

Date	Activity/Channel	Message	Audience	Owner	Complete
Month 1 20__					
__ / __ / __	Internal communication	Information on SHDF scheme (eligibility criteria, aim & objectives)	All colleagues, local councillors, and neighbourhood officers		
__ / __ / __	New email inbox	Set up new centralised email address to field customer queries. Monitored by [enter staff name]	Customers		
__ / __ / __	Letters to customers	Properties in identified areas, identified archetype etc. Send identifying household letter & marketing flyer	Targeted public		
Month 2 20__					
__ / __ / __	Letters to customers	Household identified as suitable can be sent eligibility evidence form	Targeted customers		
__ / __ / __	News article	Project overview & announce that applications are open Visit [enter web address] for more info	Public		
__ / __ / __	Phone calls	Calling to familiarise targeted customers with household identification application	Targeted public		

Date	Activity/ Channel	Message	Audience	Owner	Complete
__ / __ / __	Door knocking	To familiarise targeted customers with household identification application Flyer drop	Targeted public		
Month 3 20__					
__ / __ / __					
Month 4 20__					
__ / __ / __					