

ADDITIONAL CIRCULATION



Community Planning Aberdeen Management Group

The undernoted item is circulated in connection with the meeting of the **COMMUNITY PLANNING ABERDEEN MANAGEMENT GROUP** to be held via MS Teams on **WEDNESDAY, 27 JANUARY 2021 at 2.00 pm.**

BUSINESS

STRATEGIC BUSINESS

- 3.4 Community Engagement on Priorities for Improving Local Outcomes
(Pages 3 - 8)

Should you require any further information about this agenda, please contact CommunityPlanning@aberdeencity.gov.uk

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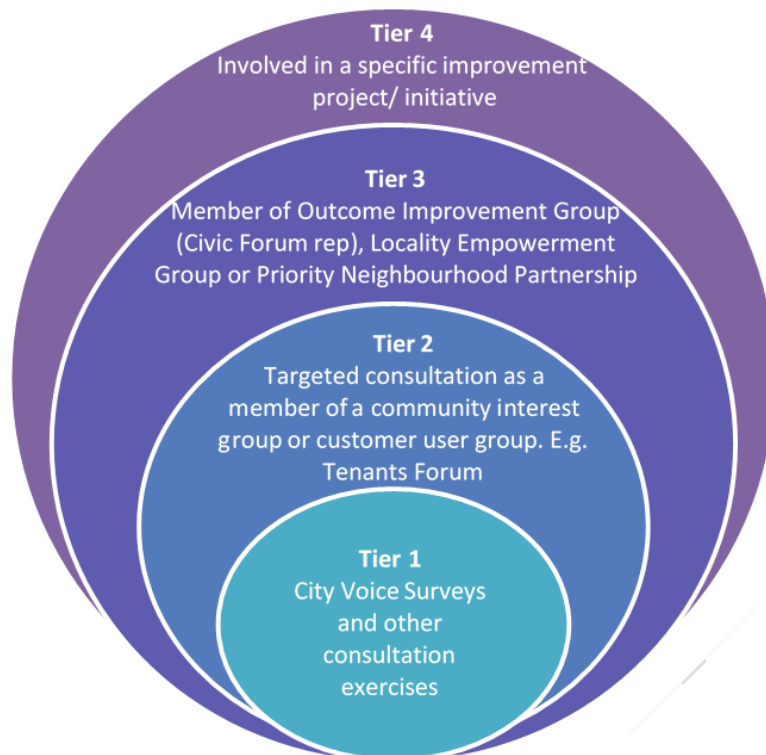


Community Planning Aberdeen

Progress Report	Community Engagement on Priorities for Improving Local Outcomes
Lead Officer	Angela Scott, Chair of CPA Management Group and Chief Executive of Aberdeen City Council
Report Author	Michelle Cochlan, Chair of Community Engagement Group and Community Planning Manager Martin Wyllie, Transformation and Improvement Advisor
Date of Report	20 January 2021
Governance Group	CPA Management Group – 27 January 2021

Purpose of the Report
The report seeks approval for the use of a communities engagement ‘values simulator’ software service to assist with community participation in order to gauge the attitude, priorities and values in play within the communities of Aberdeen City and across the City, more generally. This in turn will inform the priorities within the refreshed Local Outcome Improvement Plan, Locality Plans and underpinning partner strategic plans.

Summary of Key Information	
1	<p>BACKGROUND</p> <p>1.1 The Community Empowerment (Scotland) Act 2015 requires statutory community planning partners to work together to achieve improved outcomes and reduce inequalities which result from socio-economic disadvantage. As required by the Act, Community Planning Aberdeen meets this duty through the development and delivery of the Aberdeen City Local Outcome Improvement Plan (LOIP) 2016-26. The ten year plan sets out priority local outcomes which member organisations are committed to improve for and with local people. The city wide LOIP is underpinned by three area based Locality Plans, as well as member organisation’s single system plans.</p> <p>1.2 The Act states that in preparing and publishing the LOIP and Locality Plans, we must take into account the needs and circumstances of people residing in Aberdeen and consult as it considers appropriate. The Partnership’s Engagement, Participation and Empowerment Strategy is a demonstration of our united commitment to working with communities to tackle the issues that matter most to them. We have adopted various means to ensure people’s views are listened to and decisions about priorities to be included in the LOIP are informed by people’s feedback.</p> <p>1.3 The diagram below depicts four levels of community engagement and the main opportunities for people to be involved in priority setting for the Community Planning Partnership fall into one of these. The tiers range from a universal, public opportunity to feedback at Tier 1, to working directly with people to tackle specific issues and influence change at Tier 4.</p>



1.4 Recognising the challenges faced by people living in some areas of the City and harder to reach groups to engage and participate in community planning, we have made a significant investment in community capacity building to encourage people to get involved at Tier 2 to 4. Of note is our support to Priority Neighbourhood Partnerships and our New Locality Empowerment Groups to engage on a wide range of issues impacting their area. The groups have a remit to represent, connect and empower local people and community groups across all areas of the City. This involves thinking of ways of reaching community members who face barriers because of their race, gender, age, disability, sexual orientation, religion or belief.

