



**Good Practice**

**Objective**

<b>Communications and Marketing Plan</b>	To raise awareness of rural housing Issues and gain support for affordable housing in rural parishes
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**Detail**

Communications has been highlighted as key area for improvement for the Council's Exception site project. Our project team have experienced the impact a relatively small number of objectors can have on the progress of a scheme, unduly influencing local opinion and the Parish Council.

A new communications plan has been developed that includes engaging the community with the use of a short film at annual conferences, parish council meetings and public events.

This will highlight the issues facing Rother's rural communities. The development of a short film does have a cost attached but Wealden DC and Lewes DC agreement to work in partnership on the film has kept the cost low.

Rother has also produced a website dedicated to rural affordable housing. This is used to carry forward the plan.

## Outcomes

The project is partnership led (not Local Authority) and this is an important way of improving public perception and appealing to a larger cross-section of the community.

The website is the tool the project team uses not only inform and gain support but also tackle misinformation and correct any misconceptions that often arise in villages when the idea of affordable housing becomes a reality

The website dedicated to rural affordable housing in Rother can be found at: [www.rotherruralaffordablehomes.org.uk](http://www.rotherruralaffordablehomes.org.uk)

[Affordable Homes in Rural Rother - information leaflet](#)

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