



## **PERTH AND KINROSS COUNCIL**

### **PERTH CITY DEVELOPMENT BOARD**

Minute of meeting of the Perth City Development Board, held in Room 410, Council Building, 2 High Street, Perth on Tuesday 9 July 2019 at 4.30pm.

**Present:** J Bullough, SCAA (Chair)  
Councillor S McCole  
Councillor C Stewart  
Mr S Brannigan, Scone Palace  
Mr K Greenhorn  
Mr B Kemp, Aviva  
Mr M Robinson, Live Active Leisure  
Mr S Stewart, Perthshire Chamber of Commerce  
Ms V Unite, Perthshire Chamber of Commerce

**In Attendance:** D Littlejohn, Perth and Kinross Council  
J McCrone, Perth and Kinross Council  
D Williams, Perth and Kinross Council

**Apologies:** Councillor P Barrett  
Councillor D Doogan  
Councillor M Lyle  
Ms K Reid, Perth and Kinross Council  
Mr J Valentine, Perth and Kinross Council  
Mr M Beale, Algo (Blairgowrie) Ltd  
Ms D Fuge, Perth Traders' Association  
Professor G Lang, University of the Highlands and Islands  
Mr G Ruddock, Giraffe

#### **1. WELCOME AND INTRODUCTIONS**

J Bullough, Chairman, Perth City Development Board, welcomed all present to the meeting, and apologies were noted as above.

#### **2. DECLARATIONS OF INTEREST**

There were no declarations of interest in any item on the agenda.

#### **3. MINUTE OF PREVIOUS MEETING**

The minute of meeting of the Perth City Development Board of 4 September 2018 was submitted and approved as a correct record, subject to Councillor Stewart being listed as having been present at the meeting.

#### **4. MATTERS ARISING**

There were no matters arising.

#### **5. PERTH CITY PLAN 3**

There was submitted a report for discussion by the Chairman (G/19/123), outlining the draft Perth City Plan 3, following the decision of the Perth City Development Board to establish a sub-group to produce a draft Perth City Plan 3 at its meeting of 4 September 2018. The Chairman delivered a verbal update to members, highlighting the process of the drafting of the Perth City Plan 3, in addition to advising members that much of the work had focused upon the narrative of the draft Plan with more work required on the graphics of the document before approval.

In response to a query from S Stewart regarding the purpose of the document upon issuing, J McCrone, Perth and Kinross Council, advised that the draft Perth City Plan was envisaged as providing a strategic framework for collaborative action to support sustainable growth of the city and economy. Members were further advised that it was envisaged that the plan structure would allow response and input on public and private sector and community actions and fit with the approach of the Perth and Kinross Offer.

Councillor McCole highlighted that the length of the proposed Perth City Plan 3, up to 2040, provided a very good big picture vision, and that further reflection of partners actions in relation to collaborative action through the Perth and Kinross Offer would be required. The Plan needed to be aligned with and compliment the Perth and Kinross Community Plan without replicating it. Councillor Stewart also highlighted that the plan should not replicate existing plans, and also highlighted that the potential impact upon the rural areas of Perth and Kinross.

In response to a query from T Flanagan regarding the aspect of Perth as a University City, J Bullough advised that this was included as part of the plan, and D Littlejohn highlighted that detail regarding Perth College UHI was included within the Tay Cities Deal along with the three other Universities in the Tay Cities Region.

K Greenhorn stated that the importance of the proposed Plan is that it provided tangible target against areas of sustainable development and economic activity which can now be measured against.

#### **6. REVIEW OF PERTH CITY DEVELOPMENT BOARD GOVERNANCE**

There was submitted a report by the Chairman (G/19/124), setting out preliminary thoughts on governance issues that had been raised during the course of the review of the Perth City Plan and outlining a series of recommended actions.

The Report set out five key objectives for the Board, as follows:

- Champion the implementation of the Perth City Plan.
- Mobilise the energy, resources, and skills of private, public and third sector organisations in Perth.

- Monitor and evaluate the contribution to Perth City Plan of Perth and Kinross Council and other key partners.
- Lobby the Scottish and UK Governments, the Tay Cities Deal Partners, transport and energy providers, and other agencies on behalf of Perth.
- Report back regularly on progress towards the Perth City Plan goals and targets.

With regards to the objectives, Councillors Stewart and McCole both suggested a revising the wording of the objectives, with Councillor McCole suggesting this to offer clarity over the role of the Board in relation to these objectives. T Flanagan, Tactran, suggested that the third objective could be altered to reflect a collaborative approach.

The Chairman advised members that it was suggested that the Board be changed to be smaller in size, with each Board member being given a specific priority area. The Chairman emphasised that whilst the Board itself would be smaller in size, there was a view towards a large support network through associated membership, and due to the similarity in role of associate members and ambassadors, that those who are presently ambassadors should be offered associate membership. S Stewart confirmed to members that there presently between 50 and 60 ambassadors.

Councillor Stewart raised a query regarding which sector the proposed four non-enshrined private sector Board members would come from, sitting alongside the proposed eight enshrined private sector Board members on the proposed twelve-member Board. J Bullough confirmed to members that the allocation proposed four non-enshrined private sector members was non-prescriptive, and that these proposed members could come from any sector, including the private sector. Councillor Stewart, Councillor McCole and K Greenhorn all stated that they felt more clarity was required on the clarity of the Boards function, and it was agreed that further information on proposed membership be brought back to the next meeting of the Board. **(Action)**

## **7. COMMUNICATIONS AND MARKETING**

S Stewart delivered a verbal update on Communications and Marketing.

S Stewart advised members that the Perth Story had been launched, with the launch having taken place at Perth Theatre, with plans for ambassadors being set out at the launch.

S Stewart advised that two quarterly meetings with ambassadors had since taken place the launch. S Stewart advised members that the meetings had looked at how the Perth Story could be used from a marketing perspective, adding that there was now a lot of good material and a clear story in place to use.

## **8. TAY CITIES DEAL UPDATE**

D Littlejohn, Perth and Kinross Council, delivered a verbal update to the Board on the Tay Cities Deal.

D Littlejohn informed members that all project business cases had been submitted, and feedback had been received from both the UK Government and Scottish Government, with amendments not being made ahead of resubmission. D Littlejohn advised members that all Perth and Kinross projects were on track.

**9. ANY OTHER COMPETENT BUSINESS**

There was no other competent business.

**10. DATE OF NEXT MEETING**

To be arranged, with members notified in due course.

~~~~~