

Invest in Perth and Kinross



A vibrant, forward-thinking business destination full of investment opportunity and potential.

Welcome

This Investment Prospectus presents the current investment opportunities in Perth and Kinross and provides an overview of our priorities, ambitions and business support for interested investors and partners.

The prospectus also highlights the strength of our connections, recent successful investments, and the supportive environment we offer for driving forward leading innovations and sustainable growth.

Please contact our dedicated team to understand more about our latest investment opportunities and for support with your interests.

Key Contacts



Kirsty Easton

Business, Place and Investment Team Leader

KEaston@pkc.gov.uk



Oliver Johnstone

Economic Development Officer

OJohnstone@pkc.gov.uk

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Choose Perth and Kinross

Offering a rich heritage, entrepreneurial spirit and exceptional connectivity, Perth and Kinross is a world-class environment for business and investment success.

Perth and Kinross is consistently ranked as one of the top five places to live and work in the UK, and we have a perfect balance that suits flexible working.



With the vibrant city of Perth, surrounded by stunning scenery, home to a thriving arts and cultural scene, excellent schools, and a competitive housing market, it's easy to see why. Globally renowned in our key sectors of food and drink, energy, finance, creative industries and tourism, our innovation and forward-thinking make Perth one of Europe's most sustainable and attractive small cities.

In a prime location in Scotland's central belt, Perth and Kinross is a central hub for national rail, with fast connections to international airports and all major UK road networks. We are at the centre of the Tay Cities, a region with a long track-record of successful partnership working backed by transformational public investment. The Tay Cities Region Deal brings £300m of investment into a range of economic development projects including digital skills, biomedical, agri-tech, and low carbon and renewable technologies, and we connect fantastic talent, research and infrastructure to unlock sustainable growth.



We have a diverse and resilient business community - from being Scotland's independent business champion to proudly being home to major national and international brands, including Highland Spring, Stagecoach, SSE, Aviva, and Castle Water, amongst others.

Our national and international connectivity, digital and energy infrastructure, and developer-ready sites mean Perth and Kinross is an innovative business and investment location.

Here in Perth and Kinross, our connected infrastructure and dynamic sites can help provide your launchpad for sustainable growth. The Business, Place and Investment Team is continually working on developing a range of opportunities and is here to help unlock your investment.



Perth and Kinross at a Glance

Innovative, Sustainable, Connected

Perth and Kinross is a vibrant region, full of opportunity and potential. Located within the innovative and skilled Tay Cities region, our rich heritage, entrepreneurial spirit and exceptional connectivity offer a world-class environment for business and investment success.



Talented and Skilled Labour Market

- **65,000** working age residents in the Perth Travel to Work Area.
- A highly skilled workforce with **47%** qualified to post-secondary levels.

Outstanding Business Growth Potential

- Named UK's Top Local Authority with the Strongest Business Growth Potential for 2025.
- **12%** Business Expected To Grow by **20%** (Growth Flag, 2025).



Economic Opportunity

- **£4bn** GVA per annum.
- **12%** growth in the past 10 years.

High Levels of Productivity

- **17%** higher than the Scotland average.

Strongly Positioned to Lead in the Green Transition and Unlock Sustainable Economic Growth

- Publicly committed to making Perth one of Europe's most sustainable small cities.
- Abundant natural resources and biodiversity, and considerable opportunities in renewable energy.



Home to Diverse and Innovative Businesses

- A world-leader in food and drink, financial industries and tourism, and positioned to lead in energy transitions and future sustainability.
- Higher business growth potential than UK average in all key sectors, and resilient businesses throughout the region - **43%** in rural areas, **57%** in rural areas.

Thriving Culture Hotbed

- Home to the UK's only UNESCO City of Craft and Folk Art.

Forward-thinking Entrepreneurial Mindset

- A leading destination for innovation, entrepreneurship and higher than average business survival rates.

Region of World-Leading Expertise

- Home to the largest University of the Highlands and Islands campus, close to St Andrews, Edinburgh, Dundee and Abertay Universities; and the James Hutton Institute, an agri-tech world leader.



Life in a Stunning Environment

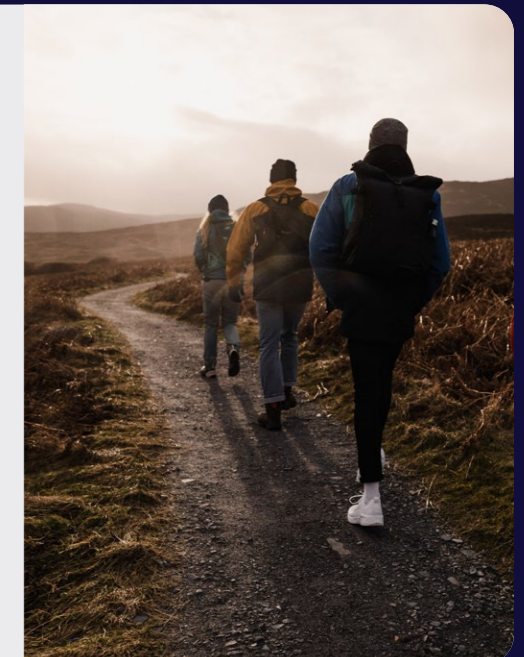
- Consistently ranked among top five places to live and work in the UK.

Public Investment Track Record

- **£700m+** public investment with ambitious plans to support future sustainable growth.

Quality of Life

- Unrivalled outdoor countryside.
- Offers a competitive housing market.
- Top-rated schools and a university campus within Perth, many other academic institutions within 1hr.
- Good hospitals and health care facilities.



Our Sectors and Capabilities

Perth and Kinross is a proven world-class leader in food and drink, tourism and the financial industries. Home to a thriving creative community and at the leading edge of the UK's journey to net zero, we connect a broad range of capabilities to unlock investments and drive economic growth.

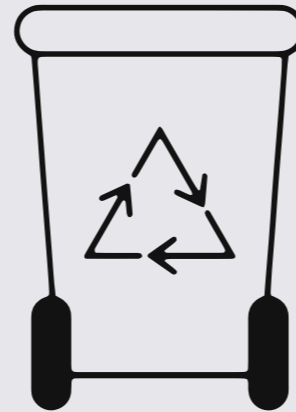
Energy Transition

- We are committed to placing the region firmly at the forefront of net zero and clean growth.
- Perth is the growth home of choice for major energy transition businesses, including SSE and Paprec Energies, through to innovative startups.
- Investments in Perth West and the Strategic Energy Partnership will unlock more dynamic spaces and opportunities.



The Circular Economy

- Recognised as one of 119 areas across the globe taking bold leadership on environmental action and transparency.
- Home to Binn Group and a growing supply chain, the Binn Eco Park is our flagship initiative at the cutting edge of waste and circular economy focused resource management.



Financial and Business Services

- A strong cluster of financial and business services expertise play a key role in the local and regional economy.
- Perth is home to multiple national and international insurers such as GS Group, and Aviva – the UK's largest insurer serving more than 31 million customers across 16 countries.



Food and Drink

- Perth and Kinross is globally renowned for its food and drink industry, home to 7 Scotch Whisky distilleries, the world-famous Tay Salmon fishing, and the James Hutton Institute International Barley Hub.
- We play a pivotal role, from being the distribution hub for global brands, to providing the testbed for food innovation and advances in food security.
- Over 900 businesses, public investment and established sites such as Northfield Business Park support sector growth.



