



Llywodraeth Cymru  
Welsh Government

# **THE WAY YOU RENT IS CHANGING**

**The Renting Homes (Wales) Act**

**Partner Pack**  
August 2022

**Working together**

**for a safe home for all**

# Contents

- Introduction for stakeholders
- Campaign overview
- Campaign assets to share with landlords
- Campaign assets to share with renters
- Additional campaign assets
- Accessible materials





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# Information for Stakeholders

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# Introduction for Stakeholders

**“The Way You Rent is Changing”** is a communications campaign designed to support the introduction of the Renting Homes (Wales) Act 2016, which comes into force in Wales from 1 December 2022\*. The Act is the biggest shake-up of Housing Law in Wales for decades and will impact the roughly one in three of the Welsh population who currently live in a rented home, as well as the landlords who provide them. We want the transition to, and implementation of, the new regulations under this law to be as smooth as possible for everyone.

\*Welsh Government has announced its intention to implement the Renting Homes (Wales) Act 2016 on 1 December 2022.



# The Campaign

As part of our commitment to providing clear information to all relevant parties, Welsh Government is running a bilingual national awareness campaign to ensure both landlords and tenants are aware of the changes that take effect from December 2022.



## The campaign includes:

- Direct communications via e-mail, text message and letters to landlords and agents registered with Rent Smart Wales
- Digital advertising and communications
- Social media advertising and communications
- A TV and radio campaign
- Print media
- Direct communication with interested parties

There will be activity using this media throughout the year leading up to the implementation of the act in December, as well as after the act has been implemented to remind people of their obligations and rights. The creative treatment is designed to be inclusive of tenants and landlords and make them aware of the forthcoming changes, directing them to the website for more information.



# Your Support

As a key stakeholder or interest group, we would like your support to spread the messages of the campaign, and help your stakeholders understand how the Act will affect them, and where to access information.

The 'Stakeholder Toolkit' has been created to provide you with all the information you need and contains a range of assets, templates, and guidance on sharing the messages. We will be updating the kit as new information and assets become available, and we will let you know when new information is added.



# Sharing the Messages

One of the easiest ways for you to share messages and spread the word is via your social media channels.

You can share any of the assets or links provided in the toolkit with your online audiences on your own social media channels, or by directly sharing the posts we publish on the main Welsh Government Facebook page:

 <https://www.facebook.com/welshgovernment>

or on the Welsh Government Communities Twitter account:

 [https://twitter.com/WG\\_Communities](https://twitter.com/WG_Communities)

If you post on Twitter, please tag the above account, and use the hashtag **#TheWayYouRentIsChanging**

We have created a Sharing Guidelines document which can be found in the Toolkit for a step-by-step guide on sharing social media posts.

On the following pages, you will also find ready-to-use social media posts and accompanying assets to post directly from your own social media channels. Social media posts should link to the campaign homepage:

**<https://gov.wales/rentinghomes>** which is the first point of information for all queries, questions, or concerns about the Act and how it affects you and your stakeholders.

[Click here for our Sharing Guidelines document](#)





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# **Social Media Posts to Share with Landlords**

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# Campaign assets to share with landlords

Social media posts are available for you to share with your networks. If you share messages, please tag us using the handle below and include the hashtag **#TheWayYouRentIsChanging**.

Also, if you are not doing so already, could we ask that you follow and like us on the following social media channels:  
**@WG\_Communities (Facebook and Twitter)**

All suggested social media copy provided in this pack is within the max character count for all social channels, including Twitter.

Creative assets to accompany the social media posts have also been created and are available for download and are suitable for both **Facebook** and **Twitter**.

[Click here for campaign assets](#)



# Campaign assets to share with landlords

## Social media posts

We've put together some suggested social media posts to help you support the campaign across your channels. Please feel free to tailor these for your audience. All of the posts are suitable for both Facebook and Twitter. All social visual content options (carousel ads / static image ads) can be used in combination with our recommended social media copy.

