

- UNESCO City of Craft
- Scotland's Year of Stories
- City Hall update









PERTH, UNESCO CITY OF CRAFT



Perth, Bristol, Manchester, Glasgow, Edinburgh, Bradford, Liverpool, Norwich, Nottingham, Dundee, Belfast, York





Benefits to Perth and Kinross

- Market potential: there has been a dramatic growth in the number of people buying craft between 2006 and 2020 with 73% of the population buying craft in 2020.
- four-fold increase in the volume of craft objects bought annually between 2006 and 2020 from 5.6m to 24.7m objects.
- The total value of craft sales has increased from £883m in 2006 to over £3b in 2019.
- Inclusivity: with around a quarter of makers in 2020 having a disability.
- Sustainability: Cities must adhere to the UN Sustainability Development Goals.
- Experience tourism: A chance for us to develop new tourism experiences, authentic and meaningful.
- City branding: cities such as Dundee and Bradford use their UNESCO logo as a quality mark.
- Further ties with UNESCO Cities in the UK.
- UNESCO Scotland trail coming in 2021, Perth joining in 2023 investment of 360,000 by Scottish Government.
- Education: Access to national craft education programmes, increase in young people staying in the area.
- Wellbeing: Craft activities contribute to wellbeing and happiness.

OPPORTUNITIES

- Increased visitor numbers
- Focus on authentic experiences for tourists and P&K residents
- Potential funding routes
- International partnerships for knowledge exchange and for commerce
- Increased awareness of the P&K tourism offer to this extensive global network.
- Potential to host high profile 'sub network' and network events.



YEAR OF STORIES —2022—

Raise the Roof

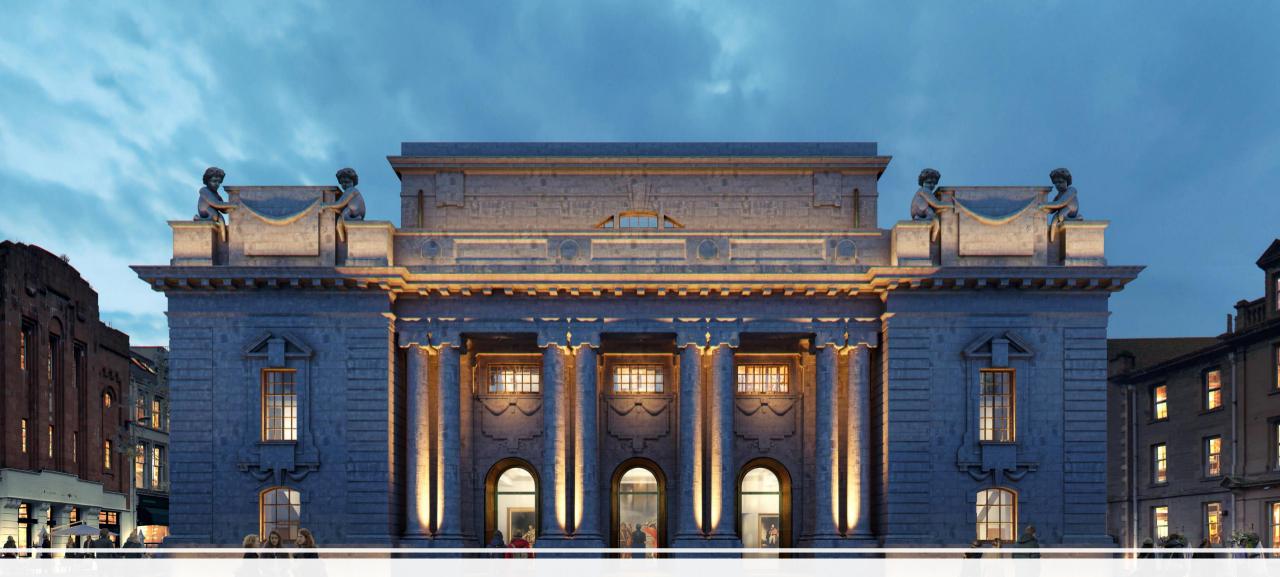
- A major new year long project that will tell the story of 22 women from across Perth and Kinross, throughout history.
- Inclusive and innovative, matching community groups and local artists to produce stories in a variety of medium.
- Each story will have an identified object to the new City Hall Museum which will engage community groups, fostering sense of ownership and belonging to the new museum.
- Focus on traditional storytelling people and methods and how we develop that within a new generation.
- Engendering a greater sense of place and belonging within communities.
- Working in collaboration with many of the major cultural organisations in Perth and Kinross.
- Focus on tourism recovery, attracting people to the city centre, both local and from across Scotland. Bringing wider economic benefits, COVID recovery for the area.
- Will place Perth and Kinross at the centre of the Year of Scotland's Stories.



