

**Local Housing Strategy 2022-2027 Implementation
Communications Plan**

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Name	Title	Date of Issue	Version
Elaine Ritchie	Senior Service Manager (Housing)	March 2023	1
Ben Wilson	Planning and Housing Strategy Manager	March 2023	1

1. Introduction

The Housing (Scotland) Act 2001 places a statutory requirement on Local Authorities to produce a Local Housing Strategy (LHS) which sets out its strategy, priorities and plans for the delivery of housing and related services. The Act also states that the LHS must be supported by an assessment of housing provision and related services, that it must be submitted to Scottish Ministers, and that Local Authorities must keep their LHS under regular review.

The Perth and Kinross LHS for the period 2022-2027 is to be approved at Housing and Social Wellbeing Committee in March 2023. The first progress update on the strategy will be taken to Housing and Social Wellbeing Committee in September 2023 (TBC).

The LHS 2022-2027 sets out four strategic priorities:

Providing more affordable homes to support liveable and sustainable communities - More affordable homes and well managed stock to ensure that homes are the size, type and location people want to live in with access to suitable services and facilities

Providing a range of housing options that people can easily access, afford and keep - Communities are safe and secure for residents of Perth & Kinross with access to good quality, affordable accommodation with the necessary support in place to sustain them in their homes and prevent them from becoming homeless.

Delivering housing for people with varying needs - People live independently at home for as long as possible with help from the community and local support networks.

Delivering quality homes with affordable warmth, zero emission and SMART technology - Residents of Perth and Kinross live in warm, dry, energy efficient and low carbon homes which they can afford to heat.

When developing the LHS for 2022-2027, a wide range of consultation was carried out with our Partners and Stakeholders to agree the strategic priorities and key outcomes of the strategy. However, in order to understand and respond to the changing environment, it is important that we work continuously with our Partners; Stakeholders and our local Communities to create a better housing system for everyone living in Perth and Kinross.

This communications and engagement plan sets out the consultation and engagement which has already taken place to date (section 10) as well as the planned consultation and engagement events for 2023/24. Ongoing engagement with Partners; Communities and other stakeholders is crucial in order to continue

to improve housing and related services for residents within Perth and Kinross and deliver the outcomes specified within our 5-year strategy.

2. Communication Aim

The communication aim is to ensure that stakeholders are aware of and understand the key housing priorities for Perth and Kinross until 2027. It is also important that stakeholders are aware of the opportunities for involvement in helping to shape future actions to achieve the outcomes within the strategy.

3. Communication Objectives

This communication strategy is designed to:

- Achieve 20 social media placements on the Council's social media over the next year raising awareness of LHS and opportunities to participate;
- Achieve at least three stories in the local press to raise awareness of LHS and opportunities to participate;
- Achieve at least 50 items of feedback from stakeholders over the next 12 months;
- Ensure that the LHS is represented through at least five community engagement events over the next 12 months to raise awareness.

4. Stakeholders

We will communicate and engage with the following internal and/or external audiences:

- LHS Delivery Group Members
- Elected Members
- Community Planning Partnership
- Executive Officer Team
- Communities Senior Management Team
- Perth and Kinross Council Staff
- Tenants and Residents Groups
- Tenants
- SURE Team
- Community Councils
- Residents of Perth and Kinross
- Landlords (including Registered Social Landlords; Private Landlords; Private Estates)
- Estate Agents
- Private, Public and Third Sector (including Care at Home Providers; Care Homes)
- LHS Working Groups and Working Group Contacts for each Priority Theme

- Scottish Government
- NHS Tayside
- Integration Joint Board (IJB)
- Equalities Groups (including MEAD; MECOPP)
- Local press
- Interested Persons (database)

Local community and national organisations

National:

- National Parks
- Shelter
- Homes for Scotland
- Energy Providers
- Citizens Advice Scotland
- Age Scotland
- SCARF
- Federation of Housing Associations
- Energy Action Scotland
- Home Energy Scotland
- Energy Savings Trust
- Scottish Welfare Fund
- Scottish Association of Landlords
- Scottish Housing Regulator

Local:

- Perth College
- Police Scotland
- Scottish Fire and Rescue Service
- Scottish Prison Service
- Private Developers
- Homeless Voice
- PSPC
- Neighbouring Local Authorities
- Live Active Leisure

5. Key Messages

The key messages for this project are:

- The updated LHS is an important document which outlines how the Council and its community partners, plans to tackle housing needs and issues across the area over the next five years.
- The LHS is constantly evolving, and everyone is welcome to get involved and help shape the future strategy.

