

Perth and Kinross LDP3 2027 - Evidence Report

TOPIC PAPER NO. 030: CULTURE AND CREATIVITY

July 2024



Figure 1: Perth and Kinross Culture and Creativity Overview



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Glossary of Terms and Abbreviations

Creative Industries	The Scottish Government's Creative Industries Policy identifies creative industries as being 'those based on individual creativity, skill and talent, or which have the potential to create wealth and jobs through the development or production of intellectual property.'
Design Charette	In planning, design charettes are used as a method of consulting with all stakeholders through an intensive workshop to address a specific design issue. Charettes bring together a range of perspectives to allow for collaboration, problem-solving and community visioning.
Evidence Report	A supporting document to the Local Development Plan. The Evidence Report provides a summary of the evidence base for a plan's spatial strategy, policies, and proposals. It demonstrates that consideration has been given to the issues relevant to the plan area, and that appropriate consultation and engagement has been carried out and taken account of in preparing a plan.
Gatecheck	This is an assessment of the sufficiency of the evidence base on which the Proposed Local Development Plan will be developed. It is undertaken by an appointed person from the Scottish Government's Planning and Environmental Appeals Division.
Growth Sectors	The Scottish Government identified six key growth sectors in the 2015 'Scotland's Economic Strategy'. The sectors in which Scotland has a distinct comparative advantage are: Food and Drink (including Agriculture and Fisheries), Creative Industries (including digital), Sustainable Tourism, Energy (including Renewables), Financial and Business Services, and Life Sciences.
Historic Assets	As defined in Historic Environment Policy 2019, an asset, or historic or heritage asset 'is a physical element of the historic environment – a building, monument, site, place, area or landscape identified as having cultural significance.
Local Development Plan (LDP)	A plan which sets out, for the land in the part of the district it relates to, a spatial strategy; any other such matters as may be prescribed by the Scottish Ministers, and any other matters which the planning authority consider appropriate to include.
National Planning Framework 4 (NPF4)	NPF4 is the national spatial strategy for Scotland. It sets out the Scottish Government's spatial principles, regional priorities, national developments, and includes a suite of national planning policy. NPF4 was adopted in February 2023.
Proposed Plan	The draft stage of the Local Development Plan, which must be approved by full Council before it can move on to its consultation stage.

Spatial Strategy	The detailed statement (usually represented through mapping as well accompanying text) of a planning authority's policies and proposals regarding the development and use of land for the area for which the plan applies.
Strategic Environmental Assessment (SEA)	A systematic way of identifying, predicting, reporting, mitigating, and monitoring the environmental effects of plans, programmes, policies, and strategies. The Environmental Assessment (Scotland) Act 2005 provides information on the detailed stages and requirements for SEA in Scotland.
Sustainable Development	As defined in 1987 by the Brundtland Report: Our Common Future , it is development which meets the needs of the present without compromising the ability of future generations to meet their own needs.
Sustainable Economic Growth	Economic development that is conducted in a manner which does not lead to the depletion of natural resources.

1 Introduction

- 1.1 This topic paper sets out the key information about the area which will be covered by the Perth and Kinross Local Development Plan 3, as required under the provisions of sections 15(5) and 16(B) of the Act¹.
- 1.2 The purpose of an Evidence Report is to provide the planning authority's interpretation of the evidence it has gathered and the likely implications of that evidence for the preparation of their LDP. The Report will provide a summary of what the evidence means for the plan, rather than contain all the detail of evidence collected.
- 1.3 In line with the requirements of the Act, this paper will provide important background information for the Plan area regarding the principal cultural characteristics of the district. For information, the principal social characteristics of the area are dealt with under Topic Paper 001: The Plan Area, and the principal built heritage characteristics of the area under Topic Paper 008: Historic Assets and Places.

CULTURE AND CREATIVITY TOPIC PAPER

- 1.4 This topic paper sets out the key evidence relating to the NPF4 Policy 31 subject area of 'Culture and Creativity.' It will, alongside a range of other topic papers, contribute towards the preparation of the

Council's Evidence Report, which is programmed to be submitted to the Scottish Government's Planning and Environmental Appeals Division (DPEA) during November 2024 for the 'Gatecheck' process.

RELEVANT NATIONAL PLANNING FRAMEWORK 4 POLICIES

- 1.5 This topic is specifically covered by NPF4 Policy 31. However, given the nature of what this policy seeks to achieve, it has key policy connections with other NPF4 policies on - Tackling the climate and nature crises; Climate mitigation and adaptation; Historic assets and places; Brownfield, vacant and derelict land and empty buildings; Zero waste; Sustainable transport; Design, quality and place; Local living and 20 minute neighbourhoods; Blue and green infrastructure; Play, recreation and sport; Health and safety; Digital infrastructure; Community wealth building; City, town, local, and commercial centres; Rural development, and Tourism. As such the subject matters may also be touched upon under other relevant LDP3 Topic Papers.

NATIONAL PLANNING POLICY REQUIREMENTS AND EXPECTATIONS

- 1.6 Policy 31 of NPF4 expects LDPs to 'recognise and support opportunities for jobs and investment in the creative sector, culture, heritage, and the arts.'
- 1.7 The policy intent for NPF4 Policy 31 is noted as:

¹ The Town and Country Planning (Scotland) Act 1997, as amended by the Planning (Scotland) Act 2019

- To encourage, promote and facilitate development which reflects our diverse culture and creativity, and to support our culture and creative industries.

1.8 The policy outcomes for Policy 31 are:

- Locally distinctive places reflect the diversity of communities and support regeneration and town centre vibrancy.
- Cultural and creative industries are expanded, providing jobs and investment.
- Communities have access to cultural and creative activities.

1.9 In addition to the expectations of LDPs set out in NPF4, under the 'Step by step guide' section of the Scottish Government's [Local Development Planning Guidance](#), advice is provided on relevant evidence for the NPF4 policy topics to help planning authorities in considering the national planning policies when preparing their Evidence Report. The guide summarises any legislative requirements and the evidence likely to be required to allow NPF4 policies to be taken account of by an LDP, it also signposts to various information sources.

1.10 The LDP Guidance suggests that in preparing their Evidence Report for Policy 31, planning authorities are expected to take into account opportunities for jobs and investment in the creative sector, culture,

heritage and the arts, and cultural offering in a place, for example: museums, galleries, theatres, cinemas, music venues, studios, recording spaces, and space for art/craft activities.

1.11 Section 2 to follow looks to identify relevant datasets and sources of information to satisfy the asks of NPF4 Policy 31, as well as take account of the data and information suggested in the May 2023 LDP Guidance.

IDENTIFICATION OF DATASETS

1.12 Table A1 of Appendix A sets out the evidence which should be gathered and analysed so that the Proposed Plan can address the requirements and expectations raised in NPF4 and the Scottish Government's Local Development Plan Guidance. It also highlights where there are current gaps or uncertainty relating to some of the data identified. Section 2 of this paper expands upon this by exploring in more detail the key issues raised by the data and what the implications might be for the Proposed Plan.

