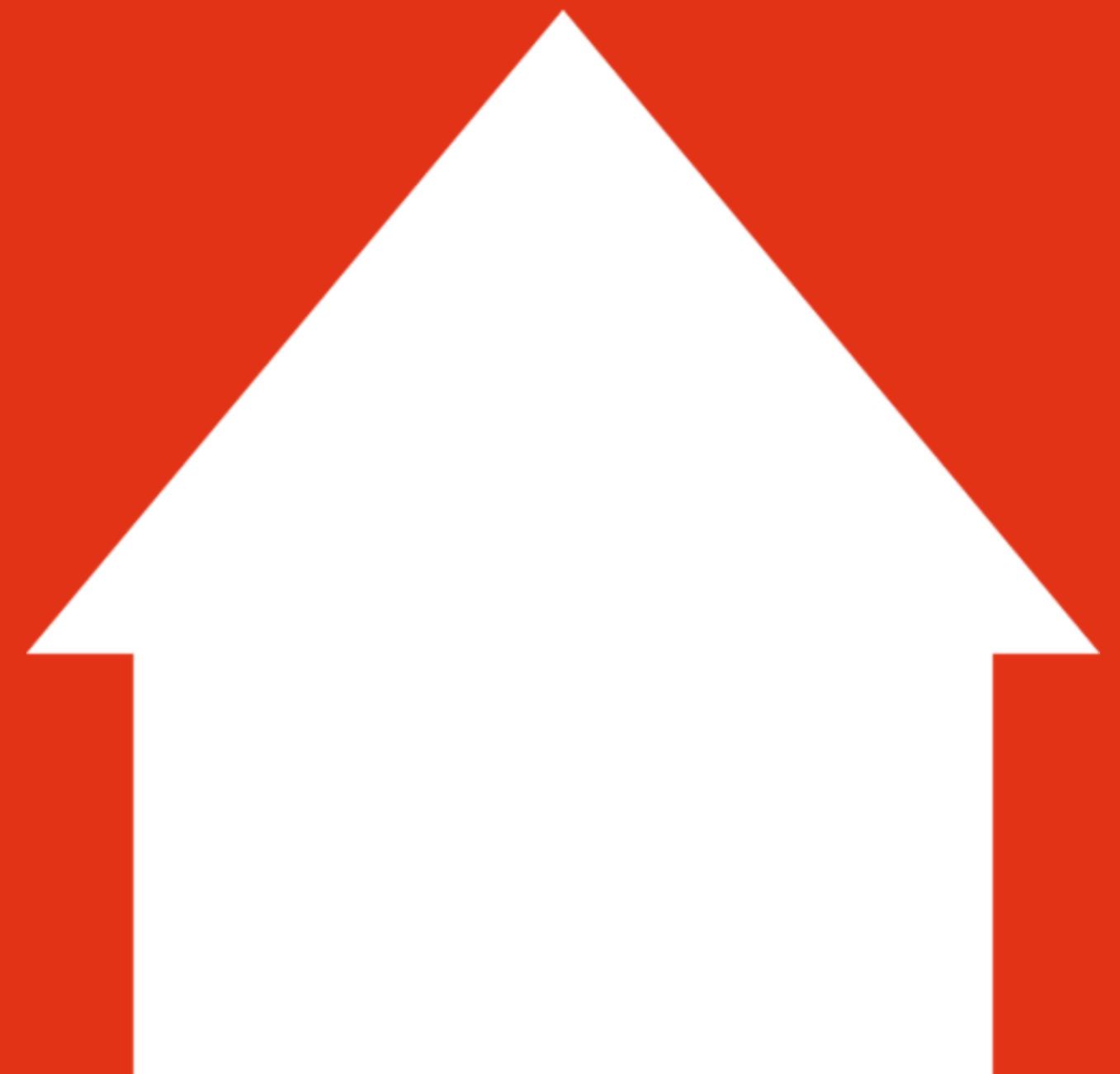
GREATER MANCHESTER **GOOD LANDLORD CHARTER**



VCSFE LUNCH AND LEARN

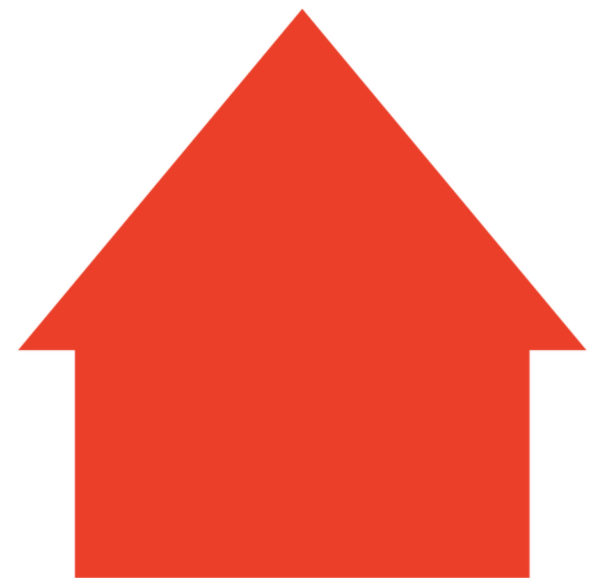
23 September 2025