Creative and Digital

- Our region is a thriving creative hotbed and part of the UNESCO Creative Cities Network.
- The new £27m Perth Museum opened in 2024 and attracted over 250,000 visitors in its first year of opening.
- Perth and Kinross has unique incubator spaces to support digital and creative SMEs, these are situated within Perth Creative Exchange, which was a £4.5m public sector investment.



Tourism

- A frontrunner for leisure, business and eco-tourism, Perth and Kinross offers an unrivalled natural landscape, colourful history and rich cultural offering.
- Events are a major tourism driver, with our region hosting national and international events.
- Over 2.9 million visits in 2024, supported by exceptional infrastructure and connectivity.



The Best Place to Start and Grow a Business

Our commitment to sustainable growth and securing investment in Perth and Kinross is underpinned by a £600m+ public investment programme, supporting essential infrastructure, key sectors, and arts and culture. Recent, current and future projects include:

2019 Perth Transport Futures Phase 1 – essential local infrastructure and connectivity improvements.	2021 Perth Creative Exchange, winner of the Regeneration Project of the Year, £4.5m partnership project between Perth and Kinross Council and Wasps which transformed the former St John's School building into a hub for creative industries.	2023 Award-winning Pitlochry Festival Theatre £21.3m capital project, 90% funded by Tay Cities Deal.	Nov 2023 Increased digital connectivity for around 1,400 digitally-hard-to-connect households - with more improvements planned.
Mar 2024 Perth Museum opens, a new £27million attraction that has attracted over 250,000 visitors in the first year since opening.	Jun 2024 The Broxden Hub – Perth low carbon transport hub opens.	Dec 2024 Tay City Region investments in innovation, include the International Barley Hub, and the Advanced Plant Growth Centre, new innovation centres forming part of The James Hutton Institute, officially opened.	Mar 2025 Perth Transport Futures Phase 2, The £150m Cross Tay Link Road (CTLR), opened. This was the biggest infrastructure project ever undertaken by Perth and Kinross Council.
2025 Perth Transport Futures, Phase 3. Funding has been approved for Phase 3 to connect Phases 1 and 2.	Dec 2025 £1.5m of EV charging infrastructure expansion.	2026/27 Perth Transport Futures Phase 4 will focus on traffic management measures within the city centre.	2028/29 A new leisure centre for the centre of Perth with £90m funding committed by Perth and Kinross Council.

Investment Opportunities

Perth and Kinross has a range of unique developer-ready investment opportunities, and a strong pipeline of future opportunities, set out in this prospectus.

These include opportunities in:

- Energy and Net Zero
- Circular Economy
- Food and Drink
- Light Industrial
- Travel and Logistics
- Leisure and Retail
- Accommodation

The strong foundation of public investment in the region demonstrates our commitment to building resilience and supporting growth, and gives investors confidence that Perth and Kinross is a location that is delivering for the future. The Business, Place and Investment Team believes partnership working is the best way to deliver the region's vision and will work closely with you to realise this future.



Current opportunities

- 1 Eco-Innovation Park
- 2 Perth City Heat Network
- 3 Strategic Energy Partnership (area wide)
- 4 Advanced Plastics Sorting and Upcycling Factory (Project Beacon)

- 5 Binn Eco Park
- 6 Northfield Business Park
- 7 Culture Quarter (city centre)
- 8 Mill Quarter (city centre)

Pipeline opportunities

- 9 Station Quarter (city centre)
- 10 Harbour Quarter

Opportunity Description

A fully serviced 26ha Perth Eco-Innovation Park (PEIP) is under development within the wider Perth West mixed-use development with phase 1 (11ha) at design and marketing stage.

The first stage of Perth West, a proposed national hub of excellence for Net Zero activities, will be the Eco-Innovation Park, a 26ha commercial hub for companies focused on driving the transition for Net Zero through innovation, green technology and smart eco-investment.

The Eco-Innovation Park will provide opportunities from flexible working environments for innovative small start-ups, to innovative manufacturing space for large companies, and dynamic lab-based areas for research & development. Early opportunities will be given to enterprises focused on stimulating growth in next generation logistics, last mile distribution and R&D around Mobility as a Service (MaaS), active travel and blue-green infrastructure.

By being based alongside like-minded organisations with interests in similar sectors, there will be greater opportunities for cross-selling, collaboration and idea generation. Eco-Innovation Park partners will be able to access services across the wider Perth West development, which includes:

- ▶ The Innovation Highway (a smart mobility corridor for testing MaaS, active travel and last mile distribution developments)
- ▶ The National Green Transport Hub (a low carbon fuelling stop for EVs, hydrogen-fuelled HGVs and coaches)
- ▶ DR.ECO (a 20MW solar park linking local smart grids with residents, businesses and transport hubs)

By investing early, financial investors have a unique opportunity to influence planning and development in the initial phases of the Eco-Innovation Park at Perth West, with a fully supported Masterplan strategy currently being developed to secure long-term returns for investors through a proactive approach. Jones Lang LeSalle are currently contracted to provide marketing and commercial development expertise and experience for the PEIP.



Fact File

Size	26 ha (1 st phase 11ha)
Investment Type	Innovation Park – travel, logistics and Net Zero tech/ engineering
Total investment value	£150M+
Timeframes for development	Land ready to develop mid-late 2028 Units available early-mid 2029
Access to services and utilities	Fully serviced sites
(Anticipated) Portfolio of onsite organisations	Green Transport Hub partners, innovation/R&D partners, engineering, technology organisations, hotel, retail and last mile logistics
Investor Benefits	A world-class destination for investors and companies focused on Net Zero to collaborate
Contacts	Kirsty Easton KEaston@pkc.gov.uk

Opportunity Description

The proposed Perth City Heat Network is an ambitious project that will power a green and sustainable future in Perth and Kinross, providing heat to numerous public buildings and social housing in Perth.

Heat networks are expected to supply up to 20% of the UK's heat demand by 2050 offering a large investment potential and area of market growth. The UK Government is supporting heat network market growth with over half a billion pounds in a near-term investment pipeline of heat network projects. Simultaneously a robust regulatory framework which will align heat networks with other regulated utilities, like gas, electricity and water and the introduction on zoning provides a gateway to unlock investment, protect customers, and accelerate the deployment of heat networks.

