



Intermediate Housing

Marketing Statement 2017

Working in partnership to promote and market sustainable intermediate housing provision for people who live and work in the London Borough of Richmond upon Thames

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Intermediate Housing:

Our Vision

To provide tailored intermediate housing products which offer a local home ownership solution for those who live and work in the London Borough of Richmond upon Thames.

Our values:

1. We are committed to providing opportunities for low to moderate income households to access home ownership opportunities.
2. We are committed to delivering affordable housing of high design quality where the local character of the environment is protected and development is compatible with the local character.
3. We are committed to maintaining good quality homes and neighbourhoods, where local people are listened to, engaged and involved in their communities.
4. We are committed to developing and maintaining strong partnerships and enhancing our reputation and that of our partners.

1 Introduction

- 1.1 The Council wishes to continue to work with Registered Providers to ensure that the provision of intermediate housing reflects our affordable housing priorities including some family-sized homes.¹ The Council considers it important to press for high quality sustainable intermediate housing and will continue to work collaboratively with Registered Providers operating in the Borough to delivery this.

The Council's Intermediate housing products may include:

- a) Shared ownership
- b) Shared Equity
- c) Shared equity – older people
- d) Intermediate Rent, where it conforms to affordability requirements.
- e) London Living Rent (LLR)
- f) RHP Modular Housing – Intermediate Housing scheme using Modern Methods of Construction (MMC)

- 1.2 In Richmond Borough the majority of intermediate housing is delivered as Shared Ownership schemes. As of **August 2017** the majority of intermediate units reported in the Council's Housing development programme pipeline were classified as 'shared ownership'.

- 1.3 The Council's position in relation to Intermediate Housing is fully outlined in the Intermediate Housing Policy statement 2017 which can be found at the link below:

http://www.richmond.gov.uk/housing_policies

- 1.4 Residents in L.B. Richmond upon Thames have some of the highest average salaries in Greater London but house prices are also the highest in Outer London. This results in many households not being able to afford home ownership. The Council wishes to prioritise the sale of new affordable intermediate homes to working families who earn less than the average income. To this extent the Borough requires two thirds of intermediate units to be affordable to households on a range of household incomes up to £47,000 per annum.

- 1.5 The Council is also keen to ensure that Intermediate Housing is promoted and marketed to a broad range of residents and a third of units can be affordable to local residents with a household income range up to £90,000 per annum, with a view to maximising opportunities for all local residents and those who work in the Borough.

- 1.6 The Council recognises that the marketing of intermediate housing is highly beneficial to those who can access these affordable housing products. At the same time where households cannot afford to access intermediate housing, marketing will help to raise awareness and aspirations amongst those who live and work in the Borough.

- 1.7 The overall objective of the marketing statement is to:**

- a) Raise awareness of the features and benefits of Intermediate Housing products in L.B. Richmond, to ensure that the service offered is inclusive.
- b) Set out a marketing framework for Registered Providers to help to prioritise sale to eligible local people [people who live and work in Richmond Borough].

¹ Family sized refers to **3+** bedrooms

- c) Ensure that Registered Providers adopt a standard approach to marketing including direct target marketing of: existing tenants in social housing, Black and Minority Ethnic [BaME] households, and households affected by disabilities/mobility issues and other vulnerabilities.
 - d) To affirm collaborative working (between the Council and Registered Providers) to promote intermediate housing as an option for local residents/prospective buyers.
 - e) Ensure that the Council is able to monitor the take up of intermediate housing by local residents and capture statistical data which will aid and inform future service provision as well as the cycle of continuous improvement.
- 1.8 The Intermediate Housing Marketing Statement aims to create a framework for Registered Providers to ensure that the Council's priorities in relation to intermediate housing are promoted and marketed through a range of accessible marketing channels with a view to: **informing**, **engaging** and **empowering** local residents.
- 1.9 Registered Providers are asked to ensure that they familiarise themselves with this document and appendices along with other key documents relating to affordable housing development and planning in the London Borough of Richmond Upon Thames.

