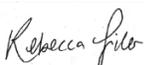


LONDON BOROUGH OF CAMDEN	WARDS: All
REPORT TITLE Tenant Engagement in the Private Rented Sector	
REPORT OF Cabinet Adviser on Tenant Engagement in the Private Rented Sector	
FOR SUBMISSION TO Housing Scrutiny Committee	DATE 24 February 2026
<p>SUMMARY OF REPORT This report contains the findings and recommendations of Councillor Rebecca Filer in her role as Cabinet Adviser on Tenant Engagement in the Private Rented Sector</p> <p>Local Government Act 1972 – Access to Information No documents that require listing have been used in the preparation of this report.</p> <p>Contact Officer: Muhammed Ravat Cabinet Officer London Borough of Camden 5 Pancras Square London N1C 4AG muhammed.ravat@camden.gov.uk</p>	
<p>RECOMMENDATIONS</p> <p>The Housing Scrutiny Committee is asked to:</p> <ol style="list-style-type: none"> 1. Note the contents of this report; and 2. Discuss and comment on the recommendations made by the Cabinet Adviser, which will be incorporated into a report to Cabinet. 	



Signed by: **Councillor Rebecca Filer**

Date: 13 February 2026

Cabinet Adviser Report on Tenant Engagement in the Private Rented Sector

1. Purpose of the Report

- 1.1 This is the report of the Cabinet Adviser on Tenant Engagement in the Private Rented Sector from Councillor Rebecca Filer. The Cabinet Adviser role at Camden Council allows for backbench councillors to focus on a specific policy area and make recommendations to the Council.
- 1.2 This report focuses on private renters and the engagement that the Camden Council has with this section of Camden's residents. The Renters' Rights Act has been passed into law by the Labour Government and marks a landmark shift in legislation in this area, giving private renters significant rights and tips the balance of power away from landlords to improve affordability and security for renters. Working alongside the relevant Cabinet Member (Better Homes), this report seeks to make recommendations that the Cabinet Member could implement to improve the experience of private renters in Camden.
- 1.3 This report will:
 - Analyse Camden's private rented sector (PRS) in order to give a picture of who makes up this group of residents.
 - By analysing this group of residents, this report will highlight the difficulties that private renters face in Camden.
 - Review the council's current engagement approach with the private rented sector.
 - Recommend ways to improve engagement with private renters so that awareness of the support that the council can provide is increased.

2. Introduction

- 2.1 In Camden 36% of the borough's residents rent privately. This is a significant and growing section of Camden residents, and this poses challenges to the Council in how it engages with this demographic.
- 2.2 Traditionally, private renters have been viewed as a transient group of residents who are difficult to engage with. Because of the lack of security in the sector, private renters are often unable to put down roots in their communities, moving from place to place until they're finally able to settle more permanently, either through buying or by moving to a property where the rent is affordable and their tenancy stable.
- 2.3 Camden has some of the highest rents in the entire country, which poses significant challenges to renters. According to Trust for London, in every London borough, average one-bed rent is at least a third of median pay. Across London, the average one-bed costs 52% of median pre-tax pay, which is significantly

higher than the rest of England, where it sits at 42%. In Camden specifically, rent for a one-bedroom home is 54.8% of gross pay, making it the fourth most expensive borough to rent in, after Westminster, Kensington & Chelsea and Hackney.

- 2.4 The amount that private renters pay for their housing affects their overall quality of life and places pressure on personal finances. It also means that many renting at the lower end of the market are, or have already been, priced out of the rental market in Camden. Landlords know that there is very high demand for properties in Camden, so can increase rents, even for properties of low quality. Property prices in Camden have increased by 73% in the last 15 years.
- 2.5 With this demographic in Camden growing, facing severe housing challenges both in affordability and security, and the Renters' Rights Act coming into effect, Camden must do more to fully engage with private renters. This is both an opportunity for Camden to develop its services for private renters and open new avenues to engage with residents, but also a challenge given the difficulties in reaching this demographic.
- 2.6 As a private renter in Camden, having grown up in the borough, I have seen our borough change considerably over the years. Who gets to call Camden home has changed dramatically as the borough has become more unaffordable. Seeing the borough change as a result of this has motivated me to think about how Camden Council can better serve its private renters. As a council we can do more to raise awareness of the support that Camden can give to private renters, and this, in turn can make a substantial difference to the lives of this group of residents in our borough.

