

Creative Collaboration				
<ul style="list-style-type: none"> <li>• A competitive, knowledge based economy which attracts and retains creative people and talent</li> <li>• Collaboration between the business and public sectors to unlock the potential of our creative industry</li> <li>• Bringing the skills of our creative industries to bear on our wider social challenges</li> </ul>				
Outcome	Key Activities	Targets/milestones to 2021	Resource	Resource*
Growth and diversification in our creative industry sector	Establish a hub to support, incubate and accelerate creative industry start-ups (Perth Creative Exchange)	Perth Creative Exchange complete 2018 24 creative industries a year receiving incubation support by 2021 12 CI a year receiving accelerator support by 2021	Fully funded	
Digital infrastructure and skills which make us internationally competitive and boost economic growth	Smart City Programme for Perth including public Wi-Fi, signage, traffic management and lighting  Innovation Programme to build new digital skills required to grow high value creative industries & jobs	City Wi-Fi Operational Nov 2017 Digital Signs installed Jan 2018 Playable Cities Projects Commissioned June 2018  TCED Sector Support and Innovation Programme in place Oct 2018	Fully funded  Additional	
Talent paths and development opportunities for creative people enabling them to find and sustain local high quality jobs	Mentoring for local creative industries (Famous Grouse Ideas Centre)  'Made At Home' mentoring scheme for culture/creative graduates from Perth College/UHI  Apprenticeships offering entry level opportunities into culture and creative industry sectors	72 individuals a year supported to grow higher value CI by 2021  6 mentoring placements a year by 2021  6 traditional heritage skills and creative industry apprenticeships a year by 2021	Fully funded  Additional (business support)  Additional (business support)	
Innovative approaches to tackling 'wicked' social issues	Creative Foresights Programme bringing Local Action Partnerships together with local culture/CI leaders to work on tackling key inequalities identified by Fairer Futures Commission	April-Sept 2018: engagement with LAPs to design programme focusing on 6 priority issues 2019: Programme delivery	Additional (Trust & Foundation support)	

Creative Capital				
<ul style="list-style-type: none"> <li>• Flourishing resilient communities across Perth and Kinross through active involvement in cultural life</li> <li>• Cultural programmes which better reflect our diversity and tackle barriers to participation</li> </ul>				
Outcome	Key Activities	Targets/milestones to 2021		Resource*
Passionate, skilled and supported people making great culture and heritage happen in their localities	<p>Creative Community Hubs and 'Belong' volunteer programme</p> <p>'Ancient Roots' outreach programme as part of City Hall development</p>	<p>2018/19: programme design &amp; launch</p> <p>2019/20-2020/21: programme delivery</p> <p>Jan 2019-Dec 2021: programme delivery</p> <p>2021: 400 volunteers engaged &amp; 5 Creative Community Hubs established</p>	Additional (Trust & Foundation/HLF support)	
Increased participation in culture through digital engagement, tackling practical barriers to participation and reconnecting Perth city with wider communities across P&K/beyond	<p>'Touchstones' digital project within 'Ancient Roots' outreach programme celebrating the Stone of Destiny &amp; Perth's place in Scotland's story</p> <p>'Make a Friend/Take a Friend' community-led transport scheme to increase participation in city centre cultural events</p>	<p>Autumn 2018: project launch</p> <p>2019/20-2020/21: project delivery</p> <p>60,000 participants in total across P&amp;K and Scottish global diaspora</p> <p>Autumn 2018: project launch</p> <p>1,000 people taking part annually by 2021</p>	<p>Additional (HLF)</p> <p>Additional (business support)</p>	
Increased audience diversity including amongst Perth city centre residents, young people and our culturally significant ethnic minority communities	Future of Place intergenerational programme celebrating cultural diversity across all localities and guest curated by leading creative figure CoDesign Board to provide advisory input to PKC and partner-delivered events & cultural programmes	<p>2019/20: programme design &amp; launch</p> <p>2020/21: programme delivery</p> <p>10,000 'Future of Place' participants</p>	Additional: PKC plus Trust & Foundation/business support Fundable within current resources	