2 Information Analysis

SUMMARY OF INFORMATION SOURCES AND IMPLICATIONS FOR THE PLAN

2.1 To follow is a list of sources of data and information directly related to the policy subject of Culture and Creativity, plus a summary of why that evidence is considered relevant to the Proposed Plan's preparation.

2.2 As previously highlighted under paragraph 1.4, because the subject matter has key policy connections with a number of other NPF4 policies, some matters relating to the culture and creativity offer across Perth and Kinross may also be picked up under each of the relevant individual topic papers.

2.3 It is important to note that our LDP3 will also be prepared within the context of the Council's Corporate Plan. The current [Perth and Kinross Council Corporate Plan 2022-2027](#) sets out the Council's vision for a Perth and Kinross 'where everyone can live life well, free from poverty and inequality.' It proposes a number of key priorities for the 5-year period 2022 to 2027. It also reflects the principles of the [Perth and Kinross Offer](#).

2.4 The Corporate Plan identifies 7 priority areas which the Council feels it can directly influence and have the most impact upon, and those which are most important to delivering the Vision for Perth and Kinross. These priorities are:

- 1) Working in partnership with communities
- 2) Tackling poverty

- 3) Tackling climate change and supporting sustainable places
- 4) Developing a resilient, stronger, and greener local economy
- 5) Enabling our children and young people to achieve their full potential
- 6) Protecting and caring for our most vulnerable people
- 7) Supporting and promoting physical and mental wellbeing

2.5 Delivery of the Corporate Plan's Priorities will be underpinned by a set of Key Principles and delivered through a range of Key Actions. Developing our Local Development Plan 3 in alignment with National Planning Framework 4, should help support the delivery of all of the Corporate Plan's Priorities, with the exception of 'Protecting and caring for our most vulnerable people' which is not within the remit of the land use planning system. Implementing NPF4 Policy 31, specifically, should help support the delivery of Priorities 1, 3, and 4.

Figure 2: Perth and Kinross Council Corporate Plan Priorities



CULTURE AND CREATIVITY – PERTH AND KINROSS

- 2.6 Culture is at the heart of every community in Perth and Kinross. Historically and culturally Perth and Kinross has played an important role at the heart of Scotland. It is home to some of most beautiful countryside in the world linked by the Rivers Tay, Earn, Almond, Garry, and Isla. Ancient drove roads and the Wade Roads built following the Jacobite Risings of the early 18th Century criss-cross the land, which is also rich in designated and undesignated heritage assets. The area around Forteviot, to the east of Perth, was known as the 'Cradle of Scotland', and is the place where Picts, Gaels and Scots came together to create the Kingdom of Alba in the time after the Romans left.
- 2.7 Perth and Kinross Council has been a local authority since local government reorganisation in 1996. Perth regained its City Status in 2012 and became Scotland's 7th city. Perth College is part of the University of the Highlands and Islands (UHI) and boasts 650 culture and creative industry students.
- 2.8 The area has a mix of nationally recognised creative organisations who produce innovative and exciting new work for and about the people of Perth and Kinross and bring global artists and creative work to the area. This nationally and internationally important work connects with homegrown talent in the form of artists, makers, writers, musicians, poets, and actors who live and work here.
- 2.9 Local museum collections represent past generations who lived on and worked the land, and events at local pubs and community halls keep alive traditional music, stories, and song.
- 2.10 There are a number of festivals held to celebrate some of the area's greatest cultural figures, including the Neil Gow Festival (Birnam), the Soutar Scots Language and Literature Festival, Perth Festival of the Arts, and Blairgowrie's Bookmark Festival.
- 2.11 The area's communities have always been rich and diverse, and this has been further strengthened in recent years with people from all over the world making Perth and Kinross their home, bringing with them a range of cultural traditions and creativity. Our Gypsy Traveller communities have roots here, dating back centuries.
- 2.12 There are two major producing theatres in the area, several museums of UK and national significance, including the new Perth Museum which houses the Stone of Destiny, the Scottish Crannog Centre, and the Black Watch Museum. The area's cultural venues are mostly run by charities and community-led organisations, many of which are revenue or grant-funded by the Council.
- 2.13 The Council works closely with neighbouring local authorities, including through the Tay Cities Deal – a £150 million agreement between the UK and Scottish Governments to make the region smarter and fairer through investment in innovation, international links, and cultural tourism.

Relevant Information, Strategies, Policies, and Guidance

2.14 The Scottish Government's [Creative Industries Policy](#) identifies creative industries as being 'those based on individual creativity, skill and talent, or which have the potential to create wealth and jobs through the development or production of intellectual property.'

2.15 In Scotland creative industries are made up of over 15,000 businesses employing 70,000+ people and contribute annually more than £5 billion to the Scottish economy. There are also a large number of freelancers, and students studying creative courses. The national economic strategy highlights creative industries as a growth sector where the country can build on its existing advantages to increase growth and productivity.

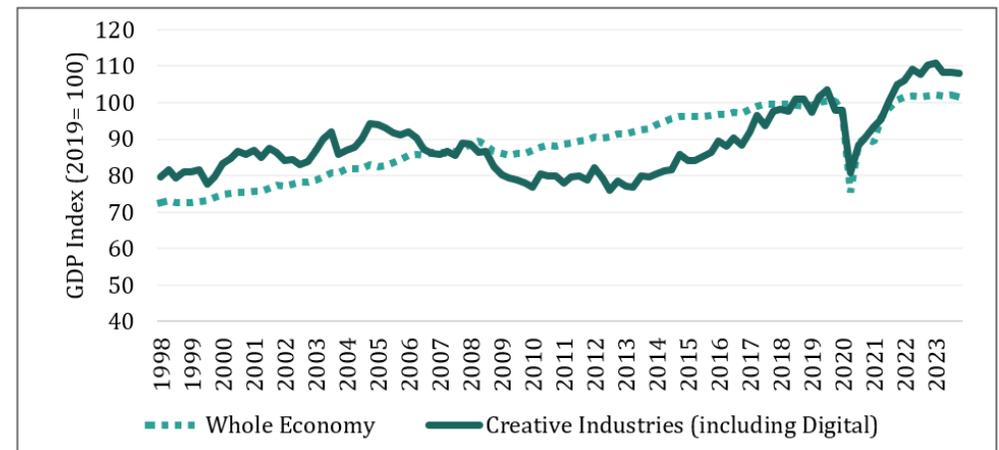
2.16 The creative industries sector is made up of 16 distinct industries:

1. Advertising
2. Architecture
3. Visual Art
4. Crafts
5. Fashion and Textiles
6. Design
7. Performing Arts
8. Music
9. Photography
10. Film and Video
11. Computer Games
12. Radio and TV
13. Writing and Publishing

14. Heritage
15. Software/Electronic Publishing
16. Cultural Education

2.17 The [Scottish Government's March 2024 Growth Sector Briefing – Creative Industries](#) provides the most recent key statistics relating to this identified national growth sector. In terms of GDP, output in the Creative Industries across Scotland has decreased by 0.3% in the most recent quarter (Q4, 2023), with output across the economy as a whole decreasing by 0.6% (see Figure 3 to follow).

