

Support Framework Pilot- Community Engagement

1.0 Support Framework

Community Land Scotland and the Community Ownership Hub: Glasgow and Clyde Valley is pleased to announce a consultancy support framework to provide expertise to aspiring community owners within the targeted area of Glasgow and the Clyde Valley.

The Framework will first trial a pilot, which will appoint a small number of suitably qualified community engagement consultants and practitioners.

Other areas of expertise will be procured after this pilot.

3.0 What is the Community Ownership Hub?

The Community Ownership Hub: Glasgow and Clyde Valley aims to accelerate [community ownership](#) of land and buildings in Glasgow and the Clyde Valley. The Community Ownership Hub is working to address the challenges of community ownership in a number of ways, including by getting expert advice into the hands of aspiring community owners.

We think community ownership should be a normal option for communities throughout Scotland, as it is in places like the Galson Estate on the Isle of Lewis, where the community has owned the land since 2007. Amazing things are happening for urban community owners, like Linwood in Renfrewshire, Viewpark in North Lanarkshire, the Pyramid in Anderston, and Mid Steeple Quarter in Dumfries. Community Ownership can be transformative, but there are many challenges, particularly in urban areas.

The Community Ownership Hub: Glasgow and Clyde Valley is a project of [Community Land Scotland](#), and is led by an advisory panel made up of a representatives of local community owners such as Kinning Park Complex and Spireview Housing Association, and a number of national experts including Scottish Government, Development Trust Association Scotland, Planning Aid Scotland, the Scottish Land Commission, and the Scottish Community Development Centre. Our website will be live soon.

Community Land Scotland is the representative body for Scotland's community landowners. It was set up in 2010 by a group of early community landowners to:

- Provide a representative voice for Scotland's community landowners
- Facilitate the exchange of information between community landowners
- Promote the growing importance of the community landowning sector to Scotland

Community Land Scotland is a small organisation with five staff but with a membership of over 100. Despite being small, it has been influential in terms of changing policy around land reform.

3.0 Support Framework Pilot

The Community Ownership Hub: Glasgow and Clyde Valley is setting up a pool of consultants to provide expertise to geographically-defined community groups who own or aspire to own land or buildings, as a framework appointment.

We are first appointing community engagement expertise within the framework. Following this pilot we will procure other areas of expertise which will be of benefit to communities, such as possibly legal support and options appraisals.

For this pilot we intend to appoint a small number of consultants and practitioners with expertise in inclusive and creative engagement and community ownership.

Following appointment to the framework, we will ask for expressions of interest from community organisations and instruct a project for each community group from the most appropriate provider on our framework. An example is given in the following sections of the scope of work we anticipate; the instructed scope of works will be refined as needed for each community group.

We expect to spend approximately £30,000 on engagement support for 2021 and 2022, in total. We are currently seeking similar funding for 2023. Our total budget for this support framework is £100,000 for 2021 and 2022. Appointment to the consultant framework will not have any secured financial outcomes; this will depend on level of interest from community organisations.

The intention is for this community engagement pilot to run for 6 months initially. If it is successful, we may extend the support framework, up to a full three-year duration of the Community Ownership Hub: Glasgow and Clyde Valley project.

The details above are subject to change.

4.0 Community Engagement Support Required

Those involved in community ownership at the earliest stages are often passionate individuals with a dream of working towards community ownership. Maybe they are fed up with a vacant site nearby and want to build affordable housing, or want to protect and improve nearby recreational space, or want to save the last pub in their neighbourhood. In our experience the vision and aspiration of community landowners have no bounds.

There are many challenges in converting this ambition into the practicalities of the community ownership process. An area of work that has been identified on numerous occasions by communities, and underlined by feedback from funders, is lack of experience and capacity to undertake the necessary community engagement with local people. Communities and funders know that good engagement at the outset leads to strong more robust projects and funding bids, and longer-term credibility of the acquisition project and community organisation. If these projects are to have transformational effects, then both the vision and the land or building need to be truly community owned.

We are looking to appoint expertise to support geographic communities in their early engagement work. This work will help to equip aspiring community owners for the appropriate next stage in their ownership journey, such as a submission to the Scottish Land Fund Stage 1, or Community Right to Buy.

We will shortly be asking for expressions of interest from geographic community groups within the Clyde Valley who would like engagement support. We will connect these community groups to successful appointees to this consultancy framework, subject to the level of interest. To ensure the engagement support is of most value to community groups, we will be finalising the scope of each instruction with the communities and engagement experts. In our experience creative thinking and an appreciation of communities' perspectives and local context are key to successful engagement.

