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# Partnership Toolkit

November 2025



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# Introduction for stakeholders

“Renting is Changing” is a communications campaign designed to support the implementation of the Renters’ Rights Act 2025. The changes will usher in a new era for private renting by bringing about the most significant changes to the sector in nearly 40 years, and will come into effect over three phases, the first of which is starting on 1st May 2026. We want the transition to, and implementation of, the new law to be as smooth as possible for everyone.

# The campaign

As part of our commitment to providing clear information to all relevant parties, the government is running a national awareness campaign to ensure landlords are aware of the changes that are due to take effect.

## **The campaign includes:**

- > **Digital advertising and communications**
- > **Social media advertising and communications**
- > **National radio campaign**

There will be activity using the forms of media listed above in the lead up to the Act's implementation, as well as after it has been implemented to remind people of their rights and responsibilities. Our communication strategy is designed to target landlords in the first instance and make them aware of the need to stay on top of the forthcoming changes. We will focus on raising awareness of the changes with tenants around the time of implementation.

# Your support

As a key stakeholder, we would like your support to spread the messages of the campaign, and help your stakeholders understand how the Renters' Rights 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 toolkit as new information and assets become available, and we will let you know when new information is added.

# Printed assets

## Available assets:

A5 leaflet  
A4 checklist

### A5 leaflet



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## Renting is changing

The Renters' Rights Act 2025 is ushering in a new era for private renting and represents the most significant change to the sector in nearly 40 years.

Approximately 11 million renters and 2.3 million landlords live and work in the private rented sector in England. These changes will give tenants greater stability and security. They will also break down barriers that can prevent some people and families from renting altogether.

These important changes make for a fairer, more stable, and more secure rental system that benefits everyone.

### An overview of the changes taking effect on 1st May 2026:

- Section 21 'no fault' evictions will be abolished. Landlords will no longer be able to evict tenants without a specific, legally valid reason. This will provide **greater security for tenants, empowering them** to challenge poor practice and unfair rent increases without fear of eviction.
- Fixed term assured tenancies will be banned. Tenancies will roll over until either party chooses to end it. Renters will be able to end a tenancy at any point by giving **two months' notice**. Landlords will be able to end a tenancy by using a specific, legally defined reason, known as a 'possession ground'.
- Tenants will benefit from a **12-month protected period** at the beginning of a tenancy during which landlords will not be able to evict them to move in or sell the property.
- It will be illegal for landlords to discriminate against prospective renters who have **children or receive benefits** – helping to ensure everyone is treated fairly when looking for a place to live.
- Landlords will be prevented from asking for, encouraging, or accepting bids above the advertised rent price, which will put an end to **rental bidding wars**.
- Landlords will be able to request a maximum of **one month's rent upfront**.
- Rent increases will be legally limited to **once per year**.

### The renting changes also bring with them new rights for tenants.

- Every tenant will have the **right to request a pet**, which the landlord cannot unreasonably refuse.
- Tenants will be able to challenge rent increases with confidence at the tribunal if they feel rent hikes are above market prices.


These changes will make the renting system fairer, more stable, and more secure. Landlords will need to be on top of the changes and read the guidance available on [gov.uk/rentingischanging](https://www.gov.uk/rentingischanging).



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Renting is changing

### A4 checklist



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## Renters' Rights Act: Landlord Checklist

Renting is changing. Reforms to the private rented sector in England are bringing in new rights and responsibilities for landlords, letting agents and tenants.

The first phase of reforms will be introduced on 1st May 2026. We will introduce a new tenancy system, including an end to Section 21 'no-fault' evictions, alongside measures to end rental bidding, rental discrimination and rent in advance.

Other measures, like the PRS Database and PRS Ombudsman, will be introduced in later phases. You can find out more about the timing of our reforms through our implementation roadmap at [gov.uk/government/publications/renters-rights-act-2025-implementation-roadmap](https://www.gov.uk/government/publications/renters-rights-act-2025-implementation-roadmap).