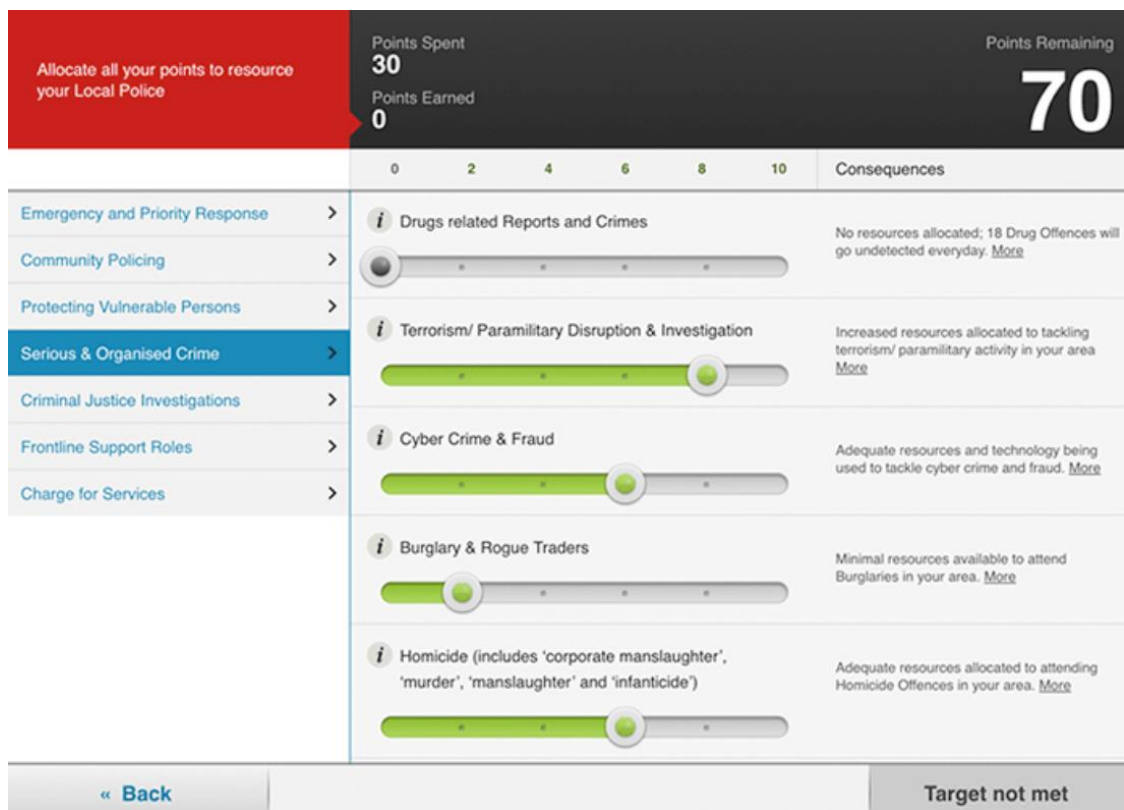
1.5 Recruitment to the groups at Tier 2 to 4 is active and ongoing. However, it is recognised that not everyone has the ability and/or desire to participate at this level. The reasons for this are likely to be varied, but lack of time or interest in continued involvement might be an issue for the general public. The last City Voice survey stated that 55.8% of respondents would like to be involved in decisions that affect their community but 48.7% don't know how. There is a risk that we only hear a subset of opinions from those groups that are currently engaged and therefore there could be value in expanding our opportunities for community-wide participation at Tier 1 to strengthen our overall approach.

2. CITIZEN VALUES SIMULATOR

2.1 It is proposed that the use of a citizen values simulator software service would strengthen community engagement in the refresh of the Local Outcome Improvement Plan. See [Appendix 1](#) for proposed development process. This will complement the more targeted community engagement to be undertaken, primarily with the Locality Empowerment Groups and Priority Neighbourhood Partnerships. It would enable us to gauge the attitude, priorities and values of the people and communities of Aberdeen City and across the City, more generally. The results of the exercise would provide a useful cross check with feedback from those people and groups actively engaged against broader public opinion. Post code analysis will enable us to do the same at a locality and neighbourhood level, providing invaluable data at a local level.

2.2 The simulator allows participants to choose from a set of projects and to rank those projects in relation to the importance they have for the participant. Ranking is done by allocating a limited pool of resources to projects by attaching points to their priority project. This results in ranking and weighting the projects that are important for that participant. This reflects the participant’s hierarchy of values. For example, the participant allocates 10 points to community safety and 5 to green spaces, thus showing that community safety is more important than green spaces for that participant. The simulator shows the impact and consequences of allocating resources against other competing priorities within community. Individual preferences will be collected and collated resulting in an overview of what is important for any given community and across the city.

