

Corporate Plan 2022-27 & Budget 2023-24 Communications & Engagement Plan (Sept – Dec 2022)

Context/Purpose

A draft 5-year Corporate Plan 2022-27 will be presented to full Council on 28 September 2022. Internal engagement is already underway with several key groups including Elected Members, Leaders, Executive Leadership Team and our Leadership Forum. All of these groups have been instrumental in influencing the draft Plan to date, however, there is still work to be done in fulfilling our P&K Offer commitment of engaging externally with our communities, partners and the people of Perth & Kinross.

This communications and engagement plan sets out the activity we will undertake between October - November 2022, to support the development of the new Corporate Plan 2022–27. It also dovetails with the work that is ongoing to engage with people through the annual budget consultation process, which is directly related to our corporate priorities in terms of where we, focus our resources to best meet the needs of our communities in Perth & Kinross.

Key messages and principles

Within our draft Corporate Plan 2022 - 27, there are some key principles which set out how we will deliver our priorities. These are also relevant to how we will carry out our communication and engagement process:

- Collaborating with our communities and partners, and putting people first
- Being a visible and valued part of our communities, engaging with and being accessible and responsive to our residents
- Prevention and early intervention to help achieve the best long-term results for people
- Supporting our workforce to be the best, ensuring they are well-trained and empowered to make decisions
- Focussing on need informed by evidence and data, rather than demand
- Making best use of available assets including transferring or otherwise disposing of those which can best serve the community in a different way

- Remaining true to our organisational values of integrity, compassion and ambition
- Focussing on need informed by evidence and data, rather than demand

Target audiences/stakeholders

For the purposes of communications and engagement, we have a number of audiences and stakeholder groups that we will seek to engage with:

Internally:

- Extended Executive Leadership Team
- Leadership Forum (Service Managers and Team Leaders)
- Wider staff group
- Administration
- Wider elected members

Externally:

- Communities of geography and interest (including communities that are seldom heard)
- Partner organisations
- MSPs/MPs

Aims and Objectives

This communications and engagement plan is focused on the development of our Corporate Plan 2022-27 and will also encompass our budget planning consultation for 2023-24. It details a range of activities proposed to cover as many stakeholders as possible and to allow anyone who wants to get involved the opportunity to do so.

Methods of Communication/Engagement

Communication

Global communication methods are intended to inform people about what, why and how this is happening. They are a way of reaching our different audiences giving focussed information in particular areas as well as letting people know how to get involved if they choose to do so. In terms of the Corporate Plan and budget consultation, we have many current channels of communication that we will use depending on the audience being targeted. Current activities that will continue are as follows:

- Extended Executive Leadership Team email and Managers' Weekly Briefing updates following each Transformation Board
- Bi-monthly Chief Executive video message
- Milestone updates via Catch-up with Eric staff newsletter
- Articles submitted to monthly ECS newsletter
- Elected Members' Weekly Briefing and Elected Members Briefing Notes on specific project elements as required
- Social media information and promotional posts – allowing people to get to know the work of PKC (Perth & Kinross Council) better and giving links to further reading or more detailed information.

Engagement

Engagement methods are intended to give people an opportunity to share views, provide feedback, contribute to and shape transformation and engagement. We have some set questions that we will be asking in all our engagement activity – allowing us to be consistent and clear – for the Corporate Plan and budget process:

- **What matters to you?**
- **What would make a difference in your area?**
- **How can we work together to achieve this?**
- **What are you seeing / hearing / experiencing in your area that works well?**
- **What can we do together to make a difference?**

We will also have some specific and focussed questions around our budget that allow participants to consider their own – and their wider communities' - priorities in relation to budget spend in their neighbourhoods, localities as well as wider in Perth & Kinross area. So, for example, we will be asking about specific areas of Council spend:

- **Are these the priorities and areas of spend that will make a real impact on the lives of people living in our area?**
- **Where should we be focussing?**
- **What, if anything, is missing from our priorities?**

This activity will be undertaken through:

- Workshop sessions designed to give teams the opportunity to give views and feedback based on their professional and personal experiences (especially as so many of our employees also live in Perth & Kinross)
- Local 'Town Hall' in person meetings for community groups and members of the public to ask questions on key priorities and give feedback on their views
- Extended Executive Leadership Team and Leadership Forum regular meetings

- Elected member briefing/engagement sessions
- Social media posts which link to our public online survey

Engagement Activity Plan

Internal activity

Date	Activity	Target audience	Purpose
12 Sept	Presentation & Discussion	Leaders	To finalise draft priorities and outcomes / budget implications and take feedback, suggestions for improvements.
13 Sept	Presentation & Discussion	Elected Members	Following on from previous discussion in June 2022 – an updated look at priorities and outcomes / budget implications
Oct – Nov	Staff communication: <ul style="list-style-type: none"> Teams chat Culture Leads discussion Managers Weekly Briefings for cascading CEx discussion sessions (could be brought into ongoing Transformation Sessions) 	Staff	<p>To ensure that all staff can give feedback on the new Corporate Priorities and the direction of the organisation. How will this impact on their role and what can they do in these areas to improve services for the people they serve?</p> <p>There will also be an expectation that Managers discuss these areas with their teams, cascading information and encouraging attendance at sessions and events.</p>
18 Oct	Discussion on final draft, priorities and outcomes	EELT (Extended Executive Leadership Team)	Final discussion on CP priorities and budget implications – there have been previous discussions on 21 May, 26 July & 23 Aug so EELT is fully involved in this process

22 Nov	Workshop discussion on final draft	Leadership Forum	Follow on from previous workshop session on 12 May 22 to give update to our wider leadership group and ask for feedback on priorities and outcomes as well as consideration of budget implications next year.
External activity			
Date	Activity	Target audience	Purpose
8 Sept	Presentation & Discussion	Members of Chamber of Commerce and businesses across P&K	Update members of Chamber of Commerce on our Corporate Plan process and ask for feedback on draft plan and actions as well as discussion around where we should be focussing our spending over the next year. What are the areas that matter to them?
9 Sept	Presentation & Discussion	Community Planning Partners	To further update our partners on where we are with the Corporate Plan development and ask for feedback on the outcomes and priorities for the next 5 years considering areas of overlap.
10 Oct – 21 Nov	Social Media campaign and online public consultation survey	General public	To ensure we capture as wide an audience as possible, we will use our social media channels – Facebook being most frequented – to get messages out about our corporate priorities and ask questions on where people think we spend our money and if this is what matters to them? This will lead to a wider online survey that we can use for benchmarking purposes with previous years in terms of responses.

Dates TBC	In person / Virtual engagement session with members of LAP's and CC's.	Local Action Partnerships / Community Councils	LAP's and Community Councils are key to setting direction for our communities in terms of Action Plans. Engaging with them around our Corporate Plan and budget spend will give them a deeper understanding of the current financial climate as well as our ambitions / actions / priorities in terms of their specific areas.
October / November 2022	Corporate Plan and budget roadshows <ul style="list-style-type: none"> • Perth city • Auchterarder • Pitlochry • Blairgowrie • Crieff • Kinross 	Community representatives / General Public	We will use the opportunity within the community to continue building constructive relationships with representative groups and individuals as well as giving an open invitation to any member of the public who is interested in hearing about our work and having their say on our new CP priorities and where they think we should be focussing our resources.
October / November 2022	Group and individual discussions	Equalities Groups / Seldom Heard Groups	Our equalities team will target specific groups to ensure we reach a wide group of people who identify with a particular protected characteristic and who may also be seldom heard within their communities. This will hopefully give a different perspective on our CP and budget spend.

October / November 2022	Presence at other corporate engagement sessions (e.g., Culture Strategy)	General public / targeted groups	We will be collaborating with colleagues across the organisation to tap into other consultation and engagement exercises. This will avoid duplication of effort and consultation fatigue with particular groups who may be asked for feedback on several different areas. We will be providing resources which will ensure we capture consistent feedback from each area.
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