

PERTH AND KINROSS COUNCIL**Enterprise and Infrastructure Committee – 27 January 2010****ECONOMIC RECOVERY PROGRAMME UPDATE****Report by the Executive Director (Environment)**

This report outlines progress against the actions detailed within the Economic Recovery Programme developed by the Community Planning Economic Partnership and the Economic Leadership Board in the spring of 2009.

RECOMMENDATIONS

The Committee is asked to:

- i) Note progress on the implementation of actions identified within the Economic Recovery Programme
- ii) Agree to the calling of a second Economic Summit with key Business Leaders in the Spring of 2010 to review the programme and discuss priorities for action in 2010/2011

BACKGROUND

1. The Committee will recall that the Council convened an Economic Summit with key local business leaders in February of 2009 to discuss how the global recession was impacting upon the Perth and Kinross economy. The Summit was very successful in gaining a valuable insight into how key local sectors and businesses were coping with the economic downturn. From that it was agreed that an Economic Leadership Board was to be formed between the private sector and the Council to help shape and develop a number of actions to support businesses and individuals to deal with the economic recession. These actions were developed in conjunction with a wider review of the Community Planning Economic Partnership's Economic Strategy which was agreed by this Committee in June of 2009 (Art. 292/09 refers). That report also outlined the main themes and actions developed under the Economic Recovery Programme which focused on the economic downturn. It was agreed that a 6 monthly update on the Recovery Programme would be submitted to this Committee.
2. To support the development and monitoring of the programme an Economic Leadership Board (ELB) was established of key business and Council Leaders. This grouping have now met on four occasions and the themes discussed at each meeting are detailed below:
 - o At the initial meeting in March key business sectors were discussed in terms of how they were coping with the Economic downturn, and the group considered a first draft of the Recovery Programme

- The second meeting in June reviewed current support available to local companies to help them access public sector procurement opportunities, and also reviewed the approach to Perth City marketing and retailing.
- In September, the third meeting considered the very difficult issues facing the local housing and development sector;
- At the fourth and most recent meeting in December the focus was on “Skills and Young People”, and the discussion centred around how the business community and the various public sector agencies can work more closely in developing appropriate education and training provision to better equip young people for the world of work.

The ELB has proved to be very effective in providing collective leadership at a difficult time for the economy, and in providing a useful sounding board. It also provides a way to involve directly the local private sector in developing the response to the current economic situation.

CURRENT ECONOMIC SITUATION

3. Appendix 1 to this report outlines the key economic indicator trends for Perth and Kinross since Autumn 2007. A number of local indicators highlight quite clearly the impact of the current recession on the local economy, businesses and individuals. A summary of key trends is outlined below:
 - Non-household planning applications have seen a sharp drop
 - House Building and sales activity has declined very sharply but there has been an slight upturn in sales activity since July 2009.
 - Development activity and development spend have declined sharply and a number of key schemes have been put “on-hold”
 - Unemployment has seen a sharp rise, from 800 to over 2000 individuals in March 2009. This has declined slightly and now appears to be fairly static, however, November data shows an increase of 100 unemployed individuals.
 - However, there is a rise in those unemployed for over 6 months, and entering the Long Term Unemployed category.
 - The largest rise has been in Youth (18-24) unemployment, and in those Young people Not in Education, Training or Employment (NEET)
 - Job vacancies have seen a sharp decline
 - There is some evidence though that the numbers of start up businesses has increased slightly
 - The number of empty City Centre units had risen from 40 to 89 in August 2009 although this decreased in October to 75 (of these 37 were retail units or 10.9% compared to a UK figure of 12% vacant retail units).
 - The number of Housing Benefit claimants has risen significantly.

BUSINESS BAROMETER

4. One of our early actions was to investigate a programme of quarterly business barometer surveys as it is particularly important to gauge local trends. These have consistently shown that while some business sectors have clearly suffered substantial decline, eg house building, others have weathered the recession to date. The most recent survey was carried out in November 2009, and this highlighted the following issues:-
- 54% of businesses are experiencing a decline in business
 - 22% of businesses are having difficulty accessing business finance
 - However while 25% say they are unsure or not confident about the future, 75% are either confident or very confident about their future business prospects.
 - The vast majority are hoping to keep staff at their present levels (71%), 13% are planning reductions.
 - In terms of how they felt the current recession had impacted on the local economy overall, 16% felt it had had a very significant impact, 47% a significant impact, while 38% thought the impact had been limited.

