

# **Economic Development Action Plan, 2013-2018**

**Bute and Cowal Area Community Planning Group Meeting,  
Tuesday 4<sup>th</sup> December 2012  
Eaglesham House, Rothesay**



# Process and Approach: Initial Draft EDAP 2013-2018

- Business community comments:
  - Collated feedback from a programme of business visits by Cllr Semple accompanied by Business Gateway staff
- Workshops sessions were conducted based on the four 'C's':
  - Competitive Argyll and Bute
  - Connected Argyll and Bute
  - Collaborative Argyll and Bute
  - Compelling Argyll and Bute
- Workshop attendees included:
  - Council staff from: Economic Development; Planning and Regulatory Services; Community Services, Customers Services and Communications Team
  - Representatives from HIE
  - Representative from VisitScotland
- COSO event



# EDAP Vision

“Realising our potential together, Argyll and Bute will unlock the opportunities offered by its significant, sustainable economic assets for the benefit of its communities and the competitiveness and security of the Scottish and EU economies.”



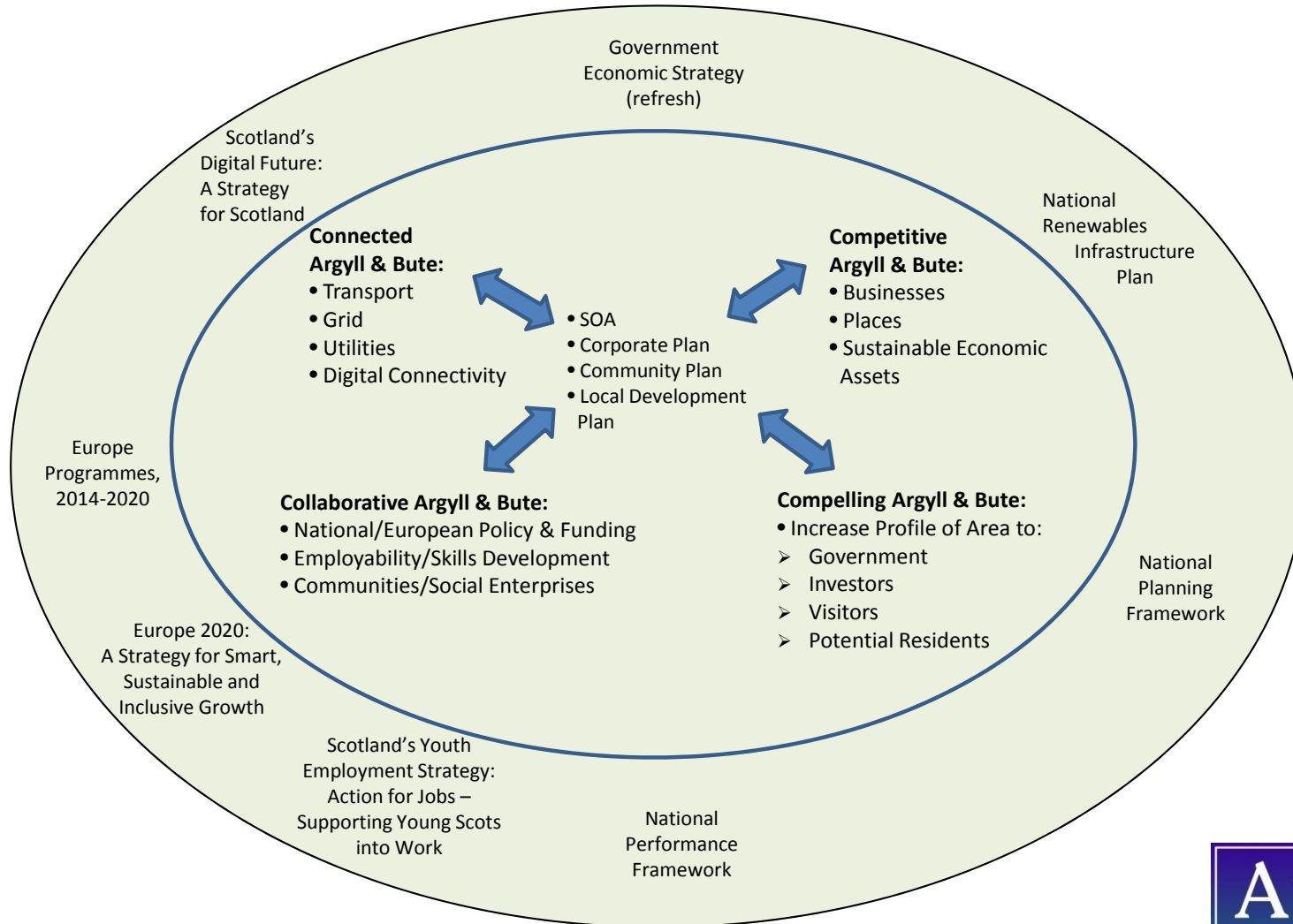
# Framework for Economic Development

- Centred around 4 'C's:
  - **Competitive** Argyll and Bute:
    - Businesses: new and existing support to businesses and BIDS
    - Places: town centre regeneration, rural and islands
    - Sustainable economic assets: renewable energy, tourism, quality food & drink and forestry
  - **Connected** Argyll and Bute:
    - Digital connectivity, grid and other utilities
    - Transport infrastructure: road (in relation to bus, car & freight), ports and harbours/ferries, air, rail, cycling and walking
    - Road safety
  - **Collaborative** Argyll and Bute:
    - National policy and funding
    - European policy and funding
    - Employability and skills development
    - Harness the potential of the third sector
  - **Compelling** Argyll and Bute
    - Increase the profile of the area to attract economically active new residents (individuals and families) inward investors and visitors in order to promote economic development.

N.B. A SWOT analysis has been prepared for each of the four themes.



# Framework for Economic Development Action Plan



## Other Key Aspects of the EDAP, 2013-2018

- Five year plan align with timescale of LDP and REAP
- Factors of competitive advantage recognising the four sub-areas within Argyll and Bute
- Current economic structure
- Quantitative and qualitