

**MINUTES OF THE SCRUTINY REVIEW - ENGAGING WITH HARD TO REACH COMMUNITIES
FRIDAY, 11 SEPTEMBER 2009**

Councillor Bull (Chair) and Aitkens

Observer

Apologies Councillor Adamou

LC1. APOLOGIES FOR ABSENCE

Cllr Gina Adamou
Richard Milner
Shawn Goodchild
Simon Godfrey
Siobhan Harrington – Substitute Christopher Giles

LC2. URGENT BUSINESS

None

LC3. DECLARATIONS OF INTEREST

None

LC4. ON OUR HIGH STREET

A presentation (Meet the world on our high street) was received by Janette Gedge, Haringey Council Consultation Manager. Please see attached files for the full presentation.

The Equality Bill sets out to strengthen protection, advance equality and simplify the law. Of relevance to local government is the introduction of new strategic socio-economic duty to reduce socio-economic inequalities

A school survey showed that there were over 160 languages spoken in pupil's homes.

The census has been used to identify communities in Haringey, other useful sources of information include:

- Information notices in shop windows.
- New foods being sold in shops.
- Translation requests, for example the translation team are beginning to receive more requests for Vietnamese translations.
- Citizenship ceremonies.

Haringey achieved Beacon Status for 'Getting closer to communities' in 2005.

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There are a number of forums which could be used to engage across the partnership. For example the Making the Difference budget meetings, or Access to Services days which are run by the council could link up with Health and the Police to access and engage with these communities.

- Information about these kind of events needs to be shared across the organisations.

Keys to engagement:

- Go to them
- Start a meaningful relationship
- Build on that relationship

Organisations need to make their services accessible for communities for example providing community language interpreters.

Discussion around the benefits of setting up a Consultation Network. Noted that there is already a Council one but it could be beneficial to have a partnership one.

Query about what responsibilities organisations have to get communities to engage/integrate with each other?

There is a consultation tool-kit which is being used increasingly across Haringey Council.

Haringey Council also has a Consultation Calendar. Discussion around how widely this is used and the possible benefits of this being extended to the partnership.

Haringey Council is the fourth highest borough in the country for engaging with the public. Acknowledged that there is still work to do.

LC5. HARINGEY'S POPULATION

The panel received a presentation from Craig Ferguson, Project Manager (Information Management).

Please see attached for presentation slides.

There are issues with census data:

- It only has sixteen ethnic groups on which ultimately groups individual communities together.
- It is eight years old and therefore can be considered out of date.
- It has a question on country of birth but this misses second generations.

Super Output Areas – geographic areas of which there are 144 in Haringey (roughly eight or nine per Ward).

National Insurance data has been very useful in the past but it is no longer available at Ward level due to data protection.

- There is however data available from 2006-2008.

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Mapping software can be used for any data where you have information on postcodes for example hospital data.

MOSAIC software can be used to target communities for example for Benefit Take-up campaigns. MOSAIC uses a range of data to show where people with certain characteristics are most 'likely' to live.

Discussion around MOSAIC as a useful tool for consultation work. It was felt that it is not utilised as much as it could be given the benefits of its use.

- There is generally a positive reaction to the use of the software when it is discussed; however this is often not followed through by the interested parties.
- Noted that when planning consultation activities MOSAIC use should be considered.

MOSAIC has been used in conjunction with NHS Haringey, particularly the Public Health team when looking at smoking and breast and cervical cancer screening.

Discussion around the structure and routes for engagement and consultation work for example reporting somewhere within the Haringey Strategic Partnership Structure or a sub-group of it.

Haringey is currently discussing having a shared data platform across the partnerships which would aid information sharing.

Examples of mapping giving of communities that have been identified as hard to reach during the scoping part of this review e.g. Somalian and eastern European communities.

Discussion around other hard to reach groups which participants have identified:

- Young Muslims
- Communities which are around Wickes
- Tenants
- Those in temporary accommodation
- Time poor, etc

LC6. SCOPING REPORT

Discussion around whether the term 'hard to reach' is most appropriate for the review due to possible implications e.g. are people hard to reach or are we just not reaching them. Other options discussed but the panel decided that it would be best to stay with the term 'hard to reach' as this is widely understood in the community whereas other terms may not be.

The panel felt that there was no need for an external adviser to be appointed for the course of this review.

Terms of reference and approved by the panel.

LC7. NEXT STEPS

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The panel stressed the importance of getting out and about during the review including the holding the panel meetings.

Discussion around the difficulties of getting certain groups to engage with 'the authorities' and what engaging could potentially mean for them e.g. deportation for those working illegally. Also difficulties associated with perceptions e.g. police entering a bar could be viewed as a raid when they are entering to get information on an incident which had occurred.

Discussion around people who present at A&E and that approximately 33% who present at the North Middlesex University Hospital Trust and the Whittington Hospital Trust not being registered with a GP – are these groups using A&E as primary care?

LC8. NEW ITEMS OF URGENT BUSINESS

None