

PERTH AND KINROSS COUNCIL**Enterprise and Infrastructure Committee – 26 April 2006****Marketing Perth and Kinross****Report by Head of Economic Development**

This report reviews the progress made in promoting Perth and Kinross in 2005/06 and sets out a programme for 2006/07

RECOMMENDATIONS

It is recommended that the Committee:

- a) Acknowledge the success of the 2005/06 promotional programme in both its economic impact and in drawing support from the business community.
- b) Approve the 2006/07 programme set out in this report and a 6 month review report will be submitted to Committee in October 2006 on progress made.

BACKGROUND

1. The Council in terms of promoting Perth and Kinross approved a Perthshire brand model. The key elements of the promotion model are:
 - Perthshire, Scotland – Scotland’s most beautiful, vibrant and successful rural area.
 - Perth, Scotland – one of Europe’s most beautiful, vibrant and successful smaller cities.
 - Kinross-shire – a rural historic county and the southern gateway to Perthshire.
2. The proactive promotion of Perth and Kinross is supported in both the Corporate Plan and the Economic Development Strategy. Improved coordination of promoting the area is a core theme of the economic strategy and developing a Partnership approach for Perth and Kinross forms part of delivering this. The role of the Perthshire brand is to make a significant contribution to meeting economic objectives for the area. The Perth and Kinross Economic Partnership which includes all our Partners have also approved the approach and programme.
3. The Council agreed that a Marketing Forum would be established to guide the development of the brand. The Forum comprises of both public and private sector organisations. The Marketing Forum establishes ownership of the brand across the public and private sector and has been fundamental in facilitating its successful take up. The main remit is to

ensure successful development of the brand across key sectors and to encourage its take up by the private sector.

4. As part of the early development of the brand a series of pilot projects were initiated with the private sector to test the brand. These projects ranged from the visual identity appearing on Tower Bakery vehicles, a series of postcards in the Scottish Field and promoting the Winter Words Festival in Pitlochry Festival Theatre.
5. A sub group of the Marketing Forum has reviewed the progress made to date and has outlined a draft programme for implementation in 2006/07. This report outlines their findings and forward programme.

Review of 2006/07 Programme

6. The main thrust of the work in 2005/06 has been on:
 - National and International Promotion
 - Support for Local Initiatives and Projects
 - Measuring the impact of the campaign

National and International Promotion G8 Summit 2005

7. From a marketing perspective the G8 Summit afforded Perth and Kinross a unique and unrivalled opportunity to gain recognition on a global scale. The brand was delivered across all the G8 related activities the Council supported and we were able to deliver our key messages in a unified manner. As well as the extensive list of activities that were undertaken a lifestyle magazine and CD ROM were developed using the brand and delivering the key messages and images that reflected Perthshire. These were distributed at the Summit to media, support staff and delegates. In addition to the magazine and CD ROM a short DVD has been produced (also shown at the Scottish Village during the summer).
8. The recent economic impact study that was carried out by the Executive indicated that media coverage of G8 Summit from the 2 -11 July 2005 was valued at £66.4m. The evaluation also considered the proportion of coverage that specifically mentioned Perthshire or Gleneagles. Of the total, 65% of the volume mentioned Gleneagles, representing 3.2 billion opportunities. There were an estimated 7 million opportunities to see items which specifically mentioned Perthshire. This is based on the sample of top five press and broadcasters in the 10 countries covered by the study and does not include some of the tourist related articles resulting from the press visits hosted or stories placed by Perth and Kinross Council.

Raising the Profile of Perth and Kinross

9. Perth and Kinross hosts many events which profile the area to local, national and international audiences, key messages and the visual identify was used at these including:
- Features in magazines and newspapers.
 - The Johnnie Walker championship at Gleneagles with Perthshire DVD being shown at the event.
 - World Bowls Tournament at the Dewars Centre with BBC national coverage over several days.
 - Blair Castle International Horse Trials with the Perthshire DVD extensively used along with national TV coverage
 - Perth Festival of the Arts which used the visual on all its printed material
 - Perthshire banners were used at events such as the Colin McRae Rally which attracts some 20,000 spectators and the Enchanted Forest which attracted 11,000 visitors.

