Engagement, Participation and Empowerment Strategy
Foreword

This strategy is of relevance to everyone in Aberdeen. It is about the way in which individuals and families, the communities they belong to, community groups, community councils, charitable and voluntary organisations, and people working in the private sector and the public sector, collectively create and contribute to life in the city.

The Community Empowerment (Scotland) Act 2015 provides an impetus to create a step-change in how organisations and communities experience engagement, participation and empowerment. Until now the standard approach has been to provide information and consult on plans that have already been developed. Our ambition is to move significantly beyond this.

While the Act sets out legal rights and responsibilities around participation, we seek to go beyond these legal requirements. The strategy sets out a vision of collaboration and empowerment as the new standard approach. Examples of existing practice are used to bring the different levels of engagement and empowerment to life, helping everyone to imagine what the vision would look like in real life.

This will be of vital interest to every person and every community in Aberdeen, as it offers a new way to work with organisations towards the common good.

This will be of vital interest to every statutory community planning partner in Aberdeen, as it will underpin all their activities with people and communities. Equally it will underpin the methods used to develop and deliver the Community Planning Aberdeen local outcome improvement plan and locality plans.
Executive Summary

New legislation provides communities with the right to make participation requests of public organisations and places a duty on the latter to meet these. A consistent approach by community planning partners will help staff and public develop a shared understanding of participation as the legislation comes into force. This strategy has been developed by a multi-partner working group who have sought wider participation throughout its development.

The strategy is intended to inform (a) the development of consistent participation policies by each community planning partner and (b) subsequent actions to help communities understand their rights under the Community Empowerment (Scotland) Act 2015.

The metaphor of a ladder is used to represent the interactions between public organisations and people. The bottom rung represents the one-way provision of information, usually from public organisations to the public. The top rung represents self-determination, all the activities and decisions that are made independently by people in their communities. The rungs in between represent increasing two-way communication and decision-making between public organisations and communities.

Participation requests can be located on the ladder between “collaboration” and “empowerment”. While the rungs below remain very important – keeping people informed, consulting on decision-making, and hearing people’s concerns – the legislation requires public organisations go beyond these. Examples from across Aberdeen are used to bring the ladder to life, and help to illustrate how collaborative participation and empowerment can become routine ways of working.

Implementing the strategy will require a series of actions, coordinated by community planning Aberdeen: (a) partners have to develop consistent participation policies (b) the development and implementation of the attached communications framework (c) the development of a shared practical ‘toolkit’ to support staff and communities to work collaboratively and support empowerment (d) the participative development of outcome indicators to measure progress.

Introduction

Community Planning brings together partners and agencies such as public organisations, third sector and communities to work together to plan and deliver better services to make a real difference to people’s lives. A key principle for community planning is to ensure that people and communities are genuinely engaged in the decisions made by public services which affect them. (Current community planning partners in Aberdeen are listed in appendix one.)

Community engagement is increasingly at the forefront of public policy (see appendix two). Engagement methods range from the provision of information to supporting people’s participation in decision-making processes. Engagement is a means of developing better services, better use of resources and encouraging more productive and positive relationships between communities and public bodies. ‘Communities’ are defined as groups of people that may or may not be ‘spatially connected’ such as living in the same area, but who share common interests, concerns or identities.

Community engagement is a way to build and support community empowerment. This is the name given to the process through which people have more of a say and have more control over the decisions that shape their lives and factors that contribute to their quality of life. Empowerment recognises that communities are independently able and often wish to organise themselves and use their inherent assets and resources to improve the lives of those who live within them. While empowerment cannot be ‘given to’ people, it is something that communities and individuals can be supported to achieve. Empowerment requires people to take more power for themselves over their local resources and decision-making.

Community empowerment is therefore more than the involvement, participation or engagement of communities with public sector organisations (such as Police Scotland, Scottish Fire and Rescue, Aberdeen City Council, the NHS). It also describes community ownership and action with a view toward social and political change. It is a process of re-negotiating the balance of power in order for communities to have a greater say and to have more control over the decisions that affect them. It is recognised that if some people are going to be empowered, then others will be sharing their existing power or even giving some of it up as communities and individuals have more of a say.