Please visit our website for the relevant Housing policy/strategic documents

https://www.richmond.gov.uk/services/housing/housing_strategy_and_policy

Affordable Housing Supplementary Planning Document [SPD]

http://www.richmond.gov.uk/services/planning/planning_policy/local_plan/affordable_housing_spd

2 The General Approach to Marketing In Richmond

- 2.1 Registered Providers may deliver intermediate housing opportunities through a number of funding sources including the Greater London Authority [GLA] 2016-2021 Affordable Housing Programme, the Council's funding support and their own resources. The Council will support Registered Providers' bids for grant funding subject to compliance with the Borough's own approach to affordability of intermediate housing and the agreed approach to marketing.
- 2.2 The Council will require Registered Providers to submit a completed marketing plan as part of Section 106 planning agreements as a formal requirement when implementing planning permission (please see Appendix 2 below)

3. Marketing periods for intermediate housing schemes

- 3.1 There is a requirement that marketing should include a period of up to three months after practical completion. Thereafter Registered Providers should follow the cascade arrangements in chapter 16 below after discussion with the Council.
- 3.2 In all cases the Council strongly supports the completion of a show home prior to the commencement of marketing to help to bring the property to life and provide a useful insight into space management/ergonomics for prospective purchasers.
- 3.3 In instances where the Council is supporting a development with its own funding resources the Council may require a longer period of exclusive marketing to the Council's intermediate housing priorities and this will be discussed with the Registered Provider when the marketing plan is being agreed

4 Marketing arrangements for all Intermediate Housing schemes

- 4.1 Marketing should be based on the following framework:
- a) Awareness raising [features and benefits, debunking myths, accessibility]
 - b) General Target marketing
 - c) Direct Target marketing [BaME, Disabilities, specific client groups etc.]
 - d) Breakdown of proposed marketing channels/medium [see examples in **chapter 15** below]
 - e) Process for the marketing of re-sales

5 Marketing: Role of the Council

- 5.1 It is expected that all Registered Providers take primary responsibility for the marketing of all Intermediate housing developments in Richmond Borough.
- 5.2 Registered Providers are expected to identify applicants **primarily** through the 'sharetobuy.com' website and *not* through the list held by the L.B. Richmond Housing Information and Advice Team (HIAT) as has been done in previous years. The 'Share to Buy' website was set up by the GLA as part of the FIRST STEPS programme to advertise a range of Intermediate Housing properties in one place. Please note, in April 2018 a new website will handle this function on behalf of the GLA. RPs will need to be aware of this closer to the time to ensure they continue to target potential applicants accordingly.
- 5.3 It should be noted that the HIAT will still have an obligation to direct potential applicants to RPs and the share to buy website as necessary.
- 5.4 The Council will continue to ensure that it promotes Intermediate Housing in the Borough by assisting in the following ways:
- a) Promotion of Intermediate Housing via the Council's website and Richmond Housing Register Application form, which invites households to register an *interest* in Intermediate Housing.
 - b) Promotion through our existing networks and platforms to organisations/parties who may be able to refer /signpost applicants i.e. existing partnership forums and community/faith based organisation etc.
 - c) Promotion to internal stakeholders such as; SSA Directorates, Achieving for Children [AfC], Community Links and through the Council's intranet to staff, as well as Twitter feeds.

6 Marketing: Role of Registered Providers

- 6.1 The Council wishes to prioritise the sale of new affordable homes to Richmond Borough residents and local borough workers. Registered Providers should therefore restrict marketing to eligible households in accordance with this marketing statement for the first three months of any marketing period. **[Please also see chapters 3 and 4 requirements above]**
- 6.2 Registered Providers are expected to ensure that the marketing of Intermediate Housing incorporates the following core elements:
- a) Primary marketing: marketing direct to the residents of L.B. Richmond upon Thames and those employed in the Borough.
 - b) Primary marketing: marketing directly to existing social tenants.