3. Camden's Private Rented Sector: Demographics, Context and Overview

- 3.1 It is important that Camden Council understands who the private renters are who live in the borough and the challenges they face. One way to do this is through census and population data. I would like to thank Michal Shinwell for her expertise to contribute the data for this report.
- 3.2 In Camden private renters account for 36% of residents. Across Camden's wards, the percentage of private renters varies from Belsize with the highest percentage of private renters at 50.03% to 19.06% Highgate with the lowest percentage.

All Tenure Households						
Area Name	Number of All households	Proportion of Households				
		Owned	Shared ownership	Social rented	Private rented	Lives rent free
Camden	92758	29.65	0.77	33.69	35.59	0.3
Belsize	5991	40.88	0.38	8.66	50.03	0.05
Bloomsbury	4612	23.44	0.78	32.94	42.48	0.37
Camden Square	3403	24.95	0.5	41.11	33.09	0.35
Camden Town	2816	21.98	0.71	38.35	38.49	0.46
Fortune Green	5064	38.05	0.97	17.65	43.21	0.12
Frognaal	3303	47.74	0.82	8.69	42.66	0.09
Gospel Oak	5187	29.28	0.71	47.31	22.36	0.33
Hampstead Town	3724	52.63	0.38	8.81	37.92	0.27
Haverstock	5111	24.87	0.61	46.61	27.67	0.25
Highgate	4449	46.73	0.7	33.13	19.06	0.38
Holborn & Covent Garden	5059	18.82	0.69	45.74	34.37	0.38
Kentish Town North	3307	34.59	0.64	29.97	34.53	0.27
Kentish Town South	4375	30.65	1.01	38.33	29.69	0.32
Kilburn	5560	19.55	0.65	42.27	37	0.54
King's Cross	4420	18.26	2.13	45.25	33.96	0.41
Primrose Hill	5658	36.96	0.35	27.41	35.12	0.16
Regent's Park	4966	18.02	0.46	51.35	29.72	0.44
South Hampstead	5548	30.52	1.32	20.57	47.39	0.22
St Pancras & Somers Town	4870	11.95	1.03	64	22.61	0.41
West Hampstead	5343	29.66	0.66	22.91	46.55	0.22

3.3 Across all of Camden, rent accounts for 43% - 55% of a median income, with the steepest percentage of median income in St Pancras & Somers Town with 55.4% of median income going on rent. Borough-wide, the median pay is ~£59.3k, with estimated annual private rent of ~£30.35k.

		Essential Outgoings (£k)				
Area Name	Paycheck Median Income (£k)	Private rent (All)	Food costs (All)	Clothing costs (All)	Childcare (All)	Travel to work (All)
Camden	59.33	30.35	5.18	1.64	0.55	0.53
Belsize	78.14	35.19	4.92	1.79	0.56	0.61
Bloomsbury	52.21	27.08	4.77	1.41	0.22	0.44
Camden Square	53.84	27.99	5.28	1.58	0.49	0.49
Camden Town	57.21	28.69	5.42	1.68	0.51	0.51
Fortune Green	64.55	29.72	5.27	1.74	0.61	0.69
Frognal	82.96	35.76	5.59	2.12	0.81	0.59
Gospel Oak	57.22	31.67	5.12	1.6	0.65	0.47
Hampstead Town	85.87	37.45	5.23	2.02	0.63	0.52
Haverstock	52.25	28.18	5.26	1.55	0.61	0.48
Highgate	63.88	30.96	5.31	1.77	0.55	0.44
Holborn & Covent Garden	55.09	30.45	4.91	1.47	0.39	0.46
Kentish Town North	60.6	28.96	5.09	1.63	0.53	0.52
Kentish Town South	55.69	27.88	5.35	1.62	0.57	0.45
Kilburn	49.78	27.15	5.07	1.46	0.62	0.54
King's Cross	49.47	25.53	5.27	1.5	0.41	0.42
Primrose Hill	72.22	35.71	5.23	1.84	0.61	0.5
Regent's Park	49.15	27.16	5.4	1.54	0.58	0.47
St. Pancras & Somers Town	41.69	23.1	5.44	1.41	0.62	0.45
South Hampstead	65.9	32.15	5.13	1.72	0.59	0.71
West Hampstead	64.59	30.41	4.97	1.65	0.53	0.71

3.4 We can also use National Statistics Socio-Economic Classification to try and understand the socio-economic background of private renters across the borough at a ward level. Among Camden's private renters, the largest groups are higher managerial & professional (36%) and lower managerial & professional

(25%), followed by full-time students (12%). There are pronounced student concentrations in the south of the borough, for example Bloomsbury (33.6% students), King's Cross (30.0%), and St Pancras & Somers Town (32.4%) where there are purpose-built student accommodation and a high density of private rented student accommodation on council estates.

