

Proposed additional licensing consultation plan

Purpose of this document

This document outlines the approach that would be taken to deliver the statutory consultation required should Portsmouth City Council decide to make a designation for additional licensing of houses in multiple occupation (HMOs) in Portsmouth.

Some details about target audiences, activity and promotion may change depending on details of the proposed scheme.

Aims and objectives

The overarching aim of this activity is to support the successful delivery the statutory consultation required, which in turn will enable the City Council to make a decision about the introduction of additional licencing for HMOs in Portsmouth.

The aims of the activity are:

- To inform those likely to be affected by the decision to introduce additional licensing for HMOs.
- To capture any representations made by those impacted by the decision to introduce additional licensing for HMOs.

Audiences

Primary audiences:

- Private sector tenants, particularly those living in HMOs.
- Private sector tenant groups and local support groups.
- Landlords, particularly those that own smaller HMOs.
- Managing agents.
- Landlord associations.
- Residents, particularly people living near smaller HMOs.
- Businesses, particularly those operating near smaller HMOs.
- Students, particularly those living in smaller HMOs.
- Councillors.

Secondary audiences

- Neighbouring local authorities.
- Portsmouth City Council staff, particularly those working in housing and planning.
- Police, fire & rescue, and probation services.
- Voluntary, community and social enterprise groups, particularly those providing support services to tenants.

Consultation design

Please note: This is an indicative design only. A full implementation plan will be developed if a designation for additional licensing is made, along with detailed proposals for any designation area.

Fieldwork period	The statutory consultation will run for 10 weeks, from Monday 23 May to Sunday 7 August.	
Consultation design	Survey to capture attitudes to proposal, capture levels of support for each element of the proposal and to capture representations. Proposed structure:	
	Intro page	Outline purpose of statutory consultation, and provide context for the additional licensing.
	1	Classification of respondents - use audience list from proposal (primary/ secondary audiences)
	2	Description of the scheme and why it is necessary (include link to full evidence base). To what extent do you agree or disagree with the scheme? If strongly agree / slightly agree: why (free text box) If strongly disagree / slightly disagree: why (free text box)
	3	Description of the scheme and why it is necessary (include link to full evidence base). To what extent do you agree or disagree with the scheme's stated purpose? If strongly agree / slightly agree: why (free text box) If strongly disagree / slightly disagree: why (free text box)
	4	Explanation of how the scheme links to the city's housing strategy. To what extent do you agree or disagree that the proposed scheme will support the city's housing strategy? If strongly agree / slightly agree: why (free text box) If strongly disagree / slightly disagree: why (free text box)
5	Explanation of how the scheme links to the city's housing strategy and how the areas will be improved. To what extent do you agree or disagree that the proposed scheme will lead to the following improvements in the area If strongly agree / slightly agree: why (free text box)	

		If strongly disagree / slightly disagree: why (free text box)
	6	Proposed location of the scheme, including a map. To what extent do you agree or disagree with the scheme location? If strongly agree / slightly agree: why (free text box) If strongly disagree / slightly disagree: why (free text box)
	7	Explanation of why these areas have been selected. To what extent do you agree or disagree with the reasons why these scheme locations have been selected? If strongly agree / slightly agree: why (free text box) If strongly disagree / slightly disagree: why (free text box)
	8	Outline proposed fees. To what extent do you agree or disagree with the proposed fees? If strongly agree / slightly agree / strongly disagree / slightly disagree: 'Do you think the proposed fees are much too high/ a little too high/ about right/ a little too low/ much too low.'
	9	Outline potential licence conditions. To what extent do you agree or disagree with the potential license conditions? If disagree with the potential license conditions: 'Which potential license conditions do you disagree with? (provide a list of the license conditions)'
	10	Which of the following best describes your current situation? I currently live in an HMO I currently own or manage an HMO I currently live or work near an HMO
	11	Demographic questions: What is your sex? What is your age group? Wat is your ethnic group? Do you consider yourself as having a disability under the Equality Act 2010? What type of disability do you have? Which of the following best describes your current situation? Which of the following best describes your annual household income?
	12	Please provide your full postcode.

