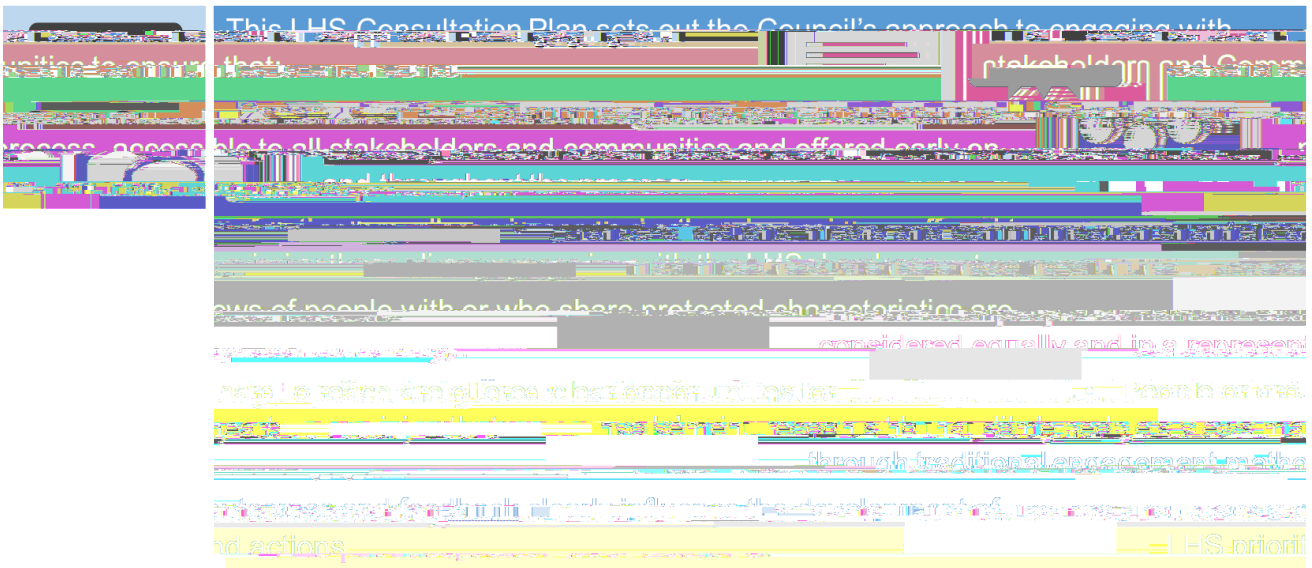


five years, setting out a vision for the supply, quality and availability of housing in their local area. The LHS is the key planning document, providing a framework of action, investment and partnership working to deliver these local priorities.

As the 2016-2021 Argyll & Bute Local Housing Strategy is now approaching the final stages of implementation, the Council is now embarking on the development of a new local housing strategy for the area which will run from 2021-2026. To inform the new strategy, the Council has recently completed an extensive household survey on housing need and demand and is currently collating and analysing statistical data to refresh the local Housing Need and Demand Assessment (HNDA) by September 2020.

The Council recognise the importance of ensuring that the LHS development process is not only underpinned by high quality analysis and insight on local housing issues, but also high-quality consultation and engagement with local stakeholders and communities on the main priorities for action.





2. LHS consultation duties and requirements

The Housing (Scotland) Act 2001 requires local authorities to consult on their proposed local housing strategy (LHS). In addition, the statutory Equality Duty on public bodies requires the involvement, consultation and engagement with as wide a range of local residents as possible. The current Scottish Government LHS guidance places significant emphasis on consultation with the public and stakeholders as part of the process of developing the strategy. This plan aims to provide an effective consultation and engagement process for housing and housing related services in Argyll & Bute.



communities and partners to account. The Standards aim to transform the quality of community engagement by providing measurable performance statements that can be used by everyone involved to achieve the highest quality processes and results. The goal is for commun pu10(o)-3(u)6(n)- 0l > col >7.gagement by



