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- 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

Fabriano, Italy
Carrara, Italy (marble)
Gabrovo, Bulgaria
Biella, Italy
Barcelos, Portugal
Caldas da Rainha, Portugal
Viljandi, Estonia
Limoges, France
Sheki, Azerbaijan,
Paducah, Kentucky
Santa Fe, New Mexico
Ayacucho, Peru
João Pessoa, Brazil
Nassau, Bahamas
Fochordeleg, Ecuador
Areguá, Paraguay
Durán, Ecuador
Trinidad, Cuba
Jacmel, Haiti
San Cristóbal de las Casas, Mexico
Sokodé, Togo
Ouagadougou, Burkina Faso
Lubumbashi, Democratic Republic of the Congo
Porto-Novo, Benin
Ballarat, Australia
Suzhou, China
Pekalongan, Java, Indonesia
Kanazawa, Japan
Icheon, South Korea
Jaipur, India
Jingdezhen, China
Hangzhou, China
Tambasayama, Japan
Kütahya, Turkey
Sukhothai, Thailand
Bamiyan, Afghanistan
Tunis, Tunisia
Tétouan, Morocco
Madaba, Jordan
Aswan, Egypt
Al-Ahsa, Saudi Arabia
Sharjah, United Arab Emirates
Cairo, Egypt





Why Craft?

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.

A large-scale wireframe sculpture of a group of people, possibly a sports team or a community group, is displayed in a large, open-sided structure with a corrugated metal roof. The sculpture is composed of numerous thin, interconnected metal wires that form the outlines of the figures. The figures are arranged in several rows, with some standing and some sitting or kneeling. The background consists of a wall made of corrugated metal panels. The overall scene is dimly lit, with the sculpture appearing as a series of white lines against a dark background.

Scotland's Year of Stories Perth and Kinross

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.