

South Ayrshire Council

**Report by Chief Executive
to Cabinet
of 17 February 2026**

Subject: Refreshed Community Engagement Strategy

1. Purpose

1.1 The purpose of this report is to seek approval of the refreshed Community Engagement Strategy.

2. Recommendation

2.1 It is recommended that the Cabinet:

2.1.1 approves the refreshed Community Engagement Strategy (Appendix 1); and

2.1.2 notes the Consultation Checklist (Appendix 2) which has been developed to support services throughout the consultation process.

3. Background

3.1 The [Community Empowerment \(Scotland\) Act 2015](#) sets out its expectation on public bodies to engage with and empower the communities that they serve.

3.2 Councils have a statutory duty, introduced in the Local Government (Scotland) Act 2003, to make arrangements to secure Best Value. [Revised statutory guidance](#) was issued in 2020 to help local authorities and other public bodies to demonstrate continuous improvement in their performance. Theme 5 – Working With Communities – sets out the responsibility that local authorities have, both individually and with community planning partners, to ensure that people and communities are able to be fully involved in the decisions that affected their everyday lives.

3.3 In addition, the [National Standards for Community Engagement](#) were developed as a set of principles designed to improve and guide the process of community engagement based on 7 standards: inclusion, support, planning, working together, methods, communication and impact.

3.4 [Participatory Budgeting](#) (PB) is a process of involving citizens in deciding how to spend public money. At its core, PB is about community members shaping local services to meet local priorities more effectively. PB is motivated by the desire to democratically reallocate public money at a community level to priority services and

initiatives identified by residents. Annual updates on PB spend within South Ayrshire is provided to Service and Partnerships Performance Panel.

3.5 [South Ayrshire Council Plan 2023-2028](#) outlines the vision that the Council has for everyone living, working and visiting the area. The three key priorities of this plan are:

- That our Spaces and Places are of a high standard, that people can access our communities easily and that there is a range of high-quality, well-maintained sport and recreation facilities.
- That South Ayrshire has high quality opportunities for everyone to Live, Work and Learn. We aim that everyone will benefit from access to high quality education and can continue into lifelong learning. We want people and businesses to flourish by having a strong local economy and that everyone can find a good quality home that meets their needs.
- That we foster a culture of Civic and Community Pride by ensuring that everyone has opportunities to influence and contribute to what happens in their local area. We want to everyone to be proud to live in South Ayrshire and that we celebrate our culture and heritage.

4. Detail

4.1 In [February 2020](#), the current [Community Engagement Strategy](#) was approved by the former Leadership Panel.

4.2 This strategy has now been refreshed and is attached as Appendix 1.

4.3 Priority three of our Council Plan – Civic and Community Pride – has a focus on community engagement therefore the strategy sets out our approach on how we will engage with communities and seeks to:

- Provide an overview of our approach to effective community engagement;
- Identify ways in which we will inform, consult, involve, collaborate and empower our communities; and
- Provide a practical toolkit for all those involved in community engagement.

4.4 The supporting practical toolkit is in form of a Consultation Checklist (Appendix 2) which will support services through each stage of the consultation process, from the pre-consultation stage, activities that should be carried out during the consultation period, and importantly the development of a post-consultation monitoring procedure to allow feedback to be gathered on engagement activity across the Council.

4.5 The checklist will also support our Integrated Impact Assessment process, in particular meeting the legal requirements of the [Public Sector Equality Duty](#) regarding consultation and engagement to be better understand the needs of our communities.

5. Legal and Procurement Implications

5.1 The recommendations in this report are consistent with legal requirements.

5.2 There are no procurement implications arising from this report.

6. Financial Implications

6.1 Not applicable

7. Human Resources Implications

7.1 Not applicable

8. Risk

8.1 *Risk Implications of Adopting the Recommendations*

Insert one of the following statements:

8.1.1 There are no risks associated with adopting the recommendations. The contents within this report will enable the Council to meet its statutory obligations in respect of Best Value and Public Sector Equality Duty.

8.2 *Risk Implications of Rejecting the Recommendations*

8.2.1 The risks associated with rejecting the recommendations are that the Council may not meet its statutory obligations in respect of Best Value and Public Sector Equality Duty.

9. Integrated Impact Assessment (incorporating Equalities)

9.1 An Integrated Impact Assessment has been carried out on the proposals contained in this report and is attached as Appendix 3. A copy of the fully completed IIA can be accessed [here](#).

10. Sustainable Development Implications

10.1 ***Considering Strategic Environmental Assessment (SEA)*** – An SEA has not been carried out in relation to this strategy as the environmental impacts will be delivered and developed through further strategies/plans as they are developed. Environmental impacts have however been considered broadly through the Integrated Impact Assessment process.

11. Options Appraisal

11.1 An options appraisal has not been carried out in relation to the subject matter of this report.

12. Link to Council Plan

12.1 The matters referred to in this report contributes to Priority Three: Civic and Community Pride.

13. **Link to Shaping Our Future Council** Yes No

13.1 Not applicable.

14. Results of Consultation

- 14.1 There has been no public consultation on the contents of this report. Consultation was originally carried out when the Community Engagement Strategy was developed in 2020. The updated strategy reflects changes in the strategic and national context therefore no further consultation on the content has taken place.
- 14.2 Consultation on the checklist has taken place with the Housing Policy Team, Youth Strategy Officer, Development Officer for Children’s Rights and Wellbeing and the Community Planning Participation and Engagement Group and all feedback received was taken into consideration and checklist amended where required.
- 14.3 Consultation has taken place with Councillor Chris Cullen, Policy Lead for Leisure and Community Services, and the contents of this report reflect any feedback provided.