[Click here for campaign assets](#)

**O 1 Rhagfyr 2022**, bydd Deddf Rhentu Tai (Cymru) yn gwella sut rydym yn rhentu yng Nghymru. Cliciwch i gael gwybod mwy: [llyw.cymru/rhentucartrefi](https://llyw.cymru/rhentucartrefi)

**From 1 December 2022**, The Renting Homes (Wales) Act, will improve how we rent in Wales. Click to find out more: [gov.wales/rentinghomes](https://gov.wales/rentinghomes)

**Mae'r ffordd yr ydych chi'n rhentu yn newid...**  
P'un a ydych chi'n landlord neu'n denant, mae'n bwysig eich bod yn gwybod beth mae'r newidiadau'n ei olygu i chi.

**The way you rent is changing...** if you're a landlord or a tenant, it is important to know what the changes mean for you.

**Landlordiaid:** ydych chi'n barod am y newid i'r gyfraith? Dysgwch beth mae angen i chi ei wneud nesaf trwy fynd i [llyw.cymru/rhentucartrefi](https://llyw.cymru/rhentucartrefi)

**Landlords:** are you are ready for the change in law? Find out what you need to do next by visiting [gov.wales/rentinghomes](https://gov.wales/rentinghomes)

# Campaign assets to share with landlords

## Social media assets

### 30 second TV advert (Hero film)



### Explainer Film (General)



### Explainer Film (Contracts)



[Click here for campaign assets](#)

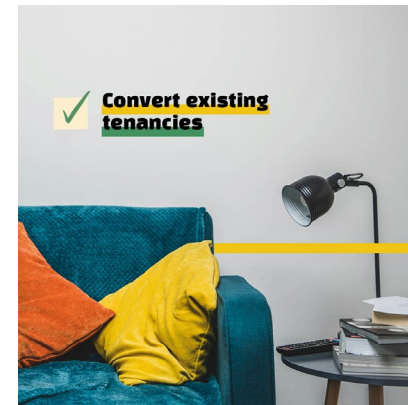
# Campaign assets to share with landlords

## Social media assets

### Static:



### Carousel:



[Click here for campaign assets](#)

# Campaign assets to share with landlords

## One-pager for landlords

We've put together a one-pager to outline the ways in which the new law will effect landlords and steps they need to take in order to comply. This would be suitable for posting on a website or blog, or including in a newsletter.

[Click here to download](#)

**1 December 2022**

**THE WAY YOU RENT IS CHANGING**

**Here's what landlords need to do...**

- ✓ **Convert existing tenancies**  
Occupation contracts can start verbally, but you must issue a written statement of the contract to all contract-holders (this replaces the current tenancy or licence agreement).
- ✓ **Be aware of new notice periods for possession**  
No-fault notice (periodic standard contracts only) - six months minimum for new occupation contracts, and can't be served in first six months of occupation.  
Breaches: No notice period for anti-social behaviour (you can apply to the court straight after giving the notice); 14 days for serious rent arrears (arrears of 8 weeks / 2 months); one month's notice for other breaches.
- ✓ **Ensure properties are Fit for Human Habitation**  
Including electrical safety testing and ensuring working smoke alarms and carbon monoxide detectors are provided.
- ✓ **Repossess an abandoned property**  
Without needing a court order, after serving a four-week warning notice.
- ✓ **Contract-holders can be added or removed**  
Without having to end the current contract and start another one.
- ✓ **Enhanced succession rights means the contract holder is entitled to pass on their home**  
(Up to two times) to other people that live with them (including a spouse, adult children or a carer) if they die.

**Working together for a safe home for all**

Visit: [gov.wales/rentinghomes](https://gov.wales/rentinghomes)





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# **Campaign Assets to Share with Renters**

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# Campaign assets to share with renters

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[Click here for campaign assets](#)



# Campaign assets to share with renters

## Social media posts

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[Click here for campaign assets](#)

O 1 Rhagfyr 2022, bydd Deddf Rhentu Tai (Cymru) yn gwella sut rydym yn rhentu yng Nghymru. Cliciwch i gael gwybod mwy: [llyw.cymru/rhentucartrefi](https://llyw.cymru/rhentucartrefi)

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**Mae'r ffordd yr ydych chi'n rhentu yn newid...**  
P'un a ydych chi'n landlord neu'n denant, mae'n bwysig eich bod yn gwybod beth mae'r newidiadau'n ei olygu i chi.

