

THE PERTH & KINROSS OFFER:  
Building An Even Better Perth & Kinross

# Economic Wellbeing Plan

2020-2028

*Co-produced by:*

Business Gateway Tayside

Federation of Small Businesses

Growbiz

Perth & Kinross Council

Perth Traders Association

Perthshire Chamber of Commerce

Perthshire Tourism Partnership

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## Context

- 33.1. The Covid19 pandemic and consequential lockdowns are unprecedented because of the significant simultaneous impact on the economy globally, nationally and locally. Restrictions on business operations have severely disrupted certain sectors particularly Retail, Hospitality and Tourism which are crucial to the Perth and Kinross economy. The Economic Wellbeing Plan sets out a proposed set of actions to assist economic recovery and support growth over time. The Plan will be refreshed regularly as the scale of the economic impact is quantified, and in line with the fiscal response from the Scottish and UK Governments.
- 33.2. Economic recovery will take many months, probably years, and some businesses may not survive the ongoing requirement to maintain physical distancing that will severely reduce their revenues. The Council, working in partnership with the Scottish Government, Scottish Enterprise, Skills Development Scotland and private and third sector business support organisations, will do all it reasonably can to protect jobs and businesses. The scale of the challenge should not be underestimated, and the impact of job losses are already being experienced by many families across Perth and Kinross.
- 33.3. The most recent Organisation for Economic Cooperation and Development (OECD) Outlook (March 2021) predicts a much brighter outlook than it did in 2020. Global economic prospects have markedly improved in recent months, helped by the gradual deployment of effective vaccines, new fiscal support in some countries and signs that economies are coping better with measures to support to suppress the virus. Global GDP growth is now projected to be 5.5% in 2021 and 4% in 2022, with global output rising above pre-pandemic levels by mid2021. However, despite this improved outlook, output and incomes in many countries, including the UK, will remain lower than pre-pandemic forecasts to the end of 2022. There are also increasing signs of divergence across countries and business sectors. Strict containment measures will hold back growth in some countries and service sectors in the near term, while others will benefit from effective public health policies, faster vaccine deployment and strong economic policy support.
- 33.4. Sizeable risks remain however, slow progress in vaccine roll-out and the emergence of new mutations resistant to existing vaccines would result in a weaker recovery, larger job losses and more business failures. Cost pressure have begun to emerge in commodity markets due to resurgence of demand and temporary supply disruptions, but underlying inflation remains mild. Continued income support for households and businesses is warranted until significant easing of face-to-face activities is possible.
- 33.5. The revised forecasts outlined in the most recent report highlight that the rebound from the pandemic has been faster than expected in the latter half of 2020. In 2020 G20 area Economic Output/GDP estimated to have fallen by 3.2%, compared to a fall of 6.8% in the Euro Area and 9.9% in the UK. Current forecasts for recovery in 2021 and 2022 are:
- The UK +5.1% and +4.7%
  - The Euro area +3.9% and +3.8%
  - G20 +6.2% and +4.1%

**The OECD recommends that governments prioritise three actions:**

- Vaccinate fast
- Invest fast to boost growth and jobs
- Help businesses adapt to a digital future
- Invest in cleaner infrastructure and digital technology to foster a transition to a more resilient economy
- Support people
- Protect incomes of those hardest hit
- Help the low skilled and the vulnerable
- Improve access to training and the labour market
- Focus on preparing young people for a changing world of work

33.6. The UK Office for National Statistics (ONS) has published its latest surveybased analysis (ONS, 18 March 2021) of the economic impact on individuals and businesses across the UK. It reported:

- 19% of workforce on furlough leave compared to 30% in early June 2020 74% of UK businesses are currently trading, down from 84% in mid Dec 2020
- Online job adverts at 93% of their level in Feb 2020, a significant increase from previous months
- 46% of workforce at their normal place of work compared to 35% in early June 2020
- UK spend on debit and credit cards in March 2021 is at 80% of levels in Feb 2020

33.7. UK Gross Domestic Product (GDP) was expected to contract sharply in 2020 with a forecasted 10.1% reduction. Overall consumer spending has drastically fallen because people are unable to spend to a previous extent. However lower income households have been disproportionately affected, with increased expenditure on food and utilities whereas higher income households report increased savings due to decreased leisure expenditure. One of the longer lasting impacts of the pandemic is expected to be increased income inequality.

33.8. The Scottish Government's most recent State of the Economy Report (29 September 2020) which highlighted the impact of Covid19 on the economy thus far and the likely longterm impact. The headlines state that:

- Although we have recovered half the fall in GDP since March, they are unlikely to return to pre-pandemic levels until the end of 2023. Latest predictions are that economic output fell by 9.8% in 2020.
- GDP should continue to recover in Q3 but greater uncertainty due to possible further waves of infection and extended local and national restrictions, combined with the implications of the recently signed EUUK Trade and Cooperation Agreement (TCA), will have significant impacts on recovery rates.
- At the end of September, Scotland still had more than 217,000 employees on furlough (the December 2020 total was 283,000).
- Unemployment was expected to rise to 8.2% by the end of 2020 (the actual figure for December 2020 was 5.9%).
- The impact of emergency measures and increased public spending will have a significant impact on public finances in the short, medium and long term due to less available resources for recovery.
- Sectors most affected initially include Services (especially Tourism, Hospitality & Leisure); Retail; Health & Care; Arts & Entertainment; Manufacturing and Construction.
- Trading conditions for some sectors remain extremely challenging with many operating at reduced levels and facing significant cash flow challenges.
- Consumer confidence has sharply declined (at lowest levels since 1974).
- The Fraser of Allander Institute (FAI) Business Monitor reports 89% of Scottish businesses have seen an impact on turnover with 54% of firms saying they could survive less than three months and 32% for 46 months.
- The jobs market contracted very sharply in March/April 2020. In Scotland, Universal Credit claims were up 61,000 in a twoweek period.
- A Scottish survey highlighted 51% of businesses have seen a reduction in staff available due to the virus; 81% had reduced staff paid hours.
- Commentators believe there will be a great impact on lower skilled employees, those under 25, women and in rural areas heavily reliant on tourism.

- The FAI Economic Commentary (March 2021) highlighted the following:
  - » Still huge uncertainty in the economy and forecasting continues to be difficult, however they outline three likely scenarios for recovery: Optimistic a return to precrisis GDP by Summer 2022.
  - » Gradual/likely a return to precrisis GDP by Autumn 2022.
  - » Pessimistic a return to precrisis GDP by Summer 2023.
  - » Accommodation and Food Services, and Arts, Culture and Recreation continue to be the hardest hit sectors.
  - » With the Government Furlough scheme extended until September, the full effects of the pandemic on the labour market remain to be seen.
  - » Despite Furlough, wider indicators continue to paint a worrying picture. Unemployment is still 87% higher in Scotland than it was in March 2020.
  - » The recent UK budget includes a range of support measures for
    - » businesses and households which mean the forecast for growth are now more optimistic.
    - » The UK is one of the countries leading the way in terms of its vaccination programme.

## Perth & Kinross

34.1. The Perth and Kinross economy has experienced growth in recent years, with higher than average rates of employment (particularly through selfemployment), very low unemployment, and higher than the national level increases for VAT business registrations. Tourism revenue has also grown, with tourism related employment accounting for 13% of the total workforce. It seems likely that many of these gains will be lost unless the Council and its partners can intervene and support recovery and growth over the next few years. Furthermore, workforce weekly wages across Perth and Kinross have been consistently lower than the Scottish average, reflecting an overdependence on traditionally poorer paying sectors such as Hospitality, Retail and Agriculture. Resident weekly wages have been above the Scottish average, reflecting those people who live in Perth and Kinross but work elsewhere.

34.2. Opportunity can spring from adversity. The Council and its partners already have a bold vision for Perth and Kinross; and across Tayside and North East Fife we have a strategy for economic growth assisted by the Tay Cities Deal. However, the pandemic has emphasised the need for Perth and Kinross to make a swifter transition to a digital economy, to plan for clean growth and to support businesses to become more future focused.