Figure 3: Scottish Quarterly GDP Index, 2023 Q4



Source: Scottish Government's Growth Sector Briefing, March 2024

2.18 Some key statistics noted in the briefing paper for the Creative Industries growth sector in Scotland include:

- In 2021, total exports from the growth sector stood at £3.8 billion – accounting for 4.7% of Scotland's total exports.

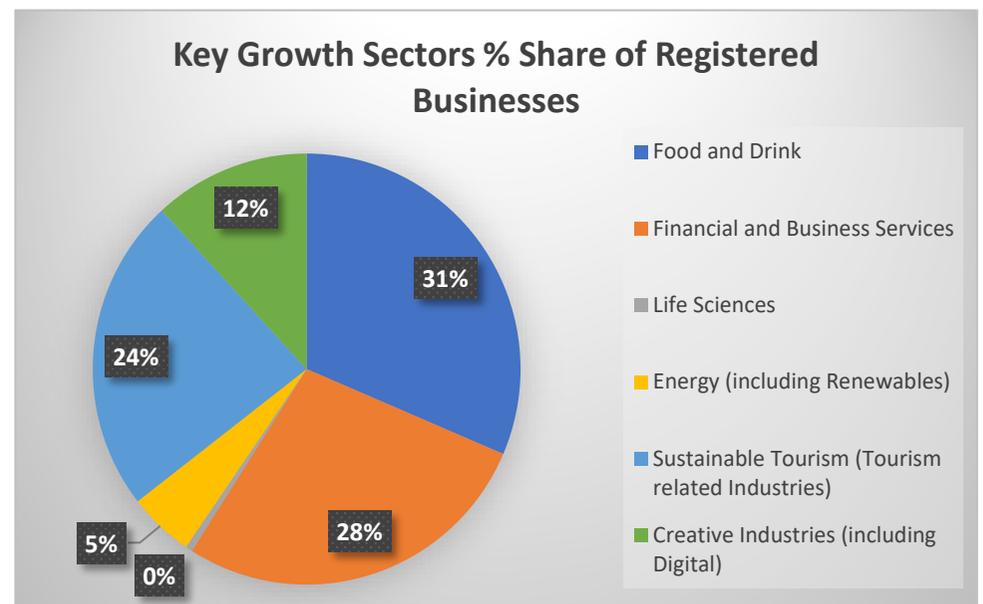
- Exports to the rest of the UK was £2 billion (2021) and accounted for 53.8% of total Creative Industries exports.
- International exports to the EU (2021) stood at £680 million (18.0%).
- International exports to non-EU countries (2021) stood at £1.1 billion (28.3%).
- The total Gross Value Added (GVA) in the growth sector was £8,969.8 million (2021).
- Between 2020 and 2021, total GVA increased in the growth sector by 12.9% (in nominal terms).
- In 2021, GVA for the growth sector was estimated at £4,440.2 million, an increase of 1.7% compared to the previous year.
- In March 2023, there were 13,030 registered enterprises operating in the growth sector, representing 7.5% of all registered business in Scotland. 93.7% of those enterprises were small (0-49 employees), accounting for 51.0% of employment in this sector. Large enterprises (250+ employees) accounted for 0.9% of registered enterprises, but 29.9% of employment.
- In 2022, the total number of people employed in the Creative Industries (including Digital) sector in Scotland was 88,000, which accounts for 3.4% of employment in Scotland, and 5.4% of employment in Creative Industries across Great Britain. Over the latest year, employment in this sector in Scotland increased by 11.4%.

2.19 The Scottish Government’s March 2024 Growth Sector [Local Authority Area Statistics](#) provide data on business and employment figures across the various key sectors at a local authority level, taken from the [Office for National Statistics \(inter Departmental Business Register\)](#). In 2023, within the Perth and Kinross Area, there was a

total of 335 registered businesses in the Creative Industries (including Digital). The majority of which were in the small enterprises category (0-49 employees).

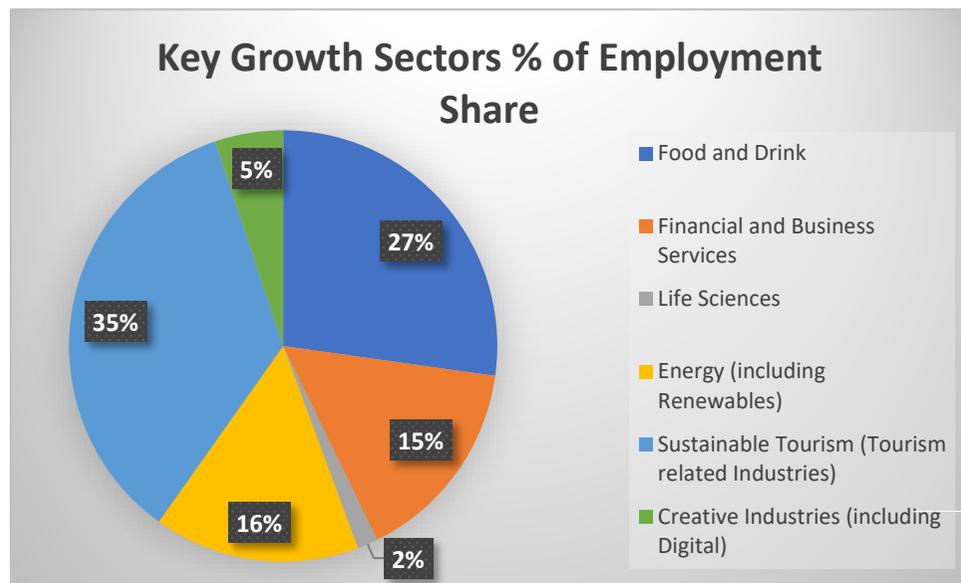
2.20 Figure 4 below shows the percentage share of registered businesses across the Scottish Government’s 6 key Growth Sectors within the Perth and Kinross Area. The majority of enterprises are in the Food and Drink sector, followed by Financial and Business Services and Sustainable Tourism. The Creative Industries sector comes in 4th across the different sectors, with a percentage share of 12%. The Scotland figure for this sector is 17.8% of the share.

Figure 4: % Share of Registered Businesses in Key Growth Sectors



2.21 In 2022, the total number of people in the Perth and Kinross Area employed in the Creative Industries sector was 1325, which accounts for 5.2% of total number of employees in the 6 key growth sectors in the Council Area (see Figure 5), and 1.5% of the total number of people employed within the sector across the whole of Scotland.

Figure 5: % Employment Share in Key Growth Sectors – Perth and Kinross



2.22 In terms of the total turnover in £ millions, in 2021 in the 6 growth sectors within the Perth and Kinross Area, the Scottish Government’s local authority data tells us that the Energy sector had the largest turnover at £2,889.8 million, followed by: the Food and Drink sector with a turnover of £472 million; Sustainable Tourism with £275.3

million; Financial and Business Services with £180.7 million, and the Creative Industries sector with £111.5 million.

