

ABERDEEN CITY COUNCIL

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| COMMITTEE | Hazlehead Grove Nursery Working Group |
| DATE | 12 February 2014 |
| DIRECTOR | Peter Leonard |
| AUTHOR | Claire Hunter, Change Manager |
| TITLE OF REPORT | Community Engagement Plan |
| REPORT NUMBER: | |

1. PURPOSE OF REPORT

This Report details a plan for the delivery of a City-wide campaign aimed at generating the interest of community groups and encouraging them to get involved in the development/use of the Hazlehead Grove Nursery.

Engagement with Craigiebuckler and Seafield Community Council in relation to their involvement in the development/use of the Nursery will be managed outside the scope of this Plan.

The Project team seek approval from the Working Group to implement this Plan within agreed timescales.

2. RECOMMENDATION(S)

That the Working Group recommends approval of the report to the next meeting of the Housing and Environment Committee.

3. FINANCIAL IMPLICATIONS

There are no immediate financial implications for this report.

4. OTHER IMPLICATIONS

The Corporate Management Team (CMT) will have oversight of this project through the Programme Management Office (PMO).

5. BACKGROUND TO THE PLAN

5.1 The vision for the Hazlehead Nursery as defined by the Working Group is as follows:

Hazlehead Grove Nursery – a smart, green place to grow people and communities.

5.2 In developing this Plan, the Project Team considered a range of options for engaging and communicating with community groups and organisations regarding the potential opportunities at the Hazlehead Grove Nursery.

5.3 The Project Team considered factors such as:

- Generating interest – positioning the opportunity to community groups to generate interest and to stimulate imagination and ideas.
- Inclusivity and fairness – ensuring the opportunity reaches as many community groups as possible through communication and fairness in approach.
- Practicalities – methods for communication, the practicalities and available resources.
- Costs – the costs associated with community engagement.
- Time – agreeing the right time to start talking to community groups about the opportunities that may be available and the impact on other workstreams of the Project Plan.

5.4 The Plan detailed below provides a suitable option for addressing these factors.

6. THE COMMUNITY ENGAGEMENT PLAN

6.1 What is the purpose and scope of the engagement process?

The purpose of the engagement process is to generate the interest of community groups and organisations and to encourage them to get involved in the future development/use of the Hazlehead Grove Nursery. This will be achieved via the delivery of a City-wide campaign whereby community groups and organisations will be invited to respond to a campaign brief and “pitch” their plans for how they will take ownership / make use of a plot of land at the Hazlehead Grove Nursery for a specific purpose of benefit to them.

6.2 Who is this plan for?

The target audience of this Plan is any recognised community group of organisation operating within Aberdeen City.

6.3 How will audiences be informed? How will we promote the opportunity?

The following channels for communicating the campaign brief will be explored by the Project Team:

- A campaign launch event
Community groups and organisations invited to a launch event at the City Council with the purpose of providing more information about the brief and an opportunity for questions and feedback.

- Community Councils
Tabling the campaign brief at Community Council meetings across the City.
- Web-based engagement
Promoting the brief via the Council's Facebook and Twitter accounts and the Council's website.
- Press Engagement
Positioning of the brief as a good news story with the local press.
- Press Advertising
Placement of advertisements in the local press.

6.4 What will audiences be told?

The key messages to be included in the brief and to be developed by the Project Team will include:

- The uniqueness of the opportunity on offer
- The blank canvas provided for proposals
- The size and number of plots available
- The facts around funding and how this would need to be sourced by community groups and organisations themselves
- The length of time successful groups/organisations would be able to make use of a plot
- Expectations in terms of involvement and responsibilities

6.5 How will audiences engage?

Community groups and organisations interested in pitching their proposals will be required to complete an online application. The application will be available via the Council's website and will contain questions such as:

- What are the main activities of your group/organisation?
- What is your proposal?
- Tell us how you will deliver your proposal and who you will work with
- When would you plan to start and finish?
- How much will your proposal cost and how will you fund it?

6.6 What will the process be for submitting and assessing applications?

Applications will be submitted online, via the Council's website and to a specific closing date. The Working Group will agree criteria for assessing the applications received. Short-listed applications will be required to present their proposal to the Working Group before any final decision is made.

7. THE IMPLEMENTATION PLAN

| NO. | ACTION | PURPOSE | PROVISIONAL TIMESCALES |
|-----|---|---|--|
| 1. | Campaign brief prepared in conjunction with Marketing Officer and incorporating the following: <ul style="list-style-type: none"> • Details about opportunity and audience • The process for submitting applications including deadline dates | To attract community groups and organisations into submitting applications for a plot of land at the Nursery | Brief to be prepared by end of April (subject to availability) |
| 2. | Development of an online application in conjunction with e-Gov Team. | To provide an easy, cost effective method for submitting applications. | To be agreed |
| 3. | Criteria and process for assessing applications developed and agreed by Working Group. | To provide a clear and fair process for the assessing of applications. | To be agreed |
| 4. | Launch and promotion of campaign via agreed channels. | To raise awareness of campaign across the City. | To be agreed |
| 5. | Closing date for applications | | To be agreed |
| 6. | Shortlisting of applications to agreed criteria. | To consider all applications received to specified criteria. | To be agreed |
| 7. | Presentations/pitches by shortlisted applicants. | To provide opportunity to ask questions of applicants and understand more information/detail about their proposals. | To be agreed |
| 8. | Successful applicants notified | | To be agreed |
| 9. | Evaluation of campaign | To assess success of engagement process and to provide valuable feedback to Project team. | To be agreed |
| 10. | Applicants commence ownership/use of Nursery plot. | | To be agreed |

8 BACKGROUND PAPERS

Proposal for Community Engagement – 21 November 2013

9 REPORT AUTHOR DETAILS

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