

ECONOMIC WELLBEING PLAN CASE STUDIES - PEOPLE

Rural Employment Incentive – Support to Gillies and Mackay

Throughout the COVID-19 pandemic, employers around Perth and Kinross were hit particularly hard with some having to shut their doors until the Scottish restrictions were lifted. This luckily didn't affect one of our REI participants, Kieran Bain, who continued to provide an excellent standard of marketing and sales support all while working from home. We have worked alongside Managing Director of Gilles and Mackay, Cara Mackay, to provide job opportunities for young people in rural Perthshire supported by our Rural Employment Incentive funding. Cara approached Business Gateway back in 2020 and was shortly referred on to the Skills and Employment Initiatives team where we managed to identify relevant funding and support for the business. This resulted in a substantial funding package being created to help Cara sustain Kieran throughout his first year in employment. Kieran has now been a part of the #sheddie team for 9 months now, with a second member supported via the REI scheme who has recently joined the Sales and Marketing team.

We look forward to working with Gillies and Mackay for a second year and are proud to deliver savings to rural businesses through the Rural Employment Incentive.

Parental Employment Support Fund (PESF) Futures For Families – the personal experience of a client.

*“Without the support of the Parental Employment Support Fund - Futures for Families Elev8 Grant and the help, support and advice received from Rebecca Hogg, then my dream to be able to apply for the PGDE Primary Teaching course with Perth College UHI would still be a dream. I am 39 years old and have four children who are 12, 11 and 6 years old as well a baby of 10 months. The last 4 years has been an incredible journey, which has been very challenging, especially the last year due to the current Covid situation and home schooling, however I have just managed to finish my BA Honours Education (Primary) Studies degree with the Open University. However, to move forward I need to have Nat 5 Maths as well to be able to continue on the path of becoming a primary school teacher and this qualification was all that was holding me back as I could not afford the course fees. My tutor had saw the Parental Employment Support Fund - Futures for Families Elev8 Grant advertised when she was having her Covid vaccination and emailed me the details! I then contacted Rebecca and the support and advice I have received since then has been amazing. I can now continue with my dream and know I still have the support from Rebecca throughout my journey. I am so very grateful and feel so lucky that I have been provided with the amazing support from Rebecca and the fund, as without it I could never have progressed any further”. **Claire Rodger***

CASE STUDIES - BUSINESS - Digitalisation of the economy

The Perth and Kinross Economic Wellbeing Plan is supporting Perth and Kinross Businesses to take advantage of the opportunities offered by the digitalisation of the economy by creating or developing new products or services and accessing new markets and customers.

Gigabit Connected Perth:

Perth and Kinross's local Gigabit digital infrastructure has been significantly enhanced by public and private investment via funding from the Department for Digital, Culture, Media, and Sport (DCMS) Local Full Fibre Network programme and the Tay Cities Deal.

Spanning 19.5km, Perth's new, end-to-end full fibre network underpins significant digital infrastructure within the region. Completed by Neos Networks, the network is fully installed and ready for operation. It facilitates next generation technologies such as 5G and Internet of Things (IoT), crucial to futureproofing businesses in the area and the region against the ever-growing demands of the digital economy.

Peter Asman, Managing Director for Public Sector & Enterprise at Neos Networks, said: *"The importance of effective collaboration and constant customer contact has been key to the success of this project. Working in conjunction with Perth and Kinross Council has been outstanding and is a prime example of how public sector bodies and service providers can work in partnership to transform society and secure a gigabit-capable digital future for the community."*

A similar contract has been deployed by BT Telecoms across Perth and Kinross area focusing on our towns and rural communities. In total the project secured significant external funding: £3.9M DCMS and £1M TCD and was completed in November 2021

136 public buildings connected and many 1000's more residential & business premises can now be connected to Full Fibre due to this investment in PKC properties.

Business support:

A series of actions included in the Economic Wellbeing Plan are supporting local businesses to move into the digital economy. These include: -

Through **the Micro grants scheme** which offers up to £1,000 to stimulate small scale business investment, numerous businesses have developed their offer on online through enhanced websites, CRM systems including social media interface as well as digitalisation of their back-office activities.

Through the **Market Development Grant** which offers grants up to £2,500, local businesses have reached out to customers beyond Scotland and attracted new orders. This is the case for *Make Tech Fly* which was founded by Andrew Douglas and is a Blairgowrie based business which provides technology solutions to the aviation industry. They were winners at Pitch@Revolution.Aero with their web application, AvioNexus, which was created to simplify the process of managing private flights.

Through the **Accelerator Programme** which is 12-week intensive support programme, new entrepreneurs have developed their ideas to set up a business in digital services. This is the case for *Perth Life*, which is an online platform created by Perth businesswoman, Hollie Irvine. The aim of Perth Life is to increase the awareness and engagement in the city's arts, culture & communities. During the COVID-19 pandemic, Hollie wanted to tell the stories that may be missed, and this platform was her answer to solving part of the problem. Hollie received Perthshire Chamber of Commerce Young Entrepreneur Star Awards 2021.

CASE STUDY – PLACE - Rural Tourism Infrastructure Fund

Successful applications to the [VisitScotland's Rural Tourism Infrastructure Fund](#) were made in 2020/21 totalling £900,000 +

Grandtully Visitor Management Facilities

- Perth & Kinross Council applied to RTIF Round 4 for £375,000 towards Grandtully Visitor Management Facilities. We were successful in securing the full funding award.
- Delivery Partner - Scottish Canoe Association
- Project will commence 1 September 2022, with full shut down of entire site, project completion March 2023.
- Outputs include:-
 - 80 new public parking spaces
 - 6 new EV charging stations & 4 e-bike charging stations
 - Secure bike shelter & bike maintenance point
 - New Changing Places Facility & 6 further accessible toilet/shower rooms
 - 11 additional gender neutral toilets & 8 showers
 - 7 new gender neutral changing rooms
 - New interpretation board in car park
 - New signage throughout car park and site

Improvements to Loch Leven Heritage Trail

- Perth & Kinross Council applied to RTIF Round 4 for £303,000 towards visitor infrastructure improvements at Loch Leven Heritage Trail. We were successful in securing the full funding award.
- Delivery Partner - RSPB Loch Leven
- Loch Leven Heritage Trail is now close to completion with car park, new visitor centre, café, shop, and gender neutral/ changing places toilets all now open
- They have removed the admission fees to the reserve but from Monday 15 November 2021 car parking charges will come into effect – Members/blue badge holders can park for free
- Video <https://www.youtube.com/watch?v=ymP7Ucx-JCQ&t=22s>
- Outputs include: -
 - 97 additional car parking bays, 4 additional accessibility bays
 - 12 EV charging points & 2 e-bike charging points
 - 10 new cycle stands
 - 1 new Changing Places Toilet & 1 Accessible Toilet
 - 2 Parent & Child Toilets
 - 8 new gender-neutral toilets

Aberfeldy Car Park/ River Tay Way

- Perth & Kinross Council applied to RTIF Round 4 for £236K towards visitor infrastructure at Aberfeldy Car Park for a hub on the new River Tay Way. We were successful in securing the full funding award.
- Delivery Partner - Perth & Kinross Countryside Trust
- Contract has just gone out on Public Contracts Scotland, due back April 2022
- Outputs include: -
 - 1 new Accessible toilet
 - 2 Parent/Child Toilets
 - 2 Changing Rooms
 - Grey wastewater disposal
 - Information point & seating area