



Infrastructure for Smart Growth

Our long-term (15-20-year) plans to invest in infrastructure for smart growth will help create a city which encourages growth and innovation, protects the environment and promotes social cohesion.

We will focus on three key priorities:

- *Transport Infrastructure*
- *Digital Connectivity*
- *Smart Growth*

Transport Connections

The cross-Tay link road is a key element of the Perth Transport Futures project. The new road is a strategic priority for the wider city region and is central to many of our aspirations for Perth. The new bridge will open up opportunities for development to the north and east of the city, and remove non-essential through traffic from the city centre. It is therefore a vital enabling investment both for our growth plans and our aspirations for a liveable, pedestrian-friendly city centre.

The design of new and upgraded major roads should aim to integrate them more effectively into the fabric of the city. The aim should be to keep traffic moving freely and to relieve congestion, but not to allow major roads to fragment the city or to divide Perth between places inside and outside the ring road.

We need a transport network that reduces car dependency and encourages citizens to use sustainable modes of transport to travel to work, and for shopping, leisure and recreation. We need to help people to change their travel behaviour by offering attractive alternatives in terms of speed, convenience, comfort and safety, and promoting active travel.

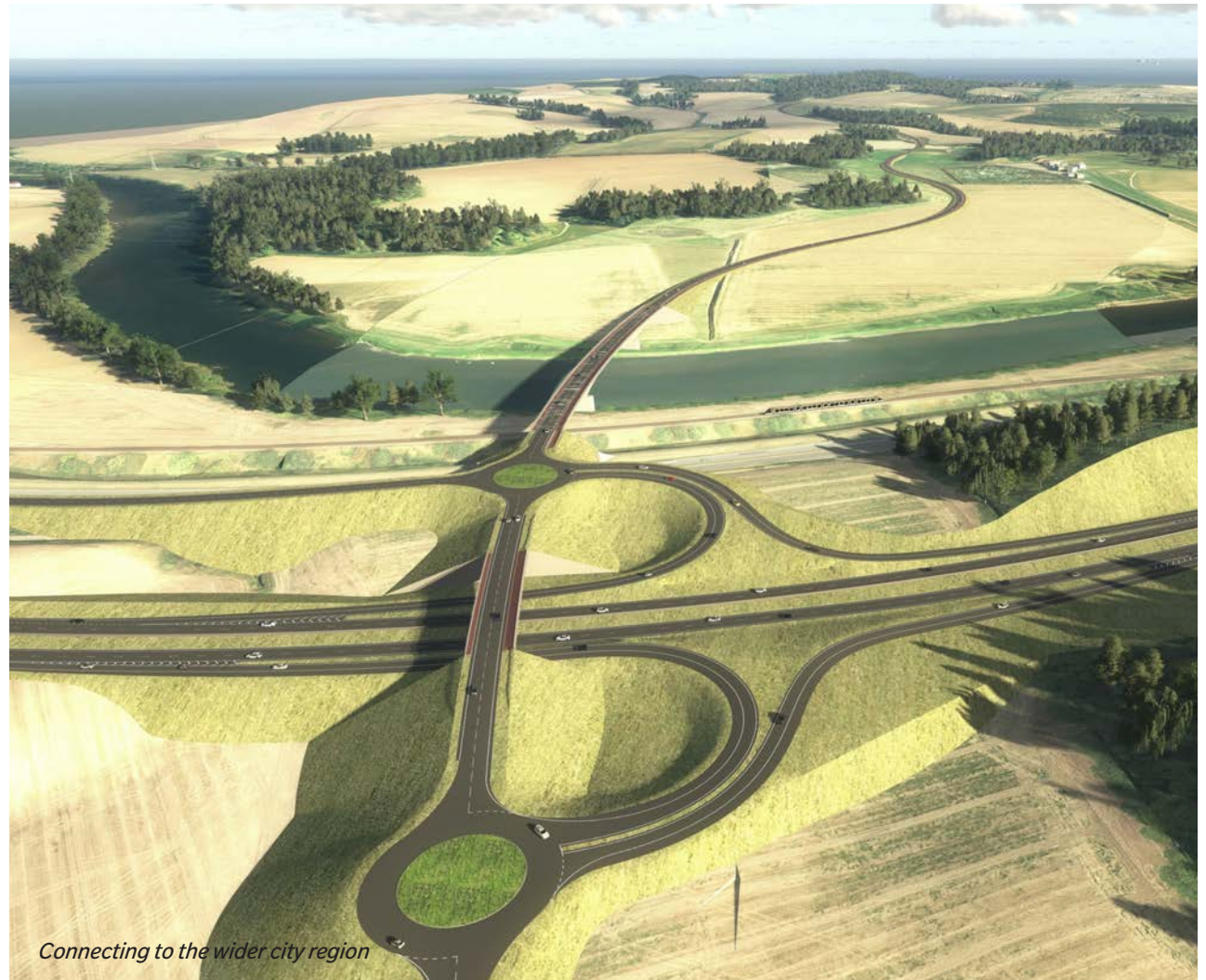
The Scottish Government has announced plans to upgrade rail services from Glasgow to Dundee/ Aberdeen via Perth, but improvements to the Edinburgh service are also essential with better trains and faster and more regular services to the capital and Edinburgh airport.