2.23 The [Tay Cities Region Deal](#) brings together public, private, and voluntary organisations in the council areas of Angus, Dundee, Fife, and Perth and Kinross to deliver a smarter and fairer region. The full deal was signed in December 2020.

2.24 The aim of the Deal is to catalyse inclusive economic growth across the region. The partnership is future focused, with a clear understanding of the action needed to deliver sustainable economic growth. It is about partnership and effective collaboration, as well as new resources.

2.25 The region faces a number of challenges - its performance is below the Scottish average in several areas including productivity, employment growth and wage levels, and it has pockets of entrenched unemployment. With an economy growing at a slower rate than the Scottish average, the Deal recognises that more needs to be done to reverse these trends.

2.26 For the economy to thrive, the Deal identifies that the following action is needed:

- Grow our base of knowledge-led businesses
- Support more businesses to trade internationally
- Attract investment
- Attract and retain talented people
- Improve connectivity to, from and around the Region

- Increase economic participation
- Reduce inequalities

2.27 The Deal will support business growth, develop innovative technologies, enhance productivity, develop skills, and create jobs. It will be delivered in the context of the refreshed Tay Cities Region Economic Strategy 2019-2039. The Strategy has a vision to grow the region’s strong and up-and coming business sectors by building on existing regional skills, innovation, and experience. The Deal investment will, in conjunction with other joint activity by the partnership, help to address the region’s challenges and deliver this vision.

2.28 With specific reference to the Perth and Kinross Area, the Deal identified the following projects as part of its Regional Culture and Tourism Investment Programme:

- **Pitlochry Festival Theatre** – commitment by the Scottish Government of up to £10 million to support the transformation of the theatre venue and develop the capacity to deliver high quality cultural activities and education opportunities. The theatre’s transformative VISION Capital Project is now underway and being delivered across 3 phases.
- **Perth Cultural Transformation** – commitment by the UK Government of up to £10 million to bring Perth City Hall back to life and transform into a new museum attraction. The new Perth Museum opened to the public 30 March 2024.
- **Innerpeffray Library, near Crieff** – commitment by the UK Government of up to £0.1 million to develop the library to help secure its long-term future by upgrading its education and visitor facilities. The project involves accessibility and capacity

infrastructure, along with developments to the natural and historic heritage of asset, such as creation of a heritage trail, and a viewing platform.

- **Crieff International Highland Centre** – commitment by the UK Government of up to £1 million to create a new, purpose-built centre. As a first of its kind in Scotland, it aims to become a world base for Highland sports, dance, and music. To date a feasibility study for the centre has been undertaken.
- **Aero Space Kinross (ASK)** – commitment by the UK Government of up to £1.6 million to ASK to help towards the construction of a uniquely themed Aviation, Astronomy, and Space Flight Science Centre. To date a pre-application enquiry has been submitted to the Council.

2.29 The [Tay Cities Regional Economic Strategy 2019-2039](#) is a review of the 2017 Regional Economic Strategy and its accompanying Tay Cities Deal Proposal. It was developed to update the statistical analysis of the current economic challenges of the Region, and the national and strategic context. It reflects current thinking on regional focus and priorities, and is aligned with the [Tay Cities Deal Heads of Terms Agreement](#).

2.30 The Vision contained in the Strategy is that:

‘Together, we’re striving to make the Tay Cities Region one of the most exciting, dynamic and desirable areas of Europe in which to live, work, invest and visit...’.

2.31 Tourism, Food and Drink, and Digital and Creative Industries are three of the seven key business sectors identified in the Strategy which make a significant contribution currently to employment

within the Region, and which offer significant opportunities for potential growth in respect of the key objective of increasing numbers of businesses, and providing more, better jobs within the Region.

2.32 The [Tay Cities Region Tourism Strategy 2019-2024](#) is the first tourism strategy for the Region. It seeks to ensure that the tourism sector is playing its role in delivering the Region's economic strategy through supporting businesses, generating employment, and capitalising on new developments.

2.33 The Tourism Strategy highlights the creative industries, food and drink sector, and outdoor adventures as being major strengths for the region and recognises that by building on these assets and enhancing the quality of the offer for visitors under these 'connector themes', it will help attract more visitors to the region as a whole, realise more extended stays, and increase overall visitor spend.

2.34 The Strategy's 'Strategic Objectives' are to:

1. Grow the value of overnight stays across the region...
2. Improve the all-round experience for visitors across the region.
3. Address common challenges, such as connectivity, accessibility, seasonality, and productivity.

2.35 The Tay Cities Region's 'vibrant contemporary culture and... rich cultural heritage' not only contribute to the area's quality of life, but they also offer a unique experience to visitors who wish to discover that culture, and the Region has the opportunity to 'excel at offering

visitors a chance to immerse themselves in cultural and creative experiences that are hard to find elsewhere.' A total of £37 million has been designated under the Tay Cities Region Deal funding to support a Regional Culture and Tourism Investment Programme that will invest in key economic assets to expand the international and national visitor offer of the Region. Those projects of specific relevance to the Perth and Kinross Area have been listed previously under paragraph 2.19 above.

2.36 The overarching 'Priorities for Action' identified in the Strategy include:

1. Improve joint working between cultural and tourism establishments to ensure joined-up experiences for visitors, maximise reach for promotional activities and sharing of best practice in audience development and saleable products.
2. Establish the region's reputation for creative tourism, building on established events, the profile of iconic cultural venues and the growing network of makers and creators across the region.
3. Encourage small and micro-enterprises in the creative and cultural sectors to engage with the tourism sector and visitors to further strengthen their businesses and demonstrate the rich cultural tradition in the region.
4. Utilise the high profile and international reach of the V&A Dundee to create a strong association of the museum with existing and new cultural attractions in the region.

2.37 In order to deliver a great visitor experience, the Tourism Strategy suggests a number of actions for the Culture and Creative Industries sector, including:

- Create synergies between our local culture and the creative industries, and other elements of the visitor journey, such as food and drink, accommodation, or business events.
- Create products...and itineraries that encourage visitors to explore our cultural heritage assets more widely and easily.
- Examine the potential for further assets in the region that would enhance the visitor offer in the field of culture and the creative industries while strengthening the asset base for this sector.
- Attract visitors based on our strengths in high-tech creative industries.
- Use iconic events related to our culture and creative industries to address challenges such as seasonality.
- Support rural economic development by developing creative tourism in small and microenterprises.

Box 1: Summary of Importance of Evidence to LDP3

The Tay Cities Region Deal and accompanying strategies on economy and tourism provide the framework for the Region's economic growth and contain detailed priorities, actions and proposals for programmes and projects in relation to the Tay Cities Deal.

