



1. Moray Council HNDA Consultation Plan

A Housing Need and Demand Assessment (HNDA) is an important evidence base required by the Scottish Government to inform the preparation of Local Housing Strategies (LHS), under the Housing (Scotland) Act 2001; and the preparation of Local Development Plans, under the Town and Country Planning (Scotland) Act 1997, as amended by the Planning Scotland Act 2019.

The purpose of the HNDA is to provide an evidence base to inform the Local Housing Strategy and Development Plan. Specifically, it is expected that the HNDA should underpin the following key areas of housing policy and planning:

- **Housing Supply Target(s) (HSTs):** to inform the setting of a HST for use in the LHS and Local Development Plan. The HST sets out the extent and nature of housing to be delivered over the period of the plan(s)
- **Stock management:** to assist understanding of the current and future demand for housing by size, type, tenure and location in order to optimise the provision, management and use of housing stock. This in turn feeds into policy and planning decisions about future stock in the LHS
- **Housing investment:** to inform future housing investment decisions, for example through Strategic Housing Investment Plans (SHIPs)
- **Specialist Provision:** to inform the provision and use of specialist housing and housing related services to enable independent living for all, as expressed in policy in the LHS and to inform planning decisions e.g. land for Gypsy/Travellers
- **Geographic distribution of land:** to inform the spatial allocation of land through the Development Plan for new housing at both Housing Market Area level and local authority level.

Moray Council recognises the importance of ensuring that the HNDA development process is not only underpinned by high quality analysis and HNDA evidence, but also high-quality consultation and engagement with local stakeholders and housing market partners.



2. HNDA Consultation Duties and Requirements

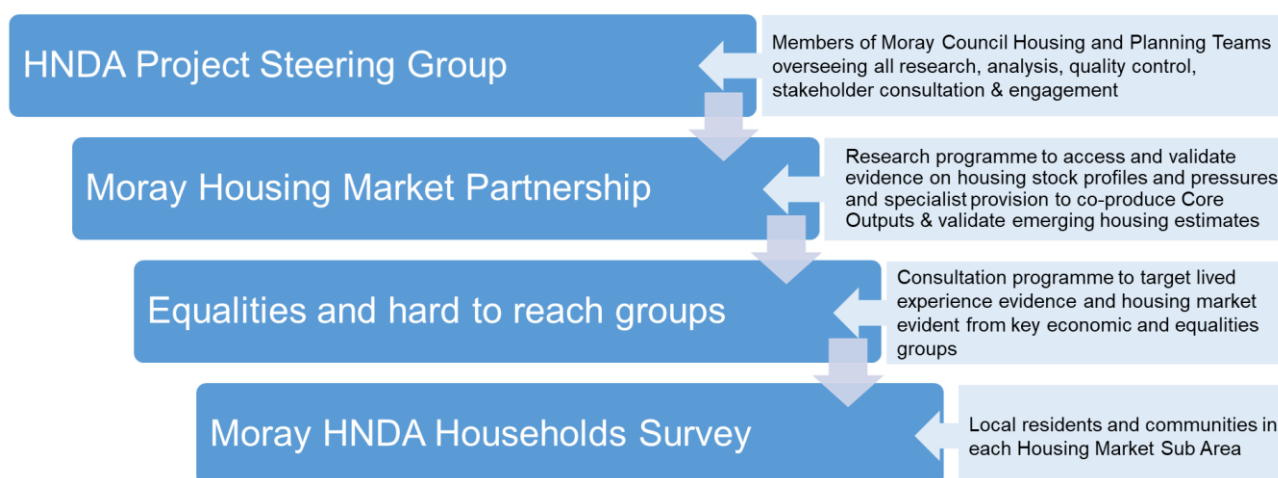
The HNDA Guidance (HNDA - A Practitioner’s Guide, 2020) states that the production and sign-off of a Housing Need & Demand Assessment must be overseen by a Housing Market Partnership (HMP). Members of the HMP should include housing and planning officials from within Moray Council and include key partners such as Caingorms National Park, colleagues from Moray HSCP, as well as a mix of housing subject matter experts e.g. developers, RSLs, tenant organisations, estate agents, letting agents; as well as equality or support groups who may enable hard to reach groups to participate.