- 3.5 This gives an extra layer of detail about who is able to access the private rented sector in Camden, and the high proportions of higher managerial & professional and lower managerial & professional residents shows that it is those in stable, higher paying employment who are renting in Camden. The diversity of our private rented sector residents is shifting as rents become more expensive.
- 3.6 Across Camden's social housing, overcrowding is a severe and serious issue. However, there is only a small proportion of private renters (5.7%) who are overcrowded. But it's important to note that this varies by ward. Rates are higher in Kilburn (11.6%) and Fortune Green (8.1%), and lower in Hampstead Town (2.7%)
- 3.7 In terms of household composition, private renting households are skewed towards one-person households (~37%), with the majority having no dependent children (~84%), while ~16% include dependent children. There is variation by ward, for example, households with dependent children are relatively more common among private renters in Frognal (~31%) and Hampstead Town (~27%), wards where residents are generally in higher paying employment and able to afford family-sized private-rented homes, and less common in Bloomsbury (~5%) where private renters are more likely to be students. From these statistics, it is possible to see that those who wish to raise a family in Camden, but cannot afford to buy and do not qualify for social housing, must be able to keep up with the pace of rising rents.
- 3.8 What is also known locally is the rate of churn, diversity, mobility and affordability pressures in the private rented sector. However, it would be helpful for Camden to understand this through a deeper, data-led understanding of our private rented sector population which would help our services fit the sectors' needs.

Proportion of Private Rent Households by National Statistics Socio-economic Classification

Area Name	Number of All Households	Proportion of Private Rent from total Households	Proportion of Private Rent Households								
			Higher managerial, administrative and professional occupations	Lower managerial, administrative and professional occupations	Intermediate occupations	Small employers and own account workers	Lower supervisory and technical occupations	Semi-routine occupations	Routine occupations	Never worked and long-term unemployed	Full-time students
Camden	92740	35.89	36.32	24.84	5.09	7.61	2.45	3.77	3.66	4.12	12.14
Belsize	5985	50.06	45.73	26.44	5.11	8.54	1.5	2.74	2.47	2.54	4.94
Bloomsbury	4613	42.84	30.16	17.76	4.15	5.26	1.62	2.88	2.13	2.43	33.6
Camden Square	3402	33.45	29.44	27.68	6.24	8.7	2.37	3.43	3.6	2.81	15.73
Camden Town	2815	38.97	35.37	23.88	3.65	6.84	2.73	4.83	3.1	2.83	16.77
Fortune Green	5068	43.25	29.43	26.41	6.39	9.35	4.15	7.25	6.34	6.16	4.52
Frognal	3299	42.77	46.35	24.38	4.82	8.79	1.56	2.76	2.27	4.18	4.89
Gospel Oak	5189	22.76	36.16	28.11	6.77	9.14	3.05	4.4	2.71	3.39	6.27
Hampstead Town	3720	38.2	49.26	28.92	3.24	8.44	1.48	2.25	1.62	2.39	2.39
Haverstock	5106	28.01	35.94	26.78	6.01	7.34	2.66	4.2	3.64	4.06	9.37
Highgate	4442	19.43	36.04	33.26	4.75	9.97	2.32	4.06	2.78	2.78	4.06

Holborn & Covent Garden	5059	34.77	34.45	21.21	2.96	6.2	1.36	1.88	2.22	2.84	26.89
Kentish Town North	3307	34.8	35.88	31.8	5.21	7.65	2.87	4.17	4.08	2.43	5.91
Kentish Town South	4375	29.99	34.98	27.9	5.56	8.31	1.91	3.05	3.96	3.51	10.82
Kilburn	5558	37.59	24.65	21.54	6.22	9.05	4.64	7.32	9.19	12.64	4.74
King's Cross	4412	34.41	32.74	16.4	4.35	5.47	2.04	3.16	2.77	3.03	30.04
Primrose Hill	5659	35.27	45.44	24.35	4.21	9.47	2.25	2.35	2.51	3.76	5.66
Regent's Park	4961	30.09	28.4	19.16	4.49	5.63	2.81	3.35	3.95	3.68	28.53
South Hampstead	5541	47.64	43.14	27.95	5.98	6.17	1.86	2.92	3.18	3.3	5.49
St Pancras & Somers Town	4872	22.91	24.46	19	3.94	5.56	3.32	3.41	4.48	3.49	32.35
West Hampstead	5344	46.78	36.4	27.52	6	7	2.92	4.48	4.48	5.68	5.52

