

MUNICIPAL YEAR 2012/2013 REPORT NO. 177

MEETING TITLE AND DATE:

Cabinet 20 March 2013.

REPORT OF:

Chief Executive

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Agenda – Part: 1

Item: 9

Subject: On Your Doorstep – Taking Public Services Closer to Local People: Phase Two Project Evaluation Report and Phase Three Draft Programme (May to September 2013).

Wards: All

Cabinet Members consulted:

Councillors Taylor and Georgiou

1. EXECUTIVE SUMMARY

- 1.1 The On Your Doorstep (OYD) project, piloted in 2011, remodelled and repeated in 2012, aims to deliver Council and key partner agencies' services direct to local people, within their own neighbourhoods.
- 1.2 This localised approach was well received in areas where it was delivered, and this report highlights the outcomes from the OYD's second year of operation and presents a draft programme from May – September 2013.
- 1.3 Overall, the project remains well regarded by those receiving, as well as delivering the project, since it affords the opportunity to reach communities, within their own localities, and to residents who would otherwise be less likely to receive a council or partner agency service.
- 1.4 In addition to promoting council services in general, the report also proposes key themes to be delivered as part of the borough-wide OYD project in 2013.

2.2 RECOMMENDATIONS

That Cabinet

- 2.1 notes the contents of this report, including sections 4.1 to 4.13 (evaluation), and the outputs obtained (appendix 2),
- 2.2 agree the draft programme as outlined in appendix 1 and key themes to be promoted as part of the 2013 OYD project as specified in section 4.14 and 4.15

3. BACKGROUND

- 3.1 The "On your Doorstep" project brings Council and partner agencies' services direct to local people and reflects both the Council's strategic aims of creating a fairer and more sustainable Enfield in coordination with a selection of statutory and voluntary sector partners. It is also forms part of Enfield's

response to the localism agenda to place services more closely to those who use them.

- 3.2 The project delivers a borough-wide information and guidance 'road show' with the aim of engaging residents in their wards, offering guidance and advice on a range of services provided by both the Council and a range of partners. The locations selected help maximise the opportunities for local resident involvement in areas that traditionally would not have a service presence. OYD provides opportunities for residents to talk to service providers about any concerns they may have about how services are delivered in their area. The level of service and follow up provided is of the same standard as that offered in fixed site customer service centres.
- 3.3 The second phase of the project was delivered over a five month period from May – September 2012. It commenced on 18 May 2012 and ceased on 21 September 2012.
- 3.4 Indications from the 2012 Enfield Residents Survey show favourable results with regards to resident perceptions for value for money and overall satisfaction with the Council, which are both significantly up on 2011. A separate report on the findings from the Enfield Residents Survey was submitted to Cabinet at their meeting in February 2013.

4. ON YOUR DOORSTEP May – September 2012

Overall evaluation

- 4.1 The project primarily operated on Friday afternoons, as opposed to both Friday afternoons and Saturday mornings as in year 1 (pilot phase). It was also decided that the project should locate in areas of potentially high footfall in order to ensure maximum contact with local residents and therefore venues included the following locations: outside libraries and supermarkets, inside parks, as well as community festivals. The project focused more on information dissemination and advice, as opposed to making more detailed referrals.
- 4.2 In 2011, the OYD held 43 events at 24 locations and produced 3,212 interactions (leaflets distribution, advice and referrals).
- 4.3 In 2012, the OYD held 17 events at 17 locations and resulted in 3,003 interactions with local people. (See appendix 2 for a full breakdown of activities). By the far the biggest contribution the project made was the distribution of information leaflets, with well over 2000 service information leaflets being distributed directly to residents, excluding information provided by the mobile library. (See 4.10 - 4.13 for Enfield Libraries information). The next area of activity was advice (605), followed by referrals (102). These are directly linked to the time taken to undertake each type of activity.
- 4.4 One event from the programme was cancelled (Chase Ward on 15 June 2012), due to bad weather. The events which yielded the most interactions were the Edmonton Carnival (356), followed by Enfield Homes' Community Festival in Ponders End Park, (270), outside Tesco supermarket in Ponders End (243), and Broomfield Park (240).

- 4.5 Locations yielding the lowest level of interactions were Kempe Road (Turkey Street), Trinity at Bowes (Bowes Ward) and Garfield School (Southgate Green Ward) - the latter primarily due to adverse weather conditions.
- 4.6 The project benefited greatly from the participation, support and assistance provided by Informed Families, Enfield Homes, Health Trainers and Enfield Police (PCSOs). However, participation from all these partners was down on last year.
- 4.7 A popular attraction remains the children's balloonists who are able to draw families near so that officers can engage with parents.
- 4.8 Many of the beneficiaries of the project are from young families, ethnic minorities, older people and women.
- 4.9 Overall, residents continue to express positive feedback regarding the provision of this service, which seems to be highly regarded by all those associated with the project. Residents appreciate the efforts made by the Council to deliver a comprehensive range of information and advice services in a devolved, easily accessible manner. Officers are also positive at being able to engage with residents directly.

