



## Perth City Development Board

Minute of meeting of the Perth City Development Board, held in Room 30, Ground Floor, Brahan Building, Perth College UHI, Crieff Road, Perth on Tuesday 23 February 2016 at 4.30pm.

### Present:

J Bullough, McEwens of Perth (Chairman)  
Councillor D Doogan  
Councillor A MacLellan  
Councillor M Roberts (substituting for Councillor A Stewart)  
Mr J Valentine, Perth & Kinross Council  
Mr D Littlejohn, Perth & Kinross Council  
Ms S Butler, Scone Palace  
Mr F Clark, Inveralmond Brewery  
Mr A Jarvis, Stagecoach East Scotland  
Mr D Ross, Kilmac Construction

K Bazley, Scottish Enterprise (substituting for Dr E Mitchell)  
Ms M Munckton, Perth College UHI  
Mr G Stubbs, Perthshire Chamber of Commerce  
Mr C Laing, University of the Highlands and Islands (substituting for Professor C Mulholland)

### In Attendance:

Mr J Fyffe, Perth & Kinross Council  
J McCrone, Perth & Kinross Council  
F Robertson, Perth & Kinross Council  
Y Oliver, Perth & Kinross Council

### Apologies:

Ms B Malone, Perth & Kinross Council  
Councillor A Stewart  
Councillor I Miller  
Councillor J Kellas  
Dr J Kynaston, The Gannochy Trust  
Mr S Edwards, The Parklands Hotel  
Mr K Greenhorn, SSE  
Ms L Mclay, NHS Tayside  
Ms L Hanna, Scottish Enterprise  
Mr G Burnett, USSIM  
Mr I Ferguson, Aviva  
Mr C Kinnoull, Hiscox  
Ms E Mitchell, Scottish Enterprise  
Professor C Mulholland, University of the Highlands and Islands

J Bullough, Chairman, Presiding.

## **1. WELCOME AND INTRODUCTIONS**

J Bullough, Chairman welcomed everyone to the meeting and apologies were noted as above. He thanked Margaret Munckton, Principal, Perth College UHI for agreeing to host the meeting.

The Chairman advised members that, as a report providing a summary of the consultation responses to the draft Perth City Plan, recommending amendments and actions (Report 16/71 refers) was being submitted to Perth and Kinross Council the following day (Wednesday 24 February 2016), this meeting of the Perth City Development Board was more of a transitional meeting and to update members on the tremendous amount of work which was going on in the background relating to the Plan.

## **2. MINUTE OF MEETING OF 24 FEBRUARY 2015**

The Minute of meeting of 15 December 2015 was submitted and approved as a correct record.

## **3. MATTERS ARISING**

There were no matters arising from the Minute of 15 December 2015.

## **4. DEVELOPING THE CULTURAL OFFER IN PERTH**

Fiona Robertson, Head of Public Service Reform, Culture and Community Services, Perth and Kinross Council gave a presentation to the Board on 'Developing the Cultural Offer in Perth'. The following points were noted:

- Perth was the only Scottish City to be granted the privilege of hosting the "Wave and Weeping Windows" display – the iconic poppy sculptures commemorating the British and Commonwealth soldiers who lost their lives in the First World War.
- Market research had been carried out in 2015 with the findings being presented to the Perth City Development Board in 2015 (Report G/15/185 refers). This had been updated and was being used to develop a business case for securing investment in the improvement and development of cultural attractions.
- One of the key findings was that there were a number of attractions that performed really well (Scone Palace, the Black Watch Museum and the Art Gallery) but generally the city and its attractions were needed to improve relative to the wider Perthshire and other adjoining areas.

- Perth's day visitor market had been identified as a potential 3.7 million visitors and, when combined with overseas visitors, to approximately 4.8 million visitors per year.
- The strategy continues to focus on the Ancient Roots/Modern Scots concept based around the enhancement of links between existing multiple attractions within the city, improvement of the Museum and Art Gallery and the potential development of additional exhibition space and facilities for national collections as part of a more contemporary offering.
- Developing the strategic relationship and links with Dundee and the V&A in particular remained important to encourage more people to visit and stay in the area.

## 5. PERTH CITY PLAN

There was submitted a report by J Bullough, Chairman, (G/16/45) providing a summary of progress in relation to establishing a framework for managing delivery of Perth City Plan collaboratively via public/private project groups with input from agreed Board representatives.

The Board had previously agreed that, following approval of the Plan, its delivery would be progressed via subsidiary project groups for the development of infrastructure to support smart growth and required actions for each of the big moves, as identified in the Plan.

