



**COFNOD O BENDERFYNIAD WEDI'I DDIRPRWYO GAN SWYDDOG  
RECORD OF DELEGATED OFFICER DECISION**

**Penderfyniad Allweddol | Key Decision** ✓

**Mae'r Penderfyniad Wedi'i Ddirprwyo hwn wedi'i bennu yn 'Benderfyniad Allweddol' gan ei fod yn debygol o:**

This Delegated Decision has been established as a 'Key Decision' as it is likely:

**a) arwain at y Cyngor yn ysgwyddo gwariant sylweddol neu wneud arbedion sylweddol; to result in the Council incurring expenditure which is, or the making of savings which are, significant;**

**neu / or:**

**b) fod yn arwyddocaol o ran sut mae'n effeithio ar gymunedau sy'n byw neu'n gweithio mewn ardal sy'n cynnwys dwy etholaeth neu adran etholiadol neu ragor. to be significant in terms of its effects on Communities living or working in an area comprising two or more electoral wards.**

**c) Eraill / Other:**

**PWNC | SUBJECT:**

The Council's New Private Rented Sector (PRS) Housing Strategy (2026-2031).

**DIBEN YR ADRODDIAD | PURPOSE OF THE REPORT:**

The purpose of the report is to:-


Present the new RCT Private Rented Sector (PRS) Housing Strategy (2026–2031) and to seek approval to undertake a 6-week public consultation.

**PENDERFYNIAD WEDI'I DDIRPRWYO | DELEGATED DECISION:**

It is **AGREED** that:

The Council will undertake a 6-week public consultation of the new RCT Private Rented Sector (PRS) Housing Strategy (2026-2031).

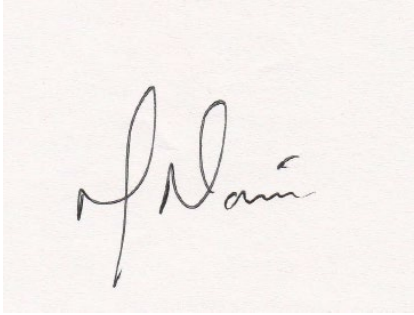


Llofnod y Prif Swyddog  
Chief Officer Signature

	Director – Housing & Regeneration	29.06.26
Enw (priflythrennau) Name (Print Name)	Swydd Designation	Dyddiad Date

**Mae'r penderfyniad yn cael ei wneud yn unol ag Adran 15 o Ddeddf Llywodraeth Leol 2000 (Swyddogaethau'r Corff Gweithredol) ac yn y cylch gorchwyl sy wedi'i nodi yn Adran 5 o Ran 3 o Gyfansoddiad y Cyngor.**

The decision is taken in accordance with Section 15 of the Local Government Act, 2000 (Executive Functions) and in the terms set out in Section 5 of Part 3 of the Council's Constitution.

**YMGYNGHORI | CONSULTATION**

	Councillor M Norris Cabinet Member for Regeneration & Housing	29.06.26
<b>LLOFNOD YR AELOD YMGYNGHOROL O'R CABINET   CONSULTEE CABINET MEMBER SIGNATURE</b>	<b>ENW A SWYDD   NAME AND DESIGNATION</b>	<b>DYDDIAD   DATE</b>
		
<b>LLOFNOD YR AELOD YMGYNGHOROL O'R CABINET   CONSULTEE CABINET MEMBER SIGNATURE</b>	<b>ENW A SWYDD   NAME AND DESIGNATION</b>	<b>DYDDIAD   DATE</b>
		
<b>LLOFNODSWYDDOG YMGYNGHOROL   CONSULTEE OFFICER SIGNATURE</b>	<b>ENW A SWYDD   NAME AND DESIGNATION</b>	<b>DYDDIAD   DATE</b>

**A FYDD Y PENDERFYNIAD YMA'N CAEL EFFAITH AR Y WARD?**  
WILL THIS DECISION HAVE AN IMPACT ON THE WARD?

**BYDD | YES** ✓      **NA FYDD | NO**

**Unrhyw sylwadau pellach/Oes angen rhoi gwybod i'r Aelod Lleol:** ✓  
Any further comments/Need for Local Member to be informed:

**RHEOLAU'R WEITHDREFN GALW-I-MEWN | CALL IN PROCEDURE RULES.**

**A YW'R PENDERFYNIAD YN UN BRYD A HEB FOD YN DESTUN PROSES GALW-I-MEWN GAN Y PWYLLGOR TROSOLWG A CHRAFFU?:**

IS THE DECISION DEEMED URGENT AND NOT SUBJECT TO CALL-IN BY THE OVERVIEW AND SCRUTINY COMMITTEE:

**YDY | YES      NAC YDY | NO ✓**

**Rheswm dros fod yn fater brys | Reason for Urgency:**

*Os yw'n cael ei ystyried yn fater brys - llofnod y Llywydd, y Dirprwy Lywydd neu Bennaeth y Gwasanaeth Cyflogedig yn cadarnhau cytundeb fod y penderfyniad arfaethedig yn rhesymol yn yr holl amgylchiadau iddo gael ei drin fel mater brys, yn unol â rheol gweithdrefn trosolwg a chraffu 17.2:*

*If deemed urgent - signature of Presiding Member or Deputy Presiding Member or Head of Paid Service confirming agreement that the proposed decision is reasonable in all the circumstances for it being treated as a matter of urgency, in accordance with the overview and scrutiny procedure rule 17.2:*

.....  
**(Llywydd | Presiding Member)**

.....  
**(Dyddiad | Date)**

**DS - Os yw hwn yn benderfyniad sy'n cael ei ail-ystyried yna does dim modd galw'r penderfyniad i mewn a bydd y penderfyniad yn dod i rym o'r dyddiad mae'r penderfyniad wedi'i lofnodi.**

**NB - If this is a reconsidered decision then the decision Cannot be Called In and the decision will take effect from the date the decision is signed.**

**DYDDIADAU CYHOEDDI A GWEITHREDU | PUBLICATION & IMPLEMENTATION DATES**

**CYHOEDDI | PUBLICATION**

**Cyhoeddi ar Wefan y Cyngor | Publication on the Council's Website:-** \_\_ 30.06.26 \_\_

**DYDDIAD | DATE**

**GWEITHREDU'R PENDERFYNIAD | IMPLEMENTATION OF THE DECISION**

**Nodwch: Fydd y penderfyniad hwn ddim yn dod i rym nac yn cael ei weithredu'n llawn nes cyn pen 3 diwrnod gwaith ar ôl ei gyhoeddi. Nod hyn yw ei alluogi i gael ei "Alw i Mewn" yn unol â Rheol 17.1, Rheolau Gweithdrefn Trosolwg a Chraffu.**

**Note:** This decision will not come into force and may not be implemented until the expiry of 3 clear working days after its publication to enable it to be the subject to the Call-In Procedure in Rule 17.1 of the Overview and Scrutiny Procedure Rules.

**Yn amodol ar y drefn "Galw i Mewn", caiff y penderfyniad ei roi ar waith ar:**

Subject to Call In the implementation date will be:

\_\_ 06.07.26 \_\_  
**DYDDIAD / DATE**

**WEDI'I GYMERADWYO I'W GYHOEDDI: ✓ | APPROVED FOR PUBLICATION :✓**

**Rhagor o wybodaeth | Further Information:**

Cyfadran   Directorate:	Housing and Regeneration
Enw'r Person Cyswllt   Contact Name:	Claire Hutcheon
Swydd   Designation:	Head of Housing Strategy and Investment
Rhif Ffôn   Telephone Number:	01443 281114

**RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL**

**KEY DELEGATED DECISION**

**A REPORT ON THE COUNCIL'S NEW PRIVATE RENTED SECTOR (PRS)  
HOUSING STRATEGY (2026-2031)**

**JUNE 2026**

**REPORT OF THE DIRECTOR OF HOUSING AND REGENERATION, IN  
DISCUSSIONS WITH THE CABINET MEMBER FOR REGENERATION AND  
HOUSING**

**AUTHORS: Derek James, Service Director for Housing & Regeneration  
Claire Hutcheon, Head of Housing Strategy and Investment**

Appendices - Appendix A: Draft RCT Private Rented Sector Housing Strategy  
(2026-2031)  
Appendix B: Equality Impact Assessment  
Appendix C: Welsh Language Impact Assessment

**1.0 PURPOSE OF THE REPORT**

1.1 The purpose of this report is to present the new RCT Private Rented Sector (PRS) Housing Strategy (2026–2031) and to seek approval to undertake a 6-week public consultation.

**2.0 RECOMMENDATIONS**

It is recommended to:

- 2.1 Review the draft RCT Private Rented Sector Housing Strategy (Appendix A).
- 2.2 Approve the Strategy for consultation, setting out how the Council will work with landlords and partners over the next five years to increase the supply of good-quality, affordable private rented homes.

**3.0 REASON FOR RECOMMENDATIONS**

3.1 A new PRS Housing Strategy is required to respond to continued growth in housing demand, changes within the private rented sector, and its increasingly important role in meeting local housing need. Many of the challenges present in the previous strategy remain the same for the new strategy.

3.2 The new Strategy includes a vision and updated objectives, its purpose is to build on the work of the previous strategy which saw the council dealing with the effects of a pandemic, introduction of the Renting Homes Wales Act and effect of interest rates on mortgages. Due to this, the council's relationship with landlords is paramount and the Council hope to get the new Private Rented Sector Liaison role off the ground, refresh the forum and newsletter, and continue to build upon existing initiatives such as the Social Lettings Agency in addition to creating new ones where possible.

#### **4.0 BACKGROUND**

4.1 Rhondda Cynon Taf (RCT) is one of the largest local authorities in Wales, with a population of 237,700 (ONS, 2023) and 103,339 homes (ONS, 2021). Of these, 18,362 were privately rented at the 2021 Census. This is an increase of 4.1% since 2011, representing one of the highest increases in Wales.

4.2 For many residents, home ownership is no longer affordable, and demand for social housing significantly exceeds supply. As a result, the PRS is often the only option. This demand has contributed to rising rents, with average private rents in Wales increasing by 5.5% between February 2025 and February 2026 compared to 3.6% in England and 2.4% in Scotland over the same period (ONS 2026).

4.3 Loss of private rented accommodation remains a leading cause of homelessness. At the same time, most landlords operate on a small scale, averaging fewer than two properties each (Rent Smart Wales data). For many, letting property is not a primary business. Increased regulation, legislative changes (Renting Homes (Wales) Act 2016), and rising interest rates have created additional pressures, contributing to landlords leaving the sector (Rent Smart Wales data: 179 between March 2025 and March 2026).

4.4 The previous PRS strategy was launched in 2023. Since its introduction, several key achievements have been made, including:

- Continued engagement with landlords through the Landlords Forum. Since the beginning of 2024, 7 forums have been held, providing landlords with the opportunity to engage with Council staff and a range of stakeholders including energy compliance support, legal services and Rent Smart Wales.
- Creation of a landlord 'one-stop shop' section on the Council's website providing information for landlords on topics such as contract holder matching, energy efficiency support and promoting the Social Lettings Agency.
- Carried out focus groups with a small number of landlords to ascertain their views on certain topics.
- Creation of a Private Rented Sector Liaison Officer role within Community Housing Services. This post was created in response to feedback from landlords via the focus groups and forum that a single point of contact within

the Council would be helpful for landlords in dealing with various occupation contract issues that may arise.

- Promotion of energy efficiency grants such as ECO 4 Flex through the landlord's forum, newsletter, Council website and through the Heat and Save Team.
- Continued to deliver RCT's Social Lettings Agency which currently manages 53 private rented properties on behalf of private landlords, ensuring suitable allocations of clients in housing need.
- Secured 8 private rented properties with a private landlord to provide 33 managed, temporary accommodation units.

4.5 Whilst progress over the last three years has been positive, further work is needed. A refreshed strategic approach will ensure continued improvement and expansion of affordable, quality PRS housing.

## **5.0 THE STRATEGY**

5.1 The new PRS Housing Strategy forms part of the wider RCT Housing Strategy: *Prosperous Homes, Prosperous Lives (2024–2030)*. It sets out how the Council will work with landlords, residents, and partners to improve access to good-quality, affordable PRS accommodation.

5.2 In recognition of this, our vision is:

**'To ensure the private rented sector in RCT provides safe, affordable, well-managed homes that support sustainable and accessible occupation contracts.'**

5.3 To achieve this vision, the Strategy is supported by four strategic objectives that will drive its delivery, these are:

### **1. Increase the supply of affordable private rented homes.**

#### **This will include:**

- Working with Welsh Government and partners to secure funding and develop new delivery models.
- Expanding the Social Lettings Agency to provide more affordable rental options.
- Supporting WG where possible to review the Local Housing Allowance (LHA) rates, particularly where these fall below market rents. LHA rates are controlled by UK Government, however WG has been monitoring the gap between rents and LHA, publishing updated Wales LHA tables each year and repeatedly arguing that rates are too low and should better reflect actual rents
- Bringing empty homes back into use through targeted initiatives such as the Houses into Homes Loan.

## **2. Support residents to access and sustain occupation contracts to prevent homelessness.**

### **This will include:**

- Providing advice on debt, contract holder rights, homelessness, and related issues.
- Implementing the Housing Support Programme Strategy (2022–2026).
- Producing a clear guide for landlords on available contract holder support services.
- Offering energy advice and referrals to appropriate services.

## **3. Improve quality and management standards in the PRS.**

### **This will include:**

- Delivering in-house schemes to ensure regulation in the private rented sector to raise housing standards, such as licensing and accreditation schemes and the Social Lettings Agency.
- Raising awareness of housing condition standards and available support.
- Supporting compliance with energy efficiency regulations (MEES 2018).
- Raise Awareness of the Disabled Facilities Grant with Landlords which is an adaptations grant that contract holders can apply for in order to remain safe in the home.

## **4. Strengthen partnerships and engagement to support the private rented sector.**

### **This will include:**

- Enhancing collaboration with landlords to increase housing supply alleviate pressure on the Common Housing Register waiting list.
- Maintaining regular communication with Landlords through forums and newsletters.
- Promoting the new Private Rented Sector Liaison Officer role as a single point of contact for landlords to deal with a range of occupation contract related queries and to provide advice and guidance.

