

1 May 2013

Perth City Plan

Report by Executive Director (Environment)

PURPOSE OF REPORT

This report provides the context for the development of the Perth City Plan, summarises its contents and outlines the consultation process undertaken by the Council. It seeks approval for the plan, a logo for the City of Perth and notes the further requirement for a City of Perth Investment Plan as part of work of the Scottish Cities Alliance.

1. BACKGROUND

- 1.1 Following on from the formal restoration of Perth's city status to mark the occasion of Her Majesty the Queen's Diamond Jubilee and Perth's subsequent inclusion in the Scottish Cities Alliance, a report was presented to Council in June 2012 ('The City of Perth – Towards a Development Strategy' - Report 12/264 refers). This set out the key themes to be addressed along with draft actions across these areas to capitalise on the social, economic and cultural opportunities arising from city status.
- 1.2 The Scottish Cities Alliance identified four characteristics/themes that define successful places. These were used to develop a strategic approach along with corresponding actions to closely align with Perth's own objectives and aspirations, as detailed in the original draft document for City Status and the Local Development Plan:
 - **Connected cities**, with strong digital and transport infrastructure.
 - **Sustainable cities**, maximising the benefits and competitive advantage that the transition to a low carbon economy brings to a city, its region and its residents.
 - **Knowledge cities**, with high performing research and educational institutions, high value sectors and access to a highly skilled labour pool to support a knowledge economy – delivered alongside a culture of entrepreneurship, leadership, creativity and international ambition.
 - **Vibrant and cultural cities**, which have a distinct quality of place, amenities, retail and cultural offerings to attract and retain talent, investment and visitors.
- 1.3 The Council agreed to bring forward a detailed strategy and action plan for Perth, following consultation with the public, businesses and key stakeholders to test these key themes and associated draft actions. This consultation took place between August 2012 and January 2013.

- 1.4 Central to the consultation was an online questionnaire which received 590 responses. Community members were also engaged in discussion of the proposals through focus groups held in Perth and the wider area. The consultation culminated with two ‘city summit’ events for business leaders and other key stakeholders to share their expertise on the best way forward for Perth.
- 1.5 The content of the Perth City Plan has been shaped by this consultation process.

2. PROPOSALS

- 2.1 The draft Perth City Plan develops the themes detailed in ‘The City of Perth – Towards a Development Strategy’ report. The plan outlines actions to optimise economic growth and realise the Council’s ambition to further develop the city as an excellent place to live, work and visit. It also incorporates a timeline illustrating the delivery programme to 2023.
- 2.2 The strategic themes of the Plan are identified as:
- Historic Perth
 - Confident, Vibrant Perth
 - Knowledgeable Perth
 - Well-connected Perth
 - Sustainable, growing Perth
- 2.3 To support the Plan, a detailed list of actions has been prepared to identify key activities and projects as outlined in Appendix 2.
- 2.4 In line with the other Scottish cities, the Council will also produce a Perth City Investment Plan setting out the public and private sector resources required to deliver our ambition. It is proposed that a finalised version to encourage the investment requirement will be completed by the end of June.
- 2.5 In addition, to drive forward key projects and activities contained within the plan, it is proposed that the Council consider the establishment of a City Development Board, in line with good practice evidenced elsewhere. This would include public and private sector partners.
- 2.6 A new logo for the City of Perth has been created based on the one used in the bid for city status and as part of the Perth 800 celebrations. The logo depicts a stylised crown developed from an interpretation of Smeaton’s Bridge. It reflects both Perth’s history and heritage along with our aspirations for future growth and development. Guidance has also been prepared on its use to promote the city to businesses, residents and visitors.
- 2.7 In addition, in order to promote investment opportunities to national and international businesses, developers and investors, the Council has developed an exciting Invest in Perth Website. This can be found on www.investinperth.co.uk.

3. CONCLUSION AND RECOMMENDATIONS

- 3.1 Perth has a unique opportunity to grow, and to encourage investment in the area as a whole. The new city logo and the Invest in Perth website, supported by the drive and enthusiasm of the public and private sector working together, will make Perth the place to be.
- 3.2 The Council is asked to:
- (i) Approve the Perth City Plan attached as Appendix 1.
 - (ii) Approve the actions attached in Appendix 2 to deliver the overall vision contained within the Perth City Plan.
 - (iii) Request the Executive Director (Environment) to bring forward a report detailing proposals for the establishment of a new City Development Board, including, including its remit and membership, to support the implementation of the plan.
 - (iv) Approve the City of Perth logo and guidance on its use as attached in Appendix 3.
 - (v) Note the launch and content of the Invest In Perth website.

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Approved

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Date 17.4.13		

*Reports to be presented to a Member / Officer Group, Committee, Sub-Committee or the Council **must be signed off** by the Chief Executive or the relevant Executive Director.*

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1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

The undernoted table should be completed for all reports. Where the answer is 'yes', the relevant section(s) should also be completed

Strategic Implications	Yes
Community Plan / Single Outcome Agreement	Yes
Corporate Plan	Yes
Resource Implications	
Financial	Yes
Workforce	Yes
Asset Management (land, property, IST)	Yes
Assessments	
Equality Impact Assessment	Yes
Strategic Environmental Assessment	Yes
Sustainability (community, economic, environmental)	Yes
Legal and Governance	Yes
Risk	Yes
Consultation	
Internal	Yes
External	Yes
Communication	
Communications Plan	Yes