### **What we know so far about the economic impact?**

- 34.3. Between March 2020 and January 2021, the overall unemployment claimant count in Perth and Kinross rose by 119% (up 2220 individuals), with the unemployment rate rising from 2% to 4.4%. The 1824 age group saw an even higher percentage increase, going from 345 (3.3%) individuals to 825 (7.9%), an overall rise of 480 or +139%.
- 34.4. Several local business and national chains have already announced significant job losses and closures including Fishers Laundry, Ovo, Pitlochry Hydro Hotel, Pitlochry Festival Theatre, Horsecross, the Crieff Hydro Group, Queens Hotel, Binn Group, TSB, Marks and Spencer, PGL Travel and Boots. We expect this to grow over the coming months, particularly once the furlough scheme ends in September. As of December 2020, 8900 employees in Perth and Kinross (13% of those eligible) were on furlough (compared to a Scottish average of 11%), a reduction from 34% in August 2020.

## Number of Unemployed Individuals

 : wards where unemployment as increased 150%+

2019 Electoral Wards	January 2020	January 2021	Year on Year Change
Almond & Earn	90	195	117%
Blairgowrie & Glens	125	320	156%
Carse of Gowrie	75	180	140%
Highland	80	255	219%
Kinross-shire	120	300	150%
Perth City Centre	440	895	103%
Perth City North	275	515	87%
Perth City South	200	390	95%
Strathallan	75	205	173%
Strathearn	120	265	121%
Strathmore	155	330	113%
Strathtay	65	230	254%
<b>Perth &amp; Kinross</b>	<b>1815</b>	<b>4080</b>	<b>125%</b>

## Unemployment %

 : wards above P&K average rate of 4.4%

2019 Electoral Wards	January 2020	January 2021
Almond & Earn	1.6	3.4
Blairgowrie & Glens	2.0	5.1
Carse of Gowrie	1.2	2.9
Highland	1.4	4.6
Kinross-shire	1.5	3.5
Perth City Centre	3.7	7.6
Perth City North	3.4	6.5
Perth City South	2.1	4.1
Strathallan	1.1	2.9
Strathearn	1.9	4.3
Strathmore	1.7	3.7
Strathtay	0.8	2.9
<b>Perth &amp; Kinross</b>	<b>2.0</b>	<b>4.4</b>

34.5. The Council has issued two specific Covid19 Business Barometer surveys to gather feedback on the impacts for local businesses. The first covered the period mid May to early June 2020 and received over 1000 responses, with a follow up survey carried out in September. A summary of who responded and their feedback is outlined below:

- A good sectoral mix of businesses responded but most were from Tourism & Hospitality (36%); Retail (17%); and Other Services (30%).
- 85% of responses were from micro businesses (less than 10 employees) or the self-employed; 13% from small businesses (1049 employees).
- 80% of all businesses reported a loss of income.
- Majority of respondents had applied for some sort of support.
- Going out of business was the main concern for more than 25% of respondents.
- 20% of businesses were planning to or had already cut staff numbers.
- More than 25% want to develop more online sales/direct delivery.
- 46% wanted more focus on events and promotion of the area to attract visitors back.
- 43% wanted support to access finance.
- 36% wanted a focus on encouraging the buying of local goods and services.
- 26% wanted more investment in digital infrastructure and connectivity.
- Workforce travel to work was a concern going forward.

#### **The Perth and Kinross response to date**

34.6. During the early stages of lockdown from midMarch to the end of April 2020, the Council received 500 enquiries from businesses seeking support and advice. The majority of these related to information on the various business grants and loans that were rapidly introduced and administered on behalf of the Scottish Government by the Council.

34.7. Over 6200 businesses have received grants totalling over £55.7m to date (22/03/21). These are detailed below:

- Self Employed Hardship Fund – 220 grants awarded, totalling £440,000,
- B&B Fund – 13 grants awarded, totalling of £39,000,
- Business Hardship Fund – 252 grants awarded, totalling £394,735,
- Nightclub and soft play centres – 5 grants awarded, totalling of £192,500,
- Over 3500 businesses received nondomestic rates grants, totalling £36.32m
- Taxi Drivers Fund – 282 grants award, totalling £423,000.
- Large SelfCatering & Exclusive Use Venues, 20 grants totalling £40,000 so far.
- Strategic Framework Business Fund 1640 grants awarded, totalling c£16.2m so far.
- Discretionary Fund – 230 grants awarded, totalling c£0.9m so far.

- 34.8. The Covid19 Business Support Task Force was established comprising the Council, Business Gateway, Scottish Enterprise, Perthshire Chamber of Commerce, Growbiz, Federation of Small Businesses, Perthshire Tourism Partnership and the Perth Traders Association.
- 34.9. The Council also developed additional website pages highlighting the support available for businesses (Business Support web link), and continues to produce a Business Bulletin, which is circulated to over 1000 businesses and 250 other individuals.
- 34.10. The Council has also:
- Supported employers to advertise vacancies.
  - Assisted unemployed clients into vacancies.
  - Offered Council commercial tenants rent deferrals.
  - Promoted local supply chains, goods, and services such as home delivery of local produce.
  - Implemented proposals to make our business and retail environment Covid safe and accessible.
  - Launched its own Commercial Property Regeneration Fund to support the repurposing of vacant commercial buildings.
- 34.11. A number of our partners including the Business Gateway, Growbiz and the Perthshire Chamber of Commerce have provided extra support to businesses, mainly through additional online training, webinars, and advice.

### **Vision and Current Strategies**

- 34.12. The Council and its local partners have previously set out our ambitious vision and strategy for Perth and Kinross in two key documents – the Community Plan and the Perth City Plan. In addition, we have also recently agreed a Tay Cities Regional Economic Strategy to support the development of the regional economy and drive forward the delivery of projects in the Tay Cities Deal. Signed on 17 December 2020, the deal will provide a significant financial boost to facilitate transformational projects both in Perth and Kinross, and across the wider Tay Cities region. Many of the underlying economic challenges remain as outlined within these key documents and are still valid as we seek to recover from the Covid19 economic downturn. These include the need to:
- Diversify our economy.
  - Bring new investment and higher value jobs to the area.
  - Enhance the resilience of the rural economy.
  - Retain our young talent.
  - Improve digital connectivity.
  - Confront the climate challenge.
  - Accelerate technological change.
  - Address the future of retail.
  - Increase local, regional, and UK visitors to our city centre and to other rural, cultural and heritage tourism locations and attractions.
  - Focus on boosting both our existing key sectors and growing new ones such as low carbon and high value manufacturing.



34.13. The Community Planning Partnership vision is simple and bold. Collectively we want to “create a confident, ambitious and fairer Perth and Kinross, for all who live and work here.” Our specific economic ambition is “that we live in a Perth and Kinross which promotes inclusive economic growth and a thriving economy.” These take on a renewed and more immediate purpose in the current circumstances.

### **Recovery and growth towards a wellbeing economy**

34.14. The economic development partners will continue to respond and support local businesses and those individuals who have lost their livelihoods as a result of the economic situation however the focus is also now on recovery and long-term growth. The Covid-19 Business Barometer will become a regular tool to garner intelligence from businesses, listen to their concerns and co-design appropriate responses. Additional partners will also be invited to participate in the Task Force such as Skills Development Scotland and the Department for Work and Pensions.

34.15. The Economic Wellbeing Plan needs to be bold and ambitious reflecting both the significant business and employment challenges ahead but also striking an optimistic note by highlighting the opportunity now available to build a new Wellbeing Economy. By wellbeing we mean that the economy should serve people and communities first and foremost.

34.16. On 22 June, the Scottish Government published the report “Towards a robust, resilient, wellbeing economy for Scotland” developed by their Independent Advisory Group on Economic Recovery. The report outlines 25 recommendations and includes a “call to action” to the Scottish Government, the public sector and our private and third sector partners. A summary of the key recommendations is outlined below:

- An urgent need to access lowcost debt requires an accelerated review of the Fiscal Framework, and a significant increase in access to capital investment to support an investmentled recovery.
- A Scottish jobs guarantee, in partnership with business and government, should be introduced to address unemployment with refocused skills.
- Strategies and decisive steps should align teaching and learning in universities and colleges to the needs of businesses.
- Prioritisation of sector plans to deliver a green recovery, where the coincidence of emissions reductions, the development of natural capital and job creation are strongest.
- Critical investment in the country’s digital infrastructure to improve connectivity, reduce inequalities and build the country’s resilience.
- Urgent action to develop a stronger relationship between business and government on the strategy for Scotland’s economic recovery.