A SUMMARY OF KEY ACTIONS TO DATE

5. Six initial priority areas were identified by the Economic Partnership and the Leadership Board within the Economic Recovery Programme. A summary of key projects and activities progressed since the programme was approved are outlined below.

Maximising the benefits from public sector activity

- The Council have held Procurement seminars for local businesses
- The Council are now utilising the Scottish Government procurement portal which provides a one-stop-shop for local businesses seeking to access business opportunities throughout Scotland.
- A Business land baseline and target has now been established.
- Additional serviced business land is now available at Broxden.
- Further additional serviced land is being programmed for North Muirton and Kinross.
- The Council and the Scottish Government have approved a programme of new Local Authority housing, some 26 family homes have already been approved and are currently out for tender, with a programmed start date of March 2010. A plan for a further 10 new houses has just received confirmation of funding from the Scottish Government.

Providing focused and appropriate business advice and support

- Improved business intelligence – a local quarterly Business Barometer survey has been established and is providing useful local feedback on business confidence

- Two Survive and Thrive seminars have been held for local businesses and these were well attended.
- Local business are now able to access specialist business survival advice via the Business Gateway
- Premises have now been located to provide a physical presence in Perth for the Business Gateway, these should be operational by February 2010. Partner organisations including the College, the Council and the Federation of Small Businesses will also be able to utilise the office space.
- Improved coordination between organisations providing Business Advice to companies. A new local business services group has been established and they are currently developing a joint toolkit for advisers and joint marketing material
- Local Business grants and loans package additional funding of approximately £160,000 has to date provided. Support has been provided to 44 companies by way of start-up grants, growth and premises grants, and business loans. This assistance has levered in over £800,000 of private sector investments in these projects. In addition, over 400 businesses have received advice and support from the Council's Business Advisors on a wide range of issues.

Proactive response to redundancy and employability

- Tayside wide PACE (Partnership Action for Continuing Employment) group reviewed and updated Information Pack now available.
- Local Perth and Kinross PACE group established to support redundancy situations
- Review of Employability Strategy and Action Plan finalised.
- Tourism Academy pilot with private sector successful – 8 out of the 10 individuals who participated secured employment or further training following the programme.
- A support employment project, supported by a number of partners, including St.Johnstone FC was very successful with 12 (75%) of the 16 unemployed participants entering employment following the course.
- £585,000 of central government funding secured via successful Future Jobs Fund bid. Thirty short-term jobs are to be created for the young long term unemployed via the programme within both the Council and a number of partner organisations in the period to the end of April 2010. The first eight candidates were recruited in early December, with more positions planned for early 2010.

Financial advice and support to individuals

- Increase support package agreed to Citizens Advice Bureau (CAB) to allow them to move to larger more suitable premises. The move is now planned for early 2010, and will also allow for greater joint working with the Council's Welfare Rights Team.
- A Credit Union is being actively developed by the Council and other partners; a development officer has been in post since early November and is currently working up an Implementation Plan.

Focus on growth opportunities

- An action plan has been developed, led by the local Insurance sector to promote the opportunities and careers available locally. Excellent links have been forged and workshops held with local schools.
- The Council's Education Service have built excellent relationships with local employers including Aviva and Scottish and Southern, ensuring local youngsters are aware of local career opportunities in key local growth sectors.
- In addition, local secondary schools are providing a growing number of vocational training opportunities through Skills for Work courses, with 37 courses now being run in 11 schools with nearly 700 pupils, from a base of only 4 courses and 116 pupils in 2007.
- An enhanced Social Enterprise development programme has been created. Additional funding was secured via the LEADER programme and the Scottish Government. 26 projects have been supported to provide start up and development funding for social enterprise activities. 245 individuals have attended training courses and of them 50 are now developing a social enterprise. 16 existing social enterprises have been supported to expand, examples include Giraffe Trading who now have a shop on South Tay Street, Hat in the Cat at Bridgend, and Wood Again who specialise in recycling.
- Additional funding was provided through the Rural Initiatives programme to match fund LEADER projects and other activities; examples include support for the Scottish Crannog Centre on Loch Tay, the Kinross-shire Partnership for events activities, an Orchard Festival in the Carse of Gowrie, community engagement activities in Blairgowrie and Coupar Angus, enterprise development via the GrowBiz project in Eastern Perthshire, and support for the development of the Explorers Garden at Pitlochry Festival Theatre.
- Developed an enhanced events programme for the Year of Homecoming (Perth and Kinross had the fourth highest number of events in Scotland, this has provided an excellent platform going forward into a year long programme of events celebrating Perth800 in 2010). New events such as the International Rally were also secured in 2009.
- Additional funding allowed extra joint marketing activity with VisitScotland around the Autumn visitor campaign. In addition Perth City marketing was also increased, which including TV advertising both in the Summer and for the Xmas campaign.
- Worked with Scottish Enterprise to take forward the development of their Destination Perthshire Initiative, aimed at supporting the business development of tourism in Highland Perthshire
- Developed in partnership successful Town Centre Regeneration Fund bids for Coupar Angus, Aberfeldy and Blairgowrie and Perth.
- A new ERDF bid has been submitted to enhance funding available for Economic Development projects and activities in the rural areas of Perth and Kinross.