Sub-committees had now been aligned to themes and Board Theme Leads are as follows:

- Economic Prosperity and Enterprise – George Stubbs (Theme Lead)
- Knowledge and Learning – Margaret Munckton (Theme Lead)
- The City Centre – John Bullough (Theme Lead)
- The Visitor Economy – Charles Kinnoull (Theme Lead)

Meetings have been held between the Chairman of the Board and each of the Board Theme Leads at which priorities were identified and a framework created to deliver them. Following on from these meetings, the Board Theme Leads are now seeking additional private sector input into working groups on the basis of those who have previously participated in the preparation of the Plan via business working groups and other business networks. The Chairman also asked members to encourage volunteers to get involved.

A draft delivery and performance management framework, based on best practice from other cities, has now been prepared and circulated to the Board's Theme Leads and Big Move Lead Officers to consider

(Appendix 1 to Report G/16/45) in respect of agreeing priority projects and reporting on performance.

**Resolved:**

- (i) Progress in respect of delivery of current identified activity and projects, be noted; and
- (ii) Board Theme Leads be requested to submit further detail on the delivery of agreed Themes and Big Moves to future meetings of the Perth City Development Board.

**6. CITY PLAN DELIVERY PROGRAMME**

There was submitted and noted a report by J Valentine, Executive Director (Environment), Perth & Kinross Council (G/16/46) providing an update on the current progress on key milestones contained in the current City Plan Delivery Programme.

**7. CITY DEVELOPMENT BOARD SUB-GROUPS**

- (i) Members noted that the City Development Board Sub-Groups had now been replaced by the Theme Leads and an update would be provided to the next meeting of the Board;
- (ii) Business Tourism Development

There was submitted and noted Report (G/16/38) providing an update on the development of the city region's business tourism proposition.

S Butler, Chief Executive, Scone Palace advised members that Perthshire Business Tourism Group (PBTH) has been relaunched and will collaboratively market the meetings, incentives, conference and business events offer to associations, corporate events, buyers and destination management companies.

As well as current membership, there are a further 10 businesses considering membership based within the city and a focus will be placed on recruiting these.

PBTG, and the new website [www.meetingsperthshire.co.uk](http://www.meetingsperthshire.co.uk), was officially relaunched on 9 February 2016 at Hilton Dunkeld. The main marketing activities for the Group are the website and online marketing, attendance at industry events and familiarisation trips for meetings/conference buyers.

(iii) City of Knowledge and Learning

M Munckton advised members that she had established the City Of Knowledge and Learning Sub-Group, which included officers from Perth and Kinross Council, to look at developing education and skills support in respect of Health and Wellbeing, Food and Drink, and “Town and Gown” – to share knowledge and expertise with the City.

It was also noted that a Board was being established in respect of Developing Scotland’s Young Workforce, which would be private-sector led and link with the Sub Group to avoid duplication and maximise effective use of resources.

**8. ANY OTHER COMPETENT BUSINESS**

- (i) The Chairman advised that a report would be submitted to the next meeting of the Board, setting out the governance procedures, e.g. members being re-appointed annually; what the rule regarding substitutes was; why a certain individual was a member of the Board. It was also suggested that there should be youth representation on the Board.

M Munckton advised that some of her staff and students had expressed a wish to provide continuing input to the City Plan and J McCrone, City Development Manager, undertook to follow this up. **(Action: J McCrone)**

- (ii) City Deal – members were advised that a presentation would be provided to the next meeting of the Board on the City Deal, which aims to provide resources to give local authorities greater capacity to drive economic growth.

D Littlejohn, Head of Planning and Development, Perth and Kinross Council informed members that there would be a series of workshops about shaping the detail of the Deal to which they would be invited. He also advised that it would involve extensive negotiation to reach agreement on the projects to be supported and outcomes to be delivered but was focused on “being a smarter and fairer region”.

- (iii) A Jarvis, Stagecoach East Scotland, advised members that, since its introduction in November 2014, the X7 Service, which was the Coastrider between Aberdeen and Perth, had carried over 1 million passengers.

Following a request, he advised that he would obtain the figures for the X55 Service, Perth to Edinburgh, for the next Board meeting. **(Action: A Jarvis)**

- (iv) The Chairman advised that progress on the report to Council on Wednesday 24 February 2016 would be reported through social and print media.

## **9. DATE OF NEXT MEETING**

The next meeting of the Perth City Development Board had been scheduled to take place on Tuesday 21 June 2016 but was subsequently re-arranged. It would now take place on **Tuesday 31 May 2016** at **4.30pm**. The venue will be advised in due course.