2.3 For a demonstration of how the simulator works, see link to the Scottish Borders Budget Challenge which was launched on 6 November 2020 and closes 31 January 2021 <https://scotborders.prioritysimulator.com/budget>.



2.4 The use of the online simulator software service will assist with community participation by increasing the reach of engagement activities across a range of social media platforms. It will help engage and involve our people in complex decisions which highlight the hierarchy of values that are in play within a particular community. They will see the consequences of experimenting with different trade-offs and deliberate on their options, then submit considered preferences. The results are indicative but generate meaningful, insightful feedback that can inform decisions about the priorities within the City Local Outcome Improvement Plan and partner resources to improve these. The results will also be useful to individual member partners in developing and agreeing their corporate strategies, budgets and resource plans.

3 RESOURCE IMPLICATIONS

3.1 Financial – cost of yearly subscription of software service £4995.00. The intention is to use the service for only 1 year and that it will be funded by the Community Planning Budget. There are no additional costs.

4 NEXT STEPS

4.1 This report will be considered by the Community Planning Aberdeen Board at the next meeting on 22 February 2021, along with the proposed content of the consultation, which we would intend on running throughout March 2021.

Recommendations for Action

It is recommended that the Management Group:

- i) Agree to submit this proposal to the CPA Board on 22 February 2021 for approval.

Opportunities and Risks

Community participation lies at the heart of community planning, and applies in the development, design and delivery of plans as well as in their review, revision and reporting. Consultation is not enough – Community Planning Aberdeen is committed to securing the participation of communities throughout. The CPA Community Engagement Group has a key role in supporting the Partnership in embedding our Engagement, Participation and Empowerment Strategy. The proposal set out within this paper is intended to complement and strengthen our overall approach to give everyone the opportunity to be involved.

Consultation

The following people were consulted in the preparation of this report:

Chief Officer, Data & Insights
Chief Officer, Early Intervention & Community Empowerment
Chief Officer, Finance
Locality & Neighbourhood Planning Lead Officers
Community Engagement Group

Background Papers

The following papers were used in the preparation of this report.

N/A

Contact details:

Michelle Cochlan
Community Planning Manager
Community Planning
Email: mcochlan@aberdeencity.gov.uk

Martin Wyllie
Transformation and Improvement Advisor
Community Planning
mwyllie@aberdeencity.gov.uk

APPENDIX 1 REFRESHED LOCAL OUTCOME IMPROVEMENT PLAN – DEVELOPMENT STAGES

GATHER	ASSESS	CONSULT	APPROVE
November 20	January 21	March 21	May 21
<ul style="list-style-type: none"> • Aberdeen Outcomes Framework • Draft update to Aberdeen Population Needs Assessment (PNA) Summary • Further data/ insights/research/ evidence of Covid-19 impact from Improvement Service, Partners, Communities • Reframing PNA around the Global Sustainable Development Goals to identify gaps 	<ul style="list-style-type: none"> • Kick off sessions with OIGs: • Locality Empowerment Groups • Priority Neighbourhood Partnerships • CPA Management Group - update 	<ul style="list-style-type: none"> • Thematic consultation sessions for stakeholder held by OIG Chairs/ Locality Leads: Partners Community representatives Responsible business community • <u>Public consultation exercise using Citizen’s space simulator</u> • CPA Management Group 	<ul style="list-style-type: none"> • Final consultation phase: Local Partners Communities • National Partners: Community Justice Scotland Public Health Scotland Education Scotland • <u>Feedback to public on results of consultation and draft LOIP</u> • Director of Public Health assessment of balance of prevention
December 20	February 21	April 21	June/ July 21
<ul style="list-style-type: none"> • Further develop PNA summary in collaboration with data and subject matter experts from OIGs • Locality level summaries to be developed • Review LOIP improvement projects – progress and relevance • Review Socio-Economic Rescue Plan – progress and relevance • Complete initial assessment of impact on LOIP: context, stretch outcomes, improvement project aims, format 	<ul style="list-style-type: none"> • Follow up with OIGs/ LEGs/ PNPs • LOIP/ Locality Plan Design • <u>Launch public consultation exercise using Citizen’s space simulator</u> • CPA Board - update 	<ul style="list-style-type: none"> • Commence drafting of LOIP and Locality Plans • Clarity of which projects should be prioritised for testing in which localities/neighbourhoods • CPA Board session with the Improvement Service 	<ul style="list-style-type: none"> • Final draft LOIP/ Locality Plans to CPA Management Group • CPA Board Meeting 7 July 21

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