

Little London and Holbeck Moor Road new flats Marketing Plan



Background

The Housing Regeneration (PFI) project will deliver a 160 two bedroomed flats across Holbeck and Little London. These homes will contribute to the overall total of 388 new homes that are being built as part of the project, and the 1000+ the wider Council House Growth Programme will provide.

The housing service is applying a local lettings policy to all of the new build schemes – including those in the areas where the flats are being built. Whilst there are likely to be variations to each local lettings policy the following principles are likely to appear in each of them.

The housing service will let all newly built homes to people who meet some or all of the following criteria

- Leeds City Council tenants who have an excellent tenancy record, who are up to date with their rent and are without a history of anti-social behaviour
- People who and live in, or have a connection to, the council wards where the new homes are being built
- People who are in paid employment, or training for keyworker jobs

Other criteria include families that are overcrowded or live in homes that are too big for their needs, or have children in multi storey flats.

Why do we need a marketing strategy

There is a risk that the demand for the new flats will be insufficient to ensure quick and easy letting of the new homes. As a result, these new homes may remain empty for longer than is acceptable leading to reputational damage for the Council and a loss of revenue.

To mitigate against this, local housing teams wish to attract applications for the new flats in Holbeck and Little London from people in paid employment who work in, or close to, Leeds City Centre, and who may qualify for a new home.

Achieving this aim will contribute to the creation of mixed tenure and balanced communities in areas across Leeds

Aims

This strategy aims to identify methods and tactics that will attract a wide range of applicants for the new properties, in particular the two bedroomed flats in Little London and Holbeck.

It also aims to establish a method of working that can be used in the future to market similar types of property we are building as part of the wider Council House Growth Programme.

The approach

This plan will provide a planned and disciplined communications that will provide a consistent approach to meeting its aims.

- We will use a range of communication channels and provide information in a range of formats that will reach targeted customers and meet their communication needs, preferences and expectations.
- We will make best use of different types of media to engage, interact and build relationships with existing and potential applicants.
- We will work with local large employers including the Universities, health service and HBOS and local employers in the city centre whose workforce may be looking for new affordable homes
- We will target people on the housing register to generate interest in the new flats and create other opportunities for mobility further along the chain.

Communication objectives

- To implement a targeted, co-ordinated and cost-effective marketing campaign that will attract applications for the new flats at Little London and Holbeck
- To support Housing Leeds in ensuring that all of the new build homes are let to suitable applicants in as short a timescale as possible.
- To raise the profile of council accommodation close to the city centre as a cost effective alternative to more expensive solutions
- To attract new applicants who may never have considered applying for council accommodation
- To introduce and sustain a high level of communication, interaction and engagement making use of effective and responsive planning but low documentation
- To contribute to Leeds City Council's aim to be the Best City to Live

Audiences

- Existing LCC tenants
- People with a local connection to the local wards
- City centre workers
- Key workers, including
 - Health Service workers
 - Staff at the Leeds Universities
 - New graduates
- Local employers
- Workers at HBOS

Channels

- Leeds Homes newspaper
- Leeds Homes website

- Leeds.gov website and promo areas
- Twitter
- Facebook
- SMS messaging service
- Employers' distribution channels
- Traditional advertising mediums – radio, bus and rail, shopping centre, outdoor

Method

This strategy proposes a three-stage plan.

Stage 1

Targeting existing tenants and encourage applications from suitable candidates for the new homes.

Stage 2 (To run concurrently with stage 1)

Targeting employers and workers in the two wards and Leeds city centre to encourage new applications from potential tenants

- 2 x Leeds Universities/University Unions– employees and new graduates (late summer)
- Local Health Service
- Using City Centre Management to identify employers in Leeds city centre

Stage 3

Review of success of stage one & 2 with a potential to deliver wider more costly communication methods

- If targeted mailouts and contact via HR sections does not produce results look at other methods that could be made use of during the summer/early autumn
- Making use of a potential corporate advertising contract with Radio Aire.