

## Housing Allocations Policy Consultation – Communications Plan. October 2023

### Communication aims

To encourage the general public and specific stakeholders to have their say on proposals to introduce changes to the housing allocations policy.

### Key messages

The Council is proposing changes to its Housing Allocations Policy

Please read the consultation documents and complete the online survey (or otherwise provide comments via email or paper version of survey) by [Closing date tbc].

Consultation responses will be considered by Executive when they decide on the proposed changes in Spring 2024.

### Key milestones

Communications and Consultation Plans prepared and agreed	Early October
<b>Report to CMT</b>	<b>18 October 2023</b>
Report to Executive seeking approval to launch consultation	14 November 2023
Preparation of consultation documents (drafts)	31 October 2023
Complete work on survey and consultation webpage	15 November
Launch of communications and survey	Start December 2023
Closing date for online survey	End January 2024
Consultation report	Mid February 2023

### Communications activity plan:

Channel	Key messages(s)	Activity description	Date	Owner
Council website	Have your say on proposed changes to the housing allocations policy. Complete the online survey.	Message on Homepage of Council's website Message in News items KS to organise using press release wording	Early December	KS
Council intranet	Staff invited to have their say on proposed changes to the housing allocations policy. Complete the online survey.	Article linked through to Intranet from Council website. KS to organise	Early December	KS

Forest Views	Staff invited to have their say on proposed changes to the housing allocations policy. Complete the online survey.	Publication is monthly (on intranet), with additional weekly publications (apart from the week the intranet version goes out).  Consultation details and ways to get involved – based on press release wording  KS to arrange	Mid Dec	KS/IS
Social Media	Have your say on proposed changes to the housing allocations policy. Complete the online survey.	Tweets - Agree frequency of messages in first week, subsequent weeks, and final week.  Facebook posts – tba  KS to organise.	Early December and throughout	KS/IS
Town and Country/ Town and Country Extra – news bulletin for residents	Have your say on proposed changes to the housing applications policy. Complete the online survey.	Town and Country (printed) - goes out 6 monthly and timings do not align.  Town and Country Extra (online) - goes out fortnightly.  Article providing consultation details and ways to get involved – based on press release wording.  Item to be included at launch and again in January.	Early December and January.	KS/IS
Press Release		Media release – Similar wording to be used for all other communications.  IS to provide KS with Executive report and comments/issues to highlight.  KS to provide draft to check.  Exec Member and Exec Director/AD quotes will need to be checked and approved.  May consider a media pre-statement to anticipate press interest at Executive meeting.	Early December  w/c 16/10/23	KS/IS

Member session	<p>Members invited to discuss and have their say on proposed changes to the housing applications policy.</p> <p>Members also encouraged to complete the online survey and link provided.</p>	<p>Investigate best channel to promote this – email or other means (Harry Rigg, Councillor services).</p> <p>Identify date.</p> <p>Agree format and prepare presentation and questions.</p> <p>Provide update on responses received thus far</p>	22 Jan 2024	BD/Philip Sadler Democratic Services
Registered Provider focus group	<p>RPs invited to discuss and have their say on proposed changes to the housing applications policy.</p> <p>RPs also encouraged to complete the online survey and link provided</p>	<p>Prepare list of RPs</p> <p>Identify contact names and emails</p> <p>Write email to relevant registered providers</p> <p>Agree format and prepare presentation and questions.</p>		IS
Homeless Forum	<p>Forum members invited to special meeting to discuss and have their say on proposed changes to the housing applications policy.</p> <p>Forum members also encouraged to complete the online survey and link provided.</p>	<p>Write email to Forum members</p> <p>Agree format and prepare presentation and questions.</p>		BD/IS
Email to Public Sector Agencies	<p>Have your say on proposed changes to the housing applications policy. Complete the online survey.</p> <p>Or provide email comments to drop box</p> <p>Please communicate the consultation to other relevant organisations.</p>	<p>Prepare list of organisations</p> <p>Identify contact names and emails</p> <p>Write email to relevant public sector agencies</p>	TBC	IS/BD
Email to relevant Council services	<p>Have your say on proposed changes to the housing applications policy. Complete the online survey.</p>	<p>Prepare and agree list of services</p> <p>Identify contact names and emails</p>		IS/BD

	<p>Or provide email comments to drop box</p> <p>Please communicate the consultation to other relevant organisations.</p>	<p>Write email to relevant public sector agencies</p>		
<p>Email to Voluntary Sector agencies and support providers</p>	<p>Have your say on proposed changes to the housing applications policy. Complete the online survey.</p> <p>Or provide email comments to drop box?</p> <p>Please communicate the consultation to other relevant organisations.</p>	<p>Prepare list of organisations</p> <p>Identify contact names and emails</p> <p>Write email to identified voluntary sector organisations</p>	TBC	IS/BD
<p>Email to Town and Parish Councils</p>	<p>Have your say on proposed changes to the housing applications policy. Complete the online survey</p>	<p>List of email addresses already available.</p> <p>Standard wording</p>		IS/BD
<p>Email to all housing register applicants</p>	<p>Have your say on proposed changes to the housing allocations policy. Complete the online survey.</p>	<p>Email to all housing register applicants using similar wording to press release.</p> <p>KS will provide standard wording offering translation.</p> <p>Need to include in email offer of assistance with completing online survey and non-digital paper version.</p> <p>IS to contact Library Service in advance of consultation to seek their assistance in helping people.</p>	TBC	KH/SB/IS /KS
<p>Consultation webpage</p>	<p>Have your say on proposed changes to the housing allocations policy. Complete the online survey.</p> <p>Please read the consultation documents which will tell you more about the housing allocations policy and the proposed changes and</p>	<p>IS to contact digital services re: set up of proposed consultation webpage.</p> <p>Book design work for branding of consultation documents at least 2 weeks in advance (with KS).</p> <p>BD to draft 'Guide to the Housing Allocations Policy' (KS advised not a Q&amp;A document).</p>	<p>w/c 16/10/23</p> <p>31 October</p>	BD/KH/IS /KS

		<p>KH to draft proposed changes to the Housing Allocations Policy.</p> <p>KS will review both documents.</p> <p>Plain English/Accessibility tests</p> <p>Digital services to upload along with text and link to online survey.</p>	31 October	
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