

**PERTH AND KINROSS COUNCIL****PERTH CITY DEVELOPMENT BOARD**

Minute of meeting of the inaugural meeting of the Perth City Development Board, held in the State Drawing Room, Scone Palace, Perth on Wednesday 27 November 2013 at 4.30pm.

Present: Councillor I Miller
Councillor J Kellas
Councillor D Doogan
Councillor A MacLellan
Councillor A Stewart
B Malone (Chief Executive, Perth and Kinross Council)
J Valentine (Executive Director (Environment), Perth and Kinross Council)
D Littlejohn, Head of Planning and Regeneration, Perth and Kinross Council
S Butler, Chief Executive, Scone Palace
J Bullough, Managing Director, McEwens of Perth
F Egan, Fund Manager – Retail and Leisure, USSIM
F Clark, Inveralmond Brewery
D Cook, Chief Executive, Wasps Studios
S Brown, St Johnstone Football Club
I M B Nelson, Perth College UHI
V Unite, Chief Executive, Perthshire Chamber of Commerce
C Wilson, Director of Development Scotland, Scottish & Southern Energy
C Selkirk, Deputy Chief Executive, NHS Tayside
D Ross, Kilmac Construction
Dr J Kynaston, Chairman, The Gannochy Trust

Apologies: Mr I Ferguson and Mr R Hiscocks, Aviva

1. WELCOME AND INTRODUCTIONS

Councillor I Miller, Leader, Perth and Kinross Council, welcomed everyone to the inaugural meeting of the Perth City Development Board and said how delighted he was to see such a large turnout. He advised that, since achieving city status, the Council had been working extremely hard to promote the Perth and Kinross area and the establishment of the Perth City Development Board was an opportunity to go forward. It was well documented that both the population and the economy of the area are projected to grow enormously over the next few years and Councillor Miller said he was looking forward to working with all members of the Board and thanked them all for attending.

2. OUR AMBITIONS FOR PERTH – PRESENTATION BY B MALONE, CHIEF EXECUTIVE, PERTH AND KINROSS COUNCIL

Following a short video showing the various landmarks and landscape of Perth, B Malone, Chief Executive, Perth and Kinross Council, advised the Board that, by working together, the Perth City Development Board would realise the Vision – that Perth will be the most desirable place in Scotland in which to live, work, visit and invest. The prediction of a 22% increase in population over the next 20 years will bring about significant challenges, but also significant opportunities. The key points are:

Why It Matters – the need to create the right conditions to encourage growth. The local economy is faring better at present than anywhere else in Scotland. We have significant potential and city status has given us a springboard to realise that potential.

Strengths – We have a strong partnership – “Perth is open for business”.

Opportunity – Economic; Social; Cultural. We are key players in the Cities Alliance which brings opportunities and we are part of Team Scotland.

Making it Happen – Engagement with Perth City Development Board will be key in terms of moving forward.

It is estimated that the Ryder Cup will generate approximately £25 million for the area.

The weekend of 23/24 November saw the start of the Perth Winter Festival where it was estimated that 90,000 people had visited Perth with 26,000 being present for the official switching-on of the Christmas lights.

In conclusion, B Malone advised that the Board must build on the strengths of the cultural offers and it was very much about working together.

3. APPOINTMENT OF CHAIR

This being the first meeting of the Perth City Development Board, Councillor I Miller invited nominations for Chairperson of the Board.

V Unite, Perthshire Chamber of Commerce, seconded by Councillor I Miller, nominated John Bullough, McEwans of Perth.

There being no other nominations, John Bullough was duly appointed Chair of the Perth City Development Board. Thereafter John Bullough took the Chair.

John Bullough, Chairperson, Presiding.

4. ROLE AND REMIT OF THE BOARD

There was submitted a report by B Malone, Chief Executive (G/13/279) outlining the role and remit of Perth City Development Board, which is: “To oversee the implementation and delivery of the Perth City Plan and to enhance the growth of Perth and the city-region economy.” This remit was for consideration and was open to amendment as the Board moves forward.

J Bullough advised that the Board would be overseeing and steering the Perth City Plan at an extremely exceptional time and, for this reason, the Board must be prepared to be flexible. He said he had always been a believer in vibrant city centres, many of which had seen massive changes and the most successful city centres were those which realised that it was not all about retail but included cultural and social aspects too. Whilst the current remit of the Board was a good starting point, the Board must be completely flexible on its development.

Councillor Alexander Stewart commented that the wealth of talent round the table was phenomenal. He said the Board must look at its priorities and show the public that the Board has the attitude and investment to go forward.

J Bullough wholeheartedly agreed and suggested that a few “quick wins” must be identified.

S Brown, St Johnstone Football Club, said that the Board had a very large membership and asked if there was scope for focus groups? J Bullough agreed this was a good point and said that the full Board should not all be discussing smaller projects.

