

Appendix B: Proposed Stakeholder Engagement

Introduction

The engagement strategy: first stage, sets out how the Council plans to engage with Key stakeholders on the three remaining valid options and inform on the non-valid option. Key stakeholders include, residents living in RAAC affected homes, residents who have recently moved from RAAC affected homes, the local community and all council tenants. The strategy provides detail around the communication approach, engagement objectives and outputs for each key stakeholder. The strategy also includes a calendar of planned events and the overarching engagement plan.

Engagement Approach (Integrated Impact Assessment)

With consideration of Aberdeen City Council's Integrated Impact Assessment for engagement, the engagement strategy has been developed to ensure communication approaches are inclusive, diverse and tailored to the needs of key stakeholders. As such the engagement strategy accounts for equal representation, language diversity, disability representation, age distribution and religious diversity. For more information, please refer to the Integrated Impact Assessment (Appendix C).

Communication Approach

- Effective:** Communication approach is to be clear and informative.
- Reassuring:** residents are to be reassured on the process, decisions made and support provided.
- Inclusive:** Key stakeholders are not to be at a disadvantage when engaging and providing feedback back on options presented.
- Aligned:** Ensure those engaging with key stakeholders deliver the same messaging on important aspects of the options and impact.
- Empathetic:** Understand key stakeholder concerns and reasons for these concerns

Stages of Engagement

There are **three defined stages of engagement**, each stage is accompanied with forms of communication, key objectives and an implementation plan. This report sets out the first stage of engagement only. However, for reference, please see below the three stages of engagement.

Stage	Date	Action
Stage 1 Engage on remaining options and report on key stakeholder feedback.	July 8 th – July 31 st	<p>During this stage of engagement, the Council will engage with key stakeholders on the three remaining valid options and inform on the non-valid option. The Council will ensure that key stakeholders are able to effectively understand each option and therefore inform the Council on the impact options may have on residents living in RAAC affected homes, the local community and Council tenants (on the basis on the impact of the Housing Revenue Account).</p> <p>During this time of engagement, residents will be invited to fill out surveys, whereby feedback will be collated, analysed, and reported on. Feedback will then inform the decision made by the Council on which option to proceed with.</p>
Stage 2 The Council will announce its decision regarding which option it will proceed with.	August	The Council will announce its decision to key stakeholders, this will include, how responses were considered and what additional support will be put in place to support stakeholders.
Stage 3 Continue engagement and support	September – December	The Council will continue to engage with key stakeholders, and work to facilitate collaboration, helping to ensure the option taken by the Council is supported.

Summary of engagement requirements

- Inclusive engagement** to take into consideration key stakeholders who fall within the protective characteristics.
- Engagement to be **specialised dependent on the stakeholder**, this includes providing relevant information for all Council tenants, local community and residents living in RAAC impacted homes dependent on tenure.
- Communication is to be clear, jargon free and provide clarity on the benefits and disbenefits of each option.**

Grouping of stakeholders

For the purpose of the Integrated Impact Assessment, the first stage of engagement is primarily focused on key stakeholders who come under three groups. By grouping stakeholders, the Council is able to determine the level of engagement and support allocated to each stakeholder.

Group	Stakeholders
Group 1	Residents living in RAAC affected homes (Include Council tenants, private tenants and homeowners and people who have moved from RAAC affected homes since 29 February 2024)
Group 2	Local community
Group 3	Council tenants

Stage One July 2024 (post committee meeting 3rd July)

Key objective

Key stakeholders to be engaged on the three remaining valid options and informed of the non-valid option.

Stakeholder	Group	Objectives	Form of Communication	Preferred outcomes
Residents living in and were living in RAAC affected homes	1	<p>Present the three remaining valid options to residents with messaging around the works to be undertaken, advantages and disadvantage of each option, indicative cost and timeline. Inform residents on the non-valid option.</p> <p>Provide clear and consistent messaging that each option will still result in council tenants having to</p>	<p>Pre-engagement Leaflet</p> <p>Information pack, including</p>	Resident feedback on the impact the remaining three valid options may have on their household will be taken into consideration when setting out a Council decision and associated programme of works.