Support for Local Initiatives and Projects

10. The Perthshire brand has been used by more than 30 local companies and it has also contributed towards a number of successful projects.(A list of projects supported and testimonials are set out in Appendix 1). These have included:

a) Winter Words Festival – Pitlochry Festival Theatre

This festival is now in its third year and has been utilising the Perthshire brand in all of its promotional material. This has allowed the festival to design a more aggressive campaign to attract more visitors to the area over the winter period. This has had a direct effect on business in the area with results from a recent survey highlighting:

- 80% of hotels experienced growth in off-season business along with growth of 65% for retailers and 60% for guest houses.
- 74% of local businesses highlighted the positive impact of Pitlochry Festival Theatre's winter programming.
- 45% of business indicated that their growth in off peak business is attributable to the Winter Words Festival.

b) Berryfest

The Berryfest was held for the first time last year in five locations throughout Perth and Kinross. It was heralded as a resounding success and plans are underway for this year looking at getting more involvement from schools, restaurants and hotels. The evaluation carried out on the Berryfest estimated that in excess of 3,500 people attended the various festivals (excluding Perth City) and an estimated £30,000 worth of press and television exposure was achieved for the festival and the Perth and Kinross area.

c) **Perth Farmers' Market**

The Perth Farmers' Market remains one of Scotland's best markets and over the last two years support from the brand has allowed the market to increase the level of their marketing activity to attract new stallholders and new customers to the market. The economic success of this support can be measured through the recent economic impact assessment study that was undertaken (the first in Scotland of this kind). The results highlighted:

- Perth Farmers' Market has directly assisted in the setting up, or further development of, an estimated 23 micro / SME food businesses in rural Perth and Kinross
- 23% attending the market had travelled more than 30 miles. Of that, 90% cited the market as the primary reason for their visit

d) **Dunkeld and Birnam Website**

Since the reorganisation of VisitScotland there has been significant change in the structures of the various area tourism partnerships. The Dunkeld and Birnam Tourism Association has continued to be very active in the promotion of their area and through the support of the brand they have developed a new website on which they promote the services they can offer in their area. It is widely seen as a leading local development at a Scottish level.

e) **Crannog**

Support for marketing and improving the website contributed to its redesignation from a 4 star to a 5 star visitor facility.

f) **Perth City Christmas Campaign**

Perth City Centre Management has successfully delivered the enhanced Christmas campaign for two years now. The Perthshire brand has allowed the campaign to be extended and now includes radio and television advertising as well as bus and newspaper advertising and a comprehensive promotional guide. Independent research carried out as part of the Perth 2005 shopper survey indicated that 39% of respondents had seen and were aware of the Perthshire brand. This compares to 15% in 2004 representing a substantial increase.

g) **Kinross-shire Signage**

Kinross-shire is still at an early stage of development. Local signage has recently been erected with future plans to rotate welcome messages depending on the various events that may be taking place. In addition to the signage, work is currently underway to further develop the Kinross-shire website.

Measuring the Impact of the Campaign

11. Each project is assessed in terms of key indicators and the long term impact is also measured as the project examples show. Work is also underway on establishing a perception base line. This will allow us to measure the brand impact over time. The project is structured to capture the opinions of key sectors, which will include:
 - Tourism – key markets
 - Local business and potential inward investment
12. The results of this study will help identify the key issues in relation to the perceptions of Perthshire and will allow a more targeted approach to the development of key projects and campaigns.

The 2006/07 Programme

13. The Marketing Forum Sub Group whose membership is Bill Duncan, Chair (Bank of Scotland), Kenny Mackay (Scottish Liqueur Centre), Derek Allan (Pitlochry Theatre) and Ken Macdonald/Ann Marie Sinclair (Economic Development) commissioned a short study into the development of area promotion throughout the UK. The study also incorporated a survey on attitudes of local business towards marketing Perth and Kinross. The key findings are:
 - The approach we have adopted of gradually building up awareness and involvement mirrors best practice at a UK level.
 - There are mixed levels of awareness of the Perthshire brand amongst the local business community. We need to increase business engagement and clearly spell out the objectives of promoting the area and the role businesses can play in it.
 - Strengthen the PR element of the work seeking to gain national coverage and develop the website.
 - Develop an Ambassador or Perth and Kinross Champions Programme whereby partners and individuals sell the positive attributes of the area.
 - Seek public endorsements of the campaign and what it has achieved.
 - Promoting an area is a long term project and experiences elsewhere suggest that public sector funding is essential.
14. The sub-group concluded that while good progress has been made in 2005/06 it is important to build on the achievements to date. A detailed draft programme is set out in the Action Plan appended to this report and some of the key areas which should be taken forward are set out below:
 - **Increased Engagement and Support from the Business Community.** Recent surveys have indicated support for promoting Perth and Kinross and confirmed that while the area is well

perceived within Scotland it is generally not well known in the rest of the UK or elsewhere. It is therefore recommended that we carry out a series of roadshows targeted at the business community throughout Perth and Kinross in May and June of this year. The aim will be to set out the objectives of promoting Perth and Kinross and discussing ways businesses could get involved and support it.