Summary of Enfield Libraries involvement with the On Your Doorstep 2012

- 4.10 The Library and Museum Service reviewed the experience gained during the OYD project in 2011 and were able to improve what was offered from the Mobile Library. They were able to engage more people using established outreach methods adopting the 'if they didn't come to us, we'll go to them' technique, if necessary. Data collection was more focussed too. Again it was hugely beneficial, not only for the Service to engage with local residents, but also the Council as a whole.
- 4.11 The overall numbers of residents who came into contact with the service over the course of the programme was 1042, which represents a 21% increase on 2011. Excluding the festivals such as Bangla Mela and the Ponders End Festival, the most successful sites for the Library and Museum Service, were; Broomfield Park and Town Park where over 48 residents made contact with the service at each site. An average of 32 residents visited the Mobile at the residential stops and an average of 103 at the festivals that were attended.
- 4.12 Over the course of the programme over 140 enquiries were taken on the Mobile Library relating to Library and Museum services and council services. Examples of queries included:
- How do I find out about planning applications in the borough?
 - What summer activities does the library have?
 - Where can I find a list of schools in Enfield?
 - How do I request a recycling bin?
 - Where is the museum and is it free?
- 4.13 The presence of OYD at park venues and also at the Summer Festivals was particularly successful from our service perspective as we were able to reach a very wide audience from across the borough - this was particularly relevant

for the promotion of the Summer Reading Challenge as a borough wide event.

4.14 It is proposed that in addition to the general promotion of council and partner agencies services, the OYD programme in 2013 also promotes the following key themes:

- Welfare Rights Advice
- Housing Benefit Information
- Public Health
- Transforming Enfield
- Free School Meals and Uniform Grants

4.15 In order to extend the reach of the project to local communities, it is proposed wherever possible, to engage the participation of council officers who are bi-lingual and thereby afford the provision of the service to traditionally harder to engage communities, by providing the service in key community languages.

5. ALTERNATIVE OPTIONS CONSIDERED

5.1 The Council continually aims to make all services fully accessible to local residents, including to those individuals in need of specific services such as education or social care, and where barriers to access may exist.

5.2 Currently, residents' access to services is afforded in a variety of ways and the On Your Doorstep project represents a renewed effort to bring Council services closer to local people using a face to face approach.

5.3 Alternative options include discontinuing the use of the Enfield Mobile Library as a means of allowing residents face to face contact with the Council in their local areas, providing services electronically, over the phone or at centralised Council buildings. This may risk inclusive provision of services as some residents prefer accessing services through the On Your Doorstep project.

6. REASONS FOR RECOMMENDATIONS

6.1 These include consideration of new and innovative ways in which to deliver Council and partners agencies services, to improve residents' access to services, to meet needs and thereby increase satisfaction with Council services, and to improve local peoples' overall quality of life.

7. COMMENTS OF THE DIRECTOR OF FINANCE, RESOURCES AND CUSTOMER SERVICES AND OTHER DEPARTMENTS

7.1 Financial Implications

The costs of the On Your Doorstep project will be minimised by using leaflets, posters and banners that have been produced by departments across the Council. Equipment where possible, will be sourced from within the organisation. Cost elements include mobile library costs, printing and publicity and the use of external family entertainers to attract parents and children. The estimated cost (not exceeding £25K); can be met from within the 2013/14 budget contingency items.

7.2 Legal Implications

The project and the recommendations in this report accord with the Council's powers under s1 of the Localism Act 2011.

7.3 Property Implications

None foreseen. The project has relied on the Enfield Mobile Library vehicle or local libraries to provide services.

8 KEY RISKS

8.1 A full risk assessment was carried out at the start of the project and this was re-evaluated at the start of year two. A third risk assessment will be carried out before the start of year three. Key risks are primarily associated with maintaining value for money and ensuring staff and public safety.

9 IMPACT ON COUNCIL PRIORITIES: Fairness for All, Growth and Sustainability and Strong Communities

- 9.1 The project forms part of the commitment made by the council to improve overall levels of resident engagement within local neighbourhoods and to facilitate engagement with the Enfield Residents' Priority Fund.
- 9.2 The project is conducted borough-wide, and is designed to engage with local people, providing localised information, advice and signposting to services and opportunities for civic participation. The effectiveness of these interventions has been positively evaluated. The project aims to improve community cohesion, and satisfaction with the Council, thereby creating stronger communities.
- 9.3 The 'On Your Doorstep' project is entirely consistent with the overarching strategic aims of the Council to deliver fairness for all, growth and sustainability and strong communities. It is also consistent with the localism agenda.

