



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 all outputs of the Engagement and Consultation stages for the Strategic Plan 2025-2029 Development.

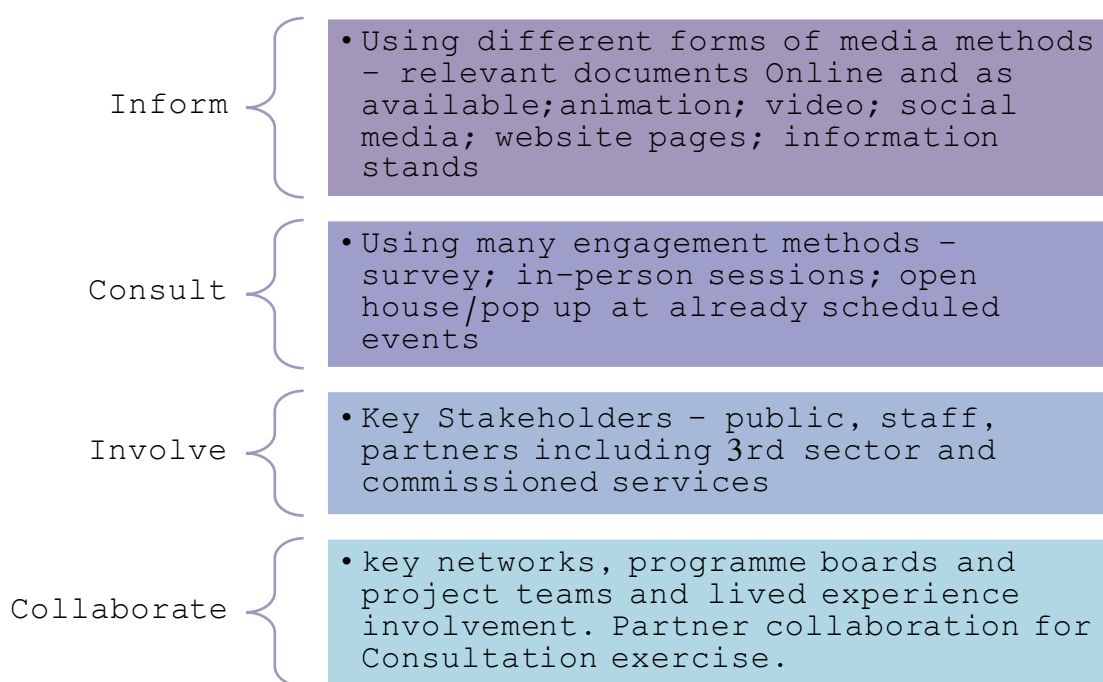
Dates:

Engagement period – February 2024 – March 2025

Consultation period – 24th March 2025 – 18th 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 a joint consultation activity period. It is important to note that this has run alongside, and along with, the consultation on the Budget proposals and ACC Strategies also in consultation. We provide Community Engagement Guidance for staff to use for all our Engagement activity – you can find it here

<https://www.aberdeencityhscp.scot/globalassets/documents/guidance-for-community-engagement-human-rights-and-equalities.pdf>



2. Overview of Engagement undertaken to date.

The Draft Strategic Plan was informed by engagement with staff, colleagues, and partners.

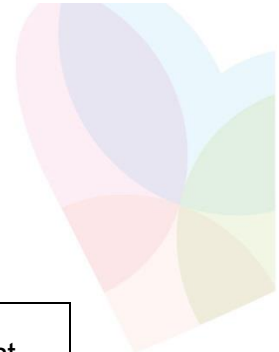
It has also been informed by a number of other relevant and aligned consultations that have already taken place for the Carers Survey, City Voice (#49 on Health), the Locality Plans, the refresh of the Local Outcome Improvement Plan (LOIP), and the General Practice Vision 2024-30. The availability of this rich source of information has been extremely valuable and helped to avoid duplication and consultation/engagement fatigue. It has also enabled us to develop a more informed draft with a higher level of 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 in previous iterations. 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 were still relevant, and if not, what was 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 that we were covering all relevant groups and contacts for consultation.

Timeline of Engagement February 2024- March 2025

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 representatives 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"> • Strategy and Transformation Team - Jamboard- Priorities/ Delivery Plan • Staff Drop In Sessions (July/August) • Staff and Partners Questionnaire • Informed by Data / APR
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	March 2025	Statutory Consultation with Draft to be considered for approval.



Themes to date (reflected in and incorporated within Draft Strategic 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 and use 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.

