



Prosperous, Sustainable and Inclusive Economy

In previous years, we have used PK Performs to chart our performance against key performance indicators across the reporting period. However, the unprecedented impact of COVID-19 and the pandemic response makes the analysis of our performance trend more difficult to accurately capture. While this information will still be showcased in the charts below, given the disruption to service delivery and operation, a direct comparison to previous years is often not an appropriate method of gauging performance. When available, a direct comparison to the Scottish Average is a more effective gauge of our performance across the last year.

Prosperous, Sustainable and Inclusive Economy

Economic impact of events supported by the Council

What this indicator is about

This indicator gives an estimate of the Gross Value Added (GVA) in £M estimated from events supported financially or in an advisory capacity by the Council across Perth and Kinross.

Why we measure it

We measure this to estimate the economic worth of holding events in Perth and Kinross, as well as to obtain an indication of how they contribute to our wider economic objectives.

What can affect performance

A wide range of external factors such as consumer spend and attendance as well as competition from other places; and weather conditions for outdoor events can have an effect on performance.

Comment on performance

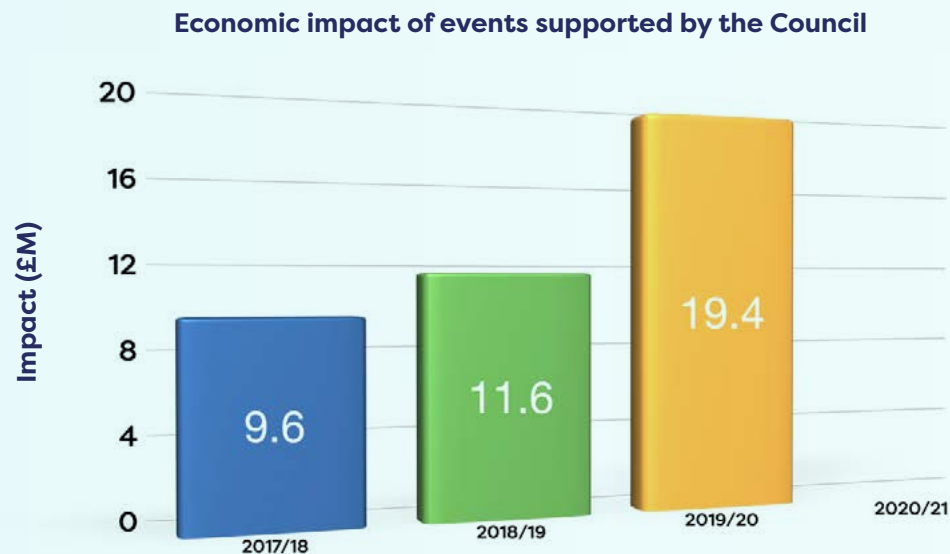
Our performance has declined, as due to the impact of COVID-19 and the Government restrictions, there were no events held during 2020/21.

How our performance compares to others

Due to COVID-19, we did not support any economic events to be held during 2020/21. This is a similar situation across Scotland.

Actions we are taking for continuous improvement

Events supported by the Council will re-commence in 2021/22.



Prosperous, Sustainable and Inclusive Economy

Percentage of Scottish Average monthly earning

What this indicator is about

This gives an indication of the average earnings of people working in Perth and Kinross as a percentage compared to the rest of Scotland, in all types of public and private sector entities.

Why we measure it

This is a statistical exercise undertaken nationally to assess growth in our knowledge-based economy and higher value jobs. The main types of employment sectors within Perth and Kinross include agriculture, tourism and hospitality; jobs in these sectors tend to be lower paid than average.

What can affect performance

It is widely recognised that there is a growing shift towards dependence on knowledge, information and high-level skills. Therefore, levels of investment in high-value job creation, and other macro-economic factors, are of key importance to improving average earnings. Also, good levels of economic growth may mean that employers are generally more inclined to pay more.

