



Aberdeen City  
Health & Social Care  
Partnership

*A caring partnership*

# Strategic Plan 2025 – 2029

## Consultation and Engagement Plan





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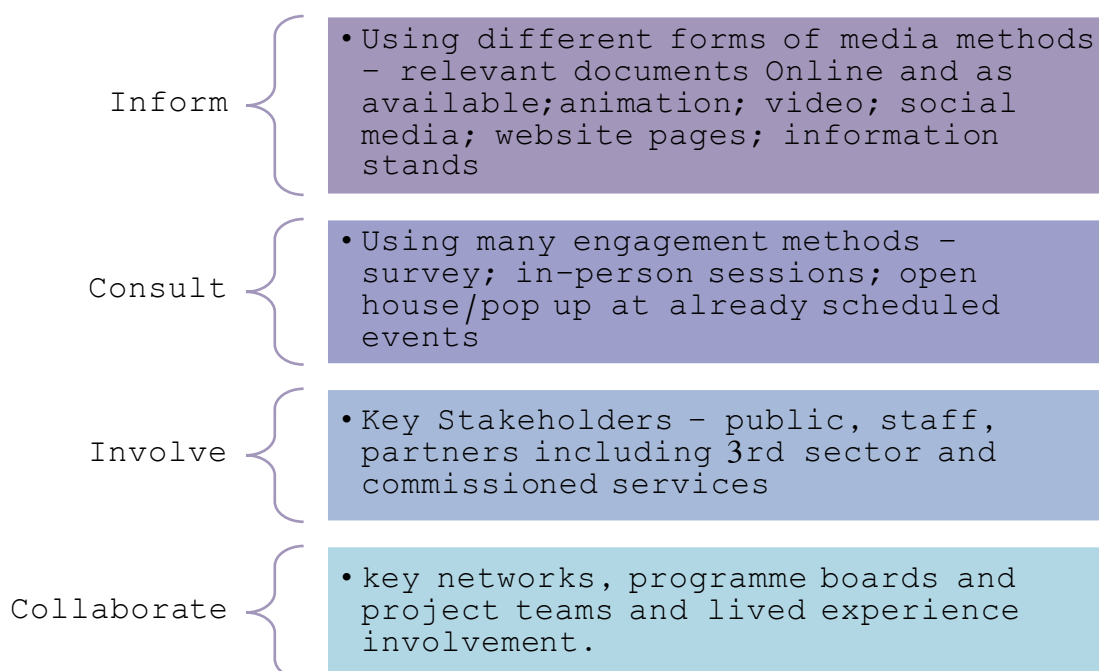
## 1. Key Facts

**Purpose of Paper:** To present engagement to date as well as the Consultation Plan for the refreshed Strategic Plan 2025 – 2029 ahead of the formal public consultation period and approval of the final Strategic Plan in July 2025.

**Dates:** Consultation period – 24th March 2025 – 14<sup>th</sup> May 2025 (7 weeks)

**Leads:**

- Strategy and Transformation Lead, Alison MacLeod
- Transformation Programme Manager, Stuart Lamberton
- Senior Project Manager, Grace Milne
- Development Officer, Matthew Carter



This document notes an extensive programme of engagement already undertaken as well as consultation planned towards May 2025. It is important to note that this will run alongside, and along with, the consultation on the Budget proposals and ACC Strategies also in consultation – the project teams will take every opportunity to streamline and combine where relevant.



## 2. Overview of Engagement undertaken to date.

The Draft Strategic Plan has been informed by engagement with staff, colleague's, and partners.

It has also been informed by a number of other relevant and aligned consultations that have already taken place for the Carers Survey, City Voice (#49 on Health), the Locality Plans and the refresh of the Local Outcome Improvement Plan (LOIP), and the General Practice Vision 2024-30. The availability of this rich source of information was extremely valuable and helped to avoid duplication and consultation/engagement fatigue. It also enabled us to develop a better informed draft with more detail that we might have otherwise been confident to include. Our community representatives on the Strategic Planning Group advise us that they find it easier to comment on a document that contains a lot of information, saying what they like and what they don't like rather than being presented with a blank sheet of paper and being asked what they would want to see included. It is hoped that this approach meets those needs also.