Proportion of Private Rent Households By Occupancy Rating of Bedrooms					
		Proportion of Private Rent Households			
Area Name	Number of All households	Occupancy rating of bedrooms: +2 or more	Occupancy rating of bedrooms: +1	Occupancy rating of bedrooms: 0	Occupancy rating of bedrooms: -1 or less
Camden	92757	8.07	26.32	59.96	5.66
Belsize	5996	7.66	31.29	57.91	3.13
Bloomsbury	4609	6.78	22.99	65.37	4.86
Camden Square	3402	6.85	26.1	61.51	5.54
Camden Town	2815	6.47	25.62	61.26	6.65
Fortune Green	5061	7.44	21.81	62.64	8.12
Frognal	3303	13.65	32.89	48.94	4.53
Gospel Oak	5186	9.43	25.23	59.39	5.95
Hampstead Town	3724	13.71	32.7	50.84	2.74
Haverstock	5106	5.88	27.66	60.08	6.37
Highgate	4446	10.3	28.59	55.9	5.21
Holborn & Covent Garden	5057	6.94	25.65	62.86	4.55
Kentish Town North	3309	4.52	20.68	70.11	4.69
Kentish Town South	4375	6.55	25.61	62.58	5.26
Kilburn	5561	5.6	18.68	64.13	11.59
King's Cross	4420	6.25	24.42	62.94	6.39
Primrose Hill	5660	13.38	30.56	51.8	4.26
Regent's Park	4965	10.68	23.83	59.15	6.34
South Hampstead	5547	6.02	29.72	58.99	5.26
St Pancras & Somers Town	4865	11.72	25.76	56.98	5.55

West Hampstead	5343	6.04	24.65	63.39	5.92
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4. The Renters' Rights Act 2025 and What It Means for Camden

- 4.1 The Renters' Rights Act represents the biggest shift in the private rented sector for decades and will be a gamechanger for renters. One of its most well-known changes is the abolition of Section 21, which will change the lives of many living in private rented accommodation who fear sudden evictions and the powerlessness that comes with it. Homelessness approaches to the Council have doubled since 2021, with over 900 households now in temporary accommodation, many of whom were served a Section 21 no fault eviction notice. 30 valid reasons remain for landlords to evict their tenants, with better protections to prevent abuse.
- 4.2 There are many other changes coming into effect from the Act which will change the way in which local authorities relate to the private rented sector. This is because of the additional powers being given to local authorities.
- 4.3 To ensure landlords comply with their new duties, councils will get:
- New investigatory powers to get information from landlords, letting agents and banks or contractors. Councils will also be able to enter business premises and sometimes homes to check compliance. Additionally, councils will be able to seize documents if they suspect wrongdoing.
 - Expanded powers to penalise offenders with bigger fines for breaches, tougher consequences for repeat offenders and strengthened orders for landlords to pay back tenants (rent repayment orders).
- 4.4 The Renters' Rights Act has also increased the maximum fines that local authorities can issue to landlords without having to go to court:
- The maximum civil penalty for serious and persistent non-compliance will be increased from £30,000 to £40,000.
 - Landlords who fail to keep their property free from serious hazards can be fined up to £7,000.
 - Landlords who commit other offences – including failing to register on the new database and encouraging bidding wars between tenants - can be fined up to £7,000 for an initial breach.
 - Local councils will also be able to issue civil penalties against landlords who evict tenants illegally.
- 4.5 With the increased power to act, the council should strive to educate residents that it can step in to help residents. There is a perception among residents, observed by councillors, officers and Camden Federation of Private Tenants, that private renters think that they are on their own if they are experiencing difficulties

with their property or landlord. This is not the case, and as new powers come into force for local authorities, very far from what the service that councils can provide. As the service expands its powers, so too should it expand its engagement and education with renters.