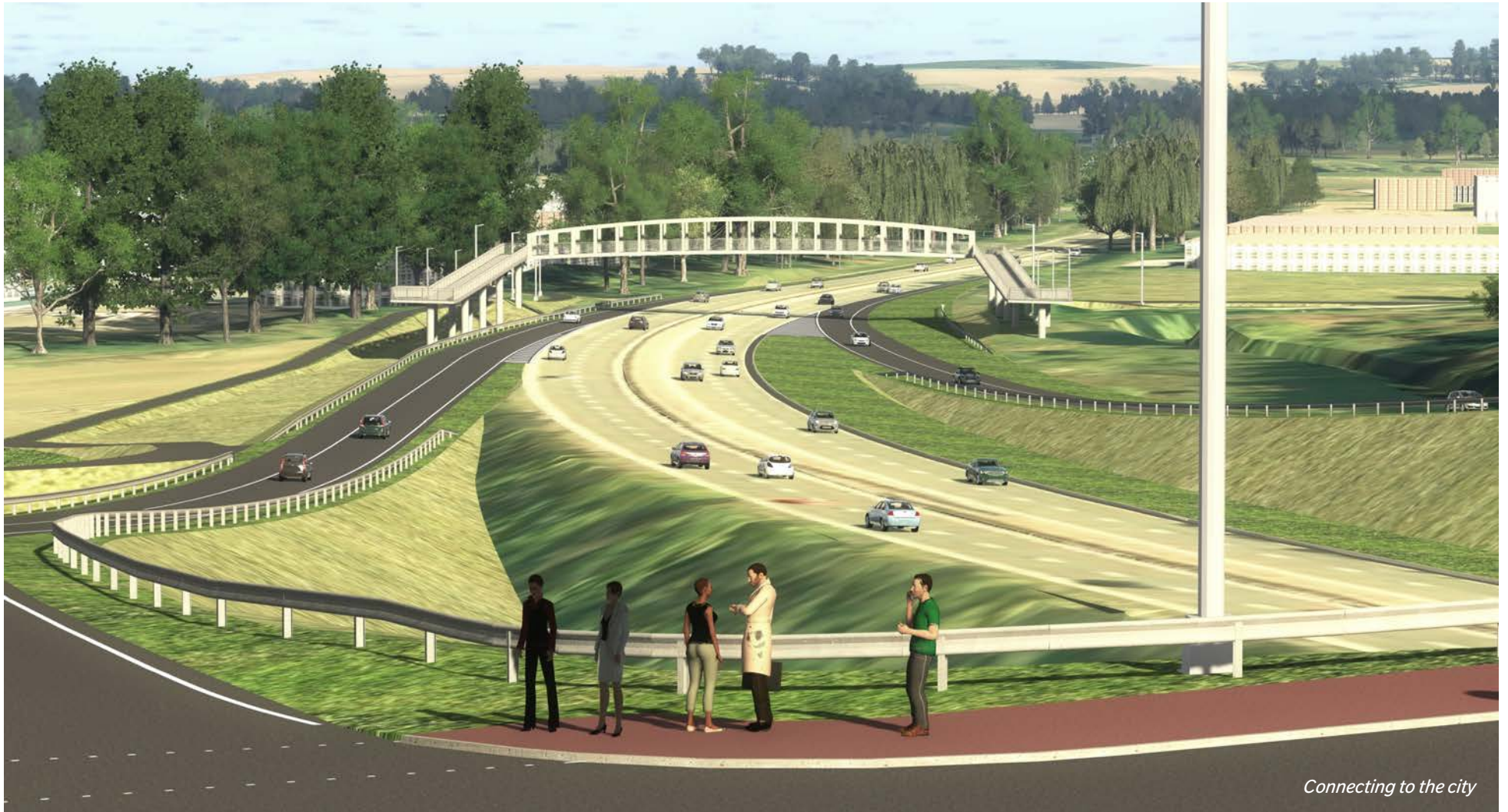
Our priorities for action are:

- *Secure funding for the cross-Tay link road and set a timetable for delivery.*
- *Establish design principles for the cross-Tay link road and the A90 to promote integration, accessibility, movement and active travel.*

Infrastructure for Smart Growth

- Establish design principles for the principal approaches to the city to create mixed priority routes which will be attractive gateways to the city.
- Take practical steps to encourage public transport usage through development of park-and-ride facilities, bus lanes and neighbourhood design.
- Continue to invest in the city's walking and cycling networks.
- Lobby for improvements to the Perth-Edinburgh rail service by increasing capacity, speeds and frequency and upgrading trains.





Connecting to the city

Infrastructure for Smart Growth

Digital Connections and Services

Perth is on track to become a Super-Connected City, making it one of the best digitally connected cities in Scotland and the UK. Our digital infrastructure will soon provide access to ultrafast broadband (at least 80mbps) to all premises.

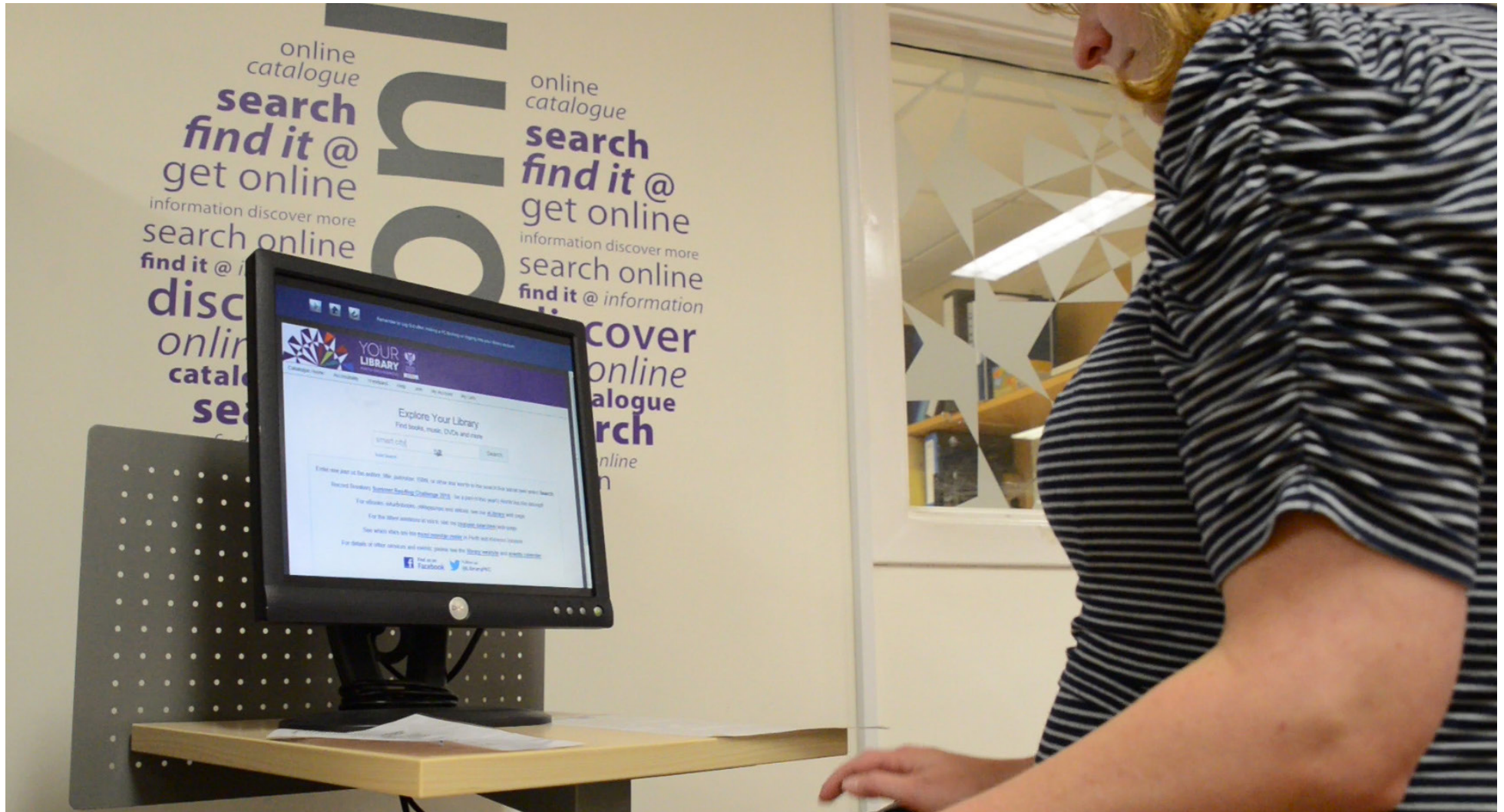
This investment will provide the basis for a range of other smart city services including the provision of Open Data, enhanced urban traffic management and car parking systems, LED and intelligent street lighting, smart waste systems and smart grids to promote energy efficiency.