1. Strategic Implications

Community Plan / Single Outcome Agreement

- 1.1 The Perth and Kinross Community Planning Partnership (CPP) brings together organisations to plan and deliver services for the people of Perth and Kinross. Together the CPP has developed the Perth and Kinross Community Plan which outlines the key things we think are important for Perth and Kinross.
- (i) Giving every child the best start in life
 - (ii) Developing educated, responsible and informed citizens
 - (iii) Promoting a prosperous, inclusive and sustainable economy
 - (iv) Supporting people to lead independent, healthy and active lives
 - (v) Creating a safe and sustainable place for future generations
- 1.2 It is considered that the actions contained in the accompanying report contribute to all 5 objectives

Corporate Plan

1.3 This report supports the following Council's Corporate Plan 2013-18 objectives of:

- Promoting a prosperous, inclusive and sustainable economy
- Creating a safe and sustainable place for future generations

2. Resource Implications

Financial

2.1 There are no direct financial implications arising from the recommendation of the report. Capital and revenue funding to support the delivery of key projects and activities identified in the City Action Plan have been provided in the Environment Service capital programme and revenue most notably in relation to the Commercial Property Investment Programme and events funding

Workforce

2.2 Enhanced staff resources within the Planning and Regeneration Section have been provided to assist the delivery of projects and activities.

3. Assessments

Equality Impact Assessment

3.1 An equality impact assessment needs to be carried out for functions, policies, procedures or strategies in relation to race, gender and disability and other relevant protected characteristics. This supports the Council's legal requirement to comply with the duty to assess and consult on relevant new and existing policies.

3.2 The function, policy, procedure or strategy presented in this report was considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:

- i) Assessed as **not relevant** for the purposes of EqIA

Strategic environmental assessment

3.3 Strategic Environmental Assessment (SEA) is a legal requirement under the Environmental Assessment (Scotland) Act 2005 that applies to all qualifying plans, programmes and strategies, including policies (PPS). A screening report will be prepared to determine whether the Action Plan is likely to have significant environmental effects.

Sustainability

- 3.4 Under the provisions of the Local Government in Scotland Act 2003 the Council has to discharge its duties in a way which contributes to the achievement of sustainable development. In terms of the Climate Change Act, the Council has a general duty to demonstrate its commitment to sustainability and the community, environmental and economic impacts of its actions.
- 3.5 The proposals contained in the Perth City Plan reflect strategic sustainable development frameworks for delivery agreed through the Community Plan and Proposed Local Development Plan and social economic and physical outcomes will be assessed against agreed targets for social, economic and physical outcomes.

Risk

- 3.6 Risks and controls required to mitigate risks will be reported through the Council's risk management process where the Council is the lead on individual projects. The main risks relate to securing external funding and the participation of public and private sector partners.

4. Consultation

Internal

- 4.1 The Chief Executive, the Executive Director (Housing and Community Care), the Executive Director (Education and Children's Services) and local elected members have been consulted. This included a series of workshops to agree the priority actions and activities contained in the Perth City Plan.

External

- 4.2 Key stakeholders and businesses have been consulted in the development of the plan. Two city summits have also been held along with an extensive on-line consultation and series of focus groups around Perth and Kinross.

5. Communication

- 5.1 A Communication Plan has been developed to set out the priority actions and activities to key stakeholders and businesses through the appropriate channels. Guidance has been prepared to promote the use of the new city logo by key stakeholders and businesses.

2. BACKGROUND PAPERS

The following background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (and not containing confidential or exempt information) were relied on to a material extent in preparing the above report.

Report to Council 27th June 2012

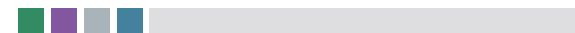
3. APPENDICES

Appendix 1: Perth City Plan

Appendix 2: List of actions

Appendix 3: City of Perth logo and guidance on its use

Perth City Plan



Perth – where people want to be

The City of Perth is at the heart of Scotland geographically, historically and culturally. Perth is also the hub for a region that offers a high quality of life and opportunity for its 150,000 residents. The restoration of city status has provided us with a unique opportunity to build a more confident, vibrant community - a city and region that will continue to make a significant contribution to Scotland's sustainable economic growth and prosperity. In 2014, Perthshire will host the Ryder Cup and throughout the year an ambitious programme of events will celebrate Homecoming Scotland.

Put simply, our ambition is to become a dynamic, international city offering unrivalled business, artistic, educational, cultural and leisure opportunities to our citizens and visitors. Perth – where people want to be.

We start from a strong base and therefore our Action Plan is focused on maximising opportunities and playing to our strengths.

Front Cover Photograph: Perth Fireworks - courtesy of Mike Brunton, Perthshire Photographic Society

Our City



City of Perth

“Perth and the wider area is a great place to do business. Our city also offers a quality of life rivalled by few other places, as well as having a rich history and beautiful surroundings.”

Sir Brian Souter, Chief Executive, Stagecoach Group, Perth

Perth has a heritage spanning centuries, based on its Royal connections and its illustrious history as Scotland’s ancient capital, along with its traditions and famous residents.

The city’s stunning location on the River Tay, its strategic position in the very heart of Scotland at the hub of the country’s transport network and the centre of its region, is the key to its history and current prosperity.

These are the foundations on which Perth is building a modern, dynamic, international city. It offers unrivalled business, artistic, educational, cultural and sporting opportunities to residents, visitors and investors.

Perth has a cosmopolitan, diverse and sharply rising population, low unemployment and a growing economy based on indigenous and new industries. Key strengths are its energetic and skilled people; its excellent digital

connectivity and transport links; a mix of traditional and modern architecture; a broad range of housing; modern educational, sporting and cultural facilities; a university; high-quality health and social care services; a unique independent retail sector and a large number of active, committed communities.

Surrounded by unsurpassable natural beauty and situated at the centre of a ring of smaller towns and villages, Perth is the regional capital. It provides the retail, educational, health, commercial, industrial and administrative services on which the prosperity of the area depends. Perth is the gateway to the Highlands, yet only 45 minutes from Edinburgh airport.

