

Property Licensing in 2021 Kamma's Annual Report

Our annual review of all the property licensing schemes and news of 2021:

- The latest schemes you need to know about
- Latest information on council enforcement
- Kamma news and announcements
- MEES and what's to come in 2022



A word from our CEO



Orla Shields, CEO, Kamma

As the lettings industry continues to deal with the ongoing effects of the pandemic, and with house prices running at an almost seven year high, we want to take a moment to reflect and look back at the past year and the events that have shaped the lettings industry.

This year a staggering 47 new licensing schemes and consultations were launched, that's **one every 8 days of the year**, and many more to come in 2022 (see page 3). On top of that, some of the licensing plans that have been announced are breaking records in terms of their size and scope, including Westminster, Birmingham and Lambeth, which we explore further on page 3.

Earlier this year we also reported on the massive increase in fines that we've seen this year, with London fines for rogue landlords and agents passing the **£7 million mark** in November (see page 5). Licensing schemes and enforcement are all increasing, so it's never been more vital that agents take action now to protect themselves, their landlords and their tenants.

We can't talk about 2021 without acknowledging the huge amount of discussion there has been about energy efficiency and EPC ratings. Over the past year, we have taken a look at what the proposed changes to MEES (Minimum Energy Efficiency Standards) mean for letting agents, and what the costs are if we are to reach Net Zero by 2050 (see page 8).

2021 has also been a particularly exciting year for Kamma as we have engaged in a lot of new partnerships with market leaders including TPGF, Purplebricks and Hamptons (see page 11). As always, we are very proud to be working with these market leaders in bringing about change in the industry and shaping the market of tomorrow.



Kamma's Partnerships and Integrations

We are proud to support the growth of some of the best names in the industry...



The State of Property Licensing in 2021

Throughout 2021, **47 new schemes and consultations** were launched by councils all over England & Wales. Below is a selection of the newest & largest schemes you need to be aware of...

Lambeth

What type of licensing?
Additional licensing

When will the scheme run?
9th Dec 2021 - 8th Dec 2026

This year Lambeth Council announced the launch of a new Additional licensing scheme that will have the highest per bedroom HMO fees in the country, having **increased the fees by 75%** to £506 per bedroom.

Oxford

What type of licensing?
Additional licensing

When will the scheme run?
10th Jun 2021 - 9th Jun 2026

In addition to renewing its Additional licensing scheme, Oxford confirmed its **intent to introduce council-wide Selective licensing** depending on Government approval.

Westminster

What type of licensing?
Additional licensing

When will the scheme run?
30th Aug 2021 - 29th Aug 2026

One of the UK's largest Additional licensing schemes came into force in Westminster this August, covering **more than 9,000 HMOs** in Central London.