So, community engagement is the pursuit of collaborative partnership working between public sector organisations and the communities they serve, and community empowerment reflects the fact that communities have their own autonomy and freedom quite independent to the public, third and private sector organisations they interact with.

This strategy reflects the breadth of these positions in Aberdeen City.
Strategic objectives

This strategy is fully aligned with the Strategic Vision of the Aberdeen City Single Outcome Agreement.

Aberdeen City will be a place where communities can flourish in their own right, and where individuals, communities and the wider public work in partnership to inform public sector decision making and the design and delivery of public services:

- Communities’ inherent strengths and assets – their people, their energy, their connections, sense of purpose and resources – and their abilities to self-organise and exercise autonomy are valued as a fundamental building block of a healthy society
- Public sector organisations’ recognition of communities’ strengths and assets, and communities’ involvement in the public sector, will bring mutual benefits to both
- People will be kept informed and will be listened to by public sector organisations
- People will be encouraged to work with public sector organisations to improve the results they achieve
- Public sector organisations will make sure their staff understand the benefits of community participation
- Public sector staff will work in a way that welcomes input and participation from citizens and community organisations
- People will be shown, and will understand how, they have influenced the decisions they have made with their public services

The ladder of involvement

Before considering the future we need to take stock of where we are just now. This section sets out a way to think about the issues at hand using the metaphor of a ladder. Informing is the lowest rung of the ladder with each rung above that representing greater involvement and participation, through to self-determination at the top. The ladder is represented in the picture. Examples of current practice allow the ladder to be brought to life, and can serve as a solid foundation to build upon. The examples also demonstrate elements of the national standards for community engagement that all community planning partners are expected to adhere to (appendix three.)

The ladder of engagement, participation and empowerment

<table>
<thead>
<tr>
<th>RUNG (goal)</th>
<th>TECHNIQUES</th>
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<tr>
<td>Self-determination</td>
<td>People implement what they decide</td>
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<td></td>
<td>• Public sector stays out of the way or makes</td>
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<td></td>
<td>available support when requested</td>
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<td>Empowerment</td>
<td>Organisations implement what people decide</td>
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<td></td>
<td>• Community capacity building</td>
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<td></td>
<td>• Community Development Trusts</td>
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<tr>
<td>Collaboration (coproduction)</td>
<td>Organisations seek people’s involvement in identifying issues, outlining options and making decisions</td>
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<td>• Participatory decision-making</td>
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<td>• Citizen advisory panels</td>
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<td>• Open space events</td>
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<tr>
<td>Involvement</td>
<td>People’s concerns inform organisations’ proposed decisions</td>
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<td>• An ongoing process of engagement</td>
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<td>• Workshops</td>
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<td>• Deliberative Polling</td>
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<td>Consultation</td>
<td>People’s views are listened to in respect of organisations’ proposed decisions</td>
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<td></td>
<td>• One-off opportunities for engagement</td>
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<td>• Public meetings</td>
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<tr>
<td>Informing</td>
<td>Organisations keep people informed of proposed decisions</td>
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<td></td>
<td>• Providing information</td>
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<td>• Newsletters</td>
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<td>• Websites</td>
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<td></td>
<td>• Exhibitions</td>
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Hearing the voices of the seldom heard

Every community must be equally listened to and heard. Some people experience difficulty in being heard and having their views taken into account, whether by organisations, services or more powerful communities. All people (including service users and informal carers) have a voice of their own and should be enabled to directly speak. Not everyone wants or requires to have workers talk on their behalf. This strategy seeks genuine involvement for all and the avoidance of marginalisation and exclusion.

Community Planning Partners will work together to ensure a voice for all, proactively engaging with groups whose voices are not heard (appendix four identifies the wide range of organisations who are involved in actively reaching out to individuals and groups at risk of discrimination and disadvantage).