Perth’s setting, history and heritage are unrivalled - as is our ambition for the future to be the most desirable place in Scotland to live, work, visit and invest.

Perth - where people want to be.



Perth's Café Quarter



Perth River side



Perth at night



Christmas Lights Switch-on

Our Opportunity



Perth High Street

“
The reason for my moving to Perth was, in a word, “quality”. Manufacturing dental lasers requires a quality workforce and we felt that this would easily be achievable in Perth.

Bill Lorimer, MBL Lasers, Muirton Industrial Estate, Perth
”

Economic

The city has a population of 50,000 and this is forecast to increase by a further 10,000 over the next 15 years. As the fastest growing city in Scotland, this growth will help sustain and build our economy. Much of this growth will be accommodated through a western expansion of the urban area. However, there is some vacant and underused property in the city centre which could be converted into housing or other uses to support the economy, or demolished to create new development or exciting new public space.

We will make further investment in roads and transport infrastructure to enhance connectivity between the city centre and the planned western expansion, the wider region, and the rest of Scotland. Perth already has state-of-the-art digital connectivity. To help grow the visitor economy in particular, wi-fi and 4G coverage throughout the city centre is planned. New serviced business and industrial land is also planned to help business growth.

We will collaborate with Scotland’s other cities through the *Scottish Cities Alliance* to lever more investment into Scotland. Perth is already an attractive

headquarters location for both private and public sector organisations and a dedicated *Invest in Perth* team makes it as easy as possible to locate in the city, or wider region. All potential investors are provided with a single point of contact who can help deliver land, premises and staff requirements.

Perth has a really strong independent retail sector and is renowned for its specialist shops. Given Perth’s strong connections with food and drink, it is appropriate that we have a fantastic range of bars and restaurants. Our research shows that there is potential to improve the range and choice of retailers, particularly as our population is growing.

Many of these opportunities can be realised over the next five years and the Perth and Kinross Local Development Plan sets out the spatial strategy and policies that will support the growth of the city - and the wider Perth and Kinross area.

The area continues to have high levels of educational attainment and relatively low levels of unemployment.

Pockets of the population with limited qualifications and skills will be addressed to provide the skilled workforce necessary for growth. The Perth & Kinross Guarantee will ensure that all young people leave school with a guaranteed and relevant offer of further/higher education, training or employment. Perth College, part of the University of the Highlands and Islands (UHI), provides higher education and undertakes research to accelerate service and product innovation through collaborative working with businesses.

Social

Although Perth's population is increasing, a relatively low proportion of residents live in the city centre. The vibrancy and vitality of Perth will be further enhanced by providing public and private sector homes for both sale and rent. Specifically, more private sector housing in the heart of the city will lead to more people wishing to spend more money - particularly on weekday evenings and Sundays.

There is also a potential to expand the provision of student housing within the city centre as Perth College UHI expands the number of undergraduate and postgraduate degree programmes. More students will also help grow Perth's evening economy and contribute to city centre vibrancy.

Beyond the city centre, much has been achieved in the physical and social regeneration of communities, such as Muirton, and it is an aim of the Plan to see this process completed as quickly as possible through the encouragement of a more diverse tenure mix.

Cultural

Our cultural and leisure offering is one of our city's strongest attributes. Perth welcomes more than 500,000 visitors each year and has over 1 million users of cultural activities annually with a further million users each year of sports and active recreation activities - including visits to our unique natural environment. Perth has easy access to outdoor activities including world class golf and hillwalking. Consequently, tourism and culture make a major contribution to the region's economy.

Our ambition is to use our built, natural and cultural heritage to generate more jobs and prosperity. Successful cities compete nationally and internationally by offering a high-quality physical environment and diverse cultural and social activities to attract and retain new businesses, mobile knowledge workers and younger people.

The story of Perth is, of course, bound up with our great river. The Tay dictated mediaeval Perth's strategic location, and the communications network fanning out from it was enhanced by the construction of the earliest post Roman bridge in Scotland. Now the River Tay will once again play a central role in the regeneration of Perth City Centre. Walkways, trails, lighting and events will connect visitors and residents alike to the Tay.

The City already has superb cultural and leisure facilities, notably the Concert Hall, and the largest and most diverse annual programme of festivals and events in Scotland. New investment will ensure our cultural and leisure facilities remain competitive, attracting residents and visitors alike.



The historic St John's Kirk



Perth enjoys excellent digital connectivity



Relaxing beside the River Tay



Muirton Park Housing Development

Our Vision



Broxden Business Park

“
The main reason for choosing Perthshire to start my new business, Scotclay, was its central position in Scotland... The real bonus, however, has proved to be in the lifestyle.