### What you can do now

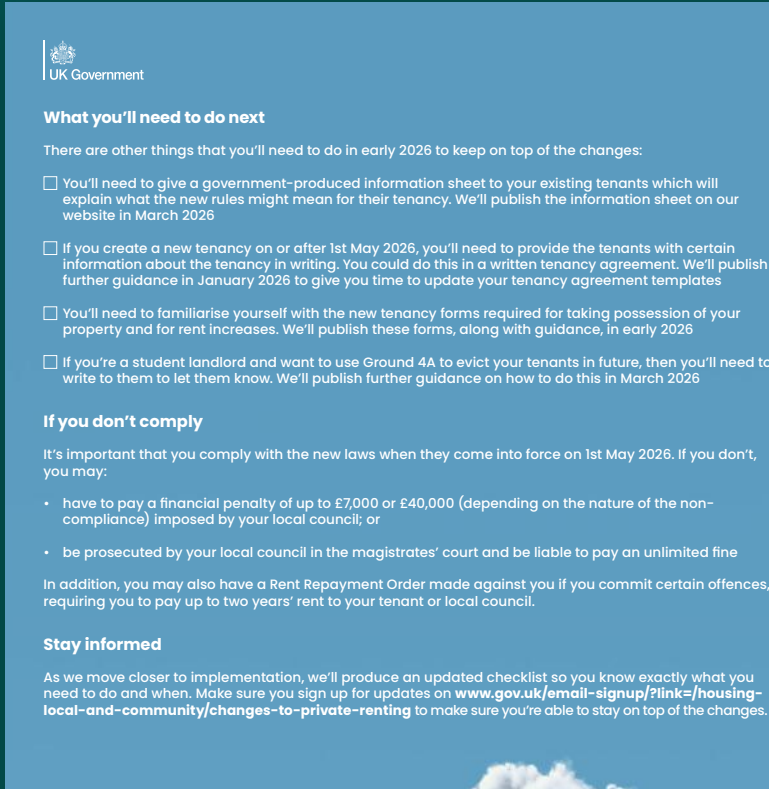
As a landlord, we know you need time and support to prepare your business for the changes. Here's what you can do now to get ready for the first phase of implementation:

- Read the new [GOV.UK guidance](https://www.gov.uk/guidance) to familiarise yourself with the changes
- Sign up via [gov.uk/rentingischanging](https://www.gov.uk/rentingischanging) so you know when:
  - The official government information sheet is published (you'll need to give this to your tenants, if you have an existing written tenancy agreement)
  - The new rules for future written tenancy agreements are published
- Think about how you'll update your rent increase processes so they're compliant with the legislation on 1st May 2026
- Plan how you'll update your website – if you have one – and any internal documents to reflect the new rules
- Review your mortgage, insurance, and tenancy agreement documents for clauses that restrict tenants with children or those receiving benefits. These are nullified as part of measures to prevent rental discrimination
- Plan how to make sure any property listings adverts that you intend to publish after 1st May 2026 include the asking price. You won't be able to ask for, encourage, or accept offers above this price from that date



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### What you'll need to do next

There are other things that you'll need to do in early 2026 to keep on top of the changes:

- You'll need to give a government-produced information sheet to your existing tenants which will explain what the new rules might mean for their tenancy. We'll publish the information sheet on our website in March 2026
- If you create a new tenancy on or after 1st May 2026, you'll need to provide the tenants with certain information about the tenancy in writing. You could do this in a written tenancy agreement. We'll publish further guidance in January 2026 to give you time to update your tenancy agreement templates
- You'll need to familiarise yourself with the new tenancy forms required for taking possession of your property and for rent increases. We'll publish these forms, along with guidance, in early 2026
- If you're a student landlord and want to use Ground 4A to evict your tenants in future, then you'll need to write to them to let them know. We'll publish further guidance on how to do this in March 2026

### If you don't comply

It's important that you comply with the new laws when they come into force on 1st May 2026. If you don't, you may:

- have to pay a financial penalty of up to £7,000 or £40,000 (depending on the nature of the non-compliance) imposed by your local council; or
- be prosecuted by your local council in the magistrates' court and be liable to pay an unlimited fine

In addition, you may also have a Rent Repayment Order made against you if you commit certain offences, requiring you to pay up to two years' rent to your tenant or local council.

