

**Perth & Kinross Council Update**  
**Suzanne Cumiskey, Project Officer, Place**  
**Development**

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# PERTH CITY & TOWNS

Perth City & Towns refresh [perthcityandtowns.co.uk](http://perthcityandtowns.co.uk)

New agency appointed. Contract starts 1<sup>st</sup> November 2023

## Analytics

- Page Views - 330,000+
- Average page views per month - 27,500+
- Time on page - 2 min
- Average page views per user from June 19th to August 19th = 2 pages
- eNewsletter open rate 31%
- Database 22,000+

**WHAT'S ON THIS CHRISTMAS IN PERTH**

**Christmas Lights Party**  
Saturday 2nd December  
The City of Perth presents a fantastic mix of great acts, community groups, ice carvings and street entertainment, as well as silent discos and the Christmas parade. Find stages at Tay Street, King Edward Street and Horsecross Plaza with extra fun at St Paul's Event Space. Visit Santa's Grotto and Home's Funtair plus lots more.

**St Andrew's Day Celebration**  
Sunday 3rd December  
Celebrate the patron saint of Scotland with fantastic live performances from The Mad Fernet Band, Red Hot Chili Peppers plus many more with a stirring Pipe Band parade from St John Street to Mill Street as our finale to St Andrew's Day. Find stages at King Edward Street and Horsecross Plaza. Visit Santa's Grotto and Home's Funtair plus lots more.

**Santa Run, Country Rock and Nativity Lantern Parade**  
Saturday 9th December  
Get into the spirit of Christmas with the Perth Santa Run and as evening falls, grab your torch or lantern and join the Nativity parade as it makes its way to St John's Kirk for the unswinging of the Nativity scene. Enjoy the best of Country Rock on our Horsecross Plaza Stage while our Community Stage continues in King Edward Street. Visit Santa's Grotto and Home's Funtair plus lots more.

**Cakefest and Rock**  
Sunday 10th December  
The festive fun continues, and hopefully you will be dazzled by the talents of our local bakers at Cakefest. Enjoy the Rock Stage in Horsecross Plaza while our Community Stage continues in King Edward Street. It's the last day of Santa's Grotto so make sure you make a visit. Children's rides, craft stalls and street entertainment will keep the festive buzz going.

**Community Fun Weekend**  
Saturday 16th December & Sunday 17th December  
The live entertainment continues in Perth with children's rides, entertainers, and lots of festive fun filling the streets of Perth as you shop.

**Other Events**  
2nd, 3rd, 9th & 10th December: Santa's Grotto at Horsecross Plaza. Free for children aged 12 and under.

**Every Weekend:**  
St Paul's Church Silent Disco: Grab your dancing shoes and a warm coat, it's time to throw some festive moves! | Traditional Festive Cabins through the City Centre featuring quality local artisans and independent retailers.

For full event details including timings and stage line-ups, go to the website:  
[PERTHCITYANDTOWNS.CO.UK](http://PERTHCITYANDTOWNS.CO.UK)



- Christmas Campaign will focus on promoting the Winter Festival
- Multi channel approach
- Christmas Gift Guide press launch 2 Nov 2023
- 60,000 copies distributed to Dundee, Fife and Perth and Kinross) postcodes w/c 6 Nov 2023
- Gift Guide Distribution to Perth City Centre retailers 3-6 Nov 2023
- 130 businesses featured



# CHRISTMAS MARKETING CAMPAIGN 2023



## Fifty Under £15

Beautiful, thoughtful and fun,  
all for £15 or less

- 1 Tay Larder  
Handpainted Coconut Bowl  
£14.99
- 2 Quince & Cook  
Christmas Wax Melts  
£9.00
- 3 OOR Haggis  
Oor Haggie Book  
£5.99
- 4 Mercat's of Perth  
Five Pocket Bag  
£15.00
- 5 Malts and Spirits  
Glencairn Whisky Glass  
£7.00
- 6 Sarah Halliday Art  
George Street Christmas Card  
£3.95
- 7 Precious Sparkle  
Soy and Essential Oil Candle  
£15.00
- 8 The Glenturret Distillery  
The Glenturret Ochl Fudge  
£6.00
- 9 Wilkie's  
Nuzzles Sheep's Lining Socks  
£11.99
- 10 These gifts can be purchased  
online

Full details for each gift can be  
found at:  
[perthcityandtowns.co.uk](http://perthcityandtowns.co.uk)



PERTH  
CHRISTMAS  
GIFT  
GUIDE

Over 150 gift ideas from independent businesses across Perth, Perthshire and Kinross-shire  
[PERTHCITYANDTOWNS.CO.UK](http://PERTHCITYANDTOWNS.CO.UK)

The graphic features a dark blue background with white and red text. It is decorated with various Christmas-themed icons: a red gift box with a white bow, two gold and red Christmas balls, a snowman, a heart-shaped candy cane, a starburst, two snowflakes, three Christmas trees, and a sleigh. The text 'PERTH CHRISTMAS GIFT GUIDE' is prominently displayed in the center.

# WINTER FESTIVAL PROGRAMME 2023

- Christmas Lights Party - 2 December 2023
  - Perth Farmers' Market (South Inch Car Park) 2 December 2023
  - Winter Market & Open Studios (Creative Exchange) 2-3 December 2023
  - Santa's Grotto ( Horsecross Plaza) FREE for children aged 12 and under. 2- 3 December
  - The Handmade Show (Perth Concert Hall) – 3 December 2023
  - St Andrews Day Celebration (Perth City Centre) - 3 December 2023
  - Santa Run - 9 December 2023
  - Cakefest - 10 December 2023
- Full event details including timings and stage line-ups  
[Events | Perth City & Towns \(perthcityandtowns.co.uk\)](https://perthcityandtowns.co.uk)



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# WINTER FESTIVAL PROGRAMME 2023

- Community Fun Weekend - 16-17 December 2023
- Perth Farmers' Market (South Inch Car Park) 16 December 2023
- Santa's Grotto at Horsecross Plaza: Free for children aged 12 and under. 9- 10 December
- Perth Farmers' Market (South Inch Car Park) 16 December 2023
- Every weekend in December St. Pauls will hosts a Silent Disco
- Aladdin (Perth Theatre) 1-31 December 2023
- For full event details including timings and stage line-ups [Events | Perth City & Towns \(perthcityandtowns.co.uk\)](https://perthcityandtowns.co.uk)



- How to work with Group Operators (Perth Concert Hall, 15 November 2023)
- Opportunities to get involved with Perth Museum, *Virtual*, 23 November 2023
- ELEVATOR Winter Warmer Mini Accelerator (Creative Exchange) Nov 2023
- Screen Ready Online, 6 December 2023
- For full event details including timings
- [\(2\) VS Perthshire business group | Facebook](#)



B2B  
EVENTS  
2023

The background is a vibrant red color, adorned with intricate white decorative elements. In the top right corner, there is a complex arrangement of motifs including a fork, a spoon, a bird, a mountain range, a classical building with arches, and a window with a fleur-de-lis. The bottom right features a crown and a large, stylized bird in flight. The bottom left is filled with dense floral and scrollwork patterns, including a small icon of a laptop with a floral design on its lid. The word "Questions" is centered in a bold, dark grey font.

# Questions