This will require a reaching out to individuals and groups who have not had the chance or felt able to be part of Community Planning, and the provision of support to do so. The communication framework (appendix five) will have a key role to play in this.

Where we are just now

With reference to the ‘ladder’ discussed above, there are significant efforts to inform and consult with the public, through a broad range of public forums and civic groups, making use of a range of both traditional and digital methods.
There are also excellent examples in Aberdeen of effective involvement, collaboration and empowerment. These examples are highlighted throughout this document and colour-coded to align with the ladder of engagement.

**Participatory Budgeting**

Participatory Budgeting is a democratic approach which supports communities (of locality or interest) to plan and decide how resources are allocated.

There are a number of examples locally where such an approach has been used. There is an opportunity for partners to develop participatory budgeting further in order to establish this as a core methodology for decision making on public resources.

Participatory budgeting is particularly effective in encouraging all varieties of community groups to come forward to debate and discuss their priorities together.

COLLABORATION

**Northfield Total Place**

Northfield Total Place is a place based approach that seeks to improve outcomes for the local community in the Northfield, Midfield, Cumings Park, Heathryfold and Mastrick neighbourhoods of Aberdeen. The approach involves community planning partners, community organisations and local citizens working together to identify priorities and put in place solutions, using the best available resources, to meet the unique needs of the local people within the area.

The approach has been successful in connecting people locally, and supporting those local folk to be empowered to determine and deliver the best for their community, using an Asset Based Community Development approach.

EMPOWERMENT

**Bumping Spaces – ABCD Conversation**

As a result of awareness raising about the possibilities of Asset Based Community Development (ABCD), local, self-appointed ABCD champions, have supported ABCD Conversations to tease out:

- "What are the ‘networks’ in your community?"
- "What are the areas where people naturally ‘bump into’ each other in your community?"
- "What are you really passionate about that you would like to share with others in your community?"
- "What would you like to learn from others in your community?"

The outputs from these activities are shown here as word maps (to be inserted).

EMPOWERMENT

**Community of interest: women involved in the Justice System.**

A range of activities take place in the Connections Women’s Centre for and with women involved in the Justice System, aimed at supporting women to more positive outcomes. A ‘Women’s Forum’ comprising users of the Centre meets to discuss possible future events, and plays a key role in the development of the Centre.

The Centre provides a much needed meeting space for women who have been harmed by domestic abuse along with a range of other services.

The Women’s Forum discusses future plans and activities that are relevant to the women. Forum participants have been full of enthusiasm and have identified various activities they would like to pursue and get involved in such as fund raising activities and days out. They have discussed various craft making projects to make items to sell (for charity), and would like to explore options to sell items made via summer/ Christmas fayres.

EMPOWERMENT

**Community Renewal**

Community partners have been exploring ways to build a wider ‘community of health’ with two primary care practices in Aberdeen. By strengthening the links between the practices and local charitable and voluntary organisations, health professionals have been better able to link people to helpful activities and support. This supports people to improve their health by linking them with wider supports and resources in their community.

One general practitioner particularly values having healthy activity workers in the practice as people can be directly introduced to someone able to provide this wider support.

Jenny’s story: Jenny was seeing her GP for depression and described her feelings of isolation. The GP introduced her to the healthy activity worker in the practice, thinking that some light exercise might help both with physical fitness and getting out and meeting new people. After some discussion it became clear that she was scared to go out due to anti-social behaviour in the neighbourhood. As well as providing information about activities, she was also put in touch with the anti-social behaviour team. Jenny felt that she was listened to and understood, and also realised that her depression was not just because of medical reasons. Jenny felt she had taken some control back and helped her to work out what she could do to make things better for herself. The GP described often seeing people facing complex social situations, and wants to continue to work with both healthy activity organisations and community support providers to support people in finding solutions to these.

COLLABORATION

**Northfield Total Place**

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The approach has been successful in connecting people locally, and supporting those local folk to be empowered to determine and deliver the best for their community, using an Asset Based Community Development approach.

