

## Consultation approach

This draft Borough Plan sets out our proposed priorities for Haringey. These priorities have been developed following significant engagement with residents and partners, including: a large Residents' Survey of 1900 local people; two Borough Partners events, each bringing together over 100 local community organisations, businesses and public sector partners; a staff conference reaching 1600 staff; and a wide range of smaller workshops and discussions. The priorities set out are underpinned by evidence, a summary of which is published in the 'State of the Borough' evidence pack. This evidence, and the Residents' Survey results are available on Haringey Council's website. [www.haringey.gov.uk](http://www.haringey.gov.uk).

The Borough Plan sets out a proposed set of outcomes and objectives - and an illustration of the actions that the Council will undertake to achieve them. It also talks about some of the ways we want the Council to work in order to support these objectives through having good customer services, staff with the right skills and a focus on value for money.

But, of course, the Council is not able to achieve these outcomes and objectives on its own. On almost every issue – from making our streets cleaner, to reducing loneliness, to tackling air pollution, or violent crime - we need to work in partnership with our communities and partner organisations to achieve change. The actions undertaken by the Council are only part of the picture. We can make resources go further when we all pull in the same direction, and by reducing duplication. We can provide better support, through a more joined up offer. We need to do better at making sure the local system is easy to navigate and working as a whole.

## Engaging with partners

Our aspiration is for the Borough Plan to be a joint Plan for the Council and all of its partners. We will work with our partners on the development of this Plan to move us forward towards a set of genuinely shared priorities and a joined up approach to achieving them.

Partner Statements are included from five of the Council's key strategic partner organisations: the Metropolitan Police; the Clinical Commissioning Group; the London Fire Brigade; the College of Haringey, Enfield and North London, and the Bridge Renewal Trust.

During the consultation process, we will be engaging with a much wider range of partners, with a focus on how we can work together better on some of the most pressing issues facing our Borough.

## Engaging with communities

We welcome feedback on the overall Borough Plan:

- Are these the right outcomes and objectives?
- Is the approach to achieving them right?
- And how can we work together better to create a more joined-up approach?

The Borough Plan is a long document covering a broad range of topics and may not be easy to respond to as a whole. Therefore, we will take two approaches.

Firstly, all residents are invited to make comments on any aspect of the plan that they are interested in via an online or printed questionnaire (see consultation plan for further details).

Secondly, face-to-face engagement will be focused on key topics. For example:

- The Fairness Commission – The Commission will be engaging on a large number of our priorities, through the lens of fairness, during the Borough Plan consultation period. This information will inform the Commission itself and the Borough Plan more broadly.
- Young People at Risk – We will be running an event to discuss with young people, parents and community members how we can work with and support young people at risk.
- Place-based health and care services.

We will use these engagement exercises to test our principles and approach to resident engagement.

Please see [www.haringey.gov.uk](http://www.haringey.gov.uk) for details of how to get involved.

## The consultation

The draft Borough Plan will be published for further consultation on 16 October 2018 for eight weeks. We are asking our residents, partners, businesses, voluntary sector and staff to help shape the final Borough Plan, to be published in February 2019.

The consultation will focus on:

- Further refining the priorities, outcomes and objectives.
- Developing how we, as a borough, will work together to deliver the objectives.
- Testing equality principles, developing a final list of equality objectives and seeking input into the overall equality impact of the plan.
- Testing and refining the three pledges – businesses, Voluntary and Community Sector (VCS) and resident engagement.

The consultation questions will cover the following broad themes:

- The priorities: Are these the right set of outcomes and objectives; is there anything missing; do they reflect the current issues in Haringey?
- Delivery: Does this reflect the contributions of partners to delivering improved outcomes? If not, how can it better reflect them?
- Ambition: How do we ensure that we have the right level of ambition across the four priorities? How should we measure success?
- What are the overarching principles which should guide the way we work? Can we define a common approach which will guide the way in which the Council and its partners seek to achieve improved outcomes?
- Ways of working with businesses and the VCS: How can the Council and partners work together better with business and the VCS? What does this mean in practice?

## Consultation Plan

<p><b>Consultation Materials</b></p>	<p>A consultation pack will briefly outline the draft Borough Plan and the purpose of the consultation, inviting participation via our consultation pages.</p> <ul style="list-style-type: none"> <li>• Copies of the draft Borough Plan to be placed in local libraries as reference copies</li> <li>• Translated documents in top three languages</li> <li>• Prominence on web pages</li> </ul>
<p><b>Questionnaire</b></p>	<ul style="list-style-type: none"> <li>• Accompanying questionnaire – print and online</li> <li>• Equal Opportunities Monitoring and Translation Page will be attached</li> </ul>
<p><b>Engagement Activity: With residents</b></p>	<p>Engagement via Haringey People Extra; and through drop-in sessions in major libraries.</p> <p>Specific engagement with equality groups and staff equality networks to test the equality principles, develop a final list of equality objectives and seeking input into the overall equality impact of the plan.</p> <p>Issue based engagement on Borough Plan priorities, including through the Fairness Commission.</p>