- c) Where a Registered Provider does not have a large stock holding in the Borough – the Council recommends that primary marketing includes working collaboratively with the main stock holding Registered Providers in the Borough to market to their tenants, (this should include Richmond Housing Partnership and PA Housing). Together, these form the majority of the existing social rented stock in the Borough.
- d) Secondary marketing through existing networks to organisations / parties who may be able to refer /signpost applicants i.e. Partnership forums, local businesses, money advice services, credit unions covering the Richmond Borough area i.e. Thames Bank <http://thamesbank.org/>, and community/faith based organisation etc. NB: **Richmond Council for Voluntary Services** have a comprehensive list of voluntary organisations, please see this web link:
<http://www.vconnectsystem.org.uk/richmondonlinedirectory/AdvancedOrganisationSearch.aspx>

Registered Providers are expected to attend fairs and events even if not directly relevant to intermediate housing marketing because it will facilitate networking with partners to gain additional secondary marketing channels (i.e. to their clients).

7 Pre - meetings

- 7.1 Registered Providers are expected to meet with the Housing Development Team at least 3 months prior to marketing commencing. Registered Providers will be expected to provide the following information at this stage:
 - a) Key contact details.
 - b) Details of unit schedule and phasing schedule.
 - c) Branding details.
 - d) Demonstrate how scheme/unit[s] meets the Council's Intermediate Housing priority.
 - e) Local Marketing Plan (for schemes with units of 15 or more).
- 7.2 **During the preliminary meetings Registered Providers will be supplied with the following:**
 - a) Guidance on use of the Council's logo/endorsement.
 - b) Guidance for development of marketing plan including timeline/schedule.
 - c] Details/clarification of the role of Council in relation to supporting the marketing process for units/schemes.
 - d) Guidance /arrangements in relation to the completion and submission of outcomes relating to; overall take up and Equalities and Diversity.
- 7.3 The Council is prepared to allow some degree of flexibility in relation to pre-meetings especially where there are only a few units in development. In such circumstances the above discussion can form part of / be absorbed into existing liaison meetings as appropriate and will form part of agenda.

8 Marketing Framework for small scale developments [<15]

- 8.1 Small scale developments [for the purpose of this document] are defined as less than 15 intermediate units.
- 8.2 For Registered Providers delivering fewer than 15 units, the expectation is that Registered Providers follow the Councils **marketing checklist which can be found at Appendix 1**. Where a Registered Provider is likely to deliver 15+ units as part of a programme over 12 months – a **marketing plan** will need to be produced [please see chapter 10 below and **Appendix 2**]
- 8.3 Registered Providers are expected to market small scale developments to ensure that potential purchasers are made aware of new schemes.
- 8.4 **Appendix 1** sets out the minimal marketing activities required by Registered Providers in the form of a quick reference checklist. All Registered Providers are expected to ensure that all minimum marketing activities are completed. **See also Chapter 10 below: Marketing information**

9. Marketing Framework for large scale Developments [>15]

- 9.1 The Council considers large scale developments [for the purposes of this document] as developments comprising of 15 or more intermediate units.
- 9.2 Registered Providers meeting the criteria detailed in [10.1] above are expected to ensure that the checklist used for small scale developments set out in **Appendix 1** below – is fully actioned prior to the completion of a detailed marketing plan.
- 9.3 Further to preliminary discussions with the Council, Registered Providers are expected to provide the Council with a completed marketing plan for schemes of 15+ Intermediate Housing units. **A marketing plan template** can be found at **Appendix 2** below.
- 9.4 Marketing activities may commence up to 6 months prior to practical completion date, however marketing activities must begin within 3 months of completion.
- 9.5 The timescale for the development and submission of marketing plans is negotiable and will be discussed and determined during pre-meetings: see **Chapter 7** above.

