



**St Ann's Low Traffic  
Neighbourhood Communications  
and Engagement Plan.**

**Prepared for Haringey Council.**

**April 2021.**

engage.  
communicate.  
facilitate.

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## 1.1 Background

- This Communications and Engagement Strategy has been developed to support proposals for a Low Traffic Neighbourhood (LTN) in St Ann's, London Borough of Haringey (LB Haringey).
- This strategy has been produced following feedback that has been gathered by LB Haringey using the Commonplace platform. Several hundred comments have been submitted by residents using this channel.
- In light of this level of engagement, the strategy sets out a series of planned communication and engagement activities to be delivered through the consultation phase of the project.

## 1.2 Objectives

- In line with LB Haringey's wider objectives, delivered through its LTN programme, this strategy is based on the following key objectives:
  - To coordinate activity internally, so communications and engagement activity is delivered in a coherent and structured manner.
  - To ensure relevant stakeholders are identified, in line with the Council's commitments under the equalities legislation and communicated with, in a targeted and tailored manner.
  - Informing the wider public about the St Ann's LTN proposals and providing multiple opportunities, and channels, through which to give feedback.

- At the end of the communications and engagement process, the success of the programme will be measured against these three objectives.

## 1.3 Project Management

- A weekly meeting will be held with a single point of contact from NRP, ECF and Haringey Council.
- Delivery of the activity associated with this strategy will be led by Haringey Council, with support provided by ECF and NRP.
- A weekly tracker document will be issued each week to keep track of progress and upcoming milestones. This will be shared with the Bounds Green LTN and Bruce Grove LTN teams.

## 2. Engagement Principles

### Overview

ECF uses the International Association of Public Participation's (IAP2) *Spectrum of Public Participation* as a guide when creating an engagement programme. The *Spectrum of Public Participation* suggests that the expectation and goals, of an engagement programme, should be clearly outlined.

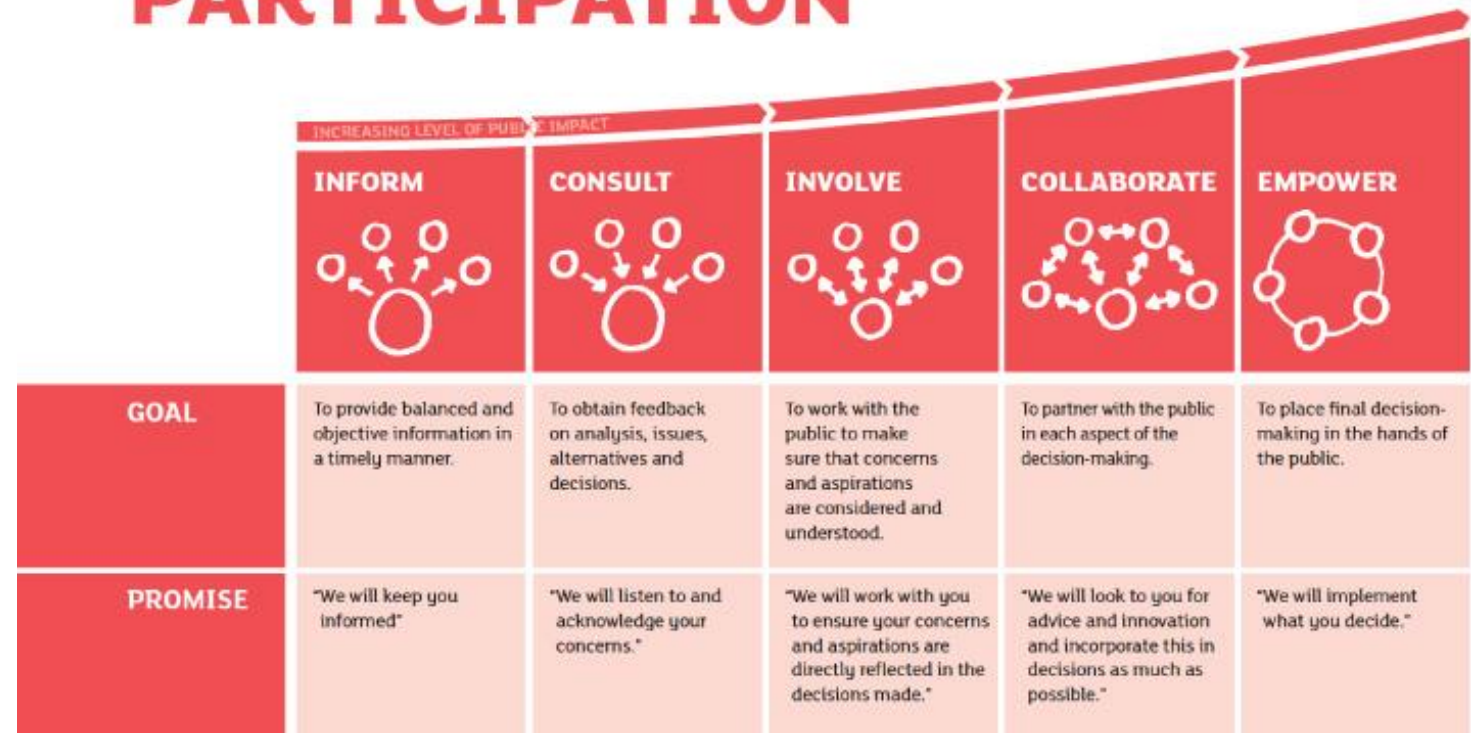
Given the scope of engagement, and the objectives described previously, the programme fits into the "Involve" category in which the following elements are present:

