

## **Outline Communications Plan Updated Doncaster Housing Strategy 2020 to 2025**

### **Background**

Doncaster's Housing Strategy has been updated to reflect changes in the external strategic environment and issues that have emerged since 2015. The Strategy's Vision and Aims have been refreshed to reflect the current strategic environment and highlight responses to prominent issues. It also incorporates the learning from studies, needs assessments and other strategies undertaken since 2015.

The draft updated Strategy is due for approval at Cabinet on 12 January 2021. Once approved, a public facing, fully designed summary version of the document will be developed and launched in early 2021.

### **Communication Objectives**

To inform residents, partners and potential investors of the Vision for housing in Doncaster, the aims and focus of activity to 2025.

### **Target Audiences**

- Doncaster residents
- Team Doncaster partner organisations and staff
- Doncaster Council staff
- Council Elected Members
- Members of Parliament
- Stakeholder groups, including Inclusion and Fairness Forum, Minorities Partnership Board and the Gypsy, Roma and Traveller Workers Group
- Private Rented Sector landlords
- Voluntary, Community and Faith Sector organisations
- Housing developers and investors
- Central government departments
- Registered Social Landlords
- Sheffield City Region Combined authority and member councils

### **Communication Methods**

- Internet - council & partner web pages
- Social Media posts
- Briefings
- Media – local and national
- Direct e-mails
- Targeted communications e.g. tenant newsletters

### **Key messages**

- Doncaster's Housing Strategy has been updated
- Access to good housing improves health and wellbeing
- Homes need to meet our needs now and as we get older
- Our homes need to become more energy efficient
- By working with our residents, community organisations and other partners, we can help the people of Doncaster to protect their independence and wellbeing.

## Implementation

Target audience	Activity	Start	End	Notes	Who?
All	On line publication of Cabinet Report, draft strategy & supporting documents	05.01.21	12.01.21		Democratic Services
All	Press release following publication of Cabinet papers	05.01.21	12.01.21	Reference Environment & Sustainability Strategy	CC, SA, KL
All	Social media posts <ul style="list-style-type: none"> <li>On Cabinet approval of Strategy</li> </ul>	12.01.21	15.01.21		CC
All	Intranet & Internet news stories <ul style="list-style-type: none"> <li>On Cabinet approval of Strategy</li> </ul>	12.01.21	15.01.21		CC
Team Doncaster partners, Stakeholder groups	Direct e-mail with link to draft strategy & Cabinet report	05.01.21	12.01.21		SA, KL
Team Doncaster partners, Stakeholder groups	Direct e-mail confirming approval of Updated Housing Strategy	12.01.21	15.01.21		SA, KL
Team Doncaster partners, Stakeholder groups, MPs, SCR, VCFS organisations	Direct e-mail with link to approved Strategy and Executive Summary on council website	12.01.21	31.01.21		SA, KL
All	Publication of approved Strategy and Executive Summary on council website	12.01.21	31.01.21	Supporting text on web page will need updating	KL
All	Intranet & Internet news stories <ul style="list-style-type: none"> <li>On publication of approved Strategy and Executive Summary on council website</li> </ul>	12.01.21	31.01.21		CC

**APPENDIX 4**

<b>Target audience</b>	<b>Activity</b>	<b>Start</b>	<b>End</b>	<b>Notes</b>	<b>Who?</b>
All	Social media posts <ul style="list-style-type: none"><li>• On publication of approved Strategy and Executive Summary on council website</li></ul>	12.01.21	31.01.21		CC