Our engagement to date has, therefore, been more streamlined than previously. Our approach initially was to sense check the key components of our Strategic Plan. This included asking all partners and stakeholders if our Aims, Vision, Values and Enablers are still relevant, and if not, what were we missing.

We also asked for opinions and options on how our Strategic Plan should be presented and what formats people find beneficial. During the initial engagement period we took the opportunity to check we are covering all relevant groups and contacts for consultation.

### Timeline of Engagement To Date

Forum	Date	Outcome
Commissioning Event	19 February 2024	Awareness raising and provider priorities
Staff Conference	29 February 2024	Awareness raising
Senior Leadership Team	6 March 2024	Initial Approval of timeline and approach
IJB CO Report	26 March 2024	Approval of timeline and approach
IJB Insights	16 April 2024	Review of performance/identification of high level priorities. NB: SLT encouraged to attend.
Strategic Planning Group	18 April 2024	Seeking confirmation that reps are content with approach
IJB Insights session	11 June 2024	Agreement of timeline and approach Overview of strategic context, direction and current priorities Values session and impact of budget explored
Senior Leadership Team	19 June 2024	Reviewed Agreement of timeline and approach Overview of strategic context, direction and current priorities Values session and impact of budget explored
Strategic Planning Group	20 June 2024	Feedback from engagement and confirmation of agreement of strategic context, direction and priorities (as per feedback from IJB and SLT)



Engagement Update to TPM Transformation Programme Managers meeting	2 July 2024	Planning: <ul style="list-style-type: none"> <li>• Strategy and Transformation Team - Jamboard- Priorities/ Delivery Plan</li> <li>• Staff Drop In Sessions (July/August)</li> <li>• Staff and Partners Questionnaire</li> <li>• Informed by Data / APR</li> </ul>
ACHSCP Staff drop in session 1	24 July 2024	Partnership wide session to raise awareness of timeline and approach  Overview of strategic context, direction, and feedback received so far  Encourage feedback and participation in development of the refreshed Strategic Plan
Specific meeting	24 July 2024	Arranged by COO/CO to discuss progress
ACHSCP Staff drop in session 2	1 August 2024	Partnership wide session to raise awareness of timeline and approach Overview of strategic context, direction, and feedback received so far Encourage feedback and participation in development of the refreshed Strategic Plan
ACHSCP Staff drop in session 3	6 August 2024	Partnership wide session to raise awareness of timeline and approach Overview of strategic context, direction, and feedback received so far Encourage feedback and participation in development of the refreshed Strategic Plan
Strategic Planning Group	22 August 2024	Update on current progress and planning ahead for public Consultation, views on formats.
CAN Come and Network Day	14 September	Stand Event at Aberdeen City Vaccination and Health and Wellbeing Hub, Come and Network Day looking for views on key components – Aims, Values, Vision and Enablers. Views on Communication and Formats.
IJB Insights Session	17 September 2024	Update on current progress and planning ahead for public consultation, and views on draft priorities and aims.
SLT – Critical thinking session	18 September 2024	Agreement of Strategic Plan priorities and high level overview, approval of comms plan and further discussions on content of 'evidence report'
IJB meeting	24 September 2024	APR approved at this meeting information to support draft Strategic Plan.
Impact Assessment	7 October	IIA developed and DiversCity Officers consulted
ACC Strategy Board	10 October 2024	Compiled Draft Strategic Plan, Evidence Doc and High Level overview on agenda for ACC Strategy Board to discuss.
IJB Consultation	11 October 2024	Compiled final version of the draft Strategic Plan containing high level overview and evidence report sent for IJB Statutory Consultation
SLT	9 October	Final version of the draft Strategic Plan presented to SLT containing high level overview and evidence report, and Consultation Plan
Grampian Gathering	12 October	Public Event, showcasing draft aims
Various	Locality Empowerment Groups	North, Central and South over October on views on Initial Priorities and Draft.