Informing the Draft Strategic Plan.

All the information and themes above informed the Draft Strategic Plan, this plan was agreed in March 2025 (link to papers below). In turn this launched the Consultation plans as outlined on page 8.

[\(Public Pack\)Agenda Document for Integration Joint Board, 18/03/2025 10:00](#)



3. Purpose of Consultation

The purpose of our consultation was 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 and by doing so, ensuring that 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 anymore information here at [EngagementDPIABrief.docx](#)

6. Inform – Communications Activity

6.1. Website

Website link - [Aberdeen City HSCP](#)

The following pages are required:

Consultation Drafts available with link to survey and questionnaire.

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 ACHSCPenquiries@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 Survey Link
- 14 April 2025 – 1 month to go for Consultation
- 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. Consultation

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 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 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 ACC alongside 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

8th May 2025
May (all month)

BSL Session – Interpreters in Attendance
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.

Third 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 will be encouraged to influence the development of the Strategic Plan, and we will ensure that these groups are included in 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 including feedback from our Engagement and Consultation for the wider Strategic Plan document.

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



10. Consultation Output

Place Standard Consultation

Consultation for the ACHSCP 2025-2029 was carried out as part of the Your Place, Your Plans, Your Future engagement exercise used to help inform the production of a number of the key strategies and proposals which will impact the citizens of Aberdeen.

Between 24 March and 18 May 2025, 2,087 citizens took the opportunity to inform our developing strategic plan for 2025-2029.

Of those who took part, 987 completed the survey (615 online and 372 paper copies), 134 took part in a locality event and 379 in facilitated outreach sessions. There were also 587 children and young people who took part in a children and young people designed version.

Considerable time has been spent reviewing the data and suggestions made for the five themes which were identified as impacting Health and Social Care delivery. The full 14 themes are included below with an indication of those which had content which was relevant to ACHSCP. These were:

- Facilities and Services
- Influence and Sense of Control
- Social Interaction
- Housing and Community
- Identity and Belonging



Participants were asked to score these areas from 1 to 7 with one being 'very bad' and 7 being 'excellent'. From the 5 themes which were relevant to ACHSCP, we can see that facilities and services scored highest with influence and sense of control scoring a mean of 3.3, which was the lowest of all 14 themes which were analysed during the consultation.



Theme	Mean Score	Base
Facilities and Services	4.2	1,144
Housing and Community	4.2	1,033
Social Interaction	4.2	1,087
Identify and Belonging	4.1	998
Influence and Sense of Control	3.3	951

A Place Standard consultation was undertaken in 2023 (ACHSCP was not explicitly part of this consultation), however from this we can see that overall, there has been a slight increase in participants' perceptions of these areas, or that these have stayed the same.

Theme	2023	2025	Change between 2023 and 2025
Facilities and Services	3.9	4.2	0.3
Housing and Community	4	4.2	0.2
Social Interaction	4	4.2	0.2
Identify and Belonging	4.1	4.1	0
Influence and Sense of Control	3.3	3.3	0

The following section will look at each theme and pick out particular areas that were commented upon as part of the consultation process which relate to ACHSCP.

Facilities and Services

Within Facilities and Services, participants were asked to give their opinion on areas of good practice and suggest what could be improved.

The positive impact of **community centres and hubs**, which offer a range of services and activities that cater to different needs were highlighted as an area which was performing well while **access to healthcare services**, particularly GP and dental services, were highlighted as a concern and an area for improvement. Participants report difficulties in accessing these services due to long waiting times and oversubscribed practices. "*Many services over-subscribed making it hard to see a doctor or dentist etc.*" They call for more doctors, better appointment systems, and improved access to healthcare facilities.

Our response: Within the ACHSCP Strategic Plan 2025-2029, the delivery plan outlines the intention for the GP Vision Programme to be delivered and for the Primary Care Improvement Plan (PCIP) to be refreshed. This should target some areas for concern raised by participants.



Participants also mention that their **Safety** in public spaces was important. Participants mention issues with antisocial behaviour, drug use, and general neglect of public areas. They call for more police presence, better maintenance of public spaces, and initiatives to address substance use and homelessness. *"There is a lack of joined up thinking between services in relation to addiction and mental health."*

Our response: There is ongoing work with Mental Health Services across Grampian to improve access to services and to improve the outcomes from alcohol and drug misuse and minimise the possibility of death from substance misuse. This is outlined in the ACHSCP delivery plan for 2025-2026.