Birmingham

What type of licensing?
Selective consultation

When will the scheme run?
25th Oct 2021 - 4th Jan 2022

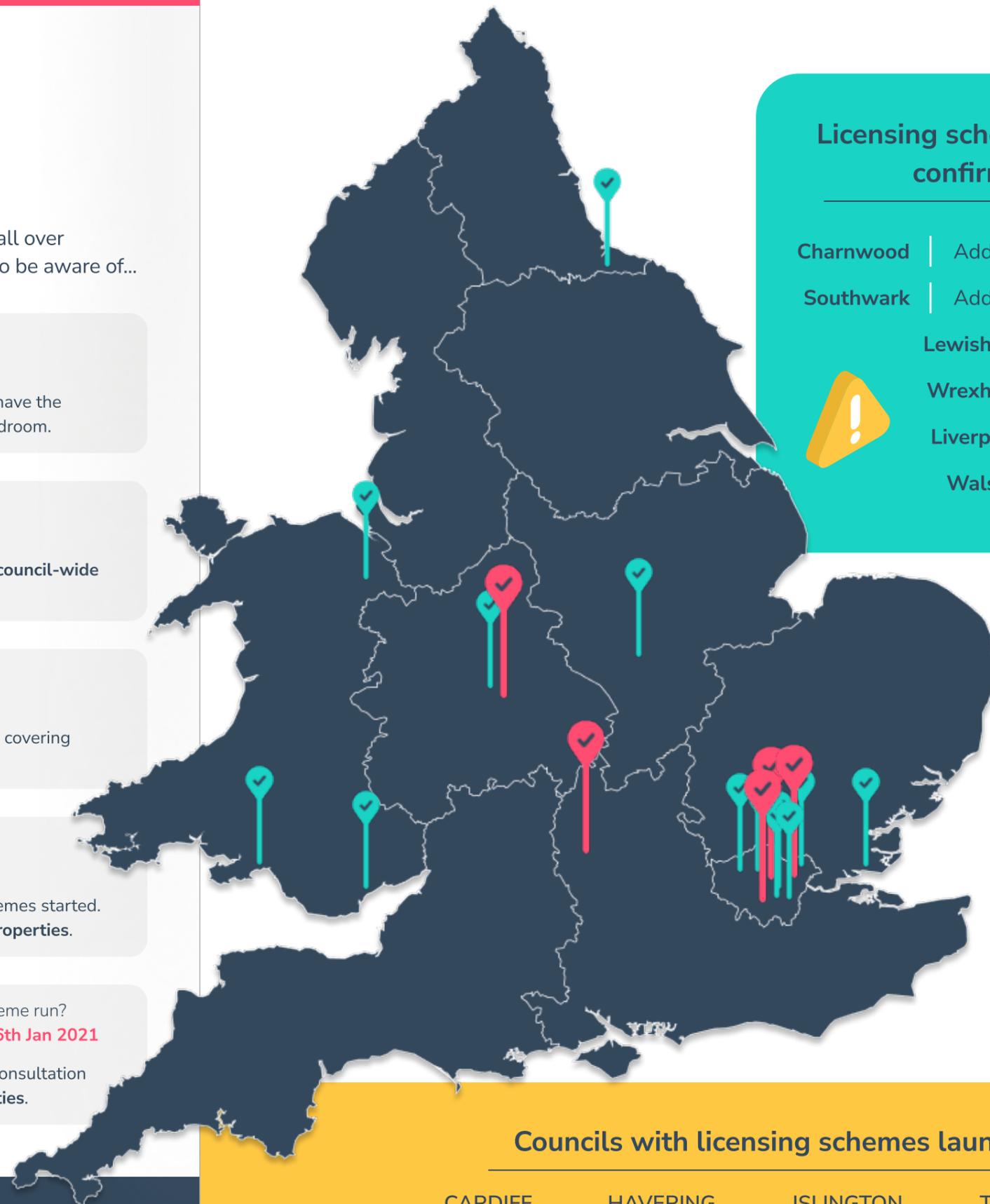
In October this year the consultation in Birmingham for one of the country's biggest licensing schemes started. The proposed area covered by the Selective licensing scheme contained **54,000 private rented properties**.

Newham

What type of licensing?
Additional and Selective consultation

When will the scheme run?
9th Nov 2021 - 26th Jan 2021

Newham council, one of the biggest proponents of property licensing, have recently kicked off a consultation to renew their huge Additional and Selective licensing schemes which affect **over 40,000 properties**.



Licensing schemes already confirmed for 2022

- Charnwood | Additional & Selective
- Southwark | Additional & Selective
- Lewisham | Additional
- Wrexham | Additional
- Liverpool | Selective
- Walsall | Additional

*data correct as of 5 Dec 2021

Councils with licensing schemes launched in 2021

- CARDIFF
- HAVERING
- ISLINGTON
- TOWER HAMLETS
- SWANSEA
- SOUTHEND-ON-SEA*
- MIDDLESBROUGH
- ENFIELD
- HARROW

*This scheme was due to start on 1st Dec but has been delayed until further notice

Has property licensing just been introduced in your area?

[FIND OUT HOW WE CAN HELP](#)

Property licensing & Rogue Landlord Tracker

Total fines for rogue landlords and letting agents has crossed the £7million mark

Kamma has recently reported that total fines for rogue landlords and letting agents has crossed the £7 million mark for the first time. This represents a total increase of over £600k in the last four months alone and a £372,874 increase in just the last month.