- Goal: "To work with the public to make sure that concerns and aspirations are considered and understood."
- Promise: "We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made."

In order to achieve this, the project team will need to undertake an extensive period of stakeholder engagement with those identified in this strategy, and provide residents and businesses with multiple opportunities, and multiple channels through which to provide their feedback to the team.

The Engagement Report will outline how the project team delivers on both the goal and the promise that is made.

# IAP2 SPECTRUM OF PUBLIC PARTICIPATION



## 3 Communications and Engagement Tools

- This Communications and Engagement Strategy has been developed to support proposals for a Low Traffic Neighbourhood (LTN) in St Ann's, London Borough of Haringey (LB Haringey).
- This strategy has been produced following feedback that has been gathered by LB Haringey using the Commonplace platform. Several hundred comments have been submitted by residents using this channel.
- In light of this level of engagement, the strategy sets out a series of planned communication and engagement activities to be delivered through to the implementation phase of the project.

### Communications

- Several communication channels exist to support this project which will be utilised throughout the LTN campaign. These include:
  - Haringey Council Corporate Website and Social Media Accounts
  - Council newsletters and mailing lists
  - Commonplace platform
  - Local media and blogs
- In addition, the following communications collateral will need to be produced to support the project:
  - Newsletter/mailedrop for local residents
  - Letters/emails to stakeholders
  - Project poster
  - Information boards
  - Digital and physical map of proposed interventions

- Technical briefing documentation
- FAQ documents
- Social media content

- To support all of this material, a project plan and key messaging document will be produced and signed off by LBH officers. Key messaging will be refreshed over the course of the project period, as issues evolve.

### Engagement

- Several engagement tools will be used as part of the process. This includes:
  - Physical pop-up events at key areas within St Ann's
  - Stakeholder meetings, including with ward councillors
  - Webinar sessions with participative element
  - Commonplace platform, utilising the mapping and survey functions
  - Bespoke business survey
  - Email account, phone number and postal address for the receiving feedback from residents groups.
  - Display at St Ann's Library or another publicly accessible place.
- Taken together, these tools will provide residents with multiple opportunities to provide feedback on evolving proposals for the St Ann's LTN.
- This plan focuses primarily on activity up to the end of the engagement phase in 2 June 2021.

# 4 Engagement Approach

## Line of Enquiry

- The project team will need to establish a line of enquiry in advance of going live with consultation materials.
- The line of enquiry sets out the area the project team is consulting on, and provides the framework through which questions are developed by the team.
- Once the proposals, or options have been finalised, an internal workshop will be convened to establish the line of questioning.
- At this stage, we envisage the project team seeking to determine the following, as part of the line of enquiry:
  - Demographic data
  - Information about current travelling habits
  - Views on individual options presented
  - Accessibility issues (capturing data for the EQIA)
- In addition, for businesses and business organisations, information about their existing servicing arrangements may well be collected, if this is to inform the development of the proposals.

## Feedback and Analysis

- A balance of qualitative and quantitative questions will be utilised to capture feedback from residents and stakeholder groups.

- When collecting quantitative data, the project team will use the Likert scale to capture sentiment towards proposed interventions and different options.
- Feedback will be captured at individual events, and through the response channels that are made available by the project team (Commonplace, mail, email, phone).
- Once feedback channels are open, sentiment analysis will be conducted on options presented to the community, and a thematic coding approach will be applied to all the data received. This will be summarised in the final report.
- Analysis based on demographic data will also be included as part of the Engagement Report.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Blue is a great colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Green is a great colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Purple is a great colour	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yellow is a great colour	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Likert scale example

## 5 Equalities Impact Assessment (EQIA)

- The Communications and Engagement activity undertaken to support the St Ann's LTN will need to align with the Council's obligations under the Equality Act 2010.
- The programme will take the following steps to ensure those obligations are met:
  - A comprehensive stakeholder mapping exercise has been undertaken to ensure groups representing those with protected characteristics are able to engage
  - The option to request materials in different languages or braille will be offered to those who require it
  - Individuals who are unable to attend webinars will be able to request a telephone call to discuss the proposals, and printed copies of the materials presented
  - Sub-titling for online events will be utilised if requested by anyone who is hard of hearing
  - A postal address will be provided so individuals who are not able to submit feedback online can participate in the programme
  - Any physical events that take place will be held in accessible locations
  - Translation and sign language options will be offered where necessary and possible.
- As part of the line of enquiry, a specific series of questions will be developed to provide residents and stakeholder groups with the opportunity to feed back based on key EQIA issues.

### St Ann's Ward Profile

According to the 2020 Haringey Ward profile document, St Ann's (within which the vast majority of the area being consulted on is based) has a higher than average population density, with 15,895 residents living in the area. It's open space provision is lower than the Haringey and London averages.

Almost 50% of the population is between 20-44, and this group is overrepresented in this ward compared to others in Haringey. In terms of ethnicity, the two largest groups are White Other and White British. Over 20% of the population is Black/African/Caribbean, Black British.

In terms of religiosity, 46.5% of the population identify as Christian, and 17.1% identify as Muslim, which broadly aligns with the rest of the Borough. In terms of employment, the ward has 245.4 benefit claimants per 10,000 residents, which is significantly higher than the London average.

The ward also has a slightly higher proportion of individuals renting in the private rented sector, compared to the rest of the Borough. It also has fewer individuals in the socially rented sector.

Lastly, the area has a higher number of individuals with limiting long-term health problems or disability, and a much higher prevalence of excess weight in Year 6 compared to Haringey and London. In developing this plan, we have been cognisant of these elements.





## 7 Community Stakeholder Groups (1)

The table below provides a list of community stakeholder groups for the St Ann's LTN consultation programme. It does not list individual residential addresses or business groups and should be read in coordination with the Stakeholder List that has been produced separately. The table continues overleaf.

Characteristic	Group
Age	Haringey Over 50s
	North London University of the Third Age
	Chestnuts Primary School
	Woodlands Park Nursery School
	Seven Sisters Primary School
	St Ann's Church of England Primary School
	West Green Primary School
	Fowler Newsam Hall
	Destiny Haven Nursey & Pre-School
	St John Vianney Catholic School
Disability	Disability Action Haringey
	Haringey Learning Disabilities Centre
	Haringey Autism
	Mind Haringey
	Venture Club for the Blind and Partially Sighted
	St Ann's Hospital
	Haringey Phoenix Group
	Disability Rights UK
	Haringey Mencap
	Keen

Characteristic	Group
Local Groups	St Ann's Living Streets
	StArt (START Haringey)
	Edgecot Grove Residents' Association
	Victoria, Kerswell, Culvert and Pagin Residents' Association
	Woodlands Park Resident Association
General Groups	Haringey Cycling Campaign
	Haringey Living Streets
	London Cycling Campaign
	North London Chamber of Commerce
	Tottenham Traders Partnership
	Haringey Chamber of Commerce
Religious institutions	Seventh Day Adventist Church
	St Anns Church
	Salvation Army Hall
	Christian Science Church
	Christ Apostolic Church
	Assembly Of God Church

## 7 Community Stakeholder Groups (2)

Characteristic	Group
Ethnicity	Haringey Irish Centre
	African Caribbean Leadership Company
Gender	Haringey Women's Forum
Gender reassignment and sexual orientation	Haringey LGBT Forum
	Wise Thoughts
Pregnancy/Maternity	Haringey Families
	NCT Tottenham
Other marginalised groups	St Ann's Food Hub
Political stakeholders	Ward councillors and Haringey Council cabinet
	David Lammy MP, Member of Parliament for Tottenham

All community stakeholder groups will be written to during the process, to invite them and their members to participate in the engagement process, either by attending a pop-up, a webinar or by sharing the engagement platform details.

An initial meeting has already been organised with the schools in St Ann's to establish their appetite for involvement in the consultation process. In addition to this, meetings are suggested with the London Cycling Campaign, Living Streets St Ann's, the emergency services (including St Ann's Hospital) at a minimum. At each of these meetings, the organisation's requirements will be discussed alongside additional opportunities for engagement.

Other stakeholder meetings to target will be agreed by the project team and the initial correspondence to them will be tailored to make this offer. The number of meetings that will take place will depend on the resources available to the project team.

## 8 Public Workshop Format

- As part of the engagement up to 2 June, the team is proposing to host a series of public meetings with residents, stakeholders, representatives of disability groups and, potentially, with local schools.
- In the programme, these are currently scheduled for W/C 17 May and 24 May, to allow time for individuals to register to attend them.
- The purpose of the sessions will be as follows:
  - Present the feedback from the Commonplace map that recently closed
  - Present the two options for St Ann's LTN
  - Garner feedback from residents and stakeholders on each of the options.
- It will be essential to ensure residents do not see this event as a "referendum" on the two options, but instead as an opportunity to provide suggestions for improvement and refinement for each. It is also important to ensure the sessions are sufficiently high level to avoid the group becoming bogged down in the minutiae of the LTN. Other avenues for specific suggestions for improvement will be offered but, at the event, it will need to be stressed that the Council will be proceeding with an intervention in some form.
- The sessions will be hosted on Zoom, using breakout rooms where appropriate, and feedback from the sessions will be collected using Google Jamboards. Presentation materials will be developed in advance on the results from the Commonplace map exercise, the purpose of an LTN and the options that are being presented for St Ann's.

Time	Element	Notes
5 min	Introduction to the event, the team, and the format	ECF facilitator to lead with members of the team introducing themselves
5 min	What is an LTN and why is it right for St Ann's?	LBH to lead on this section and include reference to the wider LTN programme
5 min	Presentation on the results of the Commonplace map and how this has provided the framework for shaping the LTN options.	NRP to lead this section, presented in a "what we heard" format, using NRP analysis slides
10 min	The options for St Ann's LTN	NRP to lead this section with clear presentation on the two options
20 min	Option 1 – Keep, Change, Add exercise	Individuals will be broken out into virtual breakout rooms, which will be facilitated by a member of the project team, who will give a brief overview of Option 1.  A Keep, Change, Add will then be hosted in each table regarding this option. Feedback will be collected using the Jamboard
10 min	Feedback from table facilitators on Option 1	Each table facilitator will provide some feedback from their table using the Jamboard
20 min	Option 2 – Keep, Change, Add exercise	Individuals will be broken out into virtual breakout rooms, which will be facilitated by a member of the project team, who will give a brief overview of Option 1.  A Keep, Change, Add will then be hosted in each table regarding this option. Feedback will be collected using the Jamboard
10 min	Feedback from table facilitators on Option 2	Each table facilitator will provide some feedback from their table using the Jamboard
5 min	Wrap up	ECF facilitator to lead with a thank you, and a note on the next steps in the process.

## 9 Webinars Format

- A second option, particularly for the resident meeting(s) where numbers may be high, would be to arrange for a Zoom webinar to take place, which will be slightly less interactive, but still provide residents with the opportunity to give feedback on the two options that are being presented, with a further call to action (such as filling out the survey) if required.
- Therefore, the purpose of the sessions will be identical to a workshop and be as follows:
  - Present the feedback from the Commonplace map that recently closed
  - Present the two options for St Ann's LTN
  - Garner feedback from residents and stakeholders on each of the options.
- However, rather than having breakout rooms for discussion, a central hosted, interactive Q&A session will take place between the project team and all feedback will be centrally collected on a Google Jamboard by an ECF facilitator.
- The same presentation material will be needed, but this will be less resource intensive and it will also allow the team to accommodate 100s of residents to come to, which workshops will be unable to do.
- The proposed format is outlined opposite and the session, like a workshop, would take place for around 1.5 hours. With fewer resources required, an additional set of resident sessions could be rolled out, if requested locally.

Time	Element	Notes
5 min	Introduction to the event, the team, and the format	ECF facilitator to lead with members of the team introducing themselves
5 min	What is an LTN and why is it right for St Ann's?	LBH to lead on this section and include reference to the wider LTN programme
5 min	Presentation on the results of the Commonplace map and how this has provided the framework for shaping the LTN options.	NRP to lead this section, presented in a "what we heard" format, using NRP analysis slides
10 min	The options for St Ann's LTN	NRP to lead this section with clear presentation on the two options
30 min	Option 1 – Discussion	NRP will lead a brief recap of option one, and then the team will take feedback and questions using the "Raise Hand" and written Q&A function.  An ECF facilitator will bring individuals "on to stage" and capture feedback on a Google Jamboard which will be shown via the share screen function for transparency purposes
30 min	Option 2 – Discussion	NRP will lead a brief recap of option two, and then the team will take feedback and questions using the "Raise Hand" and written Q&A function.  An ECF facilitator will bring individuals "on to stage" and capture feedback on a Google Jamboard which will be shown via the share screen function for transparency purposes
5 min	Wrap up	ECF facilitator to recap on all the feedback received, lead with a thank you, and a note on the next steps in the process.

# 10 Engagement Surveys: 10 May – 2 June 2021

## *Resident*

- Whilst residents have already been able to provide general feedback on their views about the local area, they will need an additional channel through which to provide their feedback on the options that are presented to them by the project team.
- This should be hosted on Commonplace and relevant LTN website. This will provide continuity for people who already participated in the mapping exercise. Residents should be provided with a link to this in the mailshot that will be sent after the purdah period ends. Survey questions will be developed once the options have been finalised but, at a minimum, we will be looking to collect:
  - Demographic data
  - Information about how they currently travel around the area
  - Feedback on the two options that are proposed likely focused on:
    - What to keep
    - What could change
    - What is missing
  - Any accessibility considerations that they wish to raise.
- The opportunity to receive a printed copy of the survey will also be included in the first correspondence that is issued after the election period. The option to request the survey in another language should also be included in that mailshot.
- The feedback from this survey, and the others noted in this plan will be reported on and included as part of the Engagement Report issued shortly after 2 June 2021.

## *Business*

- At the pre-consultation stage, businesses will be issued with a specific survey asking them for feedback on a series of issues that uniquely impact on them. It will also include a summary of the two options that are being presented for St Ann's and the rationale for each of the options chosen. The survey would then ask:
  - Their current servicing arrangements and access needs
  - Information about how they currently travel around the area
  - Feedback on the two options that are proposed likely focused on:
    - What to keep
    - What could change
    - What is missing
  - Any accessibility considerations that they wish to raise.
- A postal address will be provided which will allow them to send their feedback directly into the project team. The option to fill this out online will also be provided. This will also be hosted on Commonplace for individuals to fill in.

## *Disabled People and Carers Survey*

- A specific questionnaire for disabled people and carers will be developed, based on the activity undertaken by Enfield Council in the Bowes Park area. The survey will be hosted on the website and paper copies will be sent to blue badge holders in the St Ann's area, and to representative groups in the area, to encourage their members to complete it.

# 11 Offline Engagement Display

- A display of the options proposed and an opportunity to feedback, offline, will be provided in a publicly accessible space such as St Ann's Library.
- This will have two display boards available providing background on the options for the LTN at St Ann's and provide information about the opportunities to participate in the engagement process.
- In addition, paper surveys and a feedback box will be made available for individuals to complete, which will be collected by the project team and inputted into the dataset
- The initial communication to residents will make them aware of this opportunity to participate in the process and allow any individual who is not digitally connected to provide their feedback.
- When the project moves from the engagement to consultation phase in the summer, the information on the display boards will be refreshed and a further opportunity to provide feedback will be made available.



## 11. Key Personnel for St Ann's LTN

TITLE	ORGANISATION	NAME	CONTACT DETAILS	ROLE
Project Manager (PM)	Haringey Council	Neil Goldberg	<a href="mailto:Neil.goldberg@haringey.gov.uk">Neil.goldberg@haringey.gov.uk</a>	Overall responsibility for all strategic communications and updates regarding the scheme in general, and identifying key audiences. Initial sign off of stakeholder list and engagement plan.
Project Sponsor (PS)	Haringey Council	Maurice Richards Simi Shah	<a href="mailto:Maurice.richards@haringey.gov.uk">Maurice.richards@haringey.gov.uk</a> <a href="mailto:Simi.Shah@haringey.gov.uk">Simi.Shah@haringey.gov.uk</a>	Overseeing and revising initial drafts of strategic communication, information and reports made by PM
Project Manager	NRP	Ramsay Do	<a href="mailto:ramsay.do@nrpltd.com">ramsay.do@nrpltd.com</a>	Project manager, overseeing the delivery of the programme
Associate Director	NRP	Alex Stebbings	<a href="mailto:Alex.Stebbing@nrpltd.com">Alex.Stebbing@nrpltd.com</a>	Technical lead for the project
Director	ECF	Oliver Deed	<a href="mailto:oliver@engagecf.co.uk">oliver@engagecf.co.uk</a>	Leading on the delivery of the engagement programme

## 12 Next Steps

- Following a review of this plan by LBH, the following steps will need to be undertaken:
  1. A two hour internal workshop session to finalise all activity and review who is leading on the delivery of each. This should also discuss all key messaging, cover any stakeholders that need to be added to the list.
  2. The method of reporting on the engagement work should be agreed.
  3. A decision will need to be taken on the type of resident event that will be delivered.
  4. First draft of all communications collateral, and surveys will need to be completed by the W/C 26<sup>th</sup> April 2021.
  5. St Ann's Library will need to be contacted for the availability of space for a small display and a feedback box.
  6. A meeting, post-2 June, should be scheduled to finalise the communications approach to the consultation phase of the process.



## CONSULTATION OPTION: HELLO ST ANN'S LTN

ECF has a partnership with a company called Hello Lamp Post which provides a platform through which individuals can chat to street objects, using SMS, WhatsApp or other interactive platforms. Using intuitive artificial intelligence, and qualitative FAQs, inputted by a project team, the platform can facilitate engagement and prompt feedback on specific ideas.

This is a tool that could be used to collect feedback at either the feedback or implementation phase of the process.

The organisation has recently undertaken work with Southwark Council on some environmental issues and more can be read [here](#). The technology has recently been used by ECF client, the Sydney Harbour Federation Trust, in consultation on the future of North Head, which generated hundreds of conversations with visitors to the site. The report can be found [here](#).

We have included this in the indicative programme, but additional budget would be required to deploy it.



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