

## Consultation activities

### Pre-consultation activity:

- Officers attended landlords Expo – Oct 2016 (informing of intention to consult)
- Report presented to Overview and Scrutiny Committee (report inc in public domain and public allowed to attend) Nov 2016
- Cabinet approval received to consult – Dec 2016
- Officers Attended Landlords Forum (pre-consult) 23 February 2017
- Officers attended the Landlord and Letting show, Aintree Racecourse – April 2016 (informing of intention to consult)

### Press Releases:

- Pre consultation Nov 2016, Jan 2017
- NWLA newsletter article Jan 2017
- Start of consultation w/c – 3 April 2017
- And re-run w/c – 17 April 2017
- Press release May 2017
- Press release w/c – 7 June 2017

### Promotion of consultation includes news articles on:

- Sefton website
- My Sefton
- Engagespace (Council's consultation webpage)
- M·E·L Research webpage
- All Sefton social media - regular retweets / Facebook posts throughout full period of consultation
- Staff intranet
- Sefton CVS website - retweeted
- Article on the NW Landlord Associations website + facebook page and email to members (by NWLA)

- Residential Landlords Association have published articles, responded to consultation, published meeting dates and reminders to take part in the consultation
- All HST officers including link to consultation on email signature.

## Poster and leaflet published and distributed:

- w/c 27 March – included with direct payment statements posted to landlords/agents
- Bootle, Waterloo and Southport Town Halls
- Magdalen House – all floors, kitchens, reception
- Housing Advice centres – Bootle / Southport
- One Stop Shops
- Libraries across the Borough
- Bootle Oriel Road, Bootle Strand and Waterloo rail stations
- Waterloo Post Office
- Bootle Health Centre
- Bootle Job Centre
- Goddard Hall – Citizens advice bureau
- Linacre Road Mission – neighbourhood centre
- OVH Community office
- All children’s centres – Bootle/Waterloo
- Family Centre – Southport
- All foodbanks across the Borough
- Leaflet distributed across additional licensing areas within the Champion newspaper (20,000 – properties, inc residential and commercial)
- Eco-Centre, Southport (Park + Ride)
- Neighbouring authorities – circulated to landlords
- Southport, Waterloo Letting Agents – hand delivered leaflets
- Southport Town Hall
- Supermarkets – multi-cultural
- Housing Standards officers given out hard copies of surveys to tenants, landlords and agents when dealing with disrepair complaints.

## Emails promoting consultation with links sent to:

- Elected members
- Landlords/Agents/others – who expressed interest in being kept updated
- Officers of HST added ‘signature’ to all emails
- All neighbouring Local Authorities
- All landlords/agents/accredited landlords who we hold email addresses for
- Regular emails sent to all ‘known’ landlords / agents.
- Other stakeholders including police, fire and rescue, housing associations, landlord associations/groups, CVS organisations public health and other local organisations.

## Consultation methods:

- Online survey
- Online survey for neighbouring boroughs
- Residents survey (face to face survey of 1,100 residents across Sefton, representative by ward, age and gender)
- Postal survey of households in Bootle (in areas affected by proposed selective licensing scheme)
- Stakeholder consultation – 10 completed/returned

## Meetings and events held/attended

- ‘World Cake Day’ (migrant event) – Southport – 29<sup>th</sup> April 2017
- Invest Sefton Economic Forum – 19 May with local businesses
- Meeting held with Council and Registered Providers – 19 May
- M·E·L Meetings with landlords/residents/tenants etc:
  - 18<sup>th</sup> May 2017
    - 1pm-2.30pm (open to all)
    - 7pm-8.30pm (for landlords and agents)
  - 19<sup>th</sup> May 2017
    - 1pm-2.30pm (open to all)
    - 3pm-4.30pm (for tenants, residents and businesses)
  - 21st June 2017
    - 7pm-8.30pm (cancelled due to no attendees on the evening)

- 22nd June 2017
  - 7pm-8.30pm (open to all)
- Bootle 'Strand by Me' – Council officers attended (14 June) to speak to members of the public generally to explain the schemes and encourage participation
- Drop-in events for Councillors held (Bootle and Southport) - (2 attended across both days)
- Met with the Southport Hoteliers Group to provide an update on licensing, their main concern related to number of HMOs (planning) and management thereon - 12 June
- Drop-in events for Landlords held (19 + 20 June) – (2 attended across both days).