10. Marketing Information

10.1 The Council is keen to ensure that borough residents have sufficient information about intermediate housing in order to make informed decisions in relation to the different products available. Registered Providers should aim to ensure that marketing information contains the following broad elements:

- a) Property specification/overview
- b) Location
- c) Eligibility

10.2 Registered Providers are expected to ensure that all properties marketed on websites are accompanied by a clearly visible **disclaimer** which stipulates that the property description acts as a guide only. Registered Providers are expected to have due regard to the Consumer Protection from Unfair Trading Regulations 2008.

10.3 Registered Providers are asked to include the following information when marketing units/schemes on websites/microsites:

10.4 Basic marketing information

The following is regarded as the minimum level of marketing information which should be available on the websites of Registered Providers:

Property specification/ Overview	Location	Eligibility/costing/additional information
Status i.e. Under construction /under offer	Postal address	Eligibility criteria – Richmond Borough Council
Property type	Postcode	Full market price
Bed size		Share price
Floor level		Monthly rent
External and internal photographs <i>or</i> Computer Generated Imagery [CGI]		Service charge
New build		Length of Tenancy available for Intermediate Rent
Resale		Whether the scheme has mixed tenure types?
Viewing arrangements		

10.5 Additional marketing information

The following is regarded as additional information which may be available on the website of Registered Providers or available upon request.

Property specification /Overview	Location	Eligibility/costing/additional information
Floor plans / detailed layout	Local Authority area	Minimum deposit/rent in advance
Design specification i.e.: kitchen appliances/shower/bathroom etc.	Council tax band	Recommended/required income level
Parking facilities including garage/residents and parking	Map of local area and amenities including schools and transport links	Years on lease [resales]
Energy source; Gas/Electric		Web link to energy calculator
Energy performance [including for resales]		Sinking fund [as applicable]
Garden: sole use or communal		Frequently asked questions [FAQ's]
Outside storage facilities		Recommendation that prospective buyer obtains independent financial advice

11 Marketing to BME Households and other Minority Groups

11.1 The Council is keen to ensure that Registered Providers actively engage with groups who are under-represented as home owners such as those with a disability and BaME households. Registered Providers should adopt a standard approach to marketing including direct target marketing to: existing tenants in social housing, Black and Minority Ethnic [BaME] households, households affected by disabilities and other vulnerabilities and those who are found to be under-represented in the intermediate housing tenure group. Examples of direct target marketing may include e.g.: advertising in specialist or culturally specific press/publications and radio stations.

11.2 The Council is also keen to ensure that Registered Providers take reasonable steps to promote and raise awareness of the features and benefits of intermediate housing amongst: Social housing tenants, Private sector tenants, Black and Minority Ethnic [BaME] households and households affected by disabilities and other vulnerabilities.

- 11.3 Where possible, Registered Providers should work jointly/collaboratively with local community based organisations, with a view to promoting intermediate housing to a specific client groups/customer base as detailed in 11.2 above
- 11.4 Registered Providers are expected to give due thought and consideration to marketing imagery, for example, imagery which depicts households from various ethnic, cultural backgrounds.
- 11.5 Registered Providers are expected to contact the Housing Policy Team for an updated list of Community and other local organisations with a view to target marketing.

