



**Haringey** Council

Agenda item:

**[No.]**

**Cabinet**

**On 14 October**

Report Title: **Communications Strategy**

Forward Plan reference number (if applicable): **33**

Report of: **Sharon Kemp, Assistant Chief Executive PPP&C**

Wards(s) affected: **All**

Report for: **Key Decision**

**1. Purpose (That is, the decision required)**

1.1 To agree the Communications Strategy for the Council.

**2. Introduction by Cabinet Member (if necessary)**

2.1 This strategy is important as it will help ensure that we provide accessible information to our residents. This will help them access services and understand how their money is being spent to support quality of life in the borough.

2.2 Residents have told us that they want more local information. The new localised Haringey People responds to this feedback.

**3. Recommendations**

3.1 That members agree the communications principles, key messages and media outlined in the strategy.

3.2 That the financial investment required is found from within the council's existing spend on communications.

Report Authorised by: Sharon Kemp, **Assistant Chief Executive, Policy, Performance, Partnerships and Communication.**

Contact Officer: **Mike Browne, Head of Communications and Consultation, ext 2901**

#### **4. Chief Financial Officer Comments**

4.1 It is proposed that the revised strategy can be met within existing resources. The strategy is an important tool in improving communications and engagement and will allow improvements in informing the council's decision making including where appropriate the allocation of resources at a local and borough level.

#### **5. Head of Legal Services Comments**

All council communications operates within the Local Government Act 1986 and the recommended code of practice on local authority publicity.

#### **6. Local Government (Access to Information) Act 1985**

6.1 Draft Communications strategy.

#### **7. Strategic Implications**

7.1 The strategy will help the council prepare for the comprehensive area assessment and the place survey.

7.2 It also helps communicate the council's range of strategic initiatives.

#### **8. Financial Implications**

There are no financial implications in agreeing the principles and key messages outlined in the strategy. Proposals for new communications tools in the strategy will be funded through more effective management of the council's existing spending on communications.

#### **9. Legal Implications**

See Head of Legal Services comments.

#### **10. Equalities Implications**

An equalities impact assessment is underway.

#### **11. Consultation**

Significant resident research including the annual residents' survey and specific focus groups for Haringey People has been considered in developing the strategy. The strategy has been considered by CEMB and SMT.

## 12. Background

A recent pan London survey for London Councils showed that:

- 49 per cent of people believe their council runs the police and 45 per cent the local hospital.
- 60 per cent of Londoners know that their local council is responsible for the Freedom Pass concessionary fares scheme
- Almost everyone (97 per cent) knows that their local council is responsible for emptying their rubbish bins.

With increasing levels of partnership working it will become even more important that the council is able to clearly engage residents and other key stakeholders in a way which acknowledges our partnership and community leadership work whilst being clearly connected with the services we deliver. Being clear about our key messages and how we plan to communicate them will help.

The strategy sets out the principles we should apply to our communications and consultation:

Our dialogue (communication and consultation) with local people should:

- Create appropriate resident input into decisions
- Be open and honest about why we make decisions
- Show community leadership
- Operate at the most local level possible within resource constraints
- Group services based on their target audience
- Describe outcomes ahead of policies
- Represent our community
- Be clear about how to contact us
- Contribute to an understanding of how the council is making a difference to quality of life
- Improve how informed and engaged people feel
- Demonstrate our customer focus

We should do this in ways that:

- Are accessible to our community
- Are cost efficient
- Use methods most relevant to the audience
- Comply with publicity code and legal constraints
- Connect to key assessments, place survey, residents survey, CAA

It also sets out our key messages for residents:

*We're making a better Haringey -  
Delivering better services*

*Giving better value for money  
Giving you a say.*

*Together we're making:*

*A Safer **Haringey**  
A Greener **Haringey**  
A Cleaner **Haringey**  
An Active **Haringey**  
A Caring **Haringey**  
A Thriving **Haringey***

It then outlines current and proposed ways to communicate these messages consistently.

### **13. Conclusion**

Agreeing the strategy will help the council communicate more effectively with our key stakeholders. More joined up communications can also support stronger engagement with residents and an ability to encourage behavioural change to help us make a better Haringey.

### **14. Use of Appendices / Tables / Photographs**

#### **14.1 Communications Strategy**