

Kings Acre Launch – Staff Briefing

Overview

Via is expanding its residential rehabilitation services with the addition of Kings Acre, a new transitional facility located at Passmores House. Kings Acre will offer a stepping stone between structured rehab and independent living. The purpose of this pack is to ensure all staff are aligned on the plans, messaging, and timeline surrounding the launch and communications strategy.

Key Messages

About Kings Acre

- Kings Acre is a purpose-built, single-storey building with 6 modern en-suite rooms.
- It is designed for people who are nearing the end of their rehabilitation journey and are preparing to transition into more independent living.
- The facility supports life skill development, self-management, and continued recovery in a psychologically informed environment.

Internal Messaging (For use within Via)

- "Kings Acre is an exciting and important step in our mission to support people through every stage of recovery."
- "This new space enables us to serve more people with complex needs at Passmores House while offering transitional support next door."
- "We are deliberately holding off on external promotion to ensure smooth operations, resident comfort, and meaningful feedback before we go public."

External Messaging (For commissioners, referrers, media, etc.) - EMBARGOED - To be used at a later date

- "Kings Acre represents a new phase in Via's residential recovery model, offering tailored, transitional support that prepares residents for independent life."
- "Our expansion reflects the growing need for high-quality, compassionate residential care and our commitment to meeting this need through innovation."

- "We have taken a thoughtful approach to promotion, ensuring the service is embedded and that residents' voices help shape our public narrative."

Our Approach to Communications

Delayed External Promotion of Kings Acre

We will wait several weeks after Kings Acre opens before launching any public campaign. This delay is intentional and strategic:

- To ensure all operational and logistical teething issues are resolved.
- To allow residents to settle and provide informed feedback.
- To gather quotes and case studies that reflect real experience.
- To give staff time to embed routines and the new group programme.
- To protect our reputation by only promoting what is truly tested and trusted.

What Happens Next

- **Week of Launch:** Internal communications, resident onboarding and soft opening.
- **Weeks 1–3:** Operational fine-tuning, informal resident feedback, staff debriefs.
- **Post-Week 4:** Consider timing of external PR, digital campaign and stakeholder briefings.

Staff will be updated regularly. Please speak to your line manager or the communications team if you have any concerns or questions.

Together, we can ensure Kings Acre supports more people to live independently and sustain long-term recovery.