The HMP should ensure that consultation with all appropriate stakeholders takes place during the development of the HNDA, with HMP members working together and addressing issues throughout the HNDA production process. The HNDA should offer full details of stakeholder feedback outlining how this has been taken into account in the HNDA. Methods of consultation can include participation in the HMP, online consultation with specific questions, focus groups or other appropriate community or resident engagement. Hard to reach groups may require particular consideration at the start of the process.

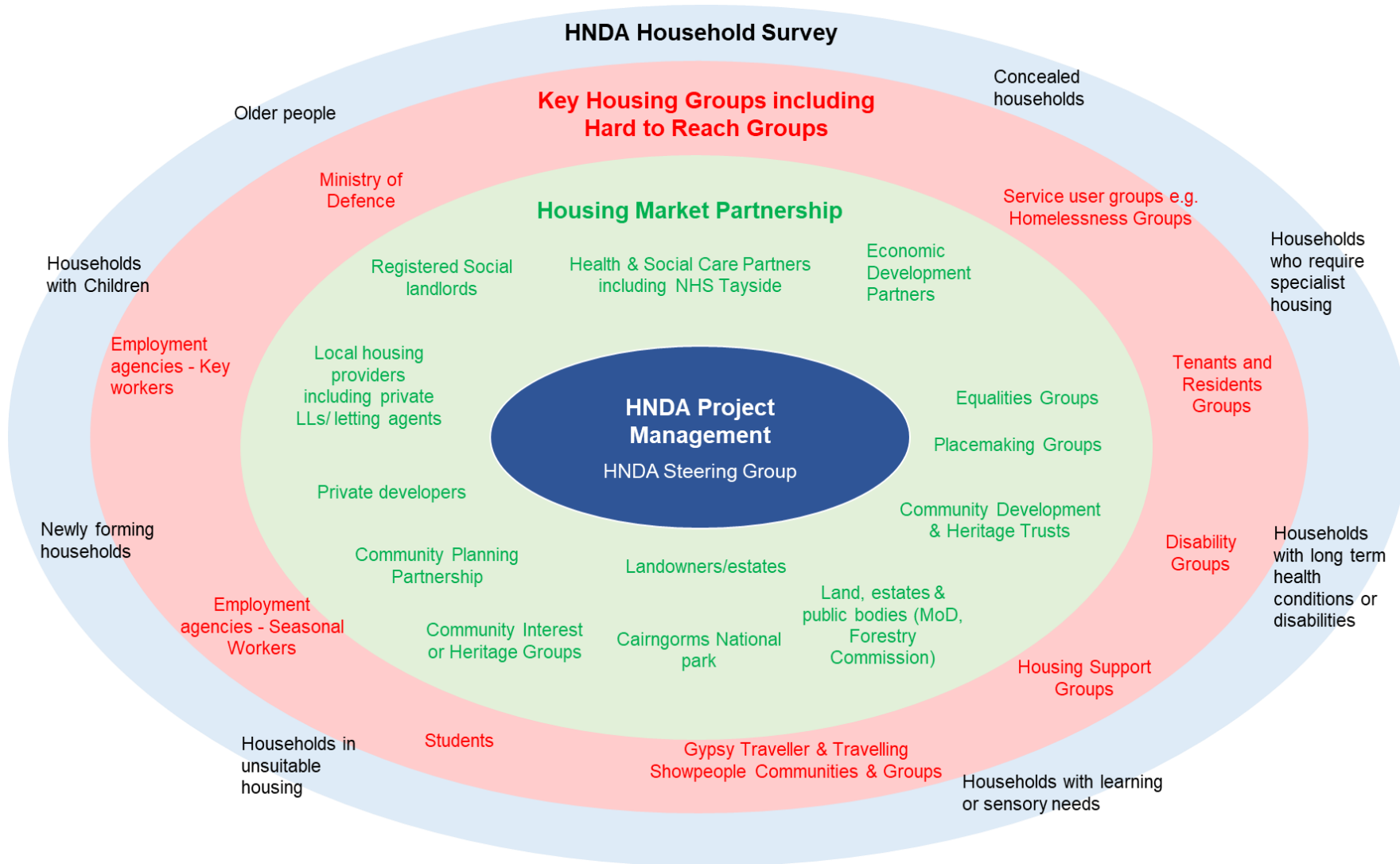
The process for developing the Moray HNDA will be lead and directed by an HNDA Steering Group comprising members of Moray Council’s Strategic Housing and Planning Teams. The HNDA Steering Group will also oversee all interaction and engagement with the Moray Housing Market Partnership who be involved across all aspects of the research, analysis and consultation associated with developing the HNDA.