EMPOWERMENT

**Community Driven Engagement – Tillydrone Network:**

Tillydrone Network was established and supported by Aberdeen City Council around 15 years ago. However due to changes in priorities, the Council has not provided support to the Network around for around 10 years. Despite the absence of that previous support, the Network has continued to grow and flourish. It is now entirely run and managed by its community members, and while public sector officers may attend some network meetings, this is by invitation and request of the Network.

The Network is a driving force in terms of identifying community issues and priorities and helping to raise the profile of these priorities to be addressed.

EMPOWERMENT

**SELF DETERMINATION**

As a result of awareness raising about the possibilities of Asset Based Community Development (ABCD), local, self-appointed ABCD champions, have supported ABCD Conversations to tease out:

- "What are the ‘networks’ in your community?"
- "What are the areas where people naturally ‘bump into’ each other in your community?"
- "What are you really passionate about that you would like to share with others in your community?"
- "What would you like to learn from others in your community?"

The outputs from these activities are shown here as word maps (to be inserted).

EMPOWERMENT

**COLLABORATION**
Our vision for the future

The Community Empowerment (Scotland) Act 2015 sets out the legal rights and responsibilities around community participation in public sector organisations. However, our vision is for this level of participation to be the expected standard. Communities should not have to call on the legal procedures the Act requires in order to participate, rather it should be woven into the everyday operation of partner organisations.

The case studies are excellent examples from across the ladder of engagement, participation and empowerment. They show that it is possible to work with high engagement and to support and respect empowerment. While informing and consulting will remain an important foundation for transparency and openness, the strategic ambition is for collaboration and empowerment to become the expected standard in all communities throughout the city.

This requires a universal commitment to community consciousness raising, and to using deliberative processes that allow everyone to be listened to and heard. It is fully recognised that some communities vary in their preparedness and confidence to become empowered and ‘need to be empowered to be empowered’. This will require additional time and effort to be devoted towards supporting people in some communities to become empowered.

Overall we want to see Aberdeen’s communities flourish through their own efforts, with any services designed and delivered in a way that recognises and builds on every community’s inherent, existing strengths and assets.

The Act gives the right of participation to community groups and places responsibilities on all public sector organisations to meet participation requests (appendix six). In effect the Act legislates for the ‘coproduction’ of public services. People have greater legal rights to help develop, design and deliver services, while additional rights to asset-transfer can increase community control and ownership.

The challenge and opportunity is for communities and public sector organisations to evolve in light of this new strategic landscape, working together to make collaboration and empowerment the usual way of doing business.

Making this happen will require additional work to develop an operational ‘toolkit’ to support organisations and community groups supported by the communications framework (appendix five).

Cultural and organisational change and development

Evolving from an informing and consulting culture to a collaborative and empowerment culture will take time. People vary in their willingness to embrace change and new ways of living and working. Some people in some communities and some people in some organisations may perceive the required transfer of power as a risk rather than an opportunity.

As a partnership organisation Community Planning Aberdeen has a vital role to play in facilitating partners’ coordinated efforts:

- to ensure coherent, two-way communication relating to engagement, participation and empowerment between communities and organisations through finalising and implementing the communications framework
- to raise community consciousness and, where helpful, to facilitate community development and organising efforts
- to deliver education and training to support organisational and workforce development at all levels, from elected members and senior managers, through strategy and planning staff, to frontline workers and support staff in partner organisations
- to develop consistent participation policies to develop a shared practical ‘toolkit’ to support staff and communities to work collaboratively and support empowerment
- to develop outcome indicators to measure progress through a participative process

How we will know things are working

Community Planning Aberdeen will coordinate an annual report, informed by broad and specific outcome and process measures. While examples are given below it is proposed that an inclusive, participative process be used to develop an agreed set of outcomes and indicators. It is essential that this feedback and evaluation takes into account qualitative information, as well as the data and metrics that are available to partner agencies and organisations. It is important that people feel able to share their experiences and examples in ways that make sense to them, and that partners are able to demonstrate how this information has been taken into account in their reviews and evaluations.

Broad measures include those relating to health, wellbeing and quality of life overall.