Due to the sectoral distribution of the local economy, with high levels of employment in hospitality/accommodation and food & drink, the Perth and Kinross area was exposed to higher-than-average effects of the pandemic on workplace earnings. We had one of the highest uptake rates of the Coronavirus Job Retention Scheme in the country throughout the pandemic which suppressed average earnings.

Comment on performance

Perth and Kinross area full-time workplace earnings dropped to £508.70 per week during 2020 which was a 5% reduction from the previous year. In the same time frame, Scotland's earnings increased by 2.7%.

How our performance compares to others

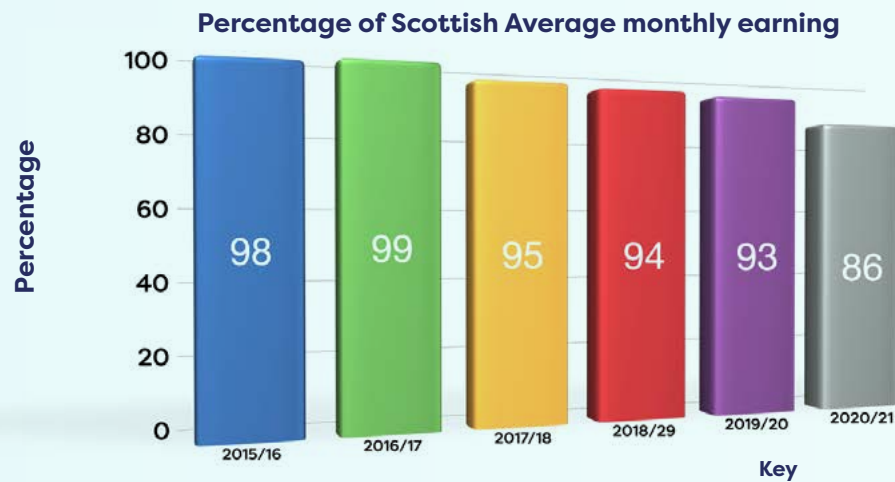
There were reductions in workplace earnings in 13 local authorities in Scotland. Ours was the 4th largest reduction in 2020.

Actions we are taking for continuous improvement

To transform our local economy and retain and create sustainable jobs, we are actively developing and delivering projects to drive business and place innovation. Innovation in areas such as digital infrastructure, agri-tech, sustainable tourism, energy transitions and green finance will support existing companies, as well as attract new ones and investments. Jobs in these areas will offer higher earning potential. Ongoing place-based investment initiatives will help to improve the attractiveness of Perth and Kinross as a business and investment location.

In addition, we offer a suite of employability interventions to local residents, including:

- fully-funded accredited training and qualifications for specific sectors of employment - 'Skills Academies' are co-designed with employers;
- through the Futures for Families programme we offer the Elev8 Training Grant which individuals can access to pay for unique episodes of training and/or fund essential equipment to aid their journey to higher skilled (and better paid) employment;
- key work support to aid progression - clients are assigned a key worker that assists throughout their unique journey, either into employment, or in job sustainment/promotion. This can often include co-ordinating a multi-agency approach to ensure holistic service and solutions.
- employer recruitment incentives - we offer 3 options to employers for job creation/incentivised employment. With mutual investment from the Council and employer, jobs are created and part-funded through the relevant programme, thus creating new employment opportunities for residents. Each of these roles is further incentivised by offering the employer additional payments if they elect to pay the person the 'Accredited Living Wage for Scotland'.



Note: axis has been adjusted to display changes over time more clearly

Prosperous, Sustainable and Inclusive Economy

Percentage of working-age population unemployed based on Jobseeker's Allowance claimant count

What this indicator is about

This indicator is a proxy measure for unemployment rates and links indirectly with poverty. It often broadly manifests the presence of underlying socio-economic issues.

Why we measure it

The indicator is useful in gauging the wider vibrancy of the local economy and the effectiveness of employability support programmes.

What can affect performance

Various factors can affect this indicator such as wider macro-economic factors, the level of business closures and job redundancies and access to training opportunities to develop the skills that local employers are seeking.

