



Smart Growth for Perth City

The Perth City Plan
2015 - 2035





This is the second edition of the Perth City Plan. The document has been prepared on behalf of the Perth City Development Board. The Board, which brings together senior representatives of the private and public sector in Perth and Kinross and the wider region, reviews and updates strategy and aims to inspire public sector bodies, business groups and partnerships to deliver the City Plan.

Perth City Development Board Membership

McEwens of Perth
Perth & Kinross Council
St Johnstone Football Club
USSIM
Scone Palace
Inveralmond Brewery
Duncan of Jordanstone College of
Art and Design
The Parklands Hotel
Aviva
Stagecoach East Scotland
Hiscox
The Gannochy Trust
Scottish Enterprise
Perth College UHI
Kilmac Construction
NHS Tayside
Perthshire Chamber of Commerce
Scottish & Southern Energy



Aerial view of Perth City

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Smart Growth for Perth City

Welcome to this new edition of the Perth City Plan, which sets out our long-term vision for Perth as one of Europe's great small cities. The document sets out a framework for investment in strategic infrastructure, together with a 5-year delivery plan for economic development and placemaking.

The Perth City Plan reflects the City Development Board's aspiration to be bolder and aim higher than ever before. Focusing on the themes of economic development and placemaking, the Plan embodies the aims and objectives of a wide range of partners. It will act as the spur for a collective, city-wide effort which will lead Perth through an exciting period in its history, creating a framework for public and private investment.

The City Plan will deliver jobs, a high quality environment and a great quality of life. The document sets out proposals to accelerate growth and build a high-performance economy, and to facilitate the significant increase in population and jobs anticipated in the next 20 years.

Critically, the plan aims to guide Perth through these changes in a way that will preserve and enhance the things we most love about the city. That's what we mean by smart growth - a city that uses digital and environmental technologies, thoughtful design and next generation concepts to make Perth a place where:

- *people live well, work in quality jobs and play in a great environment - a prosperous, balanced community not a commuter dormitory;*
- *environmental technologies will be a key driver of economic growth and innovation;*

- *the city will grow in a responsible way, reducing car dependency and encouraging the use of public transport;*
- *we take full advantage of digital technologies to create a city which is efficient and connected;*
- *low-carbon will be a way of life, founded on energy-efficient homes and businesses;*
- *the unique characteristics of the historic city centre and Perth's natural setting will be celebrated and enhanced.*



River Tay at night



Perth City Centre, High Street

Our Vision: Perth Will Be One of Europe's Great Small Cities

We have drawn inspiration from the example of successful small cities in the UK and Europe. We have looked at a group of dynamic places that combine liveability and quality of life with a global presence and a reputation for innovation and competitiveness. They have competitive, knowledge-based economies, skilled workforces and highly regarded universities. They attract inward investment, nurture great start-up businesses, and appeal to talented people. Case studies of four such cities - Exeter, Freiburg, Karlstad, and Umeå - are contained in Appendix 1.



Karlstad, Sweden



Umeå, Sweden



Freiburg, Germany



Umeå, Sweden



Exeter, UK



Exeter, UK



Freiburg, Germany

Our Vision: Perth Will Be One of Europe's Great Small Cities

These exemplar cities have given us the confidence to aim high. Perth has blue-chip companies, a new university, a strategic location at the heart of Scotland, a beautiful natural setting and an enviable quality of life. To fully capitalise on these assets we need to match the ambition, energy, determination and self-belief of Europe's great small cities.

We know that achieving our goals will be a test of leadership, resolve and good governance. We have learned that the most successful cities, whatever their scale, have a culture based on mutual respect, a willingness to listen and learn, and a shared determination to overcome barriers to progress. These cities have come a long way in a generation and we believe that Perth can do the same.