Our priorities for action are:

- *Development of a digital strategy for Perth & Kinross, setting out priorities and a plan to drive digital investment, encourage new applications and promote take-up.*
- *Provision of a network of public hotspots across the city, offering free wireless access to residents and visitors to complement existing commercial services.*
- *A targeted effort to work with mobile phone providers to extend 4G coverage throughout the city.*
- *Working in partnership with the private sector to support the development of digitally enabled health, energy, transport, waste and other services.*





Infrastructure for Smart Growth

Smart Growth Prospectus - Promoting City-wide Smart Design

The population of Perth is expected to increase by about 25% in the next 20 years with a requirement for around 7,000 new homes. Demand will be met in part by repopulating the city centre and developing existing brownfield sites, but it will also be the expansion of the city to create new neighbourhoods. Doing that in a smart way will be a big challenge. We want to create lively, mixed-use communities not anonymous dormitory suburbs. That means creating places that will provide employment opportunities, integrated public transport, shops, schools and social infrastructure as well as a range of housing by type and tenure. We therefore propose to publish a Smart City Prospectus to provide guidance for developers on quality and design principles.

The Smart City Prospectus will contain guidance on:

- *the creation of new mixed-use neighbourhoods offering homes, jobs, shopping and other amenities;*
- *delivering high quality architecture, urban design and green infrastructure;*
- *energy efficient, sustainable development;*
- *ensuring that new neighbourhoods form an integral part of the city, with strong connections to the city centre, business locations and shopping and leisure facilities;*
- *reducing car dependency by making provision for public transport and active travel;*
- *embedding digital infrastructure.*





Shared streets and spaces

The 5-Year Delivery Plan: Themes and Big Moves

The major infrastructure projects will be implemented over the next 15-20 years, but the change process has to start now and we therefore also need a programme of practical action for the short-to-medium term.

The Perth City Development Board has agreed a 5-year delivery plan, which will drive change in four key areas:

- Economic Prosperity and Enterprise
- City of Knowledge and Learning
- The City Centre
- The Visitor Economy.

The delivery plan is framed around these four themes and, for each of them, two key priorities for action - the big moves shown in Figure 6.