34.17. The main themes of the recommendations and the Scottish Government response published on 5 August are reflected in our own local Economic Wellbeing Plan outlined below. The Scottish Government announced on 9 July, £100m additional funding for targeted employment and training support and a commitment to the Youth Guarantee.

34.18. The UK Government published a “Plan for Jobs” on 8 July designed to support jobs by focusing on skills and young people, the creation of jobs via investment in shovel-ready projects and green infrastructure, and the protection of jobs through a VAT cut for the Hospitality sector and an ‘Eat Out to Help Out’ dining scheme.

34.19. The Business Support Task Force has devised a programme of actions under three main headings of support for People, Business and Place. There are a range of interventions required to ensure recovery of the local economy. There are short term response measures supporting business survival and keeping people in employment; medium term measures extending support to key sectors and catalytic investment projects to generate employment and confidence; and long-term measures geared towards the de-carbonisation and digitisation of the economy. All are designed to support the stimulation of economic activity; boost productivity and competitiveness; improve connectivity; and ensure that improvements are targeted at those most disadvantaged and suffering from the effects of the economic crisis. Ultimately, these measures will help to achieve the vision of a greener, stronger, more resilient and inclusive economy.

34.20. In preparing the Economic Wellbeing Plan, the partners have undertaken a review of existing activity and spend areas and have thought innovatively about fresh solutions and new ways of working to adapt to a very different economic context. Programme themes include:

- **Digital** – more digital businesses, online sales and customer fulfilment.
- **Connectivity** – a more rapid move to full-fibre broadband, and development of more active travel options.
- **Skills** – re-skill and up-skill individuals with an emphasis on core and advanced digital skills as well as meeting the replacement demand employers have expressed.
- **Support for young people** through DWP Kickstart Scheme and Scottish Government funded Young Person's Guarantee.
- **Entrepreneurship** – embedding a spirit of enterprise.
- Developing and promoting **community wealth building** approaches.
- **Engagement** – a coordinated approach across the partnership.
- **Focus** – fewer but more ambitious projects such as the Perth Eco Innovation Park.
- **Clean Growth** – maximising the economic opportunity Perth and Kinross can grasp.
- **Natural capital** – the basis of our tourism and food and drink industries.
- **Re-imagining** – planning for change in our city, towns, and neighbourhoods through a post Covid19 lens.

34.21. The actions have been classified as short, medium and long term, recognising what we will deliver between April 2021 and March 2024. The overall cost of delivering the Economic Wellbeing Plan is approximately £490m (with some capital investment delivered beyond 2024). This is broadly allocated as follows:

- People actions (£15m)
- Business actions (£250m)
- Place actions (£225m)

These figures include approved capital budget projects and significant match funding from other public and private sources, including the Tay Cities Deal. It is intended to undertake regular reviews of the Plan to ensure it continues to deliver the support that is needed. A midpoint review of the Plan will be undertaken before the end of March 2024 to ensure it is delivering the desired outputs and outcomes. External funding to deliver the Plan in its entirety will continue to be pursued.

# People : Wholly Or Partly Funded Projects

ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
Rising unemployment and increased volume of individuals looking for support back into work	<p><b>REACH</b> - Recruitment, Employer and Communities Hub – Expanded provision</p> <p>A virtual Hub which encompasses a wide range of services for individuals &amp; employers</p> <p>On-line support/virtual events Job Fairs/ training and advice webinars</p> <p>Providing tailored vacancy matching and employer engagement</p> <p>Upskilling and training grant and wage incentives</p> <p>Joined up employer engagement activity across a range of partners</p> <p>Some targeted services if specific groups more impacted by the uplift in unemployment – e.g. young people</p>	PKC (ensuring clients are referred to other services/ programmes where appropriate)	<p>Additional clients supported into work c. 450 Individuals supported over 3 years (150 p.a.)</p> <p>Current services moved on-line as much as possible Increased &amp; more coordinated</p> <p>Employer Engagement activity</p> <p>c. 675 Employers engaged over 3 years (225 p.a.)</p> <p>c. 480 Targeted vacancies sourced over 3 years (160 p.a.)</p> <p>Up-skilling unemployed 75 wage subsidies/training allowances granted over 3 years (25 p.a.)</p>
Employer recruitment Incentive support employers and encourage recruitment of young people aged 16-29 into sustainable employment, including Modern Apprenticeships Rural P&K areas	<p><b>RURAL EMPLOYMENT INCENTIVE</b></p> <p>Provides employers with a financial contribution to the additional costs of recruiting and sustaining a young person in employment.</p> <p>Where an Employer commits to a new job or new Modern Apprenticeship for up to 52 weeks, it will receive £4500</p> <p>Additional payment of £500 will be awarded to the employer if participant is paid the Accredited Living Wage (currently £9.30 per hour) upon completion of the 52 weeks</p> <p>SME (employing 50 or less)</p> <p>Eligibility criteria</p>	PKC	Target : 69 Incentives over 3 years (23 p.a.)

ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
Rising unemployment and increased volume of individuals with additional barriers looking for support back into work and progressions through training	<p><b>NOLB - No One Left Behind</b></p> <p>Key work support to individuals to assist in their journey to finding employment all age funding available for businesses to create new jobs, upskilling/training up to £4,000 paid at 4-week, 13-week and 52week trigger points.</p> <p>Support in vocational and accredited training</p>	<p>PKC</p> <p>(working in partnership with 3rd sector delivery agents)</p>	<p>Targets: Vocational Training – 30 (10 p.a.)</p> <p>Achieving a qualification – 90 (30 p.a.)</p> <p>Entering FE/HE/Training - 54 (18 p.a.)</p> <p>FE/HE sustainability 13 weeks – 36 (12 p.a.)</p> <p>FE/HE sustainability 26weeks – 12 (4 p.a.)</p> <p>Commenced employment/selfemployment – 129 (43 p.a.)</p> <p>Commenced MA – 21 (7 p.a.)</p> <p>Supported by a training allowance 45 (15 p.a.)</p> <p>Sustained employment 13 weeks – 72 (24 p.a.)</p> <p>Sustained employment 26 weeks – 39 (13 p.a.)</p>
Employed eligible parents to progress in current employment up-skilling and retraining and Unemployed parents	<p><b>FUTURES FOR FAMILIES - Parental Employment Support Fund</b></p> <p>6 Key areas: Lone parents, Person with Disability, 3+ children, Minority ethnic, Youngest child &lt;1 and parent aged&lt;25</p> <p>Support in searching, securing and sustaining employment from a designated Key Worker</p> <p>Training and skills action planning In-work support to progress, in the form of a Skills and Training Grant - Elev8 Employment and Training Grant.</p> <p>Promote learning and recruitment for ELC opportunities.</p>	<p>PKC</p>	<p>Implementation stage grant awarded</p> <p>looking to commence quarter 4 of 2020</p> <p>Employed parents – 48 parents supported over 2-year project</p> <p>Unemployed Parents - 26 over 2-year project</p>
Unemployed all ages at risk of unemployment or unemployed job ready	<p><b>SKILLS AND EMPLOYMENT INITIATIVES</b></p> <p>Supporting and advising job seeking clients with all aspects of employability and skills development</p> <p>Engaging with local businesses in recruiting and retaining staff to aid business growth</p> <p>Initial needs assessment job ready diagnostics</p> <p>PACE Partnership</p>	<p>PKC and Skills Development Scotland ensuring clients are referred to other</p>	<p>Registrations c. 225 Individuals supported over 3 years (75 p.a.)</p> <p>Could transfer resources to REACH Project services/ programmes where appropriate</p>