The 20-year vision for Perth

- *By 2035 Perth will have a population of around 60,000 and will be the centre of a successful city-region of 160,000 people. It will have an international reputation for enterprise, learning, culture and an exceptional quality of life.*
- *A core group of blue-chip companies will provide the foundation for Perth's prosperity and enviable quality of life, together with a cohort of fast-growing SMEs - international businesses and leaders in science, technology and creativity.*
- *Perth College University of the Highlands and Islands (UHI) will have a reputation for excellence in teaching and niche research strengths and will attract a cosmopolitan population of high calibre first degree and graduate students to the city.*
- *Perth will represent the best in small city living: great architecture and public spaces, stylish shopping, fine food, and a vibrant arts and culture scene. It will be an elegant historic city with a superb riverside promenade and access to wonderful countryside and outdoor recreation.*
- *Perth will have new hotels, facilities and attractions; capitalising on its strategic location, it will be a destination of choice for tourists, business visitors, conferences and meetings.*
- *The new River Tay crossing, investment in public transport, walking and cycling networks and digital infrastructure will create an accessible city that encourages active travel and reduces car dependency.*
- *Perth will meet the challenge of smart growth: its new neighbourhoods will be mixed-use, carbon-neutral communities fully integrated into the life of the city. The use of renewable energy and waste reduction initiatives will minimise the environmental impact of residents and businesses.*
- *Perth will work together with Dundee to create a prosperous city region - Scotland's east coast powerhouse of creativity and innovation.*
- *The benefits of Perth's success will be shared throughout Perth and Kinross and the wider region. A prosperous, lively and attractive local capital is good for the whole community.*



Figure 1: The 20 year vision for Perth

The Context: Place, People, Policy and Investment

This document has been prepared by the Perth City Development Board (PCDB), assisted by other stakeholders and experts from the private, public and third sectors. The document builds on the first edition of the City Plan (2013) and reflects a shared view that we need to be more ambitious and set our sights even higher.

We have looked at what's best about Perth and where it needs to improve. The city's key strengths today include:

- *its location at the heart of Scotland, with easy access to the major Scottish cities, UK and international markets via road, rail and air;*
- *its setting on the banks of the Tay, high quality townscape and outstanding natural environment;*
- *its strong commitment to community and partnership working;*
- *a strong business base, with FTSE100 and other top companies represented in the city;*
- *key sector strengths in tourism, food and drink, renewables, energy and financial services;*
- *a new university and a successful college;*
- *a strong performing arts offer, with the world-class Perth Concert Hall and redevelopment of Perth Theatre under way;*
- *a rich history and cultural heritage;*
- *popular city centre shopping with great independent retailers;*
- *a strong food and drink offer;*
- *excellent quality of life.*



South Inch, Perth



Perth City Centre, High Street

The Context: Place, People, Policy and Investment

But we have also identified opportunities for improvement and new sources of growth:

- *More knowledge-based small and medium-sized enterprises (SMEs) to diversify the local economy and accelerate growth.*
- *A more vibrant and competitive business base to increase the number of high-wage professional, scientific and technical jobs.*
- *Tackling pockets of persistent poverty in some parts of the city, ensuring that the whole city benefits from economic growth.*

- *Perth College UHI is a vital asset: we need to encourage it to grow and develop, helping Perth to become a true university city.*
- *Perth needs to make more of its rich history and invest in its cultural attractions.*
- *We need more quality hotels and additional facilities for conference and events.*
- *We have an attractive historic city centre, but we need to improve aspects of the visitor experience— especially at night - and encourage more people to live in the heart of the city.*

- *We need to make more of our great natural assets, especially the river Tay and the surrounding countryside, for tourism and recreation.*
- *The speed, quality and frequency of the rail service to Edinburgh needs to be improved.*



The policy context

We have framed this document in the context of national, regional and local planning and economic development policies.

Scotland's Economic Strategy sets out four priorities for sustainable economic growth - investment, innovation, internationalisation and inclusive growth (Figure 2). The Perth City Plan addresses all of these priorities, as well as the themes of the Scottish Government's Agenda for Cities.

Perth is a member of the Scottish Cities Alliance (SCA) which is working to maximise the contribution of cities to future economic growth by:

- *providing digital and transport infrastructure;*
- *identifying development opportunities;*
- *securing investment and developing new funding models;*
- *strengthening cities' role as creative centres based on productivity, knowledge and culture;*
- *promoting sustainability and smart technology;*
- *delivering social justice;*
- *promoting Scotland's cities on the global stage.*