15. Next Steps for Decision Tracking Purposes

- 15.1 If the recommendations above are approved by Members, the Chief Executive will ensure that all necessary steps are taken to ensure full implementation of the decision within the following timescales, with the completion status reported to the Cabinet in the ‘Council and Cabinet Decision Log’ at each of its meetings until such time as the decision is fully implemented:

<i>Implementation</i>	<i>Due date</i>	<i>Managed by</i>

Background Papers **Report to Leadership Panel of 18 February 2020 – [Engaging with Communities](#)**

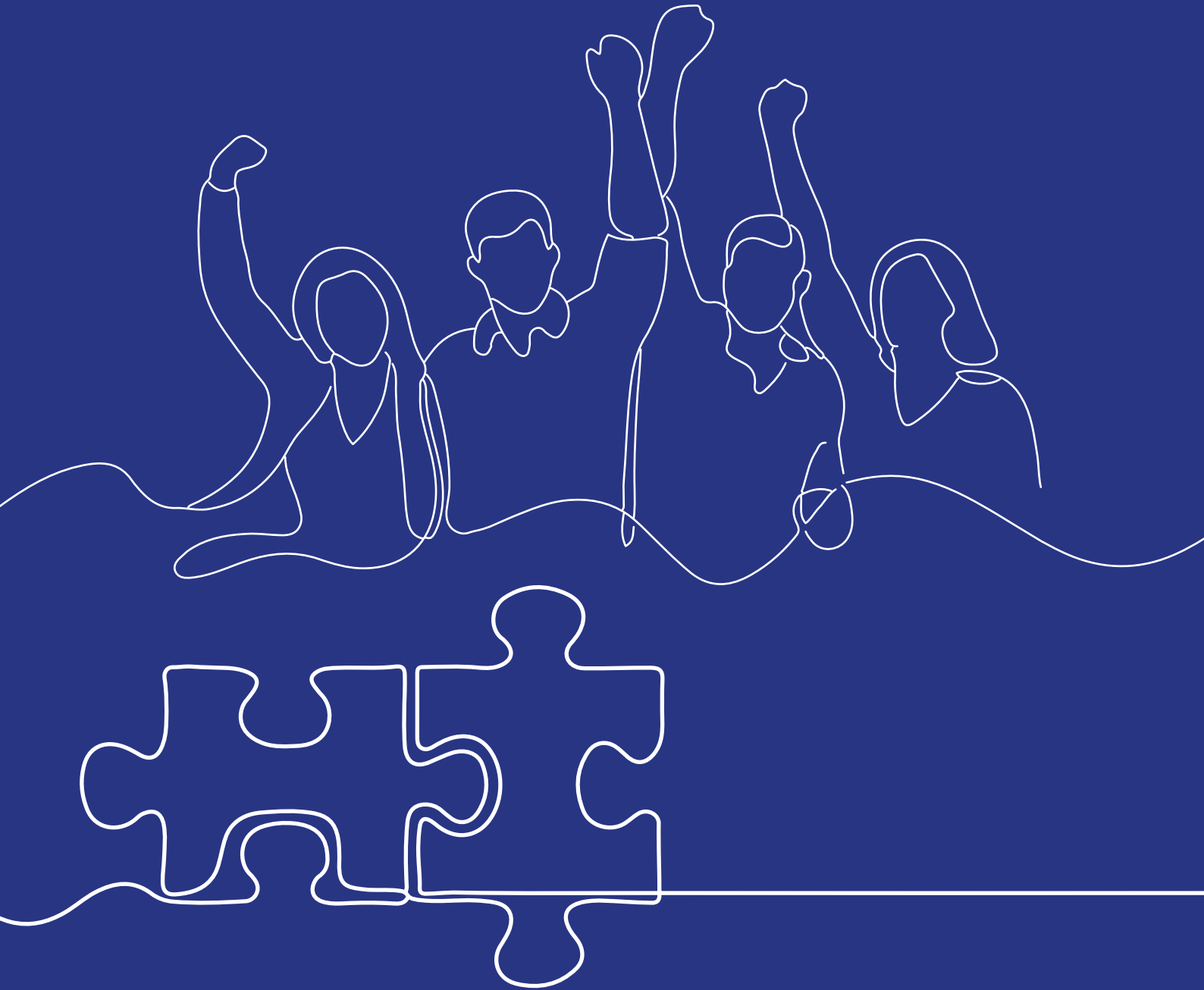
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Date: 19 January 2025

Community Engagement Strategy

Updated 2025



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DEFINITION OF COMMUNITY ENGAGEMENT

The term Community Engagement can mean different things to different people. It is best understood as a planned process, which has the specific purpose of working with identified groups of people; whether they are connected by place, interest, affiliation or identity, to encourage them to actively take part in making decisions about their community. This can range from encouraging communities to share their views on how their needs are best met and influence how services should be delivered, to giving communities the power to make and share decisions on how services are delivered.