Claire Vibert
Network and Learning Manager
Good Landlord Charter
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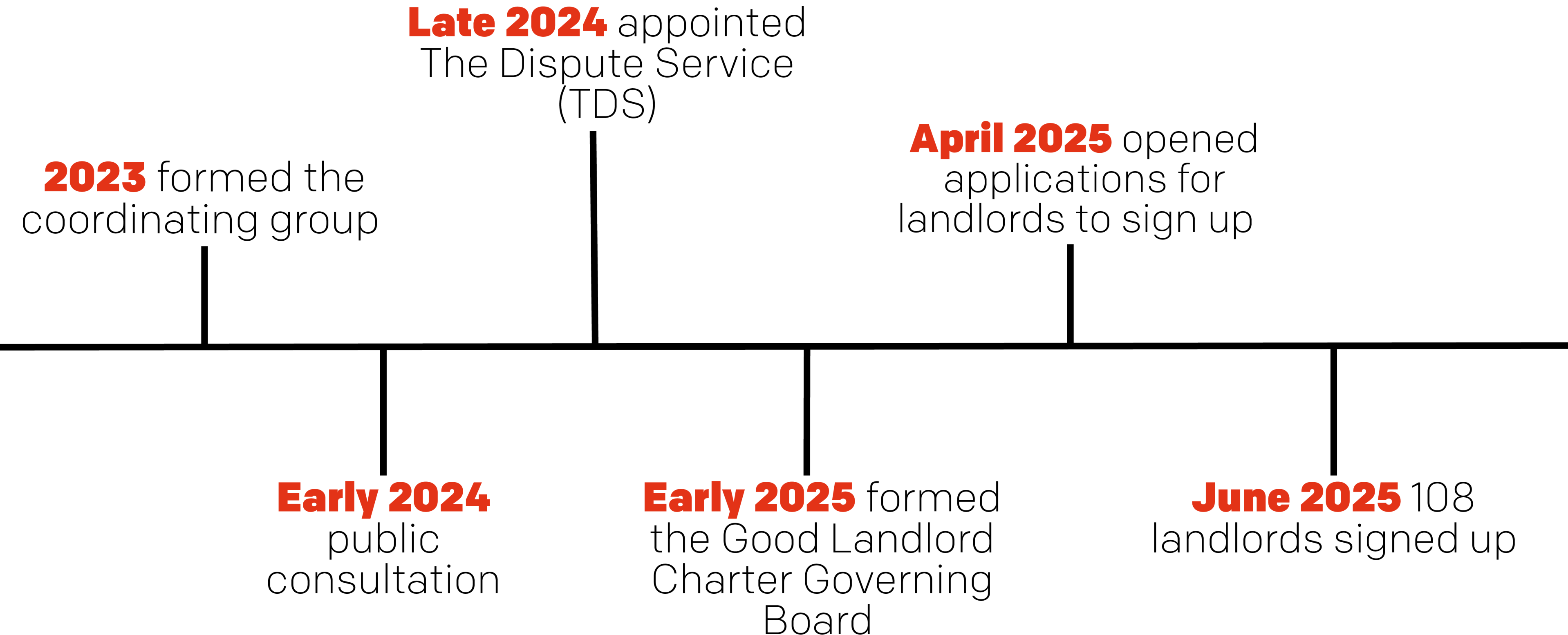