## **Expected Outcomes and Outputs**

### **5.4 Delivery of the Strategy will aim to achieve the following outcomes and outputs:**

- Increase the supply of affordable private rented accommodation.
- Prevent homelessness by improving access to private renting.
- Increase the number landlords accessing the Houses into Homes loan to bring empty homes back into use.
- Increase the number of private rented properties managed by the Social Lettings Agency.

- Improve awareness of support available to landlords to improve the energy efficiency of private rented properties.
- Privately rented properties are compliant with legislation such as the Housing Health and Safety Rating System and that reported concerns are investigated by the Council.
- Provide support for vulnerable contract holders, including care experienced young people in line with the Council's corporate parenting pledge, to ensure contract holder stability.
- Improve contract holder stability with longer term lets.
- Strengthen relationships between landlords and the Council.
- Deliver warmer, safer homes with associated health benefits

5.5 The Strategy will be monitored through quarterly and annual performance reports. Evaluations of interventions will measure their impact on landlords and contract holders, informing and shaping future interventions to ensure they remain effective and responsive to changing needs.

## **6.0 EQUALITY AND DIVERSITY IMPLICATIONS/ SOCIO-ECONOMIC DUTY**

6.1 An Equality and Socio-Economic Impact Assessment has been complete. In summary, the Equality Impact Assessment identifies positive and neutral impacts, and no negative impacts upon the protected characteristics.

6.2 The Private Rented Sector Strategy outlines the Council's approach to improving housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT, via a variety of funding offers, advice, support and guidance. The Council's services aim to ensure that everyone, regardless of age, gender, disability, race, sexual orientation, sex, pregnancy or maternity, religion or belief, marriage or civil partnership, and/or gender reassignment, has access to affordable, safe and warm homes.

6.3 The impact on age, disability and race is positive, explicitly because of the impact that improving the conditions and management standards in the PRS will have on future housing supply. How the Council plans for future housing needs will have a significant impact on a diverse group of residents of all ages.

6.4 The Equality Impact Assessment will be updated following the 6-week public consultation and then presented to the Review Panel for final approval

## **7.0 CONSULTATION/INVOLVEMENT**

7.1 A 6-week public consultation is proposed. This will allow landlords, contract holders and residents to review the Strategy, provide feedback, and help shape final priorities. All feedback will be considered and used to refine the final Strategy, which will then be presented to Cabinet.

## **8.0 WELSH LANGUAGE IMPLICATIONS**

- 8.1 A Welsh Language Impact Assessment has been complete. The Private Rented Sector Strategy and its aims and objectives will have a positive effect on the Welsh language, Welsh speakers and Welsh learners, and any plans or developments that stem from the Strategy will fully comply with the Welsh Language Measures and the Welsh Language Standards.
- 8.2 All of the Strategy's aims will promote the service through the medium of Welsh and the Council will ensure that all information is produced bilingually. When offering our services, the Council will ensure that all specialist needs are taken into account, including how the service user requests to engage with us. The Council will further focus on training and developing the Welsh language skills of our staff by encouraging them to take up Welsh language courses or to utilise their existing skills.
- 8.3 The Welsh Language Impact Assessment will be updated following the 6-week public consultation and then presented to the Review Panel for final approval.

## **9.0 FINANCIAL IMPLICATION(S)**

- 9.1 There are currently no financial implications directly aligned to this report.

## **10.0 LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED**

- 10.1 There are no current legal implications directly aligned to the report. However, the strategy is underpinned by the following legislation:

- Homelessness and Social Housing Allocation Bill:
- Housing (Wales) Act 2014
- Renting Homes (Wales) Act 2016
- Renting Homes (Fees etc.) (Wales) Act 2019
- Mandatory Licensing Scheme (Housing Act 2004)

## **11.0 LINKS TO THE CORPORATE AND NATIONAL PRIORITIES AND THE WELL-BEING OF FUTURE GENERATIONS ACT.**

- 11.1 Investment in housing provides an ongoing stimulus to the local economy, by encouraging spending and local supply chains. Making available a supply of affordable homes also helps to improve the prosperity of residents/contract holders and helps support a huge range of households in society that may not otherwise be able to meet their needs in the market, thereby promoting independence and positive lives for all.
- 11.2 As such, the RCT Private Rented Sector Strategy contributes to the delivery of the Council's Corporate Plan 'Working with our Communities 2024 – 2030'.

Within the Corporate Plan there are four well-being objectives to help improve the social, economic, environmental and cultural well-being of Rhondda Cynon Taf; these are:

- People and Communities
- Work and Business
- Nature and the Environment
- Culture, Heritage and Welsh Language

11.3 Housing cuts across all four of these strategic priorities. The Strategy fulfils a basic need for shelter with good quality homes that are warm and safe and contribute significantly to improving health, wellbeing, and educational attainment. Housing therefore supports many wider strategic agendas and has a key role in the creation of balanced and sustainable communities.

11.4 This Strategy contributes particularly to the 'people and communities' objective by delivering the priority;

**'residents will have access to affordable, good quality and energy efficient homes'.**

11.5 The Strategy also assists the Council to contribute to three of the seven wellbeing goals that 'The Well Being of Future Generations (Wales) Act 2015' puts in place as follows:

1. A healthier Wales
2. A prosperous Wales
3. A Wales of cohesive communities

11.6 Finally, the Strategy strongly supports the Welsh Government's Sustainable Development approach and the way in which it has been developed reflects the 'five ways of working' which include:

- **Involvement** - A wide range of internal and external stakeholders have been involved in the development of the Strategy, and this will provide a sense of local ownership.
- **Long-Term** - The Strategy has been developed to provide sustainable objectives to tackle the prevalent issues within the PRS in RCT, and outlines how this will be achieved.
- **Prevention** - The Strategy aims to help prevent landlords leaving the market, by defining the problems in the PRS and outlining the council's responses and intentions to foster productive relationships with landlords.
- **Integration** - The Strategy is synonymous with both corporate and national priorities, including the wider strategic aims associated with the delivery of affordable housing, prevention of homelessness, providing housing support and alleviating fuel poverty in our communities.
- **Collaboration** - The Strategy promotes a collaborative method of working and further reflects the Councils' commitment to working with our residents and both private and third sector partners.

## **12.0 CONCLUSION**

- 12.1 The need to have a distinct PRS Strategy in RCT is in recognition of the increase in the demand for housing, the changing PRS landscape and the important role that the PRS plays as a key partner in meeting housing need.
- 12.2 The Strategy proposes a vision and strategic objectives to increase the supply of good quality and affordable private rented accommodation across RCT. It provides a framework for all activity aimed at improving housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT.
- 12.3 If the Strategy is approved the Council will then undertake a 6-week public consultation to ensure transparency and inclusivity. The consultation period will provide landlords, contract holders and residents of RCT with the opportunity to review the strategy, offer feedback and contribute to shaping housing of the priorities. The feedback gathered will be carefully considered and used to refine the final strategy, ensuring it reflects local needs, addresses the private rented sector housing challenges and supports sustainable communities. The final strategy will then be presented to Cabinet for approval.

### **Other Information: -**

*Relevant Scrutiny Committee*

Climate Change, Frontline Services and Prosperity Scrutiny Committee



**RHONDDA CYNON TAF**



**Rhondda Cynon Taf**  
**Private Rented Sector Strategy**  
**2026 - 2031**

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## **Foreword**

The private rented sector plays a vital role in meeting the housing needs of our communities. For many residents, it provides an essential and flexible housing option at a time when access to both homeownership and social housing can be increasingly challenging.

As demand for housing continues to grow, and with rising costs affecting both landlords and residents, it is more important than ever that we support a private rented sector that is fair, accessible, and sustainable. This means ensuring that homes are not only available, but safe, well-managed, and affordable for those who rely on them.

This Strategy builds on the progress we have already made in working alongside landlords, partners, and residents to strengthen the sector. Through continued engagement, targeted support, and practical interventions, we have enhanced relationships with landlords, improved access to advice and services, and expanded initiatives such as the Social Lettings Agency to support those in housing need.

Looking ahead, this Strategy sets out our clear direction for the years to come. It focuses on increasing the supply of affordable homes, supporting residents to access and sustain occupation contracts, improving standards across the sector, and strengthening the partnerships that underpin its success. Just as importantly, it reflects our commitment to prevention by helping residents to maintain their tenancies and reducing the risk of homelessness.

Above all, this is a commitment to our communities. It is about ensuring that the private rented sector works for everyone - supporting residents, valuing responsible landlords, and contributing to safe and sustainable communities across Rhondda Cynon Taf.

By continuing to work in partnership, we can ensure that the private rented sector continues to play a positive and important role in meeting local housing need now and into the future.

## **Executive Summary**

The importance of having a distinct private rented sector (PRS) strategy is in recognition of the increase in demand for housing, across all tenures in Rhondda Cynon Taf (RCT). The PRS plays an important role in helping the Council meet its housing need and provides an alternative housing option to social rent or owner occupation.

The PRS in Wales has grown over the last two decades and according to most recent estimates as of March 2024, now accounts for 14% of the Welsh housing stock (Stats Wales 2024). According to Census (ONS 2021) data, there are 103,339 dwellings in RCT, of which approximately 18,362 or 17.8% are privately rented. This is up from 13.7% (13,604) at the 2011 Census (ONS 2011). These figures show that the percentage of privately rented properties in RCT is broadly in-line with the Welsh national average of 17% recorded at the 2021 Census (ONS 2023).

The PRS in RCT has faced several challenges over the past decade. These include:

- Reforms to the welfare system including the introduction of Universal Credit.
- Increase in contract holders with support needs.
- Poor property standards.
- Introduction of legislation aimed at regulating the PRS.

These challenges have intensified further because of the ongoing legacy of the Covid-19 pandemic, increase in the cost of living and the current interest rate uncertainty caused by events around the globe. Despite these challenges, the PRS has continued to be invaluable as a housing option for residents in RCT and to enable the Council to discharge its homelessness duty.

The Council's current approach to the PRS aims to ensure the following:

- An increased availability of affordable PRS properties.
- Contract holders are supported to access and maintain PRS occupation contracts.
- To work with landlords to ensure that PRS properties are safe, attractive and where residents want to live.

RCT's overall vision for the PRS is **'To ensure the private rented sector in RCT provides safe, affordable, well-managed homes that support sustainable and accessible occupation contracts.'**

The following strategic aims have been identified to achieve this vision:

1. Increase the supply of affordable private rented accommodation.
2. Support residents to access and sustain occupation contracts to prevent homelessness.
3. Improve quality and management standards in the private rented sector.
4. Strengthen partnerships and engagement to support the private rented sector.

These strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents and contributes towards a functional housing market which will result in prosperous communities.

## **Introduction**

With cost-of-living increases, geopolitical events and interest rates at a level that is higher than they have been seen for some time, securing housing can be a challenge. Owner-occupation is increasingly unaffordable for many in Wales, with average house prices in RCT being £164,000 in March 2026, an increase of 6.2% on the previous year (ONS 2026). Furthermore, a shortage of social housing relative to demand, with the waiting list at the end of the 2025/2026 financial year standing at 4,687, with 917 properties allocated (RCT 2026), has meant long waits for social housing.

Considering the above, it is no surprise that the PRS has seen considerable growth since the 2011 Census as it offers a flexible third alternative to owner-occupation and registered social landlords (ONS 2011). However, the sector is facing several challenges that affect both landlord and contract holder. These include increased costs in both time and money for landlords due to increasing overheads and the need to comply with new legislation. They also include increased life costs for contract holders, which can lead to difficulty in affording PRS rents which, as of 2025, have risen faster in Wales than any other part of the UK (Bevan Foundation 2025).

Due to this, it is of vital importance that the Council has a productive working relationship with private sector landlords, to ensure that the housing needs of the County Borough are met.

## **Our vision**

To ensure that the private rented sector in RCT provides safe, affordable, well-managed homes that support sustainable and accessible occupation contracts.

This Strategy outlines the Council's plan to work with landlords, residents and other partners to improve access to good-quality, affordable PRS accommodation.

## Background

RCT is one of the largest authorities in Wales with a population of 237,700 (ONS 2023) and 103,339 dwellings (ONS 2021). Of these dwellings, at the 2021 Census 18,362 were in the private rented sector, an increase of 4.1% since 2011 (ONS 2011), the second highest increase in Wales. Of these PRS properties, 356 are Houses in Multiple Occupation (HMOs) (ONS 2023). The HMO market is changing, with HMO's in RCT historically having been the domain of students, with the highest concentrations developed in areas adjacent to the University of South Wales' Treforest campus. There has been a reduction in the number of students living in Treforest, which has been instrumental in a significant change in the use of HMOs in the Treforest ward. HMO landlords have had to adapt to this change in the market and are turning to the non-student, single person demand and this trend is likely to continue.

With the owner-occupier market out of reach for many and social housing demand outstripping supply, the only tenure for many people to access is the PRS. This competitive market means that landlords can demand higher rents, with average private rents in Wales increasing by 5.5% between February 2025 and February 2026 compared to 3.6% in England and 2.4% in Scotland over the same period (ONS 2026).

As a result of the above, the main reason for homelessness continues to be loss of tied or rented accommodation, with 33 homelessness presentations for this reason in 2025/2026. At the same time Rent Smart Wales data shows that there is an average of 1.93 properties per landlord. For many, that property may have been inherited or bought to supplement their income rather than property rental being their main business focus. For these smaller landlords, increased regulation through mandatory registration, the changes introduced by the Renting Homes (Wales) Act 2016 and increased interest rates have understandably led many of them to question whether they want to remain in the sector with 109 landlords leaving the PRS between March 2025 and March 2026 in RCT, resulting in 179 fewer PRS properties (Rent Smart Wales 2026).

The Private Rented Sector Strategy forms part of the overarching RCT Housing Strategy 'Prosperous Homes, Prosperous Lives (2024 – 2030) and outlines how the Council will work in partnership with landlords, residents and statutory bodies to

understand the profile of homes across the PRS in RCT. This is particularly important given the increasing importance of the PRS in meeting housing need, due to the increasing barriers to entry of the other tenures. The Strategy provides a framework for all activity in RCT aimed at improving housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT.

The need to have a distinct PRS Strategy in RCT is in recognition of the increase in the demand for housing, the changing PRS landscape and the important role that the PRS plays as a key partner in meeting housing need.