Examples include measures that demonstrate local trends in health, wellbeing and quality of life over time, and the level of inequality within and between communities. Specific measures relate to the level and intensity of engagement, participation and empowerment across the city.

Examples of community self-determination and empowerment outcome measures could include the number of independent lottery grants awarded to community groups, the number of new community development trusts or similar that are established, the number of services transferred to community control.

Examples of collaboration outcomes measures could include the number of services newly delivered in partnership with a community group, the number of services redesigned in partnership with community groups, and partners’ published outcome improvement process reports. An increased use of methods such as participative action research will also generate evidence of people’s experience of collaboration and empowerment, including the level to which they have felt genuinely involved in decision-making and the design and delivery of services.

Examples of collaboration process measures could include the number of partnership organisations with an established participation process policy; the number of partnership requests received; the number of outcome improvement processes undertaken; the number of staff trained and inducted across partner organisations; and the number of coproduced ‘natural community’ plans in place and being delivered.

For more information about this work

Community Planning Aberdeen is a formal partnership by which organisations in Aberdeen City work together and with the community to plan and deliver better services which make a real difference to people’s lives.

http://communityplanningabercdeen.org.uk
Email: communityplanning@abercdeen.city.gov.uk
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Acknowledgement

The development group wishes to acknowledge its sincere thanks to all those who helped us craft and create this first draft of the strategy through their feedback and contributions.

Aileen Ackland, University of Aberdeen
Dave Black, Grampian Regional Equality Council
Jayne Boyle, Wellbeing Team, Aberdeen City Health & Social Care Partnership
Murray Dawson, Station House Media Unit
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Dave Simmers, Community Food Initiative North East (CFINE)
Aberdeen City Health & Social Care Partnership Public Health Team
Aberdeen City Health & Social Care Partnership Senior Management Team
Aberdeen CAB
Northfield Total Place Strategic Board
Silver Surfers
South Locality Leadership Group
Turning Point Housing Support
VSA

Community Planning Aberdeen Partners

At the date of writing this strategy the community planning partners in Aberdeen City are:

- Aberdeen City Council
- ACVO
- Aberdeen Civic Forum
- North East Scotland College
- Police Scotland
- NHS Grampian
- Aberdeen City Integration Joint Board (Health & Social Care Partnership)
- University of Aberdeen
- The Robert Gordon University
- Scottish Enterprise
- Scottish Fire and Rescue Service
- Skills Development Scotland
- North-East of Scotland Transport Partnership
- The Scottish Sports Council
- The Skills Development Scotland Co. Limited
- North-East of Scotland Transport Partnership

Appendix One
Appendix Two

Policy and legislative context

In November 2010, the Scottish Government established the ‘Commission on the Future Delivery of Public Services’, also known as ‘the Christie Commission’ to develop recommendations for the future delivery of public services in Scotland.

A key finding of the Christie Commission was that public services should be built around people and communities, their needs, aspirations, capacities and skills, and that work should be done to help build up their autonomy and resilience.

The Commission recommended that a proposed ‘Community Empowerment’ bill should make sure that community participation is embedded in the design and delivery of services throughout Scotland.

The Community Empowerment (Scotland) Act received Royal Assent in July 2015 and it provides a legislative framework to promote and encourage community participation and empowerment, including:

- Providing community bodies with a right to request to purchase, lease, manage or use land and buildings belonging to Local Authorities, Scottish public bodies or Scottish Ministers. This includes a ‘presumption of agreement’ to requests, unless there are reasonable grounds for refusal would then have to be explained.

In the Community Empowerment (Scotland) Act, participation rights are given to community controlled bodies such as community councils, incorporated bodies, formal groups with a written constitution or loosely associated groups without. In each case such bodies are expected to have similar characteristics in common:

- They will relate to a defined community.
- The majority of members of the body will be members of that community.
- The body will be open to and controlled by members of that community.
- They will be able to state the body’s aims and purposes, including the promotion of a benefit for that community.
- The funds and assets of the body are to be used for the benefit of that community.

