



**PAL is a landlord and property accreditation scheme that aims to improve the standard of privately rented accommodation in Welwyn Hatfield.**

Founded by Welwyn Hatfield Borough Council and the University of Hertfordshire, the scheme recognises landlords, letting and managing agents that meet their legal obligations and those that go above and beyond to provide quality homes in our borough.

## Become a PAL supporter

PAL is supported by a number of public and private organisations, charities and social enterprises who are involved in and endorse our scheme including: Hertfordshire Constabulary, Fire and Rescue Service, Citizens Advice Bureau, Welwyn Hatfield Community Housing Trust (WHCHT) and Accreditation Network UK (ANUK).

If you could have a positive impact on landlord and tenant participation and would like to support our cause, we would love to hear from you.

## Benefits for PAL supporters

PAL supporters benefit from the following:

- ### Association with improving rental standards in the borough

Associate your organisation with improving the standard of privately rented accommodation in Welwyn Hatfield

- ### Get involved in shaping our scheme

Join our supporters' steering group and help us improve and develop our scheme

- ### Promotion on our website

Gain free promotion on the PAL website and in other marketing materials

## Our supporters

The PAL accreditation scheme for landlords and properties is supported by:

### Founders



### Supporters





## Role of a supporter

A supporter's role is to help increase landlord and/or tenant participation in our scheme. We don't want to be prescriptive about how a supporter does this as it will depend on the individual organisation and is something we would agree with supporters on a one to one basis.

Ways in which our supporters can help include:

- ◆ **Promoting our scheme to your customers and contacts**

Including content about our scheme in your communications, on your website and through social media

- ◆ **Co-branding our communications**

Allowing us to put your logo on our communications if we feel it will add credibility and validation when trying to reach certain audiences

- ◆ **Distributing our literature**

Making our leaflets and other relevant communications available at relevant venues and events

- ◆ **Referring landlords and/or tenants to our scheme**

Actively encouraging landlords and tenants to visit our website and engage with our scheme

- ◆ **Promoting accredited landlords and agents**

Actively promoting accredited landlords and agents over those that aren't accredited

- ◆ **Joining our steering group**

Bringing relevant experience and expertise to our steering group

## JOIN OUR SUPPORTERS

If you think you could increase participation in our scheme and are interested in becoming a supporter, then please contact the PAL Accreditation Manager on 01707 357366 or by email at [administrator@PAL-online.org.uk](mailto:administrator@PAL-online.org.uk).

Find out more about this University of Hertfordshire and Welwyn Hatfield Borough Council scheme today at [www.pal-online.org.uk/supporters](http://www.pal-online.org.uk/supporters)