The Scottish Government's data on the performance of the six identified key growth sectors, both across Scotland as a whole, and in the Perth and Kinross Area in particular, provides us with an understanding of how well our Creative Industries sector is performing relative to the other six Tay Cities Region key business sectors. As one of the three 'connector themes' identified in the Regional Tourism Strategy, there is recognition of the potential of this sector to grow and realise greater opportunities for the benefit of the region of a whole, not only for the quality of life of residents, but to enhance the tourism offer and increase visitor spend.

It is important that in developing our LDP3 Spatial Strategy that we take into consideration the Region's seven key business sectors, including its tourism 'connector themes' of Creative Industries, Food and Drink, and Outdoor Adventures, to ensure that land use planning plays its role in facilitating the strengthening of these sectors, and delivery of specific projects and actions identified for them, within the framework of national planning policies and guidance.

2.38 The [Perth and Kinross Council Culture Strategy 2023-2028](#) explores in detail the cultural context for Perth and Kinross, as well as its people and places. It sets out how culture will contribute to the Corporate Priority to develop a stronger and greener economy, and also the vision for culture in Perth and Kinross as one where:

“We will enable creative communities and outstanding creative work to thrive in Perth and Kinross, through partnership.”

2.39 In developing its cultural vision, the Council engaged with communities, cultural organisations, Creative Scotland, and Museums Galleries Scotland. Our communities helped to carry out a SWOT analysis looking at the key strengths, weaknesses, opportunities, and threats facing the current and future cultural offer for Perth and Kinross. This information was then used to create the Council’s 9 high-level ‘Cultural Pledges’, each with their own set of actions to help deliver the Vision.

2.40 The Council’s Cultural Pledges are:

1. We will celebrate our cultural diversity and make culture in Perth and Kinross accessible for everyone.
2. We will ensure culture and heritage are integral to Placemaking decisions.
3. We pledge to make co-creation with local communities central to our cultural programmes.
4. We pledge to develop new partnerships locally, nationally, and internationally and strengthen the ones we have, bringing significant culture and new work to local audiences.

5. We pledge to maximise spaces and places for creative activity across all our localities.
6. We pledge to use data and evidence collaboratively to shape programmes which are well tailored to audiences and increase participation by growing new audiences.
7. We pledge to make culture count in tackling the climate emergency.
8. We pledge to support young people to learn, work and grow skills through culture.
9. We pledge to support and develop our small creative and craft businesses.

2.41 The paragraphs to follow summarise some of the detail contained within the Council’s Culture Strategy in terms of the different localities and their culturally important assets and qualities, to help provide a profile of the Council Area’s principal cultural characteristics.

The Culture Strategy Locality Profiles

2.42 **Perth City** itself, is the main urban centre in Perth and Kinross. It is compact, walkable and contains a number of beautiful parks, and the River Tay running through it. It has an important heritage as Scotland’s first capital, and a growing contemporary art scene. Some of its assets include:

- Perth Concert Hall
- Perth Theatre
- Perth Art Gallery
- Perth Museum
- The AK Bell Library (Scotland’s 4th busiest library)

- A range of light and art installations across the city, including in the historic medieval vennels.
 - The Creative WASPS hub, which is home to makers and creatives who sell their products through independent shops in the City.
 - The University of the Highlands and Islands/Perth College which has a curriculum specialising in music technology and other creative subjects.
- 2.43 In addition, the independent charities Culture Perth and Kinross, and Perth Theatre and Concert Hall, which operate the theatre, concert hall, museums, and libraries, offer programmes across all art forms and creative learning opportunities for all ages.
- 2.44 Other independent organisations based in Perth, including Ad-Lib Arts and the Julie Young Dance School, also provide training for local children and young people in the performing arts.
- 2.45 **Eastern Perthshire** is a rural area with the three towns of Blairgowrie (which has the largest population after Perth), Coupar Angus, and Alyth. It covers Strathmore, the Carse of Gowrie, and Blairgowrie and the Glens.
- 2.46 The area is regarded as a place of traditional storytelling, poetry, and song, walks and outdoor living. Blairgowrie was the birthplace of Hamish Henderson, a Scottish poet, songwriter, soldier, and known as the founding father of Scotland's 20th Century folk renaissance. It is also an area that is rich in farming, which provides an inspiration and resource for the social history museum collection in Alyth.
- 2.47 The Nest in Blairgowrie is a hub of creativity activity, focussed on the surrounding community, and the town also hosts the annual Bookmark Festival during October.
- 2.48 **Highland Perthshire**, which boasts more than 200,000 acres of woodlands, is known as 'Big Tree Country'. The area also contains spectacular mountains, glens, large lochs, and historic towns and villages, and is home to musicians, makers, and creatives. The two biggest towns are Pitlochry and Aberfeldy.
- 2.49 Highland Perthshire has witnessed some of the most turbulent and important events in Scottish history with the stunning views of Schiehallion, the Queen's View at Loch Tummel, the hydro-electric dams built in the early 20th Century, and traces of the 19th Century Highland Clearances are all part of the area's landscapes and stories. Perthshire Gaelic was the majority language in the Highlands, and also in Perth, until the late medieval period, and native Gaelic speakers continued to live in the Highlands until very recently.
- 2.50 Some of the area's cultural assets include: the Pitlochry Festival Theatres; the Birk's Cinema, which is a community owned facility hosting music, spoken word, and film festivals, and the Scottish Crannog Centre at Kenmore, which is expanding its site via a Community Asset Transfer and Scottish Government grant, to tell the story of the Iron Age people who lived on the waters of Loch Tay.
- 2.51 **Strathtay** is a rural area in the centre of Perth and Kinross. It is home to the two busy towns of Birnam and Dunkeld. The area is

surrounded by stunning scenery, and the River Tay runs through the centre of it. Traditional music is still an important part of community life in this area.

- 2.52 The Birnam Arts Centre, which is also a community-owned and managed asset, has a café, shop, gallery, and auditorium, and hosts a range of events across the year. The area hosts a number of unique home-grown events and festivals, including the Neil Gow Festival, which celebrates the famous fiddler who set many of Robert Burns' songs and poems to music.
- 2.53 In the **Almond and Earn** area, much of the population primarily live in villages – there are no major towns. However, parts of the area are close to Perth. Abernethy is the largest village in the area and has an independently run museum where you can climb to the top of Abernethy Round Tower. The tower dates back to 1100 and is one of only two Irish-style round towers in Scotland. Culture in the area thrives in local clubs, village halls and groups which have been created and run by local people, including the cinema club.
- 2.54 **Strathearn and Strathallan** are located to the south-west of Perth. The area's biggest towns are Crieff and Auchterarder, and are surrounded by mountains, lochs, and rivers. The Gleneagles Hotel, which opened in 1924, Crieff Hydro, and Drummond Castle, are some of the major attractions which help the area contribute 23% of tourism revenue to Perth and Kinross. Innerpeffray Library, close to

Crieff, is the oldest public lending library in the UK, and it is still possible to study and view its important special collection there.