5. The Need to Engage Private Renters in Camden and the Barriers to Engagement

- 5.1 Private renters are consistently unaware of the support that the Council could give them and are often not knowledgeable of their rights. This limited understanding of rights and what the Council can do means that renters are missing out on intervention and help at an early stage.
- 5.2 There is a very real fear of reprisal and eviction felt by renters. If raising complaints about the standards of their homes could result in eviction or the hiking of rent, often done as a way to evict a tenant, is a genuine reality then renters won't seek help and will continue to suffer poor conditions. This is especially felt by renters in HMOs and with from vulnerable communities. The churn in the private rental market means that landlords are not incentivised to solve the issues that their tenants are facing, as there will always be someone willing to rent their property.
- 5.3 For many renters, barriers to accessing support are often tied to feeling alone and isolated and not fully connected to the community around them. Short tenancies mean that it is harder to put down roots and access support, resulting in renters suffering on their own. If Camden Council's support services are not visible and easily accessible, then this demographic won't know about their rights and the support that is on offer.
- 5.4 Private renters' voices are also missing in Camden's community consultations on a range of topics. They are consistently underrepresented in consultations meaning that their experiences and views are not captured and built into policy making. It's important that residents of all types are heard, and where they are missing it should highlight a need to engage more intensively with that demographic.

6. Existing Engagement from Camden Council with Private Renters

- 6.1 The Private Sector Housing Service (PSH) is a knowledgeable team, providing an excellent service in improving standards and management of private rented accommodation in Camden. The PSH service receives 454 complaints on average each year from private renters, with requests for support ranging from damp and mould (34%), disrepair (14%), failure to respond to repairs, to harassment and illegal eviction.

- 6.2 The Council has a statutory duty under the Housing Act 2004 to ensure that properties are free from category 1 hazards as assessed under the HHSRS, a risk-based evaluation tool to help local authorities identify and protect against 29 hazards to health and safety from any deficiencies identified in dwellings. Over the last year, the PSH service has:
- served 16 Improvement Notices to remove 29 category 1 hazards from 51 properties
 - 53 category 2 hazards
 - 176 Civil Penalty Notices (total fines in excess of £1m)
 - Formal enforcement only necessary in 11% of cases
- 6.3 Camden's enforcement action is covered in local news when examples of breaches by landlords are egregious.
- 6.4 However, in person engagement with private renters has had very low take up, despite a wide-ranging communications plans. The service also has a mini-site for private renters, and has engaged renters online through forum meetings and webinars.

7. Recommendations

7.1 Improving Awareness & Communication (Recommendation 1)

- 7.2 To improve the awareness of support services for private renters, this report recommends investment in developing a communications strategy for the Private Sector Housing Service in Camden Council. This should include:
- The creation of an annual Private Renters Week at Camden Council which would serve as a communications hook for Camden's communications channels to raise the profile of the Private Sector Housing Service in Camden. This would give the team a greater opportunity to advertise their services to residents. In doing so, Camden should make use of social media advertising to target private renters and encourage them to sign up to the Camden Private Renters Forum. This would develop a database of private renters that Camden can contact with advice, news and support. Additionally, this cohort could be developed in order to increase the participation of private renters in consultations across the Council, as this sector of Camden's population is consistently underrepresented.
 - There should be a year-round communications strategy for the Private Sector Housing Service. This should look at making use of Camden's social media channels, working with the Camden New Journal to raise awareness in local news about the team's 'wins' such as the Rent Repayment Order Trial in Camden or penalties for bad landlords.
 - Communications should target specific communities of private renters. It signals to different groups of private renters, whether they're students, HMO residents, low-income private renters, that these services are here to help them.

- Camden should expand their offering online to specifically cater towards educating private renters on the new Renters Rights Act. This should include utilising the mini-site to host explainer videos, recordings of webinars and explainer documents so that renters can engage with the information in multiple formats.
- Camden should consider resourcing communications, outreach and engagement support for the Private Sector Housing Service. As outlined, there is much more that Camden can do to engage with private renters, but this can only be achieved with dedicated support and resourcing to bring additional communications and engagement support to the team who deliver the services. This will allow the Council to engage private renters to understand their position as a private renter generally and how it feels to live in Camden and also understand the level of concern about losing their homes, even with new protections.