6. CITY PLAN DELIVERY PROGRAMME

There was submitted a report by J Valentine, Executive Director (Environment) (G/13/280) detailing a programme identifying what actions are required in relation to the core themes to promote a historic city; a well-connected city; a sustainable, growing city; a knowledgeable city; and a confident, vibrant city.

J Valentine advised the programme was a “live” document, showing (a) projects on target to complete on agreed date (status green); (b) projects experiencing minor delays (status amber); and (c) projects significantly behind schedule (status red). He also advised Board members that anything they thought should be included could be included. Was the programme bold enough? Ambitious enough? Has anything been missed out?

J Valentine referred to a few of the projects:

1. Deliver super-fast broadband throughout Perth by 2015 (only city in Scotland to achieve this)
2. Development of the Perth Food and Drink Park
3. Build the Cross Tay Link Road

4. Redevelop Perth Theatre
5. Develop and implement an ambitious programme of events and festivals
6. Establish a Conference and Convention Bureau to capitalise on the growing business tourism market

Councillor Miller pointed out one Action which was currently shown in red on the Plan which he felt could be achieved in a relatively short time, i.e a “quick win” and that was the relocation of the Tourist Information Centre/Visitor Information Centre.

Following discussion, J Bullough advised the Board should give guidance to the Council to proceed with this Action.

ACTION: It was agreed to prepare progress reports on the relocation of the Tourist Information Centre/Visitor Information Centre and the establishment of a Conference and Convention Bureau for submission to the next meeting of the Perth City Development Board.

Councillor Doogan suggested that the River Tay could also play a much greater part in attracting visitors to Perth, i.e. water-ski-ing/ golf course in the middle of an island. J Valentine said that a great deal of interest had been received from parties wishing to develop the river and not just in Perth and it was hoped to maximise this in the future.

ACTION: It was agreed a report specifically referring to development of the River Tay should be prepared for submission to the next meeting of the Perth City Development Board.

6. DISCUSSION: INVEST IN PERTH

D Littlejohn, Head of Planning and Regeneration, Perth and Kinross Council gave a presentation entitled “Invest in Perth” to the Board. He explained that Invest in Perth is a brand to support new investment in the City and region. A competitive online presence has been established which attracts 600 visitors per week to the Invest in Perth website and 4,000 followers on Twitter. The focus is on raising brand awareness and driving traffic to the website. Members were advised that two Council Officers, John McCrone and Stuart Oliver, had attended a SiteMatch event in London, promoting the development of the City. They had taken part in one to one investor/developer meetings as well as joint promotional activity and had generated several leads. Members were also informed about MIPIM 2014, which is an international real estate show taking place in Cannes. The Invest in Perth team provides a single point of access into Perth and Kinross Council for Scottish Development International and the Scottish Cities Alliance. A significant piece of work nearing completion is the City Investment Plan setting out the required public and private sector expenditure required to support Perth’s economic growth.

D Littlejohn also explained the Ambassador Programme, which was being launched in early 2014. The purpose of this Programme is to increase engagement with business leaders and utilise their networks to help promote Perth. There will be a dedicated page on the Invest in Perth website and D Littlejohn invited those round the table to become some of the first Ambassadors for Perth.

Benefits included additional support for promotional activity and bids and informal representation of Perth and its region, both nationally and internationally. In return, Ambassadors would receive regular profiling, specific Ambassadors' events 2/3 times per year and a dedicated Ambassadors page on the Invest in Perth website giving access to key facts and news.

D Littlejohn further advised there was a 2 year marketing strategy which would continue to raise awareness locally, nationally and internationally. There would be specific events to generate investment interest in hotel and retail opportunities and collaboration with Scottish Development International on inward enquiry fulfilment.

Members were asked to note the International Food and Drink Conference being held on 5 March 2014 in Perth Concert Hall. This event will be supported by Perth and Kinross Council, Cities Alliance, Scotland Food and Drink and Scottish Enterprise.

ACTION: It was agreed that a presentation on the Marketing Plan be given at the next meeting of the Perth City Development Board and that in the interim a fact sheet on Perth should be circulated to the Board members. The Board also requested that the Perth City logo and brand guidelines be circulated more widely.

7. ANY OTHER COMPETENT BUSINESS

The Chairman stressed that Perth City Centre should provide a safe, secure and pleasant place to shop in the evenings with priority being given to addressing anti-social behaviour.

8. AGENDA ITEMS/DATE OF NEXT MEETING

(a) The following items were agreed for consideration at the next meeting:

- (i) Visitor Information Centres
- (ii) Conference and Convention Bureau
- (iii) River Tay should have higher priority
- (iv) Perth City Investment Plan - presentation at next meeting
- (v) Tractivity (inward investment and property enquiry management and monitoring software) – presentation at next meeting

(b) The date of the next meeting was set for Monday 10 March 2014 at 4.30pm in McDiarmid Park, Perth.

