

English Housing Survey

English Housing Survey:

- **Published Annually:**
 - Headline Report in December
 - Detailed analysis in July
 - Home Ownership, PRS and Social
 - 2019 / 2020 = 23.8 million households in England
- **Home Ownership Key Stats:**
 - 65% were owner occupiers, an increase from 63% in 2016-17.
 - 35% were outright owners, 30% with a mortgage.
 - Increase in owner occupation outside of London (65% to 67%) and an increase in mortgagors in London (from 22% to 26%).
- **Private Rented Sector Key Stats:**
 - PRS = 4.4 million households (19%)
 - Social = 4.0 million households (17%)

Tenure and Age:

Figure 2.1: Dwellings, by tenure, 2019

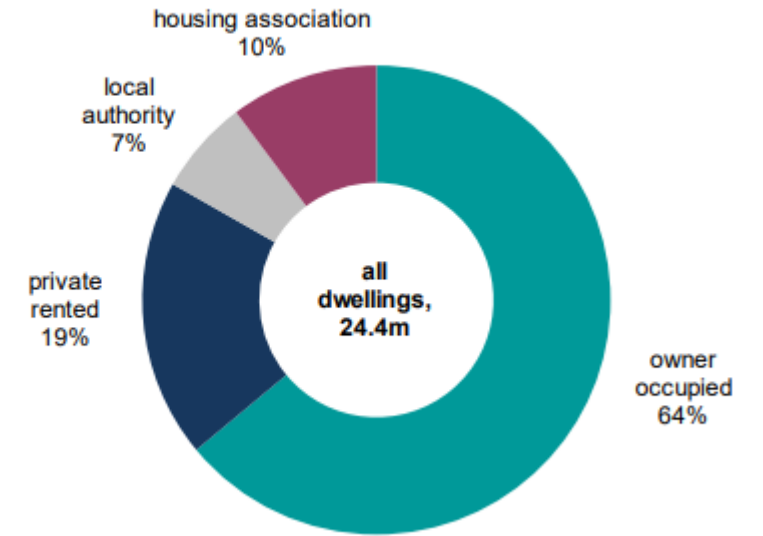


Figure 2.2: Dwelling age, by tenure, 2019



Dwelling Type and Wellbeing:

