

Report for: Environment and Community Safety Scrutiny Panel, 1st March 2016

Item number:

Title: Team Noel Park: update on progress and outcomes to date with the pilot

Report authorised by : Stephen McDonnell, Assistant Director Environment Services and Community Safety

Lead Officer: Tom Hemming, Interim Neighbourhood Action Manager
tom.hemming@haringey.gov.uk

Ward(s) affected: All

**Report for Key/
Non Key Decision:** Non Key

1. Describe the issue under consideration

1.1 At the January meeting of the Environment and Community Safety Scrutiny Panel, an update was requested on progress and outcomes to date with the Team Noel Park pilot.

2. Cabinet Member introduction

2.1 Team Noel Park is about trying new approaches to get the outcomes we all want – a cleaner, safer borough. As Cabinet Member for Communities, I am excited by the potential of the project and what we can learn from it to apply to other parts of the borough. Each ward will clearly have its own particular challenges and issues but the Noel Park project will provide the opportunity to test out some key principles and general approaches in the context of the ever-tightening financial climate. I welcome the Panel's interest and look forward to receiving views on the progress to date and future direction.

3. Recommendations

3.1 That the Panel notes the contents of this report.

4. Reasons for decision

4.1 Not applicable.

5. Alternative options considered

5.1 Not applicable.

6. Background information

6.1 Team Noel Park is a prototype for a new partnership approach with the local community, built around shared ambitions to improve the local environment and tackle crime/improve community safety. Through active engagement with the community we are building a shared understanding of the community's priorities and a consensus on how to improve outcomes under the principle that we can achieve more when we work together.

6.2 The key outcomes are:

- A cleaner and safer place;
- Increased satisfaction as a place to live, work/trade and visit;
- Increased pride in the area.

6.3 The project also seeks to strengthen community capacity and resilience, such that in future the community will be empowered to play a more prominent role in generating solutions to local priorities; in time potentially co-commissioning services and playing a role in affecting behaviour change, with local public services maintaining a supporting and enabling role.

6.4 The Noel Park ward is being used to test the approach based on specific characteristics about the area, namely it being within the top 3 wards in the borough for violence with injury, robbery, criminal damage, and theft from person. It is in the top 20 wards in London for the number of criminal offences (and the worst in Haringey) based on the suite of crime indicators used by the Mayor's Office for Policing and Crime (MOPAC). Anti-social behaviour and environmental crime are also disproportionately high in Noel Park, with the ward being amongst the worse in the borough for flytipping.

6.5 At the same time there is a strong sense of community with active involvement in residents' and community groups, and as shown by the Noel Park Big Local (which has identified the local environment and safety as a significant concern, consistent with the performance data of the council). The area has significant social media infrastructure and the right conditions to forge a transformational relationship with the council.

6.6 Team Noel Park started in earnest from September 2015. The aim from the outset was for the project to be responsive to and developed with community and ward member input with the objective, in time, for it to become a self-sustaining, community-owned project.

6.7 A further underlying principle has been to test an approach to community engagement substantially within the business-as-usual resources and budgets of the council and our partners, to understand what impact better partnership working could deliver in an environment of shrinking resources, and learn lessons that might be applied to other parts of the borough.

6.8 Activity to date, emerging outcomes and ongoing activity can be separated into a number of interlinking strands:

Engagement:

- Stakeholder mapping and engagement has helped build and strengthen relationships with, and between, key groups within the ward – including the three constituted Residents' Associations, the Noel Park Big Local (Lottery-

- funded) partnership, the local primary and secondary schools, the Wood Green Business Forum and others;
- A launch event was held at Noel Park Primary School in November 15, which brought together some 45 residents, businesses and partners to discuss local priorities and how Team Noel Park could be a vehicle for better partnership working and outcomes.
 - Facilitation of a community-led clear up in Russell Park (through publicity and provision of equipment and collection of waste) which is now planned to happen on a monthly basis;
 - Focussed engagement with schools to seek participation from young people.
 - Ongoing engagement to ensure the diversity of the area is reflected in the development of Team Noel Park – eg. meeting faith leaders, engaging the wider community who may not ordinarily be engaged with public services or existing networks such as residents' associations.

Coordination of council, police, Homes for Haringey and other partner activity:

- Engagement and enforcement action has been undertaken to address untidy front gardens across the whole ward. Of some 100 properties served with a warning, compliance has been in excess of 80%, with enforcement action planned for the minority of outstanding properties.
- Other activity has included police/council 'side-by-side' operations eg. litter patrols; a CCTV camera installed as a trial to support flytip investigations; and council/Veolia joint operations to ensure compliance by traders and residents with waste duty of care requirements, resulting in c. 27 fixed penalty and other notices being issued.
- Ongoing joined up engagement and enforcement activity with partners is planned.

Communications:

- A Ward newsletter has been delivered quarterly to all households and businesses in Noel Park (Oct 15 and February 16 to date) – these aim to inform of council and partner activities that are designed to improve the area, encourage community participation in such activities and provide a platform for the community to communicate events, activities and opportunities.
- Production of a local directory/guide to give people the right contact information to report issues, make use of services (such as bulky waste collections) and get things done.
- The project is also utilising social media – there is a Team Noel Park Facebook page, Twitter, participation in Noel Park Net (a local community online forum);

Measuring impact

- Perception survey is currently being completed to establish baseline for indicators such as pride in area, satisfaction with services, community priorities. This will be repeated in a year to assess awareness of Team Noel Park and impact.
- Levels of community engagement/participation are being monitored (eg. attendance at events).
- Performance against key environmental and crime measures where available at ward level (eg. flytipping, MOPAC indicators).

Community capacity development:

- We are developing a Community Steering Group with community stakeholders as a vehicle for taking forward and steering Team Noel Park – the group will prioritise local concerns and facilitate joined up working and problem solving across different stakeholders.
- The objectives and terms of reference of the Steering Group are currently being developed in consultation with stakeholders through a series of meetings between January and March 2016.
- Subject to the above consultation process, it is envisaged that the Steering Group would lead to the development of a neighbourhood plan and could be responsible for developing activities and campaigns to address key issues in the ward, eg. a community-led flytipping campaign.
- Through the Group and associated activity, support and development, the aim will be to enhance community capacity.

7 Contribution to strategic outcomes

7.1 The project will deliver on both Priority 3 of the Corporate Plan – a clean and safe borough where people are proud to live - and the cross-cutting theme within the plan of Working Together With Our Communities (building resilient communities where people are able to help themselves and support each other).

7.2 Specifically it seeks to deliver on the Priority 3 objective to strengthen communities and partnerships in order to improve our environment and reduce crime, enabling residents and traders to feel safe and proud of where they live and work.

8 Statutory Officers comments (Chief Finance Officer (including procurement), Assistant Director of Corporate Governance, Equalities)

Finance and Procurement

8.1 There are no specific financial implications arising from this report.

Legal

8.2 There are no specific Legal implications arising from this report.

Equality

8.3 The engagement and communications plan for the project is seeking to ensure that involvement in Team Noel Park is open to all parts of the community in Noel Park within the available resources.

9 Use of Appendices

9.1. February ward newsletter and Contacts Directory.

10 Local Government (Access to Information) Act 1985

10.1 None.