- By getting involved you can help us to make sure that everyone in Perth and Kinross has access to good-quality, energy efficient housing in safe and secure neighbourhoods.

6. Tactics

A wide range of communication channels will be used to ensure we reach all of our stakeholders.

The LHS will seek to draw on all forms of communication and engagement to shape the changing action plan and help achieve the outcomes within the strategy. Whilst specific events will be scheduled to consult or engage with stakeholders, we will also aim to use feedback from tenant organisations or other community groups, customer satisfaction surveys and estate walkabouts to inform the activities and events taking place as part of the communication and engagement plan.

Consultation and engagement will involve a range of media to encourage as wide a response as possible. The communication channels we will use will include:

- Organised Events
- Direct Mail
- Email
- Text Messaging (where that is preferred contact)
- Press Releases
- Facebook
- Twitter
- 'On The House' Magazine for PKC tenants
- Perth and Kinross News magazine
- Inside News magazine
- YouGov email newsletters
- Elected Members' Briefing Notes
- H&E newsletter
- Eric alerts
- Online survey
- Tenant participation
- Community events
- Website

7. Design and Branding

All design and print should be coordinated through the Council's Corporate Design Team. This will ensure corporate brand guidelines are adhered to; allow savings to be realised by using the Tayside Print Procurement Framework; and ensure other policies and procedures are complied with (eg around equality, data protection and copyright).

If additional print materials are required as the plan develops these will be costed separately and permission for purchase sought through the LHS Steering Group.

Design requirements:

8. Responsibilities

The diagram below illustrates who will be involved in the communication activities for this project/strand of work:

Communities	
Service Project Lead	Elaine Ritchie
Corporate Communications Lead	Lisa Potter
Service Communication Lead	Scott Watson
Service Communication Support	Raylla Duarte
Press Lead (Corporate)	Scott Watson
Internal Communications Lead (Corporate)	Scott Watson
Design Lead (Corporate)	Ishbel Valentine
ACCOUNTABLE TO: Project Lead and/or Communications Representatives Group	

9. Budget

This communications plan will be delivered in-house by existing employees. An additional budget may be required for any printing associated with this communications and engagement plan. If any funding for this is required, it will be discussed at the LHS Delivery Group Meetings.

10. Milestones

Date	Key milestone
September 2019	New LHS Guidance Document Issued to Local Authorities
October 2021	LHS Preparation Contract awarded to Arneil Johnston
December 2021 – January 2022	Early Engagement Consultation: Local residents and communities
January – March 2022	HNDA assembly and local housing systems analysis
March 2022	LHS Main Issues: analysis and definition
May 2022	LHS Development Conference
June 2022	Option refinement and appraisal workshops
July 2022	Write up of draft LHS

August – September 2022	Consulting on draft LHS through final feedback survey Impact Assessments undertaken: Strategic Environmental Assessment (SEA) Equalities and Fairness Impact Assessment (EFIA) Health Impact Assessment (HIA) Sustainability and Climate Change Impact Assessment (SCCIA)
September – December 2022	Scottish Government Peer Review
February 2023	LHS 2022-2027 Consultation Report published
March 2023	LHS 2022-2027 to Housing and Social Wellbeing Committee (15 th)
March 2023	Final Published LHS sent to Scottish Government and made available publicly
April 2023	Implementation of LHS through Delivery Group
September 2023	6-month update on Strategy to Committee TBC

11. Risks

Risks associated with the delivery of LHS actions are covered within the Housing Service Risk Profile.