## **Key achievements**

The previous Private Rented Sector Strategy was launched in 2023. Since its introduction, several key achievements have been made, including:

- Continued engagement with landlords through the Landlords Forum. Since the beginning of 2024, 7 forums have been held, providing landlords with the opportunity to engage with council staff and a range of stakeholders including energy compliance support, legal services and Rent Smart Wales.
- Creation of a landlord 'one-stop shop' section on the Council's website providing information for landlords on topics such as contract holder matching, energy efficiency support, the Social Lettings Agency and contract holder support.
- Carried out focus groups with a small number of landlords to ascertain their views on certain topics.
- Creation of a Private Rented Sector Liaison Officer role within Community Housing Services. This post was created in response to feedback from landlords via the focus groups and forum that a single point of contact within the council would be helpful for landlords in dealing with various occupation contract issues that may arise.
- Promotion of energy efficiency grants such as ECO 4 Flex through the landlord's forum, newsletter, council website and operationally through the Heat and Save Team.
- Continued to deliver RCT's Social Lettings Agency which currently manages 53 private rented properties on behalf of private landlords, ensuring suitable allocations of clients in housing need.
- Secured 8 private rented properties with a private landlord to provide 33 managed, temporary accommodation units.

## **National Context – Welsh Government Policy**

This strategy is underpinned by the following legislation that impacts upon the PRS in Wales:

- [Homelessness and Social Housing Allocation Bill:](#)
- [Housing \(Wales\) Act 2014](#)
- [Renting Homes \(Wales\) Act 2016](#)
- [Renting Homes \(Fees etc.\) \(Wales\) Act 2019](#)
- [Mandatory Licensing Scheme \(Housing Act 2004\)](#)

## **Local Policy**

Rhondda Cynon Taf's Corporate Plan 'Working with our Communities 2024 – 2030' is the Council's key strategic document.

The plan has four wellbeing objectives which can be seen below:

### **1. People & Communities:**

- Supporting and empowering RCT residents and communities to live safe, healthy, and fulfilling lives.

### **2. Work & Business:**

- Helping to strengthen and grow RCT's economy.

### **3. Nature & The Environment:**

- A green and clean RCT that improves and protects RCT's environment and nature.

### **4. Culture, Heritage & Welsh Language:**

- Recognising and celebrating RCT's past, present and future.

RCT's Housing Strategy 'Prosperous Homes, Prosperous Lives 2024 – 2030' sets out how the Council will work with partners to shape and deliver safe, good quality, affordable homes and housing services. The Strategy has established the following four key objectives:

1. To enable a functional housing market that meets the need of our communities.

2. To promote sustainable communities and create homes that are safe, warm and healthy by improving housing conditions and investing in community regeneration.
3. To enable access to all types of suitable and affordable housing that meets the needs of residents.
4. To create prosperous communities by ensuring residents have access to housing advice and support that meets their needs.

In addition, the Council continues to recognise through the RCT Housing Strategy 'Prosperous Homes, Prosperous Lives 2024 – 2030, its corporate parenting responsibilities for children and young people with care experience. This is in alignment with Welsh Government's Corporate Parenting Charter 'A Promise for Wales', which includes ensuring a stable, comfortable and safe home environment both during their time in care and as they transition out of care.

RCT's Housing Support Programme (HSP) Strategy, which feeds into both the overarching RCT Housing strategy 2024 - 2030 and this PRS Strategy, sets out the Council's approach to support the most vulnerable residents – those at risk of experiencing homelessness and those who need support to maintain their occupation contracts and live as part of their communities. The HSP strategy has four strategic priorities:

1. Strengthening early intervention and prevention approaches and specialised support to prevent homelessness.
2. Ensuring people who are homeless or threatened with homelessness access the right home at the right time and in the right place, as part of our Rapid Rehousing approach.
3. Providing high quality support to people who are or may become homeless, fully utilising available technology and ensuring effective cross-agency working.
4. Work collaboratively to provide holistic, person-centred support with effective specialist interventions where necessary.

## **The Strategy**

There is clear evidence that good progress has been made with the PRS and assisting landlords and contract holders in RCT. However, increased demand on housing means that the PRS plays a vital role in meeting housing need.

To deliver our vision, four strategic objectives have been identified:

- 1. Increase the supply of affordable private rented homes.**
- 2. Support residents to access and sustain occupation contracts to prevent homelessness.**
- 3. Improve quality and management standards in the private rented sector.**
- 4. Strengthen partnerships and engagement to support the private rented sector.**

Strategic Objective 1: **Increase the supply of affordable private rented homes.**

The Local Housing Market Assessment (RCT 2022) has projected that 1,119 additional affordable housing units across all tenures are required per annum. 17.8% of properties in RCT are privately rented (Census 2021), an increase of 4% from 2011 (Census 2011). With the current shortfall in social housing and affordability issues related to owner-occupation, demand is likely to continue to increase. Therefore, it is vital that the council work with key external partners and landlords to increase the supply of affordable private rented accommodation.

How will we do this:

- Work with Welsh Government and partners to secure funding and develop new delivery models.
- Expand the Social Lettings Agency to provide more affordable rental options.
- Support the review of the Local Housing Allowance rates, particularly where these fall below market rents.
- Bring empty homes back into use through direct targeted initiatives such as the Houses into Homes loan.
- Maintain strong links with current private landlords and look to work with new landlords, offering support and incentives to encourage them to work with the

Council to increase the number of homes available to our residents to prevent homelessness.

- Work with partners including Welsh Government to introduce an ‘intermediate product’ with revised standards, different to those determined by Welsh Housing Quality Standards (WHQS). This would enable more use of the PRS for medium term use and reduce time spent in emergency accommodation.

### **Strategic Objective 2: Support residents to access and sustain occupation contracts to prevent homelessness.**

Part 2 of The Housing Act (Wales) 2014 requires local authorities to take steps to prevent homelessness. According to the most recent Welsh Index of Multiple Deprivation (2025), RCT has 18 Lower Super Output Areas within the top 10% of most deprived areas in Wales. With high levels of deprivation locally, the ongoing cost-of-living crisis and shortage of affordable housing, it is crucial that opportunities exist for contract holders to access support to sustain an occupation contract. RCT’s Housing Support Programme Strategy 2022 – 26 sets out how the Council will work with a range of partners to do this.

How we will do this:

- Provide advice on debt, contract holder rights, homelessness and related issues.
- Implement the RCT’s Housing Support Programme Strategy 2022 – 2026 through RCT’s Housing Support Planning Group whose focus is to support adults, children and people with learning disabilities and physical disabilities.
- Offer energy advice and referrals to appropriate services.
- Raise awareness of available support to landlords via the landlord forum by increasing attendance and sharing the landlord newsletter.
- Produce a clear guide for landlords on available contract holder support services.

### **Strategic Objective 3: Improve quality and management standards in the private rented sector.**

All homes within the PRS must comply with certain standards set out in the Housing Health and Safety Rating System (HHSRS) (Gov.UK 2006). This looks at a range of areas such as temperature, damp and mould, gas safety and risks of slips, trips and falls. The Council can inspect properties against this standard and can take action if any risks are identified such as issuing warning and/or enforcement notices. In addition to HHSRS, the Fitness for Human Habitation standards introduced by the Welsh government as a part of the Renting Homes Wales Act 2016, provide further metrics that private rented sector properties must comply with.

In addition to legal standards that properties must comply with, there are a variety of sources of financial support that can be accessed by contract holders and landlords to ensure that PRS properties continue to be appropriate for the contract holder and of a good quality. RCT Council Housing Grants department for example can provide Disabled Facilities Grants to fund necessary adaptations to properties such as wet rooms or stair lifts to ensure that properties remain suitable for the needs of their inhabitants.

Research carried out by Tyfu Tai Cymru (July 2022) (Part of CIH Cymru) revealed that the PRS in Wales is the worst performing tenure in terms of energy efficiency, with 20% of private renters living in fuel poverty, compared to 11% of owner occupiers and 9% of social housing contract holders. The Council's Heat and Save Team can assist with this and are able to provide advice and signposting towards grants which can assist with the energy efficiency of properties through installation of measures such as Solar PV and insulation.

The Council will continue to offer support to contract holders and landlords to ensure that the private rented sector offers good quality and managed housing.

How we will do this:

- Deliver in-house schemes to ensure tighter regulation in the private rented sector to raise housing standards, i.e licensing and accreditation schemes and the Social Lettings Agency.
- Raising awareness of housing condition standards and available support.
- Engage and support private landlords to access advice and grant assistance to support their compliance with the Domestic Minimum Energy Efficiency Standard Regulations (MEES) 2018.

- Utilise Council funding to attract a range of external investment from public and private sources to complement the Council investment to improve housing standards.
- Increase education and awareness of housing condition issues including potential hazards in the home and signpost households to assistance and support available.
- Deliver the Council's Affordable Warmth Strategy 2025 – 2030.
- Raise Awareness of the Disabled Facilities Grant with Landlords which is an adaptations grant that contract holders can apply for in order to remain safe in the home.

**Strategic Objective 4: Strengthen partnerships and engagement to support the private rented sector.**

Considering the range of challenges that currently face the PRS both in RCT and nationally, it is of paramount importance that the Council continue to engage with landlords and to strengthen relationships to facilitate a functional PRS that works for both contract holder and landlord. This engagement must be pro-active to deal with issues before they arise. A significant source of landlord engagement is the quarterly landlord forum and landlord's newsletter that the Council operates. The aim of these activities is to provide a mechanism to raise awareness of Council services and strategic objectives and to directly influence the provision of PRS accommodation options. The Council has also recently created a Private Rented Sector Liaison post as a direct result of landlord engagement, to act as a single point of contact for landlord queries.

How we will do this:

- Enhance collaboration with landlords to increase housing supply to alleviate pressure on the Common Housing Register waiting list.
- Increase engagement with private landlords to support them to increase the supply of good quality affordable private rented accommodation through the Private Rented Sector Liaison Officer role.
- Maintain regular communication with Landlords through forums and newsletters.

- Build upon the landlord focus group to ensure that we can canvass detailed opinions regarding several topical issues so that the Council can act on these where possible.
- Promote the Private Rented Sector Liaison Officer role to act as a single point of contact for landlords to deal with a range of occupation contract related queries and to provide advice and guidance.

### **Measures of success**

Delivering the four objectives, we aim to achieve the following outcomes:

**By identifying opportunities, funding and vehicles to increase the supply of affordable, private rented accommodation,** we aim to achieve the following outcomes:

- Increase the supply of affordable private rented accommodation to prevent homelessness.
- More households prevented from becoming homeless through access to PRS Accommodation.
- Developed an intermediate product with revised standards different from the WHQS to enable medium-term use as an alternative to emergency accommodation.
- Increase the number of PRS homes available through bringing empty properties back into use through the Houses into Homes loan.
- An increased number of private rented properties managed by the Social Lettings Agency and let at affordable rates, allowing lower income and vulnerable residents to access PRS housing.
- An increased supply of affordable private rented accommodation through the use of incentives and provision of support to landlords via the newly created PRS Liaison Officer role.
- Increased landlord participation through the landlords forum.

**By supporting residents to access and maintain well managed privately rented accommodation,** we aim to achieve the following outcomes:

- Continued delivery of an updated Housing Support Strategy, ensuring that vulnerable contract holders, including care experienced young people in line with the Council's corporate parenting pledge, have the support they need to sustain successful and long-term occupation contracts.
- Development of a landlord guide of available occupation contract related support for vulnerable contract holders, used by landlords to refer contract holders for support with contract holder consent before they reach crisis point.
- Strong partnership working with support organisations in the third sector to supplement council capacity and to provide an alternative choice for housing support.
- Provision of advice and guidance including targeted schemes, to raise awareness of support available to improve the energy efficiency of private rented properties.
- Continued delivery and growth of the landlord forum and newsletter to maintain links with landlords and to pass on relevant information to improve practice.

**By ensuring that the private rented sector offers good quality and managed housing,** we aim to achieve the following outcomes:

- Deliver RCT council's Affordable Warmth Strategy 2025 – 2030 to ensure that residents of RCT have the opportunity to live in warmer and safer homes, improving both physical and mental health.
- Privately rented properties in the County Borough are compliant with legislation such as the Housing Health and Safety Rating System and that reported concerns are investigated by Environmental Health so that they can be promptly rectified.
- Increased housing standards achieved through the attraction of external investment to deliver in-house schemes.
- Increased awareness of common housing conditions and hazards and knowledge of where to report them.
- Privately rented homes that are suitable for the occupants' needs, with grant funding such as the Disabled Facilities Grant used where necessary to fund installation of necessary adaptations.

**By developing strong partnerships and by carrying out engagement to support the private rented sector,** we aim to achieve the following outcomes:

- Increased supply of PRS accommodation to provide an alternative to social housing, thereby alleviating pressure on the common housing register.
- A regular and active landlord focus group, providing the opportunity for RCT council to canvass landlord views on a range of initiatives in-depth, to inform future schemes, policymaking and to enhance the local authorities understanding of the PRS in RCT.
- Continued engagement with landlords through the landlord's forum and a refreshed newsletter.
- Development of the recently established role of the Private Rented Sector Liaison Officer through raising awareness of their function through landlord forums and the council's mailing list, creating an approachable single-point of contact for PRS issues and improving landlord relations with the local authority.

### **Making it Happen:**

This Strategy will provide the impetus for delivering on the Council's priorities, contained within the Corporate Plan "Working with our communities 2024-2030". The Council will provide a strategic and operational focus across all departments with responsibility for improving the PRS offering in RCT.

The Strategy strongly supports the Welsh Government's sustainable development approach, and it has been developed to reflect the "five ways of working", which include:

#### **1. Involvement:**

A wide range of internal and external stakeholders have been involved in the development of the Strategy, and this will provide a sense of local ownership.

#### **2. Long-Term:**

The Strategy has been developed to provide sustainable objectives to tackle the prevalent issues within the PRS in RCT, and outlines how this will be achieved.

#### **3. Prevention:**

The Strategy aims to help prevent landlords leaving the market, by defining the problems in the PRS and outlining the Council's responses and intentions to foster productive relationships with landlords.

#### **4. Integration:**

The Strategy is synonymous with both corporate and national priorities, including the wider strategic aims associated with the delivery of affordable housing, prevention of homelessness, providing housing support and alleviating fuel poverty in our communities.

#### **5. Collaboration:**

The Strategy promotes a collaborative method of working and further reflects the Council's commitment to working with our residents and both private and third sector partners.

#### **Action Plan and Monitoring.**

A PRS Action Plan accompanies this Strategy, with the purpose of driving forward its strategic aims, whilst also developing mechanisms to monitor the effectiveness of the pro-active work being undertaken. The Action Plan echoes the strategic aims outlined above and is monitored by the Private Rented Sector Working Group which contains council officers from associated departments. The Working Group meets quarterly and provides cross team governance for workstreams related to the PRS.

Monitoring reports will capture both quarterly and annual performance data and contribute to national performance indicators and delivery plans. Success will also be reflected in the positive outcomes and impact that our work has on the lives of people living in RCT.

## EQUALITY IMPACT ASSESSMENT FORM INCLUDING SOCIO-ECONOMIC DUTY

(Revised March 2021)

Please refer to the current Equality Impact Assessment guidance when completing this document. If you would like further guidance please contact the Diversity and Inclusion Team on 01443 444529.

An equality impact assessment **must** be undertaken at the outset of any proposal to ensure robust evidence is considered in decision making. This documentation will support the Council in making informed, effective and fair decisions whilst ensuring compliance with a range of relevant legislation, including:

- Equality Act 2010 (Statutory Duties) (Wales) Regulations 2011
- Socio-economic Duty – Sections 1 to 3 of the Equality Act 2010.

This document will also contribute towards our duties to create a More Equal Wales within the

- Well-being of Future Generation (Wales) Act 2015.

The [‘A More Equal Wales – Mapping Duties’](#) guide highlights the alignment of our duties in respect of the above-mentioned legislation.

## SECTION 1 – PROPOSAL DETAILS

Lead Officer: Oliver James

Service Director: Derek James

Service Area: Housing and Regeneration

Date: 11/05/2026

1.a) What are you assessing for impact?

Strategy/Plan	Service Re-Model/Discontinuation of Service	Policy/Procedure	Practice	Information/Position Statement
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1.b) **What is the name of the proposal?**

Private Rented Sector Strategy 2026 - 2031

1.c) **Please provide an overview of the proposal providing any supporting links to reports or documents.**

The Private Rented Sector (PRS) Strategy 2026 - 2031 forms part of the overarching RCT Housing Strategy 2024 - 2030 and outlines how the Council will work in partnership with landlords, residents and statutory bodies to understand the profile of homes across the PRS in Rhondda Cynon Taf (RCT). The Strategy provides a framework for all activity in RCT aimed at improving housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT.

The need to have a distinct PRS Strategy in RCT is in recognition of the increase in the demand for housing, the PRS also plays a flexible and important role in the overall local housing market as a key partner in meeting housing need.

For further reference to the data, strategies and reports used to inform this assessment please see links below:

1. [Rhondda Cynon Taf Local Housing Market Assessment \(LHMA\) 2022/2023-2027/2028](#)
2. [RCT Affordable Warmth Strategy 2025-20 \[ENG\]](#)
3. [RCTCBC HSP Strategy 2022-26\[80\].docx](#)
4. [Rhondda Cynon Taf Local Housing Strategy 2024 - 2030](#)
5. [Office for National Statistics Survey data](#)

1.d) Please outline where delivery of this proposal is affected by legislation or other drivers such as code of practice.

Delivering the Private Rented Sector Strategy will require a joined-up Council approach to make the best use of our existing housing stock. As such, the draft strategy will link with several key Council documents, strategies and plans. It will similarly be affected by statutory requirements as outlined below:

- The Wellbeing and Future Generations (Wales) Act 2015
- Equality Act 2010
- Housing (Wales) Act 2014
- Renting Homes (Wales) Act 2016
- Renting Homes (Fees etc.) (Wales) Act 2019
- RCT Corporate Plan 2024 – 2030
- Cwm Taf Well-being Plan 2018
- RCT Local Housing Market Assessment 2022 - 2028
- RCT CBC Affordable Warmth Strategy 2025 – 2030
- RCT CBC Local Housing Strategy 2024 - 2026

It will also contribute to Welsh Government set targets for the numbers of homes brought back into use.

1.e) Please outline who this proposal affects:

- Service users                      X
- Employees                            X
- Wider community                    X

## **SECTION 2 – SCREENING TEST – IS A FULL EQUALITY IMPACT ASSESSMENT REQUIRED?**

Screening is used to determine whether the initiative has positive, negative or neutral impacts upon protected groups. Where negative impacts are identified for protected groups then a full Equality Impact Assessment is required.

Please provide as much detail as possible of how the proposal will impact on the following groups, this may not necessarily be negative but may impact on a group with a particular characteristic in a specific way.

### **Equality Act 2010 (Statutory Duties) (Wales) Regulations 2011**

The Public Sector Equality Duty requires the Council to have “due regard” to the need to eliminate unlawful discrimination, harassment and victimisation; advance equality of opportunity between different groups; and foster good relations between different groups. Please take an intersectional approach in recognising an individual may have more than one protected characteristic.

<b><u>Protected Characteristics</u></b>	<b>Does the proposal have any positive, negative or neutral impacts</b>	<b>Provide detail of the impact</b>	<b>What evidence has been used to support this view?</b>
<b>Age</b> ( <i>Specific age groups i.e. young people or older people</i> )	Positive	<p>There is no indication that the Private Rented Sector Strategy will have a negative impact on any age specific groups in our communities. Indeed, the expected outcomes of the strategy should enhance choice, funding options and availability of more suitable housing for all age groups.</p> <p>Whilst the Strategy applies across all age groups, young people in particular lack access to housing and are often unable to afford to rent in the private sector. Increasing supply and property</p>	<p>Examples of engagement with internal and external stakeholders includes:</p> <ul style="list-style-type: none"> <li>• The development of promotional literature such as bi-annual Landlord Forum Newsletters</li> <li>• Service users via feedback and satisfaction questionnaires for Houses into homes Loan and Social Lettings Agency Scheme.</li> <li>• Landlord Forums.</li> </ul>

<u>Protected Characteristics</u>	Does the proposal have any positive, negative or neutral impacts	Provide detail of the impact	What evidence has been used to support this view?
		<p>types will help young people access the housing market.</p> <p>The Strategy will assist elderly and vulnerable people overcome difficulties in accessing private rented properties as it refers to things like the Disabled Facilities Grant which can fund home adaptations, allowing elderly residents to remain in their own homes for longer where previously illness or disability would have made this difficult.</p> <p>RCT's Housing Standards team works with landlords, tenants and partners to ensure the accommodation in the PRS provides a safe, attractive and healthy environment in which people want to live. The effective management of rented properties is also important, particularly in communities with high concentrations of rented properties.</p> <p>To achieve compliance with statutory requirements the Housing Standards</p>	<ul style="list-style-type: none"> <li>• Regular e-mails to the RCT Landlord Forum list along with social media posts and newsletters.</li> </ul> <p>Groups engaged with include:</p> <ul style="list-style-type: none"> <li>• Registered Landlords</li> <li>• Private Landlords</li> <li>• Service users</li> <li>• Letting Agents</li> </ul> <p>Age demographics of RCT at 2021 Census:</p> <ul style="list-style-type: none"> <li>• The median age in RCT is 42 years old.</li> <li>• The largest age group is 50 – 64 years old, comprising 20.2% of the population.</li> <li>• Between the 2011 and 2021 Census, the number of people aged 65 – 74 years old grew by 18.2%.</li> <li>• Between the 2011 and 2021 Census, the number of residents aged between</li> </ul>

<b><u>Protected Characteristics</u></b>	<b>Does the proposal have any positive, negative or neutral impacts</b>	<b>Provide detail of the impact</b>	<b>What evidence has been used to support this view?</b>
		<p>Team, where possible, work informally with owners, landlords and managing agents. Where an informal approach is not effective or in high-risk situations, the team will consider the use of relevant legislation to remove or reduce risks posed to the health and safety of occupants or other members of the public. Where significant hazards are found in a property and particularly where the occupiers are old or vulnerable and are at risk of injury, the Council uses a range of enforcement options to protect their health and safety. This will range from service of improvement notices to require repairs to a house, to the issue of prohibition orders to stop the use of whole or part of a property, to the use of emergency remediation notices to effect repair to prevent imminent risk. Where legal documents are not complied with, the Council will act to prosecute landlords where appropriate and may also</p>	<p>35 and 49 years old fell by 10%.</p> <p>Due to the above, it is important that housing is planned to meet the needs of an ageing population. This includes ensuring that PRS properties meet the needs of these age groups and are able to be adapted such as through the use of the Disabled Facilities Grant (DFG).</p> <p>The total DFG budget spend for 2025/2026 was £5.5 million, with 447 DFG applications approved and 376 completed resulting in applicants receiving the adaptations required for them to live independently in their home.</p>

<b><u>Protected Characteristics</u></b>	<b>Does the proposal have any positive, negative or neutral impacts</b>	<b>Provide detail of the impact</b>	<b>What evidence has been used to support this view?</b>
		<p>undertake works in default and recover the costs.</p> <p>The Strategy links in with the aims and objectives of RCTCBC Affordable Warmth Strategy (2025 – 2030), which aims to alleviate the impact of fuel poverty within the Borough for all age groups.</p>	
<p><b>Disability</b> <i>(people with visible and non-visible disabilities or long-term health conditions)</i></p>	<p>Positive</p>	<p>The PRS Strategy reinforces strong pro-active approaches to supporting residents with visible and non-visible disabilities.</p> <p>Private landlords with little experience and no formal training on how to work with vulnerable tenants with complex needs are having to manage greater levels of a breach of tenancy. These could be due to non-payment of rents, anti-social behaviour and often damage</p>	<p>RCT's Local Housing Market Assessment (2022) shows that 32% of households in RCT contain one household member living with a disability, with 12% of RCT's residents identifying as disabled at the 2021 Census.</p> <p>RCT has amongst the highest reported incidences of substance</p>

<u>Protected Characteristics</u>	Does the proposal have any positive, negative or neutral impacts	Provide detail of the impact	What evidence has been used to support this view?
		<p>to property. The financial costs to the landlord can include legal action, loss of income, and repairs which can lead to a reluctance from landlords to work with the Council to house tenants with support needs.</p> <p>Tenancy related support (Floating Support) is available to tenants in the PRS, and the service helps prevent homelessness by building people's confidence and helping with the skills they need to live independently and to successfully manage a home. Specialist tenancy support enables vulnerable households to develop independent living skills and assist them in understanding the responsibilities associated with the terms of a tenancy agreement. Landlords can benefit from the added security provided in the knowledge that their tenant is able to comply with the terms of their tenancy.</p> <p>Disabled Facilities Grants (DFGs) are available to landlords, whose tenant(s) have a disability and require adaptations</p>	<p>misuse, mental illness and poor well-being in Wales (RCT HSP Strategy: p15). Mental health problems are the most common reason for there being priority housing needs in RCT and housing problems are frequently given as a reason for a person being admitted or re-admitted to inpatient mental health care.</p> <p>Support is being offered to those with a disability or whose health has deteriorated to overcome difficulties in selling or renting empty homes by offering bespoke engagement via home visits.</p> <p>Data on the support provided to all tenants shows that during the financial year 2025/2026, RCT's floating support service received 390 referrals for tenants living in the PRS with 182 tenants</p>

<b><u>Protected Characteristics</u></b>	<b>Does the proposal have any positive, negative or neutral impacts</b>	<b>Provide detail of the impact</b>	<b>What evidence has been used to support this view?</b>
		<p>to the property to help them maintain their independence within their home.</p> <p>DFGs are awarded for essential adaptations to enable the freedom of movement around the property and can include:</p> <ul style="list-style-type: none"> <li>• Installation of a stairlift</li> <li>• Installation of a level access shower or specialist bath/toilet</li> <li>• Improving or installation of appropriate heating system</li> <li>• Widening doorways or installation of ramps</li> <li>• Adaptation of heating and lighting controls</li> <li>• An extension for extra care facilities</li> <li>• External adaptations for safer access into the home</li> </ul>	<p>receiving some level of support during this time.</p> <p>Homelessness data show that in 2020–2021 there were 891 Priority Need homeless cases and of these 87 were households where a household member is vulnerable due to mental health/learning disability/learning difficulties and 79 were households where a household member is vulnerable due to a physical disability (WHO12 Homeless Data Summary).</p> <p>The Strategy states that there needs for a strategic, multiagency approach to create new affordable housing and support options.</p> <p>Approximately 15% of the Homefinder waiting list are people who require an adapted</p>

<u>Protected Characteristics</u>	Does the proposal have any positive, negative or neutral impacts	Provide detail of the impact	What evidence has been used to support this view?
			<p>property (RCT Abritas System: April 2026). The barrier to accessing housing for this characteristic group is the limited availability of adapted housing within RCT's existing housing stock. The existing housing stock is largely unsuitable for people with a physical disability. What this means, is that people on the housing waiting list who require an adapted property will often have to wait for quite some time while a new property is being built; this can sometimes take up to 2 years.</p> <p>The total DFG budget spend for 2025/2026 was £5.5 million, with 447 DFG applications approved and 376 completed.</p>
<p><b>Gender Reassignment</b> <i>(anybody who's gender identity or gender expression is different to the sex they</i></p>	<p>Neutral</p>	<p>The Private Rented Sector Strategy sets out the Council's approach to improving housing conditions and management standards to ensure the</p>	<p>Census 2021 data: According to Census 2021 data, 0.54% of the population of</p>

<b><u>Protected Characteristics</u></b>	<b>Does the proposal have any positive, negative or neutral impacts</b>	<b>Provide detail of the impact</b>	<b>What evidence has been used to support this view?</b>
<p><i>were assigned at birth including non-binary identities)</i></p>		<p>PRS is an accessible housing option for residents of RCT. The strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents regardless of their gender identity. There are no specific impacts on gender reassignment, but the Strategy, by helping to improve property conditions and management standards, offers a greater choice of housing for those living or wishing to live in RCT.</p> <p>One of the intended outcomes of the strategy is that services are more responsive to the diverse needs of all residents.</p>	<p>England and Wales aged 16 years and over identified as trans (ONS 2021). Following post data collection investigation, it was found that a significant number of respondents may have misinterpreted the question and so reliable data on sub-categories cannot be provided. The aforementioned statistic however is broadly consistent with other sources.</p> <p>Strategic aim 2 of the Strategy outlines our commitment to working closely with Housing Providers and landlords to raise awareness and promote the tenancy related support that is available through the Housing Support Grant Team such as Floating Support. Residents can be referred to appropriate support</p>

<b><u>Protected Characteristics</u></b>	<b>Does the proposal have any positive, negative or neutral impacts</b>	<b>Provide detail of the impact</b>	<b>What evidence has been used to support this view?</b>
			<p>available for them to be able to improve their access to the PRS, such as the Council's Floating Support service and budget support commissioned by Citizens Advice Bureau. We are committed to working with partners to review and develop the multi-agency response to housing support needs by building on relationships with health, probation, social services and landlords and jointly review and develop working practices and processes.</p> <p>For the Council to better understand the levels of support needed by landlords, an evaluation of the Housing Support Grant services will be undertaken, this will allow us to measure the effectiveness of the services provided following the</p>

<u>Protected Characteristics</u>	Does the proposal have any positive, negative or neutral impacts	Provide detail of the impact	What evidence has been used to support this view?
			<p>increasing needs in the sector. A policy, to include the use of rent in advance and top ups, will be developed to enhance the provision of financial support.</p> <p>This will embed equality monitoring into the service delivery and allow tailored adjustments to be made so that support, advice and funding options become more accessible and relevant.</p>
<p><b>Marriage or Civil Partnership</b> <i>(people who are married or in a civil partnership)</i></p>	<p>Neutral</p>	<p>The Private Rented Sector Strategy sets out the Council's approach to improving housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT. The strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents regardless of their marital or civil partnership status.</p>	<p>Census 2021 data: 42.4% of adults in RCT are married or in a civil partnership.</p>

<b><u>Protected Characteristics</u></b>	<b>Does the proposal have any positive, negative or neutral impacts</b>	<b>Provide detail of the impact</b>	<b>What evidence has been used to support this view?</b>
<b>Pregnancy and Maternity</b> <i>(women who are pregnant/on maternity leave)</i>	Neutral	<p>The Private Rented Sector Strategy sets out the Council's approach to improving housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT. The strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents regardless of whether they are pregnant or on maternity leave.</p>	<p>Strategic aim 2 of the Strategy outlines our commitment to working closely with Housing Providers and landlords to raise awareness and promote the tenancy related support that is available through the Housing Support Grant Team such as Floating Support. Residents can be referred to appropriate support available for them to be able to improve their access to the PRS, such as the Council's Floating Support service and budget support commissioned by Citizens Advice Bureau. We are committed to working with partners to review and develop the multi-agency response to housing support needs by building on relationships with health, probation, social services and landlords and jointly review and develop working practices and processes. For the Council to better understand the levels of</p>

<u>Protected Characteristics</u>	Does the proposal have any positive, negative or neutral impacts	Provide detail of the impact	What evidence has been used to support this view?
			support needed by landlords, an evaluation of the Housing Support Grant services will be undertaken, this will allow us to measure the effectiveness of the services provided following the increasing needs in the sector. A policy, to include the use of rent in advance and top ups, will be developed to enhance the provision of financial support. This will embed equality monitoring into the service delivery and allow tailored adjustments to be made so that support, advice and funding options become more accessible and relevant.
<b>Race</b> <i>(ethnic and racial groups i.e. minority ethnic groups, Gypsy, Roma and Travellers)</i>	Positive	The Private Rented Sector Strategy sets out the Council's approach to improving housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT. The strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents regardless of race. A	The following national identities were recorded for residents in RCT at the 2021 Census: Welsh and British only – 9.8% British only – 11.5% Welsh only – 69.8% English only – 3.9%

<b><u>Protected Characteristics</u></b>	<b>Does the proposal have any positive, negative or neutral impacts</b>	<b>Provide detail of the impact</b>	<b>What evidence has been used to support this view?</b>
		<p>person's race will not affect support offered or enforcement actions if required.</p> <p>Multi-agency discussions and working groups are already in place to meet the needs of Refugees and Asylum Seekers. The Strategy will continue to support the resettlement of Refugees and Asylum Seekers by continuing to deliver additional housing within the Borough.</p> <p>The Strategy will also assist in the rehousing commitments made by the RCTCBC to rehouse Ukrainian refugees fleeing the conflict in their country.</p>	<p>English and British only – 0.8%</p> <p>Any other combination of UK identities – 1.3%</p> <p>Non-UK identity – 2.3%</p> <p>UK and non-UK identity – 0.6%</p> <p>The following ethnicities were recorded at the 2021 Census in RCT:</p> <p>Asian, Asian British or Asian Welsh – 1.5%</p> <p>Black, Black British, Black Welsh, Caribbean or African – 0.4%</p> <p>Mixed or multiple ethnic groups – 1.0%</p> <p>White – 96.7%</p> <p>Other ethnic groups – 0.3%</p> <p>Welsh Government's report 'Housing, Overcrowding and Ethnicity: A Literature Review' (2022) states that ethnic minority households are more likely to be in private rented and social rented tenures than White British</p>

<u>Protected Characteristics</u>	Does the proposal have any positive, negative or neutral impacts	Provide detail of the impact	What evidence has been used to support this view?
			<p>households, and less likely to be in owner-occupied tenures than White British households (Ministry of Housing, Communities and Local Government, 2020).</p> <p>RCT's Gypsy and Traveller Accommodation Assessment conducted in 2022 found a need for an additional 22 pitches to satisfy need through to 2027.</p>
<p><b>Religion or Belief</b> <i>(people with different religions and philosophical beliefs including people with no beliefs)</i></p>	Neutral	<p>There is no specific impact identified. A person's religion or belief will not affect the support offered or any enforcement actions if required, but, the Strategy, by helping to improve property conditions and management standards, offers a greater choice of housing for those living or wishing to live in RCT.</p>	<p>Census 2021 statistics on Religion and Belief in RCT.</p> <p>No religion – 56.2%</p> <p>Christian – 36.4%</p> <p>Buddhist – 0.2%</p> <p>Hindu – 0.2%</p> <p>Jewish – 0%</p> <p>Muslim – 0.6%</p> <p>Sikh – 0.1%</p> <p>Other – 0.5%</p> <p>Not answered – 5.8%</p>

<u>Protected Characteristics</u>	Does the proposal have any positive, negative or neutral impacts	Provide detail of the impact	What evidence has been used to support this view?
			<p>The Council's Housing Allocation Scheme evidences the Council's commitment to supporting people who need to move to be nearer a place of worship as there is no suitable place of worship where the applicant already resides by awarding Band C to these housing applicants.</p>
<p><b>Sex</b> <i>(women and men, girls and boys)</i></p>	<p>Neutral</p>	<p>The Private Rented Sector Strategy sets out the Council's approach to improving housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT. The strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents regardless of their sex. There is no specific impact identified. A person's sex will not affect the support offered or any enforcement actions if</p>	<p>Census 2021 <a href="http://www.ons.gov.uk">www.ons.gov.uk</a> data in RCT highlights slightly higher number of males living in the borough across all age categories apart from the over 65s where numbers of females are over double the amount of males in that age category.</p> <p>Strategic aim 3 of the Strategy outlines our commitment to</p>

<b><u>Protected Characteristics</u></b>	<b>Does the proposal have any positive, negative or neutral impacts</b>	<b>Provide detail of the impact</b>	<b>What evidence has been used to support this view?</b>
		<p>required, but, the Strategy, by helping to improve property conditions and management standards, offers a greater choice of housing for those living or wishing to live in RCT.</p>	<p>ensuring the private rented sector offers good quality and well managed housing. We aim to ensure the effective management of properties by raising awareness of required standards, ensuring landlords are complying with the law and carrying out enforcement action where necessary.</p> <p>Promote the grants and loans available to Landlords to improve the energy efficiency of their properties, such as WG's Warm Homes Programme in order to help landlords reach an EPC Band C by 2030 in line with national policy. Offer advice to both Landlords and tenants on how to make homes more energy efficient, helping them to reduce energy bills through the Council's Heat &amp; Save scheme by</p>

<u>Protected Characteristics</u>	Does the proposal have any positive, negative or neutral impacts	Provide detail of the impact	What evidence has been used to support this view?
			<p>attending Landlord forums and community events.</p> <p>Carry out a review of the current Additional Licensing Scheme and put forward recommendations following the review to be taken forward and implemented.</p> <p>This will embed equality monitoring into the service delivery and allow tailored adjustments to be made so that support, advice and funding options become more accessible and relevant.</p>
<p><b>Sexual Orientation</b> <i>(bisexual, gay, lesbian, straight)</i></p>	<p>Neutral</p>	<p>The Private Rented Sector Strategy sets out the Council's approach to improving housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT. The strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents regardless of their sexual orientation. There is no specific impact</p>	<p>Census 2021 statistics for RCT:            Straight or heterosexual – 90.06%            Gay or lesbian – 1.52%            Bisexual – 1.11%            Pansexual – 0.14%            Asexual – 0.05%            Queer – 0.02%</p>

<b><u>Protected Characteristics</u></b>	<b>Does the proposal have any positive, negative or neutral impacts</b>	<b>Provide detail of the impact</b>	<b>What evidence has been used to support this view?</b>
		<p>identified. A person's sexual orientation will not affect the support offered or any enforcement actions if required. The Strategy, by helping to improve property conditions and management standards, offers a greater choice of housing for those living or wishing to live in RCT.</p>	<p>Another sexual orientation – 0% Did not answer – 7.09%</p> <p>Strategic aim 2 of the Strategy outlines our commitment to working closely with Housing Providers and landlords to raise awareness and promote the tenancy related support that is available through the Housing Support Grant Team such as Floating Support. Referring residents to appropriate support available in order for them to be able to improve their access to the PRS, such as the Council's Floating Support service and budget support commissioned by Citizens Advice Bureau. We are committed to working with partners to review and develop the multi-agency response to housing support needs by building on relationships with health, probation, social services</p>

<u>Protected Characteristics</u>	Does the proposal have any positive, negative or neutral impacts	Provide detail of the impact	What evidence has been used to support this view?
			<p>and landlords and jointly review and develop working practices and processes. For the Council to better understand the levels of support needed by landlords, an evaluation of the Housing Support Grant services will be undertaken, this will allow us to measure the effectiveness of the services provided following the increasing needs in the sector. A policy, to include the use of rent in advance and top ups, will be developed to enhance the provision of financial support. This will embed equality monitoring into the service delivery and allow tailored adjustments to be made so that support, advice and funding options become more accessible and relevant.</p>

**In addition, due to Council commitments made to the following groups of people we would like you to consider impacts upon them:**

	Does the proposal have any positive, negative or neutral impacts	Provide detail of the impact	What evidence has been used to support this view?
<p><b>Armed Forces Community</b> <i>(anyone who is serving, has served, family members and the bereaved)</i></p>	<p>Positive</p>	<p>The Private Rented Sector Strategy sets out the Council's approach to improving housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT. The strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents inclusive of anyone from the Armed Forces Community. A person serving in the Armed Forces will not be negatively affect by the support offered or any enforcement actions if required. The Strategy, by helping to improve property conditions and management standards, offers a greater choice of housing for those living or wishing to live in RCT.</p> <p>For clarity, the Armed Forces Community should include anyone who is serving, has served, family members and the bereaved.</p> <p>Local Authorities and stakeholders need to be aware of their responsibilities under</p>	<p>Census 2021 data for RCT showing percentage of population aged 16 years and over who had previously served in the UK armed forces:</p> <p>Regular – 3.2%</p> <p>Reserve – 0.7%</p> <p>Both – 0.2%</p> <p>RCT Homefinder assigns priority Band A to “applicants who have served in the regular or reserve Armed Forces of the Crown who have been made homeless since leaving the armed forces”.</p> <p>Strategic aim 2 of the Strategy outlines our commitment to working closely with Housing Providers and landlords to raise awareness and promote the tenancy related support that is available through the Housing Support Grant Team such as</p>

		<p>the Armed Forces Covenant and the Housing (Wales) Act 2014. Part 2 of the Act addresses the duties on Local Authorities to provide preventative homelessness services, and other relevant frameworks for good practice.</p> <p>RCTCBC has a strong commitment to supporting the Armed Forces Community and we support the Welsh Government's National Housing Pathway for Ex-Service Personnel.</p>	<p>Floating Support. Referring residents to appropriate support available in order for them to be able to improve their access to the PRS, such as the Council's Floating Support service and budget support commissioned by Citizens Advice Bureau. We are committed to working with partners to review and develop the multi-agency response to housing support needs by building on relationships with health, probation, social services and landlords and jointly review and develop working practices and processes. For the Council to better understand the levels of support needed by landlords, an evaluation of the Housing Support Grant services will be undertaken, this will allow us to measure the effectiveness of the services provided following the increasing needs in the sector. A policy, to include the use of rent in advance and top ups, will be</p>
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			<p>developed to enhance the provision of financial support.</p> <p>People presenting as Homeless are asked whether they served in the armed forces. The data for 2020 – 2021 indicates 3% of homeless applicants stated they did serve in the armed forces. The main reason for homelessness for this group of people is 'prison leaver' (WHO12 Homeless Data Summary).</p> <p>This will embed equality monitoring into the service delivery and allow tailored adjustments to be made so that support, advice and funding options become more accessible and relevant.</p>
<p><b>Carers</b> <i>(anyone of any age who provides unpaid care)</i></p>	Neutral	<p>The Private Rented Sector Strategy sets out the Council's approach to improving housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT. The strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents inclusive of anyone who is a carer. There is no</p>	<p>Census 2021 data on percentage of population providing unpaid care in RCT by hours per week:</p> <p>9 hours or less – 3%  10 – 19 hours – 1.6%  20 – 34 hours – 1.1%  35 – 49 hours – 1.4%  50 or more hours – 4.2%</p>

		<p>specific impact identified. Whether a person is a carer will not affect the support offered or any enforcement actions if required. The Strategy, by helping to improve property conditions and management standards, offers a greater choice of housing for those living or wishing to live in RCT.</p> <p>For clarity, a carer should include anyone of any age, who is providing unpaid care.</p>	<p>Strategic aim 2 of the Strategy outlines our commitment to working closely with Housing Providers and landlords to raise awareness and promote the tenancy related support that is available through the Housing Support Grant Team such as Floating Support. Referring residents to appropriate support available in order for them to be able to improve their access to the PRS, such as the Council's Floating Support service and budget support commissioned by Citizens Advice Bureau. We are committed to working with partners to review and develop the multi-agency response to housing support needs by building on relationships with health, probation, social services and landlords and jointly review and develop working practices and processes. For the Council to better understand the levels of support needed by landlords, an evaluation of the Housing Support Grant services will be undertaken, this will allow us to measure the effectiveness of the</p>
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			<p>services provided following the increasing needs in the sector. A policy, to include the use of rent in advance and top ups, will be developed to enhance the provision of financial support. This will embed equality monitoring into the service delivery and allow tailored adjustments to be made so that support, advice and funding options become more accessible and relevant.</p>
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If the initial screening test has identified negative impacts then a full equality impact assessment (section 4) **must** be undertaken. However, if after undertaking the above screening test you determine a full equality impact assessment is not relevant please provide an adequate explanation below:

The Private Rented Sector Strategy outlines the Council’s approach to ensuring that the PRS in RCT provides a suitable housing option for all residents and contributes towards a functional housing market which will result in prosperous communities. The Council’s Services aim to ensure that everyone, regardless of age, gender, disability, race, sexual orientation, sex, pregnancy or maternity, religion or belief, marriage or civil partnership, and/or gender reassignment, has access to safe, affordable accommodation, that is well managed and of a good standard, creating accessible and sustainable tenancies. Therefore, the Equality Impact Assessment screening form highlights either a positive or neutral impact on each of the protected characteristics groups and also the armed forces community and carers.