AGENDA

- The background to the Good Landlord Charter
- The wider context of the Charter
- The Charter's aims and criteria
- Implementing the Charter
- What landlords and tenants can expect
- Who else is involved?
- Your role: Friends of the Charter
- Time for questions



THE CHARTER'S TIMELINE





THREE PILLARS TO **HOUSING FIRST**



**INCREASE
HOUSING
SUPPLY**

**RAISE
HOUSING
STANDARDS**

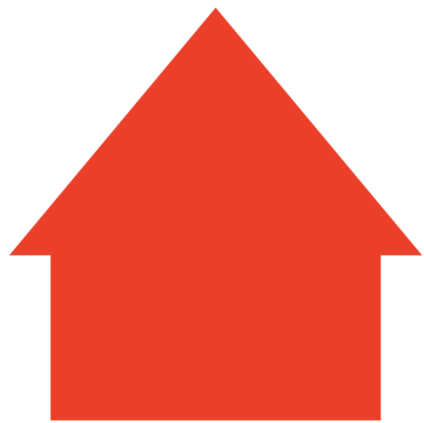
**PROVIDE
SUPPORT FOR
PEOPLE TO
LIVE WELL IN
THEIR HOMES**

THE CASE FOR THE CHARTER

- More people are renting
- Affordability is down in both the PRS and the social housing sector
- Over 25% of PRS fall below the Decent Homes Standard
- A quarter of tenants are unhappy with the management of their homes
- Inequality of experience



No way for good landlords to get the recognition for tackling these issues.



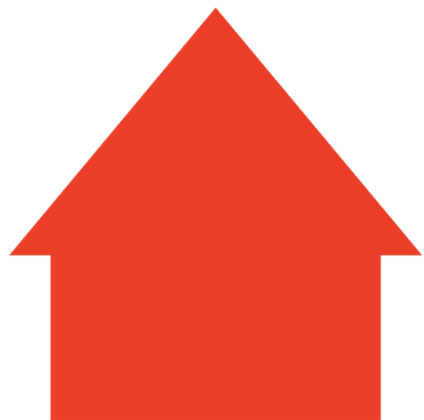
What about enforcement?

The Charter is here to recognise Good Landlords.

The Implementation Unit is not engaged in enforcement.

Since 2023, GMCA has:

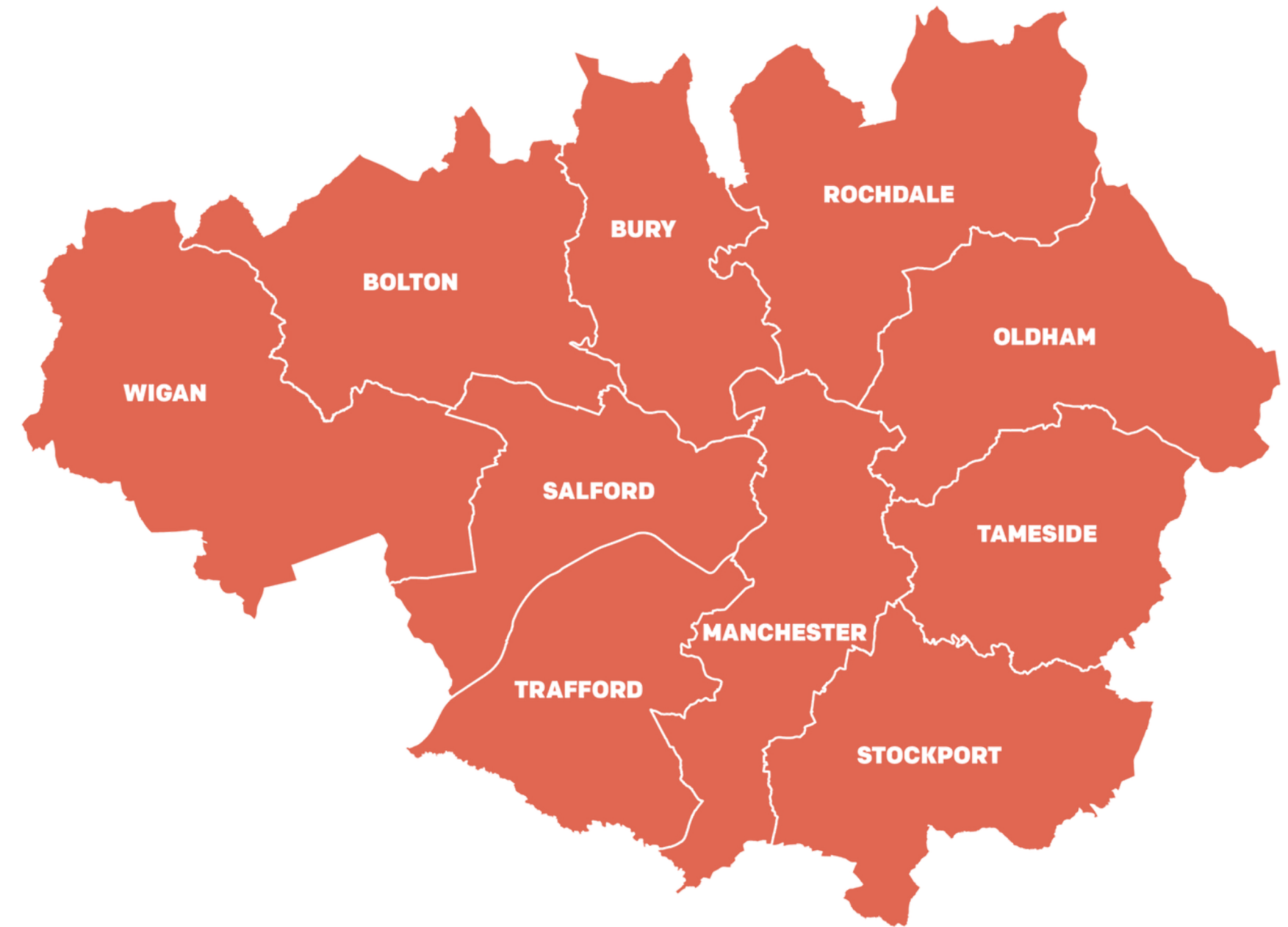
- Increased the number of enforcement fines for housing offences by 43%
- Imposed £1.47 million in fines
- Reinvested into local housing enforcement teams, helping to protect tenants against negligent landlords and poor housing.



244,000
RENTED HOMES
COVERED



51%
OF ALL
RENTED
PROPERTIES
IN GREATER
MANCHESTER



SINCE APRIL...



**130+
LANDLORDS**
HAVE
COMMITTED
THEIR
SUPPORT

**244,000+
HOMES** ARE
COVERED
BY THE
CHARTER

**51% OF
RENTED
HOMES** ARE
PART OF THE
GOOD
LANDLORD
CHARTER



PRINCIPLES OF THE CHARTER



**FREE AND
VOLUNTARY**

**ALL FORMS
OF RENTED
HOUSING**

**GOES ABOVE
LEGAL
MINIMUMS**

**LANDLORDS
CAN JOIN AS
SUPPORTERS**

**LANDLORDS
THEN BECOME
MEMBERS**

WHO'S INVOLVED AND HOW IT WORKS:



CRITERIA CATEGORIES OF THE CHARTER



**21 CRITERIA FOR
MEMBERSHIP**

**ACROSS 7
CATEGORIES**

AFFORDABLE

INCLUSIVE

**PRIVATE &
SECURE**

RESPONSIVE

**SAFE &
DECENT**

SUPPORTIVE

**WELL
MANAGED**

AFFORDABLE



- Clear and fair rent review or setting process
- Giving a fair amount of time to tenants who struggle to pay their rent
- Properties meet EPC C as a minimum, within achievable timescales
- Not using mandatory rent arrears ground (social landlords only)

INCLUSIVE



- Make or facilitate reasonable adaptations to properties, where needed by the tenant, and where applicable join an adaptations register
- Make a demonstrable commitment to accepting tenants from any background

PRIVATE & SECURE



- Tenants are able to make reasonable changes to their home
- Access to a tenant's home should be by agreement, except in an emergency

RESPONSIVE



- Published, timely, target response times
- Clear complaints policy, with an independent stage