Comment on performance

Like all Scottish areas, Perth and Kinross experienced elevated levels of claimant count beginning in April 2020 due to the COVID-19 pandemic. The rate increased from 2.0% in January-March 2020 to a peak of 5% in July-August 2020 and remained above 4% for most of the pandemic.

How our performance compares to others

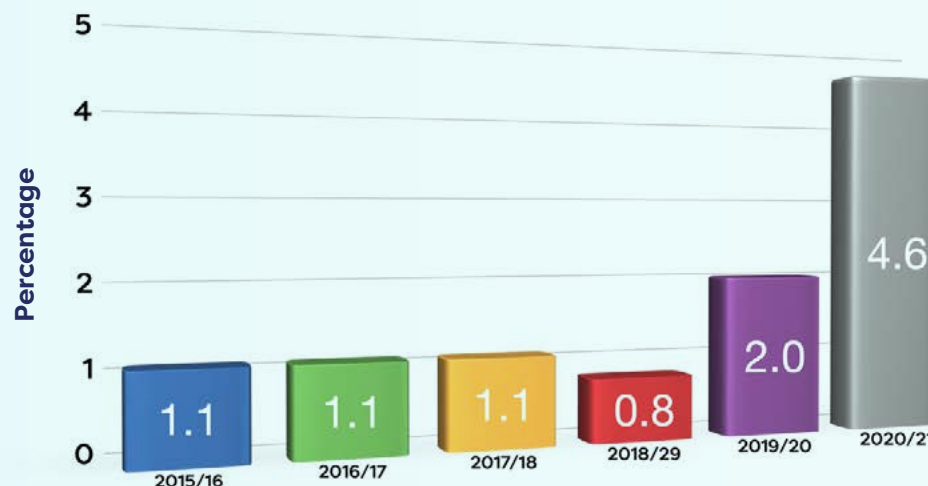
The rate and curve of claimant count in Perth and Kinross was in line with the Scottish rate which went from 3.3% in March 2020 to a peak of 6.4% in August 2020.

Actions we are taking for continuous improvement

We continue to develop and offer a range of employability interventions aimed at supporting those residents who are unemployed. These include:

- *fully-funded accredited training and qualifications for specific sectors of employment - 'Skills Academies' are co-designed with employers;*
- *key work support to aid progression - clients are assigned a key worker that assists throughout their unique journey, either into employment, or in job sustainment/promotion. This can often include co-ordinating a multi-agency approach to ensure holistic service and solutions.*
- *employer recruitment incentives - we offer 3 options to employers for job creation/incentivised employment. With mutual investment from the Council and employer, jobs are created and part-funded through the relevant programme, thus creating new employment opportunities for residents. Each of these roles is further incentivised by offering the employer additional payments if they elect to pay the person the 'Accredited Living Wage for Scotland'.*

Percentage of working-age population unemployed based on Jobseeker's Allowance claimant count



Note: axis has been adjusted to display changes over time more clearly

Prosperous, Sustainable and Inclusive Economy

Number of new businesses started up with the support from Business Gateway

What this indicator is about

This indicator is complimentary to the indicator maintained on new business accounts and captures additional detail on new businesses and the support services delivered by Business Gateway (BG). It indicates the volume of business supported by BG in an advisory capacity through provision of a wide range of expertise relevant to setting up a new business.

Why we measure it

We measure in order to show how effectively we are supporting start-up ventures through the range of services delivered by Business Gateway (a national service to ensure consistency across Scotland) and to gauge the growth of new business and entrepreneurial activities.

What can affect performance

The overall economic climate, ease of access to business lending where required, availability of training and support and the number of individuals prepared to start up a new business as an alternative to employment.