Alan Freestone, Scotclay,
Cultybraggan, Comrie

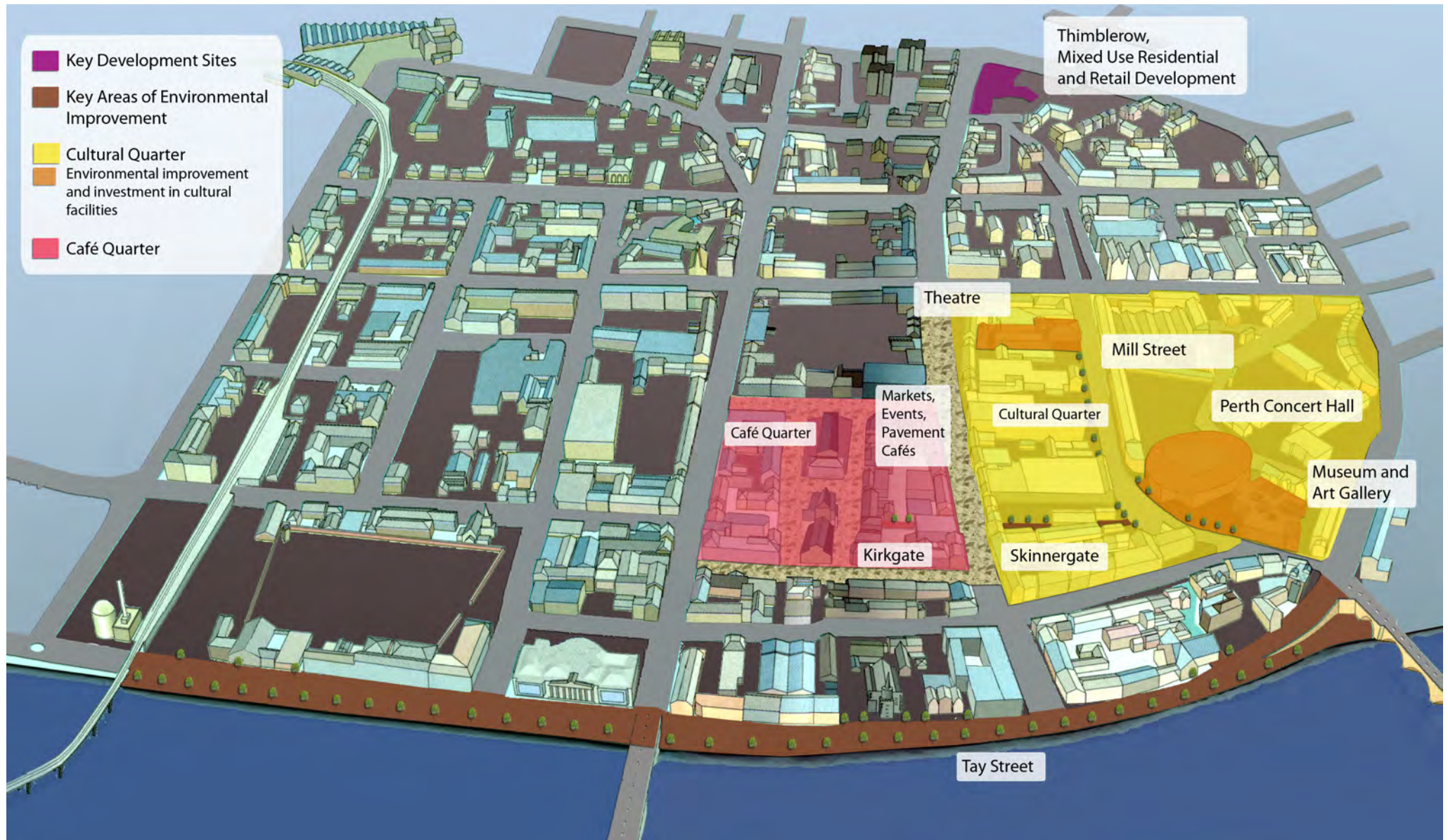
Our vision is to develop the City of Perth as the most desirable place in Scotland in which to live, work, visit and invest.

We will achieve this by:

- *creating a place with a strong identity and a long history while looking forward to the future;*
- *showcasing Perth as a superb location for new investment and business relocation;*
- *marketing Perth and its region as open for business;*
- *ensuring that residents, visitors and businesses can get to, and around Perth, as easily and efficiently as possible;*
- *encouraging jobs through investment in new business parks and industrial areas;*

- *guaranteeing all our young people opportunities through education, training or employment;*
- *growing our key industries such as tourism, and providing businesses with access to expert advice and support;*
- *protecting our environment and combating climate change;*
- *providing a better quality of life for all our people.*

To deliver our vision, and help secure the future for all residents, our actions will focus on maximising opportunities to promote economic, social and cultural development. Our work in the city will complement other actions and programmes across the whole of Perth and Kinross to promote a prosperous, inclusive and sustainable economy.



Perth City masterplan

Key Strategic Themes



*Drawing of Perth
circa 1559*

“
We view Perth as a “gateway”
city to the rest of Scotland,
whether travelling north or
south, and we can tap into the
steady stream of tourists which
that brings.”

Bob Hogg, Commercial Director,
The Inveralmond Brewery, Perth

Historic Perth

Perth celebrated the 800th anniversary of its Royal Charter in 2010: the city’s history is its strength. The historic buildings, charming shop facades and system of streets and vennels attract visitors and are valued by residents, encouraging smaller, independent retailers and giving the city its character. As the historic capital of the region, Perth has been a hub for transport and commerce for hundreds of years. Birthplace of the scotch whisky industry, distilleries remain in the area to this day.

The programme of events leading up to the Diamond Jubilee and regaining of city status has increased civic pride, visitor numbers, footfall and spending in the city centre. We will build upon this by developing an even more ambitious, year-round programme of events and festivals. We can take this opportunity to use the city’s river and walkable city centre to encourage tourism, creating a network of paths and trails and encouraging the leisure use of the river. We will seek the sympathetic development of historic buildings; and promote Perth’s ancient traditions and key historic buildings in order to publicise Perth as a city break destination.



Scone Palace: crowning place of Scottish Kings

Confident, Vibrant Perth

We want to protect and enhance Perth's unique cityscape; develop more high-quality public spaces and ensure existing open spaces, including the Inches and the river, are well-used and maintained; and encourage the development of shops, cultural and leisure attractions that serve residents and visitors alike.

Perth's reputation as a cultural centre is growing steadily due to a number of factors: its dynamic contemporary arts scene and large, diverse independent arts

sector; its high-quality cultural venues including Perth Concert Hall and Perth Theatre; its range of all year round events and festivals and its unique heritage assets, including museum collections of nationally recognised status.