- 2.55 There are a number of active arts organisations, including Strathearn Arts, which is a major provider of culture in the area; Radio Earn radio station; regular concerts across the year, and a range of local culture and heritage groups and classes. The area is also home to a number of small creative businesses.
- 2.56 **Kinross-shire** lies between Fife and Perthshire, and boasts plenty of beautiful scenery and walks, including Loch Leven, which is an RSPB National Nature Reserve, where you can spot rare birds and also the castle where Mary Queen of Scots was held captive. Kinross is the main town in the area and houses one third of Kinross-shire's overall population.
- 2.57 Kinross-shire has a proud music scene, with music being played in local pubs and hotels, and by young people, the orchestras, and choirs who meet.

Gaelic Culture and Heritage

- 2.58 The area's Gaelic heritage includes a wealth of stories and songs, traditional Gaelic melodies, and a landscape full of Gaelic place names. The Council's [Gaelic Culture and Heritage](#) pages provide information on the Gaelic heritage of the area, and signposts to ways of accessing Gaelic education within Perth and Kinross, from early years through to adult learning opportunities.

2.59 There is Gaelic Medium Education Nursery Provision currently at [Breadalbane Academy](#); two [Gaelic Playgroups](#) for children in the 0-5 age group, one in Perth and the other in Aberfeldy; Gaelic secondary level education is available within Perth Academy and Breadalbane Academy, and pupils from all four secondary schools within Perth City have the option to choose Gaelic at National 4 level from S5 as part of the Perth City Campus initiative. The Council also deliver a number of beginners Gaelic classes and conversation classes via the Adult Learning Hub. [Perth College University of Highlands and Islands](#) also hold Gaelic language classes as part of their leisure course programme.

2.60 Libraries across the Council Area hold a wide collection of Gaelic books and music resources for both children and adults. There is a

large collection at Breadalbane Community Library, but they can be made available by request at other local libraries throughout Perth and Kinross. AK Bell Library in Perth has a number of vintage Gaelic books and records in their Local Studies Department – a number of these books are held on behalf of the [Gaelic Society of Perth](#).

2.61 The Council provides links to a number of online courses for Gaelic speakers via our [Learn Gaelic in Perth and Kinross page](#). There is a short film called '[A Journey of Discovery](#)' on the main Gaelic Culture and Heritage page of the Council's website which provides a snapshot of the Gaelic heritage of the area, and pupils from Goodlyburn Gaelic Medium Unit also created the [Perth City Centre Heritage Trail](#).

Box 2: Summary of Importance of Evidence to LDP3

It is important to understand the cultural context of the different parts of Perth and Kinross so that LDP3's Spatial Strategy can develop in a manner that will help contribute to the realisation of the vision for culture in Perth and Kinross.

It will also, in particular, help us to identify and support the maintenance of an appropriate number and range of cultural venues and facilities as per Section 15(5) of the Planning Act.

Other Relevant Sources of Information

- 2.62 [Scotland's Creative Learning Plan](#) was first published in 2013 and sets out an ambitious shared vision for the importance of creativity in education over the proceeding 10 years. It was produced through collaboration between organisations working in education and creativity across the country and provides a clear statement that Scotland values creativity and recognises the opportunities it brings to individuals and society. The Plan was looked at afresh following the Covid-19 Pandemic, due to the arts and creative sectors, including the learning and skills development element, being significantly impacted. As a result, updated action plans were produced to help realise the original vision within a changed landscape.
- 2.63 In 2017, to support the development of our LDP2, the Council's Development Plans Team undertook [infrastructure capacity studies](#) for the larger settlements across Perth and Kinross. The studies looked at the number and types of different community facilities and recreational amenities on offer across each of the settlements, including some of which are used for cultural activities and events.
- 2.64 The Council carried out its '[Big Place Conversation](#)' exercise to kick start the LDP3 process across Perth and Kinross communities during most of 2023. This was an extensive exercise involving over 100 events throughout the Council Area. The events ranged from drop-in information sessions, meetings, and online surveys to workshops and

online sessions using the Place Standard Tool to capture the views of local communities. There were also targeted sessions held with schools, service user groups, and minority groups.

- 2.65 The Place Standard Tool sessions asked participants across the different communities to rank their places in terms of 14 themes. The rankings and commentary provided for the themes of 'Facilities and Services', 'Work and Local Economy', 'Housing and Community', 'Social Interaction', and 'Identity and Belonging' should provide a good picture of how communities feel about their place and sense of cultural identity to inform the development of the Proposed Plan. The 'Work and Local Economy' results will also help us to better understand where there may be demand for creative spaces to meet the needs of new and also growing existing businesses and groups.
- 2.66 The results of the Big Place Conversation will be reported in a separate document which looks at the outcomes and findings of the exercise across the different locality areas. A summary of the results, and the place-based actions, including any related to the subjects of culture and creativity, to be taken forward as part of the development of the Proposed Plan, will be provided as part of LDP3's Evidence Report under the statement of steps taken by the Council in preparing the report to seek the views of various stakeholders, as prescribed by the Planning (Scotland) Act 2019.
- 2.67 Consultation events were carried out as part of the development of [Perth and Kinross Council's Tay Forest National Park](#) bid. A [Consultation Analysis report](#) was produced by Land Use Consultants

(LUC). Some of the points identified by respondents for consideration in the bid preparation highlighted cultural activities (music, art, events) as a key feature of the area. The preservation and celebration of local landscapes and cultural heritage were also recognised as being important to people. Finally, some participants commented that the Highland Boundary Fault is not just a geological divide, but also a cultural one, as it marks a difference in what grows and how communities have settled in the area. It was regarded as a special quality of the area, but not a well understood one.

2.68 [Design Charettes](#) – Between 2014 and 2016, Perth and Kinross Council worked in partnership with a number of local Community Councils to undertake a series of community design workshops in key settlements across the area. The objective was to work with local communities and key stakeholders, in identifying a town's strengths, weaknesses, as well as opportunities to help mitigate the social, environmental, and economic challenges towns across Scotland are facing. In total, 5 charettes were undertaken for [Aberfeldy](#), [Auchterarder](#), [Bridgend](#), [Blairgowrie](#), and [Crieff](#).

2.69 In the Aberfeldy Community Charette, the town's cultural offer was listed as including: the community run Birks Cinema, the annual Aberfeldy Festival, and a number of cafes, restaurants, and bars. The Square was recognised as the civic, commercial, and cultural heart of the town. Culture was one of the key principles for the town's future, and the community's vision was that 'Aberfeldy will be a

creative community, continuing to support and nurture the strong creative talent within the community to provide a cultural focus to the Town Centre. One of the four Priorities identified by participants was to 'Make more of Aberfeldy's existing assets: enhance the riverside and make the most of the town's historic and cultural assets, including Lower Birks.' The former Co-op building to the east of the Square was also highlighted as a potential opportunity for a cultural or civic centre, or as a small business hub in the heart of the town.