Creative Excellence				
<ul style="list-style-type: none"> <li>Cultural events and attractions which set the bar for great small cities.</li> </ul>				
Outcome	Key Activities	Targets/milestones to 2021	Delivery lead	Resource*
Ambitious and distinctive cultural programmes which strengthen cultural tourism & support wider economic growth across Perth & Kinross	The Festival of Vennels: programme of art installations and performance projects celebrating the Perth Vennels and extending across the wider rivers roads and pathways of P&K.	Programme design April-Sept 2018 Programme delivery Oct 2018 onwards 50,000 total participants	Additional (PKC)	
	WaterWorks: programme of new commissions from local, Scottish & UK artists celebrating the water industries (mills, whisky, dye, hydro-electric) of P&K based in key sites eg Pitlochry, Lower City Mills, Stanley Mills.	Programme design 2018 Programme delivery May 2019 onwards 12,000 total participants	Additional (PKC)	
	Beyond the Fair City: major promenade event marking the opening of City Hall, PMAG and (potential) return of the Stone of Destiny. To be commissioned internationally	Event commissioning & design 2019-20 Event delivery December 2021 150,000 total participants  Total projected additional annual cultural attendances in 2021: 240,000 <sup>1</sup>	Additional (PKC)	
A transformed culture and heritage offer in Perth city	Suite of 4 major venues: City Hall, Perth Museum & AG, Perth Theatre & Perth Concert Hall	Perth Theatre opens November 2017 City Hall – mid 2021 Perth Museum – end 2021	PKC Additional (UK Gov/SG)	
An enhanced reputation for cultural leadership and collaboration	Creative Small Cities Network with reciprocal leadership skills and research programme and joint resourcing arrangements where appropriate eg digital, commissioning, marketing	Mid 2018: Network launch		

<sup>1</sup> Excludes existing planned or potential events eg Rewind, Royal National MOD, Southern Fried, Enchanted Forest. Also excludes visitor numbers for City Hall and Perth Museum projected 218-280,000 pa by 2023/24.

## Funding/budget summary

Initiative	Revenue/capex requirement	Source
Made at Home mentoring scheme Creative Apprenticeships scheme	£240,000 revenue over 3 years	Additional: business support plus 50% match from Culture & Business Fund Scotland <sup>2</sup>
Innovation Programme	£100k over 3 years	Via Business Gateway and TCED
Creative Foresights	£20,000 revenue over 2 years	Additional: Wellcome Foundation Public Engagement & Creative Industries Fund
Creative Community Hubs & 'Belong' volunteer programme	£120,000 revenue over 3 years	Additional: HLF Resilient Heritage or Major Projects Fund <sup>3</sup>
Touchstones digital engagement project	£90,000 cap & revenue over 3 years	Additional: HLF Major Projects Fund
Make a Friend, Take a Friend community transport scheme	£150,000 revenue over 3 years	Additional: business support plus 50% match from Culture and Business Fund Scotland
Future of Place	£50,000 revenue over 2 years	Additional: PKC
The Festival of Vennels	£150,000 revenue over 3 years	Additional: PKC
WaterWorks	£300,000 revenue over 3 years	Additional: PKC
Beyond the Fair City	£150,000 over 2 years	Additional: PKC
Coordination/support costs	£75,000 over 3 years	Additional: PKC
TOTAL estimated programme value	<b>£1,445,000</b>	
TOTAL to be sought from business, Trusts & Foundations, Lottery	<b>£720,000</b>	
TOTAL maximum PKC investment sought	<b>£725,000</b>	
TOTAL existing approved PKC expenditure for infrastructure projects:	£2.7m Creative Exchange £2M Smart City £20M City Hall, Perth Museum, collections store	Additional £14.3 sought from Tay Cities Deal

<sup>2</sup> Funds 50% of total costs up to £40,000 in each delivery year

<sup>3</sup> As part of the Activity/Outreach Plan for City Hall, within £4.9M application to HLF Large Projects Fund