DEFINING OUR COMMUNITIES

Communities are usually defined as groups of people who have common characteristics. They can be broadly categorised as ‘communities of place’, defined by location such as a street, a ward, a town or an area, or ‘communities of interest’, defined by any shared characteristic, such as race, age, occupation, shared interest, affinity or other common bond.

South Ayrshire has an active voluntary and community sector with many groups and organisations providing valuable support and services within our communities. Many of these groups are made up of small neighbourhood community organisations working locally to support others in their area.

We recognise how important it is to involve communities and give them the means to influence issues that affect them. We also recognise that people can be members of several different communities and that some people find it harder to make themselves heard than others. We want to ensure that we actively involve all of our communities in a purposeful and meaningful way.

WHO IS THIS STRATEGY FOR?

This strategy is for anyone who plays a part in helping South Ayrshire to thrive and improve the lives of all our citizens. This includes public and private organisations, voluntary and community groups, residents, workers, students and any individual with an interest in how their environment and community can grow and flourish. The strategy is written for:

- **People who are involved in making decisions**
This includes individuals, community groups, businesses, voluntary organisations and anyone else who may get involved with decision making.
- **Organisations who involve people in making decisions**
This includes the Council, Community Planning Partners, private, voluntary and community sectors.



WHAT IS THE AIM OF THIS STRATEGY?

The strategy seeks to:

- Provide an overview of our approach to effective community engagement
- Identify ways in which we will inform, consult, involve, collaborate and empower our communities
- Provide a practical toolkit for all those involved in community engagement

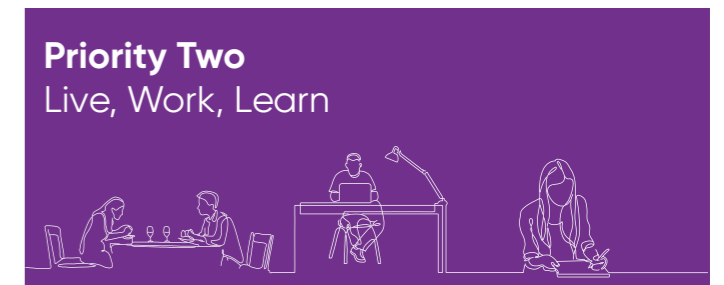
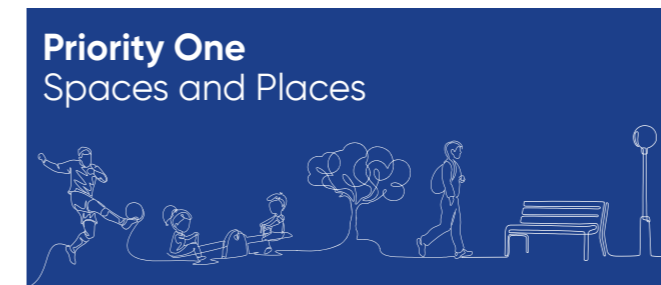
STRATEGIC CONTEXT

[South Ayrshire Council Plan 2023-2028](#) outlines the vision that the Council has for everyone living, working and visiting the area. The three key priorities of this plan are:

- That our **Spaces and Places** are of a high standard, that people can access our communities easily and that there is a range of high-quality, well-maintained sport and recreation facilities.
- That South Ayrshire has high quality opportunities for everyone to **Live, Work and Learn**. We aim that everyone will benefit from access to high quality education and can continue into lifelong learning. We want people and businesses to flourish by having a strong local economy and that everyone can find a good quality home that meets their needs.
- That we foster a culture of **Civic and Community Pride** by ensuring that everyone has opportunities to influence and contribute to what happens in their local area. We want to everyone to be proud to live in South Ayrshire and that we celebrate our culture and heritage.

Priority Three **Civic and Community Pride** has a focus on Community Engagement and this Strategy will set out our approach on how we will engage with communities.

Locality Planning is a key element of the work undertaken by the Health and Social Care Partnership (HSCP). It is outlined in the Public Bodies (Joint Working) (Scotland) Act 2014 and in Part 2 of the Community Empowerment (Scotland) Act 2015, which relates to Community Planning Partnerships. The HSCP has established six defined localities within South Ayrshire. Through [Locality Planning Partnerships](#), the focus of work is informed by the specific needs of each area. Membership of these Locality Planning Partnership groups includes local residents and representatives from organisations that deliver services within the localities.



NATIONAL CONTEXT/SCOTTISH CONTEXT

In 2011 the report from the [Christie Commission](#) on the future of delivering public services concluded that public services should be built around people and communities and strengthen their autonomy and resilience. Following this work Scottish Government enacted the [Community Empowerment \(Scotland\) Act 2015](#) which sets out its expectation on public bodies to engage and empower the communities that they serve. The Act has a particular focus on community engagement and how local communities should have greater control and influence on local decision making.

As part of the [Local Governance Review](#) initiated through Scottish Government and COSLA the initiative [Democracy Matters](#) was rolled out to communities across Scotland. Democracy Matters overarching goal is to create a vibrant and equal system of local democracy with an emphasis on community voices being heard and valued. Two consultation phases have now taken place and the results will be used to enhance the relationships between communities and public bodies. From the need for community engagement outlined in the [Community Empowerment Act](#) the [National Standards for Community Engagement \(2016\)](#) were developed as a set of principles that all engagement undertaken by the public bodies should be mindful of when interacting with local communities. The Council is committed to upholding these principles through the delivery of this strategy. The principles are:



Inclusion - identify and involve the people/ organisations affected
Support - identify and overcome any barriers to participation
Planning - clear purpose for engagement based on shared understanding of community needs and ambitions
Working together - to achieve the aims of engagement
Methods - that are fit for purpose
Communication - clearly and regularly with the people, organisations and communities affected by the engagement
Impact - assess impact of engagement and use what has been learned to improve our future community engagement.