2.70 As part of the Auchterarder Community Charette process, participants rated the town's historic buildings and townscape overall as being in their top 5 'Community Likes' and identified 'Culture' as being one of the key principles for the future of the town. The community's vision for culture was that 'Auchterarder will be a creative community, supporting and nurturing active groups and creative talent within the community to provide a cultural focus to the Town Centre.' The community wanted to see a flexible, community event space provided in the town and a youth activity hub within Dunlop Park to accommodate informal activities which 'stimulate creative thinking and cultural identity'.

2.71 Participants in the Bridgend Community Charette highlighted that poorly maintained, vacant, and derelict buildings within the Conservation Area could benefit from investment to improve the appearance of the buildings and the streetscape overall and help bring buildings back into use and generate more visitors. The

Charette also looked at making more of Bridgend's location next to the River Tay (which was viewed as an important asset), including exploring its potential for more riverside and on the river activities, and also better connections over the Tay to and from Perth City Centre.

- 2.72 The Blairgowrie and Rattray Town Centre Charette used the Place Standard Tool to help build a picture of how the community view their places, in terms of likes and dislikes, and also to identify key issues for future action. Under the 'Facilities and Amenities' theme, participants identified a desire for an art and crafts centre or studio space; they wanted a community destination venue with a cultural, museum, and/or cinema offering. The idea of an inter-generational space or place where the community could meet and interact was also raised.
- 2.73 A separate session was held with the 'artist and makers' community who operate in and around the Blairgowrie Town Centre. The importance of the town's stART Festival was highlighted and the possibility of making it a calendar 'anchor' was also discussed, as too was the idea of creating a street environment for the festival that connects the activity of the festival with the people in the town who hope to benefit the most commercially from it i.e. the artists and makers. The need for a space for tutoring, exhibiting, selling, making, learning, workshops, inspiring, talking, and meeting, was also identified. The possibility of exploring the use of the Police Station as a venue for these activities was looked at.

- 2.74 The strength of Crieff's creative community, and its town heritage were highlighted as being in the top 5 of 'Community Likes' as part of the Crieff Community Charette process. Proposals to encourage awareness and appreciation of the area's heritage through a clearly marked heritage trail throughout the town were discussed. Culture and the town's environment were identified as some of the key principles for the future of the place. The community's vision for culture of the town was that 'Crieff will become a culturally enhanced, creative community, continuing to support and nurture the strong creative talent within the community to provide a cultural focus to the Town Centre.'
- 2.75 Although some time has lapsed since these reports were produced, their content still provides a good source of information on the community's views of their local assets, their aspirations, areas for improvement, and a vision for the future of their place. The charette reports should be considered as part of the Settlement Audit work for the Proposed Plan to understand which elements have or have not been realised to date, if they are still relevant, and where LDP3 can help support the implementation of the key priorities identified within them.
- 2.76 The [Aberfeldy Square Regeneration](#) proposal is a collaborative project between Perth and Kinross Council, Aberfeldy Small Business Association, and Aberfeldy Community Council, to regenerate the square in the town, with the overarching aim of helping to support and sustainable local economic growth. Proposals for the Square

focus on reducing existing parking provision to create a level, flexible space which can be used to host current and future music and cultural events. The key principles and community priorities identified as part of the Aberfeldy Community Charette process were used to inform the initial ideas for the Square, as well as develop the final proposal.

2.77 There are currently 11 Community Action Plans (CAPs) in Rural Perth and Kinross, for [Meigle and Ardler](#), [Stanley](#), [Alyth](#), [Coupar Angus](#), [Dunkeld and Birnam](#), [Crieff](#), [Blairgowrie and Rattray](#), [Pitlochry and Moulin](#), [Muthill and Tullibardine](#), [Auchterarder and Aberuthven](#), and [St. Fillans](#). There is also a CAP development process due to start for Comrie once the necessary funding has been secured. Community Action Plans are community-led and focus on identifying a common vision, key themes, priorities, and actions needed to enhance a place over the period of the CAP and beyond. Most of the CAPs contain an audit of events and venues, demonstrating the existing culture and creativity offerings in a place.

2.78 The importance of existing historic assets and characteristics to a place was highlighted across all CAPs, as too was the opportunity to further develop tourism and heritage experiences for the benefit of the local economy, and also to raise awareness of an area's arts, culture, and heritage.

Box 3: Summary of Importance of Evidence to LDP3

The capacity audits, feedback received during engagement events, and our community led documents provide an important source of information about our places, what they offer, and the key priorities and aspirations of our communities for the future of their places. It is important that these characteristics, along with relevant environmental, physical, heritage, and socio-economic characteristics are taken account of in the development of the Spatial Strategy for LDP3, to help encourage, promote, and facilitate development which reflects our diverse culture and creativity, and to support our culture and creative industries, in line with the policy intent of NPF4 Policy 31.

GAPS, UNCERTAINTIES, AND KEY ISSUES RAISED

- 2.79 The Scottish Government's March 2024 Growth Sector [Local Authority Area Statistics](#) for the Perth and Kinross Council Area reports data from 2021, 2022 and 2023 for turnover, employment numbers and registered businesses figures, respectively. More recent data is not yet available.
- 2.80 The summary results of our LDP3 [Big Place Conversation](#) exercise for each of the localities within Perth and Kinross will be included in our LDP3 Evidence Report and made available later in 2024. They will be considered through our Settlement Audit work for the Proposed Plan.
- 2.81 Despite some time having elapsed since our [Design Charette reports](#) were produced, their content still provides a good source of information on the community's views of their local assets, their aspirations, areas for improvement, and a vision for the future of their place. Any data or statistics contained within them which has since been updated should be reviewed as part of the LDP3 Settlement Audit work. The Audit should also consider if progress has been made against the key issues and actions identified in the charettes, and also how those issues and actions compare to the feedback gathered through the Big Place Conversation.
- 2.82 It is planned as part of the Settlement Audit work for LDP3 to develop a Localities Profile template which will set out those factors which officers need to take account of in developing their

understanding of each place and its needs to satisfy the requirements of the Planning Act, Regulations, LDP Guidance and NPF4 policies. This should allow for an up to date GIS based audit of existing cultural offering in a place and highlight where there is a known demand for additional or improved opportunities and facilities. The template has yet to be developed but will be in place prior to work beginning on the Proposed Plan.