Figure 2.3: Dwelling type, by tenure, 2019

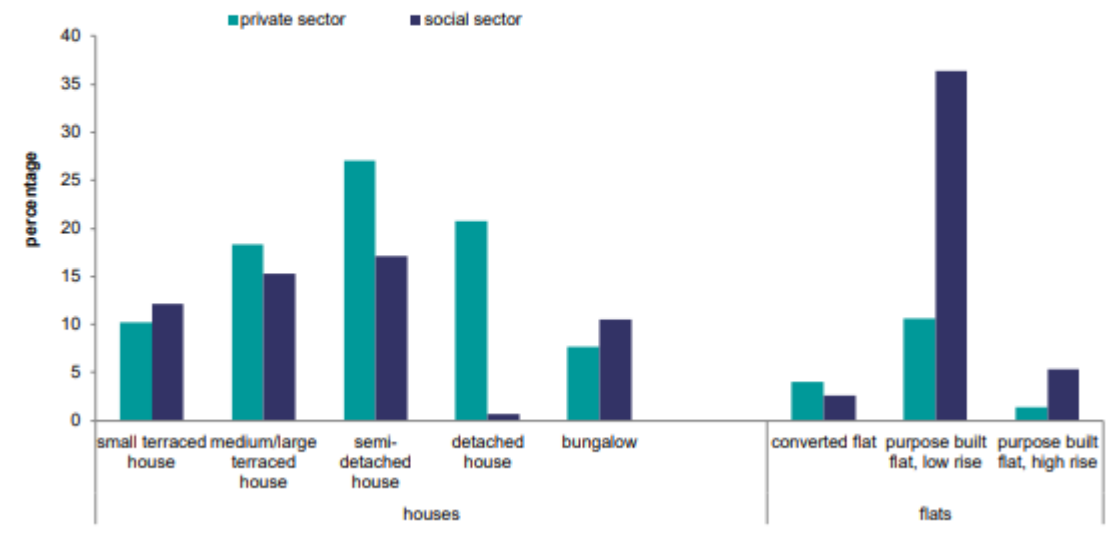
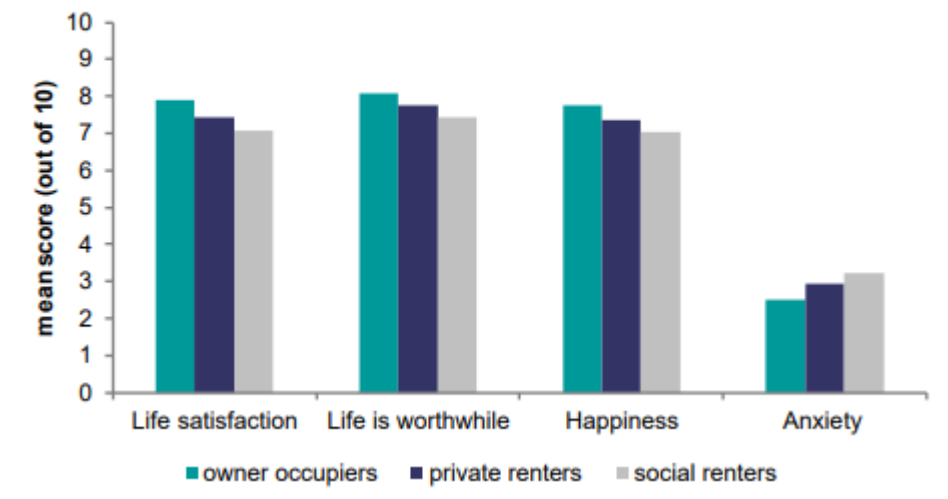


Figure 1.13: Well-being, by tenure, 2019-20



English Housing Survey:

- **Overcrowding / Under-occupying:**
9% social, 7% PRS, 1% owner-occupied
Overcrowding at worst in PRS since 1995
52% of owner-occupiers are under-occupying
- **Standards:**
Non-Decent: 12% social, 16% owner-occupied, 23% PRS
HHSRS Cat 1: 5% social, 10% owner-occupied, 13% PRS
2009: All stock 21%, PRS 28%
- **Energy Efficiency:**
Increase to 65 SAP points, from 63 in 2019.
EPC Bands A-C: 61% social, 38% PRS, 36% owner-occupied

Energy Efficiency Stats:

Figure 2.10: Mean SAP rating, by tenure, 1996 to 2019

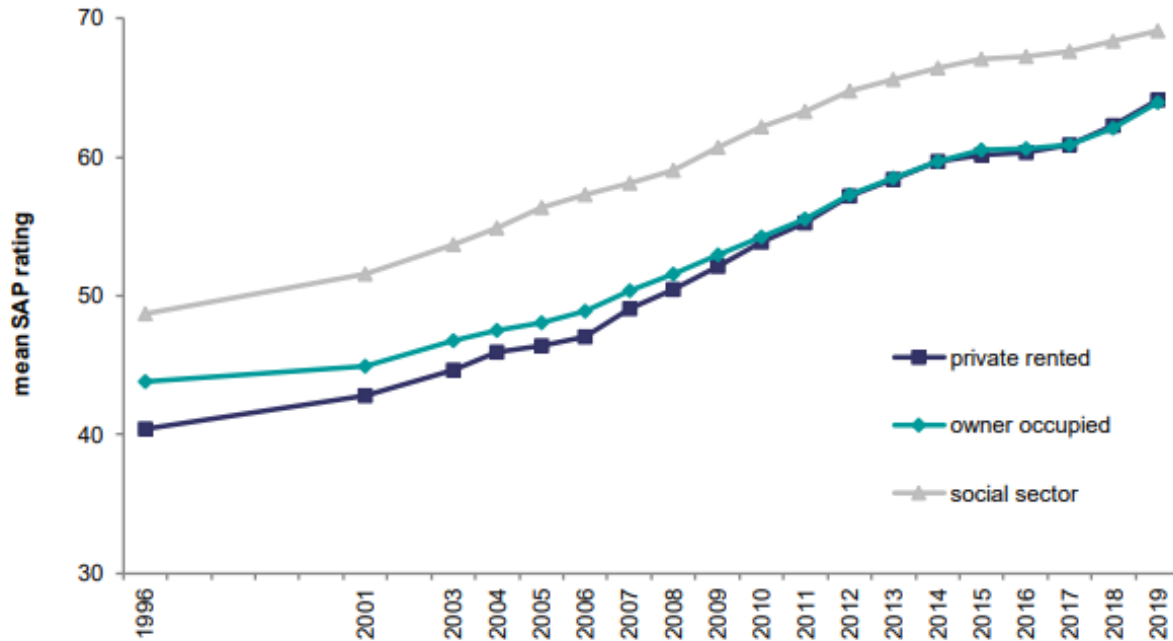
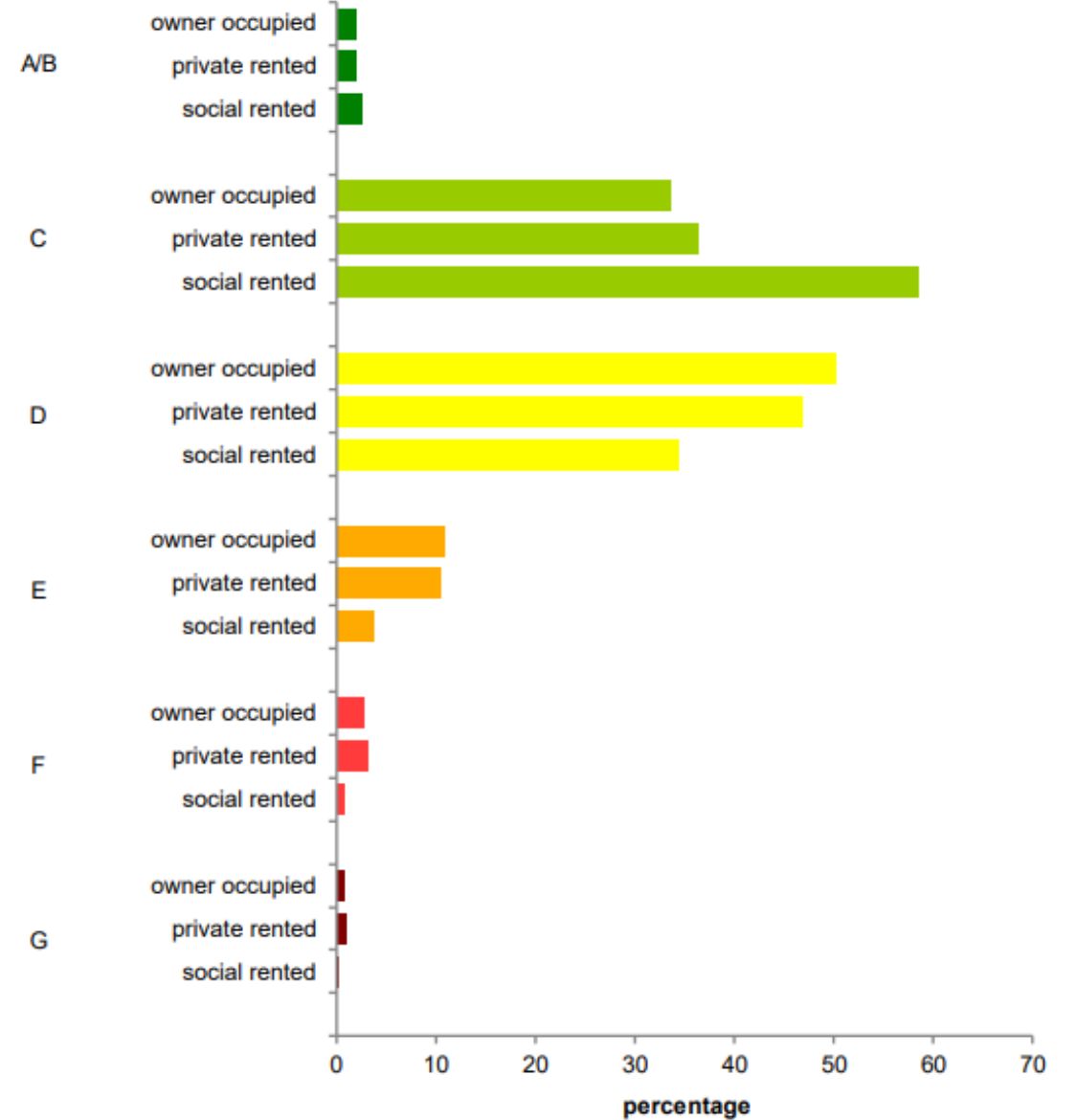