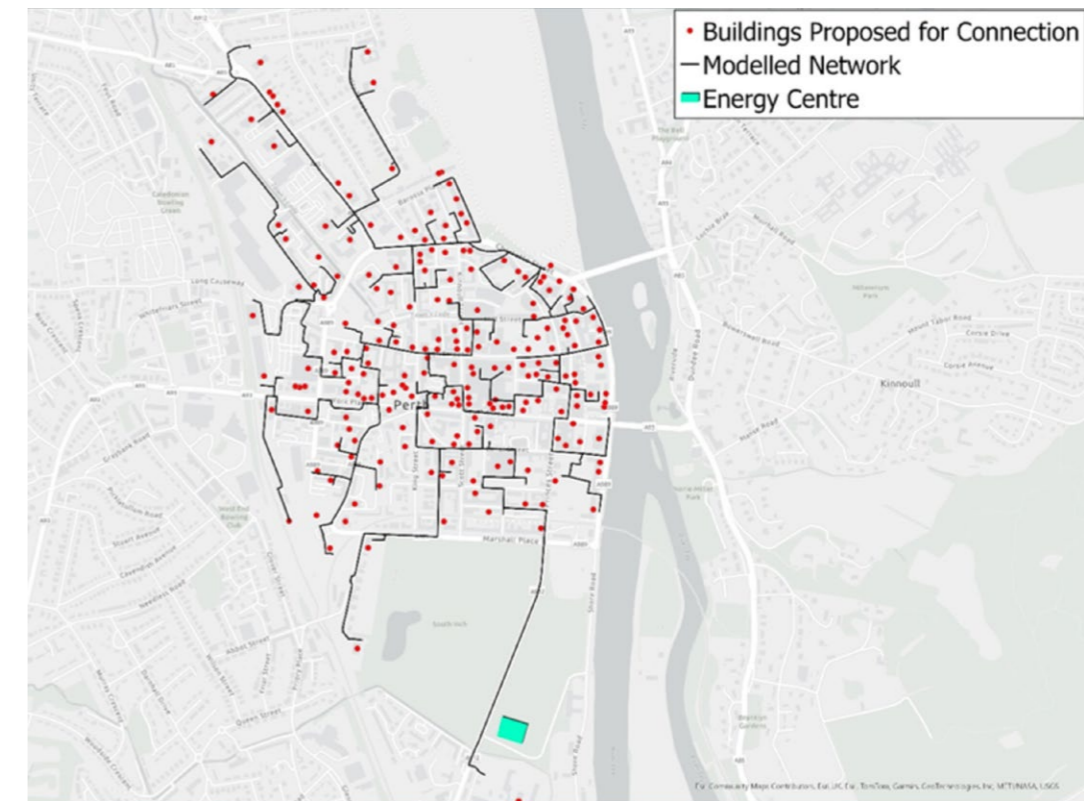
The development of a Heat Network is a key project of the Perth and Kinross Strategic Energy Partnership and will provide low-cost and low-carbon energy to homes and businesses across Perth and invest in renewable energy projects across Perth and Kinross. Perth and Kinross Council, supported by our technical and legal advisors, is currently developing its strategic heat network vision supported by Scottish Government Heat Network Support Unit.

The proposed network has an estimated capacity of 40 MW and will harness waste heat from the sewer as a primary energy source. Spanning approximately 15 km, the network is expected to connect around 270 heat customers at full build-out. To support early delivery and reduce investment risk, a phased implementation strategy has been developed.

There are a number of Council owned buildings (13) in the city centre which account for significant heat demand of the core heat network in the first phase. The Council has already made investments to enhance the energy efficiency of these buildings and will continue to invest in their heat and energy systems here. This will make the core of the heat network an investible and shared project that other public and private buildings will be incentivised to connect to. Appraisal and analysis will determine the potential to expand the city centre heat network opportunity to a wider area.

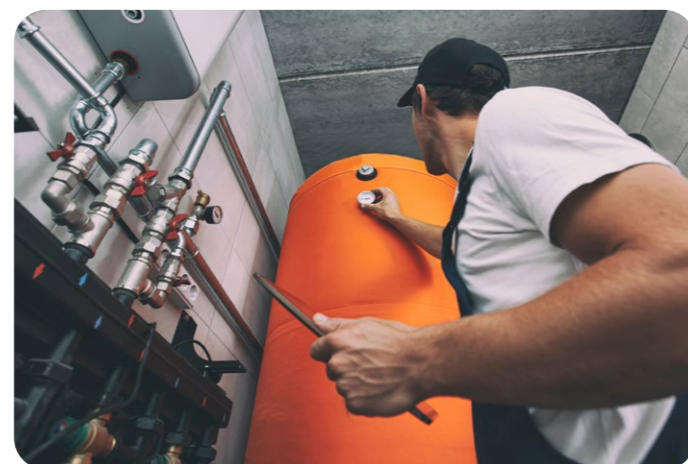
The Perth Heat Network, alongside an opportunity to bundle smaller-scale heat networks across Perth and Kinross is being developed as part of the market offer for a Strategic Energy Partner. Further commercialisation and technical work will be developed and communicated to the market as part of the Strategic Energy Partner procurement to deliver the Council's strategic energy programme. This will set out in more detail the investment opportunity for low carbon heat and decarbonisation energy projects across Perth and Kinross.

This project offers a fantastic opportunity to investors seeking to develop a leading heat network and other renewable energy projects that will offer transformative clean energy to the city.



Fact File

Size	2km ²
Investment Type	Heat Network. Linear heat density 5000 kWh/m/year. Total annual heat demand 75 GWh. 15 Perth and Kinross Council buildings connected. Fuel poverty 33%
Total investment value	£100m
Timeframes for development	Commence 2030-2040
Access to services and utilities	Sewer network, river source (R Tay), or geothermal. Full fibre network, 5G mobile network.
(Anticipated) Portfolio of onsite organisations	Large number of Perth and Kinross Council buildings (15), new Leisure Centre, Perth Museum, Police HQ, Perth Prison, Perth Royal Infirmary
Investor Benefits	New Heat Network development as anchor project
Contacts	Kirsty Easton Keaston@pkc.gov.uk



*Images are for illustrative purposes only

Opportunity Description

The Perth and Kinross Strategic Energy Partnership is a unique opportunity to partner with the Council to create a de-carbonised energy system fit for the future.

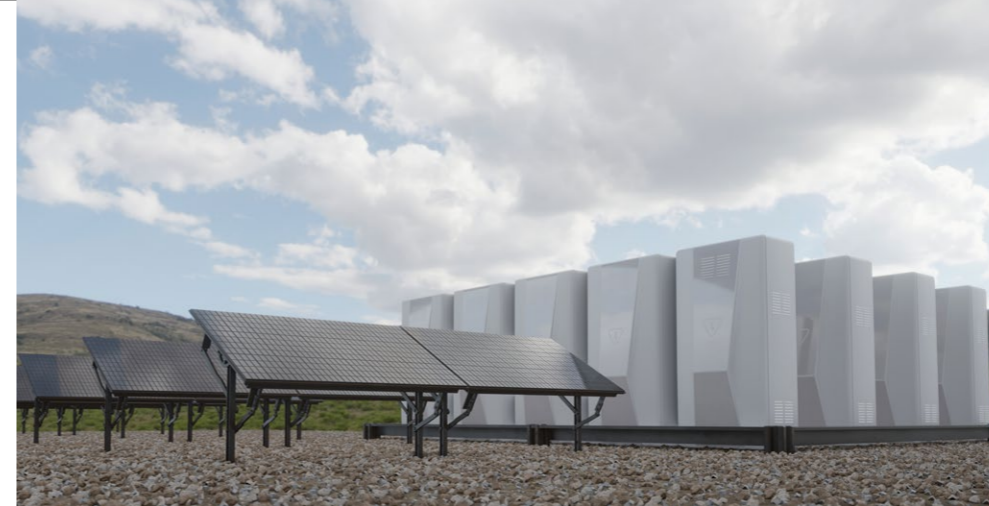
Perth and Kinross aims to reach net zero carbon emissions by 2045 in a fair, equitable and economically viable way. In doing so, we need to focus on securing long-term sources of low cost and low carbon energy that can effectively support the needs of residents and businesses throughout the area. Leading businesses such as SSE by SSEN, Scottish Water, Scottish Gas Network, and others, are united behind our ambitious energy transition targets and there are significant opportunities to realise the potential of green technologies and infrastructure in the region.

The Strategic Energy Partnership will play a key role in placing Perth and Kinross at the forefront of net zero and clean growth. The partnership will help unlock investment and facilitate the delivery of heat, renewable energy and decarbonisation projects. Recommended by the Local Heat and Energy Efficiency Strategy (LHEES) approved by the Council in 2023, the partnership will support a range of projects benefiting community, social, residential, commercial and industrial developments.

