

Property Services Regulatory Authority Engagement Strategy

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STEP 4

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Údarás Rialála Seirbhísí Maoine
Property Services Regulatory Authority



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Introduction

The Property Services Regulatory Authority (PSRA) is committed to engaging with its stakeholders to ensure effective communication by the organisation. The importance of this engagement was recognised in the PSRA's strategic plan 2020 – 2023 which identified the requirement for an engagement strategy. This engagement strategy seeks to identify key stakeholders and develop and implement a customised strategy to enhance communications and optimise the accessibility of key messages. To that end, it identifies the most appropriate methods of communication for each stakeholder group and will form the basis of the PSRA's annual communications plan going forward. This document should be read in conjunction with the PSRA's Communication Policy.

Key Message

The PSRA's statutory remit is to licence and regulate property services providers (PSPs) and provide consumer protection to users of PSPs.

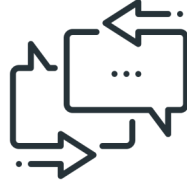
The PSRA has therefore identified its primary key message as:

Protecting the interests of the public in their interaction with Property Services Providers by ensuring that high standards are maintained and delivered, through the licensing, supervision and regulation of Property Services Providers.



Our Engagement Principles

In engagement with stakeholders we are guided by the following principles:



The value of stakeholder input and feedback and the benefit of our stakeholders' knowledge and experience of the property sector.



Adaptation of approach to accommodate the diversity of our stakeholders.



Transparency – openly communicating the reasons for our decisions.



Continued development of our understanding and knowledge of the property sector.