How will we apply and monitor the effectiveness of these principles?

We will commit to working towards these principles of engagement and to monitoring our effectiveness at each stage. How we will do this is summarised below:

Inclusion

we will identify and involve the people and organisations that are affected by the focus of the engagement.

How will we know we have met this standard?

- The people and groups who are affected by the focus of the engagement are involved at the earliest opportunity.
- Measures are taken to involve groups with protected characteristics and people who often are excluded from participation due to disadvantage relating to social or economic factors.
- Participants in the community engagement process commit to continued two-way communication with the people they work with or represent.
- A wide range of opinions, including minority and opposing views, are valued in the engagement process.

Support

We will identify and overcome any barriers to participation.

How will we know we have met this standard?

- An assessment of support needs is carried out involving all participants. Support needs may include transport, caring responsibilities, accessible venues, timing of events etc.
- Action is taken to remove or reduce any practical barriers which make it difficult for people to take part in engagement activities.
- Access to impartial and independent development support is provided for groups involved in the community engagement process.



Planning

There is a clear purpose for the engagement, which is based on a shared understanding of community needs and ambitions.

How will we know we have met this standard?

- Partners are involved at the start of the process in identifying and defining the focus that the engagement will explore.
- A clear and agreed engagement plan is in place.
- All available information which might affect the engagement process has been shared and used to develop the community engagement plan.
- Partners agree what the outcomes of the engagement process should be, what indicators will be used to measure success, and what evidence will be gathered.
- The timescales for the engagement process are realistic.
- There are sufficient resources to support an effective engagement process.

Working Together

We will engage work effectively together to achieve the aims of the engagement.

How will we know we have met this standard?

- The roles and responsibilities of everyone involved are clear and understood.
- Decision making processes and procedures are agreed and followed.
- The methods of communication used during the engagement process meet the needs of all participants.
- Information that is important to the engagement process is accessible and shared in time for all participants to properly read and understand it.
- Communication between all participants is open, honest and clear.
- The community engagement process is based on trust and mutual respect.
- Participants are supported to develop their skills and confidence during the engagement



Methods

We will use methods of engagement that are fit for purpose.

How will we know we have met this standard?

- The methods used are appropriate for the purpose of the engagement. Some examples of methods of engagement are focus groups, public meetings, questionnaires, online surveys, social media campaigns etc.
- The methods used are acceptable and accessible to participants.
- A variety of methods are used throughout the engagement to make sure that a wide range of voices is heard.
- Full use is made of creative methods which encourage maximum participation and effective dialogue.
- The methods used are evaluated and adapted, if necessary, in response to feedback from participants and partners.

Communication

We will communicate clearly and regularly with people, organisations and communities affected by the engagement.

How will we know we have met this standard?

- Information on the community engagement process, and what has happened as a result, is clear and easy to access and understand.
- Information is made available in appropriate formats.
- Without breaking confidentiality, participants have access to all information that is relevant to the engagement.
- Systems are in place to make sure the views of the wider community continuously help to shape the engagement process.
- Feedback is a true representation of the range of views expressed during the engagement process.
- Feedback includes information on:
 - The engagement process;
 - The options which have been considered; and
 - The decisions and actions that have been agreed, and the reasons why.

Impact

We will assess the impact of the engagement and use what we have learned to improve our future community engagement.

How will we know we have met this standard?

- The outcomes the engagement process intended to achieve are met.
- Decisions which are taken reflect the views of participants in the community engagement process.
- Local outcomes, or services, are improved as a result of the engagement process.
- Participants have improved skills, confidence and ability to take part in community engagement in the future.
- Partners are involved in monitoring and reviewing the quality of the engagement process and what has happened as a result.
- Feedback is provided to the wider community on how the engagement process has influenced decisions and what has changed as a result.
- Learning and evaluation helps to shape future community engagement processes.

Participatory Budgeting

Participatory Budgeting (PB) is a process of involving citizens in deciding how to spend public money. At its core, PB is about community members shaping local services to meet local priorities more effectively. PB is motivated by the desire to democratically reallocate public money at a community level to priority services and initiatives identified by residents.

A separate [guidance document](#) has been produced to support the effective delivery of participatory budgeting.



INCLUSIVE ENGAGEMENT AND PARTICIPATION

South Ayrshire Council acknowledge that there are barriers to participation and engagement from certain seldom heard groups within our communities. Commonly these groups are underrepresented and less likely to be actively involved in general engagement and participation processes.

People within seldom heard groups usually have multiple barriers to participation. The Council is committed to, where possible, actively seeking the views of seldom heard groups by breaking down the barriers to participation and by building a network of groups who regularly engage with seldom heard.

There are many factors that can contribute to people being seldom heard, such as:

- Communication impairments;
- Homelessness;
- Geographic isolation and;
- Poverty.