- **Develop an ambassador or champions programme for Perth and Kinross.** Experience elsewhere suggests that an effective way of getting our key promotional messages across is to use business leaders. A number of our export businesses such as Proctors, Bio-Rad, Spectraglass have already used the Perthshire CD as part of their presentation in seeking new business overseas. They have found it to be very effective. A detailed programme will be developed over the next few months to involve key businesses in promoting Perth and Kinross.
- **Develop a Take a Pride in Perthshire Programme.** Discussions are underway with VisitScotland and the private sector on such an initiative.
- **Royal Highland Show.** The Royal Highland Show is Scotland's top summer event with more than 150,000 visitors and 2,000 exhibitors. This year the Presidents, Vice Presidents of the Show are from Perth and Kinross and Fife and they have approached us with a view to developing a food initiative entitled 'Buy Local – Eat Local'. This will focus on the best of local produce from both Perth and Kinross and Fife and the stand will have producers, chefs, a retail area and corporate area for product launches. The Vice Presidents have been granted the centre of the Show for this exhibition and this is an excellent opportunity for promoting the area.
- **Local Initiatives and Events.** These have proved to have had a very positive impact on the local economy in 2005/06 spreading the benefits throughout Perth and Kinross and it is proposed to continue with developing these. Projects such as the Berryfest, development of the Perth Farmers' Market, Perth Christmas Campaign and Kinross-shire signage would not have happened without the funds from the promotion budget.
- **Raising the Profile of Area for New Investment.** We will continue to focus on working with the private sector and add value to their promotional campaigns for attracting new business to the area. In addition it is important that we work with the Concert Hall and VisitScotland to further develop business tourism. A communications plan will be drawn up to take this forward on ensuring the involvement of Partners will be a key requirement.
- **Perth City.** Support will be given to a number of events including the Art Mart, speciality shopping campaign, summer in Perth leaflet,

eating out guide and a Christmas Campaign. In addition it is proposed to improve signage in the City and at major entry points and increase banners on publicity material for events.

- **Kinross-shire.** Support will continue for signage and website development along with individual initiatives.

RESOURCE IMPLICATIONS

15. The Council approved a sum of £250,000 per year over the 3 year period 2004/07 for promoting the Perthshire Brand. No resources have been allocated beyond 2006/07.

COUNCIL PRIORITIES AND PRINCIPLES

16. The recommendations within this report support the delivery of the following corporate priorities and/or corporate principles:

Priorities

- ***Economic Growth:*** working towards ensuring Perth and Kinross has a prosperous, sustainable and inclusive economy.
- ***Rural Communities:*** supporting those rural communities

CONCLUSION

17. It is clear from the national survey of brand development that the approach we have adopted of gradually building up the promotion of Perth and Kinross over the last 18 months has been successful. The approach has concentrated on direct support to local initiatives which would only have occurred with brand funding and support for the Winter Words Festival shows the positive impact it has had on the local economy.
18. The proposed 2006/07 programme builds on this approval through increased business engagement and the Ambassador Programme. Active support from Partners, business and the wider community is essential. Implementing the programme of both national and local initiatives will be critical along with an effective communication plan.
19. Funding in 2006/07 represents the final year in the 3 year funding package which was approved by the Council. Good progress has been made but further public sector funding is essential if we are to build on the work to date.

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NOTE

No background papers as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

Brand Project Listings and Testimonials

2005/2006

Food and Drink

Berry Festival
Farmers Market
Atholl Glens Organics
Tower Bakery
Scottish Liqueur Centre

Business Development

Fishers
Tullibardine
Perth Racecourse
Aberfeldy Watermill
Pitlochry Festival Theatre
Scots Language Centre
Perthshire magazine and CD
Perthshire Business Women's Network

City Centre

St John's Shopping Centre
Perth City Christmas Campaign
Speciality Shopping Campaign
Eating Out Guide
Perthshire Business Magazine
Perthshire Business Women's Network

Tourism

Scone Palace
City Sightseeing Bus
Blair Atholl Tourism Association
Dunkeld & Birnam Tourism Association
Crannog Centre
Visit Scotland Perthshire

G8

G8 Tartan Launch
G8 Consul Visits
Tourism Seminar
Fergusson Gallery Re-opening
Fair Trade Conference
Climate Change Conference
Book of Thoughts
Banners for a Better World
Eco-Exhibition
Local Speech Marking Competition
National Speech Making Competition
BBC Question Time Programme
G8 official magazine, media village, Gleneagles
Chamber of Commerce Business Fair

Events

Blair Atholl Horse Trials
Adventure Tri
Drovers Tryst
Words Out Festival
Colin McRae Rally
Johnnie Walker Golf

Perthshire Brand Testimonials

Alastair Dorward, President, Perthshire Chamber of Commerce - A strong brand is increasingly important in an ever more competitive marketplace. The Perthshire brand can help local companies gain a competitive advantage by providing an attractive visual identity that enables them to draw on and link into the positive attributes of Perthshire."