2.1. HNDA Stakeholder Map: Key Group

A detailed stakeholder map has been developed setting out the range of housing market partners and key stakeholder groups who will be involved in the delivery of the HNDA. Crucially the process will be informed by an extensive primary research exercise which will ensure meaningful engagement with residents from across the Moray Council area. The key groups which form the stakeholder map that each element of consultation activity will be targeted to are as follows:



A full list of the stakeholder’s groups and representatives who will be engaged in the HNDA development process is detailed in the following stakeholder map:





3. HNDA Engagement Plan

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

- **Large-scale Household Survey: Telephone & Online channels** enabling engagement with households from across the Moray area within a structure programme of telephone interviews and online surveys
- **Project management meetings** supporting the LHS Steering Group to ensure the HNDA project plan is on track and that engagement with the HMP and wider stakeholders is inclusive and meaningful
- **Bespoke consultation activities with key groups** tailored to the needs of key economic or equalities groups whose views and perspectives may not be captured by the large scale household survey methodology
- **Digital channels** where widespread consultation across residents and communities will be hosted via the Council's online survey channels and digital tools. Digital channels will host online HNDA consultation materials, promoted to residents and communities via social media
- **Established consultation groups and frameworks** who will be used to offer perspectives on local housing issues and priorities at a:
 - Strategic level – Community Planning Partnership
 - Community level – Community Council network
 - Expert level – reflecting the specialisms and experience of HNDA delivery partners and stakeholders
 - Representative level – ensuring that specific interest groups, hard to reach groups or populations can access consultation opportunities

These channels will support the following HNDA consultation and engagement programme which includes timescales and details of consultation methods and approaches. Details of the extent and nature of each consultation and engagement element are outlined below:



2022 Moray HNDA Stakeholder Engagement & Consultation Plan





This consultation plan sets out a range of approaches to be deployed to help shape the content of the HNDA 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 July 2022 until March 2023 ensuring a wide variety of methods and media are deployed to maximise participation and engagement. The Council have engaged Arneil Johnston (independent housing consultants) and Research Resource (market research professionals) to support the consultation and engagement process underpinning HNDA development.

The range of consultation methods and approaches will be tailored to the objectives of each stage and the needs and interests of each stakeholder category as follows:

3.1. Stage 1: Moray HNDA Household Survey

To deliver the HNDA, the Council have commissioned an extensive primary research study to address gaps in insight and to allow credible HNDA analysis to be delivered at a Housing Market Sub-Area level. Working in partnership with Arneil Johnston and Research Resource, the Council have commissioned a large-scale HNDA survey of households living in the Moray area. The purpose of the HNDA survey will be to provide a credible data on the current housing circumstances, unmet need, future intentions and housing aspirations of households living in the Moray area.

To deliver the household survey, Research Resource propose a hybrid research methodology comprising a statistically robust and representative telephone survey of a cross section of residents across the Moray Council area, augmented by an online survey which will be widely promoted and open to all residents.

To derive robust and representative data, a telephone survey approach is being deployed as it is interviewer led and allows the research team to ask more in-depth questions. It also affords the opportunity to control the sample to ensure responses are provided across the Moray area, and across different resident characteristics; including harder to reach groups such as those living in social rented and privately rented accommodation, those living in more deprived areas and younger respondents who may be less likely to proactively opt into an online survey. It will also allow the Council to ensure that we can effectively cover the whole population, not just those that are online.

Research Resource will carry out a total of 400 telephone interviews. This will provide data accurate to c. +/-5% (based upon a 50% estimate at the 95% level of confidence) at the overall Moray level. It is proposed that the telephone survey is augmented with an online survey. The online survey presents an excellent opportunity to gather the views from a large audience, quickly and economically. Internet penetration rates are growing as a result of the Covid-19 pandemic with more and more individuals turning to social media and websites in order to communicate with local authorities and public sector agencies. This approach will offer a very effective way of capturing the views of residents across the Moray area.

