

PERTH AND KINROSS COUNCIL

18 December 2019

REVIEW OF DRAFT PERTH CITY PLAN

Report by Depute Chief Executive (Chief Operating Officer)
(Report No. 19/360)

PURPOSE OF REPORT

This report outlines proposed revisions to the Perth City Plan following review by the Perth City Development Board. The revised Plan will be used to secure leadership and participation from the private sector and key stakeholders. This will help inform strategy and obtain support and funding for key activities, infrastructure and projects for the sustainable growth of the city and city region economy.

Ongoing engagement on how the key challenges that the city and area face are to be addressed will provide a basis to design future work and projects with our people, businesses and communities. This is consistent with the approach being developed as part of the Perth and Kinross Offer.

1. BACKGROUND / MAIN ISSUES

- 1.1 Following granting of city status, the Perth City Development Board (PCDB) was formed as a private sector led partnership. The Board agreed the vision “to make Perth one of Europe’s great small cities “ and to promote and accelerate the delivery of key projects to support growth of the city and its economy via the [Smart Growth for Perth City: Perth City Plan 2015 -35](#).
- 1.2 In November 2017, the Board agreed to review progress, future priorities and its role in supporting delivery in light of changes to local planning and economic development frameworks, placemaking and place promotion.
- 1.3 The review also considered a refreshed leadership approach. A sharper, more focused agenda for change was required to tackle key challenges facing the city and city region economy. The collective influence of the Board through influencing strategy, targetting resources and securing participation in substantive work streams and projects will help maximise benefits from the input of business and public sector partners.
- 1.4 An initial review in September 2018 concluded that there was a need to:
 - refresh the Perth City Plan by revising the strategic framework and priorities for action within the context of setting an agenda for change to collectively address key challenges
 - review narrative via the Perth Story and align it with revisions to the City Plan
 - enhance the effectiveness of PCDB by adopting new governance arrangements and ways of working.

Our Agenda for Change – Draft Perth City Plan 3

1.5 The changes to the Plan include:

- Revisions to a strategy for good growth and Perth's aspiration to become one of Europe's great small cities
- Revisions to exemplar benchmark small cities based on annual rankings of small and micro city performance
- A summary of achievements since the first Perth City Plan was published
- A review of eight key challenges facing Perth in relation to - climate change; demographics; the future of work; the changing role of city centres; travel and mobility; building new communities; being digital and striving for social justice
- Goals and targets for key priority projects and actions in relation to the environment, transport, tourism, and education through to 2040
- The PCDB's pledge to champion the plan and mobilise private sector support
- A revised framework for strategic leadership and action focusing on six priority areas for action in relation to - shaping the growth of the city; zero carbon; the connected city, revitalising the city centre; enterprise and prosperity; inclusion and social justice
- A detailed description of the vision and required activity and actions in respect of key priorities based on exemplar case studies and innovation
- Proposed changes to board governance to promote more effective, focused and diverse strategic leadership reflective of a modern dynamic Perth

1.6 In summary, this draft Perth City Plan:

- Focuses more clearly on sustainability, inclusive growth and balanced communities and reflects changes in local and regional economic geographies and development frameworks
- Provides a framework for the Board to develop a strategic response to key challenges which will drive forward change integral to the Plan's vision, on areas where the Board is likely to be able to exert influence and where activity, resources and collective action can be provided to support this
- Aligns the Perth Story and the Perth City Plan in terms of narrative and graphic style

1.7 The Board seeks a response from the Council in relation to the revised framework and approach outlined in the draft Perth City Plan prior to final consideration, approval and publication.

2. PROPOSALS

2.1 The draft Perth City Plan continues to provide a long term vision for sustainable economic growth of the city and its economy. The draft Plan

builds on the narrative developed by the Board through the Perth Story and engagement with the local business community and citizens.

- 2.2 The proposed revised framework also continues to focus on the themes of economic development and placemaking and to promote collaboration between the private and public sector. There is a greater emphasis on the need to inform and review strategy to meet key challenges given evolving governance and economic development frameworks and the need to respond to rapidly changing environmental, demographic and economic circumstances.
- 2.3 The detail of revised governance arrangements has yet to be finalised by the Board but the draft Plan emphasises the need for tighter and more focused governance, focusing on strategy review and development to drive change and secure participation from businesses, citizens and communities to support delivery.
- 2.4 New collaborative and responsive ways of working are required to support delivery. Working collaboratively with businesses, citizens, and communities will help to agree priorities, co-create and design projects and services and align public finance with private investment to target collective resources where they will best support business growth.
- 2.5 The strategy of good growth reflects national and local ambitions in relation to sustainable economic development aligned with placemaking. The revised emphasis on a more flexible collaborative framework focused on addressing key challenges is also consistent with practice to support innovation, co-design and co-creation through ongoing engagement and review to inform actions and desired outputs and outcomes. The Council is promoting such transformational change in relationships between public sector service providers, citizens, businesses, investors, visitors and public services through the development of the Perth and Kinross Offer.
- 2.6 The development of the Perth and Kinross Offer will provide a basis for the Council to respond to the proposals in the draft Plan.
- 2.7 This will require ongoing input and commitment from agencies and officers from the Council on the basis of their knowledge of planning, economic development and education frameworks and roles within their organisations. This work will build on the relationships and input fostered to develop the Plan and to deliver projects.
- 2.8 The Council should also consider opportunities for continuing community input into the delivery of the Plan and links with complementary community engagement, community led development initiatives and community support measures. This would be consistent with the national agenda to promote local inclusion, empowerment and joined up governance.
- 2.9 The Plan should also be used to support bids for future city infrastructure and investment to build on the success of those included within the Plan and now being developed in the Tay Cities Deal.