Various	Strategy and Transformation Team Sessions	Values Session – May 2024 – deep dive into our values and how we can further embed our values (feedback from Conference) Initial Priorities and Draft – October 2024 – Team thoughts on initial priorities, aims and other strategic plan key components.
Various	Stand Events – Health and Wellbeing Hubs	Feedback and Thoughts gathered through 3 stand events for views on key components – Aims, Values, Vision and Enablers. Views on Communication and Formats.
Various		Consultation and Communication Plan project team progress next steps in preparation for IJB Approval in November.
Various	Leaflet	Leaflet displayed and sent to teams, partners and network to link to us for consultation. Information back to Strategy Senior Project Manager and Consultation and Engagement Development Officer.
IJB	November	Draft to be considered for approval.

#### **Themes to date (reflected in and incorporated within Draft Plan)**

- Prevention and Early Intervention needs to stay high on our priorities if we are going to impact future health needs.
- Being honest with our financial forecast and implications, if service delivery needs to be affordable, be honest and say that.
- Honesty and Transparency are similar values do we need both?
- We need to make sure our communications are clear and any changes to access to services and new initiatives are consulted and communicated to the public
- Our current Strategic Aims are still relevant, however stigma, inequalities and sustainability are key themes mentioned in feedback.
- There should be less focus on 'business as usual' service delivery i.e. what we are already doing.
- We must rebalance towards prevention and early intervention e.g. falls prevention, management of long term conditions
- What do we need to do in relation to public communication and education using this as a tool for prevention encouraging self-care, improving health literacy, improving understanding that resources need to be targeted where they are needed not where they are wanted.



### 3. Purpose of Consultation

The purpose of our consultation is to take our initial Draft Strategic Plan 2025 – 2029 and consult with our key stakeholders including, public, staff, partners to

- Share our draft Strategic Aims, Priorities, Vision, Values and Enablers
- Show our linked partnership organisations, influencing strategies and legislation
- Clearly express our indicative priorities for Strategic Plan over the period 2025-2029.
- Enable opportunities to shape and develop the draft priorities ensuring we are not missing anything important
- Move focus on opportunities around prevention, service accessibility and financial position
- Collaborate with our key stakeholders to shape the delivery plan to achieve our strategic aims.
- Agree an approach on implementation of the Strategic Plan aims.

The consultation will have a particular focus on the Local Housing Strategy, Health and Social Care Partnership Strategic Plan, Community Learning and Development Plan, and the next Local Outcome Improvement Plan, Local Development Plan, and Locality Plans as identified in the interdependencies below.

Priorities will be aligned using the Place Standard tool, a nationally-approved tool to assist with long-term planning that promotes conversations about how to improve people's health, wellbeing and quality of life.

### 4. Interdependencies

Consultation on the Strategic Plan will run in conjunction the following:

1. ACHSCP Budget Consultation Process
2. ACC Local Development Plan
3. ACC Community Learning and Development Plan
4. ACC Housing Strategy

This will provide opportunities to work together to increase the number of opportunities to input, reduce engagement fatigue and ensure that all views are captured as well as informing our stakeholders of our performance achievements to develop from.

Approach detailed below from section 7 onwards.

NB : Not all of these opportunities will be captured here, but will be added as the plan develops further.



## 5. Data Protection

A joint privacy notice has been drafted and can be viewed [here](#). As the information gathered will be hosted on ACC engagement platforms and analysed from ACC devices, the ACC DPIA process has been followed.

A DPIA has been completed on behalf of the Joint Consultation process, and can be seen here for any more information here at [EngagementDPIABrief.docx](#)

## 6. Inform

### 6.1. Website

Website link - [Our Strategic Plan | Aberdeen City HSCP](#)

The following pages are required:

Consultation Drafts available with link to survey and questionnaire.

(To be uploaded once approved by IJB)

Draft documents in downloadable versions, with options for other formats as below.

If you need information provided in a different format, such as accessible PDF, large print, easy to read, audio recording or braille, or have any accessibility requirements please email [equality\\_and\\_diversity@aberdeencity.gov.uk](mailto:equality_and_diversity@aberdeencity.gov.uk).