Comment on performance

Despite the unprecedented challenges faced by the local economy as a whole, emergent entrepreneurial activity remained healthy. This was reflected in more individuals than in the last two years, setting up new business with the help of

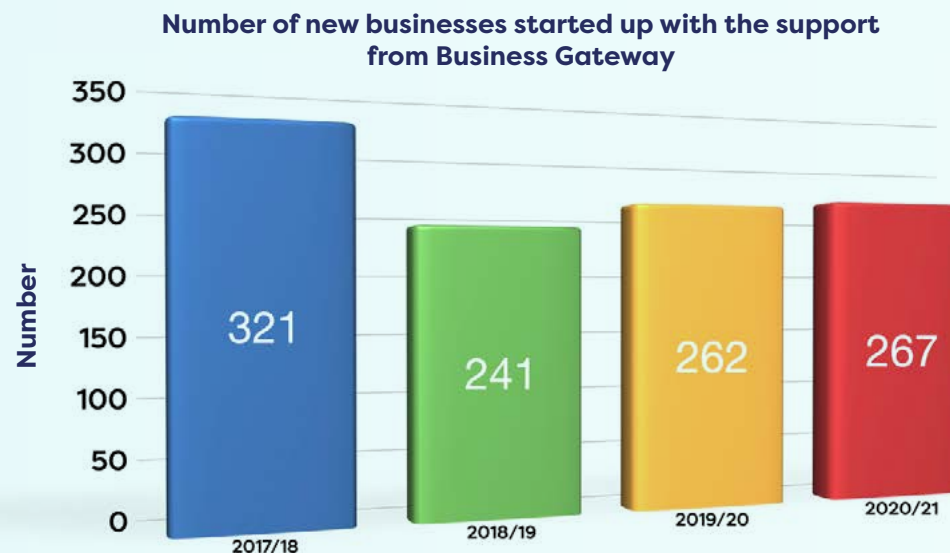
Business Gateway. However, performance is down from a high of 321 achieved in 2017/18. A lot of support centred around mentoring clients to help them through the uncertainty of starting their business. Notably, the Redundancy to Recovery workshop programme was designed for people who have been made redundant and focused on positive ideas for starting a business. The Tayside team also gave a lot of advice and support with businesses accessing the grants available.

How our performance compares to others

Our performance is similar to Angus and Dundee City Councils who are also partners in the Business Gateway contract for Tayside. Overall, we perform better than the Scottish Average for business birth rate and business survival after 3 and 5 years.

Actions we are taking for continuous improvement

Going forward, the Business Gateway team are committed to supporting the region's recovery through the Re-build and Boost Business 2021 programme, including Redundancy to Recovery - Launch Pad, Young People - Young Entrepreneurs and Digital Boost workshops.



Prosperous, Sustainable and Inclusive Economy

Percentage of vacant retail units in Perth City Centre

What this indicator is about

Town Centre Vacancy Rates are an indication of how well retail properties are renting/selling in Perth City Centre.

Why we measure it

We monitor movement in retail occupancy to allow a clear picture of how we compare with other towns/cities. Occupancy of our city centre is constantly subject to change and it is useful to monitor retail movement to inform decision-making.

What can affect performance

Many factors including level of business rates being charged to retailers, footfall volumes, changing consumer demands and increasing trends towards online purchasing.

Comment on performance

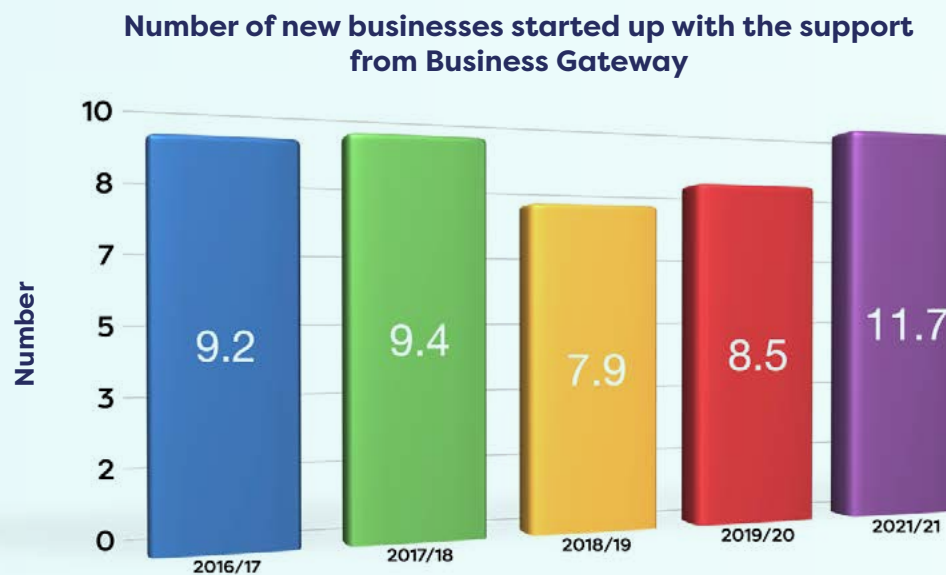
The percentage of vacant retail units in Perth City Centre rose during 2020/21 as a direct impact of the COVID-19 pandemic.

