

Overview and Scrutiny Committee 1ST February 2010

Q 'N' A: Item 13, Cabinet Member Questions: Cabinet Member for Community Cohesion and Involvement, Councillor Amin

No	Agenda Page/ Point	Question/Observation From Councillor Winskill	Answer (Where applicable)
1	Haringey's community engagement framework	<ul style="list-style-type: none"> • Of the 700 groups consulted, how many responded? How many in writing, how many online? 	<ul style="list-style-type: none"> • Two phases of consultation were held regarding Haringey's Community Engagement Framework during January – April 2009 • The first phase received 100 responses • The second phase received 57 responses • 4 of these responses were received online • 79 respondees provided their e mail address in the first phase of consultation, so that any questionnaires can be e mailed to them in the future • Although many groups responded to the consultation in writing, many others took part in the consultation in person. Opinions which were given in person were just as valid as those on paper – all views, however they were expressed, were taken into consideration during the CEF development process. <p>For example:</p> <ul style="list-style-type: none"> • Council officers attended two meetings of the Community Link Forum (CLF) who gave comments on behalf of their members. Both CLF meetings were well-attended by community group representatives, who gave their opinions on engagement in general, and on the developing Framework and its principles • 18 community groups were consulted through the HSP and its thematic partnerships • The previous lead member attended a meeting to discuss the CEF with



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		<ul style="list-style-type: none"> • How many community languages was the consultation conducted in? • What does the delivery plan try to do? 	<p>Haringay Online</p> <ul style="list-style-type: none"> • HAVCO sat on the CEF development group and discussed the drafts and ongoing work at their own meetings • Homes for Haringey consulted their members • Council officers attended the NDC residents board meeting to discuss the CEF • In line with the CEF we produced a 'you said we did' table which we circulated and is available on line. <ul style="list-style-type: none"> • The consultation was conducted in English. As the number of community groups consulted was large, and the consultation was not targeted at any particular groups, it would not have been appropriate to try to conduct the consultation in different languages. There were no requests for documents in any other languages. • A wide range of community groups from many different ethnic and cultural backgrounds responded to the consultation. <ul style="list-style-type: none"> • The Delivery Plan aims to provide a set of tools and processes to enable HSP partners to work together to carry out more effective community engagement. • It brings together a set of high level projects to be undertaken across the partnership. • It is not about the engagement activities which already take place in Haringey – there are already many of those, and engagement is undertaken to a high standard. It is about developing partnership systems to engage



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			<p>better - for example, by:</p> <ul style="list-style-type: none"> ○ ensuring that partners share engagement information where appropriate ○ share engagement activities where appropriate ○ evaluate engagement properly and learn from the results ○ ensuring that partners are aware of all the different methods by which Haringey residents make their views known (e.g. Area Assemblies, Councillor Surgeries, Safer Neighbourhood Ward Panels) and undertaking analysis of the information gathered via these different methods ○ bringing together the projects concerning community engagement which are being undertaken across different partners, to ensure that they are monitored in one place and that work on community engagement is co-ordinated <ul style="list-style-type: none"> ● The projects in the Delivery Plan are not short term. It takes time to embed better systems and processes throughout organisations, and longer to see the results of these processes in the community. In fact the community consultation recommended that we evaluate it after 2 years. However, it is hoped that in the long term, the projects in the Delivery Plan will: <ul style="list-style-type: none"> ○ help the Haringey Strategic Partnership (HSP) work to the principles of community engagement outlined in Haringey's Community Engagement Framework . ○ help us to measure whether the Community Engagement Framework is making a difference using the targets set in Haringey's Local Area Agreement (LAA).
2	Community Cohesion	Will a report be made available of the issues and ideas raised and discussed at the conference of 13	A report is being prepared for publication on the issues raised and the ideas that came out of the workshops at the community cohesion conference held in November on the theme of Delivering Togetherness in Haringey – the statutory



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		November?	and voluntary sectors role around community cohesion. The forum showcased both local and national community cohesion initiatives. We also published a report of the community cohesion conference held in autumn 2008 which is available.
3	Neighbourhood Management Cycle 3	Please supply numbers of residents who attended – please exclude staff, councillors and other non residents form the figures.	266 residents attended.
4	Marketing, p3	<p>“My Haringey campaign to strengthen civic pride, reinforce a sense of ownership and encourage residents’ and businesses’ involvement in continually improving the borough “</p> <ul style="list-style-type: none"> • On what basis is this assertion made. ? • Please elaborate on the “good spread of anecdotal feedback”. 	<ul style="list-style-type: none"> • The brief that was sent to creative agencies made clear that this was the aim of the campaign and the winning agency’s rationale for the now familiar work was founded entirely on that premise. By using real local people who are making positive statements encouraging their neighbours to help build a better borough, the campaign draws on hope, aspiration and commitment. There was no shortage of residents willing to do this and their willing participation clearly shows a sense of ownership. • A number of comments have been made from people who really like the campaign. Also, we have heard from staff who live in the borough that they have seen and like the campaign, with one quote saying: “People are recognising people they know and they like that.” There has also been feedback from participants with some getting positive comments on facebook. Another said: “Put your money where your mouth is, be a face of Haringey.” Others have said they see it all as really positive and encourage other people to be involved. There have also been cases of people asking



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		<ul style="list-style-type: none"> How much will the campaign cost 2009/10, 20010/11? 	<p>for copies of the posters to use themselves within communities.</p> <ul style="list-style-type: none"> The campaign will have cost £132,000 from September to March 2010, including all origination costs. We anticipate that the spend will be similar next year, bearing in mind there will be little origination cost.
5	Customer Services	Swine flu help line: how many calls has it received?	The swine flu help line operated between 1 June and 31 July and answered 4138 calls in that period. The line was discontinued when the National Flu Line was set up in late July/early August.
6	Emergency out of Hours service	Please give details of the scope of this contract, the service it is engaged to provide and the annual cost.	The contract provides for a telephone out of hours emergency service between 17.00 and 08.45 Monday to Friday and throughout the weekend and bank holidays (essentially any time when the Council's main switchboard is not operating). The service takes calls from the public and links with the relevant service to ensure emergencies are effectively dealt with. The two main Council services contacted by the public are Noise and Social Services, although a significant number of "general" calls are also received (callers are advised to use the Council's website or call back during office hours). The cost of the service in 2010/11 is estimated at £139,000 (the actual figure will depend on call volumes).
7	Key Challenges	Reference is made to diverting customers to "... cheaper and easier channels ... [including] self service telephony." Has any work been done to see how welcome this strategy is for customers with English as a second language, poor hearing, learning difficulties or having other obstacles that prevent	Work has been carried out locally on customers' preferences in terms of contacting the Council but no specific work has been carried out with the groups listed. Self service telephony is not the right channel for all customers but it is generally welcomed by customers who have difficulty contacting the Council during office hours and where the service being sought is straightforward (making a payment, for example, seeking simple information or reporting an issue). It is a useful alternative to the web for people who want to access a straightforward service outside office hours. Face to face contact and telephone contact with a Customer Services Officer will continue to be more appropriate for a range of



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		the full enjoyment of the benefits of “self service telephony”?	customers, including those listed in the question.