

**Corporate Policy**

**Haringey's Community Engagement Framework**

The Haringey Strategic Partnership has developed a **Community Engagement Framework** (CEF) which reaffirms the commitment of HSP partners to community engagement and promotes a shared understanding of engagement principles. The CEF was agreed by all HSP partners in April 2009. It will help the HSP to deliver on the following:

- two of the outcomes of Haringey's Community Strategy – **People at the heart of change** and **Be people and customer focused**
- various **Local Area Agreement** indicators
- the new '**duty to involve**', and other national legislative drivers
- the level and quality of public engagement (and empowerment) which is tested as part of the **Comprehensive Area Assessment** process

**Community consultation process:**

- 700 voluntary and community groups in the borough were directly consulted.
- The consultation documents were available online, and the questionnaire could be completed online on the Haringey Council website.
- The CEF was discussed and feedback given at meetings of the HSP and its theme boards, individual partner organisations and the Community Link Forum.
- An article of the CEF was placed in Haringey People.

Following the adoption of the CEF by the HSP in April 2009 the following progress has been made:

- The final [Community Engagement Framework](#) (including a summary and easy-read version) is available on the Council website.
- The partnership CEF Delivery Plan has been produced. Work on this is being led by a high-level steering group made up of senior staff from the Council and HSP partner agencies.

**Feedback and Information**

**1. Complaints performance 2009-10**

To end December performance was as follows:

- stage 1 91% against 93% target,
- stage 2 85% against 90% target;
- stage 3 93% against 95%

There were service problems in the early part of the year, but current stage 1 performance is now ahead of target – 94% in quarter 3 and 96% in December.

Performance in dealing with Ombudsman first enquiries is on target at an average of 18 calendar days.

## **2. Members' enquiries performance 2009-10**

The year to date performance was 88% against the target of 93%. There were the same problems as with complaints earlier in the year, but again performance is now ahead of target – 94% in quarter 3 and 95% in December.

## **3. Data protection – information sharing protocols**

Haringey's 3 key Information Sharing Protocols and the production of practical "how to" guides for officers to accompany each of the protocols have been completed. This involved consulting key partners in the Police and Health service and the relevant council services and production of a position statement on information sharing, which was agreed by the HSP.

## **4. WOW awards**

There have been a record 1136 nominations from customers in the year to December, an average of 126 per month – up from 98 in 2008-09.

There were 31 national awards for the December presentation, taking the total for the financial year to date to 116, and the grand total since inception in 2006 to 349. Haringey was awarded Best Local Authority for Customer Services.

## **Community Cohesion**

Leading through Haringey Community Cohesion Forum, we organised a well attended and successful Community Cohesion and Networking event on 13<sup>th</sup> November 2009 at Broadwater Farm Community Centre.

The event was the third major event since the Forum was formed in March 2008.

It gave the opportunity to those present to:

- Hear about some of exciting projects that are helping to build bridges and deepen understanding and relationships between groups and communities in the borough;
- what the Council and various communities and groups have been doing since the October 2008 conference on intergenerational relations;
- contribute ideas about how we can go on building relationships between the communities in Haringey by breaking down those barriers that tend to keep people apart;
- Contribute to shaping the work of the Forum in the year ahead.

The conference was open to residents, community and voluntary organisations and will be of interest to community leaders, Councillors, senior council officers and other public sector officials working in the borough

Among the speakers were the Leader of the Council, Cllr. Clair Kober, Her Worshipful, the Mayor of Haringey and Cllr Amin as the Cabinet Member for Community Involvement and Cohesion.

The guest speaker, Kate Emson, deputy headteacher of Hamstead Hall Community Learning Centre in Birmingham – who has spearheaded an innovative project to build an inclusive centre for learning.

Up and coming events include:

- Holocaust Memorial – January 2010
- Lesbian & Gay History – February 2010
- International Women's Day – March 2010

- Nevroz (Kurdish, Iranian, Iraqi spring festival) – March 2010

### Neighbourhood Management Service

The latest round of Area Assemblies (Cycle 3) took place during November/December. These included the process to identify key local priorities for local people to inform the development of local Area Priority Plans. A variety of approaches were used to identify the priorities including workshops and the use of Turning Point voting software. Over 500 people took part in the process.

The following examples give a flavour of the identified priorities:

- Wood Green: Clean streets, activities for young people
- West Green & Bruce Grove: Safer Parks, anti-social behaviour
- Tottenham and Seven Sisters: Resident involvement, mental health support
- St Anns and Haringey: Healthy living, burglary
- Crouch End: Affordable homes, support to local business
- Northumberland Park & White Hart Lane: Recycling, jobs for local people
- Muswell Hill: Youth services, burglary

Area Based Working continues to be developed with key issues being identified and tackled using problem solving principles. Most prevalent issues being identified include Ant-Social Behaviour, speeding traffic, burglaries, vehicle crime and fly tipping.