How our performance compares to others

This pattern is also reflected nationally.

Actions we are taking for continuous improvement

Going forward, we are committed to supporting the region's recovery through the Re-build and Boost Business 2021 programme.



Prosperous, Sustainable and Inclusive Economy

Number of unemployed people assisted into work annually as a result of Council-funded employability and skills programmes

What is this indicator about

The indicator shows the extent of support provided to local businesses and job-seeking clients.

Why we measure it

To demonstrate progress and effectiveness of various Perth & Kinross Council internal services in providing employment support.

What can affect performance

The volume of locally, nationally and externally-funded employability projects can vary from year to year.

Comment on performance

Given the unique economic conditions and the challenge faced by local authority employability teams Scotland-wide, the central aim was to mobilise and implement projects and programmes on a grander scale than ever before. Record levels of investment to create new provision has seen huge effort in recruiting, planning and implementing brand new provision to improve/enhance the local service offerings. Alongside these efforts, we have continued to service the needs of existing and new clients and businesses.

How our performance compares to others

We do not have access to Scotland-wide data from which to draw comparison to other areas.

Actions we are taking for continuous improvement

We continue to implement new funding streams and provisions within the programmes to ensure we 'plug' any gaps in provision. We have undertaken a cross-service mapping exercise to ensure clarity and avoid duplication across the various services concerned with delivery.

We have delivered a series of Skills Academies for people with extensive barriers to employment. This has seen us working together across the Council to design and manage large-scale funding pots, ensuring fairness to third sector by allotting significant investment to our third sector network locally. We have standardised all recording, reporting and client registration processes as to establish quality and parity across all new programmes. This will allow us to draw comparison and more effectively performance manage going forward.

Number of unemployed people assisted into work annually as a result of Council-funded employability and skills programmes



Prosperous, Sustainable and Inclusive Economy

Area of available Serviced Business Land

What this indicator is about

The indicator highlights the amount of Serviced Business Land identified within the Employment Land Audit (ELA), including allocated Local Development sites and windfall sites.

Why we measure it

The safeguarding and allocation of employment land is necessary to support local sustainable economic growth. By measuring the amount of available serviced land, we are able to highlight to interested parties potential development and investment opportunities which are immediately available. In addition, this information forms an important basis for monitoring and reviewing policies and proposals included within the Local Development Plan (LDP).

What can affect performance

As the majority of employment land is delivered by the private sector many external factors affect delivery including the willingness of landowners to release sites, funding from financial institutions and the general performance of the national economy. In addition the financial viability of providing services on-site and the willingness of the utility companies to provide services can also have a major impact on performance.

Comment on performance

Due to the pandemic and restrictions, there has been little movement in the employment land sector during the past year. As we come out of the pandemic the world may look slightly different and demand of employment

land may change. Whilst it is too early to make assumptions about future demand, targets will require to be reviewed over the coming year to inform Local Development Plan 3. As a first step, research and future scoping will be commissioned in the second half of 2021.

