

Creative Perth and Kinross

Strategic Priorities for Culture

2016-21



Our Vision

To be at the heart of Scotland's cultural landscape, and celebrate our distinctive cultural past, present and future - for everyone.



Creative Perth and Kinross 2016-2021

Who we are

Perth and Kinross is at the heart of Scotland, and the heart of Scotland's story. It is one of the most diverse parts of the country, with the ancient City of Perth and 6 large towns alongside vast, wild landscapes and the magnificent River Tay. It is home to the Kingdom of Alba and the crowning place of ancient Kings, and the 20th century Scottish Cultural Renaissance took root here.

Perth & Kinross Council delivers public services across the fourth largest geographical area in Scotland, to nearly 150,000 people and one of the fastest growing populations in Scotland. Working with partners and communities, we fund and support culture of all kinds across the area.

The difference we want to make

We want to achieve these key strategic outcomes for culture, as our contribution to the Perth and Kinross Community Plan 2013-23:

Sustainable economic growth: a leading leisure and business tourism offer in Scotland which supports the local economy.

Tackling inequalities: better health, social and economic outcomes for everyone in Perth and Kinross.

Empowered communities: supporting culture and sport initiatives to grow and succeed as part of vibrant local communities.

Lifelong learning: supporting individuals and families through all stages of formal and informal learning.



Our strategic priorities 2016-2021

We will inform, educate and inspire people and communities through participation in culture

**Strategic Outcomes 1, 2, 3 & 4:
Sustainable Economic Growth;
Tackling Inequalities; Empowered
Communities; Lifelong Learning**

Why?

Culture has different meanings for all of us, but its benefits are well recognised and researched. Culture is a gateway to knowledge, ideas, networks and friendships. It can challenge, delight, inspire us and connect us to people, communities and places across time, distance and civilisations. Our cultural asset base in Perth and Kinross is remarkable in its breadth and richness, and we want to make it accessible for everyone.



How?

- *By investing in and delivering public programmes in the visual, applied and performing arts which celebrate local talent and bring work of national and international significance to local audiences.*
- *By engaging and involving local people and communities in the bid for Perth to become UK City of Culture 2021.*
- *By increasing participation in community-led cultural projects and initiatives, including the Living Communities model, and by growing volunteer numbers.*
- *By increasing participation in creative learning including amongst those who face barriers to participation.*
- *By growing active borrowers from our libraries.*
- *By investing in and developing online/digital services, particularly for those in rural or remote places.*
- *By increasing participation by children and young people with additional support needs, and those who are looked after/in care.*



We will strengthen our tourism economy through the quality of our cultural offer

Strategic Outcome 1: Sustainable Economic Growth

Why?

Tourism is a key part of our economy, supporting over 8,000 jobs and generating over 4 million day and longer stay visits to the area per year. The cultural offer is central to both leisure and tourism business growth, with, for example, 30% of audiences for Horsecross Arts coming from outwith Perth and Kinross, and Pitlochry Festival Theatre integral to the economic health of the town. Perth Concert Hall is one of the finest performance and conference venues in Scotland. Connecting with local audiences and visitors is an ongoing priority, whilst overseas tourism visits to the area have grown by nearly a third in the last 4 years. Local creative industry is also an increasingly important part of the local economy, with new initiative Perthshire Creates providing a digital showcase and networking forum for artists, makers and creative business of all kinds. Diversifying our funding base and supporting collaborations between our partners, as well as supporting artist and community-led organisations to access external funding will be increasingly important in times when public finances are squeezed.



How?

- *By delivering 'Big Move 7'¹ in the Perth City Plan through development of new cultural attractions which benefit the area as a whole.*
- *By increasing domestic and overseas tourism visits.*
- *By sustaining the number of local creative industries and supporting new business start-ups.*
- *By supporting local artists and makers to develop their practice and remain based in Perth and Kinross.*
- *By supporting artists and community-led organisations to access external funding, and build their capacity.*

1 'Big Move 7' is one of the eight 'Big Moves' in the City Plan to establish the infrastructure required for Perth to fulfil its potential. Big Move 7 focuses on the development of cultural attractions.