Appendix A: Identification of Datasets and Information

Table A1: Summary of Evidence Required or Suggested for NPF4 Policy 31

NPF4 or LDP Guidance	Requirement or Expectation	Dataset or source	Relevance of evidence and why it is required to inform the Proposed Plan	Gaps or uncertainties in data
Act – Section 15(5)	Requires LDPs to set out the principal cultural, social, and built heritage characteristics of the district; and the desirability of maintaining an appropriate number and range of cultural venues and facilities (including in particular, but not limited to, live music venues) in the district.	Perth and Kinross Council Corporate Plan 2022-2027 Culture Strategy 2023-2028 (pkc.gov.uk) Scottish Government's March 2024 Growth Sector Briefing – Creative Industries Scottish Government's March 2024 Growth Sector Local Authority Area Statistics	<p>Our LDP3 will be prepared within the context of the Council's Corporate Plan Vision and Priorities. Developing our LDP3 in line with National Planning Framework 4, should help support the delivery of almost all of the Corporate Plan's Priorities. Implementing NPF4 Policy 31, specifically, should help support the delivery of Priorities 1, 3, and 4.</p> <p>It is important to understand the cultural context of the different parts of Perth and Kinross so that LDP3's Spatial Strategy can develop in a manner that will help contribute to the realisation of the vision for culture in Perth and Kinross as one where: "We will enable creative communities and outstanding creative work to thrive in Perth and Kinross, through partnership."</p> <p>It will also, in particular, help us to identify and maintain an appropriate number and range of cultural venues and facilities as per Section 15(5) of the Planning Act.</p> <p>The principal built heritage characteristics of the Perth and Kinross Area are dealt with in detail under Topic Paper 008: Historic Assets and Places.</p>	The Scottish Government's March 2024 Growth Sector Local Authority Area Statistics for the Perth and Kinross Council Area reports data from 2021, 2022 and 2023 for turnover, employment numbers and registered businesses figures, respectively. More recent data is not yet available.

NPF4 or LDP Guidance	Requirement or Expectation	Dataset or source	Relevance of evidence and why it is required to inform the Proposed Plan	Gaps or uncertainties in data
			<p>Much of the information related to the principal social characteristics of the area are dealt with under Topic Paper 001: The Plan Area.</p> <p>The Scottish Government’s data on the performance of the six identified key growth sectors, both across Scotland as a whole, and in the Perth and Kinross Area in particular, provides us with an understanding of how well our Creative Industries sector is performing relative to the other six Tay Cities Region key business sectors.</p>	
NPF4 Policy 31	LDPs to recognise and support opportunities for jobs and investment in the creative sector, culture, heritage, and the arts.	The Scottish Government’s Creative Industries Policy Scotland’s Creative Learning Plan (2013)	<p>The Creative Industries Policy sets out the Scottish Government’s definition of what the creative industries encompass, including identifying the 16 distinct industries which sit within this sector. This provides an understanding of what we should be considering when developing our spatial strategy to help support the implementation of NPF4 Policy 31.</p> <p>The Creative Learning Plan provides a clear statement that Scotland values creativity and recognises the opportunities it brings to individuals and society. It also highlights the vulnerability of the sector during the Covid-19 pandemic.</p>	N/A
LDP Guidance	Opportunities for jobs and investment in the creative sector,	Tay Cities Region Deal Tay Cities Deal Heads of Terms Agreement	The Tay Cities Region Deal and accompanying strategies on economy and tourism provide the framework for the Region’s economic growth and contain detailed priorities, actions and proposals	N/A

NPF4 or LDP Guidance	Requirement or Expectation	Dataset or source	Relevance of evidence and why it is required to inform the Proposed Plan	Gaps or uncertainties in data
	culture, heritage and the arts	Tay Cities Regional Economic Strategy 2019-2039 Tay Cities Region Tourism Strategy 2019-2024	<p>for programmes and projects in relation to the Tay Cities Deal.</p> <p>As one of the three ‘connector themes’ identified in the Regional Tourism Strategy, there is recognition of the potential of the Creative Industries sector to grow and realise greater opportunities for the benefit of the region of a whole, not only for the quality of life of residents, but to enhance the tourism offer and increase visitor spend.</p> <p>It is important that in developing our LDP3 Spatial Strategy that we take into consideration the Region’s seven key business sectors, including its tourism ‘connector themes’ of Creative Industries, Food and Drink, and Outdoor Adventures, to ensure that land use planning plays its role in facilitating the strengthening of these sectors, and delivery of specific projects and actions identified for them, within the framework of national planning policies and guidance.</p>	
LDP Guidance	Cultural offering in a place e.g. museums, galleries, theatres, cinemas, music venues, studios, recording spaces, and space for art/craft activities.	Culture Strategy 2023-2028 (pkc.gov.uk) Gaelic Culture and Heritage Learn Gaelic in Perth and Kinross page LDP2 infrastructure capacity studies	<p>It is important to understand the cultural context of the different parts of Perth and Kinross so that LDP3’s Spatial Strategy can develop in a manner that will help contribute to the realisation of the vision for culture in Perth and Kinross.</p> <p>It will also, in particular, help us to identify and support the maintenance of an appropriate number and range of cultural venues and facilities as per Section 15(5) of the Planning Act.</p>	The summary results of our LDP3 Big Place Conversation exercise for each of the localities within Perth and Kinross will be included in our LDP3 Evidence Report and made available later in 2024. They will be considered through our Settlement Audit work for the Proposed Plan.

NPF4 or LDP Guidance	Requirement or Expectation	Dataset or source	Relevance of evidence and why it is required to inform the Proposed Plan	Gaps or uncertainties in data
		<p>LDP3 Big Place Conversation'</p> <p>Perth and Kinross Council's Tay Forest National Park and Consultation Analysis report</p> <p>Design Charettes - Aberfeldy, Auchterarder, Bridgend, Blairgowrie, and Crieff</p> <p>Aberfeldy Square Regeneration</p> <p>Community Action Plans (CAPs) - Meigle and Ardler, Stanley, Alyth, Coupar Angus, Dunkeld and Birnam, Crieff, Blairgowrie and Rattray, Pitlochry and Moulin, Muthill and Tullibardine, Auchterarder and Aberuthven, and St. Fillans.</p>	<p>The capacity audits, feedback received during engagement events, and our community led documents provide an important source of information about our places, what they offer, and the key priorities and aspirations of our communities for the future of their places. It is important that these characteristics, along with relevant environmental, physical, heritage, and socio-economic characteristics are taken account of in the development of the Spatial Strategy for LDP3, to help encourage, promote, and facilitate development which reflects our diverse culture and creativity, and to support our culture and creative industries, in line with the policy intent of NPF4 Policy 31.</p>	<p>Any data or statistics contained within the Design Charettes which has since been updated should be reviewed as part of the LDP3 Settlement Audit work. The Audit should also consider if progress has been made against the key issues and actions identified in the charettes, and also how those issues and actions compare to the feedback gathered through the Big Place Conversation.</p> <p>It is planned as part of the Settlement Audit work for LDP3 to develop a Localities Profile template which will set out those factors which officers need to take account of in developing their understanding of each place and its needs to satisfy the requirements of the Planning Act, Regulations, LDP Guidance and NPF4 policies. This should allow for an up to date GIS based audit of existing cultural offering in a place and highlight where there is a known demand for additional or improved opportunities and facilities. The template has yet to be developed</p>

NPF4 or LDP Guidance	Requirement or Expectation	Dataset or source	Relevance of evidence and why it is required to inform the Proposed Plan	Gaps or uncertainties in data
				but will be in place prior to work beginning on the Proposed Plan.