

APPENDIX B

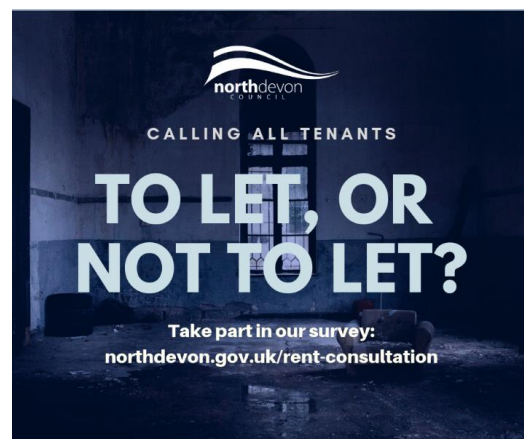
THE CIVIL PENALTIES' COMMUNICATION PLAN

The following plan was undertaken by Amy Carr in the Customer and Corporate Communication Service.

Title: Civil Sanctions' Communication Plan	
Start date: February 2019	Service Head: Jeremy Mann
Completion date: April 2019	
Communications' objectives: <ol style="list-style-type: none"> 1. To ensure opinion on the proposed sanctions is obtained from tenants as one of the relevant key stakeholders. 2. To ensure opinion on the proposed sanctions is obtained from agents and proxies for tenants in the private rental sector. 3. To provide private rental sector tenants with an understanding of their rights and how to report problems with their landlord. 4. To mobilise public opinion against low housing standards in the private rental sector with a view to bringing about a change in expectation. 	
Key documents: <ul style="list-style-type: none"> • NDC Draft Civil Penalty Policy. • Business case – Civil Sanctions for Housing Offences. 	
Internal audiences: <ul style="list-style-type: none"> • Housing. • CSC. • Communications (feedback). • Executive Members. • All Ward Members. • All staff. 	External audiences: <ul style="list-style-type: none"> • Media. • Stakeholders (<i>private rental tenants, landlords, agents, proxy for tenants, statutory partners</i>).
Key messages: <ul style="list-style-type: none"> • Standards in the private rental sector are currently unacceptably low. • Low standards in rental homes are not acceptable. • Tenants' opinions on rental standards should be heard. • Contributing to the consultation will enable the Council to better address problems caused by rogue landlords. • Tenants have a right to expect certain standards in their private rental homes. • Tenants can report problems with their landlords and expect them to be addressed by the Council. 	Key messages: <ul style="list-style-type: none"> • Standards in the private rental sector are currently unacceptably low. • Low standards in rental homes are not acceptable. • Tenants' opinions on rental standards should be heard. • Contributing to the consultation will enable the Council to better address problems caused by rogue landlords. • Tenants have a right to expect certain standards in their private rental homes. • Tenants can report problems with their landlords and expect them to be addressed by the Council.

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Communications' channels: <ul style="list-style-type: none">• Members' newsletter.• Insite.• SMT.	Communications' channels: <ul style="list-style-type: none">• Local media (newspaper/radio).• Customer services' team.• Housing team.• NDC website.• Social media.• Flyers.• Posters.		
Communications' Plan			
Description:	Start date	End date	Responsible officer/ status
Create flyer and poster and make available in: <ul style="list-style-type: none">• Rental agencies around the district.• Council's public spaces.• Doctors'/dentist waiting rooms.	25.3.19	13.5.19	AC
Social media campaign.	25.3.19	13.5.19	AC
Customer services' team to encourage participation in the consultation during housing related calls.	1.4.19	13.5.19	AC
Press release to local media.	25.3.19	13.5.19	AC
Insite piece encouraging staff participation.	1.4.19	29.4.19	AC
Alert on NDC's website.			AC
Cost implications arising from communications' plan: <ul style="list-style-type: none">• Leaflets and poster – design and print.			
Community impact assessment			
Evaluation methods:			
Review number of consultation questionnaires completed by tenants/agents/proxies.			
Monitor number of reports from tenants on NDC website and compare to past reports.			
Evaluation results and future recommendations.			

Some of the social media concerns developed to support the consultation exercises are illustrated below:



The community was encouraged to take part in the short survey by the Council by offering a chance to win two £25 prizes. The prize winners were:

K Robertson (a private tenant).

J Robilliard (a private landlord).