Figure 6: The Delivery Plan: 4 strategic themes + 8 big moves



Economic Prosperity and Enterprise

Big Move 1: Invest in Perth

Perth has an established reputation as a headquarters location for major companies and the measures set out in the City Plan will broaden the city's appeal as a base for advanced manufacturing and professional, scientific and technical services. We will therefore ramp up the business-winning effort, led by Invest in Perth and focusing on:

- *expansion and reinvestment by firms based in Perth;*
- *a targeted inward investment campaign focused on key sectoral strengths including financial services, environmental industries, tourism and food and drink;*
- *capturing ambitious, knowledge-based start-ups.*

The dedicated professional team at Invest in Perth will lead this effort, learning from the experience of York, Exeter and other small cities with a strong record. Invest in Perth (IiP) will play a key role in delivering the City Plan, combining inward investment, engagement with developers and destination marketing. IiP will work alongside key partners including Scottish Enterprise and Scottish Development International.

Our priorities for action are:

- *To develop an inward investment strategy which will identify key target markets and sectors, specify the services provided by Invest in Perth and set out available support packages.*
- *A strategic account management service (to be delivered by Scottish Enterprise and Perth & Kinross Council) to maintain strong links with Perth's key companies, gather market intelligence and support plans for expansion/reinvestment.*
- *A targeted, cost-effective programme of direct marketing activities (exhibitions, online and media campaigns) focusing on key sectors, strategic sites and development opportunities.*

Big Move 2: High Productivity Economy

Perth needs more high-performance SMEs, to diversify the local economy, increase output and create high-skill, high-wage jobs. We need to build on the core group of knowledge-based businesses, emerging industry clusters and the research strengths of Scottish universities. A knowledge-



Merlin ERD Headquarters Perth



Companies enjoy the benefits of Perth's setting and infrastructure



Aviva, Perth



Merlin ERD Headquarters Perth

The 5-Year Delivery Plan: Themes and Big Moves

based economy cannot be switched on overnight, but it is central to our aspirations for Perth. A flagship project is the proposal to transform the former St John's School into a Business Innovation & Creative Industries Hub offering workshops, studios and serviced business space.

Our priorities for action are:

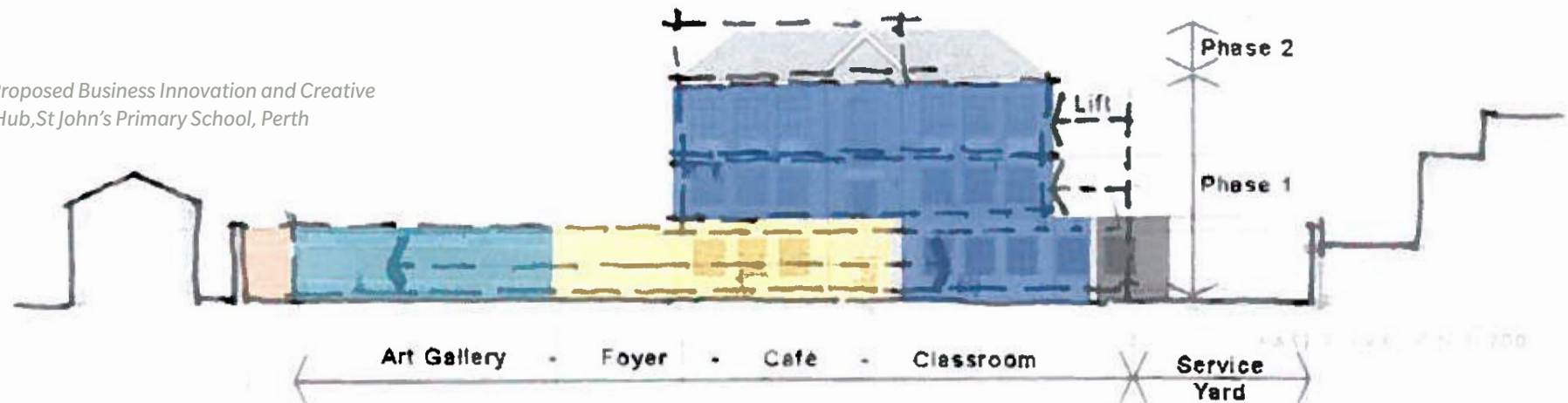
- Identify key companies with growth potential and map sectoral strengths/specialisms.
- Working with Scottish Enterprise, establish a programme to engage with all the key companies to identify needs, aspirations and barriers to growth - and frame support services and other interventions.