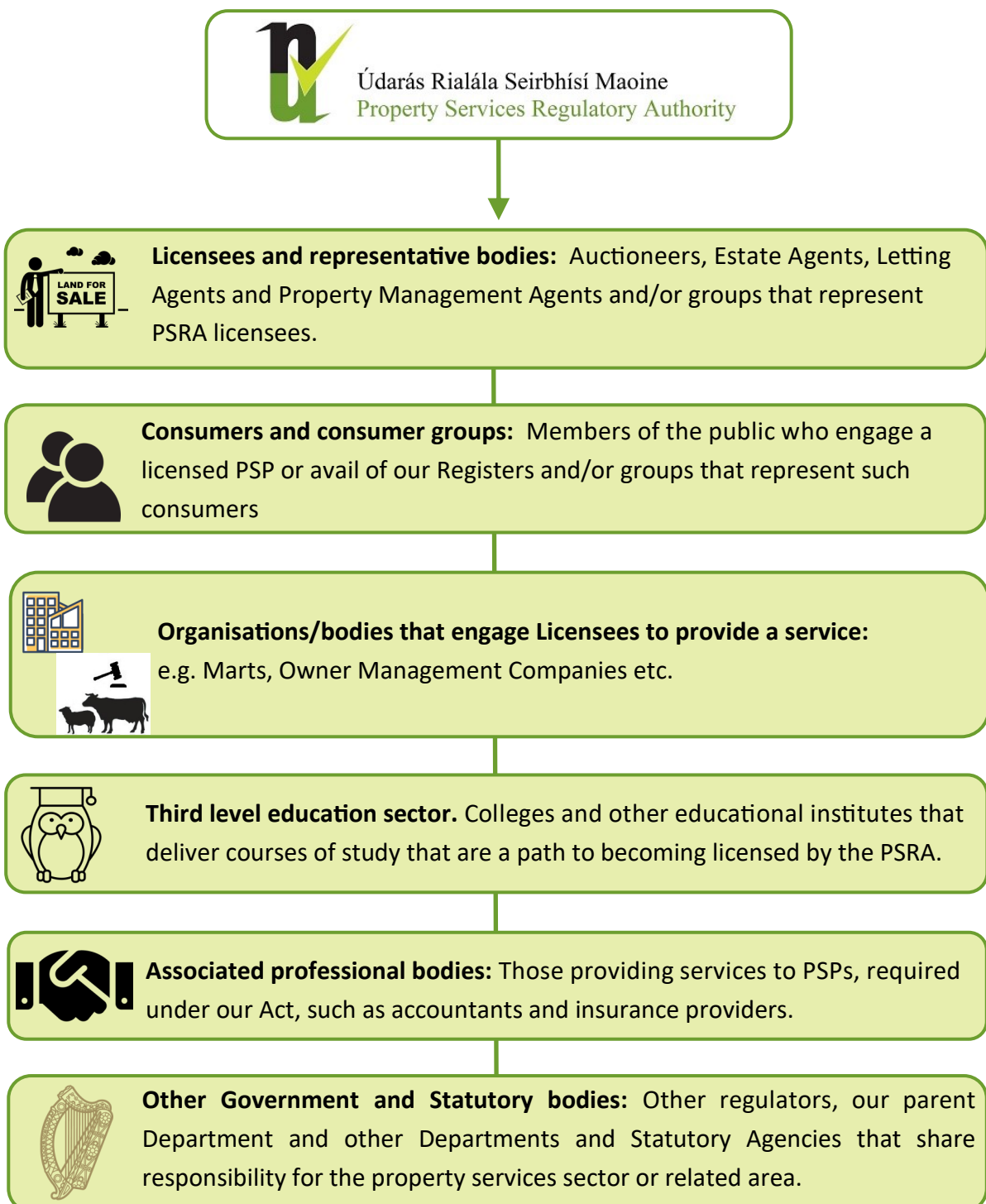


Ongoing assessment of our methods of engagement to ensure the effectiveness and impact of the engagement.

Our Stakeholders

We aim to engage in a proportionate way with stakeholders, having regard to their degree of involvement and interest in the regulation of the property services sector and the work of the PSRA in particular. The methods and frequency of communication and the number of topics on which we will engage with stakeholders depends on these factors.

The diagram below shows the stakeholder groups the PSRA engages with:



Methods and Frequency of Communication

The PSRA recognise that the engagement approach adopted needs to be tailored to the different needs and roles of our stakeholder groups and that the most appropriate engagement method may change depending on the communication message and timeframe of message to be delivered. The methods broadly fall into one of two categories; inform or involve.

Inform methods: one-way engagement

Method	Description	Frequency
Newsletter	Issued to licensees and/or relevant sub-groups* of licensees to keep them informed of current work of PSRA and any relevant or future developments. *Sub-groups relates mainly those who are licensed under the A Licence category e.g. marts, antique dealers, auction houses etc.	Quarterly
Website and documentation	PSRA Website content up to date and 'Guides' available as required. Explore and develop alternative methods of providing information where possible. Content relating to PSRA published on related consumer information websites where possible.	As required
Press releases, targeted articles and marketing campaigns	Publication of press releases or targeted/profile articles as required to publicise key actions, messages, information. Engagement with marketing and media outlets to highlight key matters of public interest through specific campaigns	As required – in line with annual communications plan
PSRA CPD programme	Mandatory module on PSRA Regulation provides the PSRA with the opportunity to highlight key areas of regulation to licensees who operate under these regulations.	Annually
Targeted/direct communication such as letters or mailshots	Issuing of more detailed information on important key sector topics or developments to all licensees or relevant sub-groups.	As required

Involve methods: two-way engagement

Method	Description	Frequency
PSRA Forum	This forum provides an opportunity for the PSRA to keep sector related groups informed of developments and to gain insights into what is happening on the ground within the sector.	Twice annually
Seminars, presentations or conferences	Direct engagement with specified groups on sector specific topics allowing for a Q&A session involving interaction with the group	As required
Workshops, Surveys, consultations or meetings	Allows for specific targeted engagement on a dedicated subject matter providing an opportunity for two way engagement through written or oral responses	As required
PSRA Helpdesk	Public platform where members of PSRA staff answer queries from stakeholders through emails or post or phonecall.	Daily

Targeted engagement

While the PSRA recognises the importance of communicating with each stakeholder group, there may be some stakeholder groups that require particular focus or support, for a variety of reasons, such as the risk involved in a particular sector, those new to the sector or working in an associated field and those who engage with the sector on a once-off or ad hoc basis. The PSRA will review annually the requirement to focus on a particular target group and the appropriate method(s) to meet this engagement.

Considerations for stakeholder engagement

In considering the method and frequency of communication with all stakeholders, the PSRA must consider a number of factors which may impact its ability to engage effectively, namely:

- Resources – budgetary and time
- Experience
- Impact – Long / Short term
- Relevance
- Fostering relationship requirement
- Corporate priorities
- Creating Value
- Purpose

Conclusion

The PSRA will on an ongoing basis, continue to engage with its stakeholders as outlined in this engagement strategy which will inform the development of its annual communications plan. The PSRA will review this strategy as required, considering any feedback received to ensure the maximum effectiveness of the delivery of its key message.