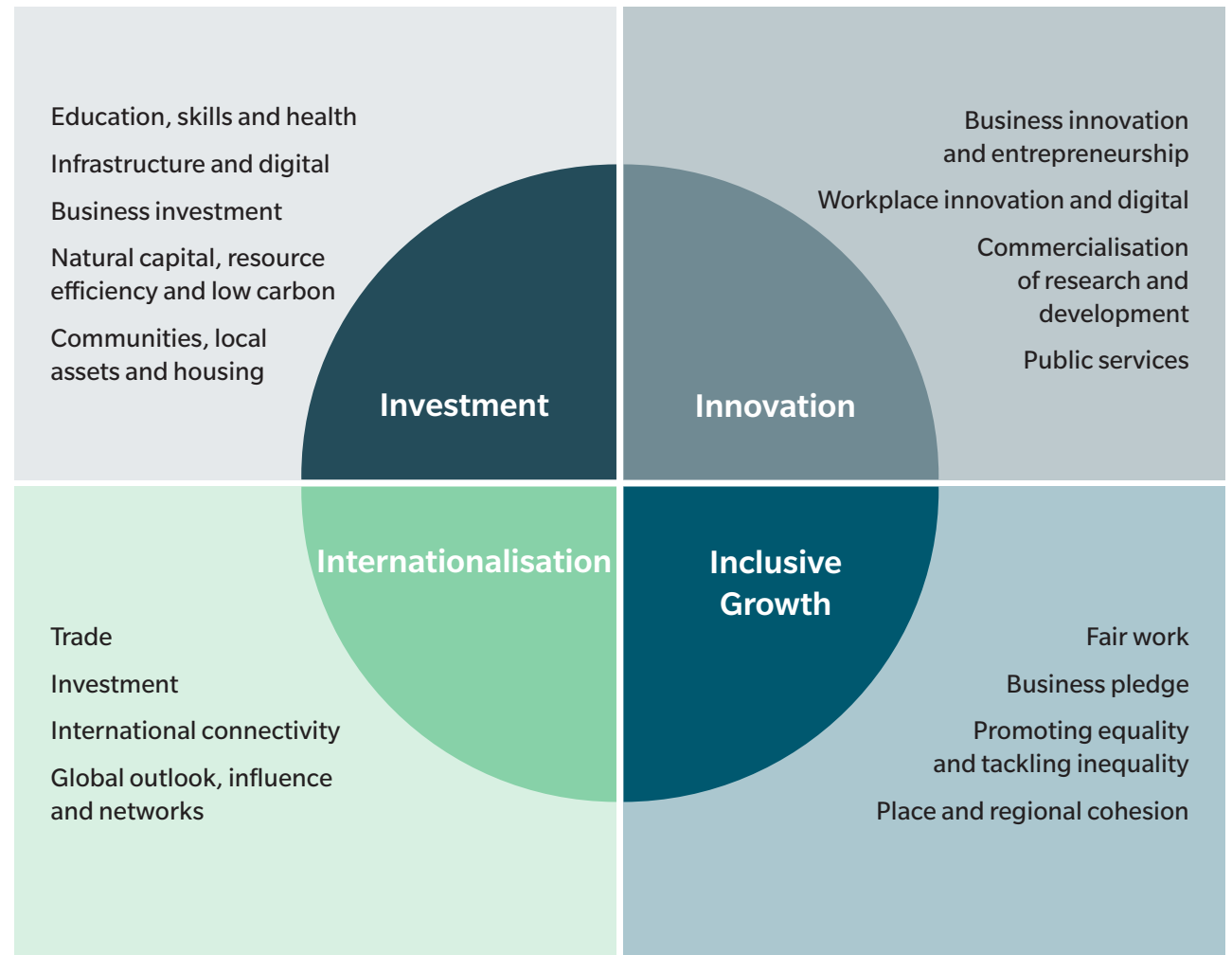


Figure 2: Scotland's Economic Strategy

The Context: Place, People, Policy and Investment

Perth and Dundee are at the heart of a twin city region of over 400,000 people. The Perth City Plan also needs to sit within the context of the ambitions for the wider TAYplan area (Figure 3). By working together at the regional scale and building on our respective strengths we can make a stronger case for City Deal and other funding to help us deliver our ambitions for Perth.



Figure 3: TAYplan Vision and Objectives



Perth High Street welcomes shoppers and visitors of all ages

The Perth City Plan Framework

The City Plan balances a long-term perspective with a commitment to early action. Our framework for action (Figure 4) comprises two key elements:

- **A programme of long-term investments** in infrastructure for smart growth with the focus on transport, digital connectivity and a smart city prospectus to promote high quality design, digital and a new generation of sustainable neighbourhoods.
- **A short-medium term delivery plan** based on four strategic themes and eight big moves, to promote investment in economic development, learning and skills, placemaking and tourism.



