

Background

A publication and communication statutory requirements is to be met after a designation is made.

Phase 1:

Cabinet Decision to designate

- report due to be submitted in 14th October 2020
- Communicate decision of cabinet – the shape of the scheme could vary depending on the results of the consultation

Phase2:

Implementation of new scheme

- There are statutory publication requirements (2 local papers, 6x adverts 2 weeks apart)
- Mailouts to specified people
- New scheme to be implemented from 25th January 2021
- Key message 'call to action' – get landlords to make licence applications
- Discount offered on selective – key messaging
- If you don't licence in time you could be fined or prosecuted

Objectives

Phase 1: Cabinet decision (if licensing is to proceed)

- To publicise and to communicate the cabinet decision additional and selective licensing
- Potential media/press release from cabinet meeting

Phase 2: Implementation of new property licensing scheme/s

- To meet legal publication requirements
- To communicate the new property licensing scheme/s to the target audiences
- To encourage landlords to make licensing applications
- To encourage landlords to take up discount
- To create key messaging for all the different audiences. Advise this is worked through with comms and service lead and signed off by lead member

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Audience

Due to the statutory publication requirements all those likely to be affected should be targeted. Due to the scope of the campaign, the following stakeholders are:

- Landlords
- Private sector landlords
- Social housing registered providers (some may fall into licensing)
- Leaseholders
- Tenants
 - o Private sector tenants
 - o Social housing tenants
- Residents
- Lettings and estate agents in the region
- Businesses in the region
- Developers in the region
- Neighbouring boroughs (local councils)
- Members
- Local and neighbouring Borough media
- Local/National landlord association
- Trade press
- Council Staff (internal Communications) Has to be on the council website/Banner for home page

Implementation

- Landlords / Tenants / Letting Agents / Residents / Members/Staff –
 - o Local Media – public notices
 - o Council website
 - o Social Media – twitter and Facebook
 - o Local and regional media
 - o Local landlord forums
 - o Landlord trade press
 - o National landlord forum – NLA
 - o Business newsletter
 - o Posters and flyers at libraries and community centres
 - o Citizen Advice Bureau
 - o Members Briefing
 - o Flyer drop to local estate agents and letting agents in Borough
 - o Member surgeries

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- Intranet

- **Local media**
Press Releases
- **Regional media**
Press Releases
- **Local councils (peers)**
Local and national media

Timings

Phase 1: Designation onwards to cover at least 90 days after cabinet report

Statutory requirements are set out in s.9 The Licensing and Management of Houses in Multiple Occupation and Other Houses (Miscellaneous Provisions) (England) Regulations 2006, for details see Appendix 1.

S.9 also details what should be included in the public notice.

Description:

Within 7 days* put notices on public notice boards (photos of notice in situ and a record of putting these up should be recorded by an officer uploaded onto consultation folder and kept securely in case of legal challenge)

Within 7 days put up a notice on council web site

Within 7 days – *arrange* to publish designation in at least two local newspapers in the next edition. Advert to appear at least six times in each 2 weeks apart (due to lead in times for publication it is advisable to have a slot on hold and the notice agreed)

Within 2 weeks, mail out of designation outcome to be communicated to all required organisations/consultees (see list in Appendix 1)

Within 2 weeks Mail out to all those who responded to the consultation

* Councils decisions often do not become live until 7 days (call in) so the Council should decide how to interpret when the '7 days' starts from the date of decision or after the call-in period.

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Phase 2: Implementing the new scheme: Objective to encourage applications

Description:	Description
Members briefing	
Council Magazine Advert	Editorial - what, why of the scheme
Council Magazine Advert	Half page advert through-out the discount period
Neighbourhoods (living)Newsletter	Throughout the scheme
Council Website	Update web page and book banner
Trade press	Press release to be issued Landlord and Letting Agent Today/NLA (UK Landlord)/ARLA
Landlord Forums	Service to inform landlords
External stakeholders	Email external stakeholders
Local Recorder x 2 Half Page	See legal requirement
Neighbouring Boroughs x3 recorders	To be agreed (non-statutory)
Marketing material	for campaign, Design Posters/leaflets and mailouts
Any additional mail outs	suggestion to include leaflet drop to all estate agents, letting agents in Romford and Brooklands estimated 5000 flyers
E- newsletters	to managing agents/estate agents/solicitors etc designed so they can e-mail onto clients
Contact all known landlords	post/e-mail etc
Social media	Twitter and Facebook campaign ('apply now' and 'report an unlicensed property')

Evaluation

There are two key factors which will determine the success of this project.

- Number of landlord applications
- Performance indicators that are set around communications within the project plan – tweets/retweets/click through

Legal advertising requirements

Publication requirements relating to designations under Part 2 or 3 of the Act

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9.—(1) A local housing authority that is required under section 59(2) or 83(2) of the Act to publish a notice of a designation of an area for the purpose of Part 2 or 3 of the Act must do so in the manner prescribed by paragraph (2).

(2) Within 7 days after the date on which the designation was confirmed or made the local housing authority must —

(a) place the notice on a public notice board at one or more municipal buildings within the designated area, or if there are no such buildings within the designated area, at the closest of such buildings situated outside the designated area;

(b) publish the notice on the authority's internet site; and

(c) arrange for its publication in at least two local newspapers circulating in or around the designated area—

(i) in the next edition of those newspapers; and

(ii) five times in the editions of those newspapers following the edition in which it is first published, with the interval between each publication being no less than two weeks and no more than three weeks. **(6 weeks)**

(3) Within 2 weeks after the designation was confirmed or made the local housing authority must send a copy of the notice to—

(a) any person who responded to the consultation conducted by it under section 56(3) or 80(9) of the Act;

(b) any organisation which, to the reasonable knowledge of the authority—

(i) represents the interests of landlords or tenants within the designated area; or

(ii) represents managing agents, estate agents or letting agents within the designated area; and

(c) every organisation within the local housing authority area that the local housing authority knows or believes provides advice on landlord and tenant matters, including—

(i) law centres;

(ii) citizens' advice bureaux;

(iii) housing advice centres; and

(iv) homeless persons' units.

(4) In addition to the information referred to in section 59(2)(a), (b) and(c) or 83(2)(a), (b) and(c), the notice must contain the following information—

(a) a brief description of the designated area;

(b) the name, address, telephone number and e-mail address of—

(i) the local housing authority that made the designation;

(ii) the premises where the designation may be inspected; and

(iii) the premises where applications for licences and general advice may be obtained;

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(c) a statement advising any landlord, person managing or tenant within the designated area to seek advice from the local housing authority on whether their property is affected by the designation; and

(d) a warning of the consequences of failing to licence a property that is required to be licensed, including the criminal sanctions.