Early Engagement Support – Typical Services Required

An engagement support package will be finalised for each group including some or all of the steps below, as well as occasionally other engagement services which may be needed.

Creative Engagement Expertise

Creativity is key in capturing people's imagination about community ownership and engaging them in projects. We want to appoint practitioners to provide guidance to community groups on creative engagement approaches which match their ambitions and reflect their local areas.

We'd welcome consultant teams with creative engagement expertise as well as more mainstream engagement expertise. Alternatively, if you're a creative practitioner who only wants to provide creative engagement input, you can apply for only creative inputs on our framework.

Commencement meeting - Understanding the community groups' aspirations

An initial meeting between engagement consultant and community group, to allow community group to explain their aspirations, and the challenges and opportunities they have identified. Consultant to present a proposed scope of work to be agreed with community.

Defining Geographic Communities

The Community Right to Buy (CRtB) and Scottish Land Fund (SLF) require local support for community ownership, which in some cases is required to be demonstrated through a ballot of a geographically-defined local community. Assistance in defining suitable geographic communities is required. Consultants will be expected to fully understand the CRtB, Asset Transfer Request and SLF geographic requirements and ensure accurate and reliable advice is given to communities. It is accepted that this advice might change as the project idea progresses.

Baseline Understanding of Amenities and Services

Sometimes aspiring owners need help fitting their ambitious project into the existing community landscape. Compiling a baseline of existing local services and amenities can be needed to help community groups consider unmet needs and complementary services. The consultant will provide a baseline review of services and amenities in a targeted geographic area to inform aspiring owners' plans.

Inclusive Engagement

Urban geographic communities are complex with diverse populations combined into densely populated areas. This makes inclusive engagement challenging, as different groups can need different types of engagement to be effective. To give some examples, an area with high levels of

elderly residents may have less fewer residents online, so consideration should be given to engaging those digitally excluded. In areas where residents speak lots of different languages, translation may be required. Those living in areas with high levels of deprivation may engage more with public events or creative engagement methods. Consultants will review key social information for the area, and provide advice to groups on inclusive engagement.

Communicating outcomes and next steps

Groups should be provided with realistic ideas for next steps, linking into their plans and funder’s requirements. For example, if the group intends to approach the Scottish Land Fund for Stage 1 Funding, next steps should be step out. If community meetings are required, practical approaches to undertaking this should be provided. Next steps advice should be provided in accessible manner, including a written report and via a meeting where the work is presented and discussed.

Groups are responsible for determining their preferred approach. Care will need to be taken to present information and options clearly for groups to consider. Reports will also be in the public domain so must be sensitive and accessible for local communities. Reports should be submitted in draft to the community group and to Community Ownership Hub: Glasgow and Clyde Valley for comments.

F- Event support

Where a community meeting is required, the consultant may be asked to support to the community group in arranging and conducting this event. This may include support in organising the event and attendance. This is likely to be online over the next 6 months due to Covid19 restrictions, but may be in person.

5.0 Response

Interested consultants should provide the following information in a written response.

Approach

Experience of Proposed Team – 500 words excluding CVs and examples of similar work

Applicants should demonstrate expertise in:

- Working directly with community organisations
- Working on community ownership or built environment projects
- Creative engagement
- Inclusive engagement

An overview of the team proposed should be included, and CVs and examples of similar work (e.g. case studies or concluding reports) attached.

Scope of Works – 500 words

Provide an example scope of works to demonstrate how you would approach a commission, including indicative timescales. Using an example community to demonstrate how you would approach the work may be beneficial. This is your chance to impress us with your creativity and understanding of the issues!

If you’re applying only for only providing creative engagement, your experience and scope of works should focus on that.

Price

To be assessed by:

- Daily rates.

Any travel, subsistence and report production costs to be included in the rates.

Community Land Scotland is not VAT registered so pricing should be inclusive of VAT.

Timescales and Questions

Responses are due by 9th March 2021 at 5pm. We expect to hold interviews on the 12th of March.

Any questions should be directed to carey.doyle@communitylandscotland.org.uk.

6.0 Award Criteria

Submissions will be assessed according to the following criteria:

- Quality (50%): (70% experience, 30% proposed scope of works)
- Price (40%): (100% daily rate)
- Social Enterprise weighting (10%)