



Breaking the damp and mould spiral with technology.

Protecting homes, health and trust.



Repair completed

Resident feedback



Very good

Introduction.

Damp and mould¹ aren't just eyesores or minor nuisances; they're silent invaders, eroding the safety and dignity of homes, and in some cases, the health and well-being of those who live there.

For too long, damp and mould have been treated as minor inconveniences, tackled with temporary fixes or dismissed outright. Open the windows. Use a dehumidifier. Wait for the contractor. These quick solutions rarely address the root causes, leaving residents trapped in homes that grow increasingly unsafe and property managers facing mounting costs and accountability pressures.

Breaking the cycle means making safety the highest priority. Damp and mould don't just compromise a building's structure—they directly impact the health and well-being of its residents. Property managers have a duty to ensure that homes are not just places to live, but places where people can thrive without fear of illness.

Yet, despite its consequences, the problem persists. Over 900,000² homes in England alone are affected by damp and mould, impacting not just resident health but also property value, energy efficiency and landlord-resident relationships. It's a challenge that goes beyond individual homes—it's a systemic issue tied to aging housing stock, rising energy costs and stretched property management resources.

Equally important is trust. A resident's home is their sanctuary, and when it's plagued by persistent damp or mould, it creates a sense of neglect and betrayal. The resident-landlord relationship is fragile, and every ignored complaint, delayed repair, or insufficient fix chips away at that trust. Rebuilding this trust requires property managers to be proactive, transparent and committed to lasting solutions.



¹Damp and mould remain a major issue for the housing sector (propertymark.co.uk)

²Health inequalities: Cold or damp homes (commonslibrary.parliament.uk)

1. The hidden cost of neglect.

The cost of neglect extends far beyond legal fines or repair bills. It impacts the health and safety of residents, damages trust between landlords and residents and can even lead to long-term property devaluation.

Few stories highlight the stakes more powerfully than that of Awaab Ishak. In the December of 2020, two-year-old Awaab tragically passed away as a direct result of health complications caused by exposure to black mould in the social home he lived in. This was entirely preventable. Awaab's family had raised concerns about the mould in their one-bedroom Rochdale flat, but the issue was never resolved, with advice given to simply paint over it.

This failure to act laid bare a critical gap in accountability and urgency that is all too common in property management. For many residents, reporting damp or mould feels futile, with long delays, inadequate solutions or dismissals leaving them to endure worsening conditions. In extreme cases, the consequences, as Awaab's case painfully illustrated, can be fatal.

As a result of this, Awaab's Law³ was introduced in 2023 and is expected to come into effect in December 2024.

In summary, the legislation will ensure that landlords are responsible for:

- **Ensuring property standards:** Landlords must meet the decent homes standard, assess for damp and mould, and quickly address any issues.
- **Implementing a 14-day hazard response:** Investigate reported hazards within 14 days and provide a written report detailing the hazard, solution and timeframe for repairs.
- **Prompt repair timeline:** Repairs for significant health risks must start within 7 days; emergencies require a 24-hour response.
- **Complete repairs in 'reasonable time':** As per the landlord and resident act 1985, repairs should be finished within a reasonable time, with consideration for resident vulnerability and age.

Did you know?

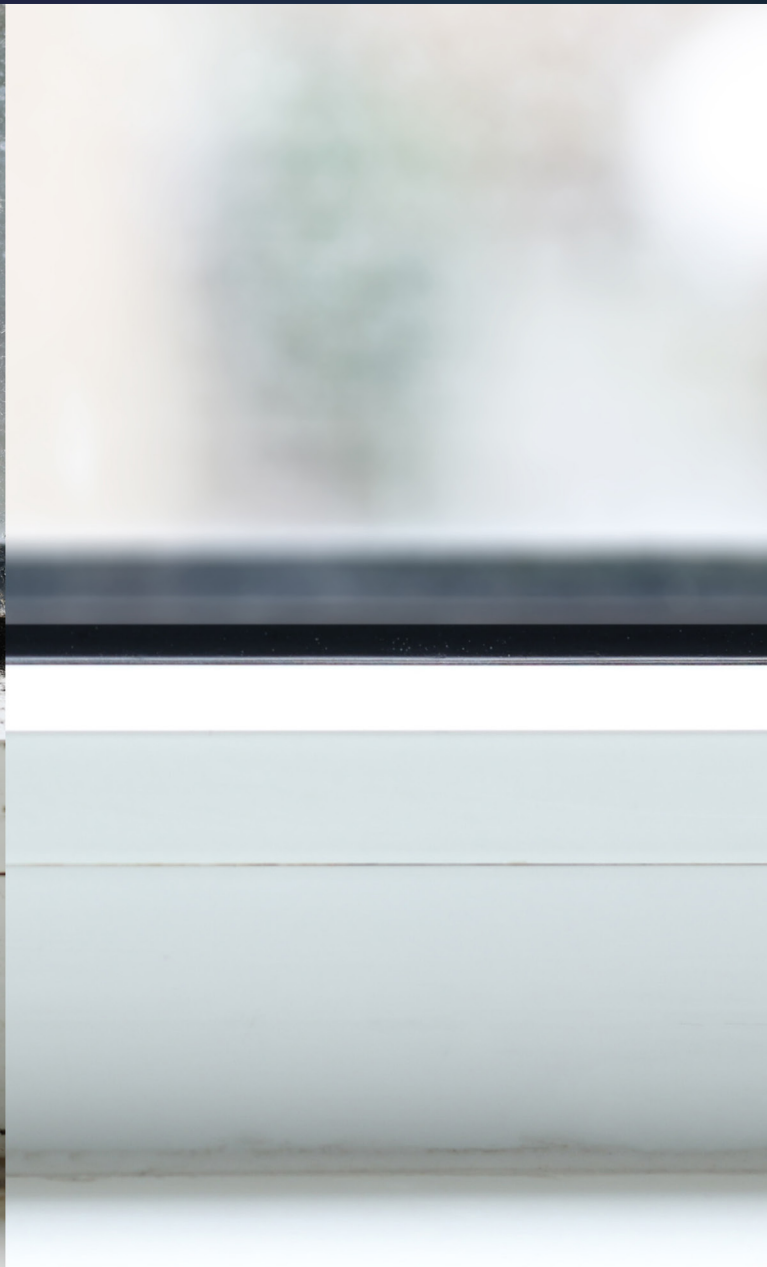
Properties with unresolved damp and mould issues lose up to 10% of their market value due to reduced buyer interest and higher perceived maintenance costs.⁴

