

Internal FAQ: Kings Acre Launch

For all staff at Passmores House

What is Kings Acre?

Kings Acre is a new, purpose-built residential facility next to Passmores House. It offers six en-suite rooms for people nearing the end of their rehab journey at Passmores, who are preparing for more independent living.

How will Kings Acre be used?

It's designed as a '**stepping stone**', a place where people can practise independent living skills while still having access to structured support and group programmes. This helps make their transition back into the community safer, more sustainable and more empowering.

Is Kings Acre already open?

Yes, the facility is now open and accepting residents. However, we are taking a phased approach to how we talk about it publicly.

Why aren't we promoting Kings Acre externally yet?

Stability – We want to make sure Kings Acre is running smoothly, residents are settled and any teething issues are addressed before we start external communications.

What does this mean for internal comms?

- Staff can and should talk positively about Kings Acre with each other and with residents.
- Line managers will provide talking points and updates to keep everyone aligned.
- If in doubt, speak to your manager or the comms team before sharing anything externally.

What should we say if a resident asks about Kings Acre?

Residents can be told:

“Kings Acre is a new, supportive environment for people who are nearly ready to live independently. It’s part of our commitment to helping you build confidence and skills as you move toward life after rehab.”

What if someone (e.g. a journalist or partner) asks about Kings Acre?

Please direct them to the communications team or your service manager. Do not provide quotes, comments, or details externally at this stage. This ensures a consistent and safe response while things settle.

Will there be a formal launch?

Yes. Once:

- We’re confident operations are smooth
- Residents are settled and we’ve gathered feedback

Then we’ll move into **Phase 2** of the campaign with press, social media and partner engagement.

Can staff contribute to the campaign later on?

Yes, absolutely. We’ll be looking for:

- Resident stories and quotes (with consent)
- Staff reflections and perspectives
- Ideas for how to share Kings Acre’s impact

Please speak to your line manager or the comms team if you have suggestions or stories to share.

Who can I talk to if I have concerns?

- Your line manager
- Senior management team at Passmores
- Via’s communications team: Claire Coutts, claire.coutts@viaorg.uk