

Consultation and Engagement Activity Summary – 30 May 2022 to 22 August 2022
 Consultation on proposals for a second Selective Licensing Scheme for Privately Rented Houses in Nottingham

What	Who (Potential or Target Audience)	When	How
Online Consultation Survey	Citywide	between 30 May 2022 to 22 August 2022	Engage Hub Landing Page and promoted as below
A4 full colour posters	Local residents, tenants, landlords, where appropriate managing agents, and other members of the community who operate businesses or provide services	30 May 2022	Posters for Libraries and service centres with consultation hard copies
Article in the Nottingham Arrow.	All households in the City	Summer 22	Arrow sent by post to people who request a hardcopy, digital version is promoted to all households in the City. Included article about the consultation and how to get involved
Neighbourhood Events and City Council Consultation Events	Local residents, tenants, landlords, where appropriate managing agents, and other members of the community who operate businesses or provide services	Various dates between 30 May 2022 to 22 August 2022	full colour banners used to promote presence and events promoted on social media and email newsletters
Local Landlord Groups – National Association of Landlords – NLA	Representatives from and members of NLA	30 May 2022	Emails sent on launch of consultation
Landlord and Managing Agents Consultation Events	Landlords and Managing Agents	Various between 30 May	Special events arranged to discuss the proposal with landlords and managing

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		2022 to 22 August 2022	agents in the city. Presentation given followed by Q&A session
Email to 'communities of interest', groups and Voluntary and Community Groups	Voluntary sector, City wide community groups and community of interest groups	30 May 2022	Email sent out all the email addresses, with request from NCVS to help promote
Email to Growth hub, Nottingham Means Business and The Chamber of Commerce.	Nottingham City businesses and other members of the community who operate businesses or provide services within the designated area	30 May 2022	Email sent out all the email addresses
Letters to Chief Executives of neighbouring authorities	Residents of neighbouring authorities	30 May 2022	Letter with overview of the proposal and information on how to have your say
Email to all local councillors and MPs with a constituency within the designated area	Local residents, tenants, landlords.	30 May 2022	Email with overview of the proposal and information on how to have your say
Email / online correspondence to range of partners and interested parties	DASH, Unipol, ANUK, NRLA, EMPO, BLA, Landlords guild, RICS, ARMA, Safe Agent, Property Mark, both Nottingham universities and their Student Unions, 3 x Nottingham MPs, Citizens advice, Nottingham Law Centre, Notts Police, Notts Fire and Rescue, CDP, Notts Police and Crime Commissioner, Nottingham CVS, CIEH, CIH	09 June 2022	Email with overview of the proposal and information on how to have your say
Email to selective licence holders	All licence holders that have applied for a licence	June 2022	Email with overview of the proposal and information on how to have your say
Email and social assets to partner agencies	Local media and local residents, tenants, landlords, where appropriate managing agents, and other	30 May 2022	Email and social media assets sent to the Universities, tenant and residents groups, dash, unipol.

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	members of the community who operate businesses or provide services.		
Press releases	Local media and local residents, tenants, landlords, where appropriate managing agents, and other members of the community who operate businesses or provide services.	Pre-launch and launch PR	City Council press releases led to media coverage Inc. Nottingham Post, Insider Housing, West Bridgford Wire, Notts TV, LandlordZone, Landlord Today
Coverage on the Nottingham City Council Intranet.	Nottingham City Council employees.	Various between 30 May 2022 to 22 August 2022	Link to consultation page on internet publicised on Intranet page.
Coverage on the Nottingham City Council website	Local residents, tenants, landlords, where appropriate managing agents, and other members of the community who operate businesses or provide services.	30 May 2022 to 22 August 2022	Link to consultation page on internet. Link to Executive Board report, on line survey and consultation document.
Paid Digital campaign	Local residents, tenants, landlords, where appropriate managing agents, and other members of the community who operate businesses or provide services.	Various between 30 May 2022 to 22 August 2022	General information, and information about how you can have your say sent out via all boosted posts and advertising posts on Social Media channels including My Nottingham Facebook.
Landlord newsletters	Local residents, tenants, landlords, where appropriate managing agents,	Various between	newsletters sent out to landlords informing them about the scheme and

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	and other members of the community who operate businesses or provide services.	30 May 2022 to 22 August 2022	how to get involved, including questions answered. Email to Landlord newsletter addresses and Nottingham Nouse
Organic Social Media campaign	Local residents, tenants, landlords, where appropriate managing agents, and other members of the community who operate businesses or provide services.	Various between 30 May 2022 to 22 August 2022	Using My Nottingham Facebook, twitter, LinkedIn, Instagram social media and Nottm Renters social media
Neighbourhood campaign social media	Local residents, tenants, landlords, where appropriate managing agents, and other members of the community who operate businesses or provide services.	Various between 30 May 2022 to 22 August 2022	Social media put out on all 20 local neighbourhood pages weekly

Results

Press release

Three press releases on the potential scheme and consultation – sent to local media and national trade media. Gained coverage with Notts TV, Nottingham Post, West Bridgford Wire, LandlordZONE, Landlord Today and Inside Housing.

Online Consultation Survey

847 Respondents

Main social media campaign

My Nottingham Twitter 122k followers

14 social media post, one a week and two extra at the beginning and end of campaign, with 24,924 impressions and interactions

My Nottingham Facebook

14 social media posts, one a week and two extra at the beginning and end of campaign, with 24,901 reach across 14 posts on audience of 36k followers

Paid Facebook campaign

Reach - 56,323

Engagement – 31,395

Link Clicks- 1,202

Boosted posts

Impression – 40,076

Reach - 20,028

Link Clicks- 343

Nottm Renters social media –

- 24 Facebook posts with 4,846 reach and interactions.
- 30 twitter posts, with 8,124 impressions and interactions

Neighbourhood Facebook pages

72 social media post, 4 on each neighbourhood page. 6k+ impressions and interactions across all posts and channels.

Nottingham Arrow Magazine

Nottingham Arrow, goes to 130k Nottingham households and get sent digitally to 56k email addresses.

Newsletters

Landlord newsletter

6 news letters sent out to 25,158 (4,193 per newsletter)

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Nottingham Nouse

2 newsletters sent to 11,496 (5,748 each newsletter)

Leaders bulletin

Two stories covered in the leader's email bulletin, each of these go to 42k email addresses.