- 2.10 Finally, the Plan should be promoted through shorter executive summaries for business and public audiences and ongoing promotion of activity through an agreed communications strategy for and with PCDB, building on the Perth Story.
- 2.11 The Council should also promote specific elements of the Plan through Invest In Perth and use this as a means of highlighting more detailed proposals, business support and development opportunities as they emerge, as well as promoting success to broader audiences through other media channels.

3. CONCLUSION AND RECOMMENDATIONS

- 3.1 Work by the Board and the Council has secured broad consensus on the vision and strategic priorities for investment to support the growth of Perth and it's surrounding area's economy over the longer term. The Draft Perth City Plan re-articulates a vision for growth of the city, building on the Perth Story, and focused on sustainable economic development and placemaking. Key challenges facing the city and economy are identified and collective action is proposed through strategic leadership, collaboration and engagement with business, citizens and communities consistent with the Council's own ambitions through development of new ways of working through the Perth and Kinross offer.
- 3.2 It is recommended that the Council:
- i) Endorses the amendments to the narrative and structure of the Draft Perth City Plan
 - ii) Advises the Perth City Development Board that the Council's support and communication on the finalised Plan will be developed through the Perth and Kinross Offer
 - iii) Notes that the Board is in the process of finalising revised governance arrangements and will seek a Council response to its participation on the Board once these have been finalised

Author

Name	Designation	Contact Details
John McCrone	Place Development Manager	JCMcCrone@pkc.gov.uk 01738 475385

Approved

Name	Designation	Date
Jim Valentine	Depute Chief Executive (Chief Operating Officer)	21 November 2019

If you or someone you know would like a copy of this document in another language or format, (on occasion, only a summary of the document will be provided in translation), this can be arranged by contacting the Customer Service Centre on 01738 475000.

You can also send us a text message on 07824 498145.

All Council Services can offer a telephone translation facility.

1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

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

1. Strategic Implications

1.1 This report supports the delivery of the Perth and Kinross Community Plan / Single Outcome Agreement in terms of the following priorities:

- (ii) Developing educated, responsible and informed citizens
- (iii) Promoting a prosperous, inclusive and sustainable economy
- (v) Creating a safe and sustainable place for future generations

Corporate Plan

1.2 This report supports the achievement of the Council's Corporate Plan Priorities:

- (ii) Developing educated, responsible and informed citizens;
- (iii) Promoting a prosperous, inclusive and sustainable economy;
- (v) Creating a safe and sustainable place for future generations.

2. Resource Implications

Financial

Revenue

2.1 Costs associated with promotion of the plan and management are currently met within the existing Environment Service revenue budget. Additional

revenue resources may be required for specific activities and these will be assessed in respect of costs of activities, funding and income generation and considered through the budget process.

Capital

- 2.2 There are no direct capital funding implications arising from the recommendations of the report. Current planned capital expenditure supporting growth of the city is contained within the capital programme. Any additional required capital resources would be assessed in respect of costs, funding and income generation and considered through the budget process

Workforce

- 2.3 There are no immediate workforce implications arising from the proposed recommendations, although additional resources may be required in the future to support the development and delivery of priority projects in the area..

Asset Management (land, property, IT)

- 2.4 There are no immediate asset management issues arising from the report.

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 allow the Council to demonstrate that it is meeting these duties.
- 3.2 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 recommended in this paper have been considered under the Act and the pre-screening has identified that the proposal will have no environmental effects, it is therefore exempt. The reason for concluding this is that the recommendation in this report will have no direct environmental effects as they relate to a plan which reflects a collective strategy for future development which will require to be further considered via statutory planning and economic development frameworks. Any subsequent proposals or recommendations for direct investment or revisions to planning and economic

development policy will have to be fully assessed for community, environmental and economic impacts where appropriate.

Sustainability

- 3.5 Under the provisions of the Local Government in Scotland Act 2003 the Council has to discharge its duties in a way which contributes to the Achievement of sustainable development. In terms of the Climate Change Act. The Council has a general duty to demonstrate its commitment to sustainability and the community, environmental and economic impacts of its actions.
- 3.6 The proposals and recommendations in this report will not have direct impacts as they relate to a plan which reflects a collective strategy for future development which will require to be further considered via statutory planning and economic development frameworks. Any subsequent proposals or recommendations for direct investment or revisions to planning and economic development policy will have to be fully assessed for community, environmental and economic impacts where appropriate

Legal and Governance

- 3.7 The Head of Legal and Governance Services has been consulted and is in agreement with the contents of this report.

Risk

- 3.8 Risk will be assessed within the context of subsequent consideration of proposals for direct investment or revisions to planning and economic development policy.

4. Consultation

Internal

- 4.1 The Chief Executive, the Head of Finance and the Head of Legal and Governance Services have been consulted and are in agreement with the contents of this report.

External

- 4.2 Perth City Development Board have been consulted in the preparation of this report.

5. Communication

- 5.1 The Council currently provide support to the Perth City Development Board in relation to communication of economic development activity and projects and areas of mutual interest. Board papers, including those in respect of the Perth City Plan, are currently reported and communicated via the Enterprise and

Infrastructure Committee. The Perth City Development Board have led on the development of the Perth Story as a collective marketing and promotional resource for the city and is currently seeking additional business support and funding to assist ongoing business engagement and promotion pending approval of the Plan and future governance.

2. BACKGROUND PAPERS

The following background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (and not containing confidential or exempt Information) were relied on to a material extent in preparing the above report.

- Report to Perth And Kinross Council, 24 February 2016, Perth City Plan (Report No 16/71)

3. APPENDICES

Appendix 1 – Our Agenda for Change : Draft Perth City Plan 3