

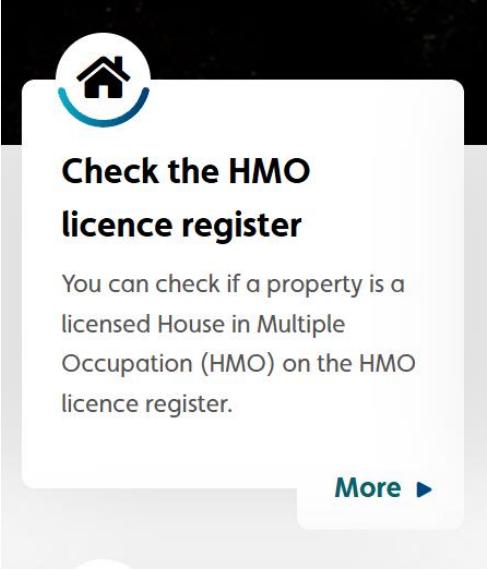


<b>Subject:</b>	Quarter 4 (2025/26) statistics on the public level of engagement with the HMO website and the “check your HMO is licenced” campaign.
<b>Date:</b>	22 April 2026
<b>Reporting Officer:</b>	Kevin Bloomfield, NIHMO Manager
<b>Contact Officers:</b>	Kevin Bloomfield, NIHMO Manager Helen Morrissey, 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 checked="" type="checkbox"/> No <input 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 the publicity campaign which ran from the 26 January to 6 February 2026 which coincided 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 4 of the financial year 2025/26.						
2.2	The Committee is requested to note the advertising campaign “check your HMO is licensed” which ran from 26 January – 6 February 2026, with communications directing to <a href="http://www.belfastcity.gov.uk/checkhmolicence">www.belfastcity.gov.uk/checkhmolicence</a> .						
	 <p>The image shows a website banner with a dark background. At the top left is a circular icon containing a white house symbol. Below the icon, the text reads: "Check the HMO licence register". Underneath this, in smaller text, it says: "You can check if a property is a licensed House in Multiple Occupation (HMO) on the HMO licence register." At the bottom right of the banner, there is a blue button with the text "More" and a right-pointing arrow.</p>						
3.0	<b>Main report</b>						
	<b><u>Key Issues</u></b>						
3.1	From 1 January 2026 – 31 March 2026 the HMO section of the Council’s website received the following level of engagement.						
	<table border="1" data-bbox="236 1294 1469 1402"> <thead> <tr> <th data-bbox="236 1294 852 1330">Webpage</th> <th data-bbox="852 1294 1469 1330">Views</th> </tr> </thead> <tbody> <tr> <td data-bbox="236 1330 852 1366"><a href="#">NIHMO</a></td> <td data-bbox="852 1330 1469 1366">4,233</td> </tr> <tr> <td data-bbox="236 1366 852 1402"><a href="#">Know your rights: A guide for HMO tenants</a></td> <td data-bbox="852 1366 1469 1402">144</td> </tr> </tbody> </table>	Webpage	Views	<a href="#">NIHMO</a>	4,233	<a href="#">Know your rights: A guide for HMO tenants</a>	144
Webpage	Views						
<a href="#">NIHMO</a>	4,233						
<a href="#">Know your rights: A guide for HMO tenants</a>	144						
3.2	During the campaign period of 26 January – 6 February 2026, the <a href="http://www.belfastcity.gov.uk/checkhmolicence">Check the HMO licence register</a> ( <a href="http://www.belfastcity.gov.uk/checkhmolicence">www.belfastcity.gov.uk/checkhmolicence</a> ) web page received 338 views, representing a 55.8% increase compared to the previous two-week period, which had 217 views.						
	<b>Check your HMO licence campaign</b>						
3.3	The ‘check your HMO licence’ campaign ran from 26 January – 6 February 2026, with communications directing to <a href="http://www.belfastcity.gov.uk/checkhmolicence">www.belfastcity.gov.uk/checkhmolicence</a> . It encouraged students and other prospective tenants to check that their next shared rental is licensed as a house of multiple occupancy (HMO).						
3.4	Officers used boosted social media adverts, website pop-ups / banners, a press release and an article on Interlink to promote the campaign.						
3.5	News release is available at <a href="https://www.belfastcity.gov.uk/News/Council-reminds-tenants-to-use-free-online-guide-a">https://www.belfastcity.gov.uk/News/Council-reminds-tenants-to-use-free-online-guide-a</a>						

3.6	<p>Interlink article is available at <a href="https://belfastcitycouncil.sharepoint.com/sites/intranet/intranet/Pages/news/4563-hmos-jan-2026.aspx">https://belfastcitycouncil.sharepoint.com/sites/intranet/intranet/Pages/news/4563-hmos-jan-2026.aspx</a></p> <p><b><u>Financial &amp; Resource Implications</u></b></p>
3.7	<p>The funding of the advertising campaign is meet from HMO licence fee income and does not place a financial burden on the rate payer.</p> <p><b><u>Equality or Good Relations Implications/Rural Needs Assessment</u></b></p>
3.8	<p>There are no issues associated with this report.</p>