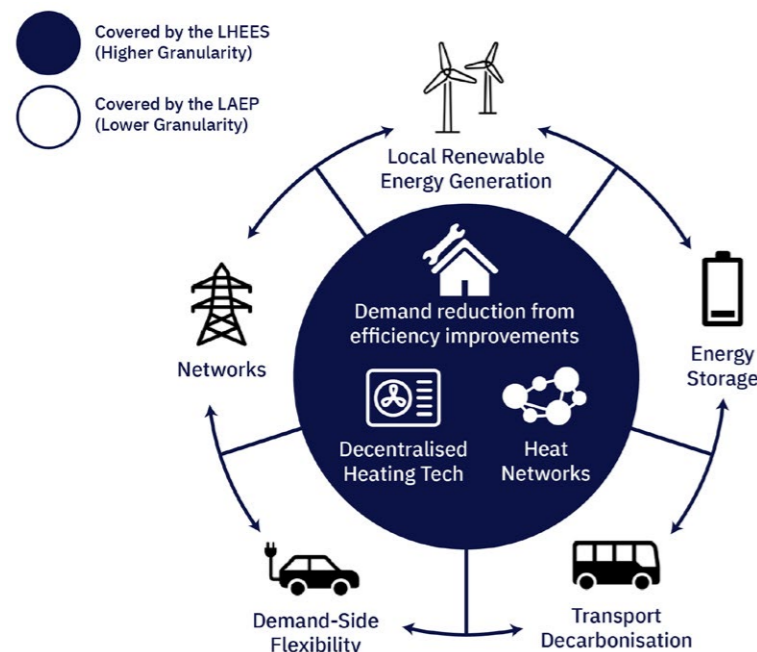
The level of funding required to decarbonise at scale is beyond the scope of the PKC to deliver independently and will require mobilising partners and public and private investments. Perth and Kinross Council have agreed a whole system approach to the delivery of our strategic energy programme to develop a unified, region-wide approach and bring together public and private sector financing to deliver at scale. The Council is working with legal and technical advisors and Scottish Future Trust to develop the commercial and technical detail of the projects to be included to inform the market offer.

The scale of the decarbonisation challenge is significant and involves delivery of numerous project types. In addition to heat networks, there are opportunities for investors to contribute to the successful achievement of green energy transformations in the region. Opportunities will continue to emerge as the partnership is further developed, with projects including Renewable energy generation and storage infrastructure, Rooftop solar PV and battery storage, (Fleet and staff) EV charging and the wider Council assets decarbonisation programme.

This is a fantastic opportunity to join us in laying the foundations for sustainable growth across the region and beyond.



*Images are for illustrative purposes only



Fact File

Investment Type	Investment Type Heat networks, EV charging, renewable energy generation and storage (solar - ground mount and rooftop PV, wind, HEP) battery storage.
Total investment value	£1bn
Timeframes for development	Strategic Energy Partnership to 2050 (25 years)
Access to services and utilities	Access to Perth and Kinross Council land and buildings estate (£1bn valuation)
(Anticipated) Portfolio of onsite organisations	Perth and Kinross Council, public sector organisations, private sector estates, P&K Economic Partnership, SSEN.
Investor Benefits	Contributing to net-zero and clean growth outcomes in the local area
Contacts	Kirsty Easton keaston@pkc.gov.uk

Opportunity Description

Located at Binn Eco Park, an Advanced Plastics Sorting and Upcycling Factory (APSuF) will be a regional, scalable Residual Plastics Waste (RPW) treatment facility, suitable for networking with other similar facilities. It will deliver a systems change for the improved management of plastic waste, addressing the many issues this complex group of materials presents.

The project is forecast to make an operating profit of £1.85 million p.a. once it is fully operational and will help solve some aspects of micro plastic and marine litter risks.

The factory will provide safe, inventoried, long term material conservation (Land Banking) for excess plastics. Through the factory, waste will be separated for reuse into:

- additional mechanical recyclates value (granulate/flake/pellet);
- sources of plastic waste for chemical feedstock recycling systems; and
- materials for direct on-site product manufacture

The APSuF system will support process and system optimisation, training and R&D for the development of new distributed plastics economies. It encourages the proximate and regional management of RPW at a global level and significantly reduces non-biogenic carbon emissions from incineration and the wider plastics system.

There is an exciting opportunity for investors to partner with the project, helping to realise the potential of the Factory and to be part of its circular economy innovations.



*Images are for illustrative purposes only

Fact File

Size	Design capacity sufficient to accept, process and recycle up to 30,000 tonnes of single stream recyclates and RPW per annum
Investment Type	Energy and circular economy
Total investment value	£9.2m (includes £5.2m of City Deal Funding)
Timeframes for development	Construction 2027/28 Operational 2028/29
Access to services and utilities	On site renewable energy and potential private wire
(Anticipated) Portfolio of onsite organisations	Paprec, EcoideaM Ltd, The Binn Group Integration with the Tay Cities Clean Growth Initiative and its partners including: Michelin Scotland Innovation St Andrews University The James Hutton Institute
Investor Benefits	Engagement with concept optimisation and system disseminations. Concept utilisation rights including access to the Polymer Fusion Moulding technology for product manufacture for mixed waste plastic flows. Operating profit of £1.85m pa.
Contacts	John Ferguson (Binn Eco-Park) john.ferguson@binnecopark.com



Size	200-acre site
Investment Type	Plastics recycling; Renewable Energy; Energy from Waste plant (£120m - in construction); green hydrogen production (planned); food waste recycling; wind energy
Total investment value	£100m
Timeframes for development	Advanced plastics recycling 2028/29
Access to services and utilities	Potential for private wire connection to Perth City heat network
(Anticipated) Portfolio of onsite organisations	Binn Group (lead organisation) SUEZ UK Earnside Energy Pi Polymers
Investor Benefits	Controlled environment for organisations developing innovative approaches in the circular economy
Contacts	John Ferguson john.ferguson@binnecopark.com

Opportunity Description

Binn Eco Park is located near Glenfarg six-miles from Perth and is one of the most fully integrated resource recovery complexes in the UK. It employs over 160 people and provides significant economic benefits and added value to the local economy. A former landfill site it is now focuses on the circular economy and a £120m Energy from Waste facility is currently under construction in a joint venture with French waste company Paprec.

Binn Eco Park is also currently home to:

- two separate Material Reclamation Facilities (MRF) treating commercial, industrial and municipal waste
- a 30,000 tonne per annum food waste anaerobic digestion facility.
- in-vessel and green-waste composting facilities.
- a residual waste Solid Recovered Fuel (SRF) facility.
- waste wood processing and storage facilities.
- 4x 2.3MW wind turbines with complementary battery systems to be added in due course.

Planning consent has recently been secured for an Advanced Plastics Recycling Facility (A-PRF) combining mechanical and chemical plastics recycling systems, an energy from waste plant and a four-turbine wind-farm.

Investors can partner to play a role in the future development of these leading facilities, supporting growth and innovation in the circular economy.





Opportunity Description

Located on the outskirts of Perth this prime location offers efficient distribution and logistics, in a fully serviced business park with plots currently available.

Northfield Business Park offers a competitive edge for industry of all sizes. This prime location with great connections to all major Scottish road and rail networks offers efficient distribution and logistics capabilities, proximity to the national talent pool, and a cost-effective, no compromise, alternative to its large city counterparts.