Andrew Fairlie, Gleneagles Hotel – With an ever increasing interest in the provenance of food it is important to differentiate and identify where your products are coming from. The Perthshire brand is the perfect tool to deliver this as it provides a visual identity which is directly associated with Perthshire and the wealth it has to offer in food and drink. *Scone Palace Food Event – November 2004*

Ian Millar, Perth Farmers Market

It is a competitive global market place out there making the job of marketing your product all the more difficult. Having a strong brand is crucial to securing markets and building your customer base. The Perthshire brand endorses the Farmers' Market and helps raise awareness to new audiences. *All promotional material and adverts*

Derek Allan, Pitlochry Festival Theatre – Pitlochry Festival Theatre is a unique gem in Perthshire attracting visitors from a wide area. Working with the Perthshire brand has allowed us to target our marketing to new markets. Furthermore the brand values in terms of quality and endurance reflect perfectly the message that the theatre promotes. *Banners, advertising and brochures.*

Kenneth Mackay, Scottish Liqueur Centre – I believe that associating Bruadar with both the Perthshire and Scottish Field brands will help enormously with its positioning. We are proud of our "Perthshire" production claim and anything you can do to further develop the already strong recognition of the brand will be helpful to us. *Perthshire and Bruadar postcard promotion in Scottish Field.*

Angela McKinnon, Owner, Tower Bakery - The Perthshire brand has complemented Tower Bakery and our products and we recognise the obvious benefit of using the brand as an endorsement of our business. *Van livery and product.*

Victor Ward, Managing Director, Fishers - Perthshire businesses have a vibrancy and enthusiasm that should be celebrated. Fishers are proud to be a Perthshire business and were happy to promote this through our vehicle livery. *Van livery.*

Catriona Wood, Dunkeld and Birnam Tourist Association. She said: 'that without the help of the money from the brand they would have been unable to do the website this year and they would have lost a full year of marketing as they would have had to spend time on fundraising. The brand money was crucial to the development of their tourism product and they are extremely grateful and happy to be working with the brand as it reflects the same key messages as they are imparting for their area.'

Athole Murray Fleming, Athole Design - To me, the Perthshire brand is all about promoting the "name" and "idea" of Perthshire so that people think about visiting or doing business here. We enjoy living and working in Perthshire and the brand enables us to play a small part in enhancing the area's profile and image. We would actively encourage companies to use the brand where possible to inform, tell and remind the greater population about Perthshire."

Sam Morshead, Perth Racecourse - "Perth Racecourse has been voted the Best Small Racecourse in Scotland and the North East and hosts an extensive calendar of meetings that attract punters from all over the UK and Ireland. A recent Economic Impact Study revealed that Perth Racecourse contributes £28 million p/a to the Perthshire economy. I have no doubt that our use of the valuable Perthshire brand has contributed significantly to this figure."

Kevin Ramage, Aberfeldy Watermill - "The Perthshire brand reflects the history and natural environment of Perthshire and I am particularly impressed by the way the brand works in collaboration with local businesses to add value to their activities. This collaborative approach is very welcome and very positive."

Siobhan McConnell, St John's Shopping Centre - "St John's Shopping Centre is the key shopping destination in Perthshire welcoming 6.5 million visitors each year. We support and promote the Perthshire brand as it gives a strong, positive message about the area. The more local companies support the brand, the stronger that message will be."

Lin Muirhead, Chair, Blair Atholl Tourism Association - The Perthshire brand is well designed, uncluttered and easy to read. Just looking at it makes you want to visit Perthshire. That's why we're very happy to use it on the front cover of our new leaflet for Blair Atholl. It helps us to highlight our links with all the other parts of Perthshire in a way that we couldn't do before the brand was introduced.

