Voice
Visioning Outcomes in
Community Engagement

Full engagement report

1314 - Development of Rural Perth & Kinross LEADER Local Development Strategy

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Background

The Rural Perth & Kinross LEADER Local Action Group has been asked to prepare a LEADER Local Development Strategy (LDS) to be submitted to the Scottish Government by March 2014. One of the first requirements is to undertake a SWOT analysis and identify priorities. This process must involve broad range of interest including communities, businesses, third sector, individuals and public bodies. The LDS will need to be able to provide evidence on the community engagement process as part of the submission.

Uploaded documents which relate to this engagement:

This engagement has no documents.

Other engagements which have links to this engagement:

This engagement has no linked engagements.

STEP 1: ANALYSE

Our purpose for engaging is...

The Local Development Strategy will reflect the needs and aspirations of rural communities and businesses in rural Perth & Kinross and encourage them to engage in priority settings and delivery.

We are seeking to

Engage
To take shared decisions - This means the community will influence options and choices of action.
To take shared action - This means the community will share in any action taken.
To support community led action - This means the community will lead the action.

What we know:

Perth & Kinross Local Development Plan has been developed for the whole area which will provide key socio-economic and environmental information.

Perth & Kinross Community Plan and Single Outcome Agreement (2013-2023) identifies key priorities and outcomes for the area including rural communities.

A SWOT analysis was carried out in October 2007 by the Macaulay Institute 'Scoping the Future of rural areas of Perth and Kinross'.

What do we need to know:

The LEADER Local Development Strategy should identify preference of rural community led key priorities and outcomes but also preference to ways of delivery and engagement. Rural communities including age groups, socio-economic groups, businesses, community organisations, geographical groupings can have different preferences or interests. The SWOT analysis should be updated.

Community stakeholders

Children and young people
Elected representatives
Older people
Reps of community/voluntary groups
Small and Medium Businesses
Farmers and Land Owners

Agency stakeholders

Comm. Learning & Development Pship
Community Planning Partnership
Education
Environment
Voluntary organisations
Scottish Enterprise
Visit Scotland
Forestry Commission Scotland
Perth College UHI

Who needs encouragement?

Young people
Community and voluntary organisations
Small and Medium Enterprises
Farmers and Land owners

Are there any conflicts of interest that might emerge?

Community and Voluntary organisations's interests may be contradictory to SMEs or farmers, landowners's interest. Young people may have different interests that other age groups. Some more remote rural communities may have different interests that less remote rural communities.

What is the engagement locality?

Perth and Kinross with the exception of Perth City and Scone

Who are we engaging with, are they a thematic group?

Perth & Kinross Tourism Partnership, National Farmers Union, Scottish Lands and Estates, Highland Perthshire Communities Partnership, Kinross-shire Partnership, Crieff and Upper Strathearn Partnership, Coupar Angus Regeneration Trust, Perthshire Chamber of Commerce, Federation of Small Business, Voluntary Action Perthshire/Perth & Kinross Association of Voluntary Services, Perth College UHI, Perth & Kinross Council, Scottish Enterprise, Visit Scotland, Forestry Commission Scotland

What is the overall purpose of the engagement?

Gain new understanding

Status of engagement

Complete

STEP 2: PLAN

What outcomes are stakeholders looking for, and what will success look like?

The engagement should achieve these outcomes	Outcome indicators and sources of evidence
1 Agreement on key priorities and outcomes for rural Perth & Kinross	All stakeholders feel their views have been presented and considered. Priorities established through the engagement reflect the discussions that took place and are agreed as part of the LEADER Local Development Strategy (2014-2020)
2 The capacity of the community as potential delivery partners is built.	Community stakeholders have committed to further involvement in the Rural Perth & Kinross LEADER Local Action Group.

What barriers might affect anyone who should be involved?

- Taking into account the tight timescale, stakeholders' availability (e.g. time) to participate in discussion/activity
- Different level of understanding/information amongst stakeholders (e.g. complex information)
- Different level of financial resources amongst stakeholders to participate in discussion/activity (e.g. travel)
- Participation of Young people, SMEs, voluntary/community groups in what could be perceived as an agencies' driven process.

What resources might be needed to overcome these barriers?

- Financial resources to support travel and volunteers' expenses and to reduce travel time by using technologies and by organising activities as locally as possible
- Staff resources to review format and nature of information provided (e.g. plain English)
- Staff resources to support specific groups (e.g. youth worker, community facilitators)

Is there a need for independent advocacy, community development support, or specialist advice and, if so, where would it come from?