There are a number of plots currently available, totalling 12.8 acres, with plot sizes ranging from 1.2 acres to 5 acres – catering for businesses at all stages of their development journey. By bringing together cost-effective production facilities, with a desirable location on the edge of the city, Northfield Business Park presents a significant strategic opportunity to be part of a hub for businesses with significant logistics and distribution considerations.

High-profile organisations such as John Deere, McLaughlan Transport and Eastern Western Motor Group are currently headquartered at Northfield. Other organisations with operations nearby include SSE, Dingbro, Praveen Kumar and the Inveralmond Business Centre. There are considerable opportunities for businesses of all sizes to engage and collaborate.

Businesses linked to the Food and Drink industry are encouraged, but the land is also suitable for Business, Industrial, and Storage and Distribution uses with planning permission granted for Use Classes 4 (Business), 5 (General Industrial) & 6 (Storage or Distribution).

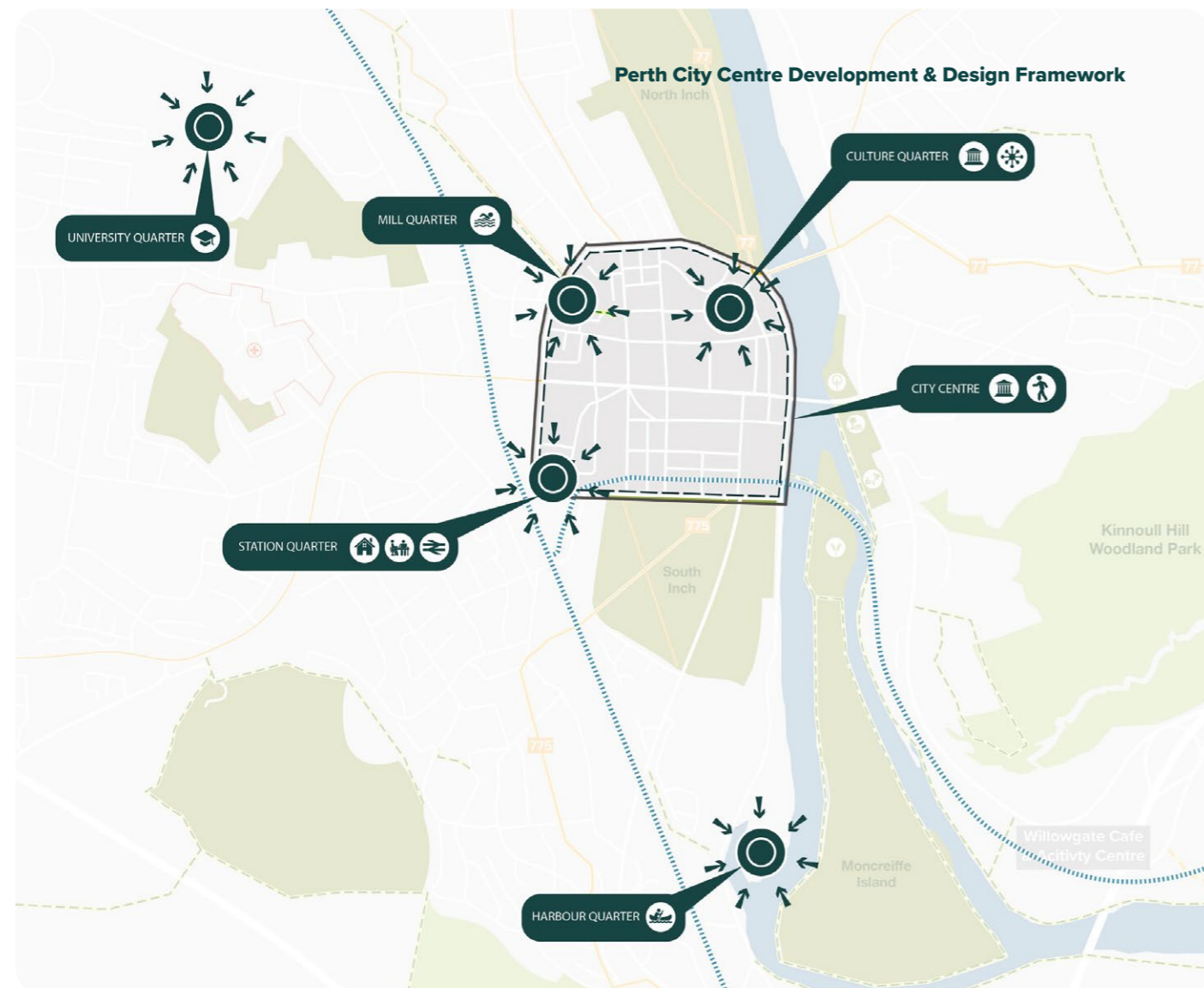
Size	12.8 acres, spread across five plots ranging from 1.2 – 5 acres
Investment Type	Food and Drink industry manufacturing, logistics and distribution centre, flexible light industrial demand
Total investment value	£10M+
Timeframes for development	Shovel-ready
Access to services and utilities	Fully serviced sites
(Anticipated) Portfolio of onsite organisations	John Deere Forestry, McLaughlan Transport and Eastern Western Motor Group
Investor Benefits	Prime location for efficient distribution and logistics across Scotland
Contacts	Kirsty Easton KEaston@pkc.gov.uk

The Perth City Centre Development and Design Framework offers a range of investment opportunities that will drive sustainable economic growth and revitalise the city centre.

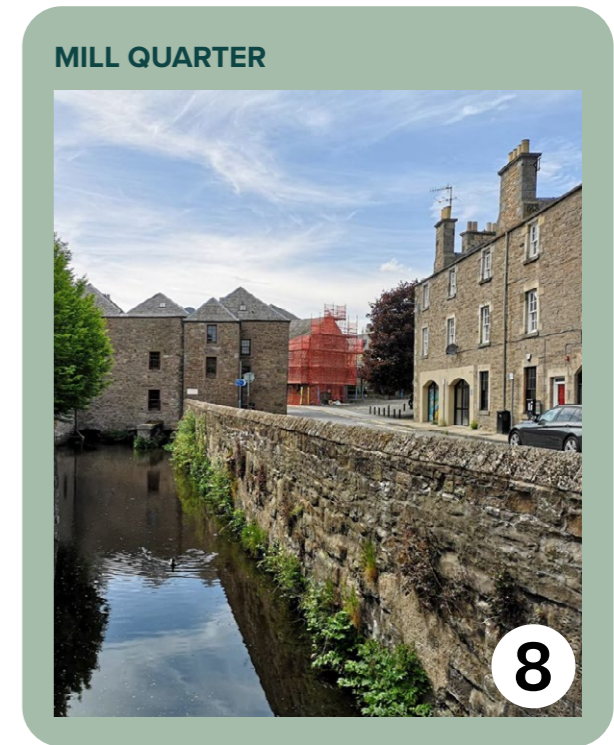
Already an exceptional hub of creative activity, home to a wide array of independent businesses and increasingly developing a reputation as a food town, Perth attracts visitors from across the region and beyond. Major public investments have helped revitalise the city centre over recent years, including award-winning public realm projects. There are now opportunities to invest in and be part of specific sites that will be key to the city's future.

In line with the aim of the Perth City Plan for 2040 to make Perth one of Europe's great 'small cities', we have an ambitious agenda for shaping a growing, sustainable, connected and equitable city. We have carefully developed plans for the next phase of developments, including for the creation of new focal points, landmarks and community facilities that will further enhance the city.