The online survey will be developed to largely mirror the telephone survey, although it will be shorter with fewer open questions in order to achieve a good response. Experience of carrying out surveys using a similar methodology is that this can successfully generate large numbers of responses, however, they may not be demographically, geographically or



attitudinally representative. It is for this reason that an online survey is not recommended as the only method of data collection. Online survey data will be augmented with the telephone survey data, profiling the overall response relative to the overall population in the Moray area and, if necessary, weightings can be applied to ensure that survey outcomes are representative of the local population.

Delivering such an extensive primary research exercise will place residents at the heart of the HNDA development process, ensuring that credible insights on their circumstances, needs and aspirations are captured by meaningful opportunities to participate in the research.

3.2. Analysis and research with Housing Market Partners

To develop the extensive evidence base required to deliver HNDA Core Outputs, a research programme has been developed to engage the HMP in:

- sharing, gathering and assembling locally held data and insights
- coproducing consultation materials including the HNDA survey questionnaire
- validating analysis and insights to build HNDA Core Outputs
- validating the assumptions and data inputs underpinning the HNDA calculation
- reviewing the credibility of housing estimates as the basis for setting housing supply targets

A range of tailored consultation opportunities will be delivered via online meetings, workshop events and HNDA conferences.

3.3. Consultation and engagement with Hard to Research Groups

As the large-scale household survey may not pick up the housing needs of those who do not live in a mainstream housing setting (e.g. Gypsy Travellers or those currently living in a military accommodation base), the Consultation Plan has programmed further qualitative research with key groups. Working via trusted partner agencies and advocates, a specific consultation programme will be tailored to the needs of each group offering flexibility in participation options to maximise engagement including focus groups, online workshops and one-to-one interviews.

Key groups to be targeted by this programme include:

- Gypsy Travelers and Travelling Showpeople
- Employment agencies for key and seasonal workers
- Students
- Military personnel and MOD accommodation planners

A range of discussion materials will be developed to target key gaps in insights or intelligence. These will include by topic guides for interactive/online activities and thematic discussions for one-to-one interviews.



3.4. HNDA Stakeholder Engagement Conferences

Informed by the HNDA evidence base and household survey outcomes, Arneil Johnston will host two conference events, inviting the full range of housing market stakeholder and partner agencies including local and national government, RSLs, private developers, economic development agencies, health and social care partners, economic development agencies, third sector organisations and community groups.

The first conference event will focus on validating the HNDA evidence base, with a specific focus on HNDA calculation inputs and assumptions. Stakeholder feedback from the first HNDA Conference will be used to inform HNDA calculation scenarios as well as HMP judgements on the most credible range of housing estimates to form the basis of final HNDA outputs.

The second conference event will be used to present, validate and develop the assumptions around housing estimates, testing the range of strategic options and policy interventions that should be considered to meet housing need across the Moray area including interventions to meet requirements for both affordable and specialist housing. Feedback on the contextual factors which should be given serious consideration when using housing estimates as the basis for future housing strategy and land-use planning decisions will also be a key focus.

To ensure that the consultation programme is targeted to achieve intended consultation outcomes and offer an opportunity for meaningful scrutiny and debate, Arneil Johnston will coproduce conference objectives with the Project Steering Group, build the agenda for each event and agree the extent and nature of evidence to be presented and shared.

3.5. 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 resident, HMP consultation and stakeholder engagement. The HNDA Steering Group will be responsible for monitoring the progress of the Consultation Plan including participation and engagement levels.



	Action	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23				
1	Housing Market Partnership Meetings		*1		*2		*3					*4					
2	HNDA Household Survey		*1/2	*3	*3												
3	Consultation and engagement with Hard to Research Groups			*1	*2	*3/4											
4	HNDA Stakeholder Engagement Conferences						*1	*2	*3	*4							
	Objective	Key milestone *1				Key milestone *2			Key milestone *3			Key milestone *4					
1	Housing Market Partnership Meetings	Launch event				Research update session			HNDA Survey Outcome Breifing			Reporting event					
2	HNDA Household Survey	Sign off survey content				Survey promotion & comms			Online/telephone survey fieldwork								
3	Consultation and engagement with Hard to Research Groups	Engage participants & develop consultation materials				Gypsy Traveller/Travelling Showpeople Engagement			MOD Engagement			Key Worker Employment Agencies/Students					
4	HNDA Stakeholder Engagement Conferences	Conference 1 design, promotion & comms				Stakeholder Conference 1 - HMP Validation of HNDA Calculation			Conference 2 design, promotion & comms			Stakeholder Conference 2 - Reviewing housing estimates					