People : Wholly Or Partly Funded Projects

ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
Unemployed Employed participants with barriers to gaining employment or in work progression	<p>European Social Fund (ESF) EMPLOYABILITY PIPELINE – Ringfenced delivery to EU Funding</p> <p>5 stage pipeline of support to those most disadvantage/excluded groups Adult, Youth and those with a Health Condition</p> <p>Removing barriers to support vocational/accredited training</p> <p>Outreach provision in City Centre North Localities, Blairgowrie, Kinross awnd Crieff</p>	<p>PKC Delivery Agents 3rd sector and Open Challenge fund call for additional providers to apply ensuring clients are referred to other services/programmes where appropriate</p>	<p>Targets are specific to the EU funded programme 2015 to 2022 and subject to change and therefore targets are for reference only and not additional to proposed new projects.</p> <p>Registrations c. 400 3 years (133 p.a.) 200-2022</p>
Unemployed Employed participants looking for money and debt advice	<p>European Social Fund (ESF) POSITIVE FUTURES! To address poverty – Ringfenced delivery to EU Funding</p> <p>Supporting Lone parents, Workless Household, low income Households. Benefit checks, priority checks, one-to-one debt advice</p> <p>Outreach services and money workshops</p>	<p>PKC Delivery Agents 3rd sector and Open Challenge fund call for additional providers to apply ensuring clients referred to other services/programmes where appropriate</p>	<p>Targets are specific to the EU funded programme 2015 to 2022 and subject to change and therefore targets are for reference only and not additional to proposed new projects. Registrations c. 210 3 years (70 p.a.) 200-2022</p>
Unemployed needing upskilled/re-skilled or practical support for self-employment	<p>Perth and Kinross SKILLS PASSPORT</p> <p>Subsidised or free access to short vocational training to help clients get back to work or to set up as self-employed Provide iPads to help clients with job search &amp; on-line training</p> <p>Include digital skills training such as ECDL</p>	<p>PKC In partnership with Perth College UHI and local training providers</p>	<p>Design &amp; plan the Passport. Target is 500 (over 3 years) Unemployed up skilled to match employer/labour market needs.</p>
Young People likely to be more impacted by redundancy & lack of employment opportunities	<p>SCOTTISH GOVERNMENT YOUTH JOB GUARANTEE</p> <p>Work in partnership with Scottish government, the Third Sector and other local partners to develop and deliver employment support for unemployed young people.</p>	<p>SCOTTISH GOVERNMENT in partnership with PKC and local partners</p>	<p>Target 209 individuals supported to March 2022</p> <p>Target 80 subsidised job opportunities for young people. To March 2022</p>

People : Wholly Or Partly Funded Projects

ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
High Unemployment & need to re-skill future workforce	<p>REGIONAL SKILLS PROGRAMME</p> <p>Work regionally on developing new skills projects attracting funding from TCD Skills Programme – with a particular focus on Digital Skills and Key sector skills.</p>	PKC with Tay Cities partners	Additional training & re-skilling opportunities - target c.100 P&K individuals re-skilled p.a. for 5 years (total 500)
Lack of modern teaching & training facilities for the Aviation Sector at Perth College UHI	<p>AVIATION SKILLS ACADEMY – PERTH HUB</p> <p>Provide short-term PKC financial loan support to enable the project to proceed Link to Engineering Innovation Hub project (to be located within the same building – see Business section below)</p>	Perth College UHI with support from PKC	<p>New custom-built Aviation &amp; Engineering building at Perth College UHI.</p> <p>Additional capacity/student numbers.</p>

## People – Unfunded Projects - £2.163m

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
Lack of individuals with high level digital skills – cost is a barrier to entry for disadvantaged groups	<p><b>Intensive DIGITAL SKILLS PROGRAMME</b></p> <p>Subsidised &amp;/or free access to specialist Digital Skills courses delivered by a provider such as CodeClan</p> <p>Initially could be wholly on-line but in medium term delivered at the Creative Exchange</p>	<p>PKC</p> <p>In partnership with CodeClan</p>	<p>Target Jan. 2021 programme start (if resources re-directed).</p> <p>90 people over 3 years (30 p.a.)</p> <p>Unemployed given access to high level digital skills courses, which should make them far more employable.</p>

Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	180	0	180	0	180	0	540	540

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
Lack of job opportunities for new graduates	<p>Perth and Kinross GRADUATE JOB SCHEME</p> <p>Create Graduate Work Placement opportunities in council services/partner agencies</p> <p>Work with local employers to create Graduate Work Placement opportunities (include opportunity for smaller businesses to share Graduates)</p>	<p>PKC</p> <p>In partnership with local employers</p>	<p>50 Unemployed graduates (over 2 years) given valuable work placements/experience.</p>

Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	106	0	106	0	106	0	318	318

People – Unfunded Projects - £2.163m

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
Young People likely to be more impacted by redundancy & lack of employment opportunities	GET INTO APPRENTICESHIPS Review our own provision & actively promote all apprenticeship opportunities (Modern; Foundation & Graduate)	PKC in partnership with SDS/PC UHI/ DYW	Increased nos. & take up of Apprenticeship opportunities & increased engagement

Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	125	0	150	0	150	0	425	425

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
Young People likely to be more impacted by redundancy & lack of employment opportunities	UK KICKSTART SCHEME Support the implementation of the UK Government KickstartScheme to create high quality 6-month work placements for 16-24 year olds at risk of long-term unemployment DWP	With PKC acting as a local coordinator of placements	Significant numbers of work placement opportunities

Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	100	0	30	0	0	0	130	130



ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
Not even staffing capacity in small existing Skills & Employment Initiatives Team to deliver additional/new programmes	<p>NEW SKILLS &amp; EMPLOYABILITY PROGRAMMES OFFICER</p> <p>The proposed new fixed term (3 year) post is essential to take forward the delivery of the proposed additional employability activities.</p>	PKC	The planning, implementation and delivery of additional new activities to support individuals into

Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	50	0	50	0	50	0	450	450

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
Care sector will continue to struggle to recruit staff	<p>GET INTO CARE</p> <p>Explore options/potential models with Health &amp; Social Care Partnership</p> <p>Create a recruitment programme for the Care Sector</p> <p>Campaign to attract recruits into a pre-employment training programme</p> <p>Explore opportunities for innovative solutions via third Sector or co-operative/social enterprise models</p>	PKC with industry partners	Encourage more people to consider care as a career. Provide training & work experience opportunities in the care sector. Target 250 individuals over a 2-year period. Support the development of innovative alternative delivery models for care employment.

Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	200	0	200	0	200	0	600	600

# Business : Wholly Or Partly Funded Projects

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
<b>Providing access to emergency financial support for businesses</b>			

Lack of cashflow during lockdown and due to restrictions after lockdown

**PROMOTE GRANT/LOAN SCHEMES**

PKC/partnvers

Amount of funding distributed: £51.5m

Self-Employed Income Support Scheme (HMRC)

Number of businesses supported: 6,200

Coronavirus Job Retention Scheme (HMRC)

Job Support Scheme (HMRC)

Hardship and Closure Funds /Discretionary Fund (PKC)

VAT deferral, Non-Domestic-Rate (NDR) relief

Business Loans Scotland (BLS) and banks

<b>Stimulate local demand to support local businesses</b>			
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Lack of demand for local products and services during lockdown and post-lockdown due to restrictions

**BUY LOCAL, EAT LOCAL CAMPAIGN**

PKC/Chamber in partnership with Small City Big Personality

200 local businesses registered (base 100)

Expand the current 'Buy Local & Eat Local' social media campaign backed by Ambassadors and Business Support Task Force  
Partners promoting local food and drink sourcing by consumers and businesses:

120 businesses registered (base 80)  
3000 users registered (base 2000)

Campaign website  
Run a Mi Reward Scheme marketing campaign to increase the number of users and retailers joining up

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
<b>Stimulate Local Demand To Support Local Businesses</b>			
Lack of demand for local products and services during lockdown and post-lockdown due to restrictions	<p><b>LOCAL SUPPLIER DEVELOPMENT WORKSHOP</b></p> <p>Run supplier development workshops facilitating access to PKC’s contracts to build more local, sustainable and resilient supply chains and linking to/supported by the Chamber’s ‘Love Local’ initiative</p>	PKC/Chamber/ Supplier Development Programme (SDP)	Run 2 workshops
<b>Boost Intelligence, Communications And Coordination</b>			
Lack of business confidence due to restrictions and uncertainty post lockdown	<p><b>POSITIVE P&amp;K MESSAGE</b></p> <p>Develop new positive recovery message with business leaders for promotion online and via social media</p> <p>Launch a fortnightly recovery business bulletin (learning from Covid-19 Bulletin) focusing on recovery phase (including images) as well as aligning use of Invest in Perth branding, website and social media</p>	Perth Ambassadors with Task Force Partners	<p>1 x weekly positive case study promoted online/ social media.</p> <p>Increase level of social media activity.</p> <p>New bulletin launched.</p> <p>1800 subscribers (base 1250)</p> <p>Positive message/ increased business confidence.</p>
Need to understand impact of Covid-19 on the economy	<p><b>BUSINESS BAROMETER AND ECONOMIC BULLETIN</b></p> <p>Build on our first Covid-19 Business Barometer by repeating on a quarterly basis. Follow up additional surveys with larger businesses (not well represented by initial barometer) and/key sectors (with the support of the Chamber)</p> <p>Move to a regional survey, with local impact reporting</p> <p>Produce regular Quarterly Economic Bulletins</p> <p>Produce an Annual Economic Statement/Review</p>	PKC working with Task Force Partners	<p>Improved intelligence to help shape recovery actions</p> <p>Bi-monthly barometers initially</p> <p>Monthly Economic Bulletins</p>

ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
Lack of co-creation opportunities between local agencies and partners	Building on the work of the Covid-19 Business Support Task Force, create a Business Recovery Group and develop a one-stop-shop approach, but not a 'one-size-fits-all', towards business support services (e.g. monthly business forum, joint signposting, agreed customers' data management) including review of the Business Gateway contract. This will include maximising Scottish Enterprise support and engagement  Streamline Planning and Licensing	Business Support Task Force	Business Recovery Group created One-stop-shop approach agreed Improved coordination of activities Less duplication Improved business/customer experience

**Refreshed Approach To Inward Investment**

Lack of focus to attract businesses and investors Lack of high value jobs	<b>RE-FOCUS INVEST IN PERTH – LIVE LIFE WELL</b>  Focus 'Invest in Perth' campaign and activities on 'Clean Growth and Wellbeing Economy' USP (1 additional staff member)  Run a targeted media campaign based on 'Perth, Live life Well' to attract 100 professionals working within 'professional, scientific and technical activities' (SIC Section 'M') to live in Perth and Kinross via social media (e.g. LinkedIn) with Ambassadors and relocation services.	PKC / Perth Ambassadors / Chamber	Clear USP developed and promoted  100 professionals attracted via relocation services
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**Promote And Maximise Existing Business Support Services**

with a focus on digitalisation/e-commerce/homeworking and mentoring/peer to peer support/coaching

Lack of support/business planning during and after lockdown	<b>CHAMBER NETWORK SUPPORT</b>  Peer to peer/coaching support via the Chamber  Support start-ups via innovation and ideas Hub  Support businesses facing difficulties/looking for opportunities via Solutions Centre	Perthshire Chamber of Commerce	50 businesses/initiatives supported
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ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
<b>Promote And Maximise Existing Business Support Services</b> with a focus on digitalisation/e-commerce/homeworking and mentoring/peer to peer support/coaching			
Lack of digitalisation to access e-commerce	<b>BUSINESS GATEWAY</b>  Support to SMEs (focusing on online delivery) to include: Start-up services (one-to-one, workshops, research)  Early Stage Growth Services (one-to-one, workshops, research) Medium/High Growth Services (one-to-one, workshops, research)  Survive & Thrive (S&T) mainstream scheme and Covid-19 scheme providing specialist support designed for businesses who see their operations challenged by the pandemic's impact)  HR and other specialist support  Support group and networking opportunities through Women in Business, Go Network and masterclasses  Digital Boost Support Programme includes digital masterclasses suites (16 topics) and one-to-one support with a digital specialist.  Maximise Scottish Enterprise support	Business Gateway	180 business start-ups/growth  60 businesses supported through S&T
Lack of support/business planning	<b>RURAL MICRO-ENTERPRISES SUPPORT</b>  Support to rural micro-enterprises (focusing on online delivery) via one-to-one sessions, webinars, mentoring, networking and peer support	Growbiz	400 individuals supported
No one single source of advice within PKC for retailers	<b>RETAIL BUSINESS SUPPORT</b>  To provide dedicated business support through procurement of specialist retail advice on retail adaptation, promotion and customer care via web-based information and one-to-one support for retailers. Will include advice on Planning, Licensing, Legislation, Events and Digital Services)	PKC	Improved business knowledge

ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
<b>Help Businesses To Help Themselves</b>			
Lack of development funding to start and grow businesses	<p><b>BUSINESS CROWDFUNDING P&amp;K</b></p> <p>Support Crowdfunding campaign to support investment in businesses and community enterprises creating stronger links between consumers/ businesses. PKC will match £1 for every £1 raised through Crowdfunding. Up to £2,500 per business for Micro Businesses (0 to 10 employees) and up to £5,000 per small businesses (more than employees). This would also involve advisory support to businesses on how to run successful campaign.</p>	<p>Chamber/ Elevator (small business lead)</p> <p>Growbiz (micro business lead)</p> <p>PKC (crowd funding platform / finance lead)</p>	Support investment in at least 65 businesses per year
Lack of development funding to start and grow businesses	<p><b>MICRO-GRANTS</b></p> <p>Provide business support (e.g. peer to peer, mentoring) and micro-grants up to £1,000 to micro businesses (0 to 10 employees) to support start-up or expansion costs such as the purchase of equipment or website development.</p>	PKC	Support 200 businesses in 2021/22.
Lack of market access post lockdown	<p><b>MARKET DEVELOPMENT GRANT</b></p> <p>Actively promote PKC’s Market Development Grant to access markets in the Rest of the UK (grants of up to 5K)</p> <p>Actively promote support services to access international markets (e.g. expert support in association with Scottish Development International’s sectoral team or digital internationalisation, access to Perthshire Chamber of Commerce’s International Club/international virtual trade missions).</p>	PKC	<p>Business Gateway/Elevator/ Chamber of Commerce</p> <p>At least 25 businesses supported</p>

ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
<b>Invest In Clean Growth Innovation</b>			
Lack of resilience. Sector requires revitalisation	<p>PERTSHIRE RESPONSIBLE TOURISM DESTINATION</p> <p>Develop Perthshire as a Responsible Tourism Destination and cultivate related products/services focusing on slow and green tourism (e.g. EV tourist route, responsible practices amongst businesses, residents and tourists) in line with a revised Tourism Strategy and Action Plan</p>	<p>PKC working with Perthshire Tourism Partnership</p>	<p>Revised strategy and action plan (aligned with Regional Tourism Strategy).</p> <p>Specific initiatives developed and implemented re cultural/ heritage, activities, food and drink.</p> <p>Green tourism destination accreditation for Perth &amp; Kinross</p>
Lack of resilience Over-use of natural resources Lack of economic benefits from natural assets	<p>NATURAL CAPITAL INVESTMENT FUND</p> <p>Identify options and create a funding framework to attract investment in natural capital asset to generate additional, sustainable economic activities linking to key sectors such as Tourism, Food and Drink and Clean Growth.</p>	<p>NatureScot</p>	<p>Sustainable use of natural assets</p> <p>Increased economic benefits from natural assets</p>
Lack of high value jobs and reliance on low growth sectors Lack of Research & Development investment	<p>CIRCULAR ECONOMY/WASTE HUB</p> <p>Support the Circular Economy/ Waste hub at Binn Eco-Park and across PK around Project Beacon (plastics recycling - Tay Cities Deal funded project) and attract £10m private investment. This will link to the Chamber's Circular Tayside initiative, Accelerator Programmes and business support services.</p>	<p>PKC working with strategic Partners</p>	<p>Project Beacon Full Business Case approved</p> <p>Binn Eco-Park Wider masterplan approved</p> <p>£10m of private investment attracted by 2025</p>

ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
<b>Invest In Manufacturing/Engineering Innovation</b>			
Lack of high value jobs and reliance on low growth sectors	<p><b>FOOD AND DRINK/AGRICULTURE INNOVATION</b></p> <p>Support Food and Drink / agriculture / bio-economy innovation at the James Hutton Institute (Advanced Growth Centre &amp; International Barley Hub - Tay Cities Deal funded projects linking to Perth Food and Drink Park – and attract £5m private investment. This will link to Accelerator Programmes and business support services.</p>	PKC working with strategic partners	<p>Full Business Cases approved</p> <p>£5m investment attracted by 2025</p>
Lack of Research & Development investment	<p><b>ENGINEERING INNOVATION HUB</b></p> <p>Support an Engineering Innovation hub at Perth College/UHI linking to Aviation Academy/Tayside Engineering Partnership projects (Tay Cities Deal funded projects). This will link to Accelerator Programmes and business support services.</p>	PKC working with Perth College UHI/ /strategic partners	Full Business Cases approved Additional investment attracted



ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
<b>Invest In Housing Construction Through Innovative Partnerships</b>			
Inability to fund the opening up new housing or mixed-use sites due to upfront infrastructure costs	<p><b>OPEN UP NEW HOUSING AND MIXED USED SITES</b></p> <p>Examine options to set-up a revolving fund financing upfront infrastructure to open up new housing and mixed-use sites (including traditional developer contributions, joint ventures or acquisition of land) in return for investment focused on Perth city and rural sites which are key to the delivery of the Local Development Plan (LDP) strategy.</p>	PKC working with Developers / Landowners	Number of sites opened
Ensuring an adequate supply of housing across all tenures	<p><b>ACCELERATE HOUSING INVESTMENT PROGRAMME</b></p> <p>Accelerate delivery of affordable housing programme through work with developers and Registered Social Landlords to identify opportunities via a range of pipeline projects, purchase of off shelf units from developers, and shared equity options to best respond to the availability of Scottish Government finance and the potential use of pension funds.</p>	PKC working with RSLs & Developers	Number of programmes started
Limited local supply chain to support clean growth development	<p><b>HOUSING INNOVATION</b></p> <p>Support the development of net-zero carbon self-build and co-housing projects that will stimulate local supply chains, through financing feasibility studies, preparing non-statutory guidance etc.</p>	PKC working with partners	Non- statutory guidance approved No. of feasibility studies

## Business – Unfunded Projects - £2.68m

ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
<b>Help Businesses To Help Themselves</b>			

Lack of digitalisation to access e-commerce	<b>RURAL ENTERPRISE RECOVERY PROJECT - SMART VILLAGES</b>  Develop Smart Villages (extension of existing project) promoting use of local services to help rural businesses and community enterprises to go digital, so linking to Digital skills – £2000 grant available per business.	Growbiz	Support at least 20 businesses per year
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Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	40	0	40	0	40	0	120	120

ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
<b>Help Businesses To Help Themselves</b>			

Lack of/fragmented tailored business advice and support	<b>SECTOR ACCELERATORS</b>  Support 4 Accelerator Programmes or equivalent (learning from Creative industries Accelerator Programme run from Famous Grouse Idea Centre) with one for each key sector – from ideas to business investment to support at least 48 businesses with a focus on digitalisation/e-commerce: (e.g. Creative Industries, Manufacturing/Engineering, Clean Growth, Food and Drink, Tourism or mixed)	PKC working with Elevator/ other providers	Support at least 48 businesses
Lack of digitalisation to access e-commerce			

Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	100	0	100	0	100	0	300	300

ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
<b>Help Businesses To Help Themselves</b>			

<p>Few job opportunities so encourage unemployed to start their own business or become self-employed.</p> <p>Young people are likely to be particularly disadvantaged by the economic downturn.</p>	<p><b>TARGETED START-UP SUPPORT</b></p> <p>Provide start-up support to individuals aged 25+ in areas of high unemployment and to young people</p> <p>Explore options to boost support – either via re-focussing existing Business Gateway advisors or by creating a new post to work with unemployed individuals in areas of higher unemployment (north/central Perth; Blairgowrie/Ratray and South Crieff). For example, enhanced targeted marketing activities to providing access to existing Business Gateway offer ‘Redundancy to Recovery Webinar Series’.</p> <p>Link to Chamber proposals for ideas Generation &amp; Mentoring Support, access to network of entrepreneurs</p> <p>Develop a young entrepreneur programme to particularly encourage young people to start their own Business including use of existing dedicated young person Business Gateway adviser</p> <p>Link in with Prince Scottish Youth Business Trust (PSYBT) and Developing Young Workforce (DYW) activities and the LEADER funded Rural Youth Group as well as Young Enterprise Scotland (engagement with Schools) and Elevator Challenge initiative</p> <p>Start-up grants</p>	<p>PKC working with PSYBT/ DYW &amp; LEADER/ Business Gateway/ Elevator/ Chamber</p>	<p>Target 100 start-ups over 2 years</p> <p>Increased start up numbers from disadvantaged areas/ areas of higher unemployment</p>
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Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	75	0	50	0	50	0	175	175

ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
<b>Help Businesses To Help Themselves</b>			

Lack of/fragmented tailored business advice and support	<b>ENTREPRENEUR COACHING P&amp;K</b> Support entrepreneurs (including people experiencing redundancy) via an advanced coaching support pipeline and people centred Acceleration Programme (e.g. Grey Matters) to support business idea generation and development with a focus on digitalisation, e-commerce and homeworking	Chamber/ PKC/ Elevator	Support 100 entrepreneurs
Lack of digitalisation to access e-commerce			

Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	15	0	15	0	15	0	45	45

ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
<b>Invest in Clean Growth Innovation</b>			

Lack of high value jobs and reliance on low growth sectors	<b>PERTH ECO INNOVATION PARK</b> Deliver Perth Eco Innovation Park to create 25 ha of employment land and create over 1,000 jobs; attract new businesses and R&D (logistics, smart energy systems) linking to Perth Innovation Highway/Mobility Hub (Tay Cities Deal funded projects) 2020-2030. This will also support the creation of Perth West Eco-Village and link to Accelerator Programmes and business support services.	PKC working with and strategic partners	Phase 1 completed (10ha of employment land) by 2024
Lack of Research & Development investment			1,000 jobs attracted by 2030

Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	0	0	1000	0	1000	0	2000	2000

ISSUE/PROBLEM	PROJECTS	LEAD	OUTPUTS/OUTCOMES
<b>Invest in Clean Growth Innovation</b>			
<p>Lack of high value jobs and reliance on low growth sectors</p> <p>Lack of Research &amp; Development investment</p>	<p><b>PERTH SMART ENERGY CITY PROGRAMME</b></p> <p>Develop Perth Smart Energy City Programme to attract £50m private investment (learning from Bristol experience) in clean energy and technologies at city scale as well as transforming PKC's assets (e.g. the new PassivHaus standard Perth High School and the PH2O project). This could link to training and skills activities with the Energy Skills Partnership (ESP) and academic research (e.g. University of Edinburgh). This will link to Accelerator Programmes and business support services.</p>	<p>PKC working with strategic Partners</p>	<p>Business cases identified and developed</p> <p>£50m of private investment attracted by 2030</p>

Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	40	0	0	0	0	0	40	40

## Place : Wholly Or Partly Funded Projects

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
<p>Need for social distancing and transport alternatives</p>	<p><b>COVID SAFE Perth and Kinross</b></p>	<p>PKC</p>	<p>Enhanced temporary pedestrian and transport routes to improve retail trading environment and access to workplaces</p>
	<p>Make Perth City Centre, rural town centres, neighbourhoods, and tourist attractions Covid Safe through:</p>		
	<p>Monitoring and survey of travel patterns and demand for access to workspace, shops, food and drink, hospitality, services &amp; recreation in collaboration with businesses.</p>	<p>Consistent approach to adaptation of business premises and digital options for customers Marketing and promotion of transport routes and alternatives</p>	
	<p>Relaxation of regulatory framework and temporary alteration of road space, parking, public realm and signage for pedestrians and cyclists to increase safe access for employees, residents, shoppers and visitors by active travel choices to &amp; within Perth city and rural town centres and neighbourhoods.</p>		<p>Business/Market operators</p>
	<p>Collaboration with shops, hospitality, food and drink businesses and markets on temporary alteration of road space, parking &amp; public realm to enable enhanced occupation for alfresco dining &amp; business use.</p>	<p>PKC</p>	
	<p>Promotion of Covid 19 premises safety guidance in relation to property adaptation of business premises.</p>		<p>Promotion of options for customer digital pre-booking &amp; click and collect services in collaboration with businesses and tourist operators</p>
<p>Safe travel choices and options in collaboration with TACTRAN, transport operators and national and local representative bodies in relation to pedestrians, cyclists and the disabled.</p>			