Our latest opportunities and pipeline opportunities for development in our quarters, are displayed over the following pages. Through a range of attractive developments, the quarters will support the creation of a sustainable mixed-use economy in Perth and attract more residents and repeat visitors to the thriving city centre.



The Culture Quarter is a major strategic asset to Perth, at the heart of ongoing developments to deliver cultural-led regeneration in the city centre and wider region.



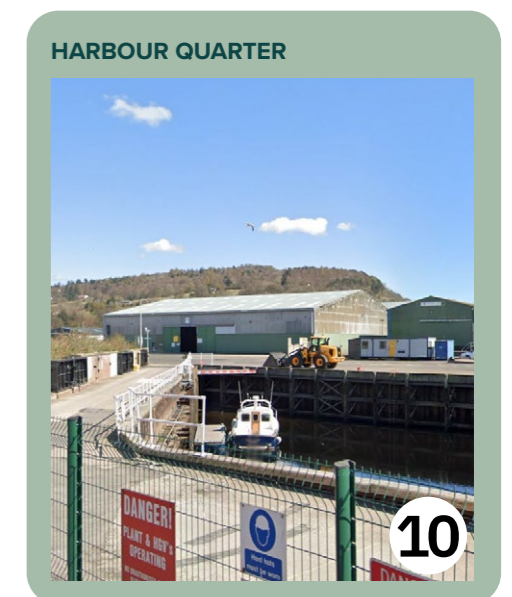
The Mill Quarter will be home to a new £61m swimming pool and leisure centre, adding to Perth's thriving culture and leisure attractions in the city centre

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The Station Quarter and the Harbour Quarter are complementary components of the vision for Perth city. These are longer term opportunities for investors that continue to develop, and we welcome any enquiries and future discussion.



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Opportunity Description

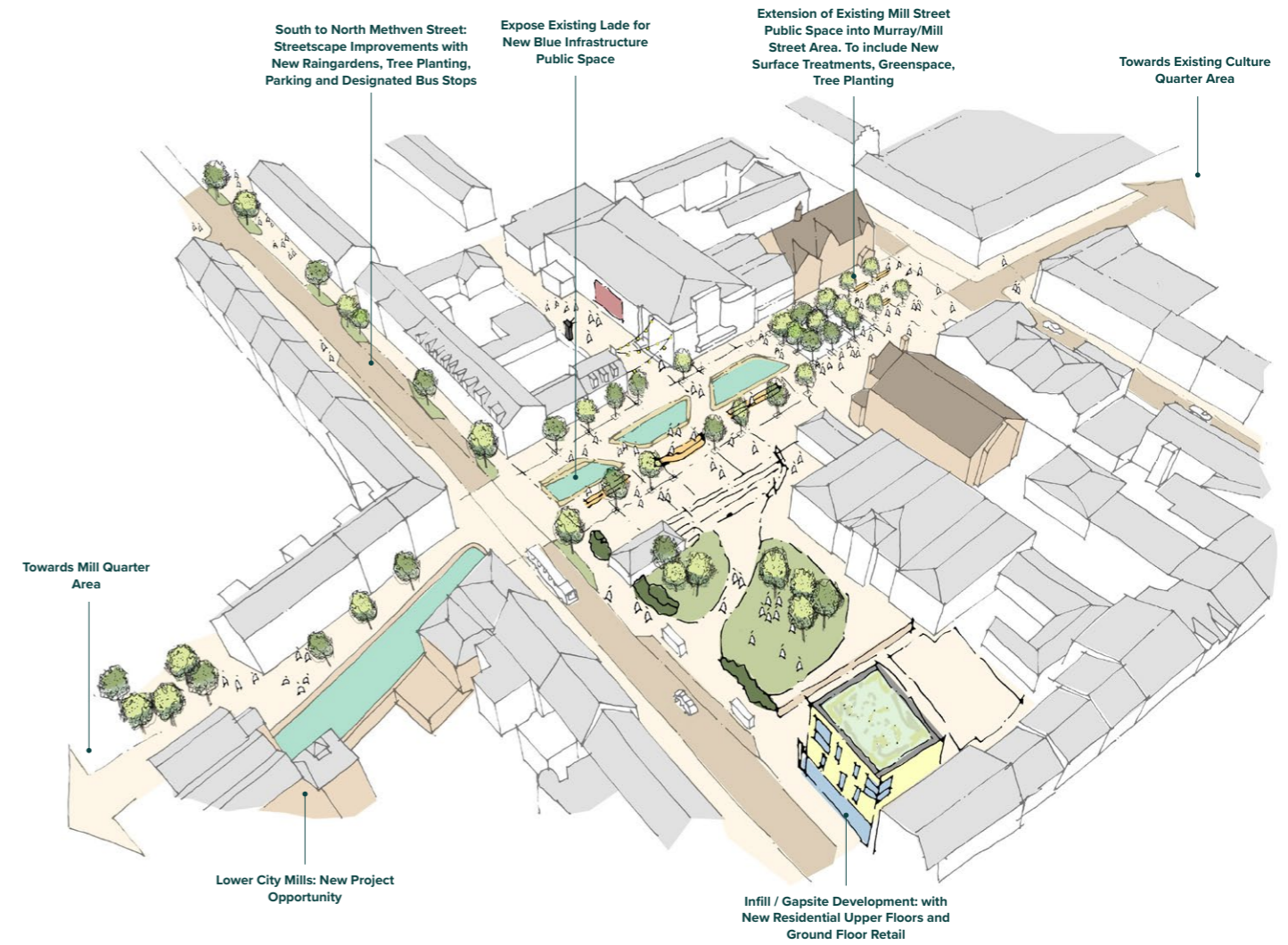
The Culture Quarter is a major strategic asset to Perth, at the heart of ongoing developments to deliver cultural-led regeneration in the city centre and wider region.

Building on the award-winning Mill Street regeneration, the further development of the Culture Quarter offers a range of opportunities, including for new leisure and residential developments in the centre of a vibrant city. The quarter is home to a thriving cultural scene, with outstanding assets including Perth Theatre, Perth Concert Hall, Perth Art Gallery and the new Perth Museum.

The Culture Quarter celebrates the history of Perth and the current creative and cultural transformation underway in the city. There are currently opportunities to refurbish and convert parts of existing historic buildings into new residential use, and there are vacant sites available to support new public realm, residential, leisure and experiential developments.

The area will be a catalyst for the greening of the city and new developments will broaden the appeal of the city centre, which is already known for its independent shops and a growing reputation as a food town. This is a tremendous opportunity to help shape the future of Perth, with the potential to realise strong returns from new developments.

The vision for the area is to build on the initial success of the Culture Quarter and extend the Mill Street public realm project westwards to Mill Street/ Murray Street area, including: traffic reduction, streetscape improvements, areas for events and al fresco dining use for adjacent hospitality businesses. Several development opportunities exist at the St. Johns Shopping Centre; former Debenhams building on High St; former Beales Dept Store and several gap sites for residential or student accommodation developments.



