

PERTH AND KINROSS COUNCIL**Enterprise & Infrastructure Committee****1 June 2016****Additional Tourism Funding Proposals
Signage and Events****Report by Director (Environment)**

The purpose of this report is to set out spending proposals for the additional funding granted through the budget process for Tourism Projects in 2016/17. This funding is to be spent on two key projects: tourism signage and events. These projects provide tourism infrastructure along with increased profile and visibility of the City's attractions. They are designed to drive footfall, as well as new and return tourism business, creating additional spend to enhance economic activity in the City.

1. BACKGROUND

- 1.1 An additional £100,000 for Tourism Signage and £177,000 for Events for the financial year 2016/17 was allocated through the budget process in February 2016.
- 1.2 In 2015, a review of tourism road signage (brown signs) was completed with the objective of developing an improvement programme that would enhance the experience of the visiting car user. It recommended improvements to the key approaches into Perth to attract visitors to the city centre and visitor attractions. This followed on from the installation in 2014 of new "Welcome to the City of Perth" signs at entry points to the city. The full re-signing proposals are an extensive and detailed list of recommendations for remedial action as well as new/replacement signs. The cost of the fully comprehensive scheme was £90,000 in 2015/16.
- 1.3 Budget availability in 2015/16 was £30,000. This was used to address the more immediate priorities including the new "gateway" signs for the city, which now have Perth Concert Hall incorporated in them. These are composite signs which have more than one attraction listed. Another improvement addressed gaps in continuity signage, with new signs forming a series, directing the road user towards attractions and the appropriate car parks.
- 1.4 The re-signing scheme, using the new budget allocation of £100,000 contributes to the Perth City Plan (Themes 4: The Visitor Economy) by improving the experience for visitors. Other works completed to date to enhance orientation, interpretation and information provision include the "Welcome to Perth" signs, relocation of the VisitScotland information centre to the High Street, and the tourism signage scheme. As well as further investment in new and replacement tourism signs, map/information panels for car parks and enhanced Wi-Fi connectivity in the city centre are in scope for delivery in 2016/17.

- 1.5 The completion of the signage schemes will further improve the visitor experience and support the development of Perth's visitor economy by presenting as seamless a visitor journey as possible. This approach supports wider initiatives to develop Perth's appeal as a cultural, short breaks, and conference destination. It complements pre-arrival information provision with a range of measures to improve the presentation of the city's attractions and amenities, as well as making it easier for the visitor to access the City Centre and other attractions.
- 1.6 In addition, the Perth and Kinross Events Strategy (2013 to 2020) objective is to "make our area a prestigious international class events and festivals destination where a vibrant and inspiring year round programme attracts UK and international visitors and makes a major contribution to economic growth".
- 1.7 The aim is to grow the economic impact of events and festivals from an estimated £17 million per annum in 2013 to £25.5 million by 2020 – an increase of 50%, in line with the overall strategic ambition for Scottish tourism.
- 1.8 This involves developing existing events to attract more visitors to stay longer and spend more while bringing new events to the area. It also means developing opportunities for local businesses to capitalise on events, directly and through the local supply chain.
- 1.9 A programme of events is planned for this year, including the Treaty of Perth celebration (August), Poppies Weeping Windows (end June to September) and the Festival of Architecture (September/October). This includes a Patrick Geddes exhibition (June – September), Ideal Hut Show and a Georgian Festival (September) which are one off prestigious events that will attract interest and footfall from national and international visitors.
- 1.10 Perth's Winter Festival is establishing itself as a key feature of the area's, annual events calendar. The Christmas Lights event, in particular, attracts positive coverage and has established the credentials of Perth as a leading events and festivals destination. This event attracts both a large audience and significant additional spend.
- 1.11 Through the programme of events, Perth is going some way to realise the ambitions that "*There is always something good going on in and around Perth and Kinross*". The core budget for events in 2016/17 is £124k; £110k is allocated to grant funding for third party owned events. The third party grants are for £10k or less with the exception of Perth Festival of the Arts which receives just over £18k. It is expected that 24 events will be funded in 2016/17. 26 events received grant funding in 2015/16 and the list is provided in Appendix 1.

- 1.12 An active events programme with infrastructure support and a recognition that the Council will be an enabling authority, attracts private sector events and festivals investment. For example, in 2016/17, a new commercial event, the Fake Festival will take place in May. This complements other commercial non-council funded events such as T in the Park, Rewind and Etape Caledonian. A full list of the current, known events across Perth and Kinross is provided in Appendix 2.

