



# COMMUNITY EMPOWERMENT STRATEGY

2023-2026



Community Planning  
Aberdeen

# Community Planning Aberdeen



# Local Outcome Improvement Plan 2016-26



## City Vision

*'A place where all people can prosper'*



## ECONOMY

### Stretch Outcome 1-3

1. No one will suffer due to poverty



2. Supporting 400 unemployed people into fair work

3. Upskilling and reskilling 500 people to take advantage of economic opportunities



## PEOPLE

### Stretch Outcome 4-9

4. 95% of children 0-5 years reaching their expected developmental milestones

5. 90% of children and young people feel listened to



6. 95% of care experienced young people doing as well as their peers

7. 95% of children in priority localities reaching positive destination

8. Child friendly city by 2026

9. 30% fewer young people charged

### Stretch Outcome 10-12

10. 25% fewer people convicted for first time and 2% fewer reconvicted

11. Health life expectancy is five years longer



12. Drug related deaths lower than Scotland and 4% reduction in harmful levels of drinking



## PLACE

### Stretch Outcome 13-15

13. Climate change by reducing carbon emissions by 61%



14. Increase people walking to 38% and cycling to 5%



15. Protecting and managing 26% of the City's nature



# 75 Improvement Projects

# Underpinning Locality Plans

## Aberdeen City - North

Locality Plan 2021-26



 Community Planning  
Aberdeen

Priority Neighbourhoods:  
Heathryfold, Middlefield,  
Northfield, Cummings Park,  
Mastrick

## Aberdeen City - South

Locality Plan 2021-26

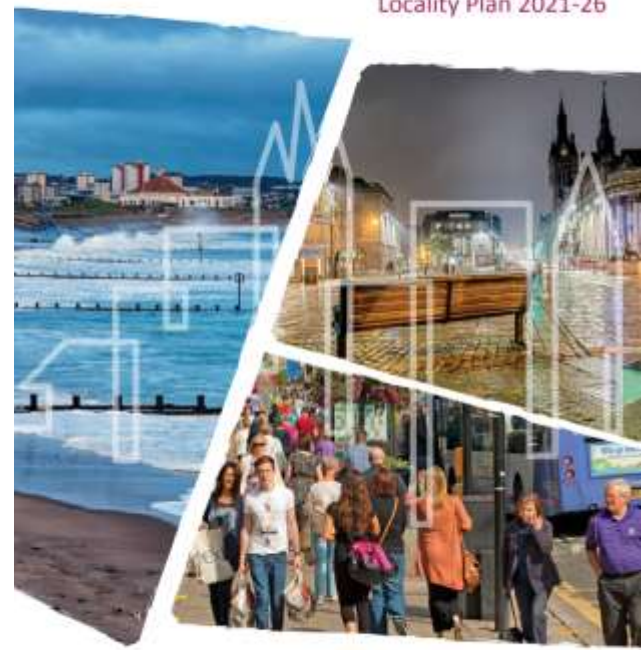


 Community Planning  
Aberdeen

Priority Neighbourhoods:  
Torry, Kincorth

## Aberdeen City - Central

Locality Plan 2021-26



 Community Planning  
Aberdeen

Priority Neighbourhoods:  
Seaton, Tillydrone, Woodside,  
George Street, Ashgrove,  
Stockethill

# New Community Empowerment Strategy



## Communities



# Outline

1. Purpose and Guiding Principles

2. Where we are now and where we want to be

3. Community Tools and Resources



# Purpose of the strategy

***‘Our ambition is for all communities to be equal community planning partners’.***

Community Empowerment Group





# Tackling the challenges

- Understanding power inequalities across the City
- Supporting groups who face discrimination and disadvantage
- Shaping our engagement and empowerment approach in a way that actively addresses them



# Guiding principles

- Work with community bodies to ensure those which can contribute to community planning are able to do so
- Seek to understand the distinctive needs and aspirations of communities of place and interest through effective community participation
- Ensure effective community participation informs how CPA manages and scrutinises performance and progress
- Co-production to achieve positive change



# Promoting the benefits

Greater participation in local democracy and people influence what happens in their community

Brings people together and gives them common purpose to make things better for the local community

More people volunteering in their communities

Increased confidence and people share knowledge, skills and experience

People are instrumental in contributing ideas and making changes

Greater satisfaction with quality of life in the neighbourhood



# Grampian Engagement Standards

Adoption of the Grampian Engagement Standards – 10 standards for good quality engagement based on best practice guidance including National Standards.



<b>8. Self determination</b>	People implement what they decide
<b>7. Co-producing</b>	You work with service users from design to delivery. Sharing all or almost all decisions.
<b>6. Co-designing</b>	You involve service users in designing services. They are involved in decisions but are not involved in delivering.
<b>5. Engaging</b>	People have regular opportunities to express their views and can influence decision making.
<b>4. Consulting</b>	Obtaining feedback by asking people to fill in surveys or attend meetings to say what they think about an issue.
<b>3. Informing</b>	You inform people about your services and you tell people about what decisions you have made and why.
<b>2. Educating</b>	You educate people on the benefits of services. You may try to convince them to act differently.
<b>1. Coercing</b>	You require someone to use their service without understanding their true wants and needs.

