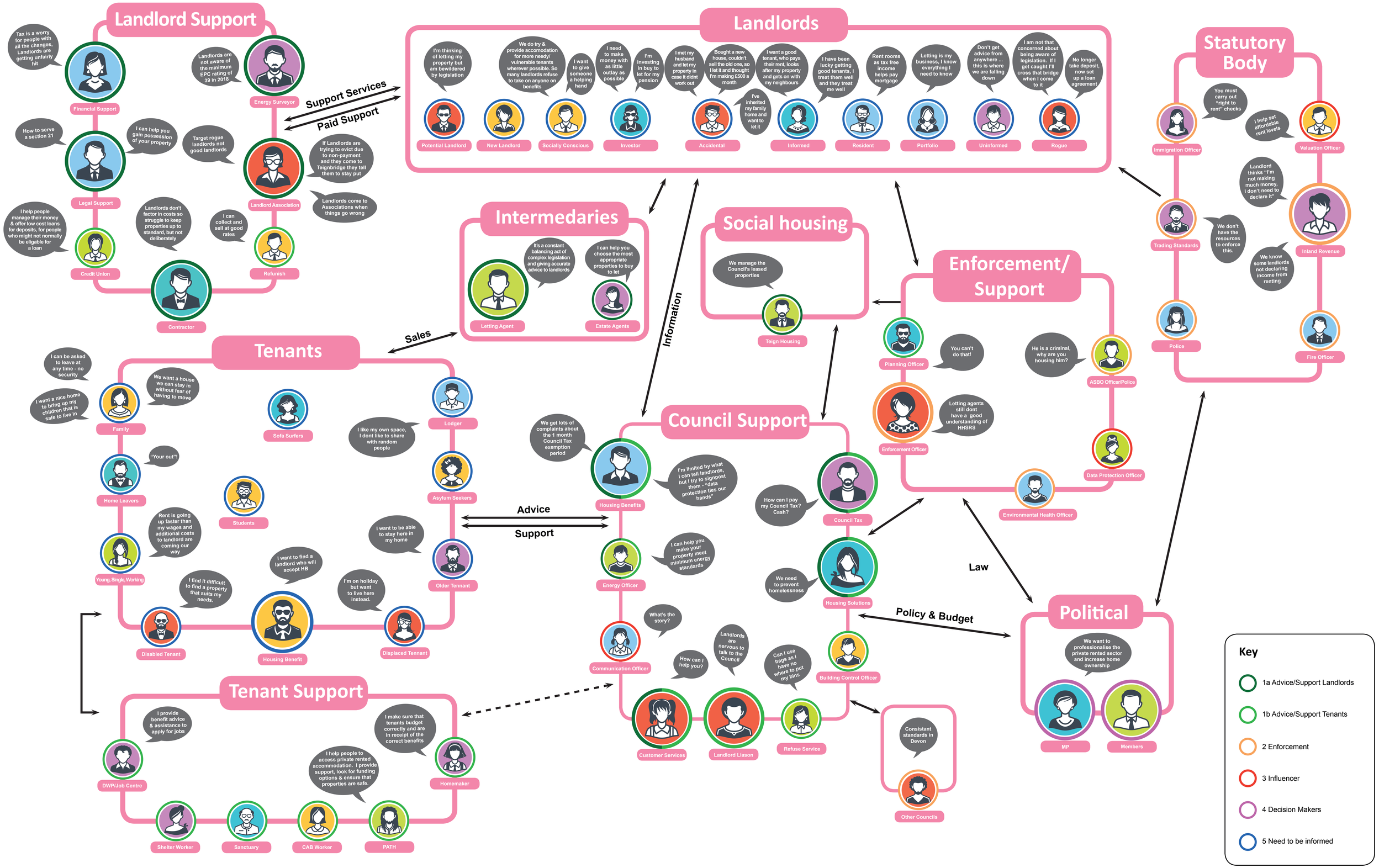How might we better understand & engage with private sector landlords?