The Act also gives community bodies the right to work with all public sector organisations to help improve outcomes. Outcomes are defined as the changes, benefits, learning or other effects that result from what the organisation makes, offers or provides. For example, community bodies might discuss with service providers how they could better meet the needs of users, to offer volunteers to support a service or even propose to take over the delivery of the service themselves.

There are other pieces of legislation that also require public bodies to engage with and involve members of communities in particular public services and functions (for example the Public Bodies (Joint Working) Scotland Act). The intention of this strategy is to provide a consistent model/framework for such engagement, which can be used as appropriate and relevant to the situation.

Appendix Three

The National Standards for Community Engagement

The standards were launched in 2005 and have been widely adopted in Community Planning Partnerships and in other areas of government since their original endorsement by the Convention of Scottish Local Authorities (COSLA), Scottish Council for Voluntary Organisations (SCVO), Association of Chief Police Officers, Scottish Health Council and the Poverty Alliance. The standards have also been recommended by Audit Scotland as good practice.

They are currently being refreshed. They are a practical tool to help improve the experience of all participants involved in community engagement to achieve the highest quality of process and results.

1. The Involvement Standard
   - We will identify and involve the people and organisations with an interest in the focus of the engagement.

2. The Support Standard
   - We will identify and overcome any barriers to involvement.

3. The Planning Standard
   - We will gather evidence of the needs and available resources and use this to agree the purpose, scope and timescale of the engagement and the actions to be taken.

4. The Methods Standard
   - We will agree the use methods of engagement that are fit for purpose.

5. The Working Together Standard
   - We will agree and use clear procedures to enable the participants to work with one another efficiently and effectively.

6. The Sharing Information Standard
   - We will ensure necessary information is communicated between the participants.

7. The Working With Others Standard
   - We will work effectively with others with an interest in the engagement.

8. The Improvement Standard
   - We will feedback the results of the engagement to the wider community and agencies affected.

9. The Feedback Standard
   - We will identify and involve the people and organisations with an interest in the focus of the engagement.

10. The Monitoring and Evaluation Standard
    - We will monitor and evaluate whether the engagement meets its purposes and the national standards for community engagement.

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Appendix Four
People at risk of being seldom heard

- **People at risk of being marginalised**

  **Unpaid Carers:** approximately 25,000 in Aberdeen

- **People in poverty:** Aberdeen City Food Bank Partnership, The Trussell Trust, Fairshare, Bethany Christian Trust, Instant Neighbour, CAB, SCARF (Fuel Poverty), AHEAD Partnership (CFINE), Cash in Your Pocket Partnership, Grampian Credit Union, Lighthouse Support Centre, NESCU, Pathways, Grampian Housing, Langstane Housing. Tenants First, St Machar Parent Support, Aberdeen Cyrenians.

- **People coping with Mental Health Issues:** Includes Momentum, Pathways, Shmu, PAMIS, Sann, (total of 91 3rd sector organisations in Aberdeen) 3rd Sector Mental Health Providers Forum: Contact Susan Morrison ACVO TSI, MHA IACIS & ACIS Youth, Cairns Counselling

- **People involved in the Justice System and their families:** includes Sacro, Apex, Integrate Aberdeen, Families Outside

- **Refugees:** ACVO TSI, Community Planning Partners contact: Alana Nabulsi, ACC

- **Those with Literacy Barriers:** Adult Learning Team ACC, Aberdeen Dyslexia Learning Centre

- **Homeless People:** Cyrenians, Aberdeen Foyer, Shelter Aberdeen.