Within the Facilities and Services theme, ACHSCP also posed two specific questions around proposals. The following outlines the response from participants around these and some of the comments received before outlining our response to these comments and concerns.

	Overall % yes
Proposal 3: Refresh our Primary Care Improvement Plan to improved access to local primary care services.	93.6% (Base = 715)
Proposal 4: Review the allocation of social care resources to ensure more community and home-based services allowing people to live independently in their own homes.	93.4% (Base = 731)

Comments received centred around the difficulty of accessing healthcare services, particularly GP appointments. There is a call for better access to services particularly for the elderly and those with mental health issues. There is a feeling that the current system is overwhelmed and that more GPs are needed to improve accessibility. The impact of new housing developments on services was also raised.

"People are struggling to get appointments at GP and are either being missed or they are clogging up other areas of the NHS.", "Yes we are in desperate need for more available GP appointments." And

"I am a GP and we are working way over our working hours and doing a lot of remote working just to keep our heads above water and try to provide the best quality service we can - but constant complaints and lack of understanding from the public on how difficult the current Primary Care environment is to work in is demoralising! Please do anything you can to help - but more investment is required. We cannot afford to hire any new doctors due to NI increases and running costs. Needs sorted or more GP practices in Aberdeen will shut."

Other comments received include concerns around the **Consistency and Co-ordination** and the impact of a lack of standard procedures and the autonomy of GP practices was raised. A more coordinated approach to implementing changes in the primary care system



was suggested. There was also a suggestion for more pilot projects to be implemented before making changes to the system. *"Ensure pilots projects have been implemented first before changing and restructuring the system"* Some participants also asked for **more information** about the proposal and its objectives, as well as the financial feasibility of it.

Our Response: The primary care system is the front door to many of our services and we are aware that some members of the community are not pleased with the service that they receive. Our Delivery Plan for 2025-2026 which is embedded within the Strategic Plan 2025-2029 outlines the intention for ACHSCP to deliver the outcomes from the GP Vision programme and for a refresh of the PCIP programme. It is intended that this will assist GP Practices and allow for GP's to prioritise their work as expert General Medical Practitioners. Comments received highlight the lack of understanding around the proposal, so a communications plan will be formed from these programmes in an attempt to widen the reach of these programmes of work so that members of the public are aware of them and kept abreast of any changes to services that may impact upon them.

Proposal 4 relating to reviewing the allocation of services to ensure more community and home-based services was positively received by participants. The following comments were made which highlighted some concerns regarding **Community care**, with participants highlighting the importance of providing adequate community care and support for the elderly and those with disabilities. *"Well needed"* They emphasise the need for more resources, better training for carers, and improved access to services. Some participants were unconvinced about the proposal's **feasibility and effectiveness**. They raise concerns about funding, the availability of staff, and the potential for the proposal to be used as a cost-saving measure rather than genuinely improving care. There are also worries about the lack of detailed information and the potential **negative impact on existing services**.

Our response: as part of the planning of a proposal such as this, the negative impacts would require to be considered and assessed as part of an Equality Impact Assessment, the outcome of this assessment would be accessible to the public on the ACHSCP website.

Housing and Communities

Participants were asked to rate their feeling towards housing and the community within their area. Although housing in general is a function of Aberdeen City Council, ACHSCP has some responsibility for adapted housing. Community engagement and promoting community participation is also a priority for ACHSCP. The following comments were received in these areas.

Participants highlighted the following as positives within their areas, **Community spirit** is highlighted as good with friendly neighbours seen as important *"Good and inclusive community"* and *"Community spirit is good in most areas, local projects increase participation"*. Some participants felt that **Housing** in their area is well-maintained with many new developments under construction. *"Homes are well kept and there are options for elderly in terms of adapted"* and *"Homes are in good condition"*



While other participants noted that there could be improvements made in **Facilities and Infrastructure** which would support the growing population in areas of new development. There were concerns about the lack of community spaces, shops, doctors, and other essential services in housing areas, especially in new developments. *"There aren't facilities for the increased population. Doctors, dentists, school places."*

Our response: Outlined within our delivery plan for 2025-26, and in conjunction with our partners in Aberdeen City Council, ACHSCP intends to influence the redesign of sheltered housing to modernise the model of housing support. There has also been ongoing work in the likes of Counteswells to establish provision to services such as Community Treatment and Care (CTAC) services and access to Health Visting which helps to support services within communities.

