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Meeting Location	Crown Office	Client	Transport Scotland
Meeting Date/Time	2 October 2013, 10:30	Project	A90/A96 Haudagain Improvement
Subject	Stakeholder and Community Engagement Working Group	Project No.	B1557630
Participants	Refer to Item 1	Notes Prepared By	JUK

File**cc:**

Item	Subject	Description	Action
1	Attendees		
	(i)	<p>Aberdeen City Council (ACC):</p> <p>Maria Thies – Project Manager for New Build Programme Paula Martin – Project Manager for Housing and Environment Alana Donald – Marketing Officer Ken Neil – Senior Transport Engineer Steven Christie - Communications</p> <p>Jacobs (JUK):</p> <p>Andy Mackay – Scheme Manager Chris Hutt – Assistant Project Manager Ted Keegan – Environment Team Leader</p>	
2	Introductions and Apologies		
	(i)	Apologies were received from John MacIntyre of Transport Scotland and Martin Smith of ACC.	
3	Remit of the Group		
	(i)	<p>JUK noted that although the road improvements and regeneration projects were being progressed in parallel, the public would view the works as one project. It was therefore important that a strong communication strategy was developed that delivered consistent messages. All agreed that it would provide a positive message if both parties worked together.</p> <p>JUK agreed to prepare a paper setting out the remit of the group.</p>	JUK
4	Community Engagement Strategy		
	(i)	JUK noted that they had reviewed ACC's Draft Communications Strategy issued in advance of the meeting. JUK suggested that either a joint communications plan could be developed or separate ACC and Transport	

Meeting Notes

(Continued)

Page 2 of 4

		<p>Scotland (TS) plans.</p> <p>It was agreed that ACC and TS would develop separate plans which aligned with each other and also cross referenced each other where appropriate e.g. on matters relating to joint publications, events or other relevant communications. The plans would include key programme milestones for the respective project and also dates/timescales of joint actions.</p> <p>All to contribute to the development of a communications programme.</p>	<p>JUK / ACC</p> <p>JUK / ACC</p>
	(ii)	<p>JUK noted that many of the recommendations in the Draft ACC Communication Plan provided opportunities for combined engagement. For example, JUK could attend Open Days (Drop-in centres) and Community Meetings, contribute to newsletters and develop a combined Q&A with ACC that delivered consistent messages.</p>	
	(iii)	<p>JUK explained to ACC that they were currently undertaking a design stage which involves the consideration of various traffic models including an assessment of how the scheme performs against each model. This current stage of work will culminate in a public exhibition which will be held in Spring 2014 to present the outcome of this current stage of design work. JUK therefore suggested that community engagement in advance of Spring 2014 would allow comments and information received to be considered.</p>	
	(iv)	<p>Each of the recommendations of the Draft ACC Communication Plan were discussed as follows:</p> <ul style="list-style-type: none"> • Open Days – ACC agreed that JUK could attend drop-in events to provide information to local residents. JUK noted that one or two events held monthly between December and February would be ideal. Feedback cards could be prepared to encourage comments. ACC to advise suitable dates and venue. • Community Groups / Councils – ACC agreed to provide a list of key dates for community meetings. Subsequently ACC/JUK would agree where attendance at meetings was appropriate. • Website – It was agreed that the respective ACC / TS websites would not provide information about the other's project. Instead a link could be provided directing users from one website to the other. • Media Activity – It was agreed that a separate meeting would be required between ACC and TS communications departments to agree a media strategy. It was noted that attempts should be made to agree a joint media releases or issue joint messages where possible. Where this was not possible then, as a point of courtesy, advance notice of the media release should be provided to the other party if possible. • Newsletter – It was agreed that newsletters could supplement open days as platforms for joint ACC/TS communications. (See section 6 for further discussion) 	<p>ACC</p> <p>ACC</p> <p>JUK/ACC</p> <p>ACC/JUK</p>

Meeting Notes

(Continued)