- 1) Fairness, equality and inclusion must underpin all aspects of community engagement and should be reflected in both community engagement policies and the way that everyone involved participates.
- 2) Community engagement should have clear and agreed purposes, and methods that achieve these purposes.
- 3) Improving the quality of community engagement requires commitment to learning from experience.
- 4) Skill must be exercised in order to build communities, to ensure practice of equalities principles, to share ownership of the agenda, and to enable all viewpoints to be reflected.
- 5) As all parties to community engagement possess knowledge based on study, experience, observation and reflection, effective engagement processes will share and use that knowledge.
- 6) All participants should be given the opportunity to build on their knowledge and skills.
- 7) Accurate, timely information is crucial for effective engagement.



3. Partnership Working, Consultation and Engagement

The Scottish Government provides guidance on the preparation of the Local Housing Strategy. The Local Housing Strategy Guidance (2019) advises that local authorities must evidence that wide consultation has taken place on proposed housing strategies. It encourages an asset-based approach to engagement where co-production builds on local strengths.

The guidance encourages early engagement with key partners and stakeholders to identify priorities and agree, through a range of options, how to deal with these priorities. The Local Housing Strategy can also draw on information obtained through continuous engagement with residents, through tenant organisations, satisfaction surveys and specific topic consultations.

In order to ensure engagement with as many local communities, interest groups and individuals as possible the consultation should be conducted using a range of media. This will also ensure that the make-up of the local population was accurately reflected in the process. Also, every effort must be taken to engage with hard to reach groups, as traditional methods may not be effective.

The Local Housing Strategy should be a corporate document agreed and supported by all relevant local authority departments. It should reflect the views and contributions of stakeholders, including members of the Community Planning Partnership (CPP), as well as demonstrating the contribution housing can make to the delivery of wider CPP outcomes.

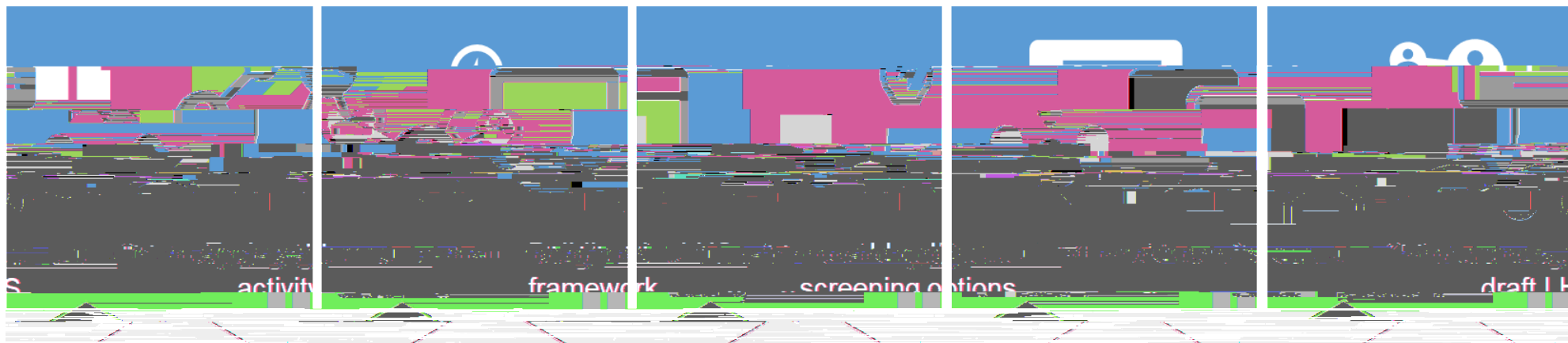
A range of consultation methodologies have been identified to enable strong engagement with key stakeholders throughout the LHS development process. These approaches have been identified to maximise engagement opportunities using well established local communication channels and forums. They include:

Digital channels – where widespread consultation across residents and communities is supported by digital tools. Digital channels will capture early consultation outcomes on local housing priorities and will be key in validating that priorities have been addressed in the draft LHS document.

