

PERTH AND KINROSS COUNCIL

Lifelong Learning Committee

27 May 2015

Perth and Kinross Place Partnership Project Final Evaluation

Report by Executive Director (Education and Children's Services)

PURPOSE OF REPORT

As instructed by Lifelong Learning Committee in May 2013 (Report No. 13/249 refers), this paper reports on the outcomes and evaluation of the Perth and Kinross Place Partnership initiative funded by Creative Scotland which has been delivered over the period of 2013-2015.

1. BACKGROUND

- 1.1 In 2011 Creative Scotland launched the Creative Place Awards and subsequently the Place Programme, which were established to 'celebrate and recognise the hard work and imagination that contribute to the rich cultural life of a community, as well as its social and economic well-being' (Creative Scotland 2013). In May 2013, the Committee approved proposals for the Perth and Kinross Place Partnership project, and the activities planned to take place over the following 18 month period (Report No. 13/249 refers).
- 1.2 The Perth and Kinross Place Partnership launched formally on 6 November 2013 at Pitlochry Festival Theatre and focused on two key priorities:
 - Building talent and employability pathways in the local cultural sector for young people. A specific objective was to raise awareness of the range of career options for local young people in the sector.
 - Strengthening the overall cultural tourism 'offer' in Perth and Kinross by supporting local creative industries which are unique and particular to Perth and Kinross and contribute to the local economy.
- 1.3 The Perth and Kinross Place Partnership engaged with **34** professional artists and creative practitioners to deliver project activities (including visual artists, animators, musicians, writers, poets, broadcast professionals etc.) Through the project there was also engagement with a further **70** creative professionals working in Perth and Kinross through workshops to establish the Perthshire Creates online hub. In total the project engaged with **275** young people through a range of commissions and experiential learning opportunities (such as theatre work experience etc.).
- 1.4 The delivery plan for the project is now fully implemented. An external evaluation was commissioned by the Council on behalf of the project partners from Shirley Muir Associates which will help inform future service planning and delivery in terms of engaging young people in career opportunities in local

creative organisations. Copies of the report '**Place Partnership: The Journey**' will be made available on the the Museums and Galleries pages of the Council website.

2. KEY FINDINGS

2.1 The evaluation of the project focused on the following key areas:

- How far the project's objectives, outcomes and outputs were achieved
- Unexpected outcomes for participants, artists and partners
- Project management and partnership working
- Impact of artist commissions
- Legacy and what learning should be built into future working

2.2 Key findings of the evaluation include:

- The impacts for some of the young people involved were greater than expected, where the projects were described as 'transformational' for two in particular.
- Additional capacity for the sector has been established through 'Perthshire Creates'¹, a major innovation developed by a range of local cultural organisations and artists.
- Some of the professional artists reported increased or renewed artistic skills and/or experience in mentoring/working with young people.
- The projects went beyond their expected audiences, and involved others such as the volunteers at Royal Scottish Geographical Society.
- The project linked to other events and exhibitions, such as at Blairgowrie, Aberfeldy, Pitlochry and Birnam.
- Additional outputs were added, such as the Her Lines, My Lines booklet and two live music performances.
- Networks were strengthened, including Blairgowrie community networks, Perthshire musicians and between Pitlochry Festival Theatre and local schools.
- Partnerships were consolidated such as the three venues at Pitlochry, Aberfeldy, and Birnam, and between Horsecross Arts and Perth Museum and Art Gallery.
- Partners, such as the Royal Scottish Geographical Society, are now considering how to provide more employability opportunities for young people in future.
- Overall activities were delivered on time and in budget.

2.3 The evaluation report also highlights how the project built on existing strong relationships and project management capacity amongst key local cultural organisations, noting that "*Although there were few formal structures in place for partnership working, it appears to be one of the successes of the project. ...part of the reason for this is that the partners were experienced in managing projects. From interviews with the seven key partners who delivered projects,*

¹ <http://perthshirecreates.co.uk/>

six indicated that they were experienced in project management. They kept in regular contact with the Council and some commented that they did not feel the need for more formal reporting systems”.