Participants were asked whether they agreed with the following proposal and were encouraged to comment upon it. Some participants raise concerns about the council's ability to **implement the proposal**, citing past experiences and a **lack of trust** in the council's commitment to listening to local opinions. *"The feeling in my area is powerlessness; that ACC will do as it wants regardless of what the locals want."* Others are concerned about the practical implementation of the proposal, questioning how it will be achieved and whether it will address the real issues faced by the community.

	Overall % yes
Proposal 3: We will help to create thriving, inclusive communities across the city which support independent living and involve local people in decision making about the places they want to live.	93.3% (Base = 686)

Our response: ACHSCP does not have responsibility for housing, but has some input into adapted housing and encouraging communities to thrive. Since 2020, we have had an integrated locality planning team in place which works between ACHSCP and ACC. The team is responsible for planning, promoting, and delivering the three Locality Empowerment Groups across Aberdeen City. The Local Empowerment Groups function as a means to increase community involvement in decision making and strengthens our local communities. Attendance at our LEGs have grown over the past year, and we would like to see this continue over the next period to ensure that our decision making is inclusive as possible for the communities we work in.

Social Interaction

Participants were asked to comment upon good areas where they see social interaction take place. Participants mentioned different **Community Events and Activities** including local self-help groups, charity events, and social support groups. The spaces and opportunities for social interaction are plentiful, preventing people from feeling lonely. The variety of



opportunities for social interaction was praised, for example, “**knitting group which is great**”, “**free activities like museums / art galleries**” and “**very active community garden**”. Some participants also commented that there were good **Spaces for social interaction** available within their community.

When participants were asked what could be improved about social interactions, some felt that due to the closure of local resources that there was a **decline in Community Engagement**. Participants said there should be more activities that “foster social interaction without a commercial aspect, particularly for younger people” such as festivals, fun days, and creative activities, especially those that are not centred around alcohol, “More support could be given to establishing an evening cafe culture, the opening of libraries, community centres, and other public buildings to provide options for evening socialising?”. Spaces to socialise that did not centre around alcohol were regarded as important with calls for “Alternatives to pubs... Community gyms, library and community spaces for different clubs to meet”. It is deemed important that there is a **Variety of Activities** that cater to different interests and age groups, including more options for people with full-time jobs. There were also concerns raised relating to **Social Isolation** and that participants perceived that there was “A lot of social isolation in older generation and in young people of post-school age”. Social connectedness could be improved if “More effort could be spent to get others involved”, and that **promotion and communication** was important with participants suggest using local media and online platforms to keep information updated; “Bringing together the information” and running “more publicity pre-event” was suggested.

Our response: ACHSCP offer a variety of community activities under their Stay Well Stay Connected programme. These include those aimed at families and older adults. Activities are available across Aberdeen City and last year saw more than a 150% increase in uptake over the activities promoted. We hope that this increase will continue. ACHSCP are committed to increasing our social media presence and will continue to advertise events through these means alongside more traditional methods to ensure inclusivity across our communities.

Participants were asked whether they agree with the following proposal related to social interactions.

	Overall % yes
Proposal 1: Work with partners to develop, deliver and promote a range of activities in our communities to increase social interaction and improve both physical and mental health and wellbeing.	93.1% (Base = 699)

Participants highlighted the impact that such opportunities can have on **Health and Wellbeing Services** “*it is such an important element for good health and wellbeing.*” They suggest that communities are “*included in planning events etc in order to connect socially and with confidence*”. Comments also suggest including more **family-oriented events and initiatives** should be part of the proposals to “help people to get to know their neighbours would be good - we can the better support each other.” Participants also suggested targeting



support for hard to reach individuals as part of the proposals. Participants highlight the particular needs of disabled people, single dads and those living in “blackholes” that are often neglected such as Stockethill and Ashgrove. They also highlighted the importance of **Involving of Multiple Partners** such as Community Councils, emergency services, local council workers and business partners should play a central role in the proposals.

Our response: As mentioned, ACHSCP play a key role in engaging with communities and empowering them to be part of decision making and to engage in activities through our Stay Well Stay Connected programme which will promote their health and wellbeing. Family focused activities such as the PEEP programme are part of the suite of activities on offer alongside others such as the Boogie in the Bar and Soup and Sannies in Seaton.

Identity and Belonging

Participants were asked what was good about identity and belonging in their area. Some said that **Community Centres, Events** and volunteer efforts contribute to a strong sense of belonging and identity in Aberdeen. Participants praised cultural events and organisers such as Inspire, Spectra, Tall ships, and NuArt as helping to promote Aberdeen’s sense of community. Participants also said schools and community centres help promote community and belonging and appreciated newsletters and social media which help keep people connected.