### 6.2. Animation

Short video will be created on Biteable to provide more information and explaining why views are so important to hear for our next Strategic Plan. The narrative is outlined below.

- Aberdeen City Health & Social Care Partnership is responsible for the planning and delivery of community health and adult social care services in Aberdeen
- We have drafted a Strategic Plan that we would like to have your views on, and we want you to help and shape our priorities for the next 4 years
- Rundown of some of our challenges
- Quick look at our strategic aims
- Draft Priorities
- How to get in touch or invite us to your event.

### 6.3. Social Media

Utilising the Annual Performance Report key measures and highlights, we will be ensuring our priorities are conveyed alongside development of our previous achievements.



## Social Media Post planning

- 18 March 2025 – IJB Approval of Consultation Draft
- 24 March 2025 - Launch Consultation including SurveyLink
- 14 April 2025 – 1 month to go for Consultation
- w/c 14 April - Strategic Aim 1 – Picture representation and link to questionnaire
- w/c 14 April - Strategic Aim 2 – Picture representation and link to questionnaire
- 7 May 2025 – 1 week to go for Consultation
- 14 May 2025 - Closing Day for Consultation
- 1 July 2025 - Strategic Plan approved

## Where to Share / Tag

NHSG; ACC; ACVO; BAC; GCC; SHMU; LEGS; Community Planning; Community Councils etc

NB comments to be switched off

## 6.4. Visual Displays Onsite

Posters and interactive QR Boards to be developed and included at high-traffic sites including:

- |                               |                            |
|-------------------------------|----------------------------|
| • Aberdeen Vaccination Centre | • Aberdeen Royal Infirmary |
| • Health Village              | • Woodend                  |
| • GP Practices                | • Rosewell                 |
| • Grampian Gathering          |                            |

Example wall display below, and example poster overleaf. At times, a visual display could be manned to allow more explorative, qualitative discussions:



## 7. Consult

### 7.1. Survey Questionnaire (Common Place)

Survey to include; - <http://yourplaceyourplans.commonplace.is> (Link not yet Live)

- Consultation survey will include the same information for all 4 Plans and Strategies in consultation. This will also help support as previously stated the Place Standard tool on scoring the 14 themes to support development for our City. The themes that the ACHSCP IJB Strategic Plan links to are the following
  - Facilities and Services
  - Social Interaction
  - Influence and Self Control
  - Work and Economy



## 7.2. Consultation Approach

Largely, the approach to consulting with people about our Strategic Plan will follow an approach of “go where the people are” rather than to expect them to come us. We can do this by building on our existing high-traffic areas and events. We will be encouraging conversations and questions and also promoting feedback through the online survey questionnaire.

We have arranged a number of events to ensure we catch some of our key stakeholders and communities, but we are strongly encouraging and reaching out to those to invite us along to discuss with groups and communities where best suits them.

The joint consultation approach with the ACC other draft strategies will enable us to create less duplication and consultation fatigue within our communities. We plan to be able to answer some questions and take feedback for any of the draft strategies. A strong feedback loop will have to be created to ensure that we incorporate all we have heard and repeat that within our documents and communications.

This approach will help inform the Local Housing Strategy, Integration Joint Board (IJB) Strategic Plan, Community Learning and Development (CLD) Plan and Local Development Plan (LDP), as well as the development/refresh of remaining strategies to be developed in 2025/2026. Further targeted engagements (ACHSCP Led events detailed below), based on learning from the Place Based tool, will continue throughout the consultation and the remainder of 2025 to feed into the revised LOIP, Locality Plans, Local Development Plan and Local Transport Strategy in 2026.