View eastwards into Murray/Mill Street



Key buildings: cinema, bar/restaurant and church



View westwards into Murray/Mill Street



North Church and Sandeman Bar

Fact File

Investment Type	Residential/leisure development/public realm
Total investment value	£100m
Timeframes for development	Estimated by 2040
Access to services and utilities	Full fibre broadband and 5G mobile network services, Perth City public Wi-Fi, planned heat network for city centre
(Anticipated) Portfolio of onsite organisations	PKC has large number buildings in city centre, St John Shopping Centre, Culture PK manage Perth Museum and Art Gallery,
Investor Benefits	Potential for investors to realise strong returns through rising yields, and to support the catalysing of green developments in an exciting Cultural Quarter with existing public sector investment.
Contacts	Steve MacDonald stevenmacdonald@pkc.gov.uk

Opportunity Description

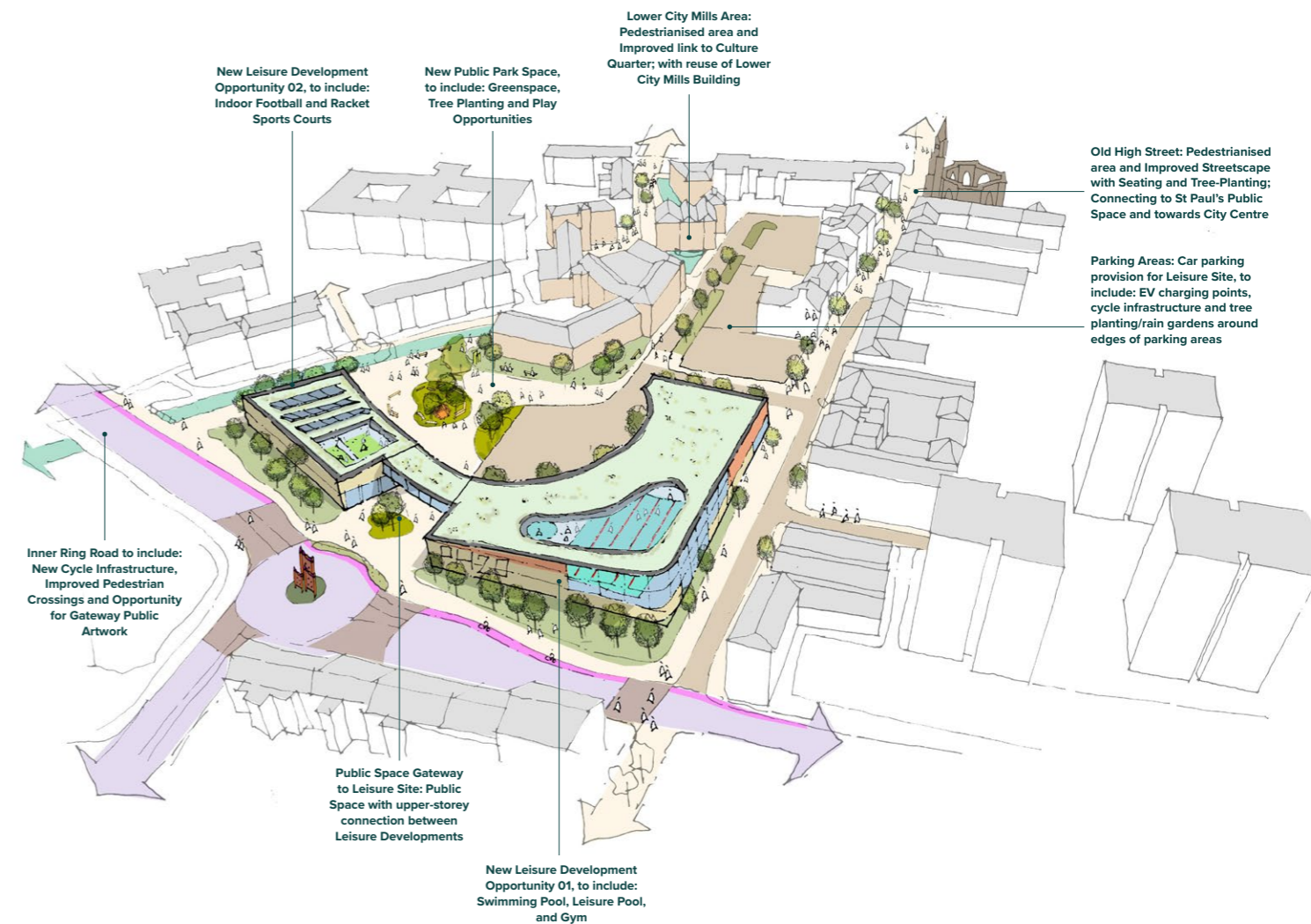
The Mill Quarter will be home to a new £74m swimming pool and leisure centre, adding to Perth’s thriving culture and leisure attractions in the city centre and offering new opportunities for city residential developments.

The Council is seeking a high-quality development for residential and other complementary uses that promotes city centre living, communal open and green spaces, active travel and that celebrates the area’s historic setting. Overall, the development will help contribute to a greener, more accessible and more pedestrian and cycle friendly area of the city.

The Mill Quarter is close to the historic Lower City Mills area and the Old High Street, which connects the area towards the main High Street and central retail and cultural area. The existing Mill Quarter is characterised by the Thimblerow carparking area (the site for the proposed leisure centre) which are at the edge of the city centre but could form an ideal mixed residential and leisure development close to the attractions and facilities of the city centre.

The leisure site is expected to be ready for development within 2 years, with the leisure centre set to open in 5 years. The development of the Mill Quarter will also unlock further land elsewhere including for residential and student living opportunities. A planned Perth City Heat Network is further being explored to enhance the sustainability of buildings on the site.

This Quarter will benefit from significant public investment into the area, with the opportunity for developers to be involved in the project through residential opportunities, and through the leisure facilities and surrounding green infrastructure.



