Overview & Themes from Engagement responses for the Place Strategy

This is the initial analysis from the engagement responses for the Pace strategy that was carried out through digital surveys and face to face engagement between 3rd May to 30th June 2023.

Groups that participated included:

Lived experience, Rural Partnerships, Local businesses, Community Councils, Youth forums, Community Planning Partners, Local Community Planning Groups

There was also a good response from communities across Aberdeenshire as well as Council Officers.

These are the main questions that were responded too.

1. **How do we define Place in Aberdeenshire:**

   - Place should be defined by each community themselves - Banff and Macduff separately.
   - Place is being able to live well locally and having a community supported approach to delivery of services and amenities.
   - Place is where people, location and resources combine to create a sense of identity and purpose. It is the physical and social framework in which our lives take place.
   - Place should be defined as any physical place that has an identity.
   - People are part of more than one place - a town or a wider area.
   - Place is the physical and human aspects of a location and how they interrelate and interact. where people feel comfortable
   - Place is somewhere that is easy to be, it feels natural,
   - Place is a community or set of communities linked by geography and shared culture - Where are the natural links, shared resources, and similarities, and where are the barriers or challenges?
   - Large town, small town, village, and rural area were good, understandable labels.

   Names identified:

   - Towns - Community Towns – Principal Towns
   - Villages
   - Academy Towns - Primary Schools - Villages
   - Catchments
   - Countryside
   - Hubs
   - Make "Place" as localised as possible.
   - Areas

- Local Communities - Rural Communities - Communities
- Community Clusters
- Council Wards - electoral wards
- Catchments
- 20-minute communities
- Townships
- Parish
- Geographical Area
- Community Council area
- Location
- Settlements

2. **Define Place for Rural Communities:**

- Areas will know how each rural community connects with another and some determine different approaches which work well in some areas but not others.
- Is it for rural communities to define place for themselves? The local authority boundaries do not wholly reflect an authentic sense of place as it is.

Names identified:

- Parish Areas
- Place should be defined as any physical place that has an identity.
- Community Council Boundaries/ Ward
- Academy Towns
- Settlement - Rural Community to identify their place.
- School Catchment area
- By Population

3. **What could the ambitions for Aberdeenshire?**

- A good place to live - with more equality of facilities, infrastructure and support for deprived areas.
- Developing good transport links to all areas of Aberdeenshire
- To be a safe, clean and thriving place, good for residents and visitors alike.
- To see my community, continue to flourish - better to have clear coproduced visions for the community and clear demarcation of what is possible and by whom.
- To help make Aberdeenshire an even better place to grow up and grow old than it already is. More vibrant, more prosperous and healthier.
- If properly resourced could mean people having real say over how their community develops and so people do not feel like projects and changes are imposed on them.

- Let their voices be heard and action taken to deliver.
- The Community should be leading the response and Community Planning Partners' role should be one of support, enablement, and empowerment.
- Post-pandemic people are moving into rural areas for a better quality of life, but can rural areas offer that?
- Codesign. Collaboration and Codelivery. – not just the councils responsibility.

4. **What do we need to see in the Place Strategy?**

- A closer liaison between Aberdeenshire Council and the Communities which they serve.
- Focus on wellbeing/economy/sustainability/safety/inclusivity and diversity.
- Greater community engagement/collaboration with community groups
- A commitment to linking communities.
- Building Transport links across communities, towns, and rural areas
- Plan for good infrastructure going forward.
- A plan to see the current way of life can be maintained and improved, not just thrown away. Towns don't need to grow, just be better utilised.
- Financial Support for communities
- Timelines and feedback on what is being achieved by when – this would allow businesses/community to see if things are not being delivered.
- The voices of communities must be at the heart of the Place Strategy.
- Place strategy must tackle societal inequalities head on. The inequalities of health and wealth should be top priorities along with tackling climate change.
- An action plan with a budget and resources attached.
- A Framework for partnership and community working,
- engagement best practice and standards set including toolkits and agreed process for place planning, clarity of language and terminology,
- Clear governance structure that does not duplicate or add layers of bureaucracy.
- How it works with current plans - Local Development Plan and development of the LDP and acknowledgement that six LCPGS have local community plans, that these are jointly owned and collectively delivered, and these plans can be an umbrella for plans for a place.
- A clear and concise explanation for Place and Place based approach - Plain and accessible language
- a commitment for services to do their best and actively contribute to the ambition of places.
- Better accountability and increased speed of service delivery.

5. **How can we evidence the success of the Place Strategy?**

- Using the National Performance Framework to evaluate places will provide a means to measure success - national performance indicators which the Scottish Government, Aberdeenshire Council, and our communities are all working towards.
- Feedback from communities is the main way to know.
- Recognising improvements in health outcomes
- could support the development of a robust evaluation strategy that would seek to focus on short-, medium- and long-term outcomes.
- Ask the public - feedback! - "How did we do"?
- Quantative and Qualitative Data - External statistical data.
- Establish Baseline and milestones - Monitoring of place delivery programmes.

6. **What are the opportunities of having a place Strategy?**
- Focus on outcomes for a place.
- Better use of resources.
- innovative solutions to local places.
- Aim for equitability.
- Clear plan/ guide going forward.
- Residents understand where services need to be prioritised.
- Those within the Place take ownership is a key opportunity.
- create a better place to live, work and play.
- Getting real time information for identifying service needs and delivery at a local level.
- Developing a bottom-up community driven approach to service delivery.
- Building community resilience.
- Developing networks of communities using the place-based strategy.
- avoid providing a "one size fits all approach" to our Communities.
- Giving a focus for an area - what local improvements or changes have been identified.

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