It is recognised that there are several key barriers and circumstances affecting these groups which lowers the rate of participation. South Ayrshire Council is committed to addressing these barriers by ensuring that our engagement with people:

- Treats everyone with fairness and values all individuals contributions;
- Describes clearly what someone can expect when engaging with us and what they are expected to contribute;
- Allows them to say no to being a part of the engagement process and;
- Gives a variety of ways people can give us their views.



RESOURCES

- What is Community Engagement? - [Community engagement | SCDC - We believe communities matter](#)
- [Principles for community empowerment | Audit Scotland](#)
- Planning with People - [planning-people-community-engagement-participation-guidance-updated-2024.pdf](#)
- Place Standard Tool - [Public Health Scotland](#)
- [Participatory Budgeting Guidance 2025](#)

FURTHER DEVELOPMENT

This strategy includes a commitment to further develop in this area to improve our monitoring and evaluation with communities using the Audit Scotland Community Engagement Principles which were produced in 2019. These principles require us to demonstrate best value in:

1. Community Control – how we support communities to successfully take more control over decisions and assets
2. Public Sector Leadership – how we demonstrate strong and clear leadership on community empowerment which sets the tone and culture of the organisation
3. Effective Relationships – how we build effective working relationships between ourselves, local communities and local partners
4. Improving Outcomes – how we evaluate whether outcomes for local communities are improving and inequalities are being reduced
5. Accountability – how we ensure that we are clear and open about our approach to community empowerment and provide regular information to communities that is understandable, jargon free and accessible. How we are responsive to local communities when reaching decisions with a clear rationale for making difficult decisions and providing regular feedback.



DATA PROTECTION

All data gathered in any engagement exercise is subject to data protection and therefore must be managed according to South Ayrshire Council's Data Protection Policy. Further guidance and be found at [POL 20230901 Data Protection Policy 2023 V3.1](#)

This information can be made available, on request, in braille, large print or audio formats and can be translated into a range of languages. Contact details are provided below.

درخواست کرنے پر یہ معلومات نابینا افراد کے لئے اُبھرے حروف، بڑے حروف یا آڈیو میں مہیا کی جاسکتی ہے اور اسکا مختلف زبانوں میں ترجمہ بھی کیا جاسکتا ہے۔ رابطہ کی تفصیلات نیچے فراہم کی گئی ہیں۔

本信息可应要求提供盲文，大字印刷或音频格式，以及可翻译成多种语言。以下是详细联系方式。

本信息可應要求提供盲文，大字印刷或音频格式，以及可翻譯成多種語言。以下是詳細聯繫方式。

ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕੇ ਬੋਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਅਤੇ ਸੁਣਨ ਵਾਲੇ ਰਾਹੀਂ ਛੱਪ ਵੀ ਲਈ ਜਾ ਸਕਦੀ ਹੈ, ਅਤੇ ਇਹਦਾ ਤਰਜਮਾ ਹੋਰ ਬੋਲੀਆਂ ਵਿੱਚ ਵੀ ਕਰਵਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਸੰਪਰਕ ਕਰਨ ਲਈ ਜਾਣਕਾਰੀ ਹੇਠਾਂ ਵੱਢੀ ਗਈ ਹੈ।

Niniejsze informacje mogą zostać udostępnione na życzenie w alfabecie Braille'a, w druku powiększonym lub w formacie audio oraz mogą zostać przetłumaczone na wiele języków obcych. Dane kontaktowe znajdują się poniżej.

Faodar am fiosrachadh seo fhaighinn, le iarrtas, ann am braille, clò mòr no clàr fuaim agus tha e comasach eadar-theangachadh gu grunn chànanan. Tha fiosrachadh gu h-ìosal mu bhith a' cur fios a-steach.

South Ayrshire Council
Customer Contact Centre
03001230900

South Ayrshire Council Consultation Checklist

Pre - Consultation		Check when complete
What is your consultation about?	<p>Have you considered:</p> <ul style="list-style-type: none"> • What do you hope to achieve from your consultation? • Are you clear on the purpose of your consultation? • Any other consultations or data that has been collected recently from other departments or other community planning partners such as NHS Ayrshire and Arran or Ayrshire Roads Alliance (ARA) • Recent council consultations can be found at Consultations - South Ayrshire Council • Who is the audience of for your consultation? You should think about consultation fatigue and how to avoid this. 	
Have you completed the consultation mandate?	<p>This requires to be completed prior to the consultation being uploaded onto the website and submitted to Lorraine McKenzie community.engagement@south-ayrshire.gov.uk</p>	
Will your consultation require a Data Protection Impact Assessment (DPIA)?	<p>As you are collecting data you may require to complete a DPIA for your consultation and the data that you will collect. This information about this can be accessed at Data Protection Impact Assessment</p>	
What are your timeframes?	<p>Have you considered:</p> <ul style="list-style-type: none"> • Legal timeframes that need to be adhered to for your consultation? We recommend that your consultation is live for at least 8 weeks (good practice) so that members of the public and key stakeholders can be consulted. Can you adhere to these timeframes? (link Section 4: Consulting residents Local Government Association. Microsoft Word - FOI-201900009119 - Information Released) • Will your consultation be: <ul style="list-style-type: none"> ○ open ended ○ have a closing date or 	

