



Llywodraeth Cymru  
Welsh Government

# **THE WAY YOU RENT IS CHANGING**

**...for tenants & landlords**

## **Your Toolkit**



**“The Way You Rent is Changing”** is a communications campaign designed to support the introduction of the Renting Homes (Wales) Act 2016, which comes into force in Wales from 1 December 2022\*.

**The Act is the biggest shake-up of Housing Law in Wales for decades** and will impact the roughly one in three of the Welsh population who currently live in a rented home, as well as the landlords who provide them.

We want the transition to, and implementation of, the new regulations under this law to be as smooth as possible for everyone.

\*Welsh Government has announced its intention to implement the Renting Homes (Wales) Act 2016 on 1 December 2022.



# THE CAMPAIGN

As part of our commitment to providing clear information to all relevant parties, Welsh Government is running a bilingual national awareness campaign to ensure both landlords and tenants are aware of the changes that take effect from December 2022.



## The campaign includes:

- Digital advertising and communications
- Social media advertising and communications
- A TV campaign
- Print media
- A radio campaign

There will be activity using this media throughout the year leading up to the implementation of the act in December, as well as after the act has been implemented to remind people of their obligations and rights.

The creative treatment is designed to be inclusive of tenants and landlords and make them aware of the forthcoming changes, directing them to the website for more information.

# YOUR SUPPORT

As a key stakeholder or interest group, we would like your support to spread the messages of the campaign, and help your stakeholders understand how the Act will affect them, and where to access information.

This 'Stakeholder Toolkit' has been created to provide you with all the information you need and contains a range of assets, templates, and guidance on sharing the messages.

We will be updating the kit as new information and assets become available, and we will let you know when new information is added.



# SHARING THE MESSAGES

One of the easiest ways for you to share messages and spread the word is via your social media channels.

You can share any of the assets or links provided in the toolkit with your online audiences on your own social media channels, or by directly sharing the posts we publish on the main Welsh Government Facebook page:

 <https://www.facebook.com/welshgovernment>

or on the Welsh Government Communities Twitter account:

 [https://twitter.com/WG\\_Communities](https://twitter.com/WG_Communities)

If you post on Twitter, please tag the above account, and use the hashtag **#TheWayYouRentIsChanging**

We have included some social media friendly images for you to use in your posts as part of the toolkit along with some suggested content, and you can also share links to the Explainer Film and Hero Film.

The campaign page url is:

<https://gov.wales/rentinghomes> and is the first point of information for all queries, questions, or concerns about the Act and how it affects you and your stakeholders.



# THE TOOLKIT

## **Explainer Film**

We have created a short film which introduces the main points covered by the Act to help you and your stakeholders understand some of the changes and their affects.

### **How do I use this?**

You can share this at in-person meetings, online meetings, websites, social media channels, 121s.

## **Explainer Film Storyboard**

We have also created a storyboard of this short film for those of you who may prefer to view it in this way or have stakeholders who may find it easier to access.

### **How do I use this?**

You can share this at in-person meetings, 121s, or by post/email.

## **Hero film**

A hero film is a short, high-level introduction to the topic and is most widely used in television commercials and online advertising.

### **How do I use this?**

You can share this at in-person meetings, online meetings, websites, social media channels, 121s.

## **Social Media Assets**

We have created digital-friendly images in a variety of sizes for you to use to accompany your social media posts.

### **How do I use this?**

For use across a range of social media platforms, the toolkit contains images ready to use on Twitter, Facebook, or Instagram.

## **Social Media Posts**

To accompany the images, we have written some sample text for social media posts.

### **How do I use this?**

You can use the content as it is, amend for your audience, or feel free to create your own content.

## **Sharing Guidelines**

As well as the above basic guidance, we have written a more in-depth guide for anyone who would like further information on how to share posts on social media.

## **Useful Links**

There is a document in the toolkit containing all the useful links you might need to share with your stakeholders.

### **How do I use this?**

You can direct people to these links online, in person, or by post/email.

## **Easy to Read Document**

This is an accessible, easy to read document to explain in simple terms the effects and consequences of the act.

### **How do I use this?**

You can print it out and use it in person or by post; or you can direct people to it online as a PDF.

## **Other Images**

We are happy for you to use the campaign calls to action and other graphical elements on your communications, as long as they are not stretched, distorted or changed in any way.

### **How do I use this?**

We have supplied them as jpegs (on a white background for general use) and pngs (on a transparent background for online use).

## **Template Newsletter Content**

If your organisation has a regular newsletter, and you would like to include some information about the Act, we have written some sample newsletter text for you to use along with some images from the 'Logos and Other Images' section.

### **How do I use this?**

You can use this text in your online or printed newsletter or other regular communication.

## Supporting people who have difficulty accessing the internet

We are very keen to make sure everyone can access the messages and information relating to the changes. So, we would like to ask for your help with one final thing...

Are you aware of anyone who is affected by this change in law – either as a tenant or a landlord – who might have difficulty accessing the information online? If you are, could you support them in one of the following ways?



- Could you have a 121 session with them where you can logon to the website and read about the changes and information?
- Do you organise or contribute to a regular meeting or group where you could also support them to access this information?
- Where there is no other option, could you print the materials for them to read? Obviously being mindful of the environmental impact this may have.
- Is there any support you need from us to get this message out to as many of your stakeholders or interested parties as possible?