

Landlord Licensing Consultation Stakeholder Communication Matrix

	Audience	Communication Lead	Communication Channels	Reach	Key Date(s)	Completed / Comment Y/ N
1.	All residents/ tenants/ landlords/ partners/ business sector etc	Communication Team	Website (Citizen Space)		30.11.21	Y
2.	All residents/ tenants/ landlords/ partners/ business sector etc	Communication Team	LCC social media (Facebook, Twitter)		10.12.21	Y
3.	All residents/ tenants/ landlords/ partners/ business sector etc	Communication Team	Partner social media (request reposts of our messages)		10.12.21	Comms not sure of partners
4.	All residents/ tenants/ landlords/ partners/ business sector etc	Communication Team	Posters (LCC buildings in scheme areas: Aylestone Leisure Centre, Westcotes Library, Fosse Library)		10.12.21	Y
5.	All residents/ tenants/ landlords/ partners/ business sector etc	Communication Team	LCC newsletter (Your Leicester)	The Your Leicester newsletter item has been held over till 1 Feb because of other requests It's not a problem as we currently have a good response rate and a later YL item will help boost late responses 58500	1/2/22	Next issue

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6.	Schools via Intranet	Landlord Licensing Programme Manager Jason.Graham@leicester.gov.uk	Email/ schools newsletter	<p>This will be included in our weekly bulletin going out to all schools on Friday. I'll send you a copy when it goes out. I'll also look to include in one of the briefings from Sue Welford, principal education officer. This will reach every school in Leicester City including academies, free schools and independents via the heads and school office email. We also have a large number of staff signed up to receive the bulletin directly, such as premises managers, business managers etc.</p> <p>Leicester City Schools – 114 and if we include independents and privates (130 total)</p> <p>Just over a thousand subscribers currently. We also rely on schools to share round with staff.</p>	12/1/21	TC sent
7.	Neighbourhood Link (Police IT)	Michael Cawley	Email		21.12.21	Y
8.	Citizens Advice (Accommodation Services)	Landlord Licensing Programme Manager richard.evans@citizensadviceleicestershire.org	Email/ Letter	<p>Thanks for the email and update. We had picked up on this already and I understand we will or have put in a response.</p> <p>In the meantime, we will let colleagues know and also put on our website</p>	14/1/22 Response 17/1/22	TC sent email to Contact

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9.	HMO tenants	Landlord Licensing Programme Manager	Letter		17/12/21	Letter sent with residential letters
10.	HMO landlords	Landlord Licensing Programme Manager	Letter / email		17/12/21	Letter sent with residential letters
11.	Private landlords	Housing Options	Letter / email		17/12/21	Y
12.	Letting agents / estate agents	Landlord Programme Manager	email	130 emails 867 Landlords forwarded details 131 emails 7 days left and advertise Q&A	17/12/21 15/2/22	Y Y
13.	Residents in scheme areas	Landlord Licensing Programme Manager	Letter (see above no. 5 and 14) Drop-in events	Included in letter to all residents' letter 110745	17/12/21 Dates to be determined between 30/11/2021 and 22/02/22.	Y No drop in events arranged letter sent due to Covid restrictions

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14.	Private tenants	Landlord Licensing Programme Manager	Letter	110725	letters go to every household in the city 17/1/21	Y
15.	Agent Rainmaker	Landlord Licensing Programme Manager team@agentrainmaker.co.uk	Post on Facebook Email	1	10/1/22	Y
16.	General public	Landlord Licensing Programme Manager	Letter Drop-in Sessions	110725 Mayors twitter session to be advised of date and time. Three drop in sessions being set up via Teams, and will take place on Tuesday, February 15, from 3pm to 4pm, and on Friday, February 18, from 12noon to 1pm.	17/12/21 Date to be determined between 30/11/2021 and 22/02/2022.	Y Virtual Meeting dates to be Identify dates and persons to coordinate
17.	LCC tenants	Housing Option	Letter		23.12.21 This may not be required if letters go to every household in the city	Not being sent out as not eligible under the scheme