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
<p>Lack of gigabit capable digital connectivity infrastructure preventing business digitalisation and access to e-commerce</p>	<p><b>DIGITAL CONNECTIONS PROGRAMME</b></p> <p>Deliver Gigabit Capable Full Fibre Broadband Infrastructure Project (2021/22) with DCMS and TCD grant to 136 Council premises and ensure that full fibre is extended to businesses and homes beyond these with the support of DCMS Rural Gigabit Vouchers, DCMS Broadband Upgrade Fund, R100 Programme and BT Small Business Support scheme</p> <p>Enhance Rural digital connectivity by continuing the Rural Broadband Fund for another 12 months supporting groups of rural businesses/residents to improve connectivity in remote rural areas through the DCMS Rural Gigabit Connectivity Programme, Openreach Community Fibre Partnerships, local wireless schemes and other appropriate technology utilising DCMS Rural Gigabit Vouchers and accessing new rounds of UKG funding for gigabit connectivity</p> <p>Town Public Wi-Fi: Following the launch of Perth city Wi-Fi the towns of Aberfeldy, Auchterarder, Blairgowrie, Crieff, Dunkeld, Pitlochry and Kinross are now being provided with free public Wi-Fi. Kinross remains to be surveyed and installed. Other towns/villages such as Coupar Angus, Scone, Alyth, Comrie may also wish to be considered.</p>	<p>PKC/ Strategic commercial Partner PKC with Businesses/ Community Groups</p>	<p>Improved digital infrastructure across PK via public sites/Improved business connectivity, turnover and productivity</p> <p>Improved connectivity to individual premises in remote rural areas/ Improved business connectivity, turnover and productivity</p> <p>Improved internet access for shoppers and visitors to P&amp;K towns</p>
<p>Lack of capacity and resources to move from temporary support to more permanent infrastructure investment supporting changing role of roads and public space to move from car dominated use to enhanced use by other forms of transport and people</p>	<p><b>PERTH PEOPLE PLACE</b></p> <p>Initial projects/Capacity Building</p> <p>Promote and invest in people and environmentally friendly spaces</p> <p>Procure design services to prepare detailed designs for the route to /from rail station/ bus station to city centre in tandem with masterplan of area</p> <p>Procure design services to prepare detailed designs for George Inn Lane</p>	<p>PKC / Sustrans</p>	<p>Enhanced pedestrian route and public realm supporting development of adjacent sites and enhanced connectivity between transport interchange and the city centre.</p> <p>Enhanced public realm and occupation of space adjacent to tourist attraction and accommodation Development of strategic transport corridors providing for access to, from and within Perth by car, bus and bike</p>

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
<p>Changing role of city and town centres and neighbourhoods. Need to provide guidance &amp; support to adapt and develop existing and new uses in city and town centres and neighbourhoods, through property conversion and improvement</p>	<p><b>ADAPT YOUR PROPERTY/OPEN FOR BUSINESS</b></p> <p>Promote and support property adaptation and vacant site development.</p> <p>Procure specialist commercial advice to assess current consumer and business demand for commercial and retail services and property requirements. Revise development guidance, prepare site development briefs, targeted property support mechanisms and promote and engage with agents, developers and investors</p> <p>Property inspection, repair, conversion and improvement grant (Commercial Property Regeneration and Open for Business schemes) to support façade improvement repair, reuse and investment in speciality retail, all housing tenures, commercial property/ office adaptation, social enterprise, creative industry use and occupation of space through grants, deficit funding and joint ventures</p>	<p>PKC</p> <p>PKC/PK Heritage Trust</p>	<p>Revised evidence of consumer expenditure and demand, floorspace requirements promoted and matched to business and retail demand.</p> <p>Funding to support surveys, specification and redesign, repair and development of property for existing and new uses – c. 20 properties per annum.</p>
<p>Lack of access to alternative transport choices at transport hubs and within urban areas.</p>	<p><b>CLEAN GREEN ACCESS</b></p> <p>Provide alternative transport choices at transport hubs and within urban areas.</p> <p>Provide support for development of private hire/clubs for hire of electric vehicles, electric bikes/bikes in partnership with private vehicle hire companies or social enterprises as well as option for smart lift sharing scheme.</p>	<p>PKC / Private</p>	<p>Increase in temporary hire/use of environmentally friendly vehicles and cycling as alternative to car ownership, improving transport choice and access and improving air quality</p>
<p>Lack of access to environmentally friendly vehicles to support logistics/distribution networks for supply of local goods and services</p>	<p><b>CLEAN GREEN DELIVERY</b></p> <p>Provide alternative transport choices for local distribution of goods.</p> <p>Provide support for development of logistics and use of electric vans and cargo bikes for use by local businesses for delivery of goods in partnership with logistics /delivery companies or social enterprises.</p>	<p>PKC / Private</p>	<p>Increase in use of environmentally friendly vehicles for delivery, reduced HGV use in urban areas and improving air quality</p>



ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
<p>Lack of public transport body to invest in services and infrastructure to support rural/urban routes and night time services</p>	<p><b>PARKING PAYS</b></p> <p>Promote and invest in enhanced public transport infrastructure and local on-demand services through increased public/workplace parking levies to support regional/local transport partnership.</p> <p>The development of park and ride sites and additional public transport services with regional/local transport partnerships funded from capital programme/SG funding and increased parking charges and workplace parking levy.</p>	<p>TACTRAN/ PKC</p>	<p>Enhanced pedestrian route and public realm supporting development of adjacent sites and enhanced connectivity between transport interchange and the city centre</p> <p>Enhanced public realm and occupation of space adjacent to tourist attraction and accommodation</p> <p>Development of strategic transport corridors providing for access to, from and within Perth by car, bus and bike</p>
<p>Lack of appropriate facilities and management systems to address the growing motorhome &amp; campervan market and problems associated with rough camping.</p>	<p><b>CAMPING PERTH AND KINROSS</b></p> <p>Invest in transport and waste infrastructure to support growth of motorhome/campervan market.</p> <p>Investment in car park infrastructure (similar to the "aire" approach in Europe) and associated waste facilities, signage etc and collaboration with landowners/managers in this regard.</p>	<p>PKC</p>	<p>Promotion of facilities for the motorhome / campervan market &amp; investment in key car park sites for dedicated space and waste disposal (potentially through extended provision at PNR site around Perth and provide additional facility at Council car parks in Highland Perthshire.</p>
<p>Increased capacity to monitor consumer expenditure and behaviour to inform investment frameworks and business offers from real time data captured from use of mobile and expenditure data</p>	<p><b>CONSUMER EXEPENDITURE AND BEHAVIOUR BAROMETER</b></p> <p>Enhance and develop live impacts and trends using dataanalytics developed from enhanced Perth &amp; Kinross Mi Rewards scheme (with support from the Scottish Futures Trust).</p> <p>Commission geocaching services</p>	<p>PKC</p>	<p>Real time data on consumer expenditure and behaviour to allow retailers and businesses target product promotion and services to meet demand, predict future property demand requirements.</p> <p>Support assessment by the Council of event impacts and promotion of commercialisation opportunities.</p>

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
Need to invest/stimulate Town & City Centres	<p><b>TOWN CENTRE FUND</b> Invest in a range of projects to support Town centres</p> <p>Strathmore Community Hub Kinross/Loch Leven Infrastructure/Access project Drummond Arms project, Crieff Perth Y Centre Pitlochry Town Centre Improvements Digital Infrastructure via LFFN/TCD project</p>	Community Organisations, Kinross Estate, PKC	To fund capital improvements in town centres to enhance attractiveness and economic activity
Infrastructure to support growth of city and future development of housing and employment areas. Congestion and lack of network capacity on trunk and principal roads network causing impacts on access to city, new development and air quality areas. Lack of city centre road space and therefore ability to provide significant measures for sustainable travel modes and placemaking due to lack of alternative route for drivers.	<p><b>CROSSTAY LINK ROAD</b> and P&amp;R sites at Luncarty and Walnut Grove</p> <p>New major road infrastructure, crossing of the River Tay, and Park &amp; Ride sites</p> <p>Includes provision of active travel route and Park &amp; Cycle facility</p> <p>Direct link to National Cycle Network and links communities</p>	PKC	<p>Improved inter urban/ rural journey times and air quality and increased network capacity and to support growth of city, access, distribution and investment in public transport and active travel alternatives within Perth.</p> <p>Stimulate economy for construction industry. Contracts will achieve significant social value, focussing on community benefits, training and mentoring, employment and the PKC Offer.</p>
Lack of transport choice for commuting in and out of area to access employment or services. Lack of inter modal transport links between car, bus, bike and rail to link Perth, rural towns with national rail network	<p><b>PERTH RAIL AND BUS INTERCHANGE / Rail Station Improvement</b></p> <p>Development of enhanced car and bike parking, bus access and waiting facilities and improvement and adaptation and development of station and adjacent sites for commercial, residential, retail and leisure use</p>	Network Rail/ PKC	Improved inter urban/ rural journey links and access to improved national rail network and station facilities by car, bus and bike