Kamma is the only company to track the Mayor of London's Rogue Landlord and Agent Checker in order to deliver analysis of enforcement trends across the capital. Earlier this year, Kamma reported a 532% increase in fines between May and July as local authorities picked up the pace of enforcement efforts. Now, in just under a year, the total fines for letting agents and landlords have increased by over a million pounds - from £6,052,932 (December 2020) to £7,128,973 at the start of November.

Since the start of this year, Kamma has reported an average increase of £89,670 in fines every month. This month, Camden council is topping the council enforcement list in terms of number of cases brought forward, followed closely by Newham and Southwark. Yet, the London Borough of Hammersmith and Fulham is now the London borough with the highest average fines of £19,800, followed by Hillingdon with an average of £13,500, and Hackney with £11,250.

Letting agents and landlords stand to face fines of up to £30,000 for non compliance if failing to comply with safety and licensing regulations, and additional fines of £5,000 per property for non compliance with MEES regulations.

[Read the recent press coverage on this story >](#)

Total fines issued by participating London boroughs



SOURCE: Kamma, Mayor of London

£7,128,973

Total fines imposed across all London boroughs

£5,442,429

Total fines relating to property licensing and regulations

£167k

Largest single fine against an agent for failing to comply with regulations

£4,484

Average amount for fines imposed on agents for all types of offences

*data correct as of 31 Nov 2021

Top 10 London Local Authorities - highest level of enforcement (by total fines issued)

- 1st Camden
- 2nd Newham
- 3rd Southwark
- 4th Waltham Forest
- 5th Brent
- 6th Greenwich
- 7th Westminster
- 8th Tower Hamlets
- 9th Havering
- 10th Lewisham

The Biggest Fines and Stories of 2021

Landlord couple fined almost £200,000 for not disclosing properties as HMOs

A landlord couple in Waltham Forest Council, has been fined £190,000 for failing to disclose six of their properties as HMOs and failing to obtain the correct licences for those properties. Which in turn meant that they were not charged HMO licence fees and the homes were not inspected by the council.

The couple faced trial in April this year where the husband was fined £126,500 and his wife £60,500. The couple owned over 600 properties in East London through 28 companies, but as a result of this case has sold their portfolio of properties.



[Click here for the full story](#)

Other Top Stories

May, 2021 **NEWS**

Property managers fined £70,000 and faced with two banning orders from Camden council

[read more >](#)

June, 2021 **NEWS**

Manchester letting agency fined £21,500 over mismanaged HMO

[read more >](#)

February, 2021 **NEWS**

Landlord and property company found guilty of safety-related failures and is faced with fines over £90,000

[read more >](#)

June, 2021 **NEWS**

Landlord and property company fined over £17,000 over HMO property

[read more >](#)

Protect. Pitch. Grow.

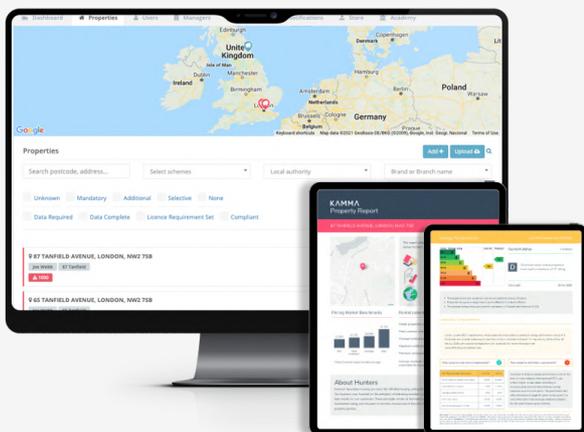
No matter what size your portfolio, Kamma's unique tools are designed to help your agency turn risk into revenue.

- Automatically stay updated on any new licensing schemes affecting your portfolio
- Protect yourself from damaging council fines and Rent Repayment Orders
- Use data to win portfolio tenders and achieve step growth in your agency
- Produce beautiful property reports and impress landlords
- Introduce a hassle-free application service and generate revenue



[BOOK A DEMO NOW >](#)

Kamma's products delivers everything you need to grow your business...



Kamma Manager - 24/7 compliance guardian

Automate your compliance to stay actively informed of any changes and licence application or tender opportunities.