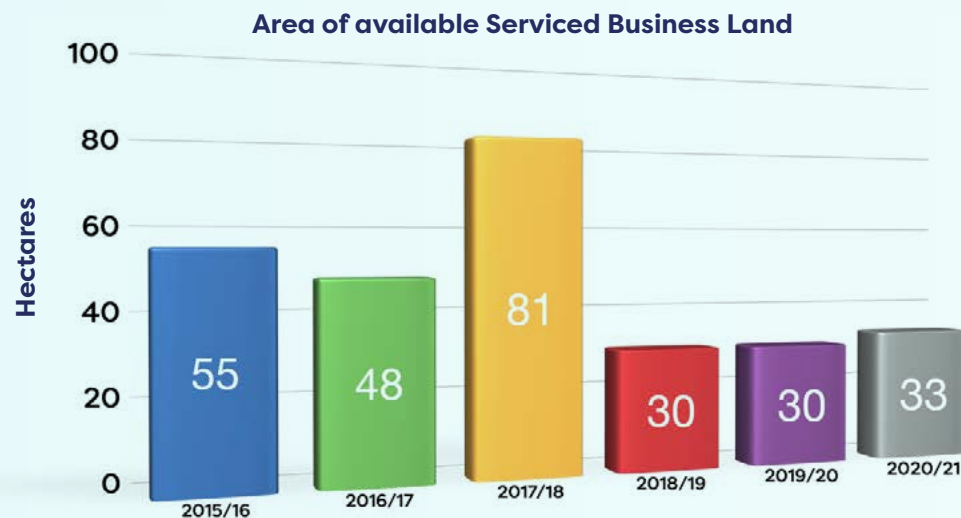
How our performance compares to others

Our performance is comparative to most Local Authorities however, the lack of national guidance to ensure consistency throughout each local authority makes direct comparison difficult.

Actions we are taking for continuous improvement

As part of our future framework an employment land strategy will be developed alongside the Employment Land Audit (ELA). We aim to work with developers to assist delivery and invest through our own Commercial Property Investment Plan programme.

We are also taking actions to improve our monitoring by utilising different spatial analytic methods. In 2020 an interactive story map was developed to assist potential investors. This story map will be improved further in 2021, by including a building completion layer to visually demonstrate the active development of sites. The [Employment and Serviced Land Audit Story Map](#) has also been linked to our [Local Development Plan Story Map](#) to direct users to the relevant policies and strategies. The ELA methodology is reviewed each year, and it is anticipated in 2022 this will be adjusted to align with National Performance Framework 4.



Prosperous, Sustainable and Inclusive Economy

Percentage of residents satisfied with local libraries

What this indicator is about

This indicator is part of the Local Government Benchmarking Framework suite of indicators. The data comes from the national household survey.

Why we measure it

It is important to understand how satisfied customers are with our libraries.

What can affect performance

- *Changes to service provision.*
- *Customer expectations.*
- *Survey respondents' familiarity with the service.*

Comment on performance

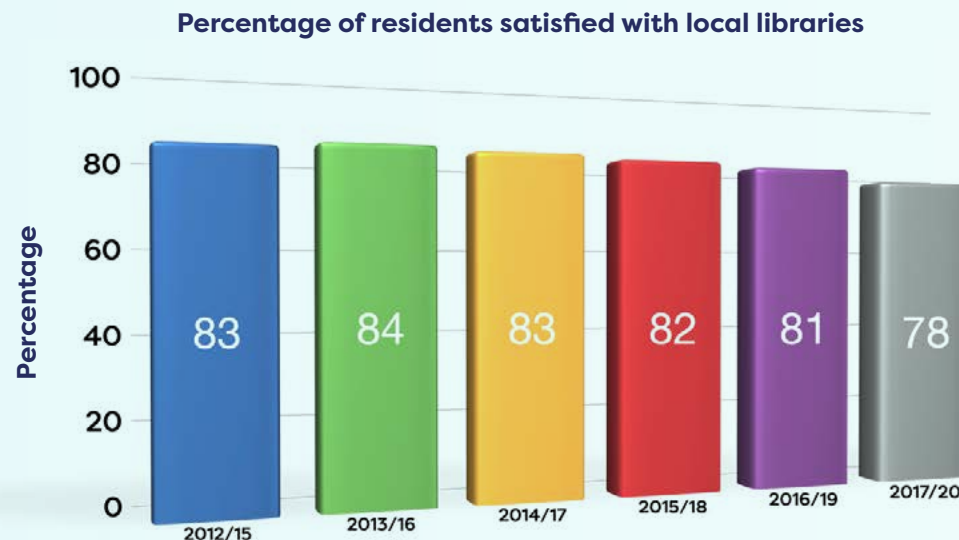
After a period of our performance being relatively steady, we have seen a small decline since last year.

