



<b>Subject:</b>	Quarter 3 (2025/26) statistics on the public level of engagement with the HMO website and proposed advertising campaign for January / February 2026.
<b>Date:</b>	21 January 2026
<b>Reporting Officer:</b>	Kevin Bloomfield, NIHMO Manager
<b>Contact Officers:</b>	Kevin Bloomfield, NIHMO Manager Helen Morrissey, City Protection Manager

<b>Restricted Reports</b>	
<b>Is this report restricted?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>If Yes, when will the report become unrestricted?</b>	
<b>After Committee Decision</b>	<input type="checkbox"/>
<b>After Council Decision</b>	<input type="checkbox"/>
<b>Some time in the future</b>	<input type="checkbox"/>
<b>Never</b>	<input type="checkbox"/>

<b>Call-in</b>	
<b>Is the decision eligible for Call-in?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	Members at their November 2025 meeting requested that officers provide statistics on the public level of engagement with the HMO section on the Council's website on a quarterly basis
1.2	To highlight a publicity campaign commencing on the 26 January 2026 to coincide with the commencement of the letting season for students looking new accommodation for the 2026/27 academic year.

2.0	<b>Recommendations</b>								
2.1	The Committee is requested to note the engagement with the HMO section via the website during quarter 3 of the financial year 2025/26.								
2.2	The Committee is requested to note an advertising campaign scheduled to coincide with the commencement of the student letting season for the academic year 2026/27								
3.0	<b>Main report</b>								
	<b><u>Key Issues</u></b>								
3.1	From 15 September (launch of Know your rights booklet) – 31 December 2025 the HMO section of the Council's website received the following level of engagement.								
	<table border="1"> <thead> <tr> <th>Webpage</th><th>Views</th></tr> </thead> <tbody> <tr> <td><a href="#">NIHMO</a></td><td>4,879</td></tr> <tr> <td><a href="#">Know your rights: A guide for HMO tenants</a></td><td>288</td></tr> <tr> <td><a href="#">Information for tenants</a></td><td>183</td></tr> </tbody> </table>	Webpage	Views	<a href="#">NIHMO</a>	4,879	<a href="#">Know your rights: A guide for HMO tenants</a>	288	<a href="#">Information for tenants</a>	183
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<a href="#">NIHMO</a>	4,879								
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3.2	A social media advertising campaign with a primary target audience of students looking for new accommodation for the September term and a secondary audience of landlords, education establishments and parents will commence on the 26 January 2026 for a 2-week period.								
3.3	The strap line “ <i>Students: check before you rent - If the house is an HMO, make sure it's licensed.</i> ” will front the campaign.								
3.4	The campaign will also focus on the obligations the HMO licence holder has to maintain the property during the term of the tenancy, building on recent articles in “City Matters”.								
3.5	Officers will also use boosted social media adverts, website pop-ups / banners, a press release and an article on Interlink.								
3.6	The messaging will also be relayed by Officers to Landlords Association for Northern Ireland (LANI), student bodies, higher education institutions and Northern Ireland Council for Inclusion on their website / social media channels.								
	<b><u>Financial &amp; Resource Implications</u></b>								
3.7	The funding of the advertising campaign is met from HMO licence fee income and does not place a financial burden on the rate payer.								
	<b><u>Equality or Good Relations Implications/Rural Needs Assessment</u></b>								
3.8	There are no issues associated with this report.								