### Corporate Voluntary Sector Team

18 organisations were successfully reviewed and new 3 year funding awards were agreed by the Voluntary Sector Committee (VSC) held on the 23<sup>rd</sup> November 2009. New monitoring arrangements have been put in place to address those organisations who demonstrated weaknesses in performance, governance or sustainability and further reports on these organisations will be made to the VSC in September and December 2010.

The Terms and Conditions of Revenue Grant Aid have been updated to reflect the Council responsibilities as a Safeguarding agency and the new conditions will be introduced for use across the Council.

### Communications & Consultation

#### **Marketing**

*My Haringey* campaign to strengthen civic pride, reinforce a sense of ownership and encourage residents' and businesses' involvement in continually improving the borough. By featuring real people from Haringey rather than models the campaign reinforces the sense of participation, and a good spread of anecdotal feedback so far suggests it is well supported and understood. Themes covered so far are *cleaner* and *greener* with *safer* rolling out this month. A range of publicity activity in support of the advertising will continue to spread the messages throughout the borough. These include involving local businesses in publicity by using their shop fronts and other premises. We also plan promotions in car parks, recreation parks and elsewhere to publicise key themes.

#### **Consultation**

Major projects included the waste consultation, Green Lanes charter, budget and temporary accommodation research programme. We will complete the annual residents survey by end of

this fiscal and next year will conduct consultations on the budget and sustainable community strategy and deliver the place survey.

## E-communications

Our website was ranked in the top 20 local authority sites in 2009's prestigious Socitm review. We received Transactional Status for the second year running and were awarded Excellent Status for content. Usability experts Webcredible ranked Haringey's as the second most usable site out of the top 20. New features added in 2009 include a feedback facility on every page, social bookmarking and a new accessible media player. 2010 will see us become much more involved in social media and the introduction of regular user testing.

## CUSTOMER SERVICES

Customer Services is the Council's corporate customer service operation, handling around 50% of customer contact with the Council. It provides 20 services for different directorates and handles around 1 million customer contacts a year. The service comprises:

- the Corporate Contact Centre : handling over 2000 contacts a day, predominantly phone calls but also e-mail, fax and Web response forms
- 4 Customer Services Centres – providing face to face services in different neighbourhoods and serving an average of 13,500 customers a month
- the Council's switchboard handling 1500-2000 calls per day
- Emergency Out of Hours service – client for external contract
- Customer Relationship management – client for corporate system

## Recent key events

A number of developments have taken place since the last report to the OSC in March 2009:

- "One Number" was introduced in April 09 for all customer calls to the Contact Centre, replacing separate numbers for different services
- a helpline was set up with the PCT in June in the Contact Centre to provide information and advice on swine flu for local people; the national helpline was not developed until later in the year
- the Emergency Out of Hours service was successfully commissioned from an external contractor through a pan London framework and went live in August
- in addition to service specific training, all staff received refresher Council tax training, training on new government benefits information requirements (GCSX) and training on new versions of benefits software in the last 6 months
- in the year to date, 49 WoW awards on average have been made each month for Customer Services staff, more than any other service
- 2009/10 performance targets (at 31/12/09) have been achieved in the Customer Service Centres (77% of customers seen within 15 minutes against a target of 70%) and switchboard (91% of calls answered within 15 seconds against a target of 90%)
- 2009/10 performance targets (at 31/12/09) however have not been achieved in the Corporate Contact Centre ; an improvement plan is in place. Performance for the last quarter is set out below:

Oct	Nov	Dec	
91%	86%	91%	- target of 90% of calls answered (year to date 82%)

62%	40%	64%	- target = 70% in 30 seconds (year to date 53%)

### **Key issues and challenges for the coming year**

There are a number of issues that the service needs to address over the coming 12 months:

- the volume of customer contact is likely to increase, in part because of the impact of the recession on local employment; meeting service levels and providing a high quality service with fewer resources will be a challenge
- reducing repeat and avoidable contacts (and reducing costs) will be crucial and a range of approaches will need to be driven through : improving business processes, reducing back office backlogs and diverting customers to other cheaper and easier channels (particularly the web and self service telephony)
- having a good understanding of customers' experience and priorities through surveys and mystery shopping will be crucial both to providing a good quality service and knowing how best to "shift" customers to other channels
- good customer service depends crucially on good systems and engaged and effective staff; staff training and development will be prioritised, particularly in "soft " skills and dealing with difficult customers
- some essential investment will be made in systems (the Council's Customer Relationship management system in particular and replacement of the Contact Centre and switchboard telephony); this will improve efficiency and reduce costs