

<b>Committees:</b>	<b>Dates:</b>
Housing Management and Almshouses Sub Committee	28 November 2016
<b>Subject:</b> Housing Delivery Programme - Communications Strategy	<b>Public</b>
<b>Report of:</b> Director of Community and Children's Services	<b>For Decision</b>

### **Summary**

The purpose of this report is to engage Members in the development and implementation of a new Communications Strategy and Action Plan for the Housing Delivery Programme.

### **Recommendations**

The Committee is asked to:

1. Consider and discuss the draft Communications Strategy for the Housing Delivery Programme attached as Appendix 'A' to this report.
2. Decide how it wishes to engage in the development and implementation of the Communications Strategy.

### **Main Report**

#### **Background**

1. The City of London Corporation (CoLC) is seeking to deliver 700 affordable new homes by 2026. The Housing Delivery Programme currently includes proposals to expand homes on the City's existing social housing estates by 25%. Sixteen opportunities for development have been identified in over 10 locations which, if developed in their entirety could deliver around 730 new homes.
2. In addition to the Housing Delivery Programme, the CoLC is also committed to a £50million 5-year Major Works Improvement Programme across the whole of its social housing portfolio.
3. To ensure the effective and successful delivery of Housing Delivery and Major Works improvement Programmes, it is essential for us to have robust processes and procedures in place to communicate effectively with all our stakeholders including tenants, leaseholders, other residents, members, committees, community groups, members of the public, developers, contractors, the press and media and other interested parties.

#### **Considerations**

4. Attached as Appendix 'A' to this report is the first draft of a new Communications Strategy for the Housing Delivery Programme. This is very much a 'work-in-progress' document and is far from the finished article.

5. Although the Strategy is very much focused on the Housing Delivery Programme for the 700+ new homes, it is intended that it will serve equally as well for the City's 5-year Major Works Improvement Programme.
6. Members have, on occasions, raised concerns that we do not have an adequately co-ordinated and documented approach to communicating with residents particularly with regards to new developments and major works. The development and implementation of this Communications Strategy will go some way to addressing those concerns.
7. Members are requested to decide how they wish to engage in the development and implementation of this draft Strategy. Such engagement may involve a Member/Officer Working Group or may simply be Members feeding back their thoughts, views and suggestions for incorporation into the draft Strategy.
8. It is intended that the final version of the Communications Strategy will be brought back to this Committee for approval and sign off.
9. A new post of Communications Manager has been identified with overall responsibility for the implementation of the Housing Delivery Programme Communications Strategy and the associated Action Plan. An appointment has been made and the new postholder is expected to join the CoLC in January next year.

## **Appendices**

- Appendix 1 – Housing Delivery Programme Draft Communication Strategy

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