Brent



Communications Plan Borough-wide selective licensing in Brent 2024

Campaign objectives

- To generate 20,000 selective licensing applications between 1 April 2024 and 31 March 2025
- To generate 40,000 selective licensing applications over five years beginning 1 April 2024
- To ensure landlords who rent in Brent understand that it is a legal requirement to have selective licence.

Brent

Use this section to outline your audiences and any insights you have on them

Audience insight

- **Primary**: Landlords who let properties in Brent.
- **Secondary**: Organisations working with landlords in Brent. E.g. Letting agents.
- **Tertiary**: Tenants who rent from landlords in Brent and tenants' advocacy organisations. E.g. London Renters Union, Advice4Renters, London Property Licensing, etc.
- **Quaternary**: Regional, trade and London media (they can help spread the message to landlords).

Strategy

Use this section to outline your strategy – use the insight to set out the approach you will apply. You will also need to cover proposition/messaging and channels.

PRE-LAUNCH: 1 FEB – 1 APRIL 2024

Three-word slogan: Landlords, Get Licensed.

Secondary tagline: From 1 April 2024, every landlord will need a licence to Rent in Brent.

Tertiary tagline: Rent with confidence. Apply online today

www.brent.gov.uk/getlicensed

LAUNCH: 1 APRIL 2024 TO 1 APRIL 2025

Three-word slogan: Landlords, Get Licensed.

Secondary tagline: Every landlord needs a licence to Rent in Brent. It's the law.
Tertiary tagline: Rent with confidence. Apply online today

www.brent.gov.uk/getlicensed

Brent Strategy

Use this section to outline your strategy – use the insight to set out the approach you will apply. You will also need to cover proposition/messaging and channels.

TARGETING TENANTS: 1 OCT 2024 – 31 MARCH 2025

Tagline: Ask your landlord.

Secondary tagline: Rent with confidence. Every landlord needs a licence to Rent in Brent.

Tertiary tagline: Let your landlord know they now need a license to rent. It's the law. www.brent.gov.uk/getlicensed

(From 2025): Check here to see if your home is licensed: (TBC.)

If your landlord is unlicensed, let us know:

www.brent.gov.uk/getlicensed

TARGETING RESISTERS: 1 APRIL 2025 – 31 MARCH 2026

Three-word slogan: Landlords, Get Licensed.

Secondary tagline:Unlicensed is unlawful. Every landlord needs a licence to Rent in Brent. Don't lose your livelihood.

Tertiary tagline: £640 for a five-year licence or maximum fine of £30,000. Don't get a criminal record. We will find you if you're a landlord and unlicensed. Apply online today and avoid prosecution. www.brent.gov.uk/getlicensed

Brent

Use this section to outline your strategy – use the insight to set out the approach you will apply. You will also need to cover proposition/messaging and channels.

Strategy

- **Phased campaign**: Coming soon (Feb – 1 April), Launch (1 April – summer), It's live (end of summer – 31 March 2024).

- **Channels**: Digital, socials, JCDecaux, Brent Mag, Brent e-newsletters, press releases, library & atrium screens, e-signature, programmatic advertising, targeted audience letters (eg to letting agents).

- **Regular three-month reviews of comms based on number of applications received**: For example, if the number of applications received is lower than anticipated by the end of phase two, we can ramp up the comms to landlords and tenants.

Brent Audiences

Use this section to set out the journey you want your Audience to go on as a result of your communication activity

Audience	Think	Feel	Do	How
Eg - working mums	More support available to help with childcare	Govt understands their needs and is working to address them	Increase in satisfaction with childcare offer	• Targeted paid social posts to audience • Drumbeat of events, news stories
Landlords	Landlords, Get Licensed.	Selective licensing is the law in Brent	Apply for a licence today	• Targeted PR campaign with, social posts, newsletters, printed leaflets, ads, etc. • Drumbeat of timeline with news stories, posts, with enforcement action messaging as campaign passes the first few months of the launch.
Tenants	Brent is improving living standards in the private rented sector	We want to protect renters' rights and level the playing field	Ask your landlord if they are licensed	• Targeted campaign with, social posts, newsletters, printed leaflets, ads, etc following phased timeline.

Evaluation

Use this section to outline your evaluation approach. Follow the GCS Evaluation framework to set out how you evaluate your communications

inputs	Outputs	Outtakes	Outcomes	Organisational Impact
Eg - content development	No. of articles or broadcasts	Awareness of issues	Advocacy by third parties	• Uptake of service provided
Comms tactics for pre-launch and launch	2,000 applications in first week of live date	Engaged landlords responding	* Applications team processing	* Employment of additional processing officers (8?)
Comm for April 2024	3556 applications at the end of 1st month	Engaged landlords responding	On track but need to maintain momentum	* Team processing