12. Marketing wheelchair accessible units

- 12.1 The Council remains committed to meeting the intermediate housing needs of all local people including those who may require wheelchair accessible properties. The Council aims to continue to work collaboratively with Registered Providers to ensure that we effectively promote Intermediate Housing products to wheelchair users/households affected by mobility issues.
- 12.2 All Registered Providers are reminded that Wheelchair/disabled units must be developed in accordance with the Council planning policy requirements – please see the following web links for further details:
http://www.richmond.gov.uk/core_strategy-3.pdf
<http://www.richmond.gov.uk/planning>
- 12.3 Registered Providers are asked to consider marketing wheelchair accessible units at the earliest opportunity. An awareness raising campaign should begin 9 months before practical completion and should include a basic description of access features and adaptations which will help to generate interest/raise awareness of development. Registered Providers should aim to make contact with specialist organisations in Richmond Borough who may have wheelchair users as part of their client base *for example*: Richmond Aid <http://www.richmondaid.org.uk/>
- 12.4 Registered Providers are expected to market wheelchair accessible units ensuring that more detailed property specification/descriptors are disseminated to potential applicants in alignment with paragraph 9.4.
- 12.5 Registered Providers should aim to liaise with the Council with a view to utilising the Council's existing marketing vehicles such as the Council's website, free papers and internal and external publications/platforms as appropriate.
- 12.6 If, after 6 months of marketing, there is no take up of wheelchair adapted properties, Registered Providers should aim to market and sell units to general needs [non wheelchair/ambulant households].
- 12.7 The Council's expectation is that any subsequent resale of the property should be subject to parallel marketing: marketing to both wheelchair and non-wheelchair users. However, priority must be given to wheelchair users.
- 12.8 Registered Providers are expected to give due thought and consideration to marketing imagery, for example, imagery which depicts wheelchair users / non ambulant households
- 12.9 In some instances the Council may be able to identify a potential purchaser [who has sufficient priority] and therefore would require a Registered Provider to design an intermediate housing unit to meet the specific needs of a specific wheelchair user.

Please see **Appendix 1** marketing checklist for Wheelchair units

13. Marketing of extra care shared equity (age appropriate)

- 13.1 The Council anticipates that the demand for extra care shared equity products in Richmond Borough is likely to increase given the continued trends in relation to: the needs of an ageing population, societal changes and our commitment to both increase the housing options available to older people and to maintain older people's independence in the home.
- 13.2 The Council recognises that the marketing of extra care shared equity requires a broader set of parameters given that the product focuses on shared ownership coupled with a service element i.e. care and support.
- 13.3 All Registered Providers developing Extra Care shared equity schemes in Richmond Borough will need to produce a marketing plan as detailed in **chapter 10** above. It is anticipated that close consultation and liaison with the Council's Adult Social Care Service will be required as part of the marketing framework. Along with standard marketing information relation to the property specification, the marketing plan will need to include marketing relating to the quality and consistency of the service element. Adult Social Care will have input to the prioritisation of applicants for Extra Care.

14. Marketing of Re-Sales

- 14.1 The Council recognises that reselling shared ownership properties [re-sales] remains a priority for Registered Providers. The Council also recognises that many leaseholders have a "Nomination Period" built into their lease: usually 8 weeks, when Registered Provider can market the property to potential buyers [nominees] from their waiting list before the property is put on the open market. The Council will therefore take a flexible approach to re-sales; however Registered Providers are expected to ensure that reasonable levels of marketing activities are undertaken and the Council's priority to provide home ownership opportunities for Richmond Borough residents, followed by those working in the Borough, is met. For example:
- a) Actions from checklist are completed [see Appendix 1]
 - b) Property listed on Registered Providers website
 - c) Property listed on first steps/'Share to Buy'
 - d) Contacting the Housing Information and Advice Team for a list of households who have registered an interest in Intermediate Housing.

15 Recommended marketing channels

- 15.1 To ensure effectiveness, Registered Providers should aim to adopt a blended approach to use of marketing channels. The use of a variety of marketing channels will help to ensure targeting to a broad range of residents/prospective purchasers where it proves cost effective. Examples of recommended marketing channels:

Print	Digital and Interactive	Social Media	Other
- Newsletter Newspapers e.g.: Richmond and Twickenham Times, Metro, Evening Standard http://www.richmondandtwickenhamtimes.co.uk/	Email – mailshots Web entry [LBRuT] Registered Providers website [Internet and Intranet]	Twitter Facebook LinkedIn	Testimonials Road shows Special events
Flyers Posters Specialist papers Press release	Channel partner[s] web entry[as applicable] Share to buy website Microsite Right move/ Zoopla Podcasts Blogs	What’s App	Open days Television Local Radio YouTube Co-hosted events