		<p>move out of their home on a permanent basis with the right to return to the area in the future should they wish to do so. Under the right to return policy, council tenants will be allocated a home in the area based on their current housing need at that time, subject to the availability of a property that meets this need.</p> <p>Residents are encouraged to provide feedback on the impact options could present.</p>	<p>surveys and covering letter</p> <p>Drop-in sessions</p> <p>Social Media & ACC Website</p>	
Local community	2	<p>The local community are provided with information on the engagement plan and the three remaining valid options, and informed on the non-valid option. Detail will be provided on the works to be undertaken, advantages and disadvantage of each option that is relevant to the local community.</p> <p>The local community are also given the opportunity to provide feedback on the impact the three remaining valid options may have on their local area.</p>	<p>Able to partake in drop-in session</p> <p>Information available via website – survey link available.</p> <p>Social media</p>	<p>Feedback from the local community on the impact the three remaining valid options may have on their local area, will be taken into consideration when setting out Council decision and associated programme of works.</p>
Council tenants (Housing Revenue Account)	3	<p>Council tenants in the city are provided with information on the engagement plan and the three remaining valid options and informed on the non-valid option. Detail will be provided on the works to be undertaken, advantages and disadvantage of each option that is relevant to the cost to the Housing Revenue Account and housing provision.</p> <p>Council tenants will be given the opportunity to provide feedback on the three remaining valid</p>	<p>Email with link to survey.</p> <p>Able to partake in drop-in sessions.</p> <p>Information available via website.</p> <p>Social media</p>	<p>Feedback from Council tenants on the three remaining valid options, will be taken into consideration when setting out Council decision and associated programme of works.</p>

		options in terms of impact on the Housing Revenue Account and future housing investment		
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Engagement Plan

Residents living in and those that were living in RAAC affected homes

Pre-engagement Leaflet will be posted to households. The leaflet will set out a summary of the decision taken on the 3 July Council meeting, outline of engagement dates and timelines including when residents will receive the information pack and what will be included. The leaflet will also inform on how residents can provide feedback on the three remaining valid options.

Information pack that includes:

Information	Detail
Covering Letter	<p>The covering letter will provide clear and consistent messaging that each option will result in council tenants having to move out of their home with the right to return to the area. And that under the right to return policy, Council tenants will be allocated a home subject to availability and based on their housing need.</p> <p>The letter will also set out the contents of the information pack, key engagement dates, how residents can feedback on the impact valid options may have on their household and how resident feedback will be taken into consideration by the Council.</p>
Options presented	<p>The information pack will inform residents on the three valid options, setting out works to be done, advantages and disadvantages of each option. There will also be information on indicative cost and timeline. Information will be written in plain English, jargon free and designed in an engaging format.</p>
Survey	<p>The survey will enable residents to feedback on the impact the remaining three valid options may have on their household. There will be use of quantitative and qualitative data methods to enable effective reporting. Resident feedback will be taken into consideration when setting out a Council decision and associated programme of works.</p>

	Residents are given a postal address, or QR code to fill out the survey online. Residents can also be supported at the drop-in sessions to fill out the survey.
Summary of Engagement strategy and key engagement dates.	Engagement programme will be outlined with dates/times/venues. There will also be QR codes for residents to scan and request any accessibility, translation and visual aid requirements.

Drop-in sessions residents are able to meet with council officers at sessions in the local area. All three remaining valid options and the non-valid option will be displayed using exhibition boards. There will be two boards for each of the three valid options, setting out works to be done, advantages and disadvantages of each option. There will also be information on indicative cost and timeline. Information will be written in plain English, jargon free and designed in an engaging format. Drop-in sessions will take place over evenings, weekends, and mornings to ensure inclusive engagement (Please see the Integrated Impact Assessment for more information, Appendix C)

During the drop-in session, residents will have the opportunity to be supported to fill out the survey, and share any further feedback.

Council Website The website will be updated to provide electronic-copies of key engagement materials.

2. Local community

The wider community will be informed on the key engagement dates and timelines via email. The local community will be invited to attend the drop-in session to view information on the exhibition boards, meet with council officers to share further feedback and receive support filling out the survey.

3. All Council tenants (Housing Revenue Account)

Council tenants will be informed on the key engagement dates and timelines via email. Council tenants will be invited to attend the drop-in session to view information on the exhibition boards and meet with council officers to share further feedback and receive support filling out the survey. Calendar of events:
Engagement

July (Indicative dates)

Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6
8 Pre-engagement leaflet received – Residents living in RAAC affected homes	9	10 Information pack received - Residents living in RAAC affected homes	11 Information sent to Local Community and Council Tenants.	12	13
15	16	17 Drop-in session Torry x 2 sessions	18	19	20 Drop-in session Torry
22 Drop-in session Aberdeen City Centre	23	24	25	26	27
29	30	31 Deadline receive feedback.			