**Contain Outbreak Management Fund Update for KHG and KHG Executive Board**

KHG made a successful £2.5M bid to KCC for this project which aims to address financial hardship arising from Covid-19 leading to homelessness. It has two strands;

1. Funds to each Kent LHA to address financial hardship arising from Covid-19 leading to homelessness in all tenures
2. Funds to market the LHAs homelessness service to landlords using the website [www.supportforkentlandlords.co.uk](http://www.supportforkentlandlords.co.uk) and social media, press releases, etc.

COMF funding is for preventing homelessness primarily in the private rented sector but can also be used in the social rented sector and for mortgage arrears. It is for households adversely financially affected by COVID. The project was to run to 31st March 2022 but KCC extended it to June 2022 as some councils were not going to be able to spend the funds in time.

Sevenoaks and Dover councils were allocated additional funds of £45,000 each, so a total of £220,000 which they spent by the end of March 2022. All other Kent councils were allocated £175,000 and given an extension to the end of June 2022 to spend it. Spend continues to vary across the county and it is likely that some funds will be returned to KCC as 5 councils had spent less than £100k, and 5 had spent more than £120,000 by the end of April. LAs are asked to continue to submit their monthly data returns to HM by 14th of each month.

**Maxims marketing update.**

PR and marketing agency, Maxim, is continuing to promote the COMF funding.

A press release has been drafted and recently issued to the local media on reaching £1.5 million spend. It was also added to the Support for Kent Landlords [website](https://supportforkentlandlords.co.uk/) and shared on Kent Housing Group’s social channels and [website](https://www.kenthousinggroup.org.uk/news/).

The advertising campaign with KM Media Group (on KMfm and KentOnline) proved successful so the online element has been extended until the end of June.

A new page has been created for the Support for Kent Landlords website which includes anonymised case studies from people who have benefited from COMF. These case studies have been used in a new animation. Paid for promotions on Facebook have greatly increased the views and this activity will shortly be replicated on YouTube.

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