- **Aberdeen in Recovery:** ADA Alcohol and Drugs Action and AIR

  - **The Nine Protected Characteristics**

  1. **Age**

  Silver City Surfers

  Grampian Senior Citizens Forum

  North East Scotland Equality Network (NESEN)

  - connect

  Citizens Advantage Bureau (CAB)

  Aberdeen City Youth Council

  Grampian Regional Equality Council (GREC)

  Respected and Included Group (0-25 yrs): 3rd sector lead, Maggie Hepburn Aberdeen Council of Voluntary Organisations (ACVO)

  Sunrise Partnership

  Aberdeen Foyer

  Cyrenians

  Older Peoples Monitoring Group, Froghall

  Intergenerational Network

  City Youth Groups

  Pupil Voice & Aberdeen City Youth Council

  Aberdeen University Students association

  RGU Students Association

  NESCO: Aberdeen College Students Association

  Aberdeen over 60's social club

  Befriend a Child

  Care and Repairs Aberdeen

  Castlehill Housing Association

  Encourage Dyce

  Footprints Connect

  2. **Religion and Belief**

  GREC

  NESEN

  Individual faith Organisations (120+ in the city)

  Aberdeen for a Fairer World

  Thai Buddharam Temple

  Aberdeen Presbytery

  Aberdeen Moslem and Islamic Centre (AMIC)

  New Multi-faith Forum: Sandra Howard ACC

  Aberdeen Interfaith Group

  3. **Disability**

  NESEN

  Aberdeen Action on Disability

  GREC

  Citizens Advantage Bureau (CAB)

  New Disability Cross Sector Forum being developed by Sandra Howard

  Individual Disability organisations:

  Cornerstone, Turning Point, Inspire, C-Change, North East Sensory Service (NESS)

  Shop mobility

  Learning Disability Group of Aberdeen-lan Stone

  Disability Positive

  Future Choices

  Bon Accord Access Panel

  Aberdeen Adult Asperger’s and Autism Support Group

  Aberdeen and District Cerebral Palsy Association

  Aberdeen and District Disabled Multi-sports Coaching Team

  Blackwood Housing Association

  Archway

  MeToo: Phionna Mcinnes

  4. **Race**

  Ethnic Minority Forum : GREC

  Aberdeen Multicultural Centre

  Grampian Gypsy/Traveler Interagency Group

  Contact: Sandra Howard ACC

  Aberleroy Play Rangers : Gypsy Traveller Children NESEN

  Aberdeen International Centre

  NHS Ethnic Minority Users Forum

  Chinese School

  Nepalese Himalayan Association

  Polish Sunny School

  Pool of registered Interpreters/Translators from ACC/GREC

  Integrate Grampian: David Black (GREC)

  Aberdeen Hindu Association

  Aberdeen Sikh Sangat Charity

  Polish Association Aberdeen

  BEMIS: Gathered Together Project

  5. **Marriage and Civil Partnership**

  GREC

  Stonewall

  CAB

  Relate

  Grampian Women’s Aid

  6. **Pregnancy and Maternity**

  GREC

  CAB

  Homestart

  Choices Aberdeen

  Baby Centre Community Aberdeen

  7. **Gender Reassignment**

  North East LGBT Development Group: Contact Sandra Howard ACC

  GREC

  NESEN

  T-Folk

  8. **Sex Equality**

  GREC

  Aberdeen Women’s Alliance (AWA)

  Grampians Women’s Aid

  RASANE: Rape & Abuse Support

  NESEN

  CAB

  9. **Sexual Orientation**

  North East LGBT Development Group: Contact Sandra Howard ACC

  LGBT Zone Youth Group: Ellie Hepburn ACC

  GREC

  Stonewall

  CAB

  Gay Men’s Health

  NESEN

  LGBT Staff networks and student associations

  - **Other support to be aware of:**

    - Also everyone has access to EHRCs – Equality and Human Rights Commission Scotland and their helplines

    - Advocacy Service Aberdeen (ASA)

  Advocacy Service Aberdeen is a local third sector organisation supporting people to express their views and participate in decision making. ASA has projects specialising in working with the following groups of people:

  - People with mental health issues

  - People with learning disabilities

  - Older people

  - Children with additional support needs

  - Victims of Domestic Abuse

  Carers

  Independent advocacy is about speaking up for an individual or group.