# Ladder of Empowerment



<b>Collaborate with Community Planning Aberdeen</b>	<b>Connect with other Community Groups</b>	<b>How to engage with communities and each other</b>
 Share your views	 Aberdeen Community Councils and Area Based Groups	 What are tests of change and how to get started
 Request to be involved	 Equality Related Groups and Organisations	 Engagement Tools
 Share your knowledge and expertise to improve outcomes	 Community Planning Aberdeen Community Groups	 Grampian Engagement Charter 10 considerations
 Find out about community empowerment locally and nationally	 Community Case Studies	 Young Place Changers Toolkit
 Make better use of space through asset transfer	 Community Information Handbook	

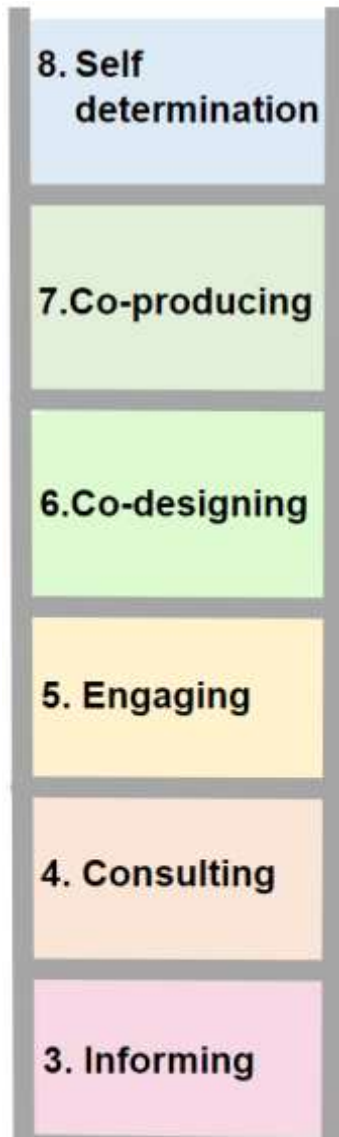
# Community Tools, Resources & Support



# Where we are now



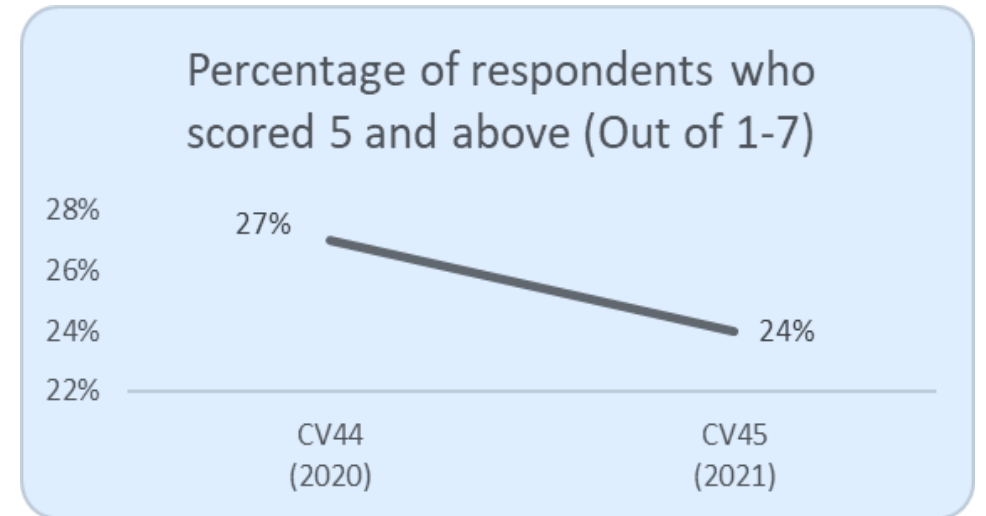
Community Planning  
Aberdeen



# How we will know if we are improving

## New Stretch Outcome 16

100% increase in the proportion of citizens who feel able to participate in decisions that help change things for the better by 2026



*Baseline 2021: 24%*

*Source: Aberdeen City Voice Place standard question*





# Our improvement projects

**Better Conditions  
for collaboration**

Representativeness  
and response rate  
of City Voice  
(ACC and GREC)

Number and diversity  
of community  
members participating  
in community planning  
(ACC and ACHSCP)

Working with  
communities to  
design and test  
their ideas  
(ACC)

Decisions which impact  
on children and young  
people are informed by  
them (ACC, Police  
Scotland, NHSG)

**Social  
connectivity  
encouraged and  
supported**

Community led  
organisations feeling  
supported to access  
funding (ACVO)

Community led  
projects celebrated and  
promoted (SHMU)

**Capacity  
building to  
enable  
empowerment**

Staff and community  
capacity building to  
work together to  
improve (NHSG)



# Next Steps

- Jan 23 – Community Empowerment Strategy Road Show
- Improvement projects commence – appeal to communities to get involved
- April 23 – Community Empowerment Conference
- Community Empowerment Group will oversee progress and update the Community Empowerment Network
- Looking for willing Community Groups to work with us to test how we can work differently together to improve outcomes for communities – Let us know if you are interested

