

HOUSING SERVICE PROJECT COMMUNICATION PLAN	
Project Name	Homelessness Review and Strategy 2014-2018
Project Manager	Sue Wordsworth

1. Purpose

This is the communications plan for the Homelessness Review and Strategy 2014-2018. This document sets out how stakeholders (and providers) will be:

- informed about the commissioning proposals
- able to comment on the commissioning proposals
- able to influence service design

2. Communication objectives

The objectives of this communications plan are to ensure that:

- all stakeholders are aware of the reasons for developing the commissioning proposals and the advantages and disadvantages of available options
- accurate information about the project in appropriate formats is available
- stakeholders have the opportunity to comment on the proposals
- that consultation feeds into the design of the tender specification
- it is clear when communication includes the opportunity for consultation and involvement.
- the objectives of consultations and the way in which the results of consultation will be considered by the Council are clearly stated.

3. Scope of communication

The communications are based around the distribution of a commissioning strategy and its key messages. Consultation will include key stakeholders and equalities groups and stakeholders.

All consultation shall comply with the requirements of legislation, Codes of Practice and other guidance as appropriate.

4. Intended audience

The intended audience includes:

- older people
- younger people
- homeless persons
- people with disabilities
- service users
- voluntary groups that work with homeless and those at risk
- councillors
- local commissioners and funders
- partners (e.g. housing associations)
- local authority staff and agencies who refer clients to these services

5. Key messages associated with the project

The key messages for this project are:

- What – Evidence Base for local homeless characteristics
Draft Homelessness Strategy Action Plan
Local Priorities
Equalities Impacts
- Why – 5 year strategy to prevent homelessness and protect vulnerable people
- Who – stakeholders and partners
- When – Strategy to be in place 2014-2018

6. Stakeholders

- Agencies that lead co-ordinated action to reduce the harms caused by alcohol misuse;
- Connecting Families Team

- Frontline SP&C homelessness sector provider organisations
- Health and Social Care services
- Homelessness Partnership
- Jobcentre Plus,
- lead agencies for young people, ex-offenders and people with drug, alcohol mental health needs
- Local Authority senior managers and members
- Local Training and Education Providers
- Mediation Service
- mortgage rescue advice and assistance
- Police Services
- private rented sector
- Registered Providers (social housing)
- Service Users and ex-service users
- Services that coordinate action to prevent suicide repeated self-harm and support for people with mental ill health.
- Services that ensure that our local communities have access to good quality education, volunteering and employment opportunities;
- Supported Lodgings Service and Providers
- Voluntary Sector (services for homeless)
- Work Choice Providers
- Youth services

7. Measuring and evaluation

The communications and consultation will be measured by:

- the ability to meet specified deadlines
- the level of the response to the survey
- the attendance at stakeholder and provider days
- feedback on the clarity of the commissioning strategy

8. Communication channels

One to one discussions, round table meetings, conference event, open public website consultation.

9. Communication Plan

Homelessness Strategy Communications Timescales		Tasks
07 Feb 2013	Homelessness Partnership (Strategy Group)	Plan conference and strategy outline
14 Mar 2013	Homelessness Partnership (wider group) Stakeholder Agencies (list of delegates below)	Welfare Reform conference (establishing local priorities)
29 Apr 2013	Supporting People & Communities	Agree Strategy structure
00 May 2013		Research Evidence Base & review national policy
05 June 2013	Housing Options & Homelessness	Local Priorities consultation
00 June 2013		Prepare Draft Strategy
03 July 2013	Homelessness Partnership (Strategy Group) (list of members below)	Draft Strategy consultation
06 Aug 2013	Planning Services	Evidence Base consultation
18 Sept 2013	Health and Wellbeing Board	Approve launch of open public consultation
20 Sept 2013	Wellbeing Policy Development and Scrutiny	Alert to open public consultation period
25 Sept 2013	Open Public Website (6 weeks) to 06 Nov 2013	Draft Strategy consultation
06 Nov 2013	Health and Wellbeing Board	Update on consultation
00 Nov 2013		Equalities Impacts Assessment
00 Nov 2013		Risk Assessment
22 Nov 2013	Wellbeing Policy Development and Scrutiny Panel	Draft Strategy scrutiny and recommendations
	Strategic Directors Group	Guidance for single member decision
	Informal Cabinet	Guidance for single member decision
00 Dec 2013	Single Cabinet Member	Decision

