

PERTH AND KINROSS COUNCIL

11 December

PERTH CITY DEVELOPMENT

Report by Executive Director (Environment)

This report summarises the progress that has been made in providing a framework for development and investment in Perth and progress on the delivery of key activities and projects since the restoration of city status in 2012. Frameworks for promoting a consistent approach to investment in the Scottish cities linked to City Investment Plans are currently being reviewed via the Scottish Cities Alliance. The report recommends that priority should continue to be given to the development of the city and collaboration nationally and locally to maximise the potential to attract external funding and private sector investment and support the growth of the national and local economy following conclusions of these reviews.

1. BACKGROUND / MAIN ISSUES

- 1.1 The Council agreed the Proposed Local Development Plan at its meeting on 10 January 2012 to provide a land use framework supporting growth of the city to the north and west and continuing priority for investment in commercial, leisure retail and residential uses in the city centre. The Council is to re-consider the Plan following representations and subsequent examination by Reporters appointed by Scottish Ministers prior to adoption.
- 1.2 At its meeting on 1 May 2013, the Council approved the Perth City Plan. The Perth City Plan sets out the ambitions for the sustainable economic growth of Perth to be delivered through the implementation of a number of activities and projects between now and 2023. These activities and projects are grouped under five strategic themes: Historic Perth; Confident, Vibrant Perth; Knowledge Perth; Well-Connected Perth; and Sustainable, Growing Perth. The City Plan recognises that the realisation of the vision of Perth, as the most desirable place in Scotland in which to live, work, invest and visit, will require the resources, drive and enthusiasm of the public and private sectors working together.
- 1.3 Resources to support key activities and projects have been provided through the Council's revenue and capital programme most notably towards:
 - The recruitment of staff to provide enhanced capacity to secure investment, support the development of the city and growth of creative industries, food and drink, retail, tourism, and renewable clean technology sectors
 - City branding, inward investment and marketing via Invest in Perth
 - Roads infrastructure to maintain and enhance accessibility and support the growth of the city to the north and west
 - Digital infrastructure and enhanced Wi-Fi and digital platforms to improve connectivity and information for businesses, residents and visitors

- business and industrial land including the development of the Perth Food and Drink Park
- investment in the repair and conversion of vacant and underused property in the city centre
- further improvements to streets and spaces in the city centre
- the development of additional events and festivals within the city

1.4 Significant progress has been made already in relation to the following:

- Completion of review of the regeneration service to increase capacity in relation to economic development activity.
- Agreement and promotion of a new city brand and creation of the Invest in Perth marketing strategy, website and software to assist the management of inward investment and business growth.
- Allocation of funding of £21.320M to roads infrastructure and the development of initial designs to support the growth of the city to the north and west.
- Collaboration with Mi Perthshire to promote the city, through a downloadable application, making it easier to find out what is happening in the area. This covers information about all the latest eating, leisure and retail promotions and events.
- Commencement of work on the site servicing of the Perth Food and Drink Park.
- Re-use of city centre property for housing use involving creation of 43 additional bed spaces and the attraction of additional City Heritage Funding of £650k to support repairs.
- Attraction of additional investment in retail in the St John's Centre and Retail Park.
- Completion of improvements to facilities at the South Inch.
- The approval of the Events and Festival Strategy in June 2013, which is designed in line with the vision for the city of Perth as one of the most desirable places in Scotland to live, work, visit and invest
- Acceleration of design of environmental improvement works at Mill Street for implementation in 2015.
- Agreement in principle with Workshop & Artists' Studio Provision Scotland Ltd (WASPS) regarding the disposal of St John's School for development of artists' studios.
- Further development of the Winter Festival and attraction of new events and operators.

1.5 The impact of the Strategy is already being seen through events such as the Christmas Light switch on, which increased the footfall in Perth by 108% over the previous year, with 90,000 visitors to the city centre on the switch on day. This also resulted in an economic impact of potentially £4.5m.

- 1.6 The Council has actively worked with the other six Scottish cities since the restoration of city status to utilise City Investment Funding for collaborative action across the cities. To date, this has enhanced the city's profile and attracted developer interest through collaborative marketing of investment opportunities such as the Sitematch event in London. It has also helped in relation to collaboration on specific sector initiatives in relation to the creative industries and renewables sectors. The Council has played a leading role on behalf of the Alliance in seeking to provide a framework for securing European funding into the Scottish cities.
- 1.7 Frameworks for collaboration and promoting a consistent framework for investment in the Scottish cities, via City Investment Plans, along with the potential for alternative city funding framework are currently being reviewed through the Scottish Cities Alliance. These reviews will be concluded by March 2014.
- 1.8 At a more local level the Council agreed at its meeting on 26 June 2013 that the Perth City Development Board would be the mechanism to encourage and support joint working with key local partners to accelerate the pace of project implementation by working together, firstly to understand, then remove potential constraints. The Board is supported corporately through the City Development Group. The Board met for the first time on 27 November 2013 and the collaborative approach was welcomed by private sector representatives.
- 1.9 The Council further agreed at its meeting on 2 October 2013 to proposals for a renewed Council and Community Planning Partnership approach to working with communities through revised reporting and engagement on the new Community Plan/Single Outcome Agreement.
- 1.10 This framework will provide a basis for reporting on strategic outcomes relating to city development activity and projects and engaging with the city community on specific projects. Initial work has already commenced in respect of consultation with North Perth communities to maximise the benefits from Perth Food and Drink Park and provide enhanced capacity for local business growth and employment.

2. PROPOSALS

- 2.1 It is acknowledged and recognised that continuing to work in partnership with national agencies, other cities, the community and local businesses is critical to the city's growth and development. This is particularly true in relation to ensuring that Council resources are aligned to maximise economic, environmental and community benefits and secure additional external funding and private sector investment.
- 2.2 The work of the Alliance will be critical to providing a framework within which the Council operates, in respect of future collaboration and funding models, to maximise the potential to attract external funding and private sector investment and support the growth of the national and local economy. It is therefore proposed that the Council await the outcomes of this work to further inform its actions in relation to the preparation of a Perth City Investment Plan and any alternative funding model.

3. CONCLUSION AND RECOMMENDATIONS

- 3.1 Significant progress has been made to date in providing a framework for development and investment in Perth along with the delivery of key activities and projects since the restoration of city status in 2012.
- 3.2 Further investment is however required. A current review of activity is being undertaken nationally to develop a consistent approach to investment in the Scottish cities, City Investment Plans and potential for alternative city funding frameworks.
- 3.3 It is recommended that the Council
- i) Note progress to date on the delivery of key activities and projects in respect of the Perth City Plan.
 - ii) Note progress regarding the development of national frameworks for investment and funding models through the Scottish Cities Alliance.
 - iii) Remit to the Executive Director (Environment) to report back and agree local actions required as a consequence of national review of city activity in respect of a City Investment Plan and any alternative funding model.

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1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

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 immediate 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 Perth City Plan have been provided in capital and revenue programme. A future report will assess funding opportunities following the national review via the Scottish Cities Alliance of investment frameworks in the Scottish cities, City Investment Plans, and potential for alternative city funding frameworks, City Deals.

Workforce

- 2.2 Enhanced staff resources within the Planning and Regeneration Section have been provided to assist the delivery of projects and activities. There may be potential for recruitment of additional staff resources to assist project delivery via external funding pending the outcome of the review of funding.

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) and the Executive Director (Education and Children's Services) have been consulted.

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 10 Jan 2012
Report to Council 27 June 2012
Report to Council 1 May 2013
Report to Council 26 June 2013
Report to Council 2 October 2013

3. APPENDICES

None