	<ul style="list-style-type: none"> ○ will close when you have an appropriate number of responses? 	
Have you completed the Consultation Timeline form (this should be submitted with your consultation mandate)	Create timeline form Timeline for Consultation.docx	
Have you considered the National Standards for Community Engagement to ensure your engagement with the communities is appropriate for what you are trying to achieve?	The National Standards for Community Engagement were developed by Scottish Community Development Centre with Community Members for the Scottish Government.	
Have you/ or do you need to include the Equalities Questionnaire in your survey?	These can be found at Equalities Question 2024 Census.docx You should explain why you are asking for this data and what it will be used for.	
Have you written an explanation for members of the public, so they know why you are consulting with them? (This could include the timeframes for the consultation including when feedback will be available).	A short summary of the purpose of the consultation should be written for the start of the questionnaire so that the individual understands what you are trying to achieve.	
Have you considered who your key stakeholders are?	<p>Suggested stakeholders:</p> <ul style="list-style-type: none"> • All members of the public • Members of a specific group of people with lived experience • Local businesses • Other public bodies • Locality Planning Partnerships (LPP's) <p>Please note this is not an exhaustive list.</p>	
How will you make sure you get an input from your key stakeholders?	<p>Is a questionnaire the best way to gather feedback?</p> <ul style="list-style-type: none"> • Focus groups can be a good way of getting the views of key stakeholders. If you have chosen this method, have you thought about how you will thank the people for working with you? Here is a guide to running a focus group Planning and running focus groups NCVO, Focus groups HIS Engage. • For lived experience groups, please connect with the relevant council service or Voluntary Action South 	

	<p>Ayrshire (VASA) by contacting them on cpeg@vasa.scot . They can send out a specific email to groups with the appropriate experience, either to gather questionnaire responses or recruit participants for a focus group.</p>	
<p>Is your consultation available in an easy read format?</p>	<ul style="list-style-type: none"> • All questions should be in easy read format. • Please consider whether your communication is inclusive. Communication Inclusion People may be able to help you to do this Communication Inclusion People Flier (Feb 2025) (F2).pdf. A short video that explains Inclusive Communication can be found at: https://youtu.be/dQsM4PwXgzY • Have you sense checked your questionnaire with anyone? If not find a critical friend to sense check your information. <p>The Community Planning Participation Engagement Group (CPPEG) cpeg@vasa.scot meet regularly and can give advice on consultations. It would be encouraged that consultors contact the CPPEG and share consultations to allow a sense check and to discuss method of consultation or in the initial planning stages, the topic of consultation with the group prior to the consultation being designed or community.engagement@south-ayrshire.gov.uk can be contacted for guidance.</p>	
<p>Have you identified a key officer to direct questions to during and after the consultation is live?</p>	<p>The service area undertaking the consultation should identify a key officer that any questions can be directed to.</p>	
<p>If you want to gather feedback from people with lived experience of the topic you're consulting on, have you considered ensuring your questions are written from a trauma-informed perspective?</p>	<p>Angi Pinkerton (Trauma Informed Practice Officer) in the Community Planning Team can assist with this. Angela.pinkerton@south-ayrshire.gov.uk</p>	
<p>If you are using an online platform for your consultation, have you ensured that the link will be displayed on the consultation section</p>	<p>Ensure that people who want to give us their views have an easy way to do this.</p> <ul style="list-style-type: none"> • Will you be using solely the council website (webmaster.gov.uk) or do you want to use the CONSUL website? (if considering using consul please 	

(have your say) part of the council website?	discuss with tracy.whiteford@south-ayrshire.gov.uk)	
Do you want your consultation to be shared with the SA1000?	Please contact Lorraine Mckenzie – community.engagement@south-ayrshire.gov.uk	
Have you considered consulting with young people?	<p>We have our own Youth Council (a group of young individuals, elected from secondary schools, who are enthusiastic about participating in decision making processes that impact their age group and about voicing the needs and concerns of their communities).</p> <p>Please contact Lynn Dillion (lynn.dillion@south-ayrshire.gov.uk) Youth Strategy Officer.</p>	
Do you want your consultation to be shared with a particular audience?	<p>We can discuss sharing your consultation through the Consultation and Engagement Group and through VASA send it out to a targeted group.</p> <p>Some of these groups include:</p> <ul style="list-style-type: none"> • The Champions Board for the Promise • Carers • People who are interested in Aging well • Housing tenants <p>This is not an exhaustive list.</p>	
Do you have a comms plan for your consultation? This should be in place prior to the consultation going live.	Please discuss with the comms team, this should be done at least 4 weeks prior to the consultation. (https://thecore.south-ayrshire.gov.uk/article/225/Communications-request-for-service)	
How will you gather feedback from people who don't use online platforms or are not digitally savvy?	Consider libraries, Community Centres etc where paper copies of the consultation can be accessed easily completed, and returned to one location.	
Should your consultation be shared with directly Community Councils?	Please contact the council officer responsible for Community Councils at community.councils@south-ayrshire.gov.uk	
Would you like to hold drop-in sessions, either in person or online, to discuss your consultation?	<p>If so, book engaging venues and promote the sessions as a key part of your communication plan! For online sessions, get creative with how you share the link to ensure maximum participation.</p> <p>Venues that could be considered:</p> <ul style="list-style-type: none"> • Schools or Early Years Centres (to target parents) • Libraries • Leisure Centres • Community Centres 	