### Stay informed

As we move closer to implementation, we'll produce an updated checklist so you know exactly what you need to do and when. Make sure you sign up for updates on [www.gov.uk/email-signup?links=housing-local-and-community/changes-to-private-renting](https://www.gov.uk/email-signup?links=housing-local-and-community/changes-to-private-renting) to make sure you're able to stay on top of the changes.



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Download here

# Animated social assets

We have a range of social assets available.

**20" animated social assets:**

1x1, 9x16, 16x9

**15" animated social assets:**

1x1, 9x16, 16x9

**10" animated social assets:**

1x1, 9x16, 16x9

[Download here](#)

16x9



9x16



1x1





# Social post copy

**Post copy** (recommended to be used before implementation from now until February 2026)

Renting is changing.

As a landlord you will need to get on top of these important changes. These changes will affect how you manage your tenancies.

They are easy to stay on top of, read the **guidance at [gov.uk/rentingischanging](https://gov.uk/rentingischanging)**

**Post copy** (stronger message recommended to be used before implementation in March and April 2026)

Renting is changing.

As a landlord you will need to get on top of these important changes. The law will change on 1st May 2026, and it will affect how you manage your tenancies.

Act now: read the guidance, and check what you need to do at **[gov.uk/rentingischanging](https://gov.uk/rentingischanging)**

**Post copy** (to be used following implementation from 1st May)

Renting is changing.

As a landlord you need to get on top of these important changes. The law has now changed, and it will affect how you manage your tenancies.

Act now: read the guidance, and check what you need to do at **[gov.uk/rentingischanging](https://gov.uk/rentingischanging)**

[Download here](#)

# Digital banners & email signature

## Available assets:

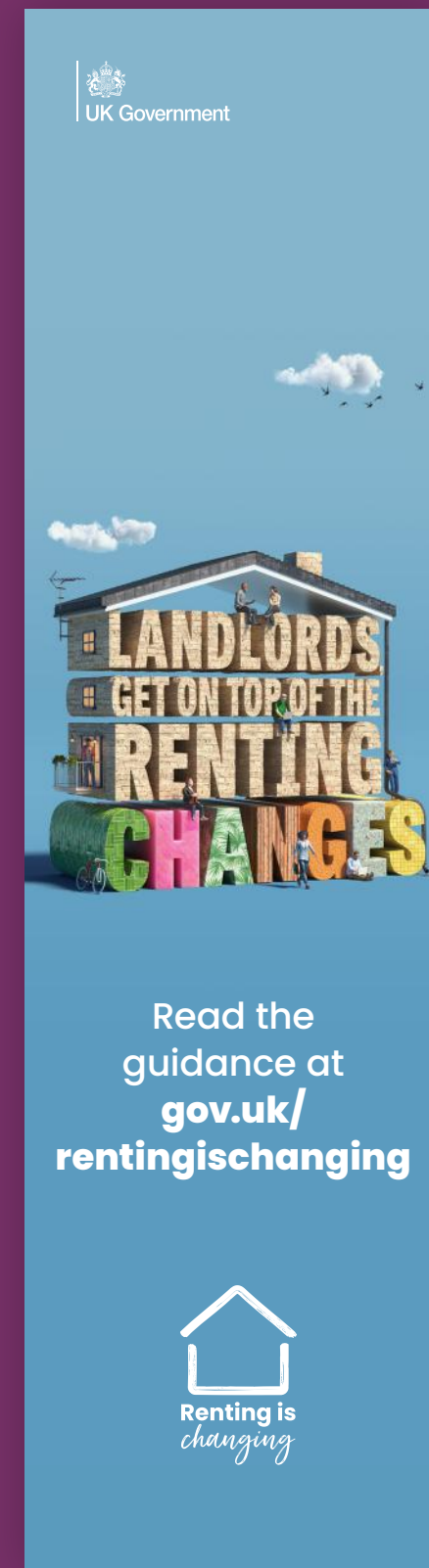
- 240x400
- 160x600
- 700x300
- 300x250

## Email:

400x100

[Download here](#)

160x600



240x400



700x300



300x250



Email – 400x100





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# Thank you

To find out more about the  
Renters' Rights Act, please visit  
[gov.uk/rentingischanging](https://www.gov.uk/rentingischanging)



 Renting is  
*changing*