
LONDON RENTAL STANDARD

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Date of Issue: 28th May 2014



Rob Hunter of Place Group UK joins Mayor Boris Johnson to launch the “London Rental Standard”

On Wednesday 28th May, Rob Hunter, Managing Director of Place Group UK became the first private landlord and housing supplier to be awarded Mayor Boris Johnson’s ‘London Rental Standard’ badge of accreditation. The Mayor personally visited one of Rob’s properties in Haringey North London to discuss the benefits of accreditation with Rob, to meet some of his tenants and to hear about their positive

experiences of renting from an accredited landlord, in comparison to past less positive experiences.

Rob is accredited by both the London Landlord Accreditation Scheme (LLAS) (part of the UK Landlord Accreditation Partnership (UKLAP)) and by the National Landlords Association. Rob was voted LLAS/ UKLAP Landlord of the Year for Student Housing in March 2014, following on from his success on 2012. Rob's properties are also accredited by Unipol under the AFS/Unipol Code.

Leading by example, Rob's commitment to raising standards in the PRS has now earned him this opportunity to be the first Landlord in London to receive official recognition from the Mayor through the 'London Rental Standard' badge.

The London Rental Standard is the first ever comprehensive standard for private renting across London. Covering landlords and letting agents, it incorporates all of the current main industry accreditation schemes under one easily recognisable brand, aiming to prompt a massive increase in accreditation and standards in the capital. The Mayor plans to have 100,000 accredited landlords and agents by 2016.

The London Rental Standard details 12 core commitments that empower tenants in their dealings with landlords, and tenants and landlords in their dealings with letting agents. It recognises and promotes good standards in the industry from transparency of fees and protection of deposits to outlining responsibilities and liabilities before, during and after a tenancy.

Rob Hunter comments:

"The new more recognisable brand, already dubbed the "Boris Badge" will enable tenants to easily and quickly identify an accredited landlord over one who is not .

The commercial reality of this will encourage those landlords who are not accredited to come forward for accreditation, as it will make good business sense.

Having worked closely with several accreditation schemes, we understand the importance of operating in accordance with a set of standards to ensure the properties and service we deliver consistently meet tenants' expectations and comply with the law.

By bringing all the main Landlord accreditation schemes together under one umbrella and applying a consistent standard, there will no longer be any doubt about which landlords are accountable and which are not.

We are honoured to have been selected as the first landlord to receive the Mayor's "London Rental Standard' badge of accreditation, which we hope will go on to be recognised by tenants all over London as a sign of quality landlords supplying quality accommodation"



ENDS

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Notes to Editor:

Place Group UK/ Rob Hunter

Headquartered in London's Hanover Square and as part of The Hanover Group, Place Group UK are a multi award winning private landlord and believed to be London's most well regulated and accountable private landlord and housing supplier, being registered with The Housing Ombudsman and The Law Society and members of The Ombudsman Service redress scheme. Place Group UK are one of a handful of private landlords in London whose management systems have been certified to conform to both ISO 9001:2008 (Quality) and ISO 14001:2004 (Environmental) and OHSAS 18001: 2007 (Health and Safety Management) and whose student housing in London has been accredited by Unipol under the **Afs/Unipol code**.

Rob Hunter is accredited by the London Landlord Accreditation Scheme (**LLAS**) and the National Landlords Association (NLA) and the first London landlord to be given the Mayor's 'London Rental Standard' badge of accreditation. Rob is a respected property solicitor and a member of the Law Society, the Chartered

Institute of Housing, The Chartered Institute of Environmental Health and the Institute of Financial Services.

Place Group and Rob are registered with all the main London universities, including the University of London Housing service.

For many years Place Group UK operated only in London, but by applying set of consistent clear standards they have been able to rapidly expand their hugely successful business model to Lincoln where their award winning service is supplied by working with NewBrick Lettings.

UKLAP/LLAS

UKLAP is a **landlord accreditation scheme**, and is the UK's largest and best established landlord accreditation partnership, operating in London as the London Landlord Accreditation Scheme (**LLAS**). It is now looking to expand significantly in London as the central part of the Mayor's London Rental Standard - working with its member local authorities and the GLA to take on new members from its current base of 13,000 landlords (and 1000 letting & managing agents) in London to reach 100,000 landlords & agents by 2016.

AFS/Unipol

The AFS/ Unipol code is a **property accreditation** scheme which sets a number of specific professional standards for off-street properties for shared student living and their management and is a scheme which landlords and managing agents voluntarily join and in doing so commit themselves to maintaining these standards for their property and their property management. It establishes a national accreditation framework to help consumers make more informed choices about property and its quality.