We want the city to offer a world-class quality of life and build upon existing leisure and cultural assets by establishing a vibrant cultural quarter around the existing bases of Perth Theatre, Perth Museum & Art Gallery, Concert Hall and the Fergusson Gallery while exploring opportunities for new national facilities.



Perth Concert Hall



“This exciting venture is an investment in our future - creating a new, modern performance space for a wider range of arts activity, providing education, workshop and rehearsal space for schools and community groups all adding up to more opportunities to become part of a living, working theatre.”

Ewan McGregor, Actor

Knowledge Perth

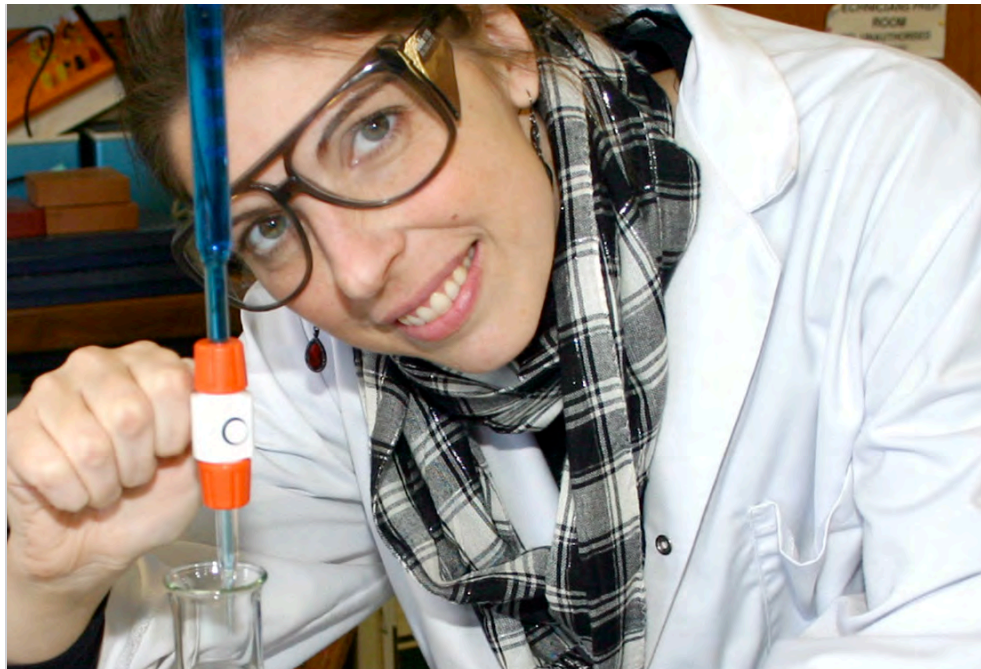
New developments, new technologies and new practices are being developed in Perth with sustained vigour. Developments in renewable energy, insurance, manufacturing, leisure, health and transport are stimulating the economy.

At the centre of the Perthshire and Kinross-shire region, with its wealth of independent businesses, Perth provides the driving force behind the area's economy. We will support businesses in the city and use Perth as a catalyst to support the development of expertise in renewables and clean technologies, tourism and hospitality, creative industries, food and drink.

To achieve this we will work with further and higher education institutions across the area to encourage research and innovation. We will also work with the private sector to deliver new business parks and industrial areas that can compete with the best in Scotland. We will ensure that our workforce has access to the right skills and training opportunities again by working with further and higher education institutions across the area.



Perth College, part of the University of the Highlands and Islands



Student at Perth College



Perth benefits from a quality workforce

Well-connected Perth

Almost 90 % of Scotland's population live within 90 minutes travelling time of Perth. We will make the most of our location by ensuring public transport links are the best they can be; improving rail and road access; supporting better public transport airport links; managing traffic flow; and maximising the use of the River Tay. We will also make sure Perth is digitally connected by ensuring next-generation broadband is available to all homes and businesses. Capitalising on Perth's connections will encourage growth by bringing businesses to the city, as well as improving quality of life.

Sustainable, Growing Perth

Perth's economy is healthy. Jobs are available and unemployment will remain below the Scottish average; and the city will continue to support a balance

