

Appendix 3: Summary of Approach to Housing Strategy Engagement

The approach

To ensure that the main themes of the housing strategy are communicated to our stakeholders and they have the opportunity to comment on these themes, the following approach has been drawn up. The approach will involve defining the objectives, a consideration of timescales, identifying the stakeholders, determining the methods, preparing the questions we want to ask, understanding how the data will be collected and identifying what the results will be used for.

Objectives

To ensure that stakeholders are given an opportunity to feedback on the strategy and thereby help to shape the way the services in this area are provided in the future. The objectives of the consultation are:

- To find out if they agree with the areas that have been identified
- To communicate the services and actions that will be covered under each of these areas
- To establish if our stakeholders think we should be doing more, less or about the same as we do now

Timescales

The consultation to be open for six weeks from 14th September to 26th October 2017 – avoiding the summer holidays and also the Local Plan consultation which takes place during July and August. Analysis of results to take place early November thereby facilitating the roll out of actions from January 2018.

Stakeholders

The stakeholders have been identified as residents, Parish Councils, Registered Providers, private sector landlords and landowners and other strategic partners such as LCC, the mental health trust and the Voluntary and Community Sector etc.

Method

- A survey. This to include a web link to facilitate electronic distribution. A copy of the survey will be drawn up when the content has been approved.
- A press release. The opportunity to participate in the consultation to be promoted via a press release (thereby ensuring traditional media channels are made aware) and also through our social media channels - Facebook, Twitter, YouTube and Instagram.
- Articles in both SK Today and Parish Update. The articles to include information and context around the development of the Housing Strategy, a web link to the survey (and arrangements for those who do not want to go online to respond) and most importantly how the strategy could help them or the people they care about going forward.
- Contacting specialist service providers and strategic partners, such as Registered Providers, private sector landlords, developers and landowners directly as well as other strategic partners identified by Housing Services. These include: Adult Social Care,

childrens' services, Lincolnshire Mental Health Trust and the Voluntary and Community Sector.

- An additional member consultation event on the 18th September 2017

Data collection

The data will be collected electronically, downloaded into excel and analysed as soon as the consultation has closed.

The results

The results will be analysed and reported through to the Communities and Overview Scrutiny Committee on November 7th 2017.

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