Established consultation groups – process. Also, every effort should be made to engage with hard to reach groups, as traditional methods may not be effective.



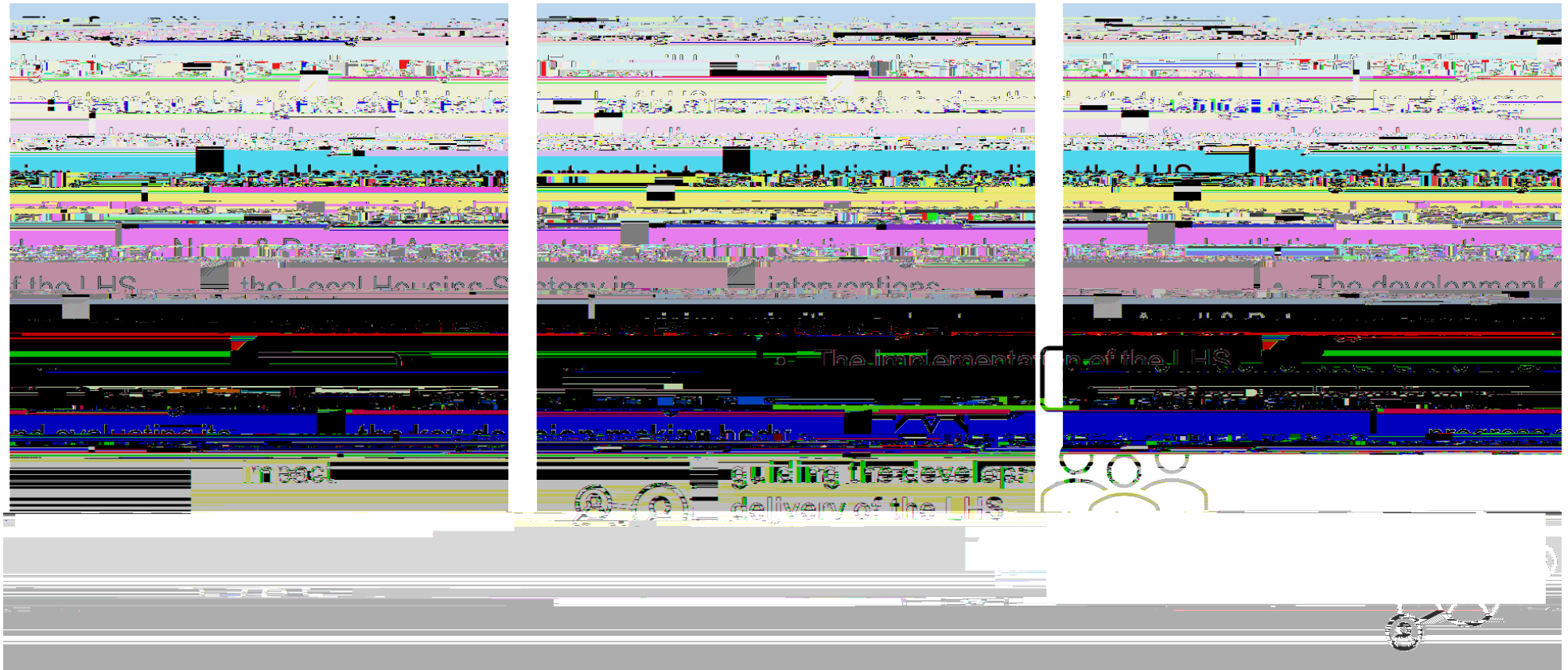
The main consultation methodologies and





As well as using corporate and community consultation frameworks to carry out regular and wide reaching consultation on emerging LHS issues and priorities; a programme of specific LHS development events, meetings and discussion forums have also been set up to enable engagement with key stakeholders on the emerging LHS framework and draft document including:

- Distribution to partners, stakeholders and those who have participated in the development of the consultative draft including range of feedback survey options;
- Strategic Housing Forum: LHS review meetings;
- LHS Steering Group: LHS development meetings;
- LHS Focus Groups via community or stakeholder interest groups;
- Elected Members: briefings and feedback sessions;
- Social Media (Facebook and Twitter): online polls, links to feedback surveys, opportunities to register interest, attend events;
- Online consultation opportunities; and
- LHS Pop-up events across Argyll & Bute.





