

Annex 2

Communications Planning on Welfare Reform

| <b>Timescale</b>   | <b>Activity</b>  | <b>Key Stakeholders</b>   |
|--------------------|--|---|
| Jan 2011           | Tenants Consultative Group(TCG) presentation   | Tenants   |
| Jan 2011           | Cabinet report   | Cabinet Members   |
| 13 March 2012 TCG  | Presentation   | Tenants   |
| March 2012         | Welfare reform Article Open House  | All Secure Tenants  |
| March 2012         | Leaflet to accompany all new offers  | New tenants   |
| March 2012 ongoing | Advice to tenants at Visits from Housing officers                                    | Tenants in Arrears or any tenant who contacts or is visited on a housing matter |
| May 2012           | Count down to Change leaflet included in quarterly rent statements                   | All Secure Tenants  |
| 24 May 2012        | Member briefing  | Members   |
| June 2012          | Contacted those likely to be affected by the benefit cap with tailored support plans | Tenants   |
| 26 June 2012       | TBC Staff briefings  | Staff   |
| 12 July 2012       | Briefing To Customer Services staff  | Staff   |
| July 2012          | Cabinet Report to set out proposals  | Members   |
| August 2012        | Stakeholder briefings  | CAB, Homestart, Police, Credit Union Voluntary Sector Social Services           |
| August 2012        | Count down to Change leaflet included in quarterly rent statements                   | All Secure Tenants  |
| Summer 2012        | Briefings for tenants at the locality hubs   | Tenants and Residents   |
| Summer 2012        | Telephone campaign with 521 likely to be affected by the under                       | Tenants   |

|                                 |   |                    |
|---------------------------------|---|--------------------|
|                                 | occupation rules and an assessment of move on                                   |                    |
| November 2012                   | Count down to Change leaflet included in quarterly rent statements              | All Secure Tenants |
| December 2012                   | Dedicated web Page up and running linked to social media                        | All Customers      |
| December 2012                   | Include information as part of the Christmas rent Campaign                      | Secure Tenants     |
| December 2012                   | Article in Open House   | All Secure Tenants |
| January 2013 & then as required | Notice on Plasma screens  | All Customers      |
| February 2013                   | Count down to Change leaflet included in quarterly rent statements              | All Secure Tenants |
| February 2013                   | Information with rent increase  | All Secure Tenants |
| June 2013                       | Count down to Change leaflet included in quarterly rent statements              | All Secure Tenants |
| June 2013                       | Article in Open House   | All Secure tenants |
| Summer 2013                     | Cabinet to report impact assessment and final preparations for Universal Credit | Members            |
| September 2013                  | Count down to Change leaflet included in quarterly rent statements              | All secure Tenants |