

Rotherham East Councillors  
Rotherham Metropolitan Borough Council  
Rotherham Town Hall  
The Crofts  
Moorgate Street  
ROTHERHAM  
S60 2TH

10<sup>th</sup> March 2025

**Subject: Petition for Opposition to the Proposed Selective Licensing Scheme for 2025-30 in the Clifton Area.**

Dear Councillors,

Please find below a petition relating to Proposed Selective Licensing Scheme for 2025-30 and Its Impact on the Clifton community.

We are writing to formally express our strong opposition to the proposed Selective licensing Scheme in the Clifton area. While we understand the council's intention to improve housing conditions as well as generate revenue, we believe this scheme will have unintended and devastating consequences for the local community, including homeowners, renters and landlords. We request you to remove this area from the scheme or reconsider this proposal and explore alternative solutions that do not disproportionately burden landlords or harm the local housing market.

1. Problems in this Clifton area.

In this part of Clifton (Eastwood Mount, Newton Street, Newton Drive and Byron Drive) the majority of residents are long term owner occupiers. The property turnover rate is very low (6 properties sold in the last 5 years), as it is a very attractive area to live in, having a mix of detached, semi-detached and terraced housing. We have not experienced and don't agree with your comments that there higher levels of problems in this area such as low housing demand, anti-social behaviour, poor housing conditions, high levels of migration, high levels of deprivation, or high levels of crime.

2. Negative Impact on House Prices

The introduction of this scheme will inevitably lead to this area being earmarked as 'deprived'. We are very concerned this will result in a significant reduction in the value of our properties, some of which are valued in excess of £500k. This will mean this area is no longer being as attractive to new buyers, resulting in the opposite effect to the licensing schemes planned objectives. As demand decreases, property values are likely to decline, negatively affecting homeowners and creating instability in the local housing market and potential negative equity.

Also increased costs for landlords, many of whom will pass these expenses onto tenants through higher rents. This will reduce the affordability of housing in the area, making it less attractive to potential renters and buyers.

3. Unfair and Inconsistent Boundaries (Posted leaflet not clear on scheme scope)

The proposed boundaries for areas affected by this scheme appear to be inconsistent and lack transparency. This creates an unfair situation where some landlords and residents are penalised while others in similar circumstances are exempt. Such inconsistency undermines the fairness and credibility of the scheme and risks fostering resentment within the community. It is not clear why some areas have been included but other known problematic areas have been excluded e.g. 'The Lanes' in Eastdene, highlighted in recent BBC news coverage on the 17<sup>th</sup> February 2025.

The council leaflet posted to residents in this area is far from clear. It does not mention the 'Clifton' area by name anywhere in the leaflet but appears to encompass Clifton as part of 'Eastwood and Town Centre'. This has directly resulted in many, many Clifton residents understanding that 'Clifton is not part of the consultation scheme. Why was the Clifton area not specifically mentioned in the posted leaflet as other areas such as Brinsworth, Parkgate, Masbrough, Eastwood, Thurcroft and Dinnington? What is the plan to correct this mistake?

4. Disproportionate Burden on Landlords

While the council may view this scheme as a means of generating revenue, it places an undue financial burden on landlords, many of whom are small-scale property owners relying on rental income to supplement their livelihoods. This scheme could force some landlords to sell their properties, further destabilising the local housing market and reducing the availability of rental housing.

5. Wider Economic Consequences

The ripple effects of this proposed scheme will extend beyond the housing market. Declining property values and reduced affordability will deter new residents and businesses from settling in the area, stifling economic growth and reducing the council's tax base in the long term. This could lead to a cycle of declining investment and worsening living standards for all residents.

We would appreciate the opportunity to discuss this matter further and would be happy to provide additional input on this issue. Please do not hesitate to contact the petition organiser named below.

Thank you for your attention to this important matter. I trust that the council will act in the best interests of the local community and reconsider this policy proposal.

Details of petition organiser (main contact):

Name: Mohammed Shafiq	Address: [REDACTED]
[REDACTED]	[REDACTED]

We the undersigned petition Rotherham Metropolitan Borough Council to remove Eastwood Mount, Newton Street, Newton Drive, Byron Drive and 190-216 Badsley Moor Lane from the Proposed Selective Licensing Scheme for 2025-30 or reconsider this proposal and explore alternative solutions that do not disproportionately burden home owners, landlords or harm the local housing market.