Via the Strategic Housing Forum, the Health & Social Care Partnership will be fully engaged throughout the consultation programme to discuss key health, care and support issues from a planning, commissioning and service delivery perspective. Opportunities will be provided for the HSCP to discuss the important contribution that the housing sector makes to the achievement of national outcomes for health and wellbeing, and how services could be further developed in the future. Representatives will be invited to attend discussions from Homelessness Service, NHS Argyll and Bute, Social Work services and other key HSCP colleagues.

have been assembled in a stakeholder map by the LHS Steering Group.

The following map sets out the categories of stakeholders or interests the consultation programme will target





5. Stakeholder engagement programme

This consultation plan sets out a range of approaches to be deployed to help shape the content of the LHS and to ensure that the principles of co-production are taken in its development. The consultation programme will run in a series of phases from May 2020 until March 2021 ensuring a wide variety of methods and media are deployed to maximise participation and engagement. The Council have engaged Arneil Johnston, independent housing consultants, to support the consultation and engagement process underpinning LHS development.

As well as the various stakeholder categories identified in the stakeholder map above; the LHS steering group has identified specific groups for further consultation as they have been identified in the HNDA as important in better understand particular housing needs. The consultation programme will be structured into the following stages:

Local Housing Strategy



conference. Arneil Johnston will facilitate a full day conference event to define and agree the draft LHS vision, strategic priorities and housing system interventions. A range of consultation methodologies will be deployed to stimulate debate and achieve genuine coproduction and engagement including structured discus

Argyll and Bute Council

Local Housing Strategy Consultation Plan



criteria are weighted by importance;
options are marked out of 10 against ability to meet criteria;
marks multiplied by weightings provide overall score; and
high scoring options prioritised for implementation.

This process will enable the Strategic Housing Forum to identify the most effective range of actions under each strategic aim in the draft Argyll & Bute Local Housing Strategy.

5.5. Stage 5: Consulting on the Draft LHS & Action Plan

Following the Stages 1-4 of the LHS consultation and engagement programme, an LHS consultation document will be prepared which presents the key issues and the proposed framework for action, together with a series of consultation questions to prompt a structured response from stakeholders, communities and residents across Argyll & Bute.

The Council own online survey tool (via the Argyll & Bute Council website);
Argyll & Bute Council social media tools (to signpost and promote consultation activity);

and

The Argyll & Bute Council Landing Hub, a Council wide staff intranet.

Well established community anchors such as Community Councils, Community Development Groups, Community Heritage Trusts and Place-making Groups will be invited to feedback on the consultation document. Furthermore, the Community Planning Partnership framework will also be consulted to ensure that a multi-agency perspective is offered on the emerging Local Housing Strategy and its contribution to the wider strategic agenda locally.

priorities and actions. Furthermore, the consultation document will be circulated widely at Council offices and outlets, RSL offices and GP surgeries; posted on the websites of Strategic Housing Forum members; and advertised through social media.

Pop-up events across Argyll and Bute, delivered by Housing Services staff, will also be used to enable a wider audience to participate in the consultation process. This will provide an opportunity for people who may not normally participate in consultation to have their say on issues that are important to them and what they believe should be the top priority in the LHS. The events themselves involve a pop-up stand consisting of a pull up banner and a small table with copies of the draft LHS, questionnaires and comment cards.

5.6. Engagement programme and timetable

Aligned to each stage of the LHS consultation and engagement programme, the following timetable has been developed.

Each stage has been allocated time to enable a range of consultation activities to be carried out and to offer as many opportunities as possible to maximise community, resident and stakeholder engagement and encourage feedback.



The LHS Steering Group and Strategic Housing Forum will be responsible for monitoring the progress of the Consultation programme including participation and engagement levels.