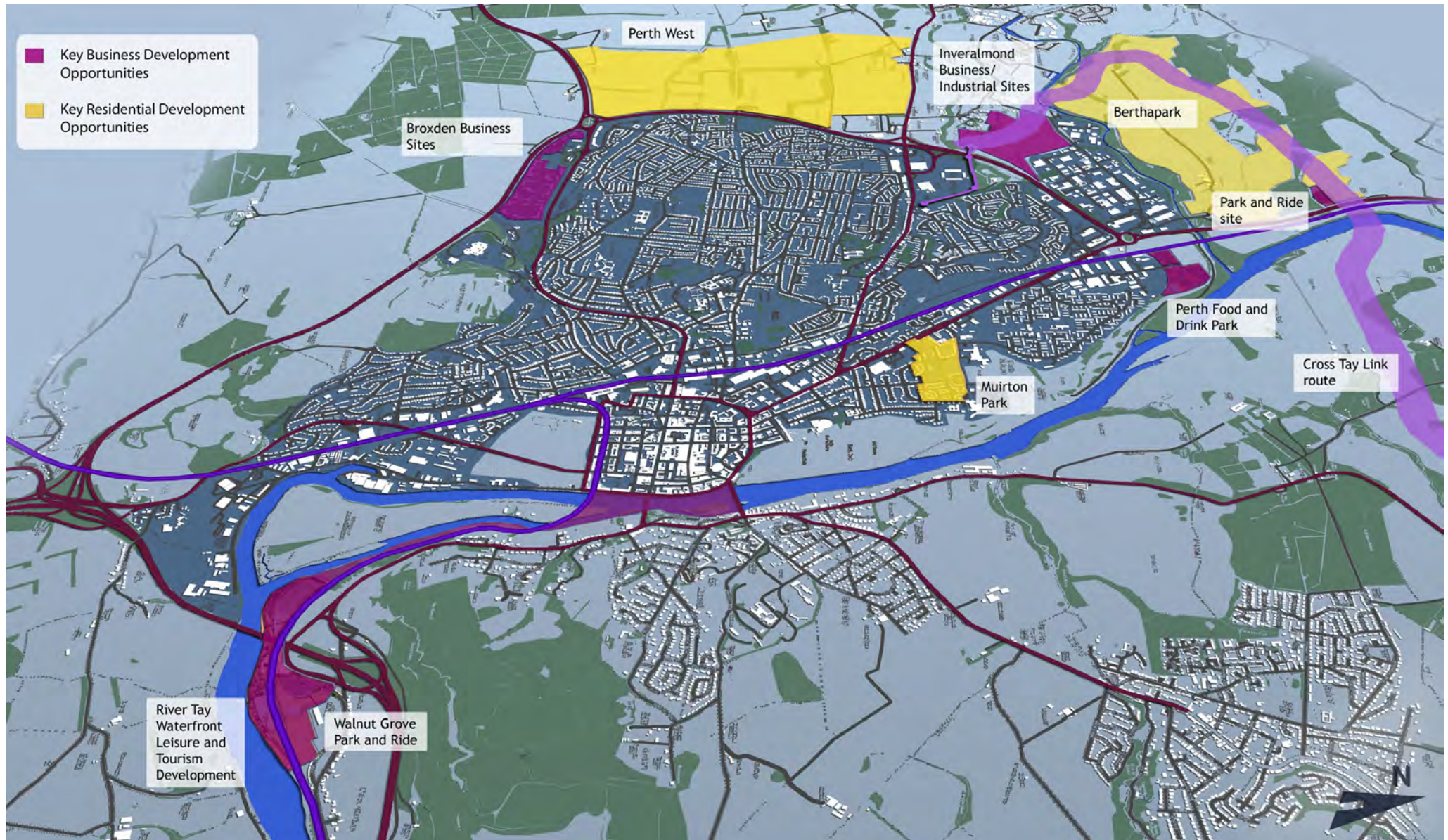
of large companies, public sector organisations and smaller enterprises. Our challenge is to ensure as many businesses as possible source local supplies to provide sustainable well-paid local employment.

Perth has a good mix of public and private rented housing. We want to expand on this by providing more affordable housing throughout the city and encouraging more private sector housing in the heart of the city to encourage more people to live there and increase the overall amount of expenditure. New developments will be energy efficient and of the highest environmental quality. Access to a range of sustainable transport options will allow people to travel to work or use city centre facilities and services.

One of the safest cities in Scotland, Perth will continue to have low levels of crime, with a thriving partnership of businesses, Perth & Kinross Council and local police contributing to our safe streets.



Muirton Park



Perth City masterplan

We believe that if, together, we can deliver these actions over the next 10 years we will achieve our ambition for Perth to be the most desirable place in Scotland in which to live, work, visit and invest.

Join us on this journey to make Perth a place where people want to be.

Making it Happen

Our engagement with our communities, businesses and national and local stakeholders has helped shape a common vision for the future of Perth as the most desirable place in Scotland in which to live, work, visit and invest. Importantly it has also allowed us to agree key actions to help deliver it.

The vision will be achieved through continuing collaboration between the public and private sectors, and ongoing engagement with our communities, to ensure that resources are in place for delivery of essential projects and that our communities are fully informed and can continue to influence detailed proposals.

We have set out a programme identifying what actions are required in relation to the core themes to promote a historic city; a well-connected city; a sustainable, growing city; a knowledge city; and a confident, vibrant city.

A timetable has been developed to provide a framework for delivery to drive forward our aspirations for sustainable growth and to allow us to track progress. We have also developed a corresponding framework to monitor anticipated outcomes to allow us to monitor the impact of our actions and modify these if required.



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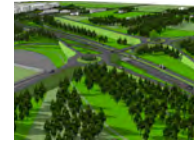


(PKC Design Team - 2013635)

Proposed Timeline



Relocate The Hub employment centre to larger premises and ensure a wider outreach beyond the city centre	Work in partnership to deliver super-fast broadband	New industrial estates and business park North Muirton	Enhance and improve park and ride facilities and routes into the city centre	New industrial estates and business park Broxden	Muirton Park Regeneration project New industrial estates and business park Inveralmond	Build the Cross Tay Link Road	Refurbish Dewars Centre and Perth Leisure Pool			
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
	Complete Oakbank school	Redevelop Perth Theatre	Develop and enhance the infrastructure to the north and west to support the growth of the city and access to the city centre	Enhance key streets and vennels to complement a vibrant, mixed-use, 24-hour city centre	Complete the North Perth Campus City Centre Lighting Strategy					



Timeframes for City Plan

Key Theme: Culture

Action	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Develop an ambitious, inclusive programme of events and festivals, making use of Perth's open spaces and outdoor access.	■										
Establish a Conference and Convention Bureau to capitalise on the rapidly growing business tourism market.		■	■								
Capitalise on the economic development opportunity offered by the V&A.	■	■	■	■	■						
Create a new series of trails and walks around the city centre utilising new technology to interpret and inform.		■	■	■	■						
City Gateways Environmental Improvement Programme.			■	■	■						
Redevelop Perth Theatre.		■	■								
Invest in the refurbishment of Perth's leisure facilities.		■	■								
Remodel the Museum and Art Gallery and the Fergusson Gallery.						■	■	■			
Encourage more artists to live and work in the city centre.	■	■	■	■							
North Muirton Regeneration Project.	■	■	■	■	■	■					
Relocate The Hub employment centre to larger premises and ensure outreach facilities beyond the city centre.	■										