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18.	Ward Councillors and City Mayor	Landlord Licensing Programme Manager	Email	54	16/12/21	Y
19.	Ward Meetings	Landlord Licensing Programme Manager	Presentation at meetings	Aylestone WCM - agenda item to consider A5 Leaflet produced by Comms 17/1/22 for distribution to Cllrs as required Fosse Ward Zoom Meeting 2/2/22	Between Jan 5 th and 22 nd Feb (awaiting dates)	Fosse Ward 2/2/22 6:00pm
20.	Local media (Print, TV, and Radio)	Communication Team	Press Release		30.11.21	Y
21.	Local media (Print, TV, and Radio)	Communication Team Press Release	Press release		Updates through the consultation	16/12/21
22.	Students / Universities	Communication Team registrar@leicester.ac.uk talvin.gill@dmu.ac.uk (Press officer) nm365@leicester.ac.uk (Nicola Mirams) rj222@leicester.ac.uk go44@leicester.ac.uk kw279@leicester.ac.uk	Partner Communication Team	8 student Letting agents and 2 Unis Both Uni press officers	23.12.21 & 14.01.22 12/1/22	17/12/21 Additional targeted to emails tacts provided 10/1/22
23.	Businesses	Communication Team	Email	3654 112 Staff	12.01.22	Email sent to all business with residential

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						letter attached
24.	Partner organisations	Landlord Licensing Programme Manager	Email	kevan.l@valonline.org.uk	15.12.21	Y
25.	Frontline staff	Communication Team	Email		23.12.21 & 21.01.22	CSC script on dealing with Queries created 17/12/21
26.	LCC staff	Communication Team	Interface Face newsletter	All LCC staff January FACE	12/1/22	Y
27.	Mosques/ Temples/ Gurdwara and other faith organisations	Landlord Licensing Programme Manager	Email/ Letter	204	17/12/21	Y
28.	Translation service for All Faith Groups if required	Communications team	Gujarati email version created	1600	21/12/21	Y
29.	EMPO (East Midlands Property Owners)	Landlord Licensing Programme Manager	Email	1	15/12/21	Y
30.	ARLA (Association of Residential Letting Agents)	Landlord Licensing Programme Manager	Email	1	15/12/21	Y
31.	NRLA (National Residential Landlords Association)	Landlord Licensing Programme Manager	Email	1	15/12/21	Y
32.	Guild of Residential Landlords	Landlord Licensing Programme Manager	Email	11	15/12/21	Y

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33.	Residential landlords	Landlord Licensing Programme Manager	Email	6	15/12/21	Y
34.	DASH (Decent & Safe Homes)	Landlord Licensing Programme Manager	Email	25 landlords	17/12/21	Y
35.	MPs	Landlord Licensing Programme Manager	Email	3	17/12/21	Y
36.	Neighbouring LAs	Communication Team/ Landlord Licensing Programme Manager	Email	8	17/12/21	Y
37.	District councils	Landlord Licensing Programme Manager	Email	8	17/12/21	Y
38.	VCS organisations	Landlord Licensing Programme Manager	Email	kevan.l@valonline.org.uk	17/12/21	Y
39.	Police (local beats)	Landlord Licensing Programme Manager	Email		17/12/21	Y through Insp Cawley
40.	Fire service	Landlord Licensing Programme Manager	Email		17/12/21	Y
41.	Woodgate Residents Association	Landlord Licensing Programme Manager	Drop-in Session	Attended Fosse ward meeting 2/2/22 copy of presentation slides forwarded 3/2/22	Date to be determined between 30/11/2021 and 22/02/2022.	Drop ins not to be undertaken due to Covid. Virtual meetings to be arranged

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						where possible
42.	Generation Rent	Landlord Licensing Programme Manager	Email		17/12/21	17/12/21
43.	Braunstone Echo	Landlord Licensing Programme Manager	Press release	1	16.12.21	Y
44.	Evington Echo	Landlord Licensing Programme Manager	Press release	1	16.12.21	Evington Echo issue begin Feb
45.	Western Park Gazette	Landlord Licensing Programme Manager	Press release	1	16.12.21	Y
46.	RICS, CIH, NHF	Landlord Licensing Programme Manager	Email	3 organisations	10/2/22	Y
47.	Teams Q&A	Landlord Licensing Programme Manager	Press release	15-2-22 – 8 Attended 17-2-22 18-2-22		Y
48.	Friends of Clarendon Park and Friends of Victoria Park	Landlord Licensing Programme Manager	Newsletter	Mailing list	15/2/22	Y