³Awaab's Law: Consultation on timescales for repairs in the social rented sector (gov.uk)

⁴Financial Impacts of Mould

- **Alternative accommodation:** Provide temporary housing if repairs can't be completed within the required timeframes.
- **Document communication:** Maintain records of all interactions between residents and contractors.
- **Legal accountability:** Include these standards in tenancy agreements, enabling residents to hold landlords accountable.

Awaab's Law is more than just a regulatory hurdle; it's an opportunity to reset expectations, prioritise resident well-being, and build a new culture of responsibility in property management.



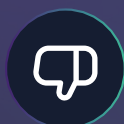
2. Why action matters.

Delaying action on damp and mould issues can have serious consequences for both property management and resident well-being:



Health Implications

Mould exposure can lead to severe respiratory problems, especially for young children, the elderly and those with compromised immune systems. Living in these conditions increases the likelihood of health complaints and complications.



Resident dissatisfaction

For residents, damp and mould contribute to dissatisfaction, generating complaints and even legal claims. Unresolved issues can harm resident relations and make attracting new residents more challenging.



Structural deterioration

Prolonged exposure to moisture accelerates decay, leading to costly structural repairs and mould treatments that could have been minimised with early intervention.



Regulatory pressures

The housing ombudsman has observed heightened scrutiny on landlords to address damp and mould issues swiftly. Timely interventions are essential to maintaining both property integrity and resident trust.

Addressing damp and mould at the earliest stages not only protects property investments but also safeguards the health and satisfaction of residents, helping property managers comply with regulations and avoid escalating costs.

Did you know?

It is estimated that the NHS would save £38,356,200 per year on treating patients with damp and mould-related illnesses if damp problems were rectified.⁵

⁵UK Damp and Mould Statistics 2023 (homebritewindows.co.uk)

3. Understanding the problem.

It's crucial to understand the difference between damp and mould. The two issues are connected but have some key differences in how they are spotted and dealt with.

What is damp?

Damp is a common occurrence in residential buildings and is often caused by an excessive build of moisture. There are various types of damp, including condensation damp, penetrating damp and rising damp, each with unique sources and signs.

What is mould?

Mould is the next step. If damp is left unaddressed for too long it will develop in mould, a fungus that thrives in environments with excess moisture, and typically appears as black or green spots.

Subtle indicators of damp and mould issues

In addition to visible signs, subtle indicators like high humidity, peeling paint and cold walls can also hint at damp and mould:



High indoor humidity

When humidity exceeds 60%—such as in steamy bathrooms—moisture can accumulate and create mould-friendly conditions.



Peeling or bubbling paint and warped walls

Moisture trapped within surfaces can cause paint to peel or bubble, creating an ideal space for mould spores to settle.

Did you know?

Did you know? For every £1 spent on proactive damp and mould prevention, property managers save an average of £5 in reactive repair costs

4. Breaking the cycle.

Damp and mould can quickly escalate if left unchecked, creating a loop of unresolved issues. Well-meaning but incorrect advice often only makes things worse. Recognising the early warning signs is essential for effective intervention.

Here's a breakdown of how damp transitions into mould and the indicators to watch for.

Did you know?

Properties where residents receive educational materials on mould prevention see a 60% reduction in reported cases of damp and mould.⁶

The spiral of solutions and problems



⁶Housing Ombudsman Service PDF

5. Damp and mould timeline.

0–24 hours



Initial damp exposure

Water enters a space, and materials begin absorbing moisture. Dampness is present at this stage, but mould has not yet started growing.