SAFE & DECENT



- Effective approach to property inspection
- Fit and proper person check
- Any work/repairs done by a qualified or competent person
- Adopt standards on what should happen at the start of a tenancy
- Space standards and amenities

SUPPORTIVE



- 'Commitment to Refer' tenants at risk of homelessness to the council
- Transparent, easy-to-understand contracts
- Adopting advertising/viewing standards
- Providing/signposting tenants to useful information

WELL MANAGED



- Landlord must be able to demonstrate accreditation or training, or use an accredited managing agent
- Clear start and end-of-tenancy process



Affordable

- Clear and fair rent review or setting process
- Giving a fair amount of time to tenants who struggle to pay their rent
- Properties meet EPC C as a minimum
- Not using mandatory rent arrears ground (social landlords only)

Private & secure

- Tenants able to make reasonable changes to their home
- Access to a tenant's home by agreement, except in an emergency

Safe & decent

- Effective approach to property inspection
- Fit and proper person check
- Any work/repairs done by a qualified or competent person
- Adopt standards on what should happen at the start of a tenancy
- Space standards and amenities

Responsive

- Published, timely target response times
- Clear complaints policy, with an independent stage

Inclusive

- Make or facilitate reasonable adaptations to properties, where needed by the tenant, and where applicable join an adaptations register
- Demonstrable commitment to accepting tenants from any background

Supportive

- 'Commitment to Refer' tenants at risk of homelessness to council
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Well managed

- Landlord must be able to demonstrate accreditation or training, or use an accredited managing agent
- Clear start and end-of-tenancy process