Are you happy you have sufficient evidence to justify your decision?                      Yes                       No

Name:

Position:

Date:

Please forward a copy of this completed screening form to the Diversity and Inclusion Team.

PLEASE NOTE – there is a separate impact assessment for Welsh Language. This must also be completed for proposals.

Section 3 Socio-economic Duty needs only to be completed if proposals are of a strategic nature or when reviewing previous strategic decisions. Definition of a 'strategic nature' is available on page 6 of the Preparing for the Commencement of the Socio-economic Duty Welsh Government Guidance.

### SECTION 3 – SOCIO-ECONOMIC DUTY (STRATEGIC DECISIONS ONLY)

The Socio-economic Duty gives us an opportunity to do things differently and put tackling inequality genuinely at the heart of key decision making. Socio-economic disadvantage means living on a low income compared to others in Wales, with little or no accumulated wealth, leading to greater material deprivation, restricting the ability to access basic goods and services.

Please consider these additional vulnerable groups and the impact your proposal may or may not have on them:

<ul style="list-style-type: none"><li>• Single parents and vulnerable families</li><li>• Pensioners</li><li>• Looked after children</li><li>• Homeless people</li><li>• Students</li><li>• Single adult households</li></ul>		<ul style="list-style-type: none"><li>• People living in the most deprived areas in Wales</li><li>• People with low literacy and numeracy</li><li>• People who have experienced the asylum system</li><li>• People misusing substances</li><li>• People of all ages leaving a care setting</li><li>• People involved in the criminal justice system</li></ul>	
<b><u>Socio-economic disadvantage</u></b>	<b>Does the proposal have any positive, negative or neutral impacts</b>	<b>Provide detail of the impact</b>	<b>What evidence has been used to support this view?</b>
<b><u>Low Income/Income Poverty</u></b>	Positive	The principal aim of the Private Rented Sector Strategy is to improve housing	According to WG's most recent statistics, as at 31st March 2024

*(cannot afford to maintain regular payments such as bills, food, clothing, transport etc.)*

conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT regardless of income. The strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents including those on a low income or in income poverty.

For example, strategic priority 1 aims to identify opportunities, funding and vehicles to increase the supply of affordable private rented accommodation.

Affordable housing is categorised as housing that is provided for sale or rent at below open market prices, and where there are secure mechanisms in place to ensure that it is accessible to those who cannot afford market prices.

The Welsh Government defines housing need as “households lacking their own housing or living in housing, which is inadequate or unsuitable, who are unlikely to be able to meet their housing needs in the housing market without assistance”. The private rented sector plays an important role in meeting some of the housing need within RCT.

The Strategy will help RCTCBC respond to the growing need for

there were an estimated 1,482,600 dwellings in Wales, of which 200,700 were privately rented. The PRS in Wales, as in other parts of the UK, has grown significantly over the last two decades, now accounting for 13.5% of the Welsh housing stock

Rhondda Cynon Taf is the second largest Local Authority in Wales, with a population of 237,700 (ONS 2023) and 103,339 dwellings (ONS 2021). Of these dwellings, 18,362 or 17.8% are in the private rented sector. Between the 2011 and the 2021 Census, the percentage of privately rented properties within RCT rose from 13.7% to 17.8%.

The latest RCT Local Housing Market Assessment (2022) has indicated an overall shortfall of affordable housing, with 1,119 additional affordable housing units required in the borough per annum for the first 5 years of the LHMA period. This shortfall will not be met through new builds alone, so we have to make better use of our existing housing stock.

		<p>affordable housing and will have a positive impact on existing communities by improving social and environmental conditions.</p>	<p>The ongoing increase in interest rates and the cost of living is likely to cause affordability issues to persist which will have an impact on low-income households.</p>
<p><b>Low and / or No Wealth</b> <i>(enough money to meet basic living costs and pay bills but have no savings to deal with any unexpected spends and no provisions for the future)</i></p>	<p>Positive</p>	<p>The principal aim of the Private Rented Sector Strategy is to improve housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT. The strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents, including those with low and/or no wealth.</p> <p>There has been an exponential increase in the growth in demand of people who need help with housing and the current cost of living crisis will only deepen this need.</p> <p>Strategic aim 1 aims to support partner organisations to push for a review of Local Housing Allowance and Broad Rental Market Area (BRMA) rates in RCT due to the current rates being</p>	<p>Rhondda Cynon Taf is the second largest Local Authority in Wales, with a population of 237,700 (ONS 2023) and 103,339 dwellings (ONS 2021). Of these dwellings, 18,362 or 17.8% are in the private rented sector. Between the 2011 and the 2021 Census, the percentage of privately rented properties within RCT rose from 13.7% to 17.8%.</p> <p>The latest RCT Local Housing Market Assessment (2022) has indicated an overall shortfall of affordable housing, with 1,119 additional affordable housing units required in the borough per annum for the first 5 years of the LHMA period. This shortfall will not be met through new builds alone, so we</p>

		<p>significantly lower than market rents in the South of the Borough, and therefore not affordable. Introducing an 'intermediate product' with revised standards, different to those determined by WHQS, which would enable more use of the PRS for medium term use and reduce reliance and time spent in emergency temporary accommodation. This would include working with RSLs to access WG's Transitional Accommodation Capital Programme to deliver an intermediate product. Working with WG and other stakeholders to access funding and identify new models and vehicles to increase the scale of affordable private rented accommodation such as the Leasing Scheme Wales (RCT's SLA).</p>	<p>have to make better use of our existing housing stock.</p> <p>The 2022 LHMA (LHMA report 2022) projection indicates that the population of RCT will grow to over 250,000 by 2035 and that the biggest rise will be amongst people aged between 25-29. This age group is likely to be affected significantly as they are younger by the lack of affordable housing and will be most likely to seek accommodation in HMOs.</p> <p>Changes to lettings policies such as the Local Housing Allowance (LHA) shared housing rate for under 35s and pressures on the housing stock make it less likely for single persons aged under 35 years to be allocated a one bedroom social rented or affordable rented property. Therefore, the PRS makes a vital contribution towards providing housing options for low-income households, particularly where private rents can be cheaper.</p> <p>RCT's Housing Support Programme (HSP) Strategy, which</p>
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			<p>feeds into both the overarching RCT Housing strategy 2024 – 2030 and this PRS Strategy, sets out the Council’s approach to support the most vulnerable residents – those at risk of experiencing homelessness and those who need support to maintain their tenancies and live as part of their communities. The Housing Support Grant is an early intervention grant programme to support activity which prevents people from becoming homeless, stabilises their housing situation or helps potentially homeless people to find and keep accommodation.</p>
<p><b><u>Material Deprivation</u></b>  <i>(unable to access basic goods and services i.e. financial products like life insurance, repair/replace broken electrical goods, warm home, hobbies etc.)</i></p>	<p>Positive</p>	<p>The principal aim of the Private Rented Sector Strategy is to improve housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT. The strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents.</p> <p>The strategy will continue to build on the work delivered by the housing solutions team which includes sourcing, where appropriate, white goods and furniture for new tenancies, in addition to the</p>	<p>The RCT Local Housing Market Assessment Report (2022) indicates that the basic annual income required for someone hoping to buy a new build one bed flat would be circa £36,500. The average annual gross median income in 2025 for residents in RCT is £29,900 calculated by multiplying gross median weekly pay by 52 (ONS 2024). The average rental for a 3-bed family home in RCT is £746 per calendar</p>

		<p>heat and save team delivering assistance and advice around energy efficiency and bills.</p>	<p>month (ONS 2026) and the benefit cap is set at £1,835 per month for single parents and couples with children (Shelter Cymru 2026).</p> <p>This reinforces the need for affordable housing and a continued emphasis on energy efficiency measures to help with the rising costs of utility bills and the more general cost of living squeeze.</p>
<p><b><u>Area Deprivation</u></b>  <i>(where you live (rural areas), where you work (accessibility of public transport))</i></p>	<p>Positive</p>	<p>Rhondda Cynon Taf is unique. The borough encompasses both semi-rural and urban communities comprising of huge disparities between affluent areas and some of the most deprived communities in Wales. Rhondda Cynon Taf has significant pockets of deprivation. The area has 20 neighbourhoods categorised within the 10% most deprived in Wales (WMID 2025). These neighbourhoods are called Lower-layer Super Output Areas (LSOAs).</p> <p>Strategy aim 2 outlines our commitment to working closely with Housing Providers and landlords to raise awareness and promote the tenancy related support that is available through the Housing Support Grant Team such as Floating Support. Referring residents</p>	<p>The latest RCT Local Housing Market Assessment (2022) has indicated an overall shortfall of affordable housing within the Borough, with RCT requiring 1,119 additional affordable housing units required per annum. This shortfall will not be met through new build alone and so we have to make better use of our existing housing stock.</p>

		<p>to appropriate support available in order for them to be able to improve their access to the PRS, such as the Council's Floating Support service and budget support commissioned by Citizens Advice Bureau. We are committed to working with partners to review and develop the multi-agency response to housing support needs by building on relationships with health, probation, social services and landlords and jointly review and develop working practices and processes. For the Council to better understand the levels of support needed by landlords, an evaluation of the Housing Support Grant services will be undertaken, this will allow us to measure the effectiveness of the services provided following the increasing needs in the sector. A policy, to include the use of rent in advance and top ups, will be developed to enhance the provision of financial support.</p>	
<p><b>Socio-economic background</b> <i>(social class i.e. parents education, employment and income)</i></p>	<p>Positive</p>	<p>The principal aim of the Private Rented Sector Strategy is to improve housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT. The strategic aims will ensure that the</p>	<p>Strategic aim 1 states how we will work to identify opportunities, funding and vehicles to increase the supply of affordable private rented accommodation, this will include working with partner</p>

		<p>PRS in RCT provides a suitable housing option for all residents.</p> <p>This will benefit all residents of RCT regardless of their protected characteristics or socio-economic standing.</p> <p>Many prospective tenants face a range of barriers when trying to access the private rented sector. These barriers can be even greater for many individuals who are on a low income or those who are claiming LHA to assist with their rent. Very often, when a property is to be rented to a tenant, the tenant is required to provide upfront costs and assurances to access the property. In today's market, most tenants are asked to provide one or more financial payments to secure the property. However, many prospective tenants cannot meet these requirements and need further financial assistance to gain access to a tenancy in the PRS. Tenants are often asked by landlords to pay one month rent in advance, and in some cases this has been as much as 6 months rent in advance, at the start of a new tenancy. Landlords also require a deposit or bond, which offers some protection to the landlord in case of damage to the property or unpaid rent.</p>	<p>organisations to petition for a review of Local Housing Allowance and BRMA rates in RCT with the current rates being significantly lower than market rents making it unaffordable for residents. Introducing an 'intermediate product' with revised standards, different to those determined by WHQS, which would allow the PRS to be used for medium term use, alleviating the reliance and time spent in emergency temporary accommodation. This would include working with RSLs to access WG's Transitional Accommodation Capital Programme to deliver an intermediate product. Working with WG and other stakeholders to access funding and identify new models and vehicles to increase the scale of affordable private rented accommodation such as the Leasing Scheme Wales (RCT's Social Lettings Agency) and further promoting this scheme to landlords through our RCT Landlord Forum and newsletters. Maintaining strong links with current private landlords and offering relevant support and incentives to new</p>
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			landlords will further enable the Council to increase the number of safe and affordable homes to be available to the residents of RCT.
<p><b>Socio-economic disadvantage</b></p> <p><i>(What cumulative impact will the proposal have on people or groups because of their protected characteristic(s) or vulnerability or because they are already disadvantaged)</i></p>	Positive	<p>The principal aim of the Private Rented Sector Strategy is to improve housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT. The strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents.</p> <p>This will benefit all residents of RCT regardless of their protected characteristics or socio-economic standing.</p> <p>The Strategy aims to improve the standards and conditions of homes in the PRS and focuses on tenancy related support, energy efficiency measures, and the Fit For Human Habitation (FFHH) standards, which have been implemented as part of the Renting Homes Wales Act 2016.</p>	<p>The latest RCT Local Housing Market Assessment (2022) has indicated an overall shortfall of affordable housing, with 1,119 additional affordable housing units required in the borough per annum for the first 5 years of the LHMA period. This shortfall will not be met through new builds alone, so we have to make better use of our existing housing stock.</p>

#### SECTION 4 – FULL EQUALITY IMPACT ASSESSMENT

You should use the information gathered at the screening stage to assist you in identifying possible negative/adverse impacts and clearly identify which groups are affected.

- 4.a) In terms of disproportionate/negative/adverse impacts that the proposal may have on a protected group, outline the steps that will be taken to reduce or mitigate the impact for each group identified. **Attach a separate action plan where impacts are substantial.**

N/A

- 4.b) If ways of reducing the impact have been identified but are not possible, please explain why they are not possible.

