

NCC Comms Activity Log: Additional HMO Licensing Scheme Three Consultation

Consultation running: 1 March until 24 May 2023

Marketing & Communication Actions	Who (Potential or Target Audience)	When
<p>Consultation Launch:</p> <ul style="list-style-type: none"> • Press release prepared and issued to local media outlets. • Article added to MyNottingham news page here • Social media issued • Article in My Nottingham email newsletter here • Digital leaflet created for use on consultation emails. 	All	1 March – 3 March 2023
<p>Neighbourhood, Council House and online consultation events:</p> <ul style="list-style-type: none"> • Full colour roller banner created. • Events promoted on social media and the Landlord email newsletters. 	Local residents, tenants, landlords, where appropriate managing agents, and other members of the community who operate businesses or provide services	<p>Various dates as and when consultations are held and if promotion is required.</p> <p>Final Consultation Event - 17 May 2023</p>
<p>Landlord newsletters (4,649 subscribers)</p> <p>Monthly newsletters sent out to landlords, informing them about the scheme and how they can have their say.</p> <ul style="list-style-type: none"> • Special edition Landlord news • Ongoing article in Nottingham Landlord news until consultation ends 	Main audience Landlords.	<p>Published monthly between</p> <p>1 March – 24 May 2023</p>

Marketing & Communication Actions	Who (Potential or Target Audience)	When
<p>Organic Social Media campaign</p> <ul style="list-style-type: none"> Main channel: Nottingham Renters Twitter (1,148 followers) & Facebook (1,100 followers) Schedule a week ahead & monitor stats, change as appropriate. <p>Other channels used when appropriate:</p> <ul style="list-style-type: none"> My Nottingham neighbourhood and main Facebook & Twitter channels. Nottingham Renters Twitter & Facebook My Nottingham Facebook & Twitter Channels 	<p>Landlords, tenants and letting agents</p> <p>Local residents, local communities and businesses</p>	<p>Ongoing from 1 March – 24 May 2023</p> <p>Final Posts – 19, 22, 23 May 2023</p>
<p>Media</p> <ul style="list-style-type: none"> Press releases prepared and issued to local media outlets including press interviews (as and when required e.g. launch, count down days etc.) Releases added to My Nottingham news and My Nottingham social. My Nottingham e-newsletter (when not in PEP) 	<p>Local media and local residents, tenants, landlords, where appropriate managing agents, and other members of the community who operate businesses or provide services.</p>	<p>Various dates between 1 March and 24 May 2023.</p> <p>Final Press Release - 19 May 2023</p>
<p>Nottingham City Council Internal Communications</p> <ul style="list-style-type: none"> Plasma Intranet latest news 	<p>Nottingham City Council employees.</p>	<p>From w/c 24 April 2023</p>