Figure 2.11: Energy efficiency rating bands, by tenure, 2019



Advertising Properties Online

Advertising Fairly – CPRs:

- **Consumer Protection from Unfair Trading Regulations 2008:**
 - All “material information” needed
 - At the earliest opportunity
 - For consumer to make an “informed transactional decision”
- **What is Material Information in Property Listings:**
 - Location and Price and accommodation
 - Tenure including:
 - Unexpired term on lease
 - Service Charges and Ground Rent information
 - Physical characteristics and unusual features:
 - Utilities, parking, EWS1 Form, non-standard construction types
 - Floodplain, next to power station
- **Offences and Penalties:**
 - Unfair or aggressive practices, misleading omission or action
 - £5,000 fine and / or 2 years imprisonment

Advertising Fairly – ASA CAP Code:

- **The Code¹:**

- Adverts should be legal, decent, honest and truthful

- Reflect the spirit of the Code, not just letter

- Prepared responsibly for consumers and society

- Comply with sector-specific rules

- Respect the principles of fair competition

- Deal fairly with consumers

- Do not bring advertising into disrepute and marketers are responsible

- Respond to ASA's enquiries in timely fashion

- **Key areas:**

- Pricing and Availability, Comparisons and Endorsements

- Substantiation and Exaggeration, Guarantees and After Sales services

- **Penalties:**

- Removal, ASA Complaint, pre-publication vetting

- CPR Breach

Lettings Specific Laws:

- **Fees charged to tenants and landlords:**
 - All fees charged to tenants
 - Holding deposits, default fees, variations, etc.
 - Must be inclusive of VAT
 - Landlord fees on your agent's own websites
- **Publish memberships:**
 - Client Money Protection (CMP) Scheme
 - Plus client money handling procedures
 - Redress scheme membership
 - But don't forget about ICO and AML
- **Energy Performance Certificates (EPCs):**
 - Commissioned within 7 days of marketing
 - 21 further days to obtain
 - Must show graph as minimum

Rightmove-specific Guidelines:

- **Technical Guidelines:**
 - Create fairness across our customers
 - Uniformity across the platform
 - Logic to make site work and protects against abuse
- **Examples include:**
 - Misleading property descriptions and unlawful practices
 - Reloading and price changing (juggling), ghosting, not removing
 - Inappropriate images, logos and text on images
- **Primary Authority and Assured Advice:**
 - Propertymark, TPO, large corporates and Rightmove
 - Provides clarity and protects against prosecution
 - Examples include: Air pollution and what is "New"

rightmove 