



everyone PKoffer
has something to offer

CPP Board – 11 December 2020

The Perth and Kinross Offer Update

PK Offer concept



- Transformation in how we deliver services and build relationships with our communities, partners, businesses, investors, visitors, public services, and our staff
- moving away from only traditional models of public service delivery and the relationship of provider and consumer
- working differently with citizens, businesses and communities to agree priorities and co-create our futures together, aligning our budgets with those ambitions
- targeting our resources (collective) where they will have the greatest impact
- wrapping services around communities in locations convenient to them – placemaking

Developing the Perth and Kinross Offer Priorities – December 2019



1. Building our Perth and Kinross Offer vision
2. Creating a Communication and Engagement Plan- Interim Summary of engagement feedback
3. Developing our Employee Experience - Organisational Development Plan
4. Promoting “Quick Wins” / Successes
5. Enhancing our digital engagement platforms

2020... the landscape changes



- Rapid transformation to the way we operated with new ways of working
- Continued delivery of essential services and stepping into vital new roles
- Flexibility of our staff and a change in working practices; more agility, commitment and flexibility; empowered to adopt a Think Yes approach; working with minimum supervision
- Closer working with our communities and volunteers - prioritisation of focus on the needs of most vulnerable
- Recovery & Renewal begins with 4 workstreams (Equalities, Empowerment & Fairness, Economy, Education and Environment) – longer term plan becomes the PK Offer in practice.

Developing our priorities during the pandemic

1. Building Our PK Offer Vision

➤ **Phase 1 – Discover (July – Oct)**

- Engagement activity to understand the impacts of the pandemic

➤ **Phase 2 – Vision and Define (Nov – Mar 21)**

- the development of our vision
- the approach for the Offer, and
- potential new models of service delivery

➤ **Phase 3 Deliver (April 2021 onwards)**

- Designing and delivering



2. PK Offer – Phase 1; Discover (communication and engagement plan)

- Two Health & Wellbeing surveys (April / Oct – 2800 responses)
- Staff impact questionnaire (Aug – 1500 responses)
- External Engagement Survey (June/July – 787 responses)
- Community Impact Assessment Survey
- Two Business Barometers (June/Sept – 1300 responses)
- 10 Ward meetings (July – Dec)
- Equalities group meetings (Jun onwards)
- Shared Data between partners



Perth & Kinross Phase 1 Feedback

Key Themes

- Isolation, loneliness and mental wellbeing
- A decrease in household incomes leading to poverty
- Communication challenges for some groups
- Reduction in social activities
- Businesses folding
- Increased unemployment
- Digital connectivity issues
- Missed schooling
- Home schooling and caring, work responsibilities

[Full analysis](#)



Community Planning Partnership emerging priorities

Board July 2020

- Child poverty
- Food poverty
- Fuel poverty
- Employability
- Physical and mental wellbeing (isolation)
- Digital Participation
- Education and learning

Working Group October 2020

- Digital exclusion and connectivity.
- Poverty.
- Mental wellbeing.
- Youth unemployment
- Protecting the most vulnerable including children.
- Minority ethnic communities and migrant workers.
- Community participation and co-production of services.
- Locality partnership working.
- Data sharing.

3. PK Offer – Phase 1; Discover

Developing our Employee Experience

- less reliance on buildings and embraced digital technology
- Agility and flexibility
- less bureaucracy
- risk positive
- partnership with key community groups
- focus on inequality issues in communities-food poverty, rural transport and social isolation
- work at pace to ensure the timely interventions and support required by communities



3. PK Offer - Our Organisational Development plan



Four key programmes of work :

- Enabling cultural change
- Developing leaders
- Maximising potential
- Nurturing good health & wellbeing

Coaching, resilience, frontline leadership, community capacity building and delivery of the Think Yes!

Community members - training, information, support and learning opportunities to enable effective participation.

Joint working opportunities / Shared learning with CPP members

4. PK Offer - promoting “Quick Wins” / Successes



Since March 2020 we have gathered many case studies and examples of the PK Offer ethos in practice with communities and individuals;

- Displaying “neighbourliness” - getting to know and help out in their communities
- Working jointly with us to support vulnerable people - helping with food deliveries, shopping, gardening and small tasks
- Groups set up quickly to answer the needs of their own communities, managing their income and keeping in touch for support / assistance needs
- supporting children with home schooling and encouraging them to keep active and healthy
- undertaking minor repairs within their homes and maintaining greenspace and neighbourhoods

5. PK Offer - enhancing our digital engagement platforms



- virtual and digital engagement platforms
- dedicated staff website
- Videos blogs and podcasts
- engagement with communities, residents and businesses
- Social media
- Virtual meetings

PK Offer –Next steps



- Phase 2 – vision and define
- Ongoing communication and engagement
- Delivery of OD plan
- Continue to consider the ongoing financial and resource implication – structures / programme management
- Commence a governance review

Current Vision

[Community Plan](#) (2017 -2027) & [Corporate Plan](#) (2018 -22)

Creating a confident, ambitious and fairer Perth and Kinross,
for all who live and work here.

Strategic objectives:

1. Giving every child the best start in life
2. Developing educated, responsible and informed citizens
3. Promoting a prosperous, inclusive and sustainable economy
4. Supporting people to lead independent, healthy and active lives
5. Creating a safe and sustainable place for future generations

What do we mean by vision and design?



- We want to build back a better Perth and Kinross
- We have proposed principles around:
 - Bold Vision
 - Enabling
 - Partnership
 - Kindness
- Core to this is we want ensure everyone has something to offer
- We build on the information we have received through feedback, particularly around key themes identified about the impact of Covid-19

How are we doing this?



STEP 1 –

- Workshop discussion with CPP in January 2021
- Develop a Vision, High Level Objectives and Outcomes with our Community Planning Partnership
- Set clear principles
- Agree the strategic framework LOIP / Blueprint for the Offer

STEP 2 -

- Engage with our communities to test the **proposed vision** and **priorities for the PK Offer**
 - Community Groups
 - Third Sector
 - Private Sector and Local Businesses
 - Members of the public
 - Members of staff

What will we use to build our vision and objectives?



- National Performance [Framework](#)
- National themes – Roadmap to recovery and renewal
- [Fairer Futures](#)
- Local Intelligence
 - [Feedback](#) from recovery & Renewal Phase 1
 - Locality Profiles
 - Stories of Place
 - Local Assets

What are the planned outcomes?



By the end of March 2021 in partnership with our communities, the CPP will have:

- An agreed approach and vision (the PK Offer Blueprint)
- Objectives
- Key priorities
- All underpinned by agreed principles