**The way you rent is changing...** if you're a landlord or a tenant, it is important to know what the changes mean for you.

Cytundebau symlach, cyfnodau rhybudd hirach a lle diogel i fyw. **Dysgwch beth mae'r gyfraith newydd yn ei olygu i chi.**

Simpler contracts, longer notice periods and a safe place to live in. **Find out what the new law means for you.**

# Campaign assets to share with renters

## Social Media Assets

### 30 second TV advert (Hero film)



### Explainer Film (General)



[Click here for campaign assets](#)

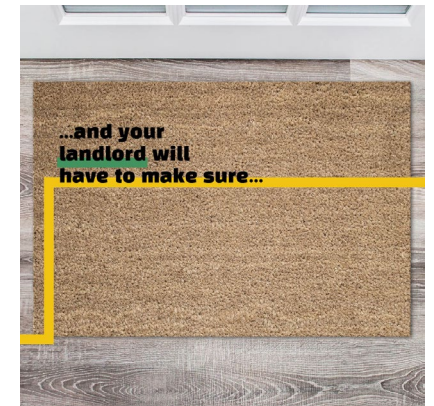
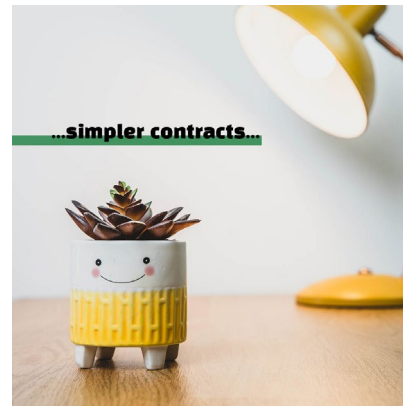
# Campaign assets to share with renters

## Social Media Assets

### Static:



### Carousel:



[Click here for campaign assets](#)



# Campaign assets to share with renters

## One-pager for renters

We've put together a one-pager to outline the ways in which the new law will effect renters. This would be suitable for posting on a website or blog, or including in a newsletter.

[Click here to download](#)



**1 December 2022**

**THE WAY YOU RENT IS CHANGING**

**Here's what renters need to know**

**New, simpler contracts will be issued**  
Tenants and licensees are called "contract holders" under the new law, and will be issued with an 'occupation contract' to replace the existing tenancy or licence agreement

**Your home must be fit to live in**  
Your landlord must fit a smoke alarm, a carbon monoxide alarm, and carry out regular electrical safety testing

**More notice of a rent increase**  
The notice period for a rent increase will double from one month to two months.

**Stronger rights to stay in your home**  
New contracts issued after 1 December will be subject to a minimum of six months' notice, if you're not at fault and the landlord wishes to repossess the property (often called a 'no-fault eviction'). Also, your landlord cannot give you this six-month notice until you've lived in the property for six months. This means you're guaranteed to have a minimum occupation right of a year.

**'Revenge' evictions prevented**  
Your landlord cannot ask you to leave just because you've complained that your home is in a poor state of repair (for example, your boiler is broken). This is sometimes referred to as a 'retaliatory eviction'

**Contract-holders can be added or removed**  
From the contract more easily. This means, if another joint contract-holder leaves the contract, you won't be at risk of homelessness.

**Greater rights to pass your home if you die**  
These 'succession rights' include your partner or adult children, if they live with you.

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Visit: [gov.wales/rentinghomes](http://gov.wales/rentinghomes)



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# **Additional Assets**

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# Additional assets

## Printable leaflet



**1 December 2022**

# THE WAY YOU RENT IS CHANGING

**for tenants & landlords**

From **1 December 2022**, The Renting Homes (Wales) Act 2016 will change the way landlords in Wales rent out their properties.