Page 3 of 4

		<ul style="list-style-type: none"> • FAQ's – See section 5 	
5	Develop a combined Q&A		
	(i)	JUK explained that an agreed Q&A could be used and developed throughout the life of the project. JUK / ACC agreed that there will be generic questions that either party could answer and specific questions that should be directed to the responsible party.	
	(ii)	<p>JUK outlined some topics / questions (see below) under which each party could consider standard Q&A. JUK also added who they thought would be responsible for answering the questions under each heading.</p> <ul style="list-style-type: none"> • TS - Detailed road improvement queries relating to the likes of timescales, objectives, statistics and scheme benefits. • ACC - Detailed regeneration queries relating to the likes of timescales, objectives, statistics and scheme benefits. • ACC (with TS input) – Process for ACC tenants. • Joint – When will people/workers be onsite and what will they be doing? • Joint – Who can I contact for information? Community engagement. • Joint – Link between the regeneration and road projects. • Joint – Owner/occupier queries 	<p>TS/JUK ACC ACC JUK/ACC JUK/ACC JUK/ACC JUK/ACC</p>
	(iii)	ACC/JUK agreed to develop the Q&A in line with the above responsibility in advance of the next meeting. Questions will be listed under the above heading or new headings identified by either party.	ACC / JUK
6	Use of Middlefield Matters		
	(i)	ACC advised that the recently issued Middlefield Matters was the first issue of the newsletter. ACC added that it was produced to supplement various media releases to ensure clear information was supplied to the Middlefield residents. ACC currently has no agreed timescale for additional publications of Middlefield Matters.	
	(ii)	JUK suggested that Middlefield Matters was a good platform to issue joint information to local residents. JUK added that the next Middlefield Matters could be issued in December providing information about both projects and also providing dates of the combined drop-in centre. A subsequent publication in Jan/Feb could provide a further project update, details of the public exhibition planned for Spring and feedback with regard to any questions/comments received from the local residents during the previous drop-in event.	
	(iii)	ACC agreed that Middlefield Matters would be a good way of issuing joint messages and information. To allow for a publication to be produced and issued in December, ACC requested that the text be agreed by the end of October to allow printing and issue by the end of November. ACC also requested that JUK issue relevant logo's in EPS format along with the text.	JUK / ACC
7	Additional Transfer of Information		
	(i)	JUK tabled a newsletter that TS produced and issued on the Forth Replacement Crossing Project. JUK had considered the possibility of producing similar newsletters for this project but it was agreed that the information could be provided in Middlefield Matters instead.	

Meeting Notes

(Continued)

Page 4 of 4

8	Stakeholder Mapping		
	(i)	JUK tabled the outcome of an initial Stakeholder mapping exercise undertaken whereby known potential stakeholders were identified and their level of interest and influence ranked as low, medium or high. JUK noted that this would influence the TS/JUK Communications Strategy.	
	(ii)	<p>JUK queried who some of the groups were listed in the Draft ACC Communications Plan. ACC responded as follows:</p> <ul style="list-style-type: none"> • Middlefield Community Project – Partly Council funded project; • M.A.R.A.G – Residents action group; • Manor Park Parent Council – Primary school group; • Youth Committee – Manor Ave based community project; • Healthy Hoose – NHS drop in service; • Pathways – Manor Ave based contact for unemployment; and • Henry Rae Centre – Manor Ave based community centre. <p>ACC agreed to provide information / contact details for each group. JUK to update stakeholder mapping as appropriate.</p>	ACC/JUK
	(iii)	JUK noted their intention to issue letters accompanied by a drawing to selected stakeholders, including community councils, requesting information that will assist development of the environmental baseline for the road project. It was agreed that the letter / drawing would be issued to ACC in advance for comments.	JUK
9	Any Other Business		
	(i)	<p>JUK suggested that the next working group meeting takes place in early December in advance of the combined drop-in days. JUK to suggest dates for next meeting.</p> <p>JUK added that a further meeting could be arranged at a later date for early 2014 in advance of the public exhibition.</p>	JUK