

Perth Museum:
Update to Joint Committee
Sept 2023

CULTURE
PERTH & KINROSS



- **Project rationale & impact**
- **Project progress**
- **Learning (so far)**



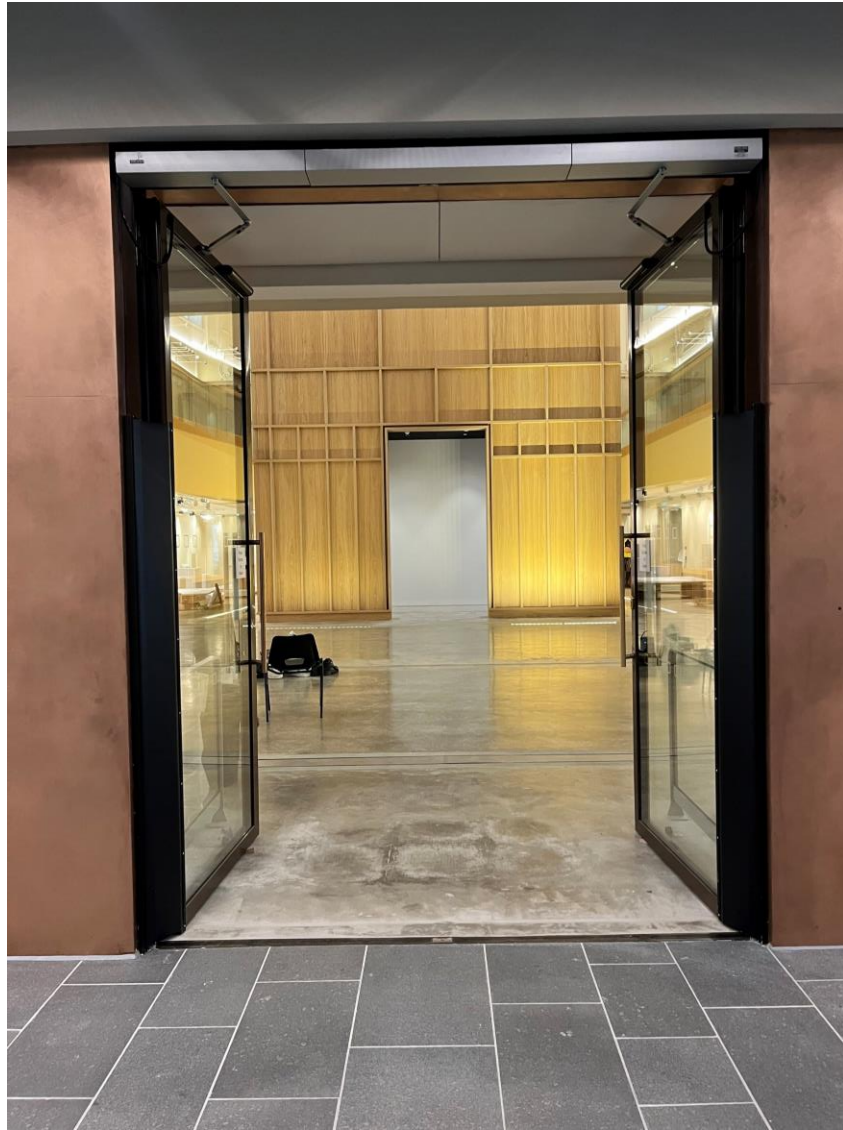
Project rationale

2014-17: Appraising tourism & creative industry

- Market failure & opportunity: decline in local visits, growth in international visits and an under-exploited day visitor market
- No cohesive cultural story or brand for Perth city
- Lower productivity of CI compared to rest of Scotland

2016 > Perth Cultural Transformation Programme

- Capital infrastructure investment of £30M including a new cultural attraction for Perth
- Bid for the Stone of Destiny
- Bids for UK City of Culture 2021 & UNESCO City of Craft



The FBC on a slide

- **Strategic:** a confident & distinctive repositioning of Perth's cultural offer
 - *Ancient Roots:* Perth Museum
 - *Modern Scots:* Perth Art Gallery
- **Economic:** a cultural offer tailored to market failure & opportunity
- **Commercial:** Procured through HubCo at fixed price
- **Financial:** Existing PKC cultural investment + £0.5M pa additional revenue + strengthened commercial focus
- **Management:** partnership between PKC, Culture Perth and Kinross & Historic Environment Scotland.



Project Impact: Investment Objectives

1. Grow the regional visitor economy
 - Additional maximum 167,000 visitors to Perth by Yr 3 (2027/28)
2. Address tourism market failure and opportunity
 - Increase overnight staying visitors by 3% year on year
3. Tackle low productivity in the P&K cultural sector
 - £101M gross visitor expenditure over 10 years
4. Enhance overall appeal/quality of life to attract wider inward investment from high value sectors/diversify the regional economy
 - 19.7 FTE direct employment opportunities
 - £2.5M GVA over 10 years
5. Enable the social capital/asset base of Perth and Kinross
 - 1,500 volunteering opportunities, 30 community enterprises supported



Key milestones

- **Jan 2017:** Strategic Outline Case
- **Nov 2018:** TCD Heads of Terms signed:
- **2020:** Covid - OBC revised - Stone of Destiny decision
- **March 2021:** FBC approved & construction contract signed
- **April '21 – Aug 23:** construction phase
- **April '23:** Perth Art Gallery refurb complete
- **Aug 2023 >:** exhibition fit-out phase & brand roll-out
- **Spring 2023:** public opening



[Inside the Museum](#)

[The Stone Of Destiny](#)

[Learn](#)

[About The Museum](#)



THE HOME
OF DESTINY

Public Programme

- Outreach: Museum in a Box
- Schools: primary, secondary & inclusion
- New commissions:
 - 'Symbols' film
 - Dragon Dance: the dragon of Kinnoull Hill
 - New permanent work for the Museum: 6 stories co-produced with local communities
- Opening exhibition – tba autumn 2023
- Opening celebration week: performance, local talent showcases & more



Learning: project teams

- **Do the business case legwork - & do Green Book training early**
- **Be a visible & enabling leader**
- **Lift as you climb**
- **Don't underestimate your time, energy and emotional resilience**
- **Manage real risk not just spreadsheets - & trust your gut**
- **Be an intelligent client – ask all the daft questions.**



Learning: successful culture-led regeneration...

- Is founded on long-term vision and strategy
- Is clear, consistent & realistic about impact
- Is rooted in deep knowledge & understanding of communities & place
- Is not a silver bullet.