	Contact the lets team within the council who will be able to advise you. lets@south-ayrshire.gov.uk	
During Consultation Period		
Make sure the publicity for your consultation is widely shared and visible to the public	List here some examples of where to share: <ul style="list-style-type: none"> • Council X feed • Council facebook page • South Ayrshire Connect Have your say page Have your say - South Ayrshire Council • Education Mailing lists • Community Planning Partners • Radio adverts • Doctors surgeries notice boards • Posters in targeted venues • HSCP Locality Planning Partnerships (LPP's) • Recovery communities through the Alcohol and Drugs Partnership (ADP) 	
Make sure the consultation is accessible to harder-to-reach groups and individuals with lived experience.	<ul style="list-style-type: none"> • Contact VASA through the CPEG group, HSCP and relevant council departments to use their networks to disseminate information about the consultation. • Use advertising and social media to publicise the consultation • Ensure the consultation is accessible in places that the people you are trying to reach use such as community centres, libraries, schools and community centres. 	
Host suitable focus groups (if applicable)	Discuss with participants suitable venues/accessibility/timings to host groups prior to booking a venue. Ensure participants are kept informed as to when feedback will be available	
Be available for any questions/ enquiries about consultation.	A Named officer should be available to answer any questions regarding the consultation.	
Host online or in-person drop in events if applicable	Host events and inform participants when feedback will be available. Think about suitable timings, TEAMS/Zoom for hosting to allow maximum participation.	
Data Protection	If you are collecting sensitive information then it may be subject to GDPR legislation. Guidance on this can be found at Data Protection Impact Assessment	
After Consultation Period		
Make sure the publicity for the outcomes of consultation is widely shared and visible to the public.	List here some examples of where to share: <ul style="list-style-type: none"> • Council X feed • Council facebook page 	

	<ul style="list-style-type: none"> • South Ayrshire Connect Have your say page Have your say - South Ayrshire Council • Education Mailing lists • Community Planning Partners • Radio adverts • Doctors surgeries notice boards • Posters in targeted venues • HSCP Locality Planning Partnerships (LPP's) • Recovery communities through the Alcohol and Drugs Partnership (ADP) 	
Make sure the results of the consultation is accessible to harder-to-reach groups and individuals with lived experience.	<ul style="list-style-type: none"> • Contact VASA through the CPEG group, HSCP and relevant council departments to use their networks to disseminate information about the consultation results. • Use advertising and social media to publicise the results of the consultation • Ensure the results of the consultation is accessible in places that the people you are trying to reach use such as community centres, libraries, schools, and community centres. 	
Be available for any questions/ enquiries about the results and outcomes of the consultation.	A Named officer should be available to answer any questions regarding the results of the consultation.	
Complete the Post Consultation Monitoring Report	Once your consultation has concluded complete the monitoring form Post Consultation Monitoring Form.docx	

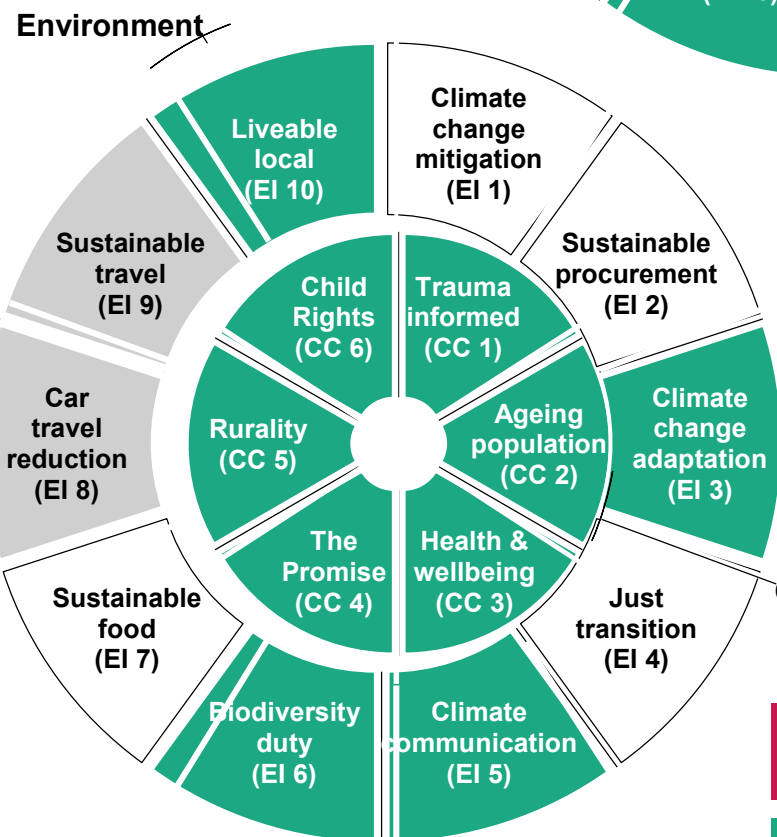
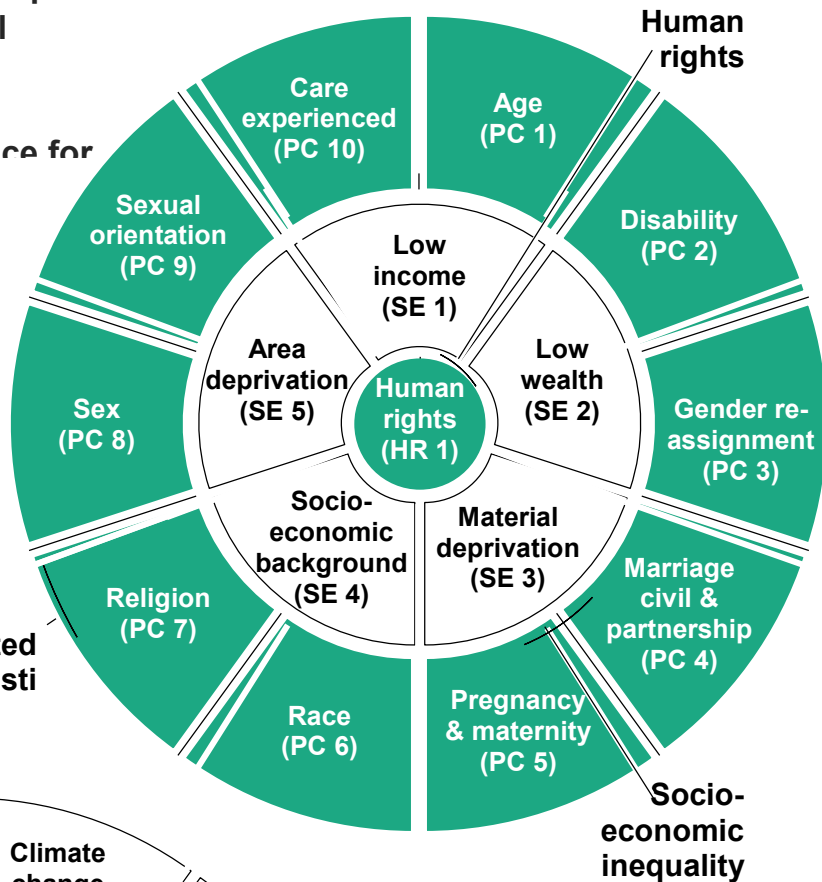
Integrated Impact Assessment Summary Report