PKC (ECS Community Capacity Building Officers/Youth workers) and/or PKAVS could provide support. Local Community Partnerships or businesses' organisations could provide facilitation. External technical expertise (eg SWOT analysis/Community engagement) could be bought to support then process.

What resources are available to us?

Budget available of £15,000 to support the engagement process from the Scottish Government to be claimed by June 2014. PKC (ECS Community Capacity Building Officers/Youth workers) and/or PKAVS could provide support. Local Community Partnerships or businesses' organisations could provide facilitation. External technical expertise could be bought to support then process. Existing Rural Tayside LEADER Coordinator and support team could provide support and resources. Existing Rural Tayside LEADER LAG Community Members could provide peer support. Agencies could provide staff and financial resources.

What methods will we use and what actions will be taken to meet our outcomes?

Key actions (including the lead responsibility) are:

	Method and related outcome	What, who and when
1	Promoting informal discussions amongst shadow LEADER LAG members to achieve outcome1 and outcome2	- Coordination and monitoring, Project Manager (on-going) - Organise a programme of meetings of the shadow LAG (first meeting Dec), Project Manager (Dec) - Develop an online resources for on-going communication, Project Manager (Jan)

Method and related outcome	What, who and when
2 Carrying out survey and use social media for wider engagement on SWOT analysis and possible key outcomes and priorities to achieve outcome1	- Coordination and monitoring, Project Manager (on-going) - Produce survey, Project Manager/external adviser (Jan) - Distribute/communicate survey through different channels (eg Council's website, community of interest websites, local radio, targeted mailing, social media twitter/facebook), Project Manager/LAG members/external adviser, (Feb/March)
3 Promoting discussions with specific focus groups (eg geographical groupings, young people, elected members) to achieve outcome1	- Coordination and monitoring, Project Manager (on-going) - Organise a programme of focus groups led by shadow LAG members (Jan-Feb-March), Project Manager (Dec) - Develop an online resources for on-going communication, Project Manager (Jan)

STEP 3: DO

Progress 1 of 3

Method and related outcome	What, who and when
Promoting informal discussions amongst shadow LEADER LAG members to achieve outcome1 and outcome2	- Coordination and monitoring, Project Manager (on-going) - Organise a programme of meetings of the shadow LAG (first meeting Dec), Project Manager (Dec) - Develop an online resources for on-going communication, Project Manager (Jan)

What actions have we taken so far?
A programme of meetings of the shadow LAG has been organised. Two meetings: 6 February and 27 March 2014 took place with full representation of private, voluntary and public organisations. Both meetings have been used to review draft socio-economic profile, SWOT, draft strategy and agree and review engagement activities.

What issues have arisen and what remedial action, if any, are we taking as a result?

Some members have attended only one meeting and one-to-one contacts would be needed-Project Manager

Progress 2 of 3

Method and related outcome	What, who and when
Carrying out survey and use social media for wider engagement on SWOT analysis and possible key outcomes and priorities to achieve outcome1	- Coordination and monitoring, Project Manager (on-going) - Produce survey, Project Manager/external adviser (Jan) - Distribute/communicate survey through different channels (eg Council's website, community of interest websites, local radio, targeted mailing, social media twitter/facebook), Project Manager/LAG members/ external adviser, (Feb/March)

What actions have we taken so far?
The James Hutton Institute has been contracted to produce the socio-economic profile. Draft report to been produced by 31 Jan.
A second contract has been tendered for community engagement facilitation: 3 consultants have been invited to tender (deadline 17 Jan.). Communitry Enterprise contracted to facilitate engagement activities.

Webpage created on Council's website www.pkc.gov.uk/leader

Draft socio-economic profile was discussed at the LAG meeting on 6 Feb and posted on website

Following LAG meeting on 6 Feb, engagement activities have been developed: creation and distribution of online survey, creation and promotion in social media (twitter/facebook). Survey has been distributed to wide range of networks through LAG member organisations or directly. Survey attracted 219 responses and good level of followers on twitter

What issues have arisen and what remedial action, if any, are we taking as a result?
Timescale was very short to carry out survey activities, but LAG members helped to distribute survey as widely as possible.
Social media is a slow process and need time to build up.