BRAND ACTION PLAN 2006/7

Raising the Profile of Perth and Kinross

Project	Lead
Communication Plan Comprehensive plan which capitalises and coordinates positive promotional stories on Perth and Kinross and develop the website.	PKC
Visit Scotland Marketing Activities Capitalise on publications and promotional campaigns by VisitScotland	PKC/VS
Eastern Perthshire Follow up and implement action identified in the EP Action Plan, Tourism, e.g. improve Blairgowrie TIC	Strathmore and the Glens/PKC/VS
Business Opportunities Roadshow May/June 2006 Joint promotion with businesses which can enhance Perth and Kinross	PKC/Marketing Forum
Develop Ambassador Programme Investigate how best to capitalise on local businesses and the community to act as ambassadors for the area.	PKC/Marketing forum
Pride in Perthshire Develop concept	PKC/VS/Private Sector
Events PR, TV coverage for major events	PKC
Focus on major gateway signage <ul style="list-style-type: none"> • House of Bruar • Tullibardine • Branding at entry points throughout Perthshire eg. train stations, bus stations 	PKC PKC PKC/RTP

LOCAL INITIATIVE TO MAXIMISE AREAS POTENTIAL

Project	Lead
<p>Food & Drink Directory</p> <p>Develop new food and drink directory for consumer and trade to be promoted throughout the area including bedroom packs and inserts in magazines, e.g. Scottish Field</p>	<p>PKC</p>
<p>Royal Highland Show</p> <p>Exhibition stand promoting food and drink from Perth and Kinross, also supporting the Buy Local – Eat Local initiative</p>	<p>PKC/Fife Council/RHS</p>
<p>Berryfest</p> <p>Second year of the Berryfest, new locations planned throughout Perth and Kinross. More involvement of local schools and local hotels and restaurants</p>	<p>PKC</p>
<p>Farmers Market</p> <ul style="list-style-type: none"> • Building on the success of the market and widening its appeal to more consumers both within and outwith the area through an active marketing campaign • Implementing the recommendations from the Economic Impact Study. 	<p>PKC/Farmers Market</p>
<p>Tourism – Supporting the local tourism network</p> <p>Working with local tourism networks to support their planned activities, e.g. Dunkeld & Birnam Tourism Association</p>	<p>PKC/VS</p>
<p>Attracting New Jobs</p> <p>Work with the private sector, eg property developers to market Perth and Kinross as a location for new business including business tourism.</p> <p>Signage on key business sites</p>	<p>PKC/Partners</p> <p>PKC</p>

PERTH CITY CENTRE

Project Description	Lead
<p>Christmas Campaign</p> <ul style="list-style-type: none"> • The aims of Perth City Centre Management's Campaign for 2005 to encourage local people to remain loyal, to attract additional visitors to Perth and to increase the profile of individual businesses and organisations in the city. • The 2006 campaign will include local and national press advertising, a major radio advertising campaign, a TV advertising campaign, bus advertising, competitions, the production of 80,000 high quality promotional guides, website, co-ordinated PR opportunities, and the support of a number of festive events. 	CCM/PKC
<p>Speciality Shopping Campaign</p> <ul style="list-style-type: none"> • This important sector, with approximately 170 specialist retailers, has to be maintained and promoted for the benefit of the city. • The 2006 campaign will comprise the production and distribution of 35,000 Speciality Shopping Guide, TV (for the first time), bus advertising, press advertising and PR. 	CCM/PKC
<p>Signage and Banners</p> <p>Ensure all signage and interpretation reflects the key messages for the area and does not confuse visitors. Newly designed banners featuring Perthshire branding for city centre area. Current ones feature former branding.</p>	PKC/CCM
<p>Eating Out Guide</p> <ul style="list-style-type: none"> • Perth has a wealth of good eating out establishments using fresh local produce. • The lack of a guide to these was raised in 2004. A third version will be produced and distributed in 2006. • This is an invaluable publication for the conference sector as well as events organisers and VisitScotland. 	CCM/PKC
<p>Accessible City Promotion</p> <p>Campaign to highlight accessibility and strengths of Perth</p>	PKC/Partners

KINROSS-SHIRE

	Lead
<p>Continued support for the Kinross-shire brand</p> <ul style="list-style-type: none"> • Support web development • Signage • Development of guidelines and toolkit • Promotion of tourism, e.g. local path networks • Business promotion 	<p>Kinross-shire Partnership/PKC</p> <p>TRACKS/VS/PKC PKC</p>

MONITORING AND EVALUATION

<p>Continue to monitor the effectiveness of the brand</p> <p>Ensure measures are in place to monitor the brand contribution, eg Berryfest, Christmas Campaign etc</p>	<p>PKC</p>
<p>Measure brand exposure</p> <p>Continue to measure level of brand exposure on various projects and project number of views</p>	<p>PKC</p>