2 PROPOSALS

- 2.1 It is proposed that the tourism signage scheme which commenced in 2015/16 is completed in 2016/17. The balance of available funding will go towards new pedestrian finger posts, map orientation, interpretation panels, and digital signs in the city centre as well as at key gateway locations including car parks and public transport hubs. In summer 2016, a related scheme to refurbish the parking (spaces available) signage will be carried out, funded through the other budgets.
- 2.2 The additional £177k allocated through the budget process to events is essential for Perth and Kinross to be able to deliver the events programme and develop economic impact. The Poppies Weeping Windows and Festival of Architecture are additional in 2016/17, and £45,000 is allocated to these events. It is proposed that the remaining funding will focus on supporting events across the Council area and developing the successful Halloween and Winter Festival event programmes. These events are identified as having the potential for annual economic growth, as a key part of the Perth visitor offer and driving visitors to the City in the Autumn and Winter months.
- 2.3 The Events Officer is also working with Civic Services to produce an event that celebrates the 750th anniversary of the Treaty of Perth.

3. CONCLUSION AND RECOMMENDATIONS

- 3.1 The additional funding allocated from the budget motion will accelerate the signage and events projects. These are essential to develop visitor infrastructure along with the events and cultural offer. The projects will enhance the Perth and Kinross visitor experience further and will in turn, create additional economic impact, growing both the prosperity and reputation of Perth and Kinross.

3.2 It is recommended that the Committee:

- (i) Notes the update on the use of budget motion funding.
- (ii) Notes that this funding is essential to ensure that the signage and events projects are delivered in 2016/17.
- (iii) Requests the Director (Environment) to bring a further report on the delivery of these projects to Committee in April 2017, reporting on the improved signage and the economic impact of the 2016/17 events programme.

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1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

Strategic Implications	Yes / None
Community Plan / Single Outcome Agreement	Yes
Corporate Plan	Yes
Resource Implications	
Financial	Yes
Workforce	No
Asset Management (land, property, IST)	No
Assessments	
Equality Impact Assessment	Yes
Strategic Environmental Assessment	Yes
Sustainability (community, economic, environmental)	Yes
Legal and Governance	
Risk	
Consultation	
Internal	No
External	No
Communication	
Communications Plan	

1. Strategic Implications

Community Plan / Single Outcome Agreement

- 1.1 The activities contribute to the Community Plan's strategic objectives of 'Promoting a prosperous, inclusive and sustainable economy' and a 'Safe Welcoming Environment' and the outcomes of 'a thriving, expanding economy' and 'employment opportunities for all'.

Corporate Plan

- 1.2 This report relates to Objective No (iii) 'Promoting a prosperous, inclusive and sustainable economy' and the outcome of 'Thriving, expanding economy' by encouraging and supporting tourism.

2. Resource Implications

Financial

- 2.1 This report concerns a budget motion from 6 February 2016 which provided additional funding of £277k to deliver the Tourism Projects - Signage and Events.

Workforce

- 2.2 There are no workforce implications.

Asset Management (land, property, IT)

- 2.3 There are no asset management implications.

3. Assessments

Equality Impact Assessment

- 3.1 Under the Equality Act 2010, the Council is required to eliminate discrimination, advance equality of opportunity, and foster good relations between equality groups. Carrying out Equality Impact Assessments for plans and policies allows the Council to demonstrate that it is meeting these duties.
- 3.2 This section should reflect that the proposals have been considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:
- (i) Assessed as **not relevant** for the purposes of EqIA

Strategic Environmental Assessment

- 3.3 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals.
- 3.4 The proposals have been considered under the Act and no further action is required as it does not qualify as a PPS as defined by the Act and is therefore exempt.

Legal and Governance

- 3.5 No legal or Governance issues arise due to this report.

Risk

- 3.6 No additional risk arise due to this report.

4. Consultation

Internal

4.1 No additional internal consultation was required.

External

4.2 No additional external communication was required.

5. Communication

5.1 The Events programme will be communicated via a number of channels and a marketing plan will be developed. In addition there a launch to business event in May at the Perth Concert Hall will engage the business community to collaborate with the Council on creating economic impact from events.

2. BACKGROUND PAPERS

2.1 City of Perth Tourist Signing Review (March 2015) Tayside Contracts.

3. APPENDICES

3.1 Appendix 1 – Contribution to Third Party Events.
Appendix 2 – Events Programme 2016/17.