DELIVERING THE CHARTER: THE IMPLEMENTATION UNIT



TOM FISHER

Head of the Good Landlord
Charter Implementation Unit



CLAIRE VIBERT

Network & Learning Manager



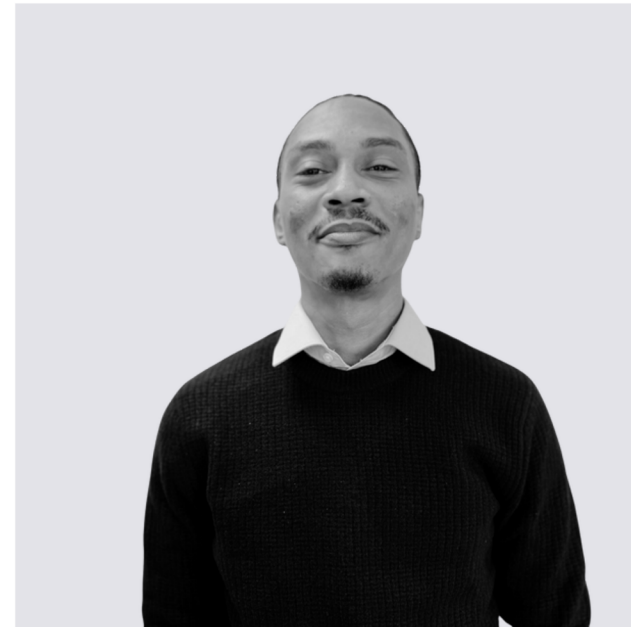
CHARLOTTE VALE

Membership Manager



INDIE MANCINI

Marketing Manager



RANDY BROADBELT

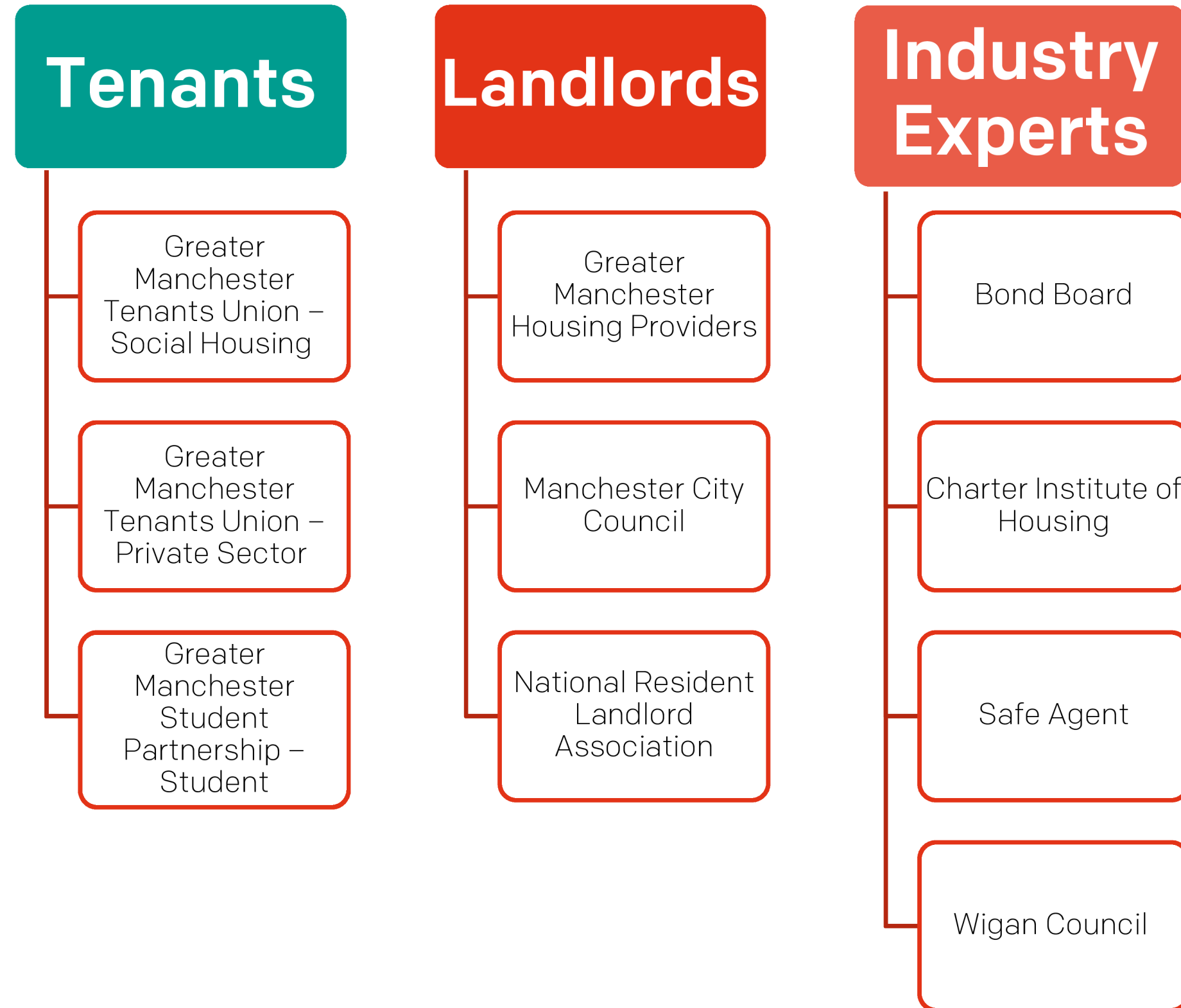
Digital Communications
Executive



SAFRASH EJOH ELLIS

Project Support Coordinator

DELIVERING THE CHARTER: THE GOVERNING BOARD



REACHING CHARTER MEMBERSHIP: OUR SUPPORT



Where the Implementation Unit will support landlords:

- Self assessment form
- Drop-ins on assessment framework
- Information sessions on each criteria
- Individualised support where you need it
- New Supporter guide
- Networking events linked to the criteria
- E-learning modules
- Landlord accreditation

WHAT LANDLORDS GET AS SUPPORTERS AND MEMBERS



SUPPORTER

- Supporter brand logo
- Exclusive access to retrofit grants*
- Newsletter
- Tenancy Redress Service
- My Housing Issue Gateway
- Support and Development offer

*Subject to GMCA eligibility criteria

MEMBER

- Member brand logo
- Member Newsletter
- Landlord+ (selected discounts and deals from our partners)
- Members-only events
- Celebration and recognition events
- Advice, support and guidance on wider landlord interests

IS IT JUST ABOUT LANDLORDS?