Kamma Reporter - Deal winning reports

Run instant licensing checks and produce compliance reports to boost your conversion rates and win instructions.

Kamma Applications - Zero-hassle revenue

Kamma makes it easy to generate regular revenue through a licence application service for your landlords.

[FIND OUT MORE ABOUT OUR PRODUCTS](#)

We are proud to support the growth of some of the best names in the industry...



Visit the site at
kammadata.com

Speak to the team:
hello@kammadata.com

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Climate Change and Minimum Energy Efficiency Standards



A MEEStake waiting to happen

New government policy could hand landlords a £29 billion energy efficiency cost, little support, and easy ways to avoid it.

The path to Net Zero for UK property demands a switch to renewable sources and a substantial increase in energy efficiency. As many properties as possible need to achieve an EPC rating of A by 2050 and yet, based on the latest available EPC data, just 0.21% do so. With urgent action required, earlier this year the BEIS proposed an interim target: to increase the Minimum Energy Efficiency Standard (MEES) of rental properties from a rating of E, to a C in England and Wales. Last month we saw the first reading of the Bill, which would enact this proposal into law, pass through parliament.

The latest EPC data, analysed by Kamma highlights that, with **58% of registered properties at grade D or below**, this represents a huge financial investment for the Private Rented Sector (PRS). With 2.9 million homes needing to improve, and an estimated average cost of £9,872 per home, **landlords need to invest an estimated £29 billion** to achieve this target, and to do so against an accelerated timetable. Yet with a long list of exemptions available any policy could be rendered functionally useless before it's even passed into law. With a high cost of action and a higher cost of inaction, a nuanced and sophisticated approach is required. Either loopholes need to be closed and funding routes identified, or a phased timetable should be introduced that targets lower hanging fruit as a first priority.

[Read the full story here >](#)

Other Kamma Climate Stories

2026 could be the toughest year on record for letting agents

The Minimum Energy Efficiency of Buildings Bill that, once passed into law, will affect millions of landlords and agents across the country.

[Read more ->](#)

Why the debate over the link between energy efficiency and property value is flawed

Recent research from Halifax suggests that properties with a higher energy efficiency rating can achieve an average price premium of up to £40,000.

[Read more ->](#)

How to grow your lettings business with Kamma

It is no secret that the letting agent market can be extremely competitive, as agents face enormous pressure to continually compete against their rivals on the same high street and online.

As a result of this, it's not uncommon for agents to struggle to build growth within their business. Many agents reach a bump in the road after growing their portfolio to a certain level, and struggle to expand their share of the market.

So, how can agents continue to grow and avoid letting their portfolio stagnate? At Kamma, we work with agents all over the country providing tools that allow them to both protect their business and find new ways to generate growth. We've seen many agencies flourish by taking new and innovative approaches to running their agency. Take Butler and Stag as an example, using Kamma's insights they developed a portfolio tendering strategy that saw them grow their business by a **whopping 40% in just 3 months** – ultimately resulting in their best year to date!



What do other people say?

Now, there are already several guides out there outlining the steps letting agents can take in order to help them grow their business, including focusing on the team, bringing in consultants and taking advantage of various PropTech services. But one thing that is often overlooked is ensuring you have the appropriate risk management in place to safeguard your customers against fines. This is a fundamental part of running a professional agency, and is the basis upon which you can start to build and innovate in more areas of your business.

So what can Kamma offer agents?

Kamma can take your agency to the next level. Using our software helps to automatically safeguard your business, all whilst enabling you to make substantial operational and time savings. Nothing is more important than giving your clients peace of mind that their investments are protected. Having a system in place that can automatically provide insights across an entire portfolio and flag up potentially high-risk properties will take your agency to the next level. Kamma's technology does all this for you 24/7 – and this is what makes Kamma's clients leaders in portfolio tendering.

[Read the full story here >](#)



Get in touch now to learn more about how we can help you to turn risk to revenue

[BOOK A DEMO NOW](#)

Kamma Client Spotlights



“Thanks to Kamma's unique data and insights we've been able to win **major portfolio pitches with minimal hassle**, helping us to accelerate our growth much faster than we ever anticipated. We grew our business by **40% in three months** using Kamma.



Athos Kleanthos,
Head of London Sales

Kamma has **revolutionised** the way we work

We sat down with Ellie Donaghy, Head of Lettings at **Andrews Property Group**, to hear what she had to say about her experience using Kamma.

Ellie talks about how they can see vast improvements in their licensing compliance and a great return of investment, as they now are able to get their licensing data in one place.

[Watch the full video here >](#)



Andrews ▶ Ellie Donaghy
Head of Lettings

Kamma is a **fantastic revenue stream**

We caught up with Alice Dunn from **City Relay**, to hear about using Kamma in a lean, fast-growing agency and how we've helped them generate revenue as well as solving compliance woes.

City Relay were one of the first agents to use Kamma Applications, a service that allows agents to instruct Kamma to apply for licences on their landlords behalf.

[Watch the full video here >](#)



city relay. Alice Dunn
Head of Property Management

Kamma In The News

UK Government energy targets require £48.3 billion investment in national housing stock by 2030

Published 22nd February 2021 | [Read the press release >](#)

As covered by: **itv NEWS**
The Telegraph

Green Securitisations are worth an estimated £190 billion, providing critical funds needed to improve household energy efficiency

Published 24th June 2021 | [Read the press release >](#)

As covered by: **BusinessGreen**
Mortgage Solutions

Enforcement on the rise with 532% increase in size of fines in just two months in Greater London

Published 4th August 2021 | [Read the press release >](#)

As covered by: **TheNegotiator**
property reporter

New government policy could hand landlords a £29 billion energy efficiency cost, little support, and easy ways to avoid it

Published 17th August 2021 | [Read the press release >](#)

As covered by: **property reporter**
LettingAgentTODAY

New government funding ignores 78% of 106,337 Private Rented Sector properties currently under MEES

Published 4th November 2021 | [Read the press release >](#)

As covered by: **LandlordTODAY**
property reporter



Kamma's Top 2021 Announcements and Partnerships



PARTNERSHIP

Last month we were thrilled to announce our latest partnership with tech-led estate agent, Purplebricks. The partnership will give the Purplebricks team full access to Kamma's 24/7 compliance monitoring tool, delivering additional benefits to landlords.



PARTNERSHIP

We recently announced our new partnership with fast-growing agency, Hamptons. The partnership will give their team access to our licensing compliance monitoring tool, which will provide regulatory compliance benefits to their agents and landlord customers.



INTEGRATION

We were thrilled to launch a brand new commercial partnership with cloud-based estate agency software Dezrez. Our integration with them will allow their users to seamlessly access Kamma Reporter directly from the Rezi platform, generating them bespoke property reports at a click of a button.



PARTNERSHIP

We launched a new partnership with The Property Franchise Group, the UK's largest multi-brand lettings and estate agency franchise group. The partnership gave all PFG franchisees access to the full range of Kamma's compliance solutions and services, with an option to trial our services for free.

A word from our Commercial Director

By all accounts, 2021 has been a **record-breaking year for Kamma**. We've continued to bring in some of the **biggest names in the industry**, such as Purplebricks and Hamptons, providing them with vital tools that every top agency needs.

What's even more exciting is the huge upsurge we've seen in small to medium sized agencies who are using our services to **drive growth** and **compete against the bigger brands**.

Forward-thinking agents are realising that new rules and regulations in the market **no longer have to be seen purely as a compliance burden**. They provide agents with an opportunity to display expertise to prospective landlords, win new business and even upsell premium services.

We are extremely excited for what's to come in 2022 as we strive towards providing agencies with **new ways to generate growth**.



Peter Panayi, Commercial Director, Kamma
for any commercial enquiries please contact peter@kammadata.com

Get in touch now to turn risk to revenue



About Kamma

Kamma puts companies back in control of their compliance through data-driven technology solutions. They mine unstructured legislative information and harness AI to de-risk markets, deliver operational efficiencies, protect reputations and open up new revenue opportunities

Visit the site at
kammadata.com

Speak to the team:
hello@kammadata.com

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