Aerial view of Perth City Centre

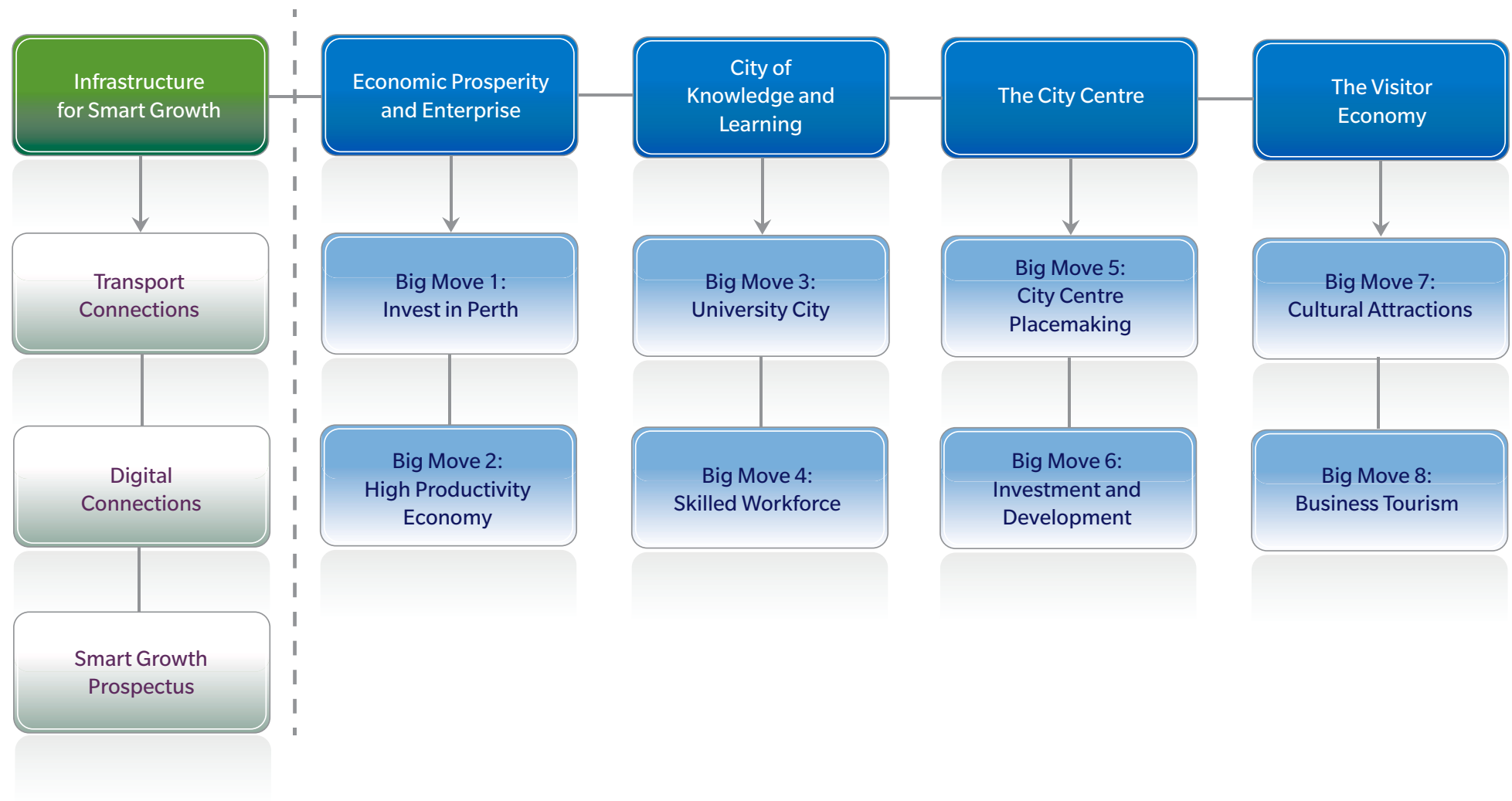


Figure 4: Perth City Plan: The Framework