

ACTION 1. 24/25

Housing Advice and Support Hub Communication Plan

Objectives:

- Aim to increase Prevention approaches to the service (Target KPI of 50%)
- To encourage more households to seek early advice and support before changing circumstances become bigger issues and to showcase the services ability to signpost to other support services with both internal departments and external support service referrals
- Provide reliable and accurate information with aims to prevent homelessness
- Assist in securing new housing or resolving existing issues at current settled accommodation
- Facilitate access to financial assistance for deposits or rent in advance
- Inform Tenants and Landlord about their rights and responsibilities

Target Audience

Customers who may need general advice around their current housing situation or are Homeless/Threatened with Homelessness

Households that are experiencing:

- Family breakdowns
- Those that have been issued with S21's
- DA
- Loss of employment or reduced income due to other circumstances

Channels & Tools

We will send Posters and invites to: Shine, Wellbeing Lincs, DWP, CAB, SOLDAS, EDAN/LDASS, BEAM, Allocations SHDC, Communities SHDC, SHDC Disability Funding Grants, Holbeach Food Bank, Agape Food Bank, Framework, LRP, C4L, Veterans Support Services, SSAFA, MIND, Lighthouse Church, Early Years LCC, Lincs Rural Support Network, Johnsons Hospital, Cllr Smith in Pinchbeck, Tonic Health, Boxes of Hope, WAWY, Sutton St James Baptist Chapel, Age UK, Johnsons Hospital, C4L, Lincolnshire Community and Voluntary Service

Websites:

- South Holland DC Website – 29th May 2024
- Mylocal.co.uk Website – 29th May 2024

Social Media:

- SHDC - 29th May (Facebook & X)
- SHDC Communities – 23rd May & 17th June (Facebook)
- Shine Lincolnshire – 10th June & 18th June (Facebook & X)
- Lincolnshire in Focus – 31st May (Facebook and LinkedIn)
- Holbeach Long Sutton Whaplode Chatter – 17th June (Facebook)
- Friends of Holbeach St Marks – 17th June (Facebook)
- Boxes of Hope – 16th June (Facebook)
- The Holbeach Hub (Tonic Health) – 17/6/24 Facebook

Poster Drop to Shops:

- Hix and Sons,
- Letsgetyoumoving,
- Library
- Boxes of hope,
- Chosen Charity shop
- The international food shop on the High Street (cannot remember the name of it)
- All Saints Church,
- the Methodist/baptist church
- Tonic Health

Monitoring & Evaluation

We will record the amount of customers who attend the event. We will then split this down into those that need:

- General Advice
- Homelessness Prevention Duty
- Relief Duty
- Housing Register/Allocations

This will highlight the effectiveness of the event and also collate feedback from customers and the wider support network on who else maybe helpful to have attend to overcome their housing issues.