N/A

- 4.c) Give sufficient detail of data or research that has led to your reasoning, in particular, the sources used for establishing the demographics of service users/staff.

The data used in this report can be found in the following:

1. [Rhondda Cynon Taf Local Housing Market Assessment \(LHMA\) 2022/2023-2027/2028](#)
2. [RCT Affordable Warmth Strategy 2025-20 \[ENG\]](#)
3. [RCTCBC HSP Strategy 2022-26\[80\].docx](#)
4. [Rhondda Cynon Taf Local Housing Strategy 2024 - 2030](#)
5. [Office for National Statistics Survey data](#)

- 4.d) Give details of how you engaged with service users/staff on the proposals and the steps taken to avoid any disproportionate impact on a protected group. Explain how you have used feedback to influence your decision.

The Local Authority Private Rented Sector Working Group, comprising relevant local authority officers, has been engaged regarding the new PRS Strategy. After review, the strategy is due to go out to consultation in the near future where various stakeholders will be asked for comment. These stakeholders include:

- RCT Landlords
- Registered Social Landlords
- Housing Support grant Providers
- Internal RCT Departments

- Private Rented Sector Operational Group

4.e) Are you satisfied that the engagement process complies with the requirements of the Statutory Equality and Socio-economic Duties?

Yes

No

## SECTION 5 – MONITORING, EVALUATING AND REVIEWING

5a) Please outline below how the implementation of the proposal will be monitored:

The Council will monitor, steer and review progress of the aims and objectives of the Private Rented Sector Strategy via the Private Rented Sector Operational Group, which convenes on a quarterly basis. Annual progress reports are also submitted to scrutiny Committee and SLT.

5b) When is the evaluation of the proposal due to be reviewed?

The actions identified in this impact assessment will be reviewed by the PRS Operational Group on a quarterly basis.

5c) Who is responsible for the monitoring and review of the proposal?

The permanent attendees of the Private Rented Sector Operational Group are responsible for the delivery of the Strategy and the Chair is responsible for updates of action plan and day to day monitoring requirements for internal and external funding sources.

5d) How will the results of the monitoring be used to develop future proposals?

A key objective of the Strategy is to improve the information that is collected on outcomes across all our funding programmes, explicit to improving the property conditions and management standards in the PRS. Specifically, we will improve the data collection on vulnerable groups and socially or economically disadvantaged groups.

## SECTION 6 – REVIEW

For all policy proposals, whether it is a Significant Key Decision or not, you are required to forward this assessment to Diversity and Inclusion team – [equality@rctcbc.gov.uk](mailto:equality@rctcbc.gov.uk) and the Consultation and Engagement team – [consultation@rctcbc.gov.uk](mailto:consultation@rctcbc.gov.uk) in the first instance for some initial guidance and feedback.

As part of the Welsh Language, Equalities and Socio Economic Duty Impact Assessment Process all proposals that fall within the definition of Significant Key Decision should present at the Officer Review Panel. This panel is made up of officers from across Council Services and acts as a critical friend before your report is finalised and published for SLT/Cabinet approval.

If this proposal is a Key Strategic Decision please forward your completed impact assessment, policy proposal/report and consultation report to [CouncilBusiness@rctcbc.gov.uk](mailto:CouncilBusiness@rctcbc.gov.uk) for an Officer Review Panel to be organised to discuss your proposal. See our guidance document for more information on what a Significant Key Decision is.

It is important to keep a record of this process so that we can demonstrate how we have considered and built in equality/Socio economic considerations wherever possible. Please ensure you update the relevant sections below in collaboration with the relevant departments

<b>Diversity and Inclusion team Comments</b>	<b>Date Considered</b>	<b>Brief description of any amendments made following Officer Review Panel considerations</b>
<b>Consultation Comments</b>	<b>Date Considered</b>	<b>Brief description of any amendments made following consultation</b>
<b>Officer Review Panel Comments</b>	<b>Date Considered</b>	<b>Brief description of any amendments made following Officer Review Panel considerations</b>

## **SECTION 7 – SUMMARY OF IMPACTS FOR THE PROPOSAL**

Provide below a summary of the impact assessment, to include some of the main positive and negative impacts along with an overview of actions taken since the impact assessment to better contribute to more positive impacts. This summary must be included in the Equality Considerations section of the SLT/Cabinet report template. It is not suitable to only write 'please see full report at Appendix x' in the body of the report. The impact assessment must be published alongside the report.

*An Equality Impact Assessment has been completed and the main findings are as follows:-*

In summary, the Equality Impact Assessment identifies positive and neutral impacts, and no negative impacts upon the protected characteristics.

- The Private Rented Sector Strategy outlines the Council's approach to improving housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT, via a variety of funding offers, advice, support and guidance. The Council's services aim to ensure that everyone, regardless of age, gender, disability, race, sexual orientation, sex, pregnancy or maternity, religion or belief, marriage or civil partnership, and/or gender reassignment, has access to affordable, safe and warm homes.
- The impact on age, disability and race is positive, explicitly because of the impact that improving the conditions and management standards in the PRS will have on future housing supply. How the Council plans for future housing needs will have a huge impact on a diverse group of residents of all ages.
- The vision for the Strategy is to ensure the private rented sector in RCT provides safe, affordable, well-managed homes that support sustainable and accessible tenancies.'
- This vision is facilitated by offering incentives, grants and loans through Social Lettings Scheme and Houses into Homes loans, advice and guidance and where necessary enforcement action. We aim to provide high quality support to service users and we further aim to utilise all available technology, ensuring effective delivery of our service and providing person centred support.

## **SECTION 8 – AUTHORISATIONS**

Lead Officer: Oliver James

Name: Claire Hutcheon

Position: Head of Housing Strategy & Investment

Date:

I recommend that the proposal:

- Is implemented with no amendments
- Is implemented taking into account the mitigating actions outlined
- Is rejected due to disproportionate negative impacts on protected groups or socio-economic disadvantage

Head of Service/Director Approval:

Name: Derek James

Position: Service Director, Prosperity & Development

Date:

Please submit this impact assessment with any SLT/Cabinet Reports.

## WELSH LANGUAGE IMPACT ASSESSMENT TOOL

This Welsh Language Impact Assessment (WLIS) tool enables RCT Council to consider the principles and requirements of the [Welsh Language Standards \(No.1\) Regulations 2015](#) to ensure compliance with the [Welsh Language \(Wales\) Measure 2011](#).

### **Stage 1 – Information Gathering**

**NOTE:** As you complete this tool you will be asked for **evidence to support your views**. Please see [Welsh Language Impact Assessment Guidance](#) for more information on data sources.

<b>Proposal Name:</b>	Private Rented Sector Strategy
<b>Department</b>	Housing Strategy & Investment
<b>Service Director</b>	Derek James
<b>Officer Completing the WLIA</b>	Oliver James
<b>Email</b>	<a href="mailto:Oliver.james@rctcbc.gov.uk">Oliver.james@rctcbc.gov.uk</a>
<b>Phone</b>	01443 281136
<b>Brief Description</b>	<p>The Private Rented Sector (PRS) Strategy 2026-2031 forms part of the overarching RCT Housing Strategy 2024 - 2030 and outlines how the Council will work in partnership with landlords, residents and statutory bodies to understand the profile of homes across the PRS in Rhondda Cynon Taf (RCT). The Strategy provides a framework for all activity in RCT aimed at improving housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT.</p> <p>The need to have a distinct PRS Strategy in RCT is in recognition of the increase in the demand for housing, the PRS also plays a flexible and important role in the overall local housing market as a key partner in meeting housing need.</p>

<b>Date</b>	11/05/2026
<b>Please outline who this proposal affects? (Service Users, Employees, Wider Community)</b>	The Strategy will affect Service users, council employees and the Wider Community
<b>What are the aims of the policy, and how do these relate to the Welsh Language?</b>	<p>The importance to have a distinct Private Rented Sector (PRS) strategy is in recognition of the increase in demand for housing, across all tenures in Rhondda Cynon Taf (RCT). The PRS plays an important role in helping the Council meet its housing need and provides an alternative housing option to social rent or owner occupation.</p> <p>The PRS in Wales has grown over the last two decades and now accounts for approximately 14% of the Welsh housing stock (Stats Wales 2024). In RCT, between the 2011 and the 2021 Census, the percentage of private rented properties grew from 13.7% (Census 2011) to 17.8%, with an estimated 18,362 private rented properties in the Borough (Census 2021).</p> <p>The PRS in RCT has faced several challenges over the past decade such as changes to welfare reform, increase in tenants with support needs, poor property standards and the introduction of legislation aimed at regulating the PRS and improving standards. These challenges intensified further during and after the Covid-19 pandemic and have persisted into the ongoing cost of living crisis and interest rate uncertainty.</p> <p>Despite these challenges, the PRS has continued to be invaluable as a housing option for residents in RCT and to enable the Council to discharge its homelessness duty.</p> <p>The Council's current approaches in the PRS, serve to increase the availability of affordable private rented properties, support tenants to access and maintain private rented tenancies, and to work with landlords to ensure that standards in the private rented sector ensure properties are safe and attractive where residents want to live.</p> <p>RCT's overall vision for the PRS is to ensure the private rented sector in RCT provides safe, affordable, well-managed homes that support sustainable and accessible tenancies.'</p> <p>The following strategic aims have been identified to achieve the vision:</p>

1. **Increase the supply of affordable private rented homes.**
2. **Support residents to access and sustain tenancies to prevent homelessness.**
3. **Improve quality and management standards in the PRS.**
4. **Strengthen partnerships and engagement to support the private rented sector.**

The strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents and contributes towards a functional housing market which will result in prosperous communities.

A multi-agency approach to the aims of the strategy will ensure that all services involved are working in accordance with Welsh Language Standards. For example, bilingual service delivery for residents of Rhondda Cynon Taf and bilingual landlord communications, allowing relevant parties to access council services in the language of their choice.

**Who will benefit/Could the policy affect Welsh language groups?  
If so, list them here.**

The strategy aims to benefit the following groups:

- PRS landlords
- Resident's, especially those seeking or currently residing in PRS accommodation
- Any other stakeholders such as local businesses (e.g. trades) that would benefit from a functioning PRS market

Welsh speaking residents will benefit from this PRS Strategy because it aims to create a functional private rented market. A functional PRS market would see that all residents of RCT, including Welsh speakers, would have access to affordable and high quality PRS homes in their communities. Increased access to and availability of PRS homes within the County Borough would retain current Welsh speakers within the community, allow Welsh speakers from elsewhere to move into the locality, and provide housing options for other non-Welsh speaking residents to remain within RCT. As well as retaining existing Welsh speakers, an increase in PRS housing would allow non-Welsh speakers to remain in the area, allowing them to benefit from various options

	for Welsh medium education for their children, in addition to allowing them the opportunity to benefit from opportunities to learn the Welsh language through local and national government and relevant local institutions including the council which offers free Welsh learning for its employees.
<b>Current linguistic profile of the geographical area(s) concerned</b>	Every ten years the nation sets aside one day for the Census, a count of all people and households. The Census is a key source of information about the number of people who can speak Welsh. The 2021 Census indicated that of the 237,700 residents living in the County Borough, 12.4% were able to speak Welsh, approximately the same proportion as at the 2011 census. This can be compared to 17.8% (538,300) Welsh residents able to speak Welsh at the 2021 Census, down 23,700 from the 2011 Census.
<b>Other relevant data or research</b>	RCT Local Housing Strategy 'Prosperous Homes, Prosperous Lives' 2024 – 2030. RCT Empty Homes Strategy 2022-2025, RCT Local Housing Market Assessment 2022. RCT Housing Support Programme Strategy 2022 - 2026

## **Stage 2 – Impact Assessment**

In this section you need to consider the impact, the evidence and any action you are taking for improvement. This is to ensure that the opportunities for people who choose to live their lives and access services through the medium of Welsh are not inferior to what is afforded to those choosing to do so in English, in accordance with the requirement of the Welsh Language (Wales) Measure 2011.

Please note there is a separate impact assessment for Equality and Socio-Economic duty that must also be completed for policy proposals.

Remember that effects that are positive for some groups could be detrimental to others - even among Welsh language groups. Consider the effects on different groups. For example, a proposal may be beneficial to Welsh learners, but not to Welsh speakers.