The new law **simplifies agreements, improves the condition** of rental homes in Wales and offers **greater security and certainty to tenants and landlords**.



### What does the new law mean for me?

#### Tenants

Under the new law, tenants and licencees will become 'contract-holders'. Tenancy agreements will be replaced with 'occupation contracts'. The new law will make renting easier and provide greater security.

For contract-holders this will mean:

- receiving a written contract setting out your rights and responsibilities
- an increase in the 'no fault' notice period from two to six months
- greater protection from eviction
- improved succession rights, these set out who has a right to continue to live in a dwelling, for example after the current tenant dies
- more flexible arrangements for joint contract-holders, making it easier to add or remove others to an occupation contract

#### Landlords

All social and private landlords, including those who rent their properties through management companies or agents, will need to:

- comply with the new law
- make the necessary updates to their properties and paperwork

For landlords this will mean:

- A simpler system, with two types of contract: 'Secure' for the social rented sector and 'Standard' for the private rented sector.
- Ensuring homes are fit for human habitation (FHH). This will include electrical safety testing and ensuring working smoke alarms and carbon monoxide detectors are fitted.
- Abandoned properties can be repossessed without needing a court order.

### What should I do next?

We want this transition to be as smooth as possible for everyone.

Whether you're a landlord or a tenant it is important you know what the changes mean for you.

For more information on how the law is changing visit [gov.wales/rentinghomes](http://gov.wales/rentinghomes) or speak to your landlord.

### Working together for a safe home for all

[Click here to download](#)

## Printable poster



**MAE'R Ffordd YR YDYCH CHI'N RHENTU YN NEWID**

Ewch i: [llyw.crymru/rhentucartrefi](http://llyw.crymru/rhentucartrefi)

# THE WAY YOU RENT IS CHANGING

Visit: [gov.wales/rentinghomes](http://gov.wales/rentinghomes)

**Gweithio gyda'n gilydd i roi cartref diogel i bawb**

**Working together for a safe home for all**

[Click here to download](#)

## Additional assets

### Logos

We are happy for you to use the campaign calls to action and other graphical elements on your communications, as long as they are not stretched, distorted or changed in any way.

We have also created a Brand Guidelines document to give more detail on how to use these.

[Click here for Logos](#)

[Click here for Brand Guidelines](#)

**THE WAY  
YOU RENT  
IS CHANGING**

Visit: [gov.wales/rentinghomes](https://gov.wales/rentinghomes)

**MAE'R FFORDD  
YR YDYCH  
CHI'N RHENTU  
YN NEWID**

Ewch i: [llyw.crymru/rhentucartrefi](https://llyw.crymru/rhentucartrefi)

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**Gweithio gyda'n gilydd**

**i roi cartref diogel i bawb**



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# **Accessible Materials**

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# Supporting people who have difficulty using the internet

We are very keen to make sure everyone can access the messages and information relating to the changes.

So, we would like to ask for your help with one final thing... **Are you aware of anyone who is affected by this change in law – either as a tenant or a landlord – who might have difficulty accessing the information online? If you are, could you support them in one of the following ways?**

- Could you have a 121 session with them where you can log on to the website and read about the changes and information?
- Do you organise or contribute to a regular meeting or group where you could also support them to access this information?
- Where there is no other option, could you print the materials for them to read? Obviously being mindful of the environmental impact this may have.
- Is there any support you need from us to get this message out to as many of your stakeholders or interested parties as possible?



# Additional materials

Click the links below to access additional campaign materials

- **Easy to Read document** - This is an accessible, easy to read document to explain in simple terms the effects and consequences of the act. This is also available in other languages [here](#)
- **Braille leaflets** – please email [rentinghomes@gov.wales](mailto:rentinghomes@gov.wales) if you would like a copy
- **Large format leaflets** – please email [rentinghomes@gov.wales](mailto:rentinghomes@gov.wales) if you would like a copy
- **British Sign Language (BSL)** interpretation of the Explainer films and Hero film are available in the Toolkit





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# Thank You

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