10 EQUALITIES IMPACT IMPLICATIONS

- 10.1 A predictive equality impact assessment and analysis of the original project was carried out in 2011.

11 PERFORMANCE MANAGEMENT IMPLICATIONS

- 11.1 The project aims to improve council performance by bringing information and access to services closer to local people in the areas where they live.
- 11.2 Through the provision of the mobile front line service; information and access to services are enhanced, thereby improving Council and partner agencies' performance.
- 11.3 Key performance measures include the total number of resident interactions, satisfaction with the Council and perceptions regarding value for money

services. The number of interactions is contained in appendix 2, while residents' perceptions regarding VFM and satisfaction with the Council are collected through the 2012 annual residents' survey and have been reported to Cabinet.

12 HEALTH AND SAFETY IMPLICATIONS

See 8.1 above.

13 PUBLIC HEALTH IMPLICATIONS

- 13.1 The On Your Doorstep Project incorporates participation from key partners including the NHS. The project benefited from Health Trainers at various locations providing advice and information to residents interested in health improvement. This element of the project will be repeated in 2013 and effectively monitored. In addition the project has disseminated a range of advice and information leaflets on healthy lifestyles.

Background Papers

None

On Your Doorstep

May – September 2013 DRAFT Timetable of events

Location	Date	Themes
Edmonton Green ward - Edmonton Green Library (South Mall)	17 May 2013	Welfare rights advice, free school meals and uniform grants, public health, fostering and adoption, local regeneration developments, community safety, housing, and promoting JobsNet
Jubilee ward - Mottingham Hall Road / Cuckoo Hall Lane - outside Mottingham Hall, N9 8DX	24/5	Free school meals and uniform grants, welfare rights advice, benefit information, public health, Housing, community safety and waste services
New Southgate (tbc)	31/5	Welfare rights advice, benefit information, public health, transforming Enfield, free school meals and uniform grants, housing and community safety
Turkey Street ward - Elsinge Estate, in front of Bullsmoor Library - Kempe Road, EN1 4QS	7/6	Public health, welfare rights advice, benefit information family services and housing
Chase ward –Hoe Lane, in front of Bliss House (close to Worcesters School)	14/6	Welfare rights advice, benefit information, public health, free school meals and uniform grants
Enfield Highway ward – outside Highway Library (next to car park gates on Hertford Road, EN3 5BN)	21/6	Public health, benefit information, accessing family services, libraries and promoting JobsNet
Upper Edmonton ward – In the foyer of Fore Street Library, N18 2XF	28/6	Benefit information, local regeneration developments, community safety, housing, fostering and adoption

Location	Date	Themes
Palmers Green ward - Outside JCP, Alderman's Hill, N13 4PN	5/7	Public health, fostering and adoption, accessing family services, libraries, promoting summer events
Bowes ward – TaB, Palmerston Road (tbc)	12/7	General including welfare rights advice, benefit information, public health, transforming Enfield, Community Safety,
Enfield Lock / Turkey Street/Enfield Highway wards Outside Co-op supermarket	19/7	welfare rights advice, benefit information, public health, transforming Enfield, free school meals and uniform grants Housing, roads / pavements / enforcement and community safety
Town ward - Enfield Town, Enfield Library front space	26/7	welfare rights advice, benefit information, public health, transforming Enfield, free school meals and uniform grants Health, community safety, housing, customer services (channel shift) Council Tax Benefit consultation
Two week summer break (unless community festivals are taking place)		
Southgate Green ward - Broomfield Park, Broomfield Lane entrance	16/8	General including welfare rights advice, benefit information, public health, transforming Enfield, Public health, fostering and adoption,
Grange ward - Town Park, access via Essex Road	23/8	welfare rights advice, benefit information, public health, transforming Enfield, free school meals and uniform grants accessing family services

Location	Date	Themes
Winchmore Hill ward - Grovelands Park, entrance via Broad Walk	30/8	General including public health, transforming Enfield, fostering and adoption, accessing family services and promoting summer family events
Ponders End ward - outside TESCOs on the Ponders End High Road	6 Sept	General including welfare rights advice, benefit information, public health, transforming Enfield (Ponders End regeneration), free school meals and uniform grants, housing, community safety and Council Tax Benefit consultation
Ponders End ward – Community Festival (12pm – 4pm)	tbc	General including welfare rights advice, benefit information, public health, transforming Enfield, free school meals and uniform grants
Bangla Mela - Ponders End Park (12pm – 7pm)	tbc	General, including welfare rights advice, benefit information, public health, transforming Enfield,
Jubilee ward - Edmonton Festival, Jubilee Park (12pm – 3pm)	tbc	General, including welfare rights advice, benefit information, public health, transforming Enfield, free school meals and uniform grants

All events take place on Fridays between 2pm and 5pm, unless otherwise stated.