2.4 A key legacy of the Place Partnership project is the establishment of an innovative on-line hub for creative people living, working or visiting Perth and Kinross; Perthshire Creates. The website will be supported by a programme of creative events to be delivered in localities across Perth and Kinross over the coming year, providing greater connections between people and opportunities for peer support and creative collaboration. The website is already establishing itself as a ‘go-to’ site for those with an interest in the local area. Other key legacies from the project highlighted within the evaluation include:

- Stronger partnerships between the organisations involved
- Increased networking between artists
- Better links with the local community and schools
- Increased capacity of the Bookmark Committee in Blairgowrie
- Increased skills and confidence of writers and artists taking part
- Young people with increased skills and confidence both in arts practice and wider life skills
- Wider knowledge of career opportunities in the cultural sector among young people
- A practical working format for work experience days tested and established for the long term amongst local cultural organisations
- The Air Gallery² space established in the St John’s Centre to promote creative industries
- Awareness raised amongst agents and businesses for future opportunities for promoting creative industries in the city centre
- Picture frame bank for local artists in Highland Perthshire

3. CONCLUSION AND RECOMMENDATION

3.1 The Place Partnership Project was an opportunity to engage the creative sector in Perth and Kinross in new ways of working which reflect the unique culture of the area. Through engagement with young people and by strengthening links and networks across the creative industries, the project acted as a spring board for further ongoing development beyond its life. It is hoped that the project will be a catalyst for further collaborative working across the creative sector and with Creative Scotland which will support the achievement of an ambitious and creative vision for Perth and Kinross.

3.2 It is recommended that the Committee:

- (i) Notes the above project achievements and outcomes.

² <https://www.facebook.com/Airgalleryperth>

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1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

Strategic Implications	Yes / None
Community Plan / Single Outcome Agreement	Yes
Corporate Plan	Yes
Resource Implications	
Financial	Yes
Workforce	None
Asset Management (land, property, IST)	None
Assessments	
Equality Impact Assessment	Yes
Strategic Environmental Assessment	None
Sustainability (community, economic, environmental)	Yes
Legal and Governance	None
Risk	None
Consultation	
Internal	Yes
External	Yes
Communication	
Communications Plan	None

1. Strategic Implications

Community Plan / Single Outcome Agreement

1.1 The Place Partnership Project work will support the achievement of the following Community Plan Strategic Objective:

- Nurturing educated, informed and responsible citizens

Corporate Plan

1.2 The Perth and Kinross Community Plan 2013-2023 and Perth and Kinross Council Corporate Plan 2013/2018 set out five strategic objectives:

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

This report relates to Objective No (ii)

1.3 The report also links to the Education & Children's Services Policy Framework in respect of the following key policy area

- Learning: Realising Potential

2. Resource Implications

Financial

- 2.1 Creative Scotland awarded Perth and Kinross Council £120,000 to implement the Place Partnership Project. This was supported by in-kind resources from Cultural Partnership members with a total value of £55,000.

Workforce

- 2.2 There are no workforce implications attached to the Place Partnership Project.

Asset Management (land, property, IT)

- 2.3 There are no asset management implications attached to the Place Partnership Project.

3. Assessments

Equality Impact Assessment

- 3.1 Under the Equality Act 2010, the Council is required to eliminate discrimination, advance equality of opportunity, and foster good relations between equality groups. Carrying out Equality Impact Assessments for plans and policies allows the Council to demonstrate that it is meeting these duties. Proposals have been 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

- 3.2 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals. Proposals have been considered under the Act and no further action is required as it does not qualify as a PPS as defined by the Act and is therefore exempt.

Sustainability

- 3.3 The Place Partnership Project reflects the Perth and Kinross Council Principles & Aspirations for Sustainable Development and in particular:

CONFIDENT, ACTIVE AND INCLUSIVE COMMUNITIES

22) Creating a sense of place (e.g. a place with a positive 'feeling' for people, and local distinctiveness)

Legal and Governance

3.4 Not applicable to this report

Risk

3.6 Not applicable to this report

4. Consultation

Internal

4.1 The Place Partnership Project has been discussed with the following:

- Head of Cultural and Community Services
- Head of Service, Early Years and Primary
- Head of Service, Secondary and Inclusion
- Head of Service, Children and Families
- Conservation & Regeneration Manager
- Service Manager, Culture
- ECS Finance Accounting Technician

External

4.2 The Cultural Partnership have been instrumental in drafting and consulting on the Place Partnership Project. This includes representatives from:

- Horsecross Arts Ltd
- Pitlochry Festival Theatre
- Gannochy trust
- Perth and Kinross heritage Trust
- Perth College UHI
- NHS Tayside
- PKAVS
- Royal Scottish Geographical Society
- Visit Scotland

5. Communication

5.1 The evaluation report will be shared with partners including Creative Scotland and will be published on the webpages of the Museums and Galleries Service and Perthshire Creates.

2. BACKGROUND PAPERS

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above report.

3. APPENDICES

None.