



Smart Investing Now and for the Future

INTRODUCING SMART PERTH

Driving place and business innovation in energy and mobility

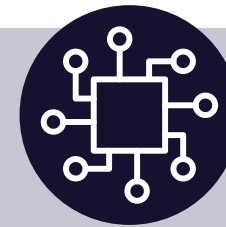
Focused on delivering economic resilience and long-term growth through innovation and sustainability, Perth's smart agenda for the future has started now.



ENERGY



MOBILITY



DIGITAL

Aiming to be one of the most sustainable small cities in Europe, Perth is starting a journey towards a net zero future that will be inclusive, sustainable, grow the economy, create jobs and improve quality of life.

Our Flagship Investment Project: Perth West

- Perth Eco Innovation Park
- Perth Innovation Highway
- Logistics, mobility and refuelling hub

Wider Opportunities For Smart Investing

- Perth Energy Partnership
- EV Charging Infrastructure
- Circular Economy
- Gigabit Connected Perth

Supported by the £300m Tay Cities Deal with upwards of £400m Inward Investment also projected over 15 years and further public and private investment planned, the future is bright for Perth.

SMART INVESTMENT OPPORTUNITIES

Perth is leading the field in smart energy, technology and mobility which offers opportunities for investors and corporates to partner in innovative projects from eco-innovation to renewable energy. A number of projects are now underway with commitment made to developing solutions for the green economy of the future. This includes smart mobility, smart energy, full fibre broadband, smart city applications, Internet of Things, AI and machine learning, as well as bolstering the potential for data and data centres.



PERTH & KINROSS STRATEGIC ENERGY PARTNERSHIP

Perth & Kinross Council is developing a proposal for a Strategic Energy Partnership that will take a 'whole system' approach to energy production and consumption in Perth & Kinross. With the agenda to improve energy efficiency across the entire building stock, decarbonisation of heat through the deployment of city scale district heating, renewable energy generation, battery storage and EV charging, the aim is to make Perth one of the first UK cities to be net zero.

CIRCULAR ECONOMY AND BINN ECO PARK

As an established and growing circular economy focused resource management centre, Binn Ecopark Development is at the forefront of plastic recycling and includes two Material Reclamation Facilities (MRF) treating commercial, industrial and municipal waste, an anaerobic digestion facility, in-vessel and green-waste composting facilities, a Residual Waste Solid Recovered Fuel Plant and waste wood processing.