  Independent Advocacy is a way to help people have a stronger voice and to have as much control as possible over their own lives. Independent Advocacy organisations are separate from organisations that provide other types of services. An independent advocate will not make decisions on behalf of the person/group they are supporting. The independent advocate helps the person/group to get the information they need to make real choices about their circumstances and supports the person/group to put their choices across to others. An independent advocate may speak on behalf of people who are unable to do so for themselves. (Scottish Independent Advocacy Alliance SIAA)

**Contact details**

**Advocacy Service Aberdeen**

Aberdeen Business Centre, Willowbank Road, ABERDEEN AB11 6YQ

Tel 01224 332314

**Advocacy Service Aberdeen**

Royal Cornhill Hospital, Cornhill Road, ABERDEEN AB25 2ZH

Tel 01224 557912

www.advocacy.org.uk

asa@advocacy.org.uk
Appendix Five
Communications framework

AIM
• To inform the public, public and third sector staff and wider stakeholders about participation rights and duties under the Community Empowerment (Scotland) Act 2015

TARGET GROUPS
• General public, with additional targeted efforts to reach communities who risk not being heard and local community groups
• Staff of public and third sector organisations
• Wider stakeholders

OBJECTIVES
• Increase public, public and third sector staff and wider stakeholders’ awareness of
  - the legal rights and duties around participation
  - what participation means
  - further support and information available
  - how to get involved
  - further sources of information

STRATEGY
• Create, implement and evaluate an integrated, multi-media communication plan
• Ensure partnership working, public and professional involvement and pooling of resources

TACTICS
• Agree key messages
• Agree delivery methods for key messages
• Develop and distribute relevant resources
• Develop an action plan (key messages, actions, expenditure, time-scales, press releases, responsibilities)

WORKING GROUP
• A multi-agency working group should be established to take forward and deliver the communications framework

LOCAL CAMPAIGN

Phase 1: Scoping
• Identify key messages drawn from engagement, participation and empowerment strategy
• Establish resources that are already available or in production
• Understand partners’ existing communications routes

Phase 2: Development
• Produce tailored resources
  - a CPA toolkit for staff and organisations on “how to do” community engagement and participation
  - a single, consistent set of tailored articles/messages/web banners/presentations for newsletters, websites and social media for each partner to use on their communication routes
• Print materials
  - booklets / flyers / posters
  - tailored for different audiences
  - contact details to be agreed
• Create CPA website
  - key messages
  - how to get involved
  - participation requests: how to make them and who to send them to
  - partner contacts
  - case studies
• Community Ambassadors
  - identify a network of people willing and able to champion participation in their local community

Phase 3: Implementation
• Distribute the tailored resources
  - the “how to do” community engagement and participation toolkit to partner organisations
  - the consistent set of articles/messages/web banners/presentations to all partners, wider stakeholders and community ambassadors for their newsletters, websites and social media
  - provide information sessions for staff, public, targeted groups and wider stakeholders
  - Distribute print materials widely

Phase 4: Media launch/photo opportunity
• media release to be distributed to all local press
• basic key messages and campaign
• spokespeople provide brief statements
• Photo opportunity could be arranged

COSTS
• “How to do” toolkit time and print costs
• consistent tailored set time
• print materials (booklets / flyers / posters) time and print costs
• CPA website
• Community Ambassadors expenses

£2,500
£1,000

Engagement, Participation and Empowerment Strategy 2016
Appendix Six

Participation requests

The Community Empowerment (Scotland) Act 2015 requires every public sector organisation to have a process for receiving and responding to participation requests.

Community Planning Aberdeen provides an opportunity for partner organisations to create and encouraging a consistent way of working across all community planning organisations and services.

The regulations and guidance for participation requests is currently out for consultation. The expected process is shown here:

Every community planning partner organisation will need to develop and communicate:
- The point of contact for community bodies making a participation request
- The point of contact for other public sector authorities where a multi-agency approach is required
- A range of accessible ways to make contact
- A variety of access points offering different levels of support
- The policy and set of processes in place that identify the appropriate decision-making person or group(s) within the organisation who will co-produce an outcome improvement process with the community body and/or liaise with other public sector organisations if a multi-agency approach is required.