

Rent Smart Wales Core Data

Aug-20



Rent Smart Wales > Registration

KPI

Landlords registered with Rent Smart Wales

Target: 104,000

Actual: 105,386

1018

Landlord registered
this month



Total to date: **105,386**

1458

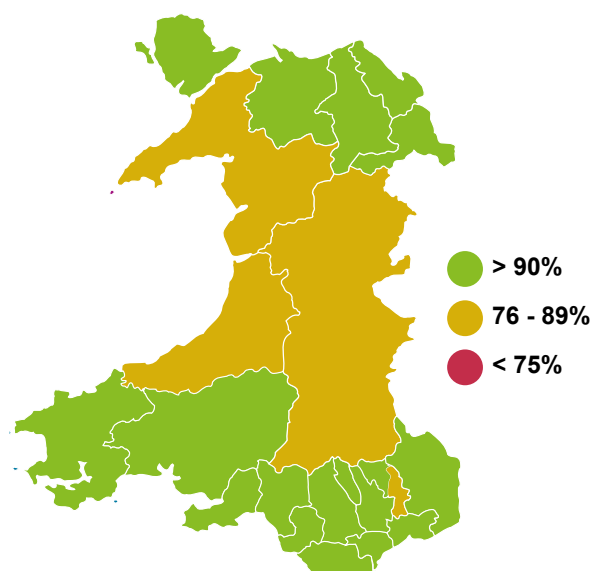
Properties registered
this month



Total to date: **212,610**

Local Authority Name	Dwelling stock estimates	Number of registered properties	Percentage registered
Blaenau Gwent	4,066	4,110	101%
Bridgend	8,067	8,640	107%
Caerphilly	9,730	8,869	91%
Cardiff	31,318	38,706	124%
Carmarthen	10,887	10,933	100%
Ceredigion	6,596	5,837	88%
Conwy	8,186	9,195	112%
Denbighshire	7,157	7,874	110%
Flintshire	7,624	7,735	101%
Gwynedd	9,045	8,091	89%
Isle Of Anglesey	4,260	3,929	92%
Merthyr Tydfil	3,284	3,526	107%
Monmouthshire	5,064	4,855	96%
Neath Port Talbot	6,988	8,023	115%
Newport	10,958	10,708	98%
Pembrokeshire	7,969	7,554	95%
Powys	11,262	8,760	78%
RCT	16,505	15,761	95%
Swansea	19,108	18,566	97%
Torfaen	4,543	3,933	87%
VOG	7,150	7,930	111%
Wrexham	7,190	8,395	117%

Properties registered by local authority



Rent Smart Wales > Licensing

KPI

Landlords and agents licensed

Target: 53,000

Actual: 52,702



52,702
Licences
issued to date

47,680 Landlords licensed
5,022 Agents licensed

Landlord licensing



Applications started this month: 555

Submitted this month: 492

Issued this month: 376

Average weeks to
approval for this
month: **0.75**

Target: 8

Applications started this month: 105

Submitted this month: 55

Issued this month: 48



Agent licensing

Average weeks to
approval for this
month: **2.51**

Target: 8

Rent Smart Wales > Training

KPI

Online training completed by landlords and agents
Target: 39,000 **Actual: 40,813**

Number of landlords and agents attending classroom courses
Target: 7,650 **Actual: 7,736**

KPI

Landlord training



425

Landlords trained this month



425 trained online



0 trained in classroom

42,204

Landlords trained to date



35,719 trained online to date



6,485 trained in classroom to date

35

Agents trained this month



35 trained online



0 trained in classroom

6,345

Agents trained to date



5,094 trained online to date



1,251 trained in classroom to date

Agent training



Rent Smart Wales > Enforcement



16

FPNs
this month

760

FPNs
to date

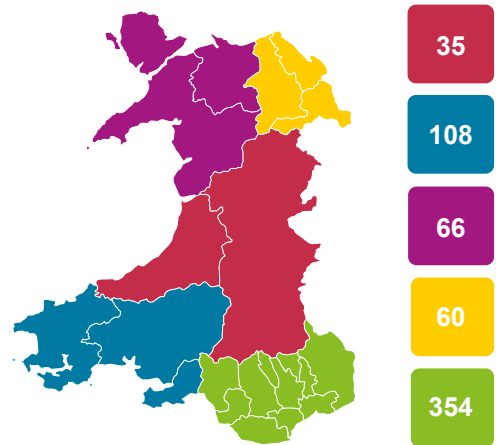
19

Average FPNs
per month

Offence by type

- 440** Failure of landlord to license
- 260** Failure of landlord to register
- 13** Failure to provide information
- 38** Failure of agent to license
- 3** Providing false and misleading information

FPNs by region



137 FPNs outside of Wales

118

Unpaid FPNs

**Please note: Prosecutions can be taken without a FPN being served*

Prosecutions



111

Successful
prosecutions

94 RSW led

17 LA led

Total fines from RSW prosecutions = £111,185

Rent Smart Wales > Engagement

Contact centre

95.8% answer rate **2,523** Inbound calls
93% target answer rate **2,418** calls answered

2,632 emails received
2,632 emails answered

Top 5 enquiries



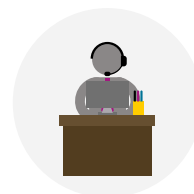
Registration /
licensing enquiry



Report an unlicensed
landlord / agent or
unregistered property



Technical
support



Signposted to
other agency



Deactivate
account

Marketing

Social



2,310 followers
970 avg. daily reach



1185 likes
14 avg. daily reach

Email

RSW Summer Newsletter

Total recipients: **47,486**
Open rate: **47%**
Click-through rate: **4%**

Tenancy Saver Loan Scheme

Total recipients: **47399**
Open rate: **47%**
Click-through rate: **3%**



Top 4 referral sources this month



40%

Letting agent



16%

Friend / colleague



5%

Local authority



8%

Search engine
Rent Smart Wales Core Data

Rent Smart Wales > Website interaction



Who interacted with us last month?

Users: **18,514**
Returning Users: **3,025**
New Users: **15,489**

Demographics:
46% female
54% male

Location (top 5):
Cardiff
London
Bristol
Newport
Caerphilly

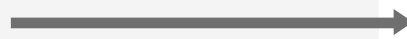
How did they access our website?

Organic search: **54%**

Direct: **37%**

Referral: **8%**

Social: **1%**



Where did they originate from?

1. sheltercymru.org.uk
2. citizensadvice.org.uk
3. gov.uk
4. cardiffhousing.co.uk
5. cardiff.gov.uk