

Proposed selective licensing Phase 2 - Schedule of consultation activity and coverage

Type of communication	Date of issue	Target Audience	Number of posts (where applicable)	Number of hits (where known and applicable)
Direct email	22/2/23	Barnet Councillors	1	63
Direct email	7 th July 2023	400 Businesses	1	Unknown
Direct email	22/2/23 & 28/4/23	71 local organisations and community groups	2	71
Direct email	22/2/23 & 28/4/23	36 housing organisations and housing associations	2	36
Direct email	22/2/23 & 28/4/23	Neighbouring boroughs of Brent, Harrow, Enfield, Camden, Haringey and Hertsmere	2	6
Direct email	22/2/23 & 28/4/23	127 local letting agents and managing agents including surrounding boroughs	2	127
Direct email	22/2/23 & 28/4/23	36 local and national housing interest groups	2	36
Direct email	22/2/23 & 28/4/23	All London authority Environmental Health contacts via ALEHM	2	32
Direct email	22/2/23 & 28/4/23	10 NHS trusts and Core Commissioning Groups	2	10
Direct email	22/2/23 & 28/4/23	34 community pharmacies	2	34
Direct email	22/2/23 & 28/4/23	16 Barnet libraries	2	16
Direct email	22/2/23 & 28/4/23	43 Barnet and Partner Organisation contacts	2	43

Direct email	22/2/23 & 28/4/23	964 landlords with properties in Barnet	2	964
LBB website- on Private Sector Housing web pages as well as consultation pages	February to July 2023	General community	ongoing	Unknown
Barnet First magazine	March and July 2023	General community- 159,420 houses	2	318,840
LBB Intranet	26 th July 2023	All Council staff – resident and non resident	1	2,209
Cross boundary newspaper advert. ½ page advert in Barnet Times and newspaper of Camden, Brent, Enfield, Harrow- 7 days	Hampstead Print and Standard Digital Display Advertising - 30/06/2023 (7 days) Barnet Borough Times - 16x9 - 29/06/2023 (1 insert) Brent & Kilburn Times - 16x9 - 29/06/2023 (1 insert) Enfield Independent - 16x9 - 28/06/2023 (1 insert) Hampstead & Highgate Express - 16x9 - 29/06/2023 (1 insert) Harrow Times - 16x9 - 29/06/2023 (1 insert)	General Community	1	125,000

Consultation promotion on email sign off of the Private Sector Housing Team and out of office messages from all staff and the generic mailbox for Regulatory Services and the HMO Licensing Team	February to July 2023	General community, but predominantly landlords, agents, local residents and tenants		C2,000
The Barnet Group website and social media	7 th July 2023 until the end of consultation	Barnet Homes residents	ongoing	669 views on Twitter, 4 retweets
Organic posts on Twitter	across the consultation period	General community	8	566
Number of times promoted through LBB Barnet First e news letter	Weekly across the consultation period	General community	Weekly across the consultation period	41,000 subscribers