

# Team Noel Park: Overview

For Environment & Community Safety  
Scrutiny Panel

January 18

# Team Noel Park - Overview

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The Team Noel Park project was a council led initiative, run from July 2015 to March 2017. The project was a prototype for a partnership approach with the local community, built around shared ambitions to improve the local environment and tackle crime and improve community safety.

The key outcomes were:

- Noel Park is a cleaner and safer place;
- Residents are more satisfied with Noel Park as a place to live, work/trade and visit;
- Residents have more pride in the area.

Team Noel Park aimed to:

- Strengthen community capacity and ownership of issues;
- Empower the community to play a more prominent role in generating solutions to local priorities;
- Bring local people together to build a plan for the area;
- Help communities to play a role in effecting behaviour change;
- Explore the potential for co-commissioning of services.

# Team Noel Park - Outcomes

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The project was resourced with 1 Project Officer with further officer support from the Communications Team. Total project costs were £100K over the life of the project (20 months).

When this resource ended (March 17) the project was informally closed – formal closure will take place via a report to P3 board in February 2018.

One of the outcomes of the Team Noel Park project, was to produce a guide for Members on Community Engagement, to serve as a 'menu of options' for engagement using existing council resources.

The slides for this Menu of Options, as agreed with the former Cabinet Member for the Environment, are presented within this presentation.

# Team Noel Park - Learning

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Some of the key learning points from Team Noel Park were:

- Building relationships takes time – but visible action is needed from the outset
- Ward councillors were key links for initial community engagement
- Behaviour change requires norms to shift and momentum to build
- Discussions about the nature of local government are difficult
- Engaging with individuals as ‘representatives of the community’ is risky
- A genuine community voice is powerful in galvanising community action and appealing to others
- Facilitating meaningful joined-up working as part of business as usual activity needs more than senior buy-in – it requires culture change.

# Team Noel Park - Results

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Some initial results from Year 1 – based on Veolia satisfaction survey (baseline of 2015 compared to year 1 2016)

- Resident pride in the area fell during the TNP project period, from 66% in 2015 to 59% in 2016
- Resident satisfaction with the council fell from 56% satisfied to 36%
- Resident satisfaction with their area as a place to live was unchanged (at 73/72%)
- Residents agreement that public services are working to make their area cleaner and greener fell from 63% in 2015 to 54% in 2016;
- Resident perception of public services working to make their area safer fell from 63% to 52%.

**Note:** Survey sample sizes were small at 200 – and many factors will be influencing these perceptions.

# Members' Guide to Working with their Communities

## Menu of Options

Dec 17

# Team Noel Park

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Team Noel Park aimed to:

- Strengthen community capacity and ownership of issues;
- Empower the community to play a more prominent role in generating solutions to local priorities;
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- Help communities to play a role in effecting behaviour change;
- Explore the potential for co-commissioning of services.

This guide is intended to capture the learning from this initiative, and support Members with a 'menu of options' for working with their communities to secure local improvements.

# What worked well in Noel Park

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- A Steering Group consisting of the council lead (project officer), ward members, local residents and partners (including the Police and Veolia).
- Providing a link between the council and residents and helping to increase visibility of what we are doing, services available and key contacts;
- Community events such as clear-up days;
- Communication materials – which led to a 59% recognition rate of the Team Noel Park initiative amongst local residents;
- An online presence, using Social Media to highlight efforts being made locally;
- Campaigns to target local issues such as fly tipping;
- Gathering local knowledge and intelligence of issues.



# Menu of Options

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- The following pages offer a range of options that Members can explore when working with their communities to secure local improvements;
- The approach is based on bringing together existing available resources to secure local outcomes;
- This is based on the learning from Team Noel Park and capturing services available across the council and our partners.

# Local Projects

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- Community Poster Campaign – to tackle issues such as dog fouling, fly tipping or other local issues;
- Community Events – such as Give and Take days, clear out days or litter picking;
- Producing a ward newsletter or e-newsletter to foster local engagement and capture community issues;
- Hosting regular meetings with the community and partners.

# Costs

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The following cost estimates are from local companies and are given as a guide to help you plan the right approach for your promotion:

- 2 page A5 leaflet – £55 for design plus £100 for printing 1000 copies
- A4/A3 poster - £80 for design plus £30 for printing 100 copies
- Delivery to all homes in a ward – approx. £400.

If you have, or can build, a good network of contacts in your community, an e-newsletter is a cost-effective option for engagement.

# Bringing People Together

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There is likely to be a range of people in the community who are active locally – bringing them together is key to sustaining community led improvements.

- Active residents networks
- Community groups
- Neighbourhood watch groups
- Veolia village manager
- Local Police Officers
- Community / Voluntary Sector – supported by [The Bridge](#)

# Ward Budgets

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- Each ward has a budget of £10,000 per year which can be used locally for agreed projects.
- Ward budgets are designed to act as a catalyst to encourage resident led activities that are autonomous and self sustaining.
- Examples of where ward budgets have been used include:
  - Installing street furniture such as benches
  - Tree planting
  - Community engagement activities
- More information about ward budgets can be found [here](#)

# What support can the Council offer?



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- Use the online [Events Calendar](#) to promote your activities
  - Promotion of events and borough news on social media, in Haringey People Extra online newsletter
  - See the online guidance for [organising a community event](#) in Haringey, including how to book a local park, a library or other venue;
  - Organise a [Play Street](#) event;
  - Apply for the [Small grant scheme](#) to encourage and community activity in parks and green spaces;
  - Get to know your Veolia Village Manager and join the regular ward walkabouts for Members, Enforcement and the Waste Commissioning & Client Team.