

Appendix 7: Summary of Communication Log

Log of communications activities to support the consultation of Housing Related Support Redesign 2023.

Channel	Details
Ask Warwickshire	<p>Dedicated consultation webpage Live 22.5.23 – 11.8.23</p> <p>Redesign of Housing Related Support Services - Warwickshire County Council - Citizen Space</p>
<p>Email (outbound)</p> <p>Sent press release and told them now live 22.5.23 / 23.5.23</p> <p>Follow up 6/7/23 and some direct mailing</p>	<p>Prepared distribution list of key stakeholders - those organisation/people who directly refer people to HRS services and offer support services to customers</p> <p>Criminal Justice:</p> <ul style="list-style-type: none"> • NACRO Warwickshire National Probation Service • YSS • Youth Justice <p>Health:</p> <ul style="list-style-type: none"> • SWFT Physical Health Homeless Teams • CWPT Homeless Teams • Family Nurse Partnership and Health Visiting <p>Housing</p> <ul style="list-style-type: none"> • Heads of Housing & key contacts within Housing teams • Registered housing Providers <p>HRS Providers</p> <p>Voluntary and Community Sector organisations that:</p> <ul style="list-style-type: none"> • work with people affected by homeless/at risk of homelessness • support those facing financial hardship and food poverty • deliver specialist support to individuals around drug and alcohol dependency, disability and mental health wellbeing <p>WCC internal direct emails to:</p> <ul style="list-style-type: none"> • People Group Director and AD • Adult Social Care Service Manager • Adult social Care Operation Managers • Children Services Service Managers including Participation Team • Strategy & Commissioning Teams • Public Health Team • Communities Team



	<p>In People Group Director Briefing meetings and tweets/blogs – 14.6.23/ 16.6.23</p> <p>6.6.23 - Sent slide to commissioning teams and public health requesting they use at any events/forums to promote engagement in the consultation</p> <p>Email was sent to all comms teams in District and Borough Councils in Warwickshire</p>
Email (inbound)	Published email address available for people to respond via email.
Social Media	<p><u>WCC channels</u> Warwickshire County Council Facebook Warwickshire County Council Twitter Retweets from other WCC accounts Other related WCC service accounts – Family Information Service (FIS) Child friendly Warwickshire Reposted in several Facebook groups – community groups and private groups e.g.: Southam ward Facebook group</p> <p>Also, all messages were included in our Social media pack for all our members and partners. Social media packs 23 June 2023 & 4 August 2023</p> <p>The first post scheduled to go out at 13:30 on 22.5.23, and then posted daily on our WCC social media channels for the next two weeks.</p> <p>Posts on Facebook and Twitter: May: 3 posts, June: 6 posts, July: 7 posts, August: 3 posts – All posts received: 7k Impressions and 8.1 K Reach</p> <p>Next door posts: 6.7.23: 3,665 Impressions 3.8.23: 5,887 Impressions</p>
Newsletters	<p>WCC newsletters - Working for Warwickshire 26.5.23 Heads Up – 26.5.23</p> <p>Family Information Service newsletter -</p> <ul style="list-style-type: none"> • 23 May 2023 & • 6 July 2023 <p>Warwickshire Weekly News 26.5.23 Warwickshire Weekly News 3.8.23</p>



	<p>Warwickshire Matters – May & July 2023</p> <p>Communities and Partnership newsletter 19.6.23</p> <p>EQUIP Newsletter 23.5.23</p> <p>Warwickshire CAVA put in e-grapevine and tweeted In CAVA E-grapevine 3.5.23/ 25.6.23/ 11.7.23</p>
Media relations	<p>Presence on WCC news page & Main Landing page</p> <p>News release sent out https://www.warwickshire.gov.uk/news/article/4207/have-your-say-take-part-in-consultation-on-housing-related-support-services-in-warwickshire</p> <p>Published:</p> <ul style="list-style-type: none"> • Rugby Observer online, • Leamington Observer Online/print • Kenilworth Web • 2 Leamington series newspaper – print
Verbal briefings & Promotion	<p>Stratford Housing Forum 24.5.23</p> <p>Nuneaton Housing forum 15.6.23</p> <p>Targeted Youth Support Team Meeting 3.6.23</p> <p>Housing Board 20.6.23</p> <p>Autism Partnership Board –14.6.23</p> <p>Update meeting held with new Housing Needs Manager WDC (Warwick District Council) 3.7.23</p>
Stakeholder Consultation Workshop	<p>5.7.23 HRS Consultation Workshop held with 30 key stakeholders and partners, including District and Borough Housing, health services, the voluntary sector and current HRS providers.</p> <p>The event outlined gaps in respondents to date. Types of organisations: Criminal Justice, District and Borough Councils, Providers and based on equalities and protected characteristics. We identified the following characteristics as being under-represented at this stage in the consultation: Asian, Black; Hindus, Muslims; Males and under 34.</p> <p>We asked for organisations support to promote and help us reach these groups across Warwickshire.</p>



	Invites and follow ups for the workshop sent out 31.5.23; 7.6.23 and 13.6.23
Outreach Support	<p>Email <i>Working together to support the redesign of housing related support services consultation</i> with information relating to the outreach work for the consultation delivered by Kaizen and Social Engine sent to organisations requesting support and giving organisations/key stakeholders the days that Kaizen would be in their local area.</p> <p>Also communicated out via the Community Teams and suggestion of where to visit.</p> <p>7.6.23/ 8.6.23/ 9.6.23</p>
Other – identified as gaps during the live consultation period	<p>Targeting support to Gypsy, Roma and Traveller Communities – asked for support from WCC GRT team and Warwickshire Police Gypsy and Traveller Liaison/Advisor and EQUIP to cascade information 23.6.23/ 6.7.23</p> <p>Targeting support for people within the criminal justice arena and community safety Sent additional details to Warwickshire Probation Service, YSS, NACRO, Offenders Accommodation Task and Finish Group; Safe Accommodation Working Group (SAWG), Community Safety Partnerships</p> <p>6.7.23 and /or 24.7.23</p> <p>Young people’s Focus groups outlined below were based on gap in young people involvement.</p>
Focus Group	<p>2 x Warwickshire Vision Groups Rugby 5.7.23 and Nuneaton 20.7.23</p> <p>House Project, Nuneaton 26.7.23</p> <p>Doorway Project, Nuneaton 27.7.23</p> <p>Learning Disability Team, Social Care and Support 27.7.23</p> <p>Physical Disability & Sensory Service Team, Social Care and Support 9.8.23</p>
Request for support	<p>Paper surveys - People could request them via email/phone. Set up sending though WCC post room – non requested.</p> <p>Email request for support completing the form – one person requested support and agreed a suitable time and the person was supported to answer the Ask Warwickshire survey via telephone support.</p>