EV CHARGING INFRASTRUCTURE

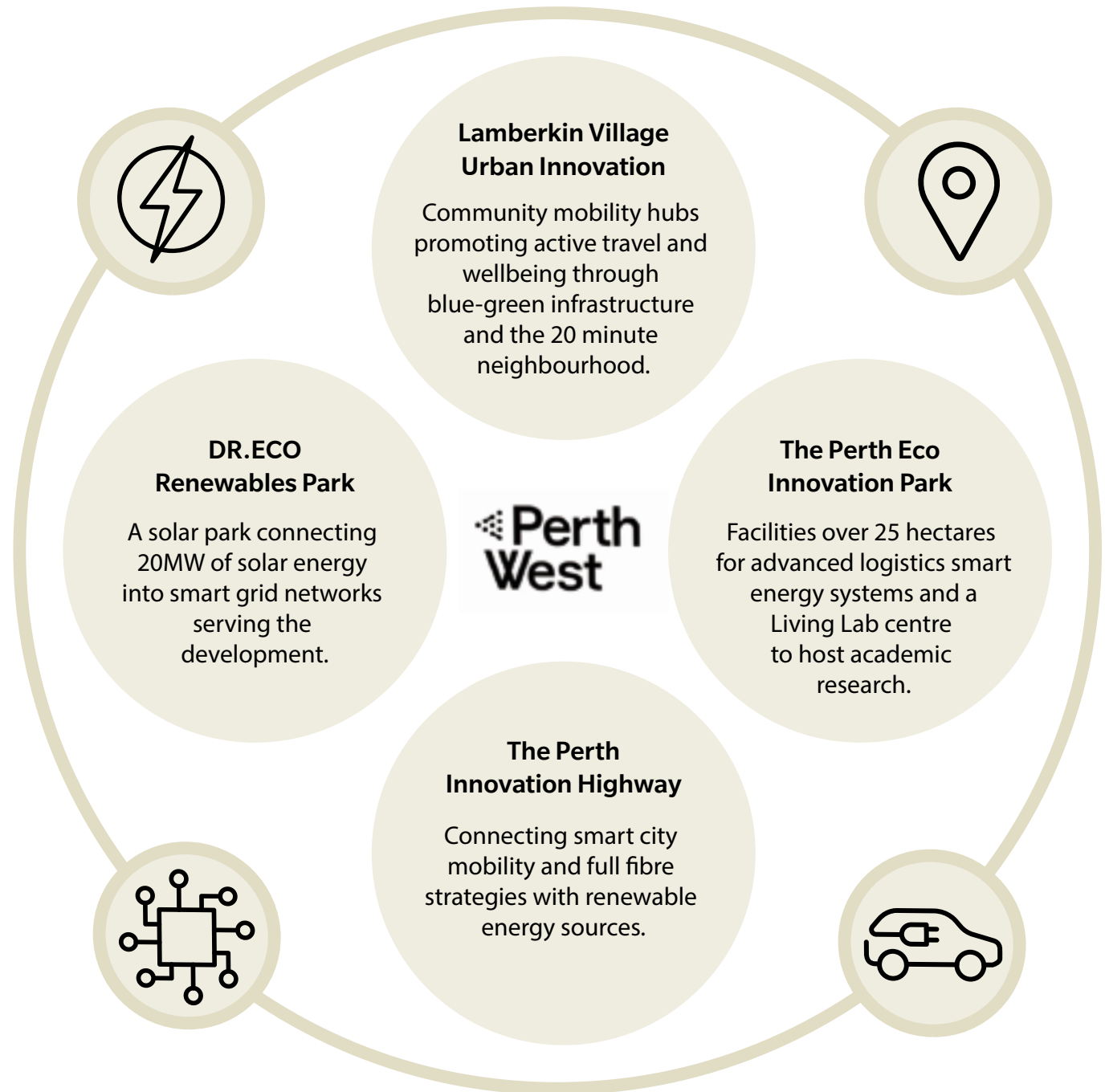
With massive growth in the use of EVs anticipated, the council is looking to renew its vehicles by 2030 and provide more EV charging infrastructure (already above the Scottish average) to meet charging demand across the region at the same time. This will include electric charging along the newly dualled A9 and enhanced charging at Broxden Park and Ride.

GIGABIT CONNECTED PERTH

Using council owned ducting, this end-to-end full fibre network spans 19.5km connecting key Council data centres, public buildings and community establishments, as well as City Operations Centre. It stretches out to the north and west of the city, close to the new 5,000 home developments and commercial sites.

INVEST IN PERTH WEST

Driving business and place innovation through smart energy and mobility solutions, Perth West is a unique opportunity in the heart of Scotland for purpose-driven investors and corporates to co-create this exciting residential and commercial, net-zero exemplar, with a view to generating long-term and sustainable benefits.



SMART PERTH'S STRENGTHS AND ASSETS

A focus on attracting inward investment that drives innovation and sustainability.

Exceptional land and commercial property opportunities at highly competitive rates.

An unrivalled location with superior physical infrastructure and digital connectivity.

Strong links with Perth College UHI, and universities in Dundee and St Andrews, as well as skills academies in industry.

Private-public partnership with multi-level buy-in across key sectors and significant investment in transformational projects.

Entrepreneurial support focused on enterprise, prosperity and nurturing human capital.



Invest in Perth

innovative // sustainable // connected

How we work, live, and do business is evolving and Perth's ability to adapt and evolve in an ever-changing global marketplace, has secured its reputation as an innovative business destination on the world stage. If you are seeking an ambitious, vibrant city in which to invest your capital, build your start-up or better place your national and international headquarters, contact the Invest in Perth team.

Kirsty Easton
Senior Economic Development Officer
keaston@pkc.gov.uk



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@investinperth

Perth and Kinross Council, Pullar
House, 35 Kinnoull St, Perth, PH1 5GD

investinperth.co.uk