

Audience	Message(s)	Media/vehicle	Frequency	Timing	Responsibility	Feedback mechanism
General public (inc all relevant parties to be informed)	Pre-notification of licensing consultation taking place between April-July 2022	Press release in local papers	1 week prior to consultation	To be confirmed	Sefton Council	Link to council website page hosting consultation documents/links to surveys
		Council website				
		Council social media				
		Email partner orgs				
General public (inc all relevant parties to be informed)	Pre-notification of licensing consultation taking place between April-July 2022	Council website	Consultation week 4	To be confirmed	Sefton Council	Link to council website page hosting consultation documents/links to surveys
		Council social media				
		Email partner orgs				
General public (inc all relevant parties to be informed)	Pre-notification of licensing consultation taking place between April-July 2022	Council website	Consultation week 8	To be confirmed	Sefton Council	Link to council website page hosting consultation documents/links to surveys
		Council social media				
		Email partner orgs				
General public (inc all relevant parties to be informed)	Pre-notification of licensing consultation taking place between April-July 2022	Press release in local papers	Consultation week 11	To be confirmed	Sefton Council	Link to council website page hosting consultation documents/links to surveys
		Council website				
		Council social media				
		Email partner orgs				
Tenants, residents, landlords and businesses in Bootle	Consultation around licensing - inviting views from those living in Licensed properties.	Letter/info about the consultation with link to on-line survey	Consultation week 1	To be confirmed	Consultant	Online link and telephone number to survey. Paper copy & easy read available on request
	Licensing consultation - further information and invitation to provide feedback	On-line meetings/presentations	Over 12 week consultation period	To be confirmed	Consultant	Online link and telephone number to survey. Paper copy & easy read available on request
Tenants, residents, landlords and businesses in/around Additional licensing areas	Consultation around licensing - inviting views from those living in streets affected by licensing	Letter/info about the consultation with link to on-line survey	Consultation week 1	To be confirmed	Consultant	Online link and telephone number to survey. Paper copy & easy read available on request
	Licensing consultation - further information and invitation to provide feedback	On-line meetings/presentations	Over 12 week consultation period	To be confirmed	Consultant	Online link and telephone number to survey. Paper copy & easy read available on request
Landlords/agents in Sefton	Consultation around licensing - inviting views from landlords living in Sefton	Email	Consultation week 1	To be confirmed	Consultant	Link to council website page hosting consultation documents/links to surveys
		Email reminders	2 follow up reminders to non-respondents	To be confirmed	Consultant	Link to council website page hosting consultation documents/links to surveys
	Licensing consultation - further information and invitation to provide feedback	On-line meetings/presentations	Over 12 week consultation period	To be confirmed	Consultant	Online link and telephone number to survey. Paper copy & easy read available on request
Businesses/community groups in Sefton	Consultation around licensing - inviting views from landlords living in Sefton.Licensing consultation - further information and invitation to provide feedback	Email	Consultation week 1	To be confirmed	Consultant	Link to council website page hosting consultation documents/links to surveys
		Email reminders	2 follow up reminders to non-respondents	To be confirmed	Consultant	Link to council website page hosting consultation documents/links to surveys
Stakeholders	Pre-notification of licensing consultation taking place between April-July 2022	Email	1 week prior to consultation	To be confirmed	Consultant	Link to council website page hosting consultation documents/links to surveys
	Consultation around licensing - gathering feedback on views and experiences in Sefton/licensing	Telephone interviews	Indepth interviews with selected key stakeholders	To be confirmed	Consultant	In depth interview
Residents and businesses in Neighbouring boroughs	Notification of licensing consultation taking place in Sefton and inviting views (until July 2022)	Press release in local papers	Consultation week 1	To be confirmed	TBA Sefton Council/consultant	Link to council website page hosting consultation documents/links to surveys. Paper copy & easy read available on request.
		Council website				
		Council social media				
		Email (where possible) to landlords/agents/tenants, where lists are held				
Residents and businesses in Neighbouring boroughs	Notification of licensing consultation taking place in Sefton and inviting views (until July 2022)	Press release in local papers	Consultation week 8	To be confirmed	TBA Sefton Council/consultant	Link to council website page hosting consultation documents/links to surveys. Paper copy & easy read available on request.
		Council website				
		Council social media				
		Email (where possible) to landlords/agents/tenants, where lists are held				