ECONOMIC SUMMIT

6. As outlined earlier in the report an economic summit of some 20 leading businesses in Perth and Kinross was held in February 2009 and this resulted

in the setting up of the Economic Leadership Board and gave extremely useful input to the Economic Recovery Programme. It is proposed to hold a similar Summit in March 2010. This would provide an up-to-date insight into how the local business community are coping with the economic downturn, and will also allow us to review with them the current Economic Recovery Plan and our actions going forward.

CONSULTATION

7. The Head of Legal Services and the Head of Democratic Services and have been consulted in the preparation of this report.

RESOURCE IMPLICATIONS

8. There are no resource implications arising directly from the recommendations in this report. The costs of activities underway or planned will be funded through the Economic Development revenue budget, other Council services or partner agencies. In particular, as a response to the current economic situation an additional £650,000 of resources was provided by the Council to support economic development activities in the current financial year. These were focused on a Business Survival programme run in conjunction with the Business Gateway, a grants and loans package for businesses, additional support for rural projects, Social Enterprises, Employability projects and Tourism support.

COUNCIL CORPORATE PLAN OBJECTIVES 2009-2012

9. The Council's Corporate Plan 2009-2012 lays out five Objectives which provide clear strategic direction, inform decisions at a corporate and service level and shape resources allocation. This report impacts mainly on the corporate objective which seeks to develop "A Prosperous, Sustainable and Inclusive Economy."

EQUALITIES ASSESSMENT

10. The Council's Corporate Equalities Assessment Framework requires an assessment of functions, policies, procedures or strategies in relation to race, gender and disability and other relevant equality categories. This supports the Council's legal requirement to comply with the duty to assess and consult on relevant new policies to ensure there is no adverse impact on any community group or employees.
11. The function, policy, procedure or strategy presented in this report was considered under the Corporate Equalities Assessment Framework and assessed in relation to the Race/Disability/Gender Equalities Assessment. This process has already been carried out when the overall Economic Strategy and Action Plan were submitted for Committee approval in June of 2009. Consequently the following positive points and actions were identified:

- Increased support to the economically inactive on benefits to ensure income levels are protected and enhanced where possible.
- To ensure that mechanisms are in place to improve access to training and job opportunities for under represented groups.

STRATEGIC ENVIRONMENTAL ASSESSMENT

12. 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).
13. The Economic Strategy and Action (including the Economic Recovery Programme) has already been considered under the Environmental Assessment (Scotland) Act 2005 and screening has determined that there is unlikely to be significant environmental effects and is therefore exempt and the Consultation Authorities have been notified.

CONCLUSION

14. Significant progress has been made in taking forward the majority of actions within the Economic Recovery Programme. However, the Council in conjunction with its Community Planning partners remain very vigilant in constantly monitoring how the area, individuals and businesses are being affected by this Recession, and taking appropriate action to support companies and individuals through this difficult period. The Recovery Programme is being closely monitored and will be updated and reviewed by both the Economic Partnership and the Economic Leadership Board in the spring of 2010.

J F IRONS
EXECUTIVE DIRECTOR (ENVIRONMENT)

Appendix 1 – Economic Indicator Trends
Appendix 2 - Recovery Programme Update (December 2009)

NOTE

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.

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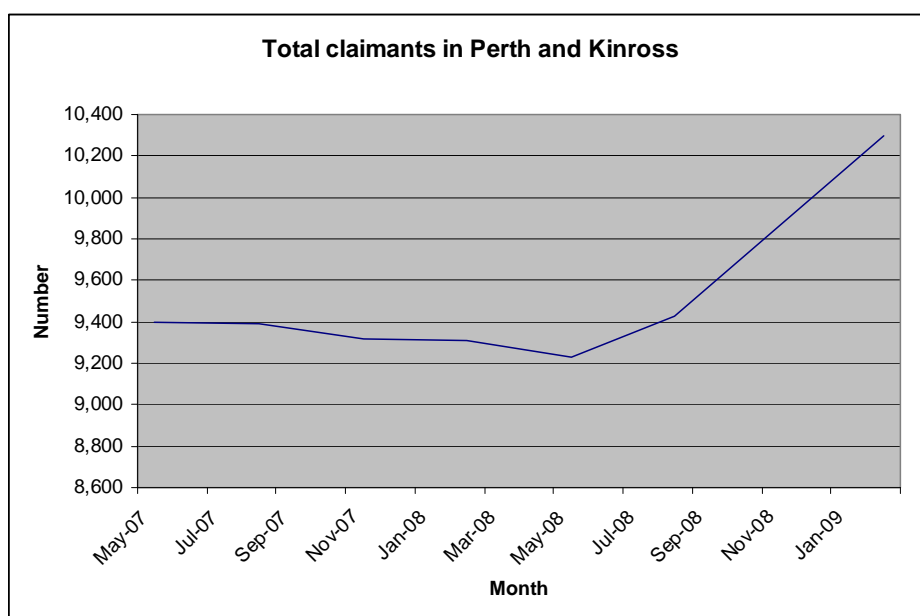


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ECONOMIC INDICATOR TRENDS – PERTH AND KINROSS

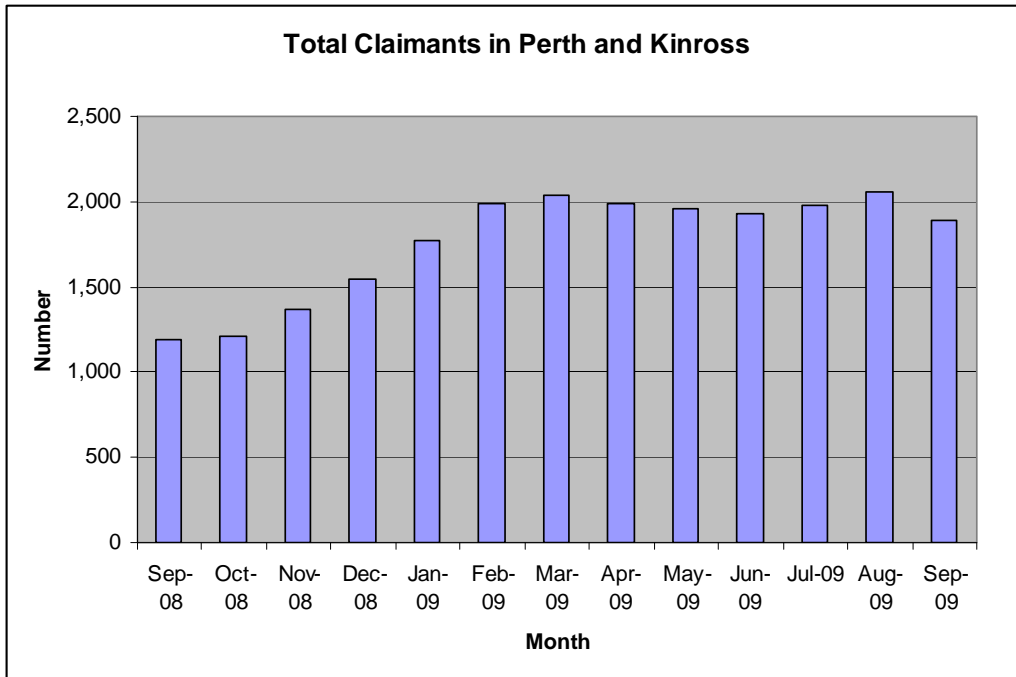
Working-age client group - key benefit claimants in Perth and Kinross

	May 07	Aug 07	Nov 07	Feb 08	May 08	Aug 08	Feb 09	May 09
Total claimants	9,400	9,390	9,320	9,310	9,230	9,430	10,300	10,110
Job seekers	1,140	1,070	980	1,020	970	1,160	1,980	1,790
Incapacity benefits	5,250	5,280	5,370	5,300	5,260	5,270	5,310	5,330
Lone parents	940	920	860	870	860	860	830	840
Carers	740	770	760	750	760	760	760	770
Others	280	290	270	260	270	290	300	270
Disabled	750	780	800	830	830	840	870	880
Bereaved	310	280	270	270	260	260	250	240



Job Seeker Client Group

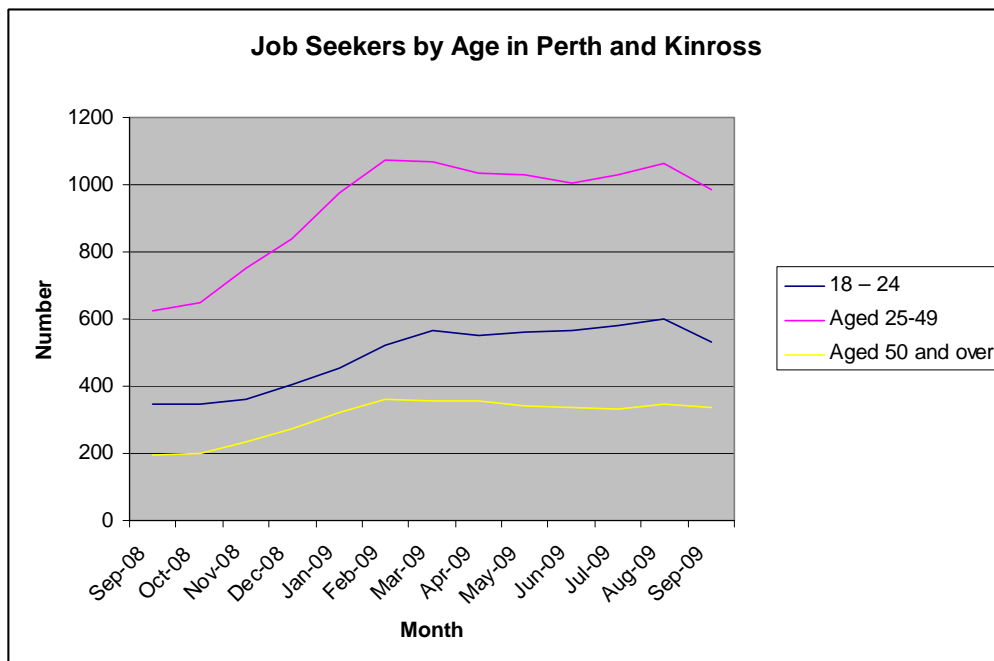
Date	Total Claimants	%	Scotland %
Oct 2008	1,210	1.4	2.6
Nov 2008	1,372	1.6	2.8
Dec 2008	1,545	1.8	3.0
Jan 2009	1,774	2.1	3.4
Feb 2009	1,984	2.3	3.8
Mar 2009	2,037	2.4	3.9
Apr 2009	1,984	2.3	3.9
May 2009	1,958	2.3	3.9
June 2009	1,931	2.3	4.0
July 2009	1,982	2.3	4.1
Aug 2009	2,058	2.4	4.2
Sep 2009	1,885	2.2	4.0
Oct. 2009	1,855	2.2	4.0
Nov. 2009	1,955	2.3	4.1



JSA claimants by age

	18 – 24	Aged 25-49	Aged 50 and over
Sep 2008	345	625	195
Oct 2008	345	650	200
Nov 2008	360	750	235
Dec 2008	405	840	275
Jan 2009	455	975	320
Feb 2009	520	1075	360
Mar 2009	565	1070	355
Apr 2009	550	1035	355
May 2009	560	1030	340
June 2009	565	1005	335
July 2009	580	1,030	330
Aug 2009	600	1,065	345
Sep 2009	530	985	335
Oct. 2009	490	1005	335
Nov. 2009	505	1060	365

Source: NOMIS 2009



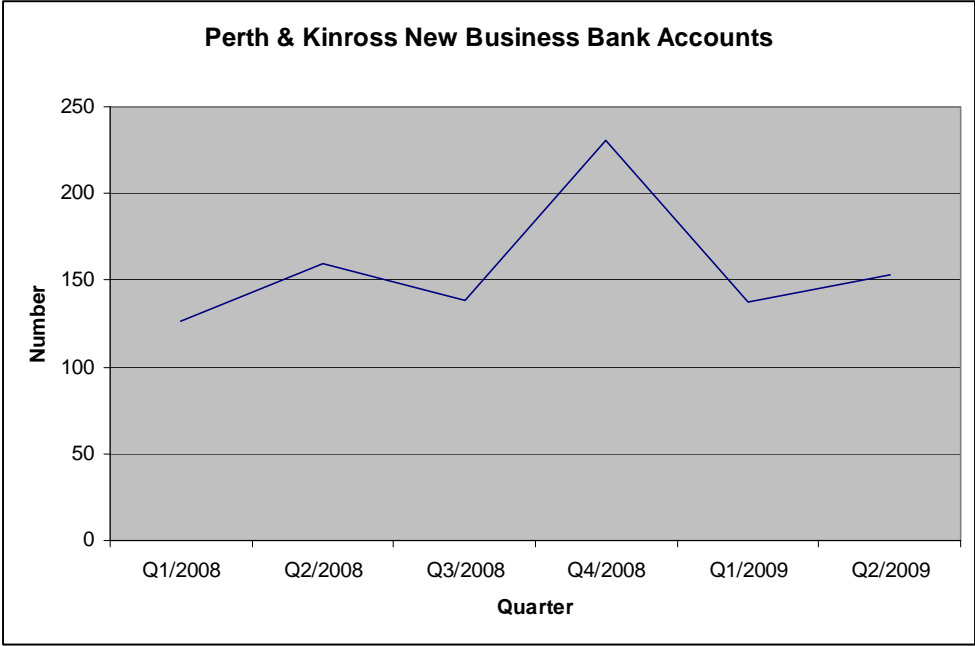
JSA claimants by Duration

	Up to 6 Months	6 – 12 Months	Over 12 months
Nov 2008	1230	100	35
Dec 2008	1395	115	30
Jan 2009	1600	135	35
Feb 2009	1765	165	45
Mar 2009	1755	230	40
Apr 2009	1670	255	45
May 2009	1650	300	45
June 2009	1545	300	50
July 2009	1580	325	55
Aug 2009	1,620	345	70
Sep 2009	1,490	305	75
Oct 2009	1,450	315	80
Nov 2009	1,535	310	100

Scottish Clearing Banks – New Business Bank Accounts

	Perth and Kinross	Total
Q1/2008	126	5,550
Q2/2008	160	5,465
Q3/2008	138	4,598
Q4/2008	231	4,415
Y/E 2008	655	20,028
Q1/2009	137	4,166
Q2/2009	153	4,383

Source: SCB 2009



Business Barometer Trends

Over the past six months, have you been affected by any of the following:

Affected by	Nov '08 %	Mar '09 %	June 09 %	Oct 09 %
Access to business finance	13.3	13.6	25	22
Availability of labour	13.3	4.1	8	9
Growth of business	26.6	43.8	32	38
Decline in business	36.4	42.4	55	54

How confident are you about the future of your business?

Level of confidence	Nov '08 %	Mar '09 %	June 09 %	Oct 09 %
Very confident	17.3	16.4	21	14
Confident	47.4	49.3	50	61
Not confident	9.8	16.4	15	12
Unsure at present	24.3	19.1	14	12

What are your plans for the future?

Future plans	Nov '08 %	Mar '09 %	June 09 %	Oct 09 %
Business expansion	42	54.7	57	37
Increase staff numbers	22	19.1	10	16
Downsizing business	16.8	15.0	26	11
Redundancies	8.1	5.4	6.19	13
Keep Staff at present levels	-	-	-	71

How do you feel the current recession has impacted on the local economy?

