

Evolution of the Perth and Kinross Offer

Aligning to Corporate Plan 2022/23-2027/28

Background

The Perth and Kinross Offer was first developed as a concept in 2019. It was based on learning from the [Wigan Deal](#), an informal agreement between the council and everyone who lives or works within the Wigan Council area to work together to create a better area.

The Perth and Kinross Offer was how the Council presented an ambition to highlight that by everyone working together, the Council and residents, businesses and partners, it would help the whole area.

Since that initial work, circumstances have changed which have influenced how the Perth and Kinross Offer has evolved, and it is now proposed that the intentions of the Offer are now absorbed into the 'working in partnership with communities' priority of the Corporate Plan.

What does this mean for the Offer?

The principles of the Perth and Kinross Offer are embedded within the Corporate Plan and articulated as our key priority of 'Working in partnership with communities'.

As the Corporate Plan sets out our overall organisational priorities it sits above all other strategies and plans set by the Council. The majority of activities from the previously agreed Perth and Kinross Offer Framework have already been incorporated within actions under our Corporate Plan priorities or within our Transformation and Change Strategy. This includes our internal cultural change programme which has been expanded to include engagement on transformation and change and our new leadership competencies.

Original economic elements of the Perth and Kinross Offer, which subsequently became part of the Economic Wellbeing Plan, are also embedded within our Corporate Plan, with a clear link between activity against the plan and delivery of our Corporate Plan Priority to develop a resilient, stronger and greener local economy.

Moving forward

While the principles of the Offer remain very relevant to the Council's current and future approach, the evolution of these into our new Corporate Plan means that maintaining a separate identity and branding for the Perth and Kinross offer runs the risk of diluting the core message about working in partnership with communities.

We are therefore recommending that the Offer identity is no longer used and that we instead refer to the working in partnership with communities Corporate Plan priority, using the Corporate Plan branding suite. We continue to believe that working in partnership with communities recognises that everyone has something to offer.

Internal

Our cultural change and employee engagement programme continues to be fundamental to ensuring that all staff understand their role in delivering on our Corporate Plan priority of working in partnership with communities. The programme was latterly renamed our Employee Experience programme rather than Employee Offer Experience, and the principles have now been embedded in our refreshed corporate induction programme. This better reflects the 'think yes' and 'no wrong door' elements to the engagement programme and allows the focus to be on expectations and behaviours of all staff from the beginning of their time with us.

External

Engagement with communities

One of the principles of the Perth and Kinross Offer was to make working with and engaging with community organisations and partners a default element of the way that we work. As highlighted above, this is part of our ongoing cultural change and employee engagement programme, however, demonstrating this in practice is also part of our leadership competencies and an expectation of being visible and accessible to our communities has been included in the job profiles for each of our new Strategic Lead roles.