

## Outcome 19

Green  
Amber

# Commitment to develop deeper understanding of resident perception, confidence and trust



We remain committed to developing a deeper understanding of resident perception, confidence and trust. Our **work to establish the Citizens' Panel has reflected this commitment, with an emphasis on recruiting a panel** which represents the diversity of the borough that ensures all perspectives are captured and accounted for. Recruitment and panel activity were negatively impacted by the pandemic, leading to on-street recruitment and in-person engagement activities being postponed.

Work has now recommenced to launch a digital recruitment campaign to encourage new sign-ups to the Panel by giving it greater prominence on the Haringey Council webpage, advertising it through Clear Channel advertising across the borough, and featuring it in Council circulars. When possible, on-street recruitment will also be recommenced. In-person engagement activities will also be launched, which will provide us with an opportunity to develop our understanding of resident perception through deliberative engagement activities that generate organic opportunities for dialogue. Undertaking these engagement activities will develop our understanding of resident perspectives, while also fostering greater confidence and trust in us by enabling us to communicate directly how we are taking resident feedback into account.

Our Fairness Commission report identified that residents sometimes have negative experiences in accessing our services for a range of reasons, from feeling dismissed or being dealt with in an insensitive way to encountering discrimination, resulting in decreased levels of resident confidence and satisfaction. A cultural change across the council and public sector services was recommended to ensure that everyone is treated with kindness, dignity and respect. Residents also highlighted frustrations around not feeling that their views are truly considered in our decision-making when asked for feedback as part of our statutory consultation process. We have worked hard across the Council to implement an approach to working founded on co-design principles, bringing residents in at every stage of a project and working with them to develop a better understanding of their needs and respond more effectively to them.