Progress 3 of 3

Method and related outcome	What, who and when
Promoting discussions with specific focus groups (eg geographical groupings, young people, elected members) to achieve outcome1	- Coordination and monitoring, Project Manager (on-going) - Organise a programme of focus groups led by shadow LAG members (Jan-Feb-March), Project Manager (Dec) - Develop an online resources for on-

going communication, Project Manager (Jan)

What actions have we taken so far?
LAG meetings have been organised bringing geographical groupings' views together.
Update Bulletin has been distributed to elected members
A focus group has been organised on 15 March with participation of equality groups

What issues have arisen and what remedial action, if any, are we taking as a result?
Timescale was very short to carry out activities, but LAG members helped in particular Voluntary Action Perthshire.

STEP 4: REVIEW

How have stakeholders been involved in collecting evidence and judging performance?

LAG meeting on 27 March reviewed engagement activities. Community Enterprise presented the evidence of engagement. Although time was tight, LAG was satisfied that process allowed sufficient feedback to inform Local Develoment Strategy development and provided a basis for future engagement.

How well have we met the National Standards for Community Engagement - what worked and what didn't?

View scoring criteria. Score each standard as

- **1 = Not met the standards at all**
- **6 = Fully met the standards**

Involvement
Score: 5
An important majority of community and agency stakeholders were involved at all stages including those 'hard to reach' through a sustained dialogue. The online survey was very successful with detailed responses.

Support
Score: 4
Good support was provided via LAG members and external advisers, but was in someway limited due to time constraint.

Planning

Score: 5

Good planning and resourcing. External advisers produced good quality data which provided a good basis for engagement.

Methods

Score: 5

The use of online survey, focus group and LAG meeting provided good opportunities to engage. social media although limited was a useful tool.

Working together

Score: 5

All stakeholders worked well together in a transparent way.

Sharing information

Score: 4

Webpage was developed to provide a resource hub. The amount of data was quite challenging

Working with Others

Score: 5

Good linkages with Community Planning Partnership, PKC Capacity Building Team

Improvement

Score: 3

Due to time constraint, limited training was provided to new LAG members

Feedback

Score: 4

Engagement activities produced good input to LDS development with good feedback witihn LAG- Feedback to wider community still to be done

Monitoring and evaluation

Score: 4

LAG members and Project Manager reviewed the position regularly, but was limited for other stakeholders

Reviewing the outcomes from our plan, how successful have we been?

View scoring criteria. Score each outcome as

1 = Not met the outcomes at all
6 = Fully met the outcomes

1	Outcome as set in the plan

Agreement on key priorities and outcomes for rural Perth & Kinross

Outcome indicator
All stakeholders feel their views have been presented and considered. Priorities established through the engagement reflect the discussions that took place and are agreed as part of the LEADER Local Development Strategy (2014-2020)

Score: 5
Evidence
LAG members as representatives of rural Perth & Kinross sign off the draft LDS and agreed that it reflects the discussions and input from engagement activities.

2   Outcome as set in the plan
The capacity of the community as potential delivery partners is built.

Outcome indicator
Community stakeholders have committed to further involvement in the Rural Perth & Kinross LEADER Local Action Group.

Score: 5
Evidence
All LAG members have agreed to continue to be part of LAG to deliver the LDS.

How many of the planned Community Stakeholders did the engagement process reach?

	Quantity
Children and young people	
Elected representatives	
Reps of community/voluntary groups	
Small and Medium Businesses	
Total	0 Community stakeholders reached

Did all the Agency stakeholders identified in Analyse continue to be involved throughout the engagement process?

Yes: Comm. Learning & Development Pship

Yes: Community Planning Partnership

Yes: Education

Yes: Environment

Yes: Voluntary organisations

Yes: Scottish Enterprise

Yes: Visit Scotland

Yes: Forestry Commission Scotland

Yes: Perth College UHI

Overall score based on assessment of process and outcomes of the engagement:

View scoring criteria. Score overview as:

      1 = Not met the process and outcome(s) at all
      6 = Fully met the process and outcome(s)

Score: 5

Have there been any unanticipated outcomes?

Identification of social medai to engage with young people

In the Analyse section we said that the right level for the engagement was:

Engage
To take shared decisions - This means the community will influence options and choices of action.
To take shared action - This means the community will share in any action taken.
To support community led action - This means the community will lead the action.
Was this the right level and why?

Yes, community has influenced the process, decided on priorities and will continue to lead actions

What key lessons have been learned as a result of the engagement?

Time is essential and engagement activities will have to be sutained throughout the LDS delivery

What will we do next?

Take forward the communication plan to sustain engagement activities and develop the Business Plan to make sure that appropriate resources are identified foir such activities

Status of engagement

Complete