16 Cascade Information Requirements

- 16.1 The Council recognises that on rare occasions it may not be possible to successfully market intermediate housing to households living or working in the Richmond upon Thames Borough area. Under such circumstances, applications from qualifying households who do not live or work in the Borough of Richmond may be sought [this is known as cascading].
- 16.2 The Council is prepared to offer some degree of flexibility in relation to the target that two thirds of applicants who live or work in the Borough have an income of £47,000 per annum or less. Registered Providers should discuss this flexibility with Council Officers, if required. This will ensure Richmond Borough residents and those contributing to the local economy are prioritised and cascading will not be necessary.
- 16.3 Cascading is permissible where a Registered Provider has unsuccessfully marketed for a period of no less than three months after the practical completion date and the Registered Provider has then met with the Council to discuss cascading arrangements. The council will respond within 2 weeks of the date of the meeting, assuming all information as listed in 16.4 and 16.5 has been provided. Where such instances occur, Registered Providers are asked to provide the Council with the following information which helps to capture key trends as well as aid the cycle of continuous improvement in relation to the marketing of shared ownership/intermediate housing in Richmond Borough.
- 16.4 **Property specification**
- Property address including post code
 - Name of overall scheme
 - Property specification including bed size and floor level
 - Details of any unusual features of property which may make it challenging to sell? [if applicable]
 - Is unit wheelchair accessible?
 - Is property a resale?

- g) Status of scheme: % of units available at the time of cascade
- h) Status of scheme: % of units sold at the time of cascade
- i) Status of scheme: % of units under offer at the time of cascade

16.5 **Marketing activities to date**

- j) Details of marketing activities to date
- k) Have Richmond Borough Council recommended minimal marketing actions been carried out?
- l) Have Richmond Borough Council approved marketing plan actions been completed [*please provide details as applicable*]
- m) Has the unit been marketed for **at least 3 months after completion**
- n) Please detail any additional measures you have used to market this unit?

17 Intermediate Housing: Eligibility Criteria/Priority Groups

17.1 Our Intermediate Housing Policy Statement [2017] outlines the Council's position with regard to:

- a) The **prioritisation of applicants** for intermediate housing schemes in the Borough
- b) The **income eligibility range** for Intermediate Housing Applicants

The Council's Priority cascade for applicants is set out in the grid below (the majority of applicants for a scheme will be in Priority Category three):

*Priority category	Description
Priority one	Housing Association Tenants residing in Richmond Borough and members/former members of the armed forces
Priority two	Households living or working in Richmond Borough with an assessed priority for social housing who are able and wish to purchase low cost housing.
Priority three	Richmond Borough residents and workers who are: <ul style="list-style-type: none"> - First time buyers. - Meet the income criteria set by the Council. - Or existing intermediate housing residents and those living in market housing who can demonstrate they are overcrowded and can also evidence that they do not have the financial resources to access appropriately sized market housing in the borough. Please note: existing owners of overcrowded intermediate housing need to co-ordinate a sale and purchase of the old/new Intermediate Property. This is because they cannot have a legal interest in two properties at the same time.

*NB: Within each priority category, where two households have applied for the same scheme, priority will be assigned in order by gross salary [the household with the lower income receives greater priority]

18. Information request by RPs to L. B. Richmond upon Thames Council – prioritising application.

- 18.1 Registered Providers are expected to primarily identify applicants from the shareto buy.com website. However, they are also expected take reasonable steps to identify social tenants from their own database who may be eligible for intermediate housing.
- 18.2 The Council will continue to manage and maintain a list of households in L. B. Richmond who have registered an interest in intermediate housing. The HIAT will pass this on to RPs as necessarily. Again, this is not expected to be the primary route for applicants who will be directed – when possible – to the ‘share to buy’ website in order to apply for Intermediate Housing in the Borough.
- 18.3 Registered Providers are expected to ensure that robust processes and procedures are in place for the vetting of all Intermediate Housing applicants.

Registered Providers are asked to be mindful that under the Forgery and Counterfeiting Act 1981 it is an offence to hold or present false documentation such as passports, bank cards and official letters with the intention of acquiring goods or service.