Value	Nov '08 %	Mar '09 %	June 09 %	Oct 09 %
Very Significant Impact	-	-	-	16
Limited Impact	-	-	-	38
Significant Impact	-	-	-	47

**PERTH AND KINROSS ECONOMIC RECOVERY PROGRAMME
2009-2014**

UPDATE as at DECEMBER 2009



Theme: Early Action Recovery Programme 2009 focussed on the Current Economic Situation

Local Outcome: To support local companies/individuals to survive the current economic situation

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
Public Sector Activity <ul style="list-style-type: none"> • Maximise local benefits of Public procurement <ul style="list-style-type: none"> ○ Investment in Learning – new community campuses ○ Other contracts (e.g. NHS Murray Royal) 		PKC (Ed)	2007-10	Project well established and sub-contracts placed locally where possible. Local Economic Impact assessed
<ul style="list-style-type: none"> ○ Advice & guidance to local companies to access contracts 		NHS	2009	Contract placed 2009 – follow up work req'd to assess if local sub-contracting opportunities
<ul style="list-style-type: none"> • Land & Infrastructure programme 	Strategic Business Land, Property & Infrastructure Economic	PKC (ED/C)	Ongoing	Seminars held & information distributed. PKC now utilising Scottish Government Procurement Portal
<ul style="list-style-type: none"> • Lobby for national infrastructure projects locally 		PKC	Ongoing	Baseline data now developed & target set Implementing programme <ul style="list-style-type: none"> ○ Broxden complete Dec 09 ○ North Muirton & Kinross under development ○ Other sites to be programmed
<ul style="list-style-type: none"> • Lobby COSLA for flexibility – rates payments 		PKC	Ongoing	Issue raised at COSLA Local flexibility can be applied in terms of timing of payments – local companies have utilised
<ul style="list-style-type: none"> • Stimulate affordable housing activity 	CPP	PKC	Ongoing	Ongoing Programme of Local Authority House-building underway – 26 agreed in 09/10, with a further 10 seeking approval from SG.

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
Business Advice & Support				
<ul style="list-style-type: none"> • Improve Business Intelligence <ul style="list-style-type: none"> ○ Company visits ○ Business Barometer ○ Economic Leadership Board (ELB) ○ Engage with local banking sector 	Business Services (new)	ALL PKC PKC PKC/ENET/SE	2009/10	Company visits ongoing. Business Barometer now established quarterly. ELB has regular meeting cycle – 4 meetings held in 2009. 2 nd Economic Summit planned for Spring 2010. Rep from Banking sector now on ELB Banking sector reps met with PIF board
<ul style="list-style-type: none"> • Focused Business Advice <ul style="list-style-type: none"> ○ Survive & Thrive ○ Local ENET presence ○ Improve local coordination between providers ○ VisitScotland seminars ○ Scottish Enterprise seminars 		ENET VS SE PKC	2009/10 2009 2009 2009/10	Programme underway – 2 events held in 2009 Office identified – to be open beginning Feb. 2010 Set up PKC Business Services (sub-group of EP). Tourism Conference – Nov. 09 held National Seminars held early 2009 Pilot Programme underway to support local companies
<ul style="list-style-type: none"> • Support Business in relation to Energy efficiency/alternative sources 		PKC	2009/10	Pilot Programme underway to support local companies
<ul style="list-style-type: none"> • Develop a “What we can do 4U? campaign 		PKC/ENET	2010	Programme to be developed
<ul style="list-style-type: none"> • Improve knowledge of what support/grants available <ul style="list-style-type: none"> ○ e.g. Regional Selective Assistance 		SE	2009-10	Introduced by Government 1/1/09 – encourage local take up by businesses
<ul style="list-style-type: none"> • Specialist business survival advice • Support for New Start Businesses • Support for Existing Businesses • Businesses advice given 		ENET PKC PKC	2009 2009/10 2009/10	Support available – 6 local companies accessed support to date 24 start up grants approved 20 grants & loans to existing businesses to date 489 businesses given business advice & support
<ul style="list-style-type: none"> • Business Network 		FSB	2009/10	New idea for Development