24–48 hours



Early mould growth

Mould spores in the air settle on damp surfaces and may start to grow. Visible signs are usually absent but may begin as faint discoloration.

3–12 days



Visible mould development

Mould colonies become noticeable, often appearing as black, green or brown patches. A musty odour may start to develop, especially in poorly ventilated areas.

2–3 weeks



Widespread mould growth

With persistent moisture, mould can spread quickly, infesting surfaces and potentially causing structural damage to porous materials. Removal becomes more challenging and costly.

1+ month



Continued damage and health risks

Long-term damp and mould lead to significant property damage and pose health risks, especially respiratory issues and allergies. Professional remediation may be necessary.



6. What can property managers do now?

1. Stick to a regular inspection calendar

- **Schedule consistent inspections:** Regularly check all properties to identify and resolve issues early, particularly for damp and mould.
- **Work order management made simple:** Streamline repairs and maintenance by centralising all work order data in one place. With clear, accurate requests supported by smart writing suggestions, you'll improve first-time fix rates and gain full control over every job—delivering better outcomes while saving time and money. [Find out more here](#)

2. Prioritise open communication with residents

- **Make reporting easy:** Set up clear channels for residents to report issues, such as a dedicated phone line or online portal.
- **Respond promptly:** Establish a process for quickly acknowledging and addressing resident concerns. Streamline communications with a resident portal for repair requests. [Find out more here](#)



3. Build a network of reliable contractors

- **Create a response plan:** Have a proactive approach to address damp, mould and other urgent repairs as soon as they're reported.
- **Establish contractor relationships:** Keep a vetted list of dependable contractors to ensure quick, quality repairs. You can find out what [Plentific offer here](#).

4. Educate residents on property care

- **Provide seasonal tips:** Offer advice on ventilation, managing condensation and other tips to prevent damp, especially in colder months.
- **Highlight the importance of reporting issues:** Encourage residents to report damp or mould immediately to help prevent escalation. Make use of our downloadable guide that you can provide to residents for logging damp early.

5. Stay informed and seek support

- **Keep up with market changes:** Stay updated on regulatory changes and industry standards affecting rental properties.
- **Rely on expert guidance:** We have a wealth of knowledge in this area so feel free to follow us on [LinkedIn](#) for continual insight.



Take action early.

By understanding these stages and signs, property managers and residents can take proactive steps to address damp and prevent mould growth, saving on costly repairs and maintaining healthier living conditions. Recognising the subtle signs early on is a crucial step in preventing minor damp from turning into a more serious mould problem.

How can we help? We want to help you protect your homes.

At Plentific, we understand the challenges property managers face when dealing with damp and mould. That's why we provide tools and support to make managing properties simpler and more effective.

Quick and reliable repairs

We connect property managers with a network of vetted contractors, ensuring that repairs are completed promptly and to a high standard. Whether it's fixing a leak or addressing mould growth, we help you act fast before small problems escalate.

Streamlined maintenance

Our platform simplifies property upkeep by allowing residents to easily report issues. This ensures you can respond quickly and stay on top of maintenance needs.

Keeping properties safe

With our tools, you can schedule regular inspections and keep a detailed record of any work done. This helps you meet legal requirements, such as those outlined in Awaab's law, and ensures your properties are safe for residents.

Saving time and reducing stress

By handling communication between residents, contractors, and property managers, we take the hassle out of managing repairs and upgrades, so you can focus on the bigger picture.

We believe in creating homes where people feel safe, healthy and supported. Damp and mould shouldn't be an inevitable part of anyone's living experience, and it certainly shouldn't cost residents their well-being or property managers their peace of mind. By combining reliable solutions, proactive tools and a focus on lasting results, we help property managers tackle these issues head-on—breaking the cycle of patchwork fixes and building trust with every repair. Together, we can ensure better outcomes for residents, healthier properties and a brighter future for housing.

Want to know more about Plentific?

At Plentific, we have extensive industry experience in transforming housing organisations towards operational excellence with property operations platform. Take the first steps towards improving your operational efficiency and resident experience and talk to our specialists.

[Talk to us](#)

About Plentific

Plentific is an AI-powered software-as-a-service platform developed to optimise property operations in real-time and adapt to demand.

Recognised for its award-winning innovative solutions, Plentific connects owners, operators, service providers, and residents in a single easy-to-use platform. It streamlines operations, unlocks efficiencies, and delivers a world-class resident experience. Users benefit from data-driven insights that enable informed decision-making, drive prompt action and result in tangible impacts.

Plentific's solutions include repair diagnostics, work order management, resident self-service, contractor and internal workforce management, as well as inspections and compliance management. Plentific's platform acts as an integration layer, connecting vendors, and delivering a cloud-based system of engagement that enables true, real-time collaboration. Plentific enables housing providers to build a resilient supply chain by sourcing contractors based on unique client requirements, preventing backlogs and ensuring a timely delivery of works.

Committed to building stronger communities where people can thrive, Plentific leverages technology and drives digitalisation for over 900 customers, enhancing the lives of more than 3 million residents and the businesses of more than 5,000 service providers worldwide.