- 18.4 Registered Providers are also asked to be mindful of Money Laundering regulation and should take reasonable steps to prevent the laundering of monies i.e. by way of deposits.
- 18.5 The Council’s anti-fraud strategy aims to encourage fraud deterrence, prevention and detection. Once the Council provides Registered Providers with prioritised applicants – Registered Providers are expected to carry out their own checks in relation to e.g.:
- a. Formal Identification of all householders[main applicant/s]
 - b. Proof of dependants
 - c. Proof of address history
 - d. Proof of employment
 - e. Proof of income/savings
 - f. Proof of savings

- 18.6 All data exchanges between the Council and Registered Providers [personal information about clients] must at all times be exchanged using a **secure server/programme (E.G Egress Switch)**.
- 18.7 Where fraud is suspected, Registered Providers are asked to immediately formally report any concerns to the Council.

19. Monitoring: Outcomes and Diversity

- 19.1 Registered Providers are expected to complete and return a monitoring spreadsheet which details outcomes in relation to the take up of intermediate housing. Returns should be forwarded to the Housing Development Team after the site has been fully completed. (See key contacts below).
- 19.2 The Council aims to use this monitoring information to help to inform policy and support service improvements. The monitoring form for intermediate housing outcomes asks Registered Providers to give details relating to both successful and unsuccessful intermediate housing enquiries. The Council will use the information supplied to help to analyse and determine if there are different intermediate housing

success rates between different groups e.g.: genders, people of different ethnic origins etc.

19.3 Equality and Diversity Monitoring:

The Council is keen to ensure that it monitors the take-up of intermediate housing and is able to capture both qualitative and quantitative information relating to Equality and Diversity. Registered Providers are expected to include diversity information along with sales outcomes.

The completed monitoring spreadsheet should be returned to:

Housing Development

Ian Ruegg – Housing Development and RP Liaison Manager

- Telephone: 0208 871 7911
- Email: iruegg@wandsworth.gov.uk

Key contacts

If you would like further information about the marketing of intermediate housing in the London Borough of Richmond upon Thames– please contact:

Housing Development

Joseph Foster – Housing Development Support Officer

- Telephone: 0208 871 8248
- Email: joseph.foster@richmond.gov.uk

If you would like information on the overall development of affordable housing in the London Borough of Richmond upon Thames – please contact:

Paul Bradbury

Housing Development Project Officer

- Telephone: 0208 891 7446
- Email: Paul.Bradbury@richmond.gov.uk

If you would like more information on intermediate housing and the HIAT in the London Borough of Richmond Upon Thames – please contact:

Housing Information and Advice

Chantal Kundishora: Housing and Information Advice Team Manager

Chantal.Kundishora@richmond.gov.uk

Kwame Gyedu-Kutuah: Housing and Information Advice Team Manager

K.Gyedu-Kutuah@richmond.gov.uk

Appendix 1: Intermediate housing – Marketing checklist



CHECKLIST

Marketing activities

Intermediate Housing: **Small scale schemes/developments**

Checklist for Registered Providers – The following actions are considered to be **minimum marketing activities** relating to small scale schemes/developments and provide a quick reference guide to Registered Providers. Please also see Chapter 8 above.

Item No.	Marketing action required by Registered Providers [general needs units]	✓ Please TICK
1	Production of scheme brochure/property pack	[Yes] [No]
2	Registered Provider contact details including phone number and website appear on all hoardings/billboards associated with scheme	[Yes] [No]
3	Details of scheme appear on website or microsite / website or microsite of channel partner/Right move/Zoopla	[Yes] [No]
4	Details of scheme [including re-sales] appear on First Steps/ Share to buy website https://www.sharetobuy.com/firststeps	[Yes] [No]
5	Details of scheme featured in RP tenants newsletter and channel partners newsletter where RP is marketing to tenants of other RP's	[Yes] [No]
6	Basic details of scheme should be made available to the Council for inclusion in main Council website – please see example http://www.richmond.gov.uk/upcoming_housing_developments	[Yes] [No]
7	Details of scheme featured in local newspaper/press e.g.; Richmond and Twickenham Times e.g.; Press release	[Yes] [No]