How our performance compares to others

Our performance is above the National Average (PKC 78%, Scottish Average 72%).

Actions we are taking for continuous improvement

We will continue to monitor satisfaction levels of our services as part of the Local Government Benchmarking Framework in addition to local feedback which monitors local trends and targets.



Prosperous, Sustainable and Inclusive Economy

Number of library visits, in person and online

What this indicator is about?

This indicator is part of the Local Government Benchmarking Framework suite of indicators. The data comes from the national household survey.

Why we measure it?

It is important to understand how satisfied customers are with our museums and galleries.

What can affect performance?

- *Changes to service provision*
- *Customer expectations*
- *Survey respondents' familiarity with the service*

Comment on performance.

There was a large increase in e-library resources during 2020/21 due to the pandemic.

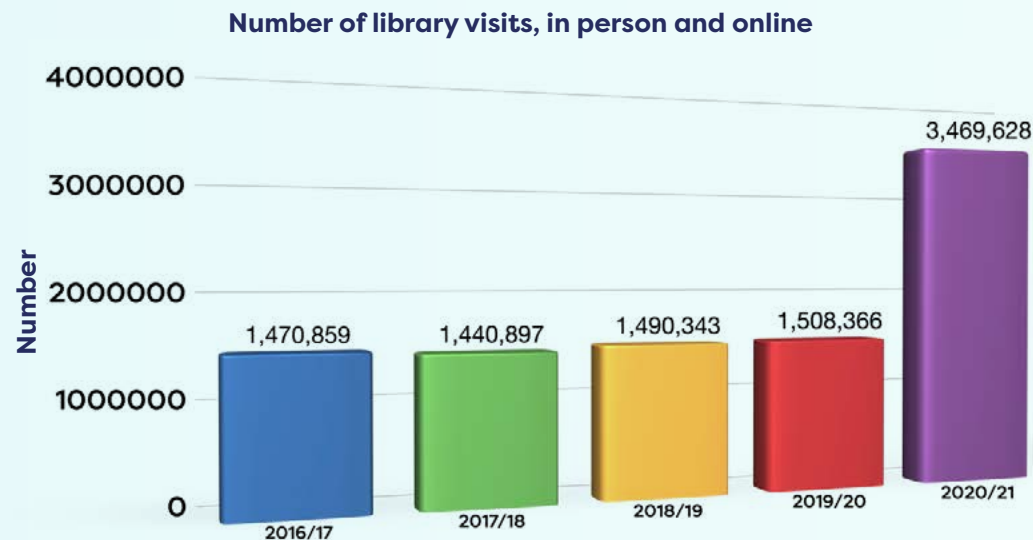
How our performance compares to others?

The Scottish average for 2020/21 is yet to be made available.

Actions we are taking for continuous improvement

Our delivery partner, Culture Perth and Kinross, prepared a Covid Recovery Plan and new performance targets will be agreed for 2022/23 onwards as services resume.

A full review of Library services will be carried out later in 2021/22 with recommendations to Council in early 2022. We will continue to monitor satisfaction levels of our services as part of the Local Government Benchmarking Framework in addition to local feedback which monitors local trends and targets.



Prosperous, Sustainable and Inclusive Economy

Percentage of residents satisfied with local museums and galleries

What this indicator is about

This indicator is part of the Local Government Benchmarking Framework suite of indicators. The data comes from the national household survey.