<p>Proposal documentation</p>	<p>Digital channels Accessible web pages including:</p> <ul style="list-style-type: none"> • Description of the scheme and areas included, including a map • Explanation of why area(s) have been selected • Evidence base outlining why the scheme is necessary, how it will contribute to housing strategy and how the areas will be improved • Fees and potential licence conditions • FAQ outlining purpose and limitations of additional licencing for smaller HMOs <p>Offline channels Proposal document including:</p> <ul style="list-style-type: none"> • Description of the scheme and areas included, including a map • Explanation of why area(s) have been selected • Evidence base outlining why the scheme is necessary, how it will contribute to housing strategy and how the areas will be improved • Fees and potential licence conditions • FAQ outlining purpose and limitations of additional licencing for smaller HMOs
<p>Ways to take part</p>	<p>To ensure that the consultation is accessible for all, there will be a range of options for people to take part:</p> <ul style="list-style-type: none"> • Web page and online survey available on the council website • Paper copies of the survey and supporting documentation available by calling city helpdesk • Drop-in sessions with explanatory materials and paper copies of the survey that can be completed at the session or that can be returned using business response envelopes

Proposed activity

Please note: This is indicative activity only. A full implementation plan will be developed if a designation for additional licensing is made, along with detailed proposals for any designation area.

To ensure that the consultation is accessible for all, there will be a range of channels used to engage audiences.

Activity	Notes
Roadshows	Events at sites across the city to provide people the opportunity to review proposals and ask questions of council officers before submitting responses.
Flagship	Article in resident magazine, delivered to all homes in the city.
Letters - tenants	Details of the consultation sent to tenants living in registered HMOs, or those properties suspected to be small HMOs that are not currently required to be licensed.
Letters - licensing	Details of the consultation sent to landlords and managing agents currently operating licensed HMOs
Door drops	Details of the consultation sent to homes and businesses in areas of the city with HMOs.
Social media	Regular posts to council owned channels.
PR	Press releases at key points of the consultation period.
Digital display budget	Targeted digital display to reach key audiences and increase response in underrepresented groups.
Email marketing - external	Stories included in relevant newsletters, including Flagship, Flag It Up, Family Life, Recycling and Rubbish, Health and Care, and Your City Your Say - approx. 18,500 unique recipients.
Email marketing - landlord newsletter	Landlord focused article for landlord newsletter.
Email marketing - staff	Story included in relevant newsletters, including In The Know (all staff), HNBS staff bulletin and ASC bulletin.
Partner packs	Packs explaining the proposals for key partners in the city, including details on how to share the consultation with their contacts.
Posters - council sites	To be distributed to key locations including community centres and libraries.
Leaflets - council sites	To be distributed to key locations including community centres and libraries.
Councillor briefing	Briefing for members to find out about the proposals and what it means for local people.

Budget

Please note: This is an indicative budget only. A full budget will be developed if a designation for additional licencing is made, along with detailed proposals for any designation area.

Promotional costs

To include production and distribution of Posters, Letters to HMO properties, door drops, proposal documents, paper survey, banners, social media assets, email marketing assets, digital display advertising, flagship advert & business reply envelopes. Total estimated cost of £13,690.

All promotional activity will be undertaken by staff in the council's marketing and corporate communications team.

Research costs

The research will be designed and analysed by the council's internal research and engagement service. A cost of £7,560 is proposed to cover:

- Survey design, development and testing
- Data cleaning and analysis
- Report writing
- Creation of accessible output for council website

Therefore the total anticipated cost of running this consultation exercise is £21,250. There is no identified budget within the Private sector Housing cash limit for this survey work

Evaluation

Measure	Source of information
Broadly representative sample	Market research team, survey responses
Number of survey responses	Market research team, survey responses