We will maintain and enhance artistic and cultural excellence, promoting and enabling work of local, national and international significance

**Strategic Outcomes 1 & 4:
Sustainable Economic Growth;
Lifelong Learning**

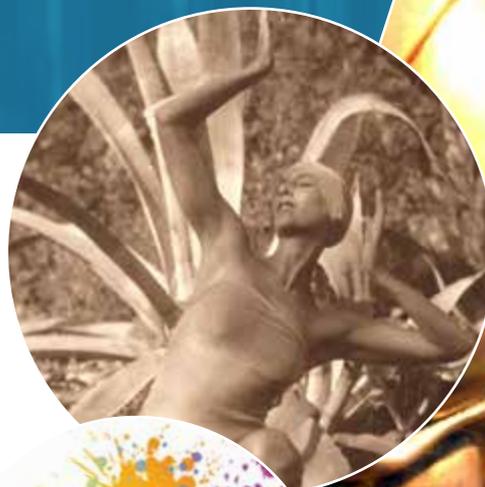
Why?

Our arts and heritage organisations are fundamental to our local cultural distinctiveness and the work that they do is also fundamental to the wider cultural landscape of Scotland and the quality of artistic output at national level. Our two producing theatres, Perth Theatre and Pitlochry Festival Theatre, are Creative Scotland Regular Funded Organisations 2015-18. Our museum and fine art collections are of National Recognition Status and we hold the largest and most significant collection in the world of Scottish modernist painter John Duncan Fergusson. Our community-led arts organisations, including Perth Festival of the Arts, are sector-leading in the profile and quality of work and programmes which they produce; Perthshire Open Studios is the largest open studio event in the country; and the number of artists and makers who live and work in the area is growing. We need to continue to invest in this quality work and strengthen it through increased collaboration with national, UK and international organisations.



How?

- *By maintaining and developing collaborations with national, UK and international organisations.*
- *By increasing the level of external funding we secure for new commissioned work.*
- *By delivering public programmes which celebrate our cultural distinctiveness: for example, our Gaelic and Scots Cultures and those of travelling people, oral history and storytelling, traditional orchestral music and the significance of John Duncan Fergusson, Margaret Morris and William Soutar.*
- *By maintaining and enhancing our standards of museum collections care, research and interpretation including through curatorial collaboration and work with academic institutions.*
- *By supporting artists and community-led organisations, individual artists and makers to access external funding, and other capacity building support.*
- *By submitting a bid for UK City of Culture 2021 and the Royal National Mòd 2021.*



We will maintain and enhance our cultural infrastructure to maintain and enable wider access to the arts and heritage by the widest possible audiences

**Strategic Outcomes 2 & 4:
Tackling Inequalities; Lifelong Learning**

Why?

Our venues are not about bricks and mortar, but the public programmes delivered within them and beyond their walls which increase access to culture for everybody. Buildings must work hard and investment must be prioritised in times when public finances are squeezed. Where we invest in infrastructure, it is with this in mind so that our buildings and capital projects achieve the widest possible participation levels, and are truly seen as part of the social fabric of our city, towns and communities. Digital infrastructure is of increasing importance, reflecting a growing appetite amongst current and new audiences for online and digital services; and digital art continues to be a fast-moving and dynamic new area of practice.



How?

- *By delivering the Transform Perth Theatre project, making one of Scotland's oldest producing theatres physically accessible to all and renewing its role as part of the theatre infrastructure across Scotland.*
- *By delivering 'Big Move 7' in the City Plan, to develop new attractions in Perth which showcase our nationally significant visual art and heritage.*
- *By supporting Pitlochry Festival Theatre (PFT) to develop its proposals and funding strategy for Vision 2021, making the PFT site accessible to wider audiences.*
- *By continuing to invest in and enhance digital/online services; maintaining free WiFi in all our community and mobile libraries; and developing digital/online services as part of the Smart City agenda for Perth.*



Making it happen

We will deliver these strategic priorities through our commissioning arrangements with the independent trusts Horsecross Arts and Culture Perth and Kinross,² our key delivery partners. We will also continue to work closely with our wider partners including Pitlochry Festival Theatre, Perth Festival of the Arts and Birnam Arts; and to strengthen and create collaborative working with cultural organisations across Scotland, the UK and internationally. Research links with academic institutions which broaden knowledge and understanding of our nationally recognised museum and fine art collections will be a new priority; and we will continue our key role in the public libraries sector as one of the largest and most forward-thinking public library services in the country. Digital learning and access to cultural provision will be an increasingly important delivery mechanism.

Locality working

With Horsecross Arts, Culture Perth and Kinross and others, we will prepare annual Locality Plans setting out what we intend to achieve each year in each locality in Perth and Kinross to make progress on strategic priorities: Highland, Strathearn, North Perth, South Perth, Eastern Perthshire and Kinross. These will be the key annual delivery plans to execute our strategic priorities.

Expert advisors and the community perspective

The Culture and Sport Advisory Group, which began work in April 2016, will be our sounding board and expert advisors for delivering our vision and strategic priorities. Membership includes Creative Scotland, NHS Tayside and key relevant Council Services including Education Services. Community representatives will provide their perspective on our progress and how we can improve.

² *Culture Perth and Kinross began operating from April 2016.*

Enablers

We have many enablers - building blocks to help us achieve our vision and strategic priorities. They include:

People

- In 2014/15, **1.3 million** people took part in cultural activities of some kind in Perth and Kinross.
- In 2014/15, **over 6,552** people participated in creative learning activities.
- In 2014/15, **639,590** people accessed online/digital library, museum and gallery services.
- Nearly **a fifth of young people** and **over a fifth of people aged 50+** are active library borrowers.
- **8,995** young people and communities have participated in Living Communities, the largest heritage outreach project in Scotland.
- **75** local young people are Heritage Ambassadors and have achieved a Dynamic Youth Award as a result of their involvement in culture.
- **192** people volunteer in our museum, local studies, library and archive services.

Place

- **Birthplace/home** of Hamish Henderson, John Duncan Fergusson, William Soutar, Patrick Geddes and other key Scottish artists, writers and thinkers.
- **Setting/inspiration** for William Wordsworth, Walter Scott, John Buchan, Beatrix Potter and others.
- **Over 20 dedicated cultural facilities** across the area, including Perth Museum and Art Gallery, The Fergusson Gallery, Alyth Social History Museum, Perth Theatre, Pitlochry Festival Theatre, Birmam Arts, four Community Campus Libraries, AK Bell Library, Black Watch Museum, Birks Cinema.
- **198** constituted community-led arts and local history organisations.
- **370** local creative industries.

Performance

- *2 producing theatres, Pitlochry Festival Theatre and Perth Theatre.*
- *The international standard Perth Concert Hall, one of Scotland's most important performance venues.*
- *National and UK events and collaborations, including Artist Rooms, Scots Trad Music Awards, partnerships with National Galleries of Scotland, Hunterian Art Gallery, British Museum.*
- *Awards and competitions which foster new talent: The Fergusson Award and the William Soutar Writing Prize.*
- *An increase of **128%** in use of online/digital services since 2013/14 resulting from service innovation and investment.*

Prevention

- *In 2014/15 **18,860** took part in RhymeTime, Bookbug, Chatterbox and other Early Years and family reading activities designed to give children the best start in life and support parenting skills.*
- *In 2014/15 there were **7,768** users of the People's Network in libraries, with access to lifelong learning and employability opportunities and support.*
- *In 2014/15 **6,986** people participated in adult IT learning in libraries. A further **2,185** participated in non IT learning opportunities.*
- ***40** community organisations meet regularly in libraries and other cultural venues, including museums, sustaining local support networks for communities and individuals.*

Demonstrating and reporting on the difference we have made

We will monitor our delivery progress through our contractual arrangements with Culture Perth and Kinross, Horsecross Arts and other third party funded organisations, and through the Council's continuous improvement mechanisms. Where new baseline information needs to be developed, so that we are measuring real impact not just what is measurable, we will do that and incorporate new performance indicators into Locality Plans and team plans.

Progress

Progress will be reported:

- *quarterly and annually to the public and Councillors, through the Education & Children's Services Business Management and Improvement Plan;*
- *6 monthly to the Community Planning Partnership Board and through Perth and Kinross Performs;*
- *through the Horsecross Arts and Culture Perth and Kinross Annual Reports.*

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