Wire Women trail

OPPORTUNITIES

- A digital map is being created with opportunity to be featured on the map or sponsor the map
- The wire sculptures are going to be sold after the trail, with all funds going to the City Hall Museum
- Increased tourism visits to the city added value to visitors across the summer.
- Press activity the trail has already attracted national and regional press coverage, raising awareness of the area.
- Increased activity on the High Street and city centre of Perth
- Potential for towns and villages to 'host' a statue

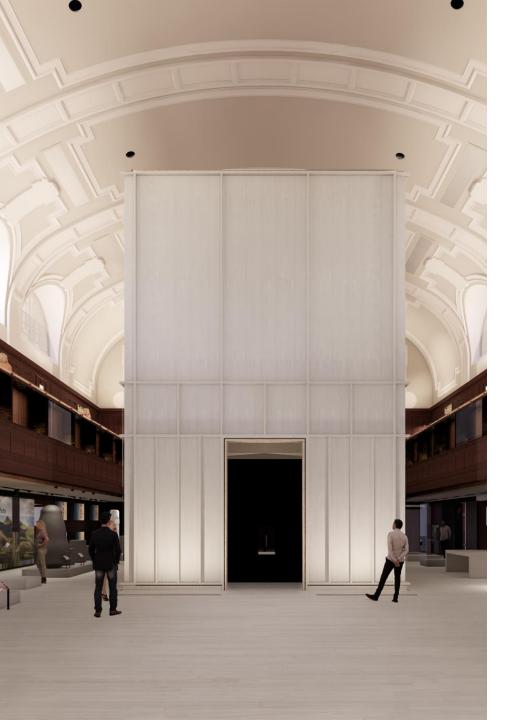


Perth City Hall Museum



Perth City Hall Museum

- Contribute to a world class tourism offer of scale by growing the visitor economy in the region and contributing to the regional tourism strategy target to grow overnight staying visitors by 3% year on year, from £433m in 2016 to £550m in 2024.
- Address specific tourism market failure and opportunity in the city of Perth by attracting an additional maximum 167,000 visitors to Perth by 2027/28.
- Address low productivity in the creative sector of Perth and Kinross by growing opportunities for creative industry to locate and prosper in Perth.
- Enhance overall appeal/quality of life of the area to attract wider inward investment from high value sectors and diversify the regional economy.
- Grow the social capital/asset base of Perth and Kinross through increased cultural participation and community co-production.



Perth City Hall Museum

- A maximum 167,000 additional visitors to Perth by Year 3 of opening.
- 50,000 annual visitors to touring exhibitions.
- £101.1m additional gross visitor expenditure generated over 10 years.
- ▶ 19.7FTE direct employment opportunities (21 FTEs at P&K level; 14 FTEs at Scotland level; 3 FTEs at UK level).
- ▶ 42 jobs during construction.
- 51 training and skills opportunities.
- ▶ 1,500 volunteering opportunities and 30 community enterprises.



Perth City Hall Museum – A Tay Cities Regional Deal project

City Hall will work to support and enhance the Tay Cities Regional Deal Objectives:

- ▶ 1. Grow the value of overnight stays across the region from £433m in 2016 to £550m in 2024 (approximately 3% growth year on year).
- 2. Improve the all-round experience for visitors across the region.
- 3. Address common challenges, such as connectivity, accessibility, seasonality and productivity.