**Social and private
landlords can
become
Supporters and
Members**

**Property agents
can become
Champions of the
Charter**

**Wider stakeholders
can register as
Friends of the
Charter**

**Landlord Advisory
Group**

**Tenant Advisory
Group**

TENANT VOICE



- Tenant Advisory Group
- Social Housing Tenant Panels
- GM Equality panels
- Engaging with specific cohorts

FRIENDS OF THE CHARTER



- VCSFE partners
- Private sector - part of the landlord supply chain
- Supportive of the aims of the Charter
- Raising awareness
- Supporting tenants and landlords
- Supporting the Charter to engage tenants
- *Not: assessed against the Charter's criteria*

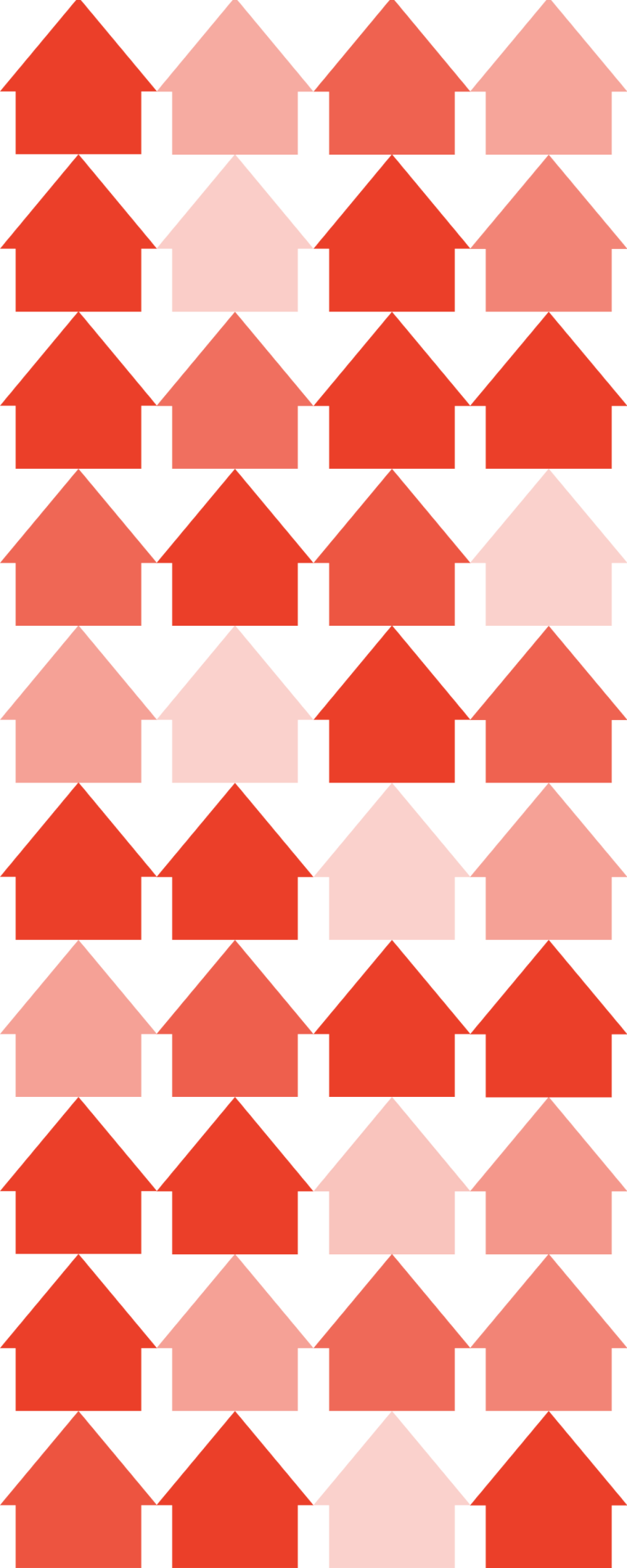
OPPORTUNITIES FOR FRIENDS



- Access to resources
- Branding
- Collaborate with the Charter
- Engage in events
- Share learning



JOIN TODAY



FROM OUR SUPPORTERS

"I hope to reassure (tenants) that I will always act properly as a landlord."

"We are committed to applying the latest industry standards to the properties under our management to enhance the living experience for our tenants."

"I want to provide a great home to live in"

"I'm hoping (the Charter) will acquaint me with best practices, therefore benefiting my tenants."

"My personal philosophy is to only own and let out a property which I'd also be happy to live in myself, so think the objectives of the Good Landlord Charter align with mine."

"I want to be a great landlord."

