

Housing Needs Survey - Communication Plan

The Communication Plan will need to:

- Raise awareness of the survey
- Highlight its importance and encourage participation.
- Allay fears and misconceptions about the survey and affordable housing.
- Feedback survey results
- Identify the next steps.

Audience	Means of communication	Specific Action	Lead Person	Resources required	Delivery timing	Comment
Parish Council	Advertising Briefings Emails Facebook page Flyers / postcards / leaflets Local Radio Meetings Newsletter Paper / magazine article Posters Presentations Press release Twitter Website					
Parish residents						
Former parish residents seeking to return						
People working in the Parish						
Local groups / voluntary organisations						
Local businesses						
Lewes District Council						
East Sussex County Council						
South Downs National Park						

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Further thoughts ...

Briefing key local workers who are speaking with people day to day / involving them in displaying / issuing promotional information:

- Local community workers – such as community nursing teams, health visitors and housing officers
- GP surgeries, Pubs, shops
- Playgroups, nurseries, and schools
- Village Hall Clubs, groups, and societies
- Voluntary organisations working with groups