

# Influencing policy through the media

# What excites the media?

Not the C5...



.. But the 5 Cs!

# Conflict



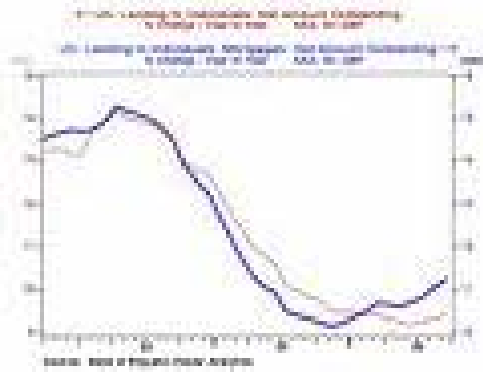
- Greens vs Government
- Fault lines between government and industry
- Nimbys vs Bulldozer
- Central targets vs Localism

# Controversy



- Excess profits
- Landbanks
- Customer dissatisfaction
- Lobbying
- Sub-Contractors
- CIL
- Merton Rule

# Crisis



- Analysts reports
- Market turbulence
- Diminishing demand
- RICS surveys
- Halifax/Nationwide
- Repossessions
- Job losses/sector fortunes



**PORTLAND**

# Comparison



- Liveability surveys
- Affordability surveys
- Planning Authority League Table
- Landbanks



# Consumption and Celebrity



- Social trends
- Housing aspirations
- 'Disability timebomb'
- Gardens/lifestyle
- Trading up/Downsizing
- Chez Blair
- Cameron Wind turbine
- Meacher/Prescott Homes

# What?

## Communications Strategy:

- The answer is more land ... Now what's the question?
- Business solutions vs regulatory creep
- Long-term policy framework not short term political gestures
- Industry expertise essential

# How?

- Consistent messaging
- Engaging in debate
- Having opinions = Authority
- Informing the serious columnists
- Feeding the machine
- Rebuttal
- News Management