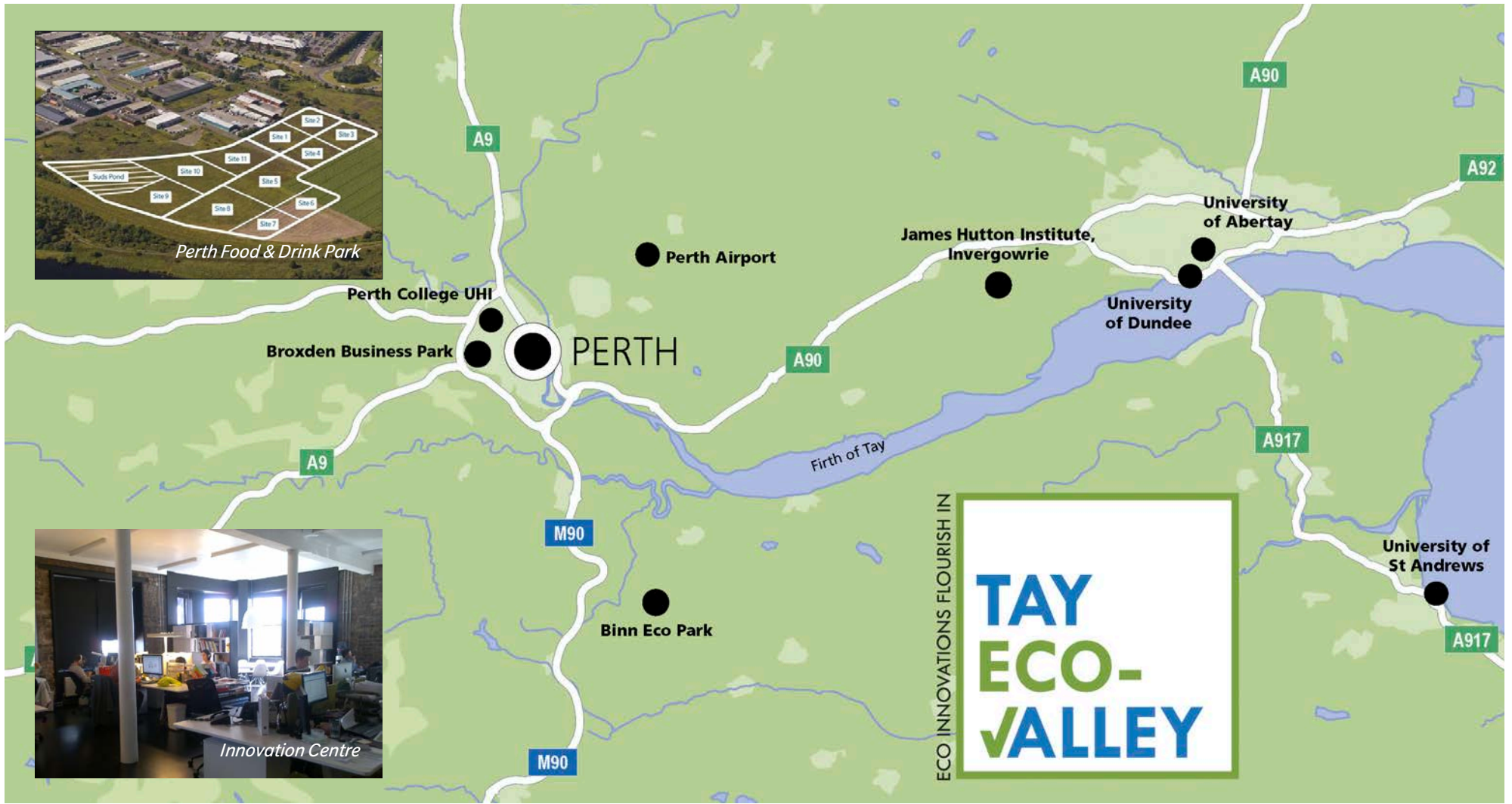
- Continue to implement the Tay Eco-Valley initiative and bring forward other sectoral action plans.
- Through Invest in Perth and dialogue with Scottish universities and research centres, promote the city as an ideal location for the commercialisation of research.
- Encourage and support business start-ups in key sectors.
- Market test and establish a business model for the proposed Business Innovation & Creative Industries Hub.