12. Review & Evaluation

This plan will be regularly monitored and reviewed at the LHS Delivery Group 6-weekly Meetings.

13. Equalities Impact and other Assessments

The Council has a statutory obligation to ensure that all its functions and activities are exercised in full compliance with the requirements of the Equalities Act 2010 and the Fairer Scotland Duty (2018). Equality and fairness are at the heart of the Perth & Kinross Local Housing Strategy, with a commitment to understanding diversity central to the achievement of LHS priorities and outcomes. The Council aims to ensure that strategies and services deliver positive outcomes for everyone in Perth & Kinross by prioritising preventive approaches and tackling persistent inequalities where they exist.

- **Strategic Environmental Assessment**

The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals. The LHS is a broad policy document which sits within the framework of the TAYplan SDP (2016-2036) and the Perth and Kinross Local Development Plan (2019). The SDP defines the spatial strategy while the LDP allocates specific sites to meet identified demand. Strategic Environmental Assessments have been carried out in respect of both of these plans.

A report has been prepared for the LHS using the online integrated appraisal toolkit. Please follow link:

- **Equalities and Fairness Impact Assessment**

Under the Equality Act 2010, the Council is required to eliminate discrimination, advance equality of opportunity, and foster good relations between equality groups. Carrying out Equality Impact Assessments for plans and policies allows the Council to demonstrate that it is meeting these duties.

The LHS Equalities and Fairness Impact Assessment (EFIA) is available online, setting out how the Council has addressed and seeks to mainstream equality and fairness in delivering the LHS. This assessment confirms that the LHS has been developed in full accordance with the principles of equality and diversity and actively promotes inclusion.

It acknowledges the crucial role of housing and housing services in the delivery of improved outcomes to all people and communities in Perth & Kinross.

We will continue to monitor and report on the equalities impact of the LHS over the next five years, with a focus on the nine protected characteristics of the Equality Act. If any negative impacts on a particular section of the Perth & Kinross community is identified, appropriate action will be implemented to redress the situation with the LHS Action Plan.

A report has been prepared for the LHS using the online integrated appraisal toolkit, please follow link:

- **Health Impact Assessment**

It is widely understood that housing is intricately linked to health and wellbeing alongside other health determinants. A working group of health and welfare professionals was established to assess the LHS from a health impact perspective in addition to the input of Health and Social Care professionals in the co-production phase of the strategy. The report and recommendations arising from the Health Inequalities Impact Assessment are available online <<insert link>>.

The HIIA has enhanced the LHS in a number of areas, strengthening the links between strategies that inform the LHS and feeding into the development of emerging strategies such as the Mobility Strategy, being clearer about

established working practice that supports health equality, and the significance of social rented sector to the strategy as a positive driver for socio-economic and health equality.

The HIIA also contributed to new actions to support access to active transport, and digital inclusion to support primary and secondary health benefits of improved socio-economic opportunity.

Ongoing collaboration with NHS, Housing Strategy, and Health and Social Care Partnership colleagues will support delivery of the strategy to improve health equality.

- **Sustainability and Climate Change Impact Assessment (SCCIA)**

Under the Climate Change (Scotland) Act 2009, the Council also has a duty relating to climate change and, in exercising its functions must act:

- in the way best calculated to contribute to delivery of the Act's emissions reduction targets
- in the way best calculated to deliver any statutory adaptation programme
- in a way that it considers most sustainable.

The LHS has been assessed against these duties, with the SCCIA assessment available online [<<insert link>>](#). The recommendations arising from the SCCIA have been integrated in the LHS Outcome Action Plan into fulfil the aspirations of these duties.

Throughout the communications and consultation process we will continue to ensure that people are provided with opportunities to request information in other languages and formats which are most suitable to them.

Events will also be arranged to try and make them as accessible as possible to people, however, it is recognised that not everyone will be willing/able to attend these meetings out with their home and arrangements will be made to allow them to feed in their views in an alternative way which is most suitable for them.

14. Planned Communication Activity

[illegible]