Timeframes for City Plan

Key Theme: **Connected**

Action	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Develop and enhance the infrastructure to the north and west to support the growth of the city and access to the city centre.		■	■	■							
Support the dualing of the A9.			■	■							
Develop an additional Tay River crossing.				■	■	■	■	■			
Work with the UK for funding to invest in super-fast broadband.	■	■									
Stimulate demand within the business community for fast broadband.	■	■	■	■							
Introduce Smart Ticketing opportunities to support education and employment.	■	■	■	■							
Improve connections between road, rail and air.		■	■	■	■						
Improve strategic road infrastructure.								■	■	■	■
Enhance and improve peripheral parking and connectivity into the city centre.			■	■							
Reduce HGV traffic by building an edge of city distribution hub.			■	■	■						
Create a new transport interchange in the heart of the city that links directly with trails and cycleways.				■	■	■					
Facilitate the provision of pontoons and jetties.			■	■							
Work with harbour users to define best operational model.	■	■	■								

Timeframes for City Plan

Key Theme: **Historic**

Action	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Market Perth as a city break destination.	█	█	█	█	█						
Relocate the Tourist Information Centre to a more prominent location.		█	█								
Create and use a new brand for the City of Perth, to maximise the competitive advantage of becoming Scotland's newest city and signpost the city as a place in which to work, live and invest.	█	█									
Continue to use our twinning links in Canada, China, France, Germany Poland and Russia to promote cultural and commercial links.	█	█	█	█							
Enhance Mill Street and the vennels to complement a vibrant, mixed-use city centre.		█	█	█	█						
Upgrade shop fronts and buildings to make the most of Perth's unique heritage.	█	█	█	█							
Further develop attractions and hotels which make Perth a destination of choice.	█	█	█	█	█	█					

Timeframes for City Plan

Key Theme: Sustainability

Action	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Move forward with streetscape improvements which promote economic activity in the city centre.											
Work with the Scottish Government to review rates for local businesses and new businesses.											
Promote opportunities to increase evening retail and leisure expenditure.											
Undertake targeted marketing to promote Perth (particularly outside Scotland) as a great place in which to live, visit and invest.											
Support local businesses through providing expert advice, contacts and local supply chains.											
Encourage the bringing back into use of vacant city centre shops and dwellings, including the possibility of providing student accommodation.											
Promote the development of suitable retail and office premises and a mixture of shops and facilities that attract all age groups.											
Ensure a good range of homes to rent and buy.											→
Explore the introduction of low carbon transport.											
Promote ECO Initiatives to ensure that premises benefit from the latest energy efficiency measures.											
Ensure new larger scale developments use district heating systems where possible and support the private sector in this with research and advice - and by use of the planning system.											→
Build upon existing company and academic expertise across Perth and Kinross and Dundee.											→

Timeframes for City Plan

Key Theme: Knowledge

Action	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Develop new industrial land at North Muirton, deliver industrial land at Inveralmond and a new business park at Broxden.											
Incentivise businesses to employ graduates, trainees or apprentices.											
Support new business development through incubator schemes.											
Encourage entrepreneurialism through competitions.											
Increase collaboration with Perth College UHI, the main UHI Campus in Inverness and the Universities of Dundee and Abertay particularly around tourism and hospitality, creative industries and food and drink.											→
Invest in Perth's school estate.											
Promote Perth as the natural location for any new national institutions or centres of excellence.											→
Work with NHS Tayside to develop research and knowledge economy employment related to the Perth Royal Infirmary.											



Brand Guidelines

Introduction



The brand was created as a celebration of history, tradition, success, community, rural beauty and culture. As well as encompassing these elements the brand was created with a new modern slant which is depicted in the use of vibrant rich colours and strong imagery.

THE IMAGES

The Crown - symbolises the royal history of Perth dating back to 1210 when King William the Lion granted the Royal Charter.

The People - represents the growing, thriving communities and a celebration of the citizenship of Perth.

The Bridge - Smeaton's Bridge also known as Perth Bridge and locally as the Old Bridge is a well known landmark in Perth. The historic bridge represents a strong stable environment.

By using the components consistently and imaginatively, a strong and positive impression of the City of Perth can be created through all material produced.

The following pages explain in more detail how to do so.

Brandmark - Full Colour



RECOMMENDED USES:

For full colour printing on brochures, leaflets & posters.

The City of Perth mark has been designed to work equally well in a whole range of situations - large and small, in colour and in monochrome, in print, on signs and on a variety of promotional items.

It is therefore not to be altered or modified in any way. It is a corporate signature and must look the same wherever it appears.

Four Colour CMYK

It is strongly recommended that this version be used in branded applications whenever possible.

Available for standard four colour printing processes – such as magazines, colour press adverts.

As one of our most important assets, the brandmark must always appear as shown on this page or in one of the colour variations described in these guidelines.

Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation.

The brandmark can also be used without the text below the graphic on occasion where it may be too small for printing.

Brandmark - Single Colour



RECOMMENDED USES:

For newspaper use or low-budget applications only.

Single Colour

When reproduction constraints prevent the use of the primary full colour the City of Perth brand, use the alternative one-colour version.

The one-colour black brandmark is to be used when black is the only available colour selection.

This brandmark should never appear on a website, four-colour brochure or any other application where a full-colour brandmark can be used.