"Our mission is to elevate the standards of the rental market through quality service and responsible management."

"We need to support the good landlord charter not only because we are committed to being a good landlord ourselves but because we want to ensure our tenants have access to good quality and affordable housing"

"Tenants will be comfortable and protected and safe"

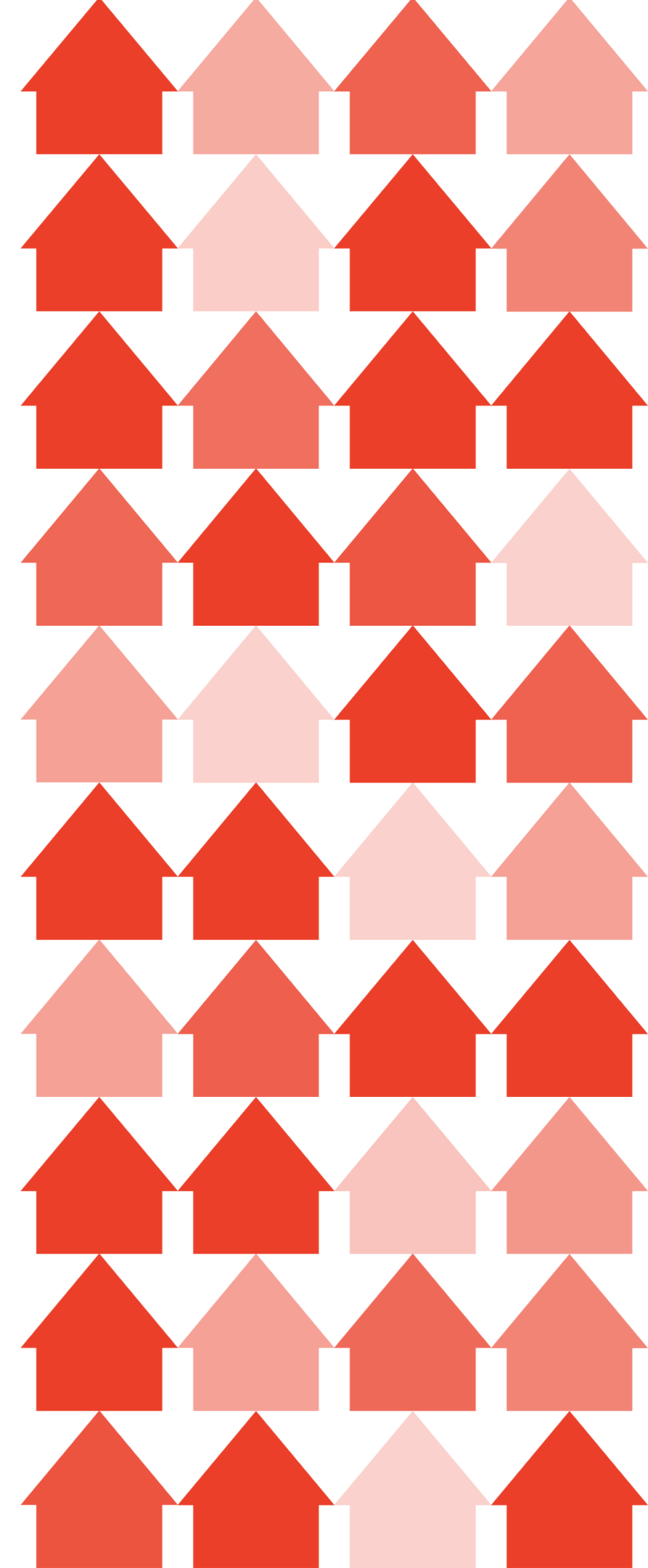
"We believe in the right to equal life chances and that always starts with a safe space to call home"

"It's a great idea for improving standards"

"I want to be good landlord and lead this initiative across the sector."

"My tenants will have a better place to stay"

"Tenants will have confidence that we are taking seriously our responsibilities and we will listen."



TIME FOR QUESTIONS



You can use the Q&A tab in the webinar to submit questions.

We will email the questions and answers from this webinar to you.



THANK YOU FROM THE **GOOD LANDLORD CHARTER**

DOING THINGS DIFFERENTLY FOR THE **PLACES** WE LIVE