Growing Perth's Key Industries

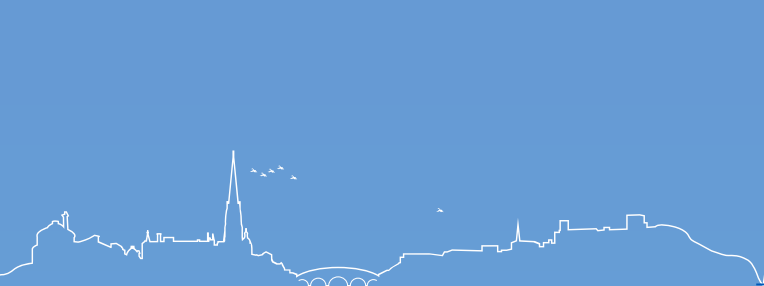
Perth is too small to sustain substantial industry clusters. We need to be flexible and adaptable and to focus on creating skilled, knowledge-based jobs in a diverse economy. However, we have existing strengths - in food and drink, environmental technologies, tourism and financial services - which we will seek to strengthen through inward investment, business growth and start-ups. We will also seek to build on specialised teaching and research at Perth College UHI to grow new industries, for example in the creative economy.

Figure 7: Proposed Business Innovation and Creative Industries Hub, St John's Primary School, Perth





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City of Knowledge and Learning

Big Move 3: University City

The creation of the University of the Highlands & Islands (UHI) means that Perth is now a university city. UHI is a unique institution which offers integrated further and higher education on multiple sites. By 2017 there will be 3,000 UHI undergraduates from Scotland, the UK and overseas studying in Perth. We expect the university to be a driving force in the local economy, with an international reputation for degree and postgraduate education and niche research strengths. Universities have played a pivotal role in the success of our four exemplar cities, and the City Plan will support efforts to accelerate the growth and development of Perth College UHI and to maximise its economic, social and cultural impact, making Perth a more exciting and cosmopolitan place. At the same time we will encourage other universities to choose Perth as an ideal location for outreach and satellite centres.

Our priorities for action are:

- *Encourage and support Perth College UHI to grow its undergraduate and postgraduate teaching programme and develop specialist strengths such as sustainable resource management, advanced engineering, applied health and the creative industries.*
 - *Encourage Perth College UHI to develop niche research strengths, and (through Invest in Perth) identify opportunities for commercialisation and business-winning.*
 - *Identify and facilitate opportunities to expand the presence of Perth College UHI in the city centre, for example student housing, production space or a business incubator.*
 - *Through Invest in Perth, target investment by Scottish universities and research centres in learning centres, start-up space and other facilities.*
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The 5-Year Delivery Plan: Themes and Big Moves

Big Move 4: Skilled Workforce

Perth College UHI's Strategic Plan highlights meeting the needs of the local economy as a key aim, based on "planned and meaningful engagement with employers including the development of apprenticeships, the exchange of knowledge and opportunities for growth". Perth is one of Scotland's top performing colleges and it can offer students flexible curriculum pathways across a wide range of disciplines and occupations. The City Plan offers an ideal opportunity to review the present and future skills requirements of Perth's key companies of all sizes, so that they can be reflected in future training, further and higher education, and research provision.

Our priorities for action are:

- *Perth College UHI, Perth & Kinross Council and Skills Development Scotland to jointly commission a workforce skills study which will inform a review of demand and supply of training services in Perth.*
- *Following the review agree a new skills plan for Perth which will refresh, update and relaunch training, recruitment and workforce skills provision.*
- *A communications exercise to tell students, parents, schools and employers about the quality and flexibility of local services and the opportunities for progression.*