The brandmark can also be used without the text below the graphic on occasion where it may be too small for printing.

Brandmark - Accepted Variations

Avatar Style



RECOMMENDED USES:

Website thumbnails, Twitter and Facebook

ONLY FOR USE AS AN AVATAR

Brandmark - Accepted Variations



Single Colour Black Reversed

When reproduction constraints prevent the use of the primary full colour City of Perth brand, use the alternative one-colour version.

The one-colour black reversed brandmark is to be used when black is the only available colour selection and requires a reversed colour.

This brandmark should never appear on a website, four-colour brochure or any other application where a full-colour brandmark can be used.

RECOMMENDED USES:

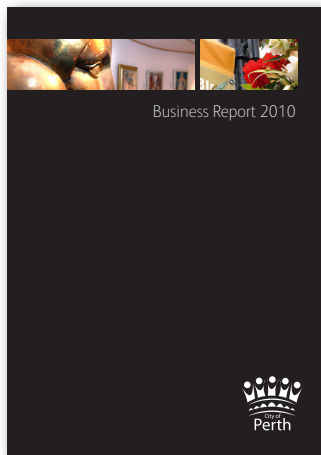
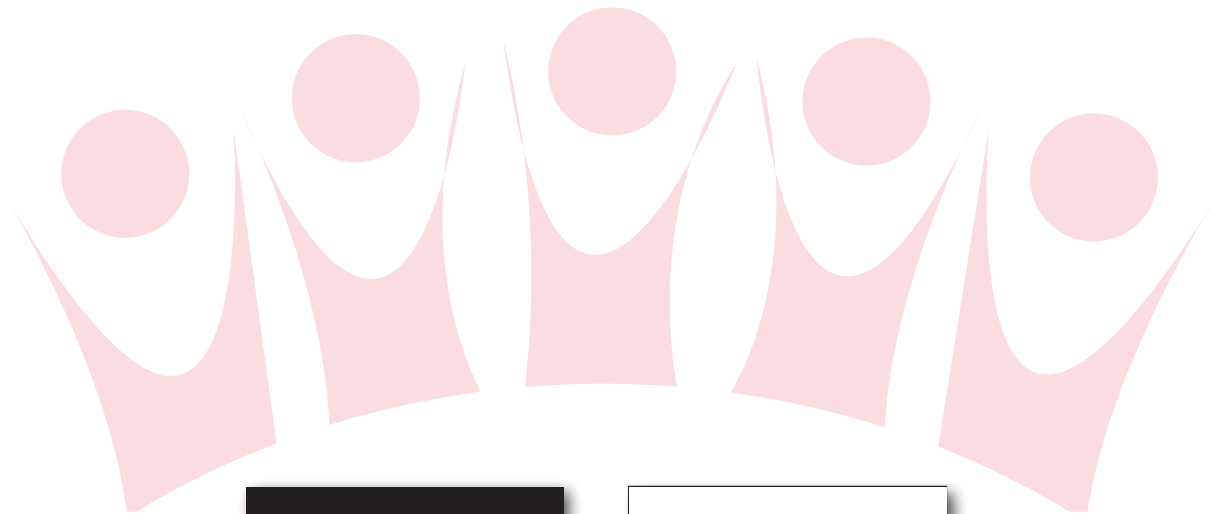
For newspaper use or low-budget applications only.

Elements - Accepted

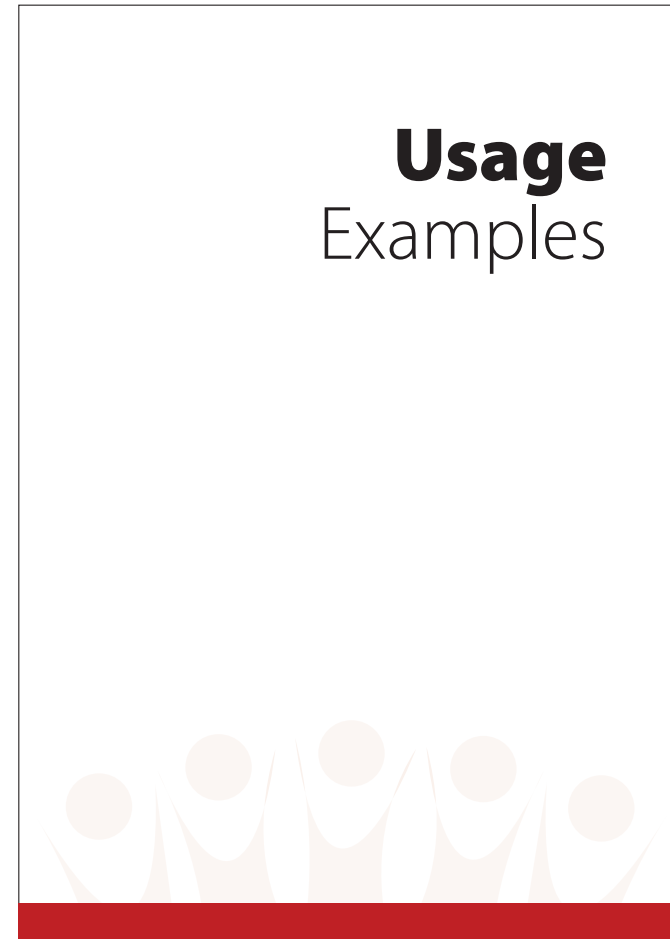
Elements

The consistent and correct application of the City of Perth brand is essential.

It is acceptable to use the logo 'people' elements for purpose of design but only where the logo is also present on the same page, visible on a page spread or on the reverse of a document.



Brandmark - Usage Examples



Brandmark - Usage Examples

Example Web Banner Adverts