The current Community Engagement Strategy ran from 2020-2025. The body of the plan encompasses the National Standards for Community Engagement, these are recognised as good practice for Completed

by:
 Elizabeth Dougall,
 Senior Policy Officer,
 Performance, Community
 Planning and Sustainability

Date started: 28/10/25



To be implemented on: 17/02/26
 Review date: 01/02/27
 Oversight Panel: Cabinet

negative impact	uncertain / not clear
positive impact	no impact / not applicable

Public sector equality duty

Eliminating unlawful discrimination, harassment, and victimisation?

The Community Engagement Strategy (2025 Update) aims to eliminate unlawful discrimination, harassment, and victimisation of those within our South Ayrshire communities, by providing positive engagement strategies and accessible resources.

Advancing equality of opportunity?

The Community Engagement Strategy should ensure that all persons in South Ayrshire will be consulted regarding any changes within South Ayrshire. The Strategy outlines that services should be mindful of seldom heard groups and this should be factored into any engagement activities.

Fostering good relations?

The Community Engagement Strategy should ensure that all persons of South Ayrshire will be consulted with. Good Community Engagement will allow the Council to foster better relationships with Communities throughout decision making processes.

Consultation declaration

We confirm consultation has been carried out as part of this process.

Mitigating Actions Required (re **negative / unclear**

ENVIRONMENTAL IMPACTS

<p>EI 8</p>	<p>Travel less by cars</p>	<p>Where possible, it will be encouraged to have online consultations, and where it is unavoidable, people will be encouraged to use sustainable and active travel methods for in person consultations.</p>
<p>EI 9</p>	<p>Enable sustainable and active travel</p>	<p>Where possible, it will be encouraged to have online consultations, and where it is unavoidable, people will be encouraged to use sustainable and active travel methods for in person consultations.</p>

Child Rights & Wellbeing Impact Assessment (CRWIA) summary

CRWIA for a non-legislative policy/measure

CRWIA title:

Community Engagement Strategy (2025 update)

Publication date:

01/01/26

Summary of policy aims and desired outcomes

The South Ayrshire Council Community Engagement Strategy has been prepared within the framework of Community Empowerment (Scotland) Act 2015 and the Christie Commission.

Executive summary

Refresh of previous Community Engagement Strategy.

Background:

The Community Engagement Strategy has a particular focus on community engagement and how local communities should have a greater control and influence in decision making.

Scope of the CRWIA, identifying the children and young people affected by the policy, and summarising the evidence base:

The Strategy sets out through its accompanied checklist how to consult with target groups such as children and young people.

Children and young people's views and experiences:

Although not directly been involved in the development of the policy/measure collaboration occurred with the Youth Strategy Officer, responsible for youth voice.

Key Findings, including an assessment of the impact on children's rights, and how the measure will contribute to children's wellbeing:

Through the implementation of the Strategy, which is intrinsically linked to the rights of the child by consulting them on matters related to them and contributing to children's wellbeing overall.

Monitoring and review:

Monitoring and review will take place annually.

CRWIA Declaration Authorisation

Policy lead:

Elizabeth Dougall, Senior Policy Officer, Community Planning and Equalities

Date:

01/12/25

Deputy Director or Equivalent:

Kevin Anderson, Assistant Director - Corporate Policy, Strategy and Performance
