



Proposed Selective Licensing Scheme – London Road / Abbeydale Road / Chesterfield Road (LAC) - Communications Plan

Appendix 7

Private Housing Standards, Sheffield City Council

Context and analysis

- **Why Do We Need to Consult:**

We are considering making a selective licensing designation in respect of area which includes London Road, Abbeydale Road and Chesterfield Road. Before we may introduce a selective licensing scheme we are required to take reasonable steps to consult with persons likely to be affected by the scheme and consider their representations. We want and expect to learn from feedback to the consultation. We will have regard to this learning when deciding to whether implement Selective Licensing; and, if we do implement, how to make the scheme work for the local community and landlords.

Under the consultation we will consult everyone within the area to be designated for selective licensing. Further, to ensure we speak anyone that may be affected by the proposed designation, the consultation boundary has been set to include over 4,800 properties, in addition to the properties in the proposed designation area.

As the proposed designation area contains around a 1000 properties the consultation programme for the London Road / Abbeydale Road / Chesterfield Road area will run for 13 weeks to ensure we are able to gather as much feedback as possible.

It is essential that the consultation is thorough and addresses all key issues including proper consideration of the consultation outcomes and any representations made as part of the consultation.

The public consultation will ensure that:

- We are clear about why we are looking at introducing selective licensing and the issues we hope that it will address
- The consultation is thorough and comprehensive. This will mean that everyone who may be effected by the designation is consulted, including ensuring that we offer a range of opportunities to consult and ensure that the consultation is accessible to all
- The consultation outcomes are properly considered and proper regard is given to representations submitted when the decision is made on whether to designate the area for Selective Licensing

- **Why the need for Selective Licensing?**

Following consultation (if approved) a Cabinet Report will be submitted setting out the consultation feedback and the Council's response. Having given proper regard to the Consultation responses, the report will confirm whether or not there is an intention to designate a selective licensing area, and if the intention is to make a designation, detail the proposed scheme. .

Currently the grounds under which we are seeking to implement licensing are;

- Poor property conditions

Key messages

The 3 key messages for the consultation are;

- 1) Evidence has been gathered through targeted inspections which show property conditions in the area are poor. These include poor physical condition of properties but also concerns with property management. The evidence to support this statement is set out in appendix 5. The consultation programme is to ensure that we speak to tenants, landlords, management agents, local businesses, community groups and residents in the wider area to seek their views on our proposals. The Council will have regard to the consultation responses when deciding whether to proceed with the proposals for selective licensing in this area.
- 2) The private rented sector has doubled in size across Sheffield in the last 10 years and is expected to continue to grow. Whilst the majority of private landlords and agents manage their properties well and provide a good service to their tenants, concerns have grown about the conditions being experienced by some private rented properties which are often occupied by some of the most vulnerable private tenants for whom housing options are limited.
- 3) Targeted enforcement work has taken place in the proposed designation area which has highlighted serious concerns regarding property condition and poor management practises, as set out in the report. There were 58 properties inspected as part of this programme and serious hazards were present in a large number of these properties. This evidence shows that there are extensive property condition issues within the proposed designation area.

Stakeholders & Target Audiences

Who?	Key Communication Channels	Key Communications Products
Core Project Team (Delivery) <ul style="list-style-type: none"> • Private Housing Standards Team • Lawyer, Legal & Governance • Project Officers, Private Housing Standards • 	<ul style="list-style-type: none"> • Email • Meetings • Shared access to documents 	N/A
Communications Working Group <ul style="list-style-type: none"> • Core Project Team (Delivery) as above • Communications Service Account Manager • Communications Officer 	<ul style="list-style-type: none"> • Email • Meetings • Shared access to documents 	N/A
MPs, Cabinet Members, Ward members and advisers <ul style="list-style-type: none"> • Paul Blomfield MP – Central • Louise Haigh MP – Heeley • Jared O'Mara MP - Hallam • Cllr Julie Dore - Leader • Cllr Jayne Dunn – Cabinet Member for Housing and Community Safety • Cllr Jim Steinke – Nether Edge & Sharrow Ward • Cllr Mohammed Maroof – Nether Edge & Sharrow Ward • Cllr Alison Teal – Nether Edge & Sharrow Ward • Cllr Douglas Johnson – City Ward • Cllr Rob Murphy – City Ward • Cllr Moya O'Rourke – City Ward • Cllr Paul Scriven – Ecclesall Ward • Cllr Shaffaq Mohammed – Ecclesall Ward • Cllr Roger Davison – Ecclesall Ward • Cllr Lewis Dagnall – Gleadless Valley Ward • Cllr Cate MacDonald – Gleadless Valley Ward • Cllr Chris Peace – Gleadless Valley Ward 	<ul style="list-style-type: none"> • Regular briefing meetings • Email • Website • Social Media 	<ul style="list-style-type: none"> • Scheme proposal report • Main Leaflet • Draft proposed standards • Questionnaires • SCC Website • Social media • Press releases, local news articles / photocalls • On street advertising • Scheme proposal report • Media plan and press releases

<p>Other SCC Stakeholders</p> <ul style="list-style-type: none"> • Environmental Health • Locality Team (Principally South, partially South West & Central) • Trading Standards • Community Safety • Planning • ASB teams • Housing • Homelessness / Housing Solutions • Social Services • Highways • Public Health 	<ul style="list-style-type: none"> • Email • Meetings • Telephone • Intranet 	<ul style="list-style-type: none"> • Scheme proposal report • Draft proposed standards • Questionnaires • Leaflets
<p>Primary stakeholders (non-SCC) (Including Land and property owners, tenants and members of the public affected by and benefitting from the schemes)</p> <ul style="list-style-type: none"> • Landlord • Landlords organisations • Agents • Tenants • Tenant Organisations? • Residents • Businesses / shops / restaurants • Community organisations 	<ul style="list-style-type: none"> • Meetings • Email • Telephone • Mail • Hand delivery • Social media • Partner channels • Media • Advertising • Consultation Events • Presence at other local events • GovDelivery? • Mailing via 3rd parties, e.g. Benefits Agency? 	<ul style="list-style-type: none"> • Main Leaflet • Questionnaires (paper / Citizen Space) • Press releases, local news articles / photocalls • Advertising – in local businesses and possibly bus stops and inside buses. • SCC Website, selective licensing webpage • Posters in local outlets (shops, Community centres, GPs etc.) • Twitter • Facebook • Community group newsletters / webpages

<p>Secondary stakeholders (non-SCC)</p> <p>Public sector:</p> <ul style="list-style-type: none"> • Health / GPs • SY Fire Service • Modern Slavery Task Group • Police • Safer and Sustainable Communities Partnership • Department for Work & Pensions • Job Centre Plus • Border Agency (Immigration) <p>Education Sector:</p> <ul style="list-style-type: none"> • University of Sheffield • Sheffield Hallam University • Local Schools – Sharrow, Nether Edge, Meersbrook, Millhouses <p>Private / independent sectors:</p> <ul style="list-style-type: none"> • Chamber of Commerce • Shelter 	<ul style="list-style-type: none"> • Email • Mail • Telephone • Meetings 	<ul style="list-style-type: none"> • Scheme proposal report • Main Leaflet • Draft proposed standards (probably incorporated in to the main leaflet) • Questionnaire (paper / Citizen Space) • Secondary summary leaflet • Press releases, local news articles / photocalls • On street advertising – bus stops, hoardings etc. • SCC Website, LAC SL webpages • Social media – content/advertising
<p>Local Community & Interest Groups</p> <p>Sharrow Community Forum ShipShape Health and Wellbeing Centre, Chinese Community Centre Carterknowle & Millhouses Community Group Heeley Development Trust Heeley City Farm Nether Edge Neighbourhood Group Sheffield Central Mosque/Al Masjid Mosque Banner Cross Neighbourhood Group Lansdowne TARA, Tillotsons TARA</p>	<p>Same as primary stakeholders – see above</p>	<p>Same as primary stakeholders – see above</p>

Communications strategy

This section outlines the products/materials/mediums to be utilised, and the scheduling for the delivery of the communications and consultation for the proposed selective licensing scheme. Private Housing Standards will use the services of the Council's Communications Service and its Design and Print team for production of most of the materials, for liaison with media outlets, and for management of social media.

Branding / identity:

A design style 'branding' will be developed for the scheme by the Communications Service, to be used on leaflets, questionnaires, posters, and e-media where appropriate, to be signed off by Cabinet Member or Head of Housing.

The visual identity will be developed in line with SCC guidelines and corporate branding and the Communications Service will ensure that the identity is applied appropriately, consistently and in line with SCC policies on equalities, accessibility and corporate brand guidelines.

Marketing products

- Scheme Promotional posters -
 - Locations for general promotion of consultation:
 - Bus stops, internal bus advertising
 - Local businesses
 - Community venues
 - Dedicated webpages
 - Poster to promote the events/drop-ins – based on same design as above with a blank space in which we can enter the date/time/venue for the events and will be printed and distribute ourselves.
- Scheme information leaflet - To be sent out with questionnaires. Some copies to be circulated to GP Surgeries, Community Centres and other public buildings. Will also be available online.

- Questionnaires – 4 types:
 1. Tenants and Residents in the proposed area
 2. Landlords/Agents with properties in the proposed area
 3. Businesses in the proposed area
 4. Residents & businesses in the wider consultation area

The questionnaires will be hand-delivered to tenants/residents and businesses in the proposed designation area to ensure delivery and enable officers to capture all properties but posted out to landlords and agents. The information leaflet and relevant questionnaire will be posted out to the residents & businesses in the wider consultation area. Questionnaires to be emailed or posted to other stakeholders and partner agencies as highlighted in the stakeholder & target audience section of this report. All questionnaires will be available to complete online via Citizen Space.

- Other supplementary information is also envisaged. As far as possible this can be concentrated in one Frequently Asked Questions (FAQs) document, which will be updated in response to questions/issues which arise during the consultation period. The FAQs will be updated regularly and made available at events and online.
- Note on Languages – information/questionnaires are to be produced in English. Key information - the leaflet, questionnaires (paper and digital versions) - Language Line to be used to produce translations as requested. We will make arrangements with Language Line so that translations can be produced as soon as possible when requested.

There are many community languages in the area. Census data from the Performance and Research team shows that Urdu, Chinese and Panjabi are the three most common languages spoken after English (data only available at LSOA area, which is a larger area than the Consultation area; rates are low – 3.0%, 2.3% and 2.1% respectively). Work with local community groups will seek to engage them to offer support with communicating materials to those for whom English is not their first language.

Media strategy

Private Housing Standards will engage the Council's Communications team to schedule opportunities for press releases, photo-calls and briefings with key journalists, in accordance with the project programme, and to manage the media 'front' in general.

Primary media management will focus on local and regional media, Sheffield Star & Telegraph, Look North, Calendar, Radio Sheffield, Hallam FM, Heart Yorkshire and the Yorkshire Post.

News releases will be included on www.sheffieldnewsroom.co.uk, a dedicated selective licensing scheme webpage and via social media.

Electronic communications

Because of the nature of the client group in the proposed designation area we envisage that most contact with landlords and tenants will be by paper (leaflet & questionnaire) and face to face at drop-ins/events.

Use of digital / social media in the wider consultation area is likely to be significant, both for obtaining information about the proposals and submitting comments and queries.

- A dedicated **email** address for the project will be created and managed by the Project Team. The email address will be available for enquiries and requests for information. This email address will be referenced in the printed and digital materials for the project. Project Team officers to be identified to administer this email address.
- Dedicated **webpages** on the Council's website are to be drafted for the project, with key materials available online. Webpages to be updated where relevant at each key stage of the consultation. These pages to link to Citizens Space and media articles. Content should be designed to be accessible by smartphone and tablet.
- We will be making all questionnaires available on **Citizen Space** so that they can be completed online.

Social media

The Communications Service will be responsible for posting information on various social media platforms, the Project Team will provide relevant content for this. The Communication Service will also monitor social media communications and respond as appropriate, liaising with the Project Team as appropriate.

Twitter – specific hashtag ID to be created for the project

Facebook – 'Our Sheffield' account to be used for the project (Council's Facebook pages)

Communications Service to keep watching brief on other social media, e.g. Instagram, Sheffield Forum. Also to link in with Locality Team blog feeds.

Internal communications

Examples:

- Intranet Page
- Portfolio newsletters (email)
- Manager / Team briefings
- Councillors - Briefing note and information memos with key messages
- Regular meetings with Cabinet member to advise on progress and to sign off plans

- Regular meetings with Ward members to advise on progress, if required

Events

Date	Event	Venue
6 th December 2017 1am – 12 noon	Open drop in	St Oswalds Church, Bannerdale Road
14 th December 2017 6pm – 9pm	Evening event – presentations targeted at landlords / agents and tenants.	St Mary's Church, Bramall Lane
19 th December 2017 6pm – 8pm	Open drop in	Chinese Community Centre, London Road
w/c 25th December	No public events due to Christmas – all information still available online	
w/c 1st January	No public events due to Christmas – all information still available online	
10 th January 2018 6pm – 9pm	Evening event – presentation targeted at landlords / agents and tenants	Abbeydale Picture House, Abbeydale Road
17 th January 2018 2pm – 4pm	Open drop in	United Reform Church, Chesterfield Road
23 rd January 2018 4pm – 6pm	Open drop in	Dalton Court Community Centre, Sellars Street
31 st January 2018 6pm – 9pm	Evening event – presentations targeted at landlords / agents and tenants.	St Paul's Church, Norton Lees Lane
6 th February 2018 10am – 12 noon	Open drop in	Heeley Institute, Gleadless Road
14 th February 2018 3pm – 5pm	Open drop in	Highfield Trinity Church, Holland Place
21 st February 2018 6pm – 9pm	Evening closing event	Sheffield United Football Club, Bramall Lane

The drop in sessions will be held at different venues throughout the proposed designation area to ensure fairness of access. They will be held at different times (morning, afternoon and evening) to ensure people can find a suitable event to attend.

Should any consultee want to give feedback on the proposals confidentially the offer of one to one meetings will be made available at an agreed venue.