## Place : Wholly Or Partly Funded Projects

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
Lack of permanent infrastructure investment supporting changing role of roads and public space to move from car dominated use to enhanced use by other forms of transport and people	<b>PERTH PEOPLE PLACE</b> Development of Glasgow, Edinburgh and Dundee corridors for enhanced use by bus and bike and improvements to Tay St, South St and Mill St for bikes, pedestrians, alfresco use and events linked with conversion and development of buildings, pop up and temporary structures, tree planting, water features, lighting and public art installations to animate space and support evening and winter economy.	PKC	Enhanced intra urban accessibility by all transport modes and vibrant people focused public space
Lack of sustainable highquality mixed-use neighbourhoods	<b>LIVING SPACE /WELLBEING NEIGHBOURHOODS – New Provision</b> Encourage and promote creation of better living space/well-being neighbourhoods through planning and innovative partnerships with landowners and developers (e.g. Perth West Eco-Village and Thimblerow)	PKC / Landowners	Housing development / enhanced urban living
Lack of major cultural and visitor attraction	<b>PERTH CITY MUSEUM AND GALLERY - Cultural Transformation</b> Development of enhanced cultural offer focused on areas history and national and local cultural and art collections and touring exhibitions	PKC/ CulturePK	Enhanced cultural offer attracting additional visitors to city and surrounding area
Cultural attractions requiring investment to increase visitor income	<b>PITLOCHRY FESTIVAL THEATRE VISION</b> Expansion & Upgrading of Facilities New Entrance & front of house layout New Studio theatre  <b>INNERPEFFRAY LIBRARY</b> Improved visitor facilities	Pitlochry Festival Theatre/TCD funding  Innerpeffray Library	Enhanced cultural offer & upgraded facilities to ensure long term viability of major culture/ tourism asset  Enhanced cultural/ tourism asset
Need for new Cultural / tourism assets	<b>CRIEFF INTERNATIONAL HIGHLAND CENTRE</b> Proposed new sporting/cultural facility focussed on Highland Games  <b>AERO SPACE KINROSS</b> Proposed new Tourism/Educational facility focussed on aerospace activities	Crieff International Gathering Committee / TCD funding / Aero Space Kinross /TCD Funding	New Sporting/Cultural/ Tourism Asset  New Tourism/ Educational Asset

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
Lack of working heritage and heritage skills	<p><b>PERTH CITY MILLS</b></p> <p>Development of heritage attraction focused on working waterpower and resource centre; &amp; office space to support development of heritage skills</p>	PK Heritage Trust	Enhanced cultural offer attracting additional visitors to the area and additional facilities and capacity to support development of heritage design and construction skills through reinvestment in heritage asset
Limited quality hotel offer	<p><b>PERTH CITY BOUTIQUE HOTEL</b></p> <p>Support for conversion of historic Council offices at 1-5 High St to enable development as quality boutique hotel</p>	Private/PKC	Additional quality hotel offer to support growth of visitor market and reuse of heritage asset.
Lack of resources to maintain and manage key built and natural heritage attractions impacting on tourism experience.	<p><b>PLACE DESTINATION MANAGEMENT</b></p> <p>Built and natural heritage assets</p> <p>Review of funding to proactively manage heritage and outdoor recreation on a sustainable and responsible basis in collaboration with local and national agencies.</p>	PKHT/PKCT/NTS/HES/FE	Proactive management of built and natural heritage assets to enhance and sustain visitor experience
Lack of visitor knowledge and information of new and available services. Need to stimulate consumer demand to visit and support sector recovery.	<p><b>COMETO PERTH AND KINROSS</b> - Place based destination marketing of area</p> <p>Promote accommodation and local visitor attractions/outdoor recreational opportunities, in collaboration with Visit Scotland, operators and HES, FC, SNH, PKCT, PKHT</p>	PKC / VisitScotland	Digital campaign to promote the destination. Impact measured by audience reach and engagement.

## Place – Unfunded Projects – £620,000

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
Changing role of city and town centres and neighbourhoods. Need to provide guidance & support to adapt and develop existing and new uses in city and town centres and neighbourhoods, through property conversion and improvement	<b>FUTURETHINKING</b> Reimagining our city, town centres and neighbourhoods through international, academic, business and community engagement through webinar, and digital surveys/toolkits to promote innovative development and design to inform development and masterplan frameworks with initial focus on Perth city centre with input from Dundee University, Academy of Urbanism, Urban Design Council, and City Studio.	PKC	Revised planning and supplementary guidance and promoting accessible, sustainable low carbon development

Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	50	0	0	0	0	0	50	50

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
Lack of entrepreneurial skills and approach to the development of robust, deliverable and sustainable local place plans and investment	<b>COMMUNITY WEALTH</b> - Building community enterprise and wealth  Support for Community Action Plans / Local Place Plans with the focus on building community wealth, enterprise, and resilience through co-design and co-production consistent with the Perth & Kinross Offer.  Additional procurement of specialist consultancy services and funding for community leads would be required to extend current work. Consultants would provide further training & facilitate support to communities to enable them to develop plans with a focus on collaboration and partnership to support investment in local businesses, social enterprises, services and management of assets in the area. Between 8 & 10 plans per year until complete.	PKC/Local Outcome Partnerships	Prioritised place and funding plans, developed by the community that covers all aspects of their geographical area including enterprise, health, safety, place, public realm, green space and or potential asset transfer/ capital requirements or buy outs.

Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	40	0	40	0	40	0	120	120

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
<p>Changing role of city and town centres and neighbourhoods. Need to provide guidance &amp; support to adapt and develop existing and new uses in city and town centres and neighbourhoods, through property conversion and improvement</p>	<p><b>ADDITIONAL RESOURCE TO SUPPORT PUBLIC/PRIVATE PROPERTY USE AND IMPROVEMENT</b></p> <p>Recruit new/additional commercial surveyor to help reconfigure the High Street through planning and property advice and support, the development of joint ventures and or asset transfer/disposal.</p> <p>Initial development guidance to be prepared to support redevelopment of Thimbleterow and Bus Station/marshalling yard sites for mixed tenure use high density/high quality urban living.</p> <p>Initial funding support to be targeted to support the conversion and development of eyesore properties (e.g. the Y Centre on Atholl Street to support conversion to mixed use housing, business and training facility, the acquisition of the former Clachan bar for mixed use development, and potentially mixed-use developments at Strathearn and Crieff Hotels, and the Drummond Arms.</p>	PKC	<p>Additional capacity to provide advice and development support and codesign/production with developers and investors</p>

Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	50	0	50	0	50	0	150	150

ISSUE/PROBLEM	PROJECT PROPOSAL	LEAD	OUTPUTS/OUTCOMES
<p>Lack of local grant funding to support community enterprise and infrastructure/public realm to help stimulate and attract additional investment or service re-design</p>	<p><b>COMMUNITY AND PLACEMAKING FEASIBILITY GRANT</b></p> <p>Grant funding to support ideas from local community organisations to support additional investment in localities - revenue grant for eligible towns or villages linking with participatory budgeting and crowdfunding.</p>	PKC	<p>Increased community funding to secure additional investment and develop sustainable social enterprises and development and management of assets.</p>

Revenue Budget ('000s)								
21/22		22/23		23/24		Total Revenue		
Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Funded	Unfunded	Total
0	100	0	100	0	100	0	300	300

the 1990s, the number of people in the UK who are employed in the public sector has increased from 10.5 million to 12.5 million, and the number of people in the public sector who are employed in health care has increased from 2.5 million to 3.5 million (Department of Health 2000).

There are a number of reasons why the public sector has expanded in the UK. One reason is that the population is ageing, and the number of people who are over 65 years of age has increased from 10.5 million in 1990 to 12.5 million in 2000 (Department of Health 2000). Another reason is that the number of people who are employed in the public sector has increased, and the number of people who are employed in health care has increased.

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