Item No.	Marketing action required by Registered Providers relating to WHEELCHAIR units – [please also see chapter 12 above]	✓ Please TICK	
1	Production of scheme brochure/property pack	[Yes]	[No]
2	Registered Provider contact details including phone number and website details appear on all hoardings/billboards associated with scheme	[Yes]	[No]
3	Details of scheme appear on website or microsite / website or microsite of channel partner	[Yes]	[No]
4	Details of scheme [including re-sales] appear on First Steps/ Share to buy website https://www.sharetobuy.com/firststeps	[Yes]	[No]
5	Details of scheme featured in RP tenants newsletter and channel partners newsletter where RP is marketing to tenants of other RP's	[Yes]	[No]
6	Basic details of scheme should be made available to the Council for inclusion in main Council website – please see example http://www.richmond.gov.uk/upcoming_housing_developments	[Yes]	[No]
7	Details of scheme featured in local newspaper/press e.g.; Twickenham and Richmond Times	[Yes]	[No]
9	Registered Providers are expected to liaise with the Council's Housing Information and Advice Team to ensure that enquiries can be made where necessary with the Occupational Therapy and Adult Social Care team.	[Yes]	[No]
10	Registered Providers are expected contact special interest organization in L. B. Richmond who work with/support wheelchair users to provide details of wheelchair units	[Yes]	[No]

Appendix 2: Intermediate Housing Marketing Plan Template

[ONLY to be used for developments consisting of 15+ units]

MARKETING PLAN

Intermediate Housing: Large scale schemes/developments

NB: Before completing and submitting this marketing plan to the Council – please read **chapter 9** above. Registered Providers are **also** expected to have undertaken the minimum marketing activities detailed in [**Appendix 1 above**]

Q1: Contact details

Please provide organisation name and contact details

Organisation:

Address [incl. Postcode]

Contact name of Lead Officer:

Telephone number:

Email address:

Q2: Marketing plan objective: Summary

Please use this space to outline the desired results for this marketing plan including:

[What new or improved intermediate housing products are being planned?]

Q3: The Brand [Details of Scheme]

[Include full address including postcode]

[Include a description of the product[s] here.]

[Outline of features and benefits i.e. proximity to transport links, schools etc.]

Please attach Brochure

Q4: Please use this space to give summary of any **positive** aspects of scheme i.e.:
Unique Selling Point[s]

Q5: Please use this space to give summary of any **negative** aspects of scheme i.e.:
things that may make units challenging to sell

Q6: Wheelchair accessible unit [s]? [pleases indicate]

YES/NO

If **YES** please read chapter 12 of the Councils Intermediate housing marketing statement

Q7: Resale? [Please indicate]

YES/NO

If **YES**: please read chapter 16 and use the space below to outline marketing methods to be used for the marketing of resale's

The Intermediate Housing marketing statement aims to create a framework for Registered Providers to ensure that the Council's priorities in relation to intermediate housing are met through a range of accessible marketing channels with a view to: **informing, engaging** and **empowering** local residents. Registered Providers are therefore asked to address the following questions.

Q8: Key criteria: Please use this space to detail which specific marketing methods you will use to market the scheme to those who live and work in L. B. Richmond including existing social housing tenants? [for guidance – [please read chapter 15 of the Councils Intermediate Housing Statement 2014]

Q9: Direct target marketing : proposed channels[for guidance – please read chapter 11]

Please use this space to outline the marketing channels you intend to use to **target specific customers** for example: Black and Minority Ethnic [BaME], Wheelchair users, households with vulnerabilities?

Q10: marketing start date DD/MM/YY

Q11: Marketing implementation plan and timescales

Please kindly **attach** a copy of your implementation plan which details key milestones and deadline dates

The completed Marketing Plan should be submitted to:

Paul Bradbury

Housing Development Officer

Telephone: 0208 891 7446

Paul.Bradbury@richmond.gov.uk