Perth Concert Hall, Perth



Perth College UHI



The Peacock and the Tortoise, Perth



River Tay

The City Centre

Big Move 5: City Centre Placemaking

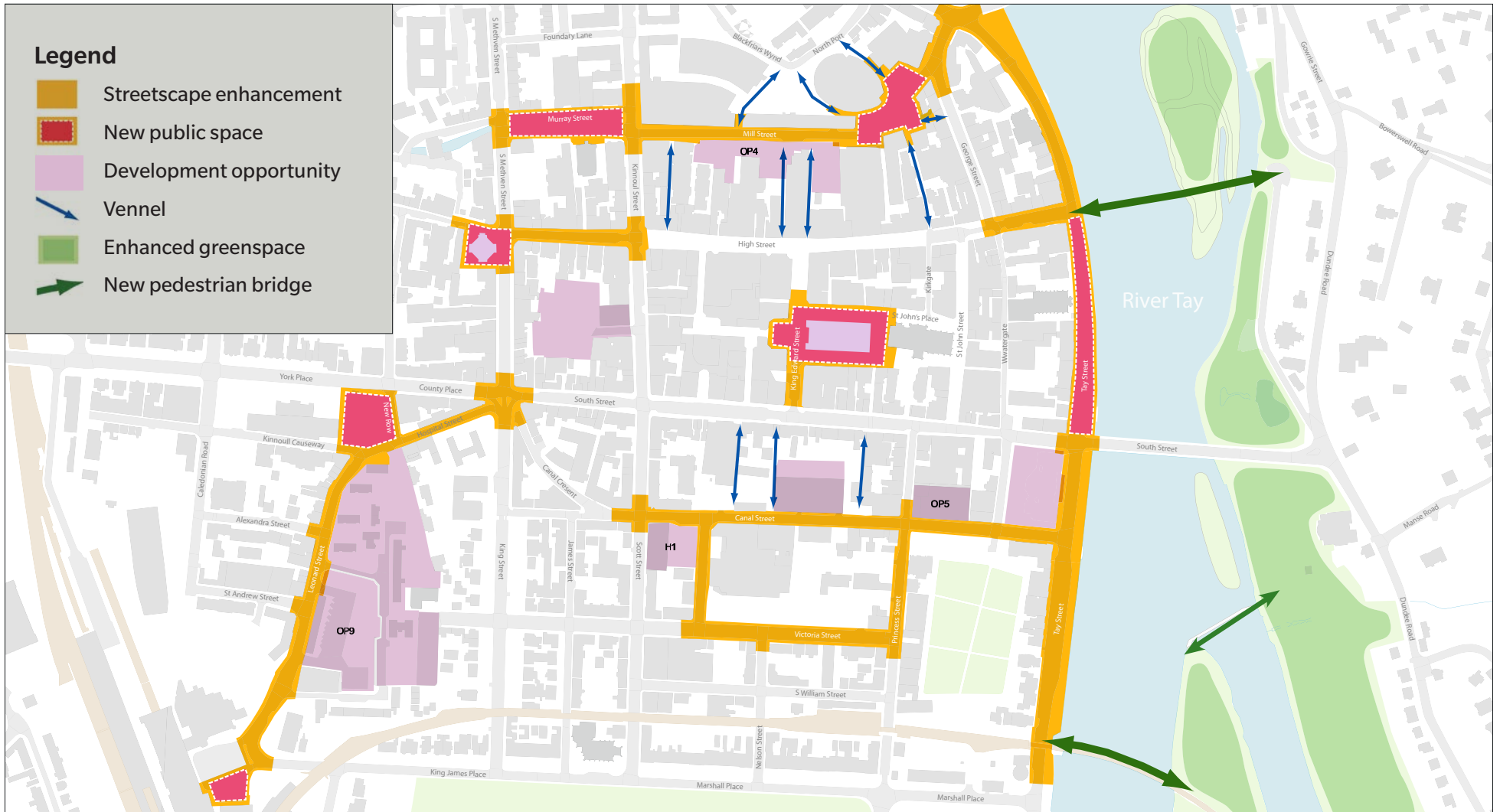
Perth city centre is attractive and popular. It has fine historic buildings, excellent shops and restaurants, a great Concert Hall and other attractions. The city centre is compact – about a kilometre square - and it has a robust, permeable form with a well-established grid of streets and vennels and a superb location beside the River Tay.

But aspects of the city centre experience still disappoint, and there is room for improvement on

a number of fronts to make the city centre livelier, more diverse, attractive and pedestrian-friendly, and to find new uses for gap sites and underused. The city centre fringes are ragged in places and lack coherence. Some of these challenges relate to development opportunities (see Big Move 6) and cultural attractions (Big Move 7) but there is also a need for a more proactive approach to placemaking and the public realm and for better city centre management, possibly in the form of a Business Improvement District (BID).



Perth City Centre



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Figure 8: Transforming the public realm