Homelessness Partnership (Strategy Group)

Organisation	Role	Name
B&NES Council	Cabinet Member for Wellbeing	Cllr Simon Allen
B&NES Council	Cabinet Member for Homes and Planning	Cllr Tim Ball
B&NES Council	Connecting Families	Paula Bromley
B&NES Council	Divisional Director, Customer Services, Revenues & Benefits	Ian Savigar
B&NES Council	Planning & Partnerships Manager	Sue Wordsworth
B&NES Council	Substance Misuse & Communities Manager	Carol Stanaway
B&NES Council	Supporting People Manager	Ann Robins
B&NES Council	Team Manager Housing Services	Mike Chedzoy
Bath Abbey	Homelessness Initiative Manager	Kerry Headen
CAB	Operations Manager	Gill Whitehead
Clean Slate Training and Employment	Managing Director	Jeff Mitchell
Curo	Director of Neighbourhoods	Julie Evans
Curo	Head of Care and Support	Janet Errington
Genesis Trust	Director	Paul Solly
Julian House	Operations Director	John Isserlis
REACH	Service Manager	Nik Brown
Stonham Housing Association	Senior Client Service Manager	Alan Docherty

Welfare Reform Conference 14 March - Preparing for Change List of Delegates

Organisation	Role	Name
Avon and Somerset Police	Anti-Social Behaviour Manager	Tim Harris
Avon and Somerset Police	Rough Sleeper Co-ordinator	Elizabeth Parry
B&NES Council	Approved Mental Health Practitioner, Mental Health Services (Social Care & Health)	Tom Lochhead
B&NES Council	Cabinet Member Homes and Planning	Cllr Tim Ball
B&NES Council	Cabinet Member Wellbeing	Cllr Simon Allen
B&NES Council	Change for Children and Independent Quality Assurance Manager, Learning & Inclusion Service	Mary Kearney-Knowles
B&NES Council	Childrens Centre Co-ordinator	Peter Roberts
B&NES Council	Community Support Worker, Work Development Team	Suzanne Morys

B&NES Council	Deputy Team Manager, Children in Care and Moving On Team	Beverley Coles
B&NES Council	Divisional Director, Customer Services, Revenues & Benefits	Ian Savigar
B&NES Council	Housing Adviser	Andrew Stevens
B&NES Council	Housing Advisor Mental Health and Learning difficulties	Tracy Pullen
B&NES Council	Manager, Family Information Service	Jackie Fielder
B&NES Council	Planning & Partnerships Manager	Sue Wordsworth
B&NES Council	Substance Misuse Project Officer, Non Acute & Social Care	Louise Spencer
B&NES Council	Supporting People Manager	Ann Robins
B&NES Council	Team Leader Customer Services	David Hammond
B&NES Council	Team Manager Housing Services	Mike Chedzoy
B&NES Council	Team Manager, Disabled Children's Team	Nora Ryan
B&NES Council	Worklessness Programme Manager, Skills and Employment	Harun Kennedy
Bath Abbey	Homelessness Initiative Manager	Kerry Headen
Clean Slate Training and Employment	Managing Director	Jeff Mitchell
Crisis Welfare Network	Project Manager	Michael Fothergill
Curo	Director of Neighbourhoods	Julie Evans
Curo	Head of Care and Support	Janet Errington
Curo	Welfare Reform Implementation Officer	Hayley Stockham
Department for Work and Pensions	Partnership Manager	Val Baker
Genesis Trust	Director	Paul Solly
Genesis Trust	Lifeline Centre Manager	Gloria
Julian House	Operations Director	John Isserlis
MIND	Community Outreach Support and Development Leader	Jude King
REACH	Support Co-ordinator	Ben McFarland
Sirona Care and Health	Lead Social Worker	Geoff Watson
Stonham Housing Association	Senior Client Service Manager	Alan Docherty
SW Advice Network	Housing Adviser	Fiona Anderson