

## REPORT TO ABERDEENSHIRE INTEGRATION JOINT BOARD 11 OCTOBER 2023

### PLACE STRATEGY UPDATE

#### 1 Executive Summary/Recommendations

1.1 On 19 January 2023 Aberdeenshire Council approved a process to develop a Place Strategy as a long-term approach to achieve positive change and improve outcomes across our communities. This report provides an update on that process and outlines the next steps.

#### 1.2 The Integration Joint Board is recommended to:

1.2.1 Acknowledge the work undertaken in developing a Place Strategy for Aberdeenshire

1.2.2 Provide comment on the next steps to develop the Strategy outlined in 5.5.

1.2.3 Note that following further consultation, a Place Strategy is to be reported to Aberdeenshire Council on 18 January 2024 for approval.

1.2.4 Acknowledge the HSCP's participation in the developing Place Strategy work and to support the IJB in working towards alignment with the Place Strategy.

#### 2 Direction

2.1 No direction requires to be issued to Aberdeenshire Council or NHS Grampian as a result of this report.

#### 3 Risk

3.1 This report does not identify any risks.

#### 4 Background

4.1 On 24 November 2022 ([Item 5](#)), Aberdeenshire Council agreed to develop and implement a Place Strategy that considers the current and future needs of communities. The Council has previously agreed to implement the [Place Principle](#) in April 2019 as part of an agreement between CoSLA and the Scottish Government. The Community Planning Partnership Board agreed at its meeting on [7 September 2022](#) to adopt a Place-based approach to deliver Community Planning in Aberdeenshire. On 19 January 2023 ([Item 8](#))

Aberdeenshire Council acknowledged the commencement of development work for a Place Strategy in accordance with the Council Plan.

## 5 Discussion

- 5.1 A Place Strategy steering group was created to oversee the development of a strategy. This group has been expanded and there is now a wider range of services and partner organisations represented including the Health and Social Care Partnership, NHS Grampian and blue light services. Regular meetings have taken place to progress the development work over the past 7 months.
- 5.2 During February and March 2023, three workshops, led by the Head of Planning and Economy and Area Managers, were held to gather views from service managers. Feedback was generally positive, and a number of areas were explored in relation to specific services and place principles more broadly. A summary can be found in **Appendix 2**. In addition to these workshops, members of the steering group have made a number of presentations to colleagues across the Council and partner organisations to raise awareness and answer questions on working with Place based principles.
- 5.3 On the 16 May 2023, Diarmaid Lawlor, Associate Director at Scottish Futures Trust, and colleagues in the Place Demonstrator team led a workshop with the steering group and other stakeholders, including Community Planning partners, to explore some of the issues raised and give pointers to help understand the purpose and potential of a place strategy. The guidance and advice from this session helped to identify next steps and informed discussions within the steering group. The Place Demonstrator team continue to work with officers and their expertise will help to inform a draft Place Strategy.
- 5.4 A wide public consultation exercise was undertaken to gather feedback and views from a number of groups including Aberdeenshire residents, Officers and Councillors, along with targeted engagement with groups with protected characteristics, young people and local community planning groups, and community councils. A mix of digital surveys and face to face engagement was used between 3 May and the end of June 2023. Groups included Lived Experience, Rural Partnerships, Local businesses, Community Councils, Youth forums, Community Planning Partners, and Local Community Planning Groups. The results of this feedback will be used to inform the draft strategy and can be found in **Appendix 1**.
- 5.5 Based on the results of the previous engagement activity, a draft strategy is currently being developed which will go to elected members for consultation via Area and Policy Committees, as well as the IJB and Community Planning Partnership Board. Following this consultation, a report will be presented to Aberdeenshire Council on 18 January 2024 for approval.
- 5.6 It is intended that the Place Strategy will help Aberdeenshire Council to deliver on its [Place Principle](#) commitments. The Place Principle supports the [National Performance Framework's](#) collective purpose for Scotland. In 2019, the Scottish Government and COSLA agreed to adopt the Place Principle to help overcome organisational and sectoral boundaries, to encourage better collaboration and

community involvement, and improve the impact of combined energy, resources and investment.

## **6 Equalities, Staffing and Financial Implications**

- 6.1 There are no staffing or financial implications arising from the development of the Place Strategy at this stage.
- 6.2 The screening section as part of Stage One of the Integrated Impact Assessment process has not identified the requirement for any further detailed assessments to be undertaken. This report is to update the IJB and an impact assessment cannot be completed until the strategy is complete. Once a draft strategy is ready an impact assessment will be carried out.

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**Director of Environment and Infrastructure Services**

Report prepared by Paul Macari, Head of Planning & Economy on behalf of the Place Steering Group

15 September 2023

### **List of Appendices**

Appendix 1 Overview & Themes from Engagement responses for the Place Strategy  
Appendix 2 Summary of service manager feedback