Why we measure it

We use this data to support continuous improvement of services.

What can affect performance

- *Changes to service provision*
- *Changing customer needs and expectations*
- *Survey respondents' familiarity with the service*

Comment on performance

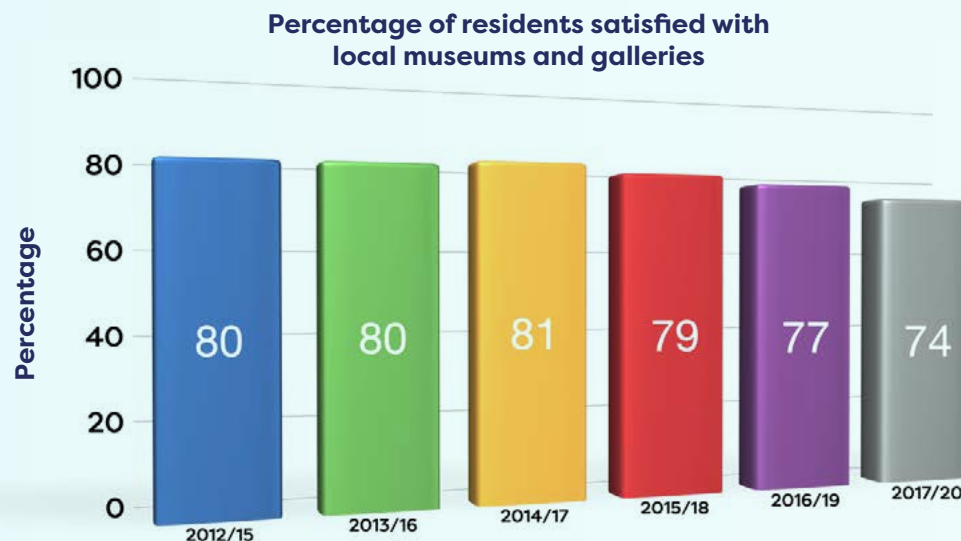
After a period of our performance being relatively steady, we have seen a small decline over the last few years.

How our performance compares to others

Our performance is above the national average and has remained largely steady in comparison to national performance, which has experienced declines. As such, we remain in the top quartile for all 32 Local Authorities, at 74% compared to the Scottish Average of 69%.

Actions we are taking for continuous improvement

The Council is making significant additional investment in museums through the £20M Perth City Hall project, with large scale community engagement and public programme plans under development. We will continue to monitor satisfaction levels of our services as part of the Local Government Benchmarking Framework in addition to local feedback which monitors local trends and targets.



Prosperous, Sustainable and Inclusive Economy

Number of visits to museums that are funded by the council

What this indicator is about

This indicator monitors the use of museum services core funded by Perth & Kinross Council and delivered through our arms-length external organisation Culture Perth and Kinross.

Why we measure it

Museum services enable learning, lifeskills, knowledge and significantly enhance the cultural tourism and culture-led regeneration strategies in the area and wider Tay Cities Region. The Council invests significantly in museum buildings, community based and digital services. We measure usage and changes in customer need/demand to inform future investment priorities and service improvement.

What can affect performance

- Building closures and service suspensions due to Covid
- Changing customer needs and perceptions
- Funding

Comment on performance

Whilst the number of visits to museums that are funded by the Council has dropped, this is attributable to museum buildings being closed for the greater part of 2020/21 due to COVID-19.

How our performance compares to others

It is difficult to make comparisons for this indicator in 2020/21 due to the variable approaches taken by local authorities in regards to building closures, alternative service delivery methods and alternating restriction tiers/levels in place during the pandemic.

Actions we are taking for continuous improvement

Services are resuming from mid-2021 onwards as COVID-19 restrictions have eased. Construction on a major new museum facility, Perth City Hall, commenced in February 2021 with £20M funding from the Council and the Tay Cities Deal. Our delivery partner, Culture Perth and Kinross, prepared a COVID-19 Recovery Plan and new performance targets will be agreed for 2022/23 onwards as services continue to resume.