7.3 Using Data to Strengthen Support Pathways and Understanding of Private Rented Sector in Camden (Recommendation 2)

- 7.3.1 The mini-site for the Private Sector Housing Service is effective in housing in one place all the advice that is specifically tailored to private renters. However, if this is not advertised across Camden's communications channels, then it has a limited effect. There should be an assessment of the online traffic on the site to test strategies to advertise the resource. Camden advertised its HMO licensing consultation more than it did their Private Rented Sector support on social media in 2025.
- 7.3.2 Camden should better understand the services that private renters interact with in order to reach them. Private renters are less likely to be involved in community groups, residents' associations and the traditional organisations that Camden Council uses to promote its services. Through a greater awareness of the services that private renters interact with, Camden can reach more private renters who are struggling. Camden should make use of the services that all residents come into contact with, waste services and council tax services (including student council tax services), to reach private renters as these are the services they are most likely to interface with. Additionally training for frontline Council Officers should be provided about what the Council has on offer in terms of support – this should include Contact Camden staff and Housing Officers. There are a sizable number of private renters on estates who live in a limbo, with some issues the landlord's responsibility, and some the Council's, often not knowing that the Council can support them. This would better integrate private renters into estate communities.
- 7.3.3 Camden has a good awareness of the areas across the borough with the highest density of private renters, but Camden should attempt to target on a more local level than a ward level, the streets and neighbourhoods with a high proportion of private renters. By developing a more detailed knowledge of the areas of the borough with the highest concentrations of private renters, Camden can use this

to target direct communication via letters and leaflets, as well as bus stop advertising and to local services.

- 7.3.4 Camden should also explore working external bodies to map the private renter population. This should include universities in London to work in partnership with them to map student renter hotspots and to better support student renters. Camden could also explore working with letting agents and letting platforms like Zoopla, Rightmove and OpenRent to share data, where possible, on lettings listings.
- 7.3.5 The voices of private renters are often missing in consultations. Starkly, less than 200 private renters in Camden took part in the 2025 consultation on the HMO licensing scheme, a minority of those who contributed to the consultation, and less than the number of landlords that took part. Camden should collect data in all policy consultations on the type of housing residents live in and strive to drive up engagement in the policy making process by private renters so that this important section of residents is heard.

7.4 Deepening Partnerships (Recommendation 3)

- 7.4.1 Camden should deepen partnerships with external bodies and organisations to reach a wide range of private renters. This should include:
- 7.4.2 Universities and Students' Unions – With a large student population living and renting in Camden, it is important to maintain and strengthen partnerships with universities and Students Unions to reach this cohort and work together to improve the quality of private rented student accommodation in the borough. Students are likely to be exploited due to the lack of student properties available, pressure to sign rental agreements quickly and because a high proportion of students are international.
- 7.4.3 Voluntary sector organisations – Camden is lucky to have Camden Federation of Private Tenants operating in the area who provide an excellent local service. Camden should also connect the dots on the issues that private renters face by working with other VCS advice providers like Citizens Advice, Age UK and others to better understand the sorts of issues that private renters are turning to them for advice on. Through partnerships with these organisations Camden's team can intervene in cases where they can make a difference, such as enforcement and use their knowledge to strengthen our own services.
- 7.4.4 Landlord networks – As a borough, Camden can use its position to work with landlords to share best practice and offer training and education to ensure that they are fulfilling their requirements.
- 7.4.5 Community organisations – In order to reach the range of private renters who live in the borough Camden must not limit the community organisations that they

engage with. Camden could reach out to faith organisations, local coffee shops, pubs and other local institutions that are not traditionally engaged with in order to disseminate information to private renters.

8. Conclusion

8.1 With the passage of the Renters' Rights Act into law, this provides the Council an opportunity to take stock of the ways in which it engages with private renters. Education and engagement must accompany the additional powers that the local authorities now have in order to truly make a difference to the lives of private renters.

8.2 As the number of private renters in Camden expands, the Council can and must do more to better understand who they are and the challenges they face to provide the services they need. The private rented sector in Camden is varied and diverse and so too should be the voices of private renters in their engagement with Camden Council. The Council should shift the perception that private renters are a transient population with few local ties, which should be done by raising awareness that local authorities do offer support at times of need.

9. Finance Comments of the Director of Finance

9.1 The Director of Finance was consulted during the research for this report and financial considerations are included in the main body of the report. Further comments on the financial implications of the recommendations for the council will be included in the report to Cabinet.

10. Legal Comments of the Borough Solicitor

10.1 Legal comments have been incorporated.

REPORT ENDS