<p><b>Engagement Activity: With Partners</b></p>	<p>Structured workshops will take place with partners around the Borough Plan priorities:</p> <ul style="list-style-type: none"> <li>○ Housing</li> <li>○ People</li> <li>○ Place</li> <li>○ Economy</li> </ul> <p>The Council will also conduct ongoing engagement including targeted outreach; drop-in sessions; and ad hoc workshops in more informal settings.</p> <p>The Borough Plan includes statements about ways of working with key stakeholder groups (residents; businesses; VCS). Engagement with the VCS and businesses will help to develop the pledges, and will also gather inputs into the wider Borough Plan.</p> <ul style="list-style-type: none"> <li>○ VCS – including through Bridge Renewal Trust’s thematic forums, bringing together the borough’s key VCS organisations;</li> <li>○ Business – engagement with a wide range of businesses across the Borough.</li> </ul> <p>Use of relevant officers:</p> <ul style="list-style-type: none"> <li>● Corporate Board Members will be asked to oversee the plans for engaging with key partners in their Priority areas. An engagement plan will be drawn up for each Priority to make sure that partners are engaged across the range of issues.</li> </ul> <p>Adjoining the Council’s consultation questions, officers will focus engagement with partners on the following areas:</p> <ul style="list-style-type: none"> <li>● The contribution of partners to plan over the four year period;</li> <li>● The opportunities to build stronger partnerships;</li> </ul> <p>The Council will build on the partner statements already received from a number of key strategic partners. The statements act as ‘statements of support’ and help the Council show how all key partners in the borough will contribute to the Borough Plan. The Council will use the consultation period to expand these statements where appropriate.</p>
<p><b>Engagement with Trade Unions</b></p>	<p>The Council will engage formally with relevant Trade Union representatives to better understand the needs of staff. It is expected that the staff workshops, specifically on the Enabling priority, will complement the TU discussions.</p>
<p><b>Press and Publicity</b></p>	<p>Publicise the consultation and promote participation (where possible) through:</p> <ul style="list-style-type: none"> <li>● Press release – various papers</li> <li>● Haringey People (October edition)</li> <li>● Haringey People Extra</li> <li>● Tottenham News (print and online)</li> <li>● Haringay Online</li> <li>● Stroudgreen.org</li> <li>● Seventhsister.co.uk</li> <li>● Discovering Tottenham</li> </ul>

	<ul style="list-style-type: none"> <li>• Partnership newsletter</li> <li>• Voluntary Sector (newsletter)</li> <li>• Homepage feature on our external site</li> <li>• Section alerts across related webpages</li> </ul>
<b>Social media campaign</b>	<ul style="list-style-type: none"> <li>• Social media platforms – Twitter and Facebook</li> <li>• Tweet events</li> <li>• Tweet consultation webpages</li> </ul>
<b>Internal Comms</b>	<ul style="list-style-type: none"> <li>• In Haringey (internal staff – those who are residents)</li> <li>• Dedicated web page for staff to input thoughts/ideas</li> <li>• Drop-in sessions for ‘State of the Borough’ boards, providing an opportunity for staff to better understand and embed evidence in decisions and practice.</li> <li>• Workshops with staff groups focused on the enabling priority.</li> </ul>
<b>Dedicated webpage</b>	<p>All related Draft borough plan documents, including:</p> <ul style="list-style-type: none"> <li>• Draft Borough Plan – broken up into pages per theme</li> <li>• Consultation outline</li> <li>• Online questionnaire</li> <li>• Feature on homepage linking to the above</li> <li>• Advertising drop-in sessions; key sites to pick up copies of the plan (e.g. all libraries)</li> </ul>
<b>Email invitations</b>	<p>Send consultation directly to key stakeholders:</p> <ul style="list-style-type: none"> <li>• Councillors</li> <li>• Traders / Business alliances</li> <li>• Resident groups</li> <li>• VCOs to put into their newsletter</li> <li>• Partners</li> <li>• Follow-up email to all partners invited to Borough Partners event. Email will thank those that attended and send a link to the website to engage with the Plan</li> </ul>

## Key objectives

- Use feedback from consultation and engagement sessions to inform and improve the final Borough Plan
- To set the context for the draft Borough Plan 2019 – 2023 and why we are consulting
- To engage with key stakeholders and partners – aiming to reach people across the borough and from different parts of the community.

## **Audiences**

Consultation and publicity material produced by the communications department will be targeted at the public and press. The campaign will be relevant to everyone who lives in the borough, but the audience can be broken down into specific groups:

- Residents
- Businesses
- Voluntary and community sector
- Public sector partners
- Haringey staff

## **Cost**

Based on previous full consultations we have done in the past - estimated cost of entire consultation process should be between £5,000. This includes design, print, distribution and engagement costs.