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
Proactive Response to Redundancy & Employability <ul style="list-style-type: none"> • Implement Employability Strategy & Action Plan <ul style="list-style-type: none"> ○ Review/targets ○ Improve coordination & local delivery ○ Target employer engagement ○ Pilot projects ○ Public Sector Engagement 	Employability	PKC	Ongoing	Review of strategy & target – completed July 09
		PKC/JC+		Work ongoing to review detailed action plan & implement improved joint working.
		JC+	June 2009	Employer Engagement event held – Nov. 09. Further activities being developed.
		PKC/JC+/SDS	Ongoing	Projects underway – Tourism Academy; Health & Social Care Academy; Support Employment project with St.Johnstone, etc
		PKC/NHS	Ongoing	Approach being developed – staff training proposal. PKC developing internal strategy & action plan
<ul style="list-style-type: none"> • PACE <ul style="list-style-type: none"> ○ Redundancy support ○ Re-training/skills programme ○ Improved information/advice • Develop bid for Future Jobs Fund programme funding 		SDS Perth College	Ongoing Ongoing Ongoing	PACE set up Other activities on-going. Review of SDS training provision available locally Bid successful – 90 6-month jobs to be created over 18 month period –implementation phase – first 8 jobs recruited in Nov. 09
Financial Advice & Support to Individuals <ul style="list-style-type: none"> • Increase support to Citizens Advice Bureau • Integrate Welfare Rights 		PKC	2009/10	Increased support to CAB approved in budget CAB move to larger premises planned for early 2010
		PKC	2009 /10	Being implemented – will work more closely with CAB following move

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
Focus on Growth & Opportunities <ul style="list-style-type: none"> • Improve business/schools interface 				
<ul style="list-style-type: none"> ◦ Develop Partnership between key businesses/schools 		PKC	2009	Pilot work underway with Aviva – need to consider how to role out across key companies
<ul style="list-style-type: none"> ◦ Work placements 		PKC/SDS	Ongoing	Programme already established – can it be extended
<ul style="list-style-type: none"> ◦ Vocational activity 		PKC/SDS	Ongoing	Programme underway – opportunities expanded
<ul style="list-style-type: none"> ◦ Apprenticeships 		SDS	2009	Programme/activity to be reviewed
<ul style="list-style-type: none"> • Tourism & Events 				
<ul style="list-style-type: none"> ◦ 2009 Year of the Homecoming 		ES	2009	Programme now complete. Perth & Kinross area benefitted significantly from a number of key events.
<ul style="list-style-type: none"> ◦ Perth 800 (2012) 		PKC	2009-11	Extensive Programme developed – implementation phase now
<ul style="list-style-type: none"> ◦ Review of Tourism Action Plan 		VS	2009	Review commenced – report due Spring 2010
<ul style="list-style-type: none"> ◦ Maximise local benefits from events 		PKC	Ongoing	Etappe good example & economic potential for other events
<ul style="list-style-type: none"> ◦ ERDF project 		PKC	2009	Project underway & projects and activities being supported
<ul style="list-style-type: none"> ◦ Destination Perthshire 		SE	2009-12	Project approved and being developed
<ul style="list-style-type: none"> • Renewable Energy/Waste 		SE/Private		To be developed
<ul style="list-style-type: none"> • General Insurance Cluster 		Private/PKC	2009-12	Action Plan developed – now being implemented
<ul style="list-style-type: none"> • Social Enterprise Activity 	SEP	PKC	2009/10	Additional funding secured from LEADER & SG. 26 projects received funding & support 245 individuals received training
<ul style="list-style-type: none"> • Maximise opportunities in the rural economy, eg SRDP/Ag Forum 		PKC	2009+	Ensure programme uptake for Perth and Kinross – a no. of local projects accessing funding via SRDP. LEADER – very successful utilisation of programme to date by local projects (70% of Tayside funding). Supported TCRF bids for Aberfeldy, Coupar Angus, Blairgowrie & Pitlochry – successful except for Pitlochry. New ERDF bid developed & submitted.

<p>Perth City Centre</p> <ul style="list-style-type: none"> • Marketing campaign - Perth • Window dressing • Relocate VIC • Customer service training • Increase markets & retail promotions • Town Centre Regeneration 		<p>PKC</p> <p>PKC</p> <p>VS</p> <p>City centre</p> <p>City centre</p> <p>PKC</p>	<p>2009</p> <p>2009</p> <p>2009</p> <p>2009</p> <p>2009</p> <p>2009+</p>	<p>Presentation to ELB 12/5/09 on summer campaign. Summer campaign – excellent feedback. Winter/Xmas campaign underway. Feasibility being examined – Woolworths frontage delivered. Other options being pursued actively. Option being accessed</p> <p>Not developed yet</p> <p>Programme finalised</p> <p>Bid for Town Regeneration Fund – 2nd round re-submission Perth City successful. Projects now being implemented.</p>
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