Participants were also asked about areas which may improve this and it was suggested that more could be done to target **Integration and Inclusion** and that there is a desire for better integration and inclusion of international residents who sometimes find it “**challenging to connect with local Aberdonians.**” There is also a call for more positive promotion of the city to counteract the negative perceptions, “**Fix the city centre, make it vibrant and people will care and be proud of this place again.**”

Our response:

ACHSCP works with partners and has a sub group from the Strategic Planning group focussed on equalities and diversity. Our Equalities Outcomes and how we undertake our Impact assessments is regularly reported on and we manage progress across all our services. We regularly provide updates on what Health and Social Care can contribute to identity and belonging, and this ensures that everyone has access to health and social care information and services. | Aberdeen City HSCP

Influence and Sense of Control

Participants felt that there was a need for **Transparency and Communication** from the council; “**what they are doing and why**”. Participants want to be informed about what is happening in their area and how their feedback is being used. Participants also criticised the use of “jargon” and “lengthy technical documents” in consultation exercises, suggesting these “**make it hard for us to understand**”. Participants want to be informed about what is happening in their area and how their feedback is being used. Comments were also received that **Community Outreach and Engagement** could be improved and it was recognised that “not everyone is on social media” and they used “different methods to reach out” Involving



“disabled and visually impaired individuals in consultations would make the city safer and more inclusive.”

Our response: ACHSCP use a variety of methods to communicate with people, groups and communities including social media, our website and more traditional methods (e.g. posters). Community engagement is a significant part of the role of the ACHSCP and it is something which we look to improve on, we strive to make our documentation more accessible to all and make summary versions of our major documentation such as our Strategic Plan, our Annual Performance Reports and the Strategies for which we are responsible for.

As part of our engagement period, we have been targeted groups which are traditionally under-represented to ensure that opportunities were available for all residents to feedback. These have included sessions online for those with physical or mobility issues, BSL Sessions with interpreters and face to face sessions within established groups.

Proposals relating to influence and a sense of control include:

	Overall % yes
Proposal 1: Continue our inclusive approach when designing and delivering services ensuring the voices of our communities are heard and help influence decision making.	91.9% (Base = 669)
Proposal 2: Provide capacity building support to communities, all ages, to support them to have a voice, participate in decision making and take action to create, develop and sustain local programmes and activities which address emerging priorities.	91.9% (Base = 628)

The themes which were picked up from the comments relating to the proposals were similar to those from the main influence and sense of control topic, and there was some scepticism about the feasibility of the council's ability to execute the proposal; "No confidence that this can be achieved – aspirations should be realistic." Participants also suggested that there was **"Not much evidence that this is actually taking place."** Participants suggested that there needs to be improved **communication** and that that the **"council don't listen to what the people want"**. Participants suggested that there needs to be better communication around decision making, suggesting the council **"Need to be clear about what is being taken forward and what isn't and how that links back to what was said."** Participants called for better communication and more opportunities for participation rather than **"token surveys"** or **"box ticking"**. Participants also emphasised the need for **genuine consultation** and the inclusion of community voices in decision-making, and that **"Moving ahead with the plans in the face of overwhelming opposition from the community is arrogant"**, and "creates distrust." Other participants welcomed the proposal suggesting it was **"Good for building trust and create services that are needed. All voices, especially ones that have felt unheard are heard."** **Inclusive consultation** was



suggested across a wide range of ages, ethnic groups and areas across the city was seen as a positive step. Townhall meetings were suggested as a way for councillors to respond to local needs, show a genuine commitment to co-production and be accountable “rather than a tick box” exercises. Participants emphasised the need for action not just consultation, “For all sectors of the community to feel represented, they need to be able see that ‘people like them’ are being listened to and contributing to strategies and plans.” Participants highlighted the need for a “transparent strategy” for hearing from those who are “not part of existing groups”, a way to “*tackle integration*” and hear from those who are “*socially isolated*.”

Our response: Many of the comments received were directed to our ACC partners, however this highlights the importance that our communities place on communication and consultation which is inclusive. Our Engagement Guidelines outlines how the Partnership intends to do this and how we engage with our communities on a variety of topics.

<https://www.aberdeencityhscp.scot/globalassets/documents/guidance-for-community-engagement-human-rights-and-equalities.pdf>

11. 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.

A Communications Plan will 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 have been 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 in the best way possible. The Communication Group will consider the best course of action from the feedback received to relay information back to our engagers.