**Previous Welsh Language Impact Assessments can be found on Inform by [clicking here](#).**

### **Will the proposed action affect any or all of the following?**

	<b>Does the proposal have any positive, negative or</b>	<b>Describe why it will have a positive/negative or neutral impact on the Welsh language.</b>	<b>What evidence do you have to support this view?</b>	<b>What action(s) can you take to mitigate any negative impacts or better contribute to positive impacts?</b>

	neutral impacts?			
<p><b>Opportunities for persons to use the Welsh language</b></p> <p>e.g. staff, residents and visitors</p> <p>The rights of Welsh speakers and learners to use Welsh when dealing with the council and for staff to use Welsh at Work</p>	<p><b>Positive</b></p>	<p>As a result of the Covid-19 pandemic, hybrid working including within the Council has become normalised and is standard across large swathes of the public sector. This has afforded us ongoing opportunities to promote the Welsh Language as more service users access the Council's website, complete application forms, and obtain information online. All Council websites and key partners' websites have access to all services in the Welsh Language. The Council has responded to service users' needs by using new technologies to unlock the ability to support people in new and innovative ways, therefore providing Welsh speakers and learners with the opportunity to use the Welsh Language.</p> <p>The Private Rented Strategy aims to ensure that landlords and residents looking to rent in the private sector can access all of our services, including funding, incentives and further advice and</p>	<p>Increase in the number of service users using online tools to access services through the medium of Welsh.</p> <p>Both staff and service users are able to engage digitally and have their service requirements met through this method.</p> <p>New multi-agency approaches to the planning and commissioning of services to ensure that the Welsh Language is promoted.</p>	<p>Review how we have embraced technology and provided services that are innovative during the Pandemic and further enhance delivery methods and information in the Welsh Language.</p> <p>Develop training, updates and briefings to staff and providers to keep abreast of service developments, good practice, innovation and new practices via joint training sessions, Private Rented Sector Operational Group meetings and local, regional and national forums.</p> <p>A significant source of engagement with stakeholders of the PRS Strategy occurs through the landlord forum, landlord newsletter and landlord mailing list. Council materials for the landlord forum including invites and agendas are available and promoted bilingually, as is the landlord newsletter. Communications</p>

		<p>guidance. This includes ensuring that Welsh speakers and learners, not only have access to, but also are given a pro-active offer to all available information in Welsh.</p> <p>Through collaborative working with our partners, we will provide holistic, person centred support with effective officer interventions where necessary. This will promote the Welsh Language and allow us access to a larger pool of staff to fully utilise their Welsh language skills. Where an individual requests to have a meeting in Welsh, we would adhere to standards 26/26A by utilising Welsh Language resources from our internal staff resources or alternatively arranging for a translator.</p> <p>The Private Rented Sector Operational Group, as “overseers” of the strategy, will take responsibility for ensuring compliance with Welsh Language Standards and ensuring that there is an understanding amongst all partner groups that there is a</p>		<p>sent out to the landlords mailing list are also sent bilingually.</p>
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		<p>requirement to provide services in Welsh.</p> <p>Any staff training provided will undergo an assessment on whether the training should be delivered in Welsh, where there is a need to do this and resources allow.</p>		
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**Stage 2 – Impact Assessment**

**Will the proposed action affect any or all of the following?**

	<b>Does the proposal have any positive, negative or neutral impacts?</b>	<b>Describe why it will have a positive/negative or neutral impact on the Welsh language.</b>	<b>What evidence do you have to support this view?</b>	<b>What action(s) can you take to mitigate any negative impacts or better contribute to positive impacts?</b>
<p><b>Numbers and / or percentages of Welsh speakers</b>  e.g Welsh Medium Education / Study Opportunities. Links with the Welsh Government's <a href="#">Cymraeg 2050 Strategy</a> / <a href="#">RCTCBC Five Year Welsh Language Strategy</a></p>	<b>Positive</b>	<p>As written in the 'Cymraeg 2050 Strategy', the Welsh Government strives to see the number of people able to enjoy speaking and using the Welsh Language reach a million by the year 2050. RCTCBC hopes to contribute and encourage this ambition by providing the conditions to facilitate an</p>	<p>In line with the Council's Welsh Language Promotional Strategy and our Welsh Language Standards, this strategy will ensure bilingual text (Welsh first) on all Council documentation.</p> <p>Increase in the number of staff and service users accessing Welsh language courses.</p>	<p>RCTCBC will ensure its key partners will provide and promote information through the medium of Welsh where possible.</p> <p>Work with the Welsh Language team to develop briefing notes to inform staff of the Welsh Language</p>

		<p>increase in the use of the Welsh Language within the County Borough in line with our 5-year Welsh Language Strategy which aspires to make RCTCBC a bilingual county.</p> <p>This Strategy supports these goals by ensuring, wherever possible that Welsh speakers have access to housing with improved conditions and management standards in a location that affords them the opportunities to continue to use or learn the Welsh language. By increasing the supply of affordable PRS accommodation in RCT, residents will be able to have access to Welsh learning opportunities in local schools, institutions, the council and through everyday exposure to the language. Current Welsh speakers will also have the opportunity to continue to reside in the area, where previous lack of housing may have caused them to leave.</p>	<p>RCTCBC will encourage staff and partners to enable staff to have access to Welsh Language courses and we will monitor this to ensure its effectiveness.</p>	<p>services that they need to offer customers/clients.</p>
<p><b>Opportunities to promote the Welsh language</b> e.g. status, use of Welsh language services, use of Welsh</p>	<p>Positive</p>	<p>All promotional material relating to the advice and assistance offered to help and support landlords and tenants will be bilingual. An active offer will be</p>	<p>Increase in landlords accessing services such as the RCT Landlord Forum and RCT Landlord Forum Newsletters, by encouraging and developing</p>	<p>Ensuring that all material is bilingual with both Welsh and English published in line with the Welsh Language Standards.</p>

<p>in everyday life in work and in the community</p> <p>Actively encourage and promote the use of our services in Welsh to see an increase in demand over time</p>		<p>made to clients to use these services in Welsh and to receive Welsh language materials.</p> <p>Examples of current bilingual materials include landlord forum marketing, landlord communications via the mailing list, and the landlord newsletter.</p>	<p>bilingual information and promotional material.</p>	
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## Stage 2 – Impact Assessment

Will the proposed action affect any or all of the following?

	Does the proposal have any positive, negative or neutral impacts?	Describe why it will have a positive/negative or neutral impact on the Welsh language.	What evidence do you have to support this view?	What action(s) can you take to mitigate any negative impacts or better contribute to positive impacts?
<p><b>Compliance with the Council's Statutory Welsh Language Standards</b>                      e.g                      increasing or reducing the Council's ability to deliver services through the Medium of Welsh.</p> <p>Consider the rights of Welsh speakers to use Welsh when dealing with the Council and for staff to use Welsh at Work</p>	<p>Positive</p>	<p>The development of this strategy will increase the Council's ability to deliver services through the medium of Welsh by:</p> <p>Considering the rights of Welsh speakers to use Welsh language when dealing with the Council and for staff members who wish to use Welsh at work. The development of bilingual services will allow staff members to utilise the Welsh language at work.</p> <p>The Council will procure services in line with the requirements of the Welsh Language Standards, specifically Standards 76-80 which will allow suppliers to tender for a contract in Welsh if</p>	<p>Increase in services through the medium of Welsh will be evidenced by the increase in the digitalisation of the service, which will be accessible bilingually.</p> <p>Increase in the number of service users accessing Private Rented Sector services in Welsh. The Strategy will also be made available to the public in Welsh.</p> <p>The Council has already developed a Contract Strategy Document that includes a section on the Welsh Language Standards that officers must complete before inviting suppliers to tender for a contract. Officers are required to list all the relevant standards in this section to ensure</p>	<p>Ensure that all services relevant to this Strategy are promoted bilingually with Welsh first.</p> <p>Actively promote both Council services and services offered by key partners that are available in Welsh.</p>

		<p>that is their wish. Additionally, all relevant standards will be listed in the Invitation to Tender document so that our suppliers - when acting on our behalf or providing a service on our behalf - comply with our statutory responsibilities. Standard 94 requires the Council to publish a policy on awarding grants – all grants the Council awards must consider how the proposed use will influence the Welsh language. This will ensure that any identified negative or neutral impacts are mitigated, therefore having positive outcomes for the language.</p> <p>Back-office services, such as complaints handling and any correspondence, publicity, websites and phone services – where these are procured or provided directly by the Council will be available in Welsh in line with the Welsh Language Standards</p>	that suppliers are made aware of the Welsh language requirements of the contract.	
<b>Treating the Welsh language, no less favourably than the English language</b>	Positive	The development of this strategy will increase the Council's ability to deliver services through the medium of Welsh by:	Increase in services through the medium of Welsh will be evidenced by the increase in the digitalisation of the service, which will be accessible bilingually.	Ensure that all services relevant to this Strategy are promoted bilingually with Welsh first.

		<p>Considering the rights of Welsh speakers to use Welsh language when dealing with the Council and for staff members who wish to use Welsh at work. The development of bilingual services will allow staff members to utilise the Welsh language at work.</p> <p>The Council will procure services in line with the requirements of the Welsh Language Standards, specifically Standards 76-80 which will allow suppliers to tender for a contract in Welsh if that is their wish. Additionally, all relevant standards will be listed in the Invitation to Tender document so that our suppliers - when acting on our behalf or providing a service on our behalf - comply with our statutory responsibilities. Standard 94 requires the Council to publish a policy on awarding grants – all grants the Council awards must consider how the proposed use will influence the Welsh language. This will ensure that any identified negative or neutral impacts are mitigated, therefore having positive outcomes for the language.</p>	<p>Increase in the number of service users accessing Private Rented Sector services in Welsh. The Strategy will also be made available to the public in Welsh.</p> <p>The Council has already developed a Contract Strategy Document that includes a section on the Welsh Language Standards that officers must complete before inviting suppliers to tender for a contract. Officers are required to list all the relevant standards in this section to ensure that suppliers are made aware of the Welsh language requirements of the contract.</p>	<p>Actively promote both Council services and services offered by key partners that are available in Welsh.</p>
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		Back-office services, such as complaints handling and any correspondence, publicity, websites and phone services – where these are procured or provided directly by the Council will be available in Welsh in line with the Welsh Language Standards	
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**Stage 3 - Strengthening the proposal**

Having listed actions in section 2 which may mitigate any negative impacts or better contribute to positive impacts – please record below which ones you will imbed into the policy proposal and who will be responsible for them.

Also consider is the proposal necessary? Would it be possible to meet demand without any new developments? Could other existing provision be used? Where should the development be?

<b>What are you going to do?</b>	<b>When are you going to do it?</b>	<b>Who is responsible?</b>
Review the services we currently provide with particular emphasis on how we have embraced technology and provided services differently during and after the COVID-19 pandemic. We will further enhance best practice by ensuring that we deliver information in the Welsh language.	TBC	RCTCBC Housing Strategy Officers Members of Private Rented Sector Operational Group
Develop training, updates and briefings for staff and providers to keep abreast of any service developments, good practice, innovation and new ventures via joint training sessions, Private Rented Sector Operational Group meetings and local, regional and national forums.	Ongoing	RCTCBC Housing Strategy
Ensure that all material relating to the private rented sector advice or support are bilingual with the Welsh promoted before the English.	Ongoing	RCT Private Rented Sector Operational Group

<p>Ensure that all services relating to the private rented sector, including promotional literature, newsletters, application forms and information leaflets are promoted bilingually with Welsh first</p> <p>Actively promote both Council services and services offered by key partners that are available in Welsh.</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>RCTCBC Housing Strategy &amp; Investment Team</p> <p>RCTCBC Housing Strategy &amp; Investment Team</p>
<p>RCTCBC will ensure its key partners provide and promote information through the medium of Welsh.</p>	<p>Ongoing</p>	<p>RCT Private Rented Sector Operational Group</p>
<p>If ways of reducing the impact have been identified but are not possible to implement, please explain why. Give sufficient detail of data or research that has led to your reasoning.</p>		
<p><b>What was identified?</b></p>	<p><b>Why is it not possible?</b></p>	

## **Stage 4 – Review**

For all policy proposals, whether it is a Significant Key Decision or not, you are required to forward this assessment to Welsh Language services – [welshlanguageofficer@rctcbc.gov.uk](mailto:welshlanguageofficer@rctcbc.gov.uk) and the Consultation and Engagement team – [consultation@rctcbc.gov.uk](mailto:consultation@rctcbc.gov.uk) in the first instance for some initial guidance and feedback.

As part of the Welsh Language, Equalities and Socio Economic Duty Impact Assessment Process all proposals that fall within the definition of Significant Key Decision should present at the Officer Review Panel. This panel is made up of officers from across Council Services and acts as a critical friend before your report is finalised and published for SLT/Cabinet approval.

If this proposal is a Key Strategic Decision please forward your completed (Stage 1>6) impact assessment, policy proposal/report and consultation report to [CouncilBusiness@rctcbc.gov.uk](mailto:CouncilBusiness@rctcbc.gov.uk) for an Officer Review Panel to be organised to discuss your proposal. [See our guidance document](#) for more information on what a Significant Key Decision is.

It is important to keep a record of this process so that we can demonstrate how we have considered and built in sustainable Welsh language considerations wherever possible. Please ensure you update the relevant sections below in collaboration with the relevant departments.

<b>Welsh Language Services Comments</b>	<b>Date Considered</b>	<b>Brief description of any amendments made following Welsh Language Services feedback</b>
<b>Officer Review Panel Comments</b>	<b>Date Considered</b>	<b>Brief description of any amendments made following Officer Review Panel considerations</b>
<b>Consultation Comments</b>	<b>Date Considered</b>	<b>Brief description of any amendments made following consultation</b>

### **Stage 5 – Monitoring, Evaluating and Reviewing**

How and who will you monitor the impact and effectiveness of the proposal?

The adoption of the Private Rented Sector Strategy will be supplemented by the Action Plan. The Council will monitor, steer and review the progress of the Strategy via the Private Rented Sector Operational Group, which meets every quarter or when necessary. Monitoring and outcomes in line with the action plan will be a standing item at these meetings.

### **Stage 6 – Summary of Impacts for the Proposal**

Provide below a summary of the impact assessment, to include some of the main positive and negative impacts along with an overview of actions taken since the impact assessment to better contribute to more positive impacts. This summary must be included in the Welsh Language Considerations section of the SLT/Cabinet report template. It is not suitable to only write 'please see full report at Appendix x' in the body of the report. The impact assessment must be published alongside the report.

*A Welsh Language Impact Assessment has been completed and the main findings are as follows –*

The Private Rented Sector Strategy and its aims and objectives will have a positive effect on the Welsh language, Welsh speakers and Welsh learners, and any plans or developments that stem from the Strategy will fully comply with the Welsh Language Measures and the Welsh Language Standards.

The vision for the Strategy is to ensure that the **private rented sector in RCT provides safe, affordable, well-managed homes that support sustainable and accessible tenancies.**; this will enable people to have access to good quality housing and to be able to stay within their local communities. This vision is facilitated by offering incentives, grants and loans through Social Lettings Scheme and Houses into Homes loans, advice and guidance and where necessary enforcement action. We aim to provide high quality support to service users and we further aim to utilise all available technology, ensuring effective delivery of our service and providing person centred support.

All of the Strategy's aims will promote the service through the medium of the Welsh language and we will ensure that all information is produced bilingually and is accessible in Welsh. When offering our services, we ensure that all specialist needs are taken into account, including how the service user requests to engage with us. We will further focus on training and developing the Welsh language skills of our staff by encouraging them to take up Welsh language courses or to utilise their existing skills.

<b>Stage 7 – Sign Off</b>			
<b>Name of Officer completing the WLIA</b>	Oliver James	<b>Service Director Name:</b>	Derek James
<b>Position</b>	Housing Strategy Officer	<b>I recommend that the proposal: (Highlight decision)</b>	<b>Is implemented with no amendments</b>
			<b>Is implemented taking into account the mitigating actions outlined</b>
			<b>Is rejected due to disproportionate negative impacts on the Welsh language</b>
<b>Signature</b>		<b>Service Director Signature</b>	
<b>Date</b>		<b>Date</b>	