Existing Thimblerow Car-park



Old High Street Public Realm



St Paul's Church and Public Space



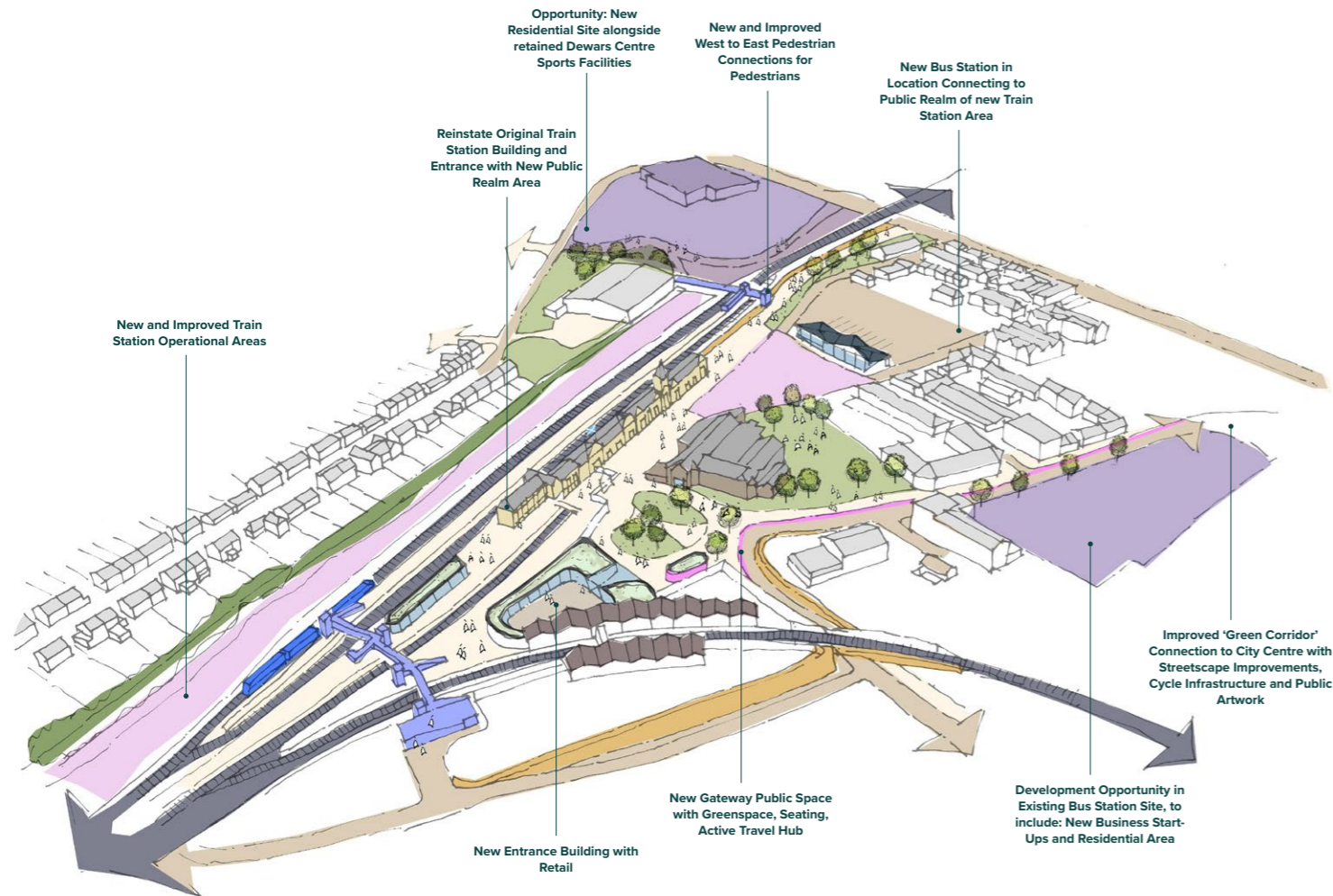
Old Mill Area at West Mill Street

Fact File

Investment Type	Leisure and residential developments
Total investment value	£60m+
Timeframes for development	2040 for Mill Quarter and 2030 for leisure centre development
Access to services and utilities	Full fibre broadband, 5G mobile network, Perth public WiFi; planned Perth City Heat Network
(Anticipated) Portfolio of onsite organisations	Many PKC buildings; Pullar House to become multi-agency public service hub; Perth Concert Hall and Perth Theatre run by Horsecross Arts.
Investor Benefits	Series of new residential developments with part mix-use, public and private amenity spaces, connections to active travel routes and low/zero-carbon affordable heating.
Contacts	Kirsty Easton keaston@pkc.gov.uk

9: Station Quarter

The Station Quarter and the Harbour Quarter are complementary components of the vision for Perth city. These are longer term opportunities for investors that continue to develop, and we welcome any enquiries, requests for further information, or discussions with potential partners to progress these opportunities as they evolve.



The Station Quarter will create a new and improved gateway to Perth. Station and public realm improvements, and new housing and enterprise spaces will transform this Perth city site. Plans for redevelopment of the station have already been made by Network Rail under the Perth Station Masterplan linking with the nearby bus station.

Opportunities in development include the former bus station site, to be developed to include a new centre for business enterprise and start-up accommodation, while there are also opportunities for a new residential neighbourhood. £15m of funds for a bus and rail interchange are committed for development from the Tay City Deal. Further opportunities will be unlocked as the nearby Mill Quarter is progressed.

10: Harbour Quarter

The Harbour Quarter is a significant leisure, tourism and food and drink opportunity.

The existing Perth Harbour area has been identified as an additional key investment area within the city area. The harbour currently operates as a commercial port but has recently been the subject of an appraisal to consider the viability of the harbour continuing to operate in such a manner.



Although currently still operating as a commercial port, the Council is proposing a number of new commercial and leisure uses for the Harbour including: alternative marine, leisure and water-based activities and uses, and renewable energy production/storage. This can also be supported by the delivery of new infrastructure to improve access to the water and land within the harbour area and the adjacent Moncrieffe Island.

SSE Energy Solutions: Powering net zero from Perth

SSE plc is proud to be headquartered in Perth, positioning the city at the heart of Scotland’s transition to a low carbon future. As a leading UK energy company, we are investing £20 billion in green energy projects by 2027 through our Net Zero Acceleration Programme Plus, supporting innovation, resilience, and green careers.

Perth and Kinross is an ideal place to lead the green transition, providing excellent access infrastructure, a skilled workforce, and a forward-thinking approach to sustainable development. From our HQ in Perth, we’re delivering the UK’s net zero future.

One recent example is our partnership with Highland Spring, where we’re delivering a 7MW solar array on the Ochil Hills to power their Perthshire operations, demonstrating how bespoke renewable energy solutions can reduce carbon footprint, while also enhancing energy resilience for industry.



Above: Ross McLory, SSE, and Donald MacBrayne, Scottish Water Horizons discuss wastewater horizons plans.

Credit: Iain Ferguson, The Write Image

We’ve also announced a strategic partnership with Scottish Water Horizons to develop low-carbon district heat networks across Scotland, showing how businesses and local communities can benefit from innovative heat solutions.

With deep roots in Perth and a national outlook across Scotland and the rest of the UK, SSE is proud to be a key player in the UK’s energy transition, bringing together world-class expertise, long-term investment, and a passion to power change.

Left: Stuart Batty, SSE Energy Solutions; Simon Oldham, Highland Spring Group; councillor Liz Barrett, Perth and Kinross Council; and Jim Fairlie MSP at the site of the new 7MW Solar Array in the Ochil Hills.



Aviva – Why Perth



With roots in Perth dating back to the formation of General Accident in 1885, Aviva now proudly employs over 1,200 staff in our Perth office. As we look to the future, we are excited about continuing to expand our footprint in the city, with further growth in our General Insurance business planned in 2025 and beyond.

Our operations are driven by a strong commitment to sustainability. As the first major insurer worldwide to aim for Net Zero by 2040, we have continuously invested in our Perth site. Recently, we installed a 77-meter wind turbine, which, combined with existing solar and battery technology, ensures that 100% of our electricity demand is met through renewable energy.

We are also pleased to announce our investment in a new training facility at our Perth office, designed to accommodate a brand new leadership

programme for all 4,500 leaders at Aviva. This long-term investment in leadership will create a consistent development framework, enhancing and expanding the capabilities needed now and into the future.

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The turbine will produce 3000 megawatt hours of clean energy per year

Over the next two years, Aviva will invest over £2 million in the local economy through travel and accommodation, as leaders from across the UK and Ireland come to Perth for training. In the long term, the site will serve as a primary centre for training and development, supporting both leadership initiatives and the broader Aviva University curriculum.

We continue to work closely with Perth and Kinross Council, the Scottish Government, local businesses, and the third sector to develop our place-based social action strategy. This collaborative effort aims to benefit the local communities we represent and drive economic growth for the region.

Invest in Perth

Invest in Perth is the inward investment brand of Perth and Kinross Council. We are here to ensure your investment journey can achieve its full potential and to help you to realise your ambitions for growth.

If any of the opportunities discussed in this brochure are of interest to you, please get in touch with Kirsty Easton:

KEaston@pkc.gov.uk

or visit our website for more information about the business support we offer, the opportunities we have and to stay up-to-date with the latest news and developments around Perth and Kinross.

InvestinPerth.co.uk