### ACHSCP Spaces

Health Village  
Health and Wellbeing Hubs – Tillydrone, Greyhope, Healthy Hoose, GetActive@Northfield  
Sports Centres, Community Centres & Libraries  
Abdn City Vaccination Centre and Wellbeing Hub

### Events

Date	Event
18 March 2025	IJB Draft Consultation for Approval (Public Papers)
24th March 2025	Launch Survey and Consultation – Social Media Event and Pop Up at Aberdeen Vaccination And Wellbeing Hub
DATE TBC	Providers Event
17 April 2025	Strategic Planning Group
27 March 2025 AM	Locality Event Central – Rosemount CC
27 March 2025 PM	Locality Event South – Greyhope Community Hub
26 April 2025	Locality Event Central – Sports Village
26 April 2025	Locality Event South – Airyhall
10 May 2025	Locality Event North – GetActive@Northfield
10 May 2025	Locality Event North – Kings Church BoD
The following will be pop up events (max	North East Scotland College (NESCOT) pop-up(s) (Exam time) Robert Gordon University – (Ishbel Gordon Building) pop-up(s) Aberdeen University pop-up(s)



of 2 per site) Dates yet to be determined

May (all month)

Wellbeing Festival Event Pop Ups

Various Lived Experience Groups  
Dates TBC

Wellbeing Wednesdays  
Carers Reference Group  
Wee Blether  
Locality Empowerment Groups  
Priority Neighbourhood Partnership Meetings  
Community council forum – first Monday of every month  
GREC equalities group  
Aberdeen Volunteer Co-ordinators Network  
Aberdeen Youth Movement/ Council  
North East Sensory Services  
The Aberdeen Inter-Faith Group, which represents 17 religions or denominations.

## 8. Involve & Collaborate

### 8.1. Key Stakeholders

**Staff** – ensuring our staff recognise their contributions and understand how their work feeds into the Strategic Plan; making sure our staff's feedback and views are represented.

**Partners** and Linked Services, working with partners Housing, Children's Social Work, Education, Hospital services and linking in with subsequent action plans/ strategies that we can help influence or refer to within our Strategic Plan.

**Public** – ensuring our public's views, concerns, priorities are addressed where possible within the strategic plan, and supporting and enabling our communities to be involved and included in decisions.

**3<sup>rd</sup> Sector** - working with ACVO and others, to network and support opportunities within the sector and links with ACHSCP services, recognising their contributions to Health and Social Care support across Aberdeen.

**Commissioned Services** – Attendance at the Commissioning Academy and other commissioning or provider events to work with providers to gain more feedback on what we need to include in our Strategic Plan to support our commissioned providers.

### 8.2. Existing Groups with Lived Experience Representation

As these focus groups are confirmed, this document will be updated.

Existing groups within ACHSCP's will be encouraged to influence the development of the Strategic Plan, and we will make the first effort with these groups to be included for feedback within the Survey and also encouraged to include us within their meetings.



- Locality Empowerment Groups
- Carers Reference Group
- Strategic Planning Group
- Equalities Participation Network (GREC)
- Tenants and Care Home Participation Network
- Equalities and Human Rights Group
- Community Council Forum
- Aberdeen Volunteer Co-ordinators Network
- Aberdeen Youth Movement/ Council
- North East Sensory Services
- The Aberdeen Inter-Faith Group, which represents 17 religions or denominations.

## 9. Understanding Impact

In order to understand the potential impacts on people with protected characteristics and those considered within our Integrated Impact assessments, bespoke focus groups will be contacted and established where appropriate and as identified above.

We have considered an initial stage 1 Integrated Impact Assessment – proportionality and relevance for our Draft Plan and Consultation.

Additionally, our projects and programmes will undertake separate engagement, inclusion and impact assessments as each progress.

## 10. Completing the Feedback Loop

We recognise the importance of demonstrating how the views and impacts gathered in the consultation and engagement process have shaped the Strategic Plan 2025 -2029.

There will be a full Communications Plan to support the Final Strategic Plan full launch, including feedback on what we have heard and what we have incorporated or not, and the reason why not. This will form the basis of our governance and delivery plan structure to ensure our key messages, initiatives, changes and impacts are clearly consulted and communicated within Aberdeen City.

Throughout the Consultation period we will be seeking views on how best people would like these messages to be relayed, there are many imaginative communication methods, and we want to ensure ACHSCP are engaging the best way possible.