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**9 OCTOBER 2006**

To: **Members of the Haringey Strategic Partnership**

Dear Member,

**HSP - 16 October 2006 - 6pm**

Please find attached the following background papers which were not available for distribution with the agenda.

**3. COMMUNITY STRATEGY – DEVELOPING SUSTAINABLE PRIORITIES FOR 2007 – 2012:**

- (i) Developing the Sustainable Community Strategy – agreeing the priorities and direction.
- (ii) Report of David Hennings – forming a Sustainable Community Strategy Steering Group.
- (iii) Information paper on the responses from the Sustainable Community Strategy consultation briefing and analysis.

Yours sincerely

**NICOLAS MATTIS**

Principal Support Officer (Council)

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## haringey strategic partnership

**Haringey Strategic Partnership**  
**16<sup>th</sup> October 2006**

### **Developing the sustainable community strategy – agreeing the priorities and direction**

Most of the meeting on 16<sup>th</sup> October will be devoted to agreeing the direction and priorities for Haringey's next Sustainable Community Strategy.

This part of the meeting will be specially facilitated for the HSP. It will be an easy to follow process that requires participation from HSP members.

At the end of the meeting there will be initial feedback but a more detailed report on the outcome of the exercise will be available around two weeks after the meeting.

For further information please contact:

Janice Robinson, Sustainable Community Strategy Project Manager, 020 8489 2613 [janice.robinson@haringey.gov.uk](mailto:janice.robinson@haringey.gov.uk)

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## **Report of David Hennings**

### **Haringey Strategic Partnership 16<sup>th</sup> October 2006**

Subject: Forming a Sustainable Community Strategy Steering Group  
Report Author: Janice Robinson, Sustainable Community Strategy Project Manager

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#### **1. Purpose**

- 1.1 To seek agreement on the formation of a steering group from the HSP to oversee the development of the Sustainable Community Strategy drafts and sign these off before they are consulted upon.

#### **2. Summary**

- 2.1 The frequency and timing of HSP meetings do not offer the opportunity to agree or sign-off the drafts of the Sustainable Community Strategy in line with the Sustainable Community Strategy project plan timeline (the existing Community Strategy comes to the end of its lifecycle in March 2007 and is to be replaced in April 2007. It is proposed in this report that a steering group is formed for this purpose.

#### **3. Recommendations**

- 3.1 To consider and make a decision on the proposals for the composition and purpose of the steering group.

#### **4. Background Information**

For further information on any aspect of the Sustainable Community Strategy contact Janice Robinson on 020 8489 2613 [janice.robinson@haringey.gov.uk](mailto:janice.robinson@haringey.gov.uk)

#### **5. Analysis**

The programme for the development of the Sustainable Community Strategy is entering a critical phase. Following this HSP a draft of the Community Strategy will be written and put out for consultation across November and December 2006. A second draft will be put out for final consultation in February 2007. The frequency and timing of the main HSP Board meetings do not give a framework in which the development of the draft can be overseen and signed off before consultation.

It is proposed that a steering group of the HSP be formed to oversee and sign-off the drafts and that the steering group comprises the following members:

- The Deputy Leader of the Council, Executive Member for community engagement. (The incumbent of this post sits on the HSP and also holds responsibility for the development of the Sustainable Community Strategy on behalf of the Council Executive)
- The Council Chief Executive
- The Vice Chair of the HSP (Paul Head, Principal of CONEL).
- One other from the HSP
- Consideration should also be given to including a member of the community and voluntary sector.

It is proposed that this group meet at appropriate times to agree and sign-off the drafts.

### **6. Conclusions**

The formation of such a steering group will enable timely sign-off of the drafts and ensure that the project adheres to its timetable.



**Haringey Strategic Partnership  
Sustainable Community Strategy Renewal Consultation  
Briefing and analysis of the consultation responses**

***A primary purpose of this analysis and briefing is to give information on “How do residents perceive Haringey and what do people want in the future?”***

***Background***

The consultation about the development of Haringey’s Sustainable Community Strategy was designed as a qualitative consultation. The questions were very open to allow people to give top of mind information without influences from the questionnaire. This allowed us to gather a wide range of views and to deduce what is significant in the lives of residents in the borough.

***Methodology***

**Public consultation**

The methodology used was a postcard with very straightforward questions designed to elicit information about the respondent’s current perception of the borough and included an invitation to shape the future of the borough. The methodology was intended to be engaging and attractive.

The postcards had a very wide distribution through a high profile and colourful stand at festivals, (Tottenham Carnival, Hornsey Carnival and the Peace Festival), at shopping centres and outside libraries in each area of the borough. A similar questionnaire was also included in the June issue of Haringey People which is sent to every household in the borough.

The questionnaire encouraged respondents to include their name and address (and indeed encouraged people to respond) by offering the opportunity to enter a prize draw and win cinema tickets or shopping vouchers.

It should be noted that when undertaking an open consultation such as this some items will not be thrown up as the respondents will take it for granted that they are handled by the professionals – unless they have recently used them. An example here is health services – which were very rarely mentioned – the provision of health services is taken for granted and is only likely to show up if an individual has had a recent very bad or very good experience of those services in which case they tend to be more top of mind.

## Analysis

Analysing qualitative responses can be done in several ways. If the consultation has had a small number of responses each one can be read and the ideas incorporated in the project or design or plan. However as some 1200 responses have now been received to the Haringey SCS consultation it is more appropriate to categorise the responses into themes. The responses were entered into a spreadsheet under the question headings and by postcode.

The most common themes thrown up from the responses are shown below:

Shown below each question are the 'top four' responses.

### ***What are the good things about living in Haringey?***

- The cultural diversity (the people was also a popular response)
- Open space/trees /parks
- Transport (proximity to central London was also a common theme too)
- The shopping experience

### ***What three things do you think would make Haringey a better place?***

- Less crime/anti social behaviour/greater safety
- It should be cleaner/tidier/less rubbish/dirt
- Better services/opportunities for young people
- Better public services

### ***What should Haringey be like in 10 years time?***

- A good place to live (there was also an aspiration that Haringey should be as good as 'other' places)
- It should be clean and tidy
- It should be safe
- Better open spaces and parks

### ***What concerns do you have about living in Haringey?***

- The prevalence of crime and antisocial behaviour

Then a very big drop to

- Lack of cleanliness/amount of rubbish
- Young people (either concern about them or about the lack of services)
- Education and schools

## **Other key themes**

Further down the responses there are a number of other emerging themes that we need to acknowledge some of which have a bearing on the Local Area Agreement

### ***What are the good things about living in Haringey?***

- A positive opinion of public services

### ***What three things do you think would make Haringey a better place?***

- The desire for improved parking and arts and cultural opportunities

### ***What should Haringey be like in 10 years time?***

- It should be a better place to live – a greater aspiration for the borough
- There should be greater prosperity and employment



***What concerns do you have about living in Haringey?***

- The environment (e.g. pollution and climate change) coupled with recycling have emerged as key concerns.

**Other techniques**

Some further analysis and interpretation of the responses has been done using different techniques.

For example we have counted the incidence of 'trigger' words which indicate the issues at top of mind.

***Green***

The occurrence of Parks 201 times, Open spaces 33 times, Green/greener 264 times together with reading the appreciative responses shows that people in Haringey enjoy the greenness of the borough and are concerned that it continues to be green. A total of 498 mentions including such comments as *doing something* to stop people filling in their front gardens for car parking.

We have assumed from the contexts in which the word is used that this refers to leafy/grass green rather than *green* as in sustainable issues. Recycling for example occurs 65 times and in varying contexts some occurrences are praising the recycling facilities whereas others are requesting more easily available recycling.

It is generally recognised that most people don't have sustainability as top of mind – sustainability tends to be seen as something that the government should be dealing with or will deal with.

***Clean and cleaner*** occurred 460 times either in the context of people commenting that Haringey was now cleaner or in that in the future it should be cleaner. Rubbish is mentioned 101 times yet recycling occurs 65 times.

Issues such as encouraging people to cycle, having cycling training or cycling paths in mentioned 72 times. Transport links either in the context of having good transport or improving transport is mentioned 157 times.

***Safer***

The area most mentioned overall by respondents is crime and safety. Safer and unsafe occurs 163 times, safety occurs 102 times, crime is mentioned 478 times and police 163 times. Issues such as violence and aggression occurs 12 times and drugs are specifically mentioned 52 times.

***Community/diversity/Multicultural***

Diversity and variety of the people in the borough is a continual theme. The words Community, Cultures/cultural, diversity/multicultural ethnic and variety occur 635 times.

The diversity of the borough and the cultural iterations of that diversity are valued by respondents. Very few respondents gave this as a negative aspect.

### ***Shopping/Shops***

Shopping and shops occurred 339 times in the context of an enjoyable activity in the borough or an activity which people wanted to be developed. We could consider that many families now regard shopping as a leisure activity which all the family can take part in. It should also be taken into account that many of the consultation activities were designed to be taking place at venues where residents were at leisure – we intended to capture people at venues rather than through more traditional methods of posting questionnaires into their homes.

### **Geographical Spread of responses**

Separate analysis being developed indicates that the responses from across the borough are reasonably representative of the households in each postcode. However, although the responses from the N8 area have been good, other west borough postcodes are not so well represented. Because of this two special meetings have been planned for the west of the borough in Muswell Hill and also in N4 to encourage greater participation. The response breakdown is shown below but it is worth noting that N17 with 222 responses was the best represented area, followed by N8 with 118, then N15 with 116 and then N22 with 97.

The breakdown is attached as appendix A

**Appendix A**  
**Responses by postcode**

<b>Postcode</b>	<b>Number of responses</b>	<b>% of responses of those giving postcodes</b>
N8	118	18.26%
N4	39	6%
N22	97	15%
N2, N10, N11, N6	54	8.35%
N17	222	34.36%
N15	116	17.95%
<b>Total</b>	646	
		<b>% of total responses</b>
Not Haringey Post code	74	7%
Post code not given	329	31.36%
With Haringey postcode	646	61.58%
<b>Total response</b>	1049	

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