

Draft Communications Plan

Communication plan for designation

If committee agree that the Selective Licensing – Phase 2 scheme is appropriate for Barnet and a designation is confirmed by the Secretary of State, a Public Notice of the confirmed designation must be published. This must be effectively communicated to all interested parties, both inside and outside the borough of Barnet. This is detailed in section 59 of the Housing Act 2004 (the Act). The Licensing and Management of Houses in Multiple Occupation and Other Houses (Miscellaneous Provisions) (England) Regulations 2006 Section 9 also prescribes further on this matter. Failure to meet these requirements could lead to a judicial review or the scheme would be unlawful and this could result in substantial financial liability for the Council.

Action	Action	Notes
Place the notice on a public notice board at one or more municipal buildings	Publish a notice within 7 days after the date designation was confirmed	<i>As Barnet is such a large borough multiple locations are proposed</i> Identified municipal buildings:
		Hendon Town Hall
		Libraries
		Colindale
Publish the notice on the authority's internet site	Publish a notice within 7 days after the date designation was confirmed	Engage- must contain prescribed info and how to ask for copies of the designation.
		Publish a press release on Barnet website
Arrange for its publication in 2 newspapers	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	

Action	Action	Notes
<p>Must send a copy of the notice to any person who responded to the consultation conducted by it under section 56(3) or 80(9) of the Act</p>	<p>Within 2 weeks after the designation is confirmed or made the local housing authority must send a copy of the notice to any person who responded to the consultation conducted by it</p>	<p>Copy to be emailed to specific email contacts</p>
<p>The local housing authority must send a copy of the notice to (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;</p>	<p>Within 2 weeks after the designation is confirmed or made send a copy to:</p> <p>Any organisation which, to reasonable knowledge of the authority:</p> <p>Represents the interests of Landlords or Tenants within the designated area and represents managing agents, estate agents or letting agents within the designate area</p>	<p>Email copy to all current licence holders</p> <p>Notify London Landlord Accreditation Scheme for their newsletter</p> <p>Notify London Property Licensing for the news section of their website</p> <p>Email copy to relevant associations including National Residential Landlords Association, Landlords Guild, UK Association of Letting Agents, Association of Residential Letting Agents, Association of Residential Managing Agents, Property Mark, and Safeagent</p> <p>Email copy to local letting and managing agents (including in surrounding boroughs)</p> <p>Email copy to relevant tenant associations including Shelter and CAB</p>

Action	Action	Notes
<p>Send a copy to every organisation within the local housing authority area that the local housing authority knows or believes provides advice on landlord and tenant matters including:</p> <p>Law Centres</p> <p>CABs</p> <p>Housing Advice Centres</p> <p>Homeless Persons Units</p>	<p>Within 2 weeks after the designation is confirmed or made the local housing authority must send a copy of the notice to every organisation within the local housing authority area that the local housing authority knows or believes provides advice on landlord and tenant matters, including</p> <p>(i) law centres;</p> <p>(ii) citizens' advice bureaux;</p> <p>(iii) housing advice centres; and</p> <p>(iv) homeless persons' units</p>	<p>Law Centres – list of the closest ones, and a list of all the Solicitors in Barnet who deal with housing matters from the Law Society Website.</p>
		<p>CABs</p>
		<p>Housing Advice Centres – The Barnet Group, Age UK, DWP, Housing Benefits Service, Council Tax</p>
		<p>Homeless Persons Units – HAB centre, Shelter</p>
		<p>Barnet Group- internal email all staff and website</p>

General Scheme Communication

General scheme promotion will need to be undertaken to ensure that landlords, agents, residents, tenants etc are aware of the new requirements to licence.

Type of communication	Target Audience
General News release	General community
LBB website	General community
Direct email	Barnet Councillors
Direct email	Local organisations and community groups
Direct email	Housing organisations and housing associations
Direct email	Neighbouring boroughs of Brent, Harrow, Enfield, Camden, Haringey and Hertsmere

Direct email	Local letting agents and managing agents including surrounding boroughs
Direct email	Local and national housing interest groups
Direct email	Local authority Environmental Health contacts
Direct email	NHS trusts and Core Commissioning Groups
Direct email	Community pharmacies
Direct email	Barnet libraries
Direct email	Barnet and Partner Organisation contacts
Direct email	Landlords with licensed properties in Barnet where an email is available
Direct email	Barnet and Partner Organisation contacts
Direct email	All Barnet Group Staff
LBB internet advert	All Barnet Council website users
LBB organic facebook posts	General community
LBB organic twitter posts	General community
Promotion through LBB Barnet First e letter	General community
Facebook advertising	General community
Facebook advertising	Promotion of licensing engagement events
Facebook advertising	Landlords
Facebook advertising	Tenants in the proposed selective licensing areas
Barnet First magazine	General community
Cross boundary newspaper advert- Barnet Borough Times	General Community
Cross boundary newspaper advert-Enfield and Haringey Independent	General Community
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	General community, but predominantly landlords and tenants