

Task Sheet:	Liaison with Landlords
Number	LA04
Timeline	<i>Start January 08 – complete by March 08</i>
Purpose:	To ensure that Landlords are made aware of the LHA, it's rationale and objectives and the normal payment of benefit to customers.
Composition:	<ul style="list-style-type: none"> ▪ Contact list: <ul style="list-style-type: none"> 4.1 Update the landlord, agents and other landlord groups database. Ensure that the database of contacts is compliant with data protection legislation. Consider issuing landlords with a consent form prior to entry into the mailing list. 4.2 Consider how to contact landlords who do not attend forums or who do not receive direct payments (see point 4.1 and the requirements of data protection). ▪ Mailshots: <ul style="list-style-type: none"> 4.3 As early as possible prior to go live start the communication process with an initial mailshot to landlords to provide an overview of LHA (using DWP's material or tailored product for local use). Provide links to the landlord FAQ on the DWP website, refer to results from Pathfinder evaluation and the DWP website. Continue this process at strategic points up-to go-live. Consider Press releases / local articles. 4.4 Consider using fact sheets provided in the communications toolkit or develop your own fact sheet/leaflet that will cover LHA queries from a landlord's perspective ▪ Forums: <ul style="list-style-type: none"> 4.5 Develop a presentation for delivery to landlords (see appendix 1 for model presentation).

	<p>4.6 Arrange regular forums for landlords (include agents). You should consider keeping terms of reference specific to LHA, but also consider joint forums with bordering LA's as landlord portfolios often cross LA boundaries.</p> <p>4.7 All landlords should be invited but particularly those who customarily receive direct payments.</p> <p>4.8 Consider meeting social sector landlords so that they are aware of implications of LHA when they:</p> <ul style="list-style-type: none"> • consider de-registering as social landlords • rent PRS properties for use by tenants. • move tenants out of temporary social accommodation into the private sector. <p>4.9 The forum should be held in convenient locations at a convenient time of day to ensure maximum attendance. Consider whether to hold forums outside of normal office hours such as evenings or weekends.</p> <p>4.10 Give landlords option (pro forma etc) to leave details of queries on other issues to be dealt with.</p> <p>4.11 Ensure Rent Service participation to explain LHA rates setting, market forces etc. (see Task Sheet LA13).</p> <p>4.12 Consider meeting representatives of local landlord associations or any local/national landlord organisations that operate within your LA in advance of the forum.</p> <p>▪ Query process:</p> <p>4.13 Develop a process for handling landlords' queries (pre go live and not claimant specific)</p> <p>4.14 Consider establishing a specific landlord liaison team / contact point.</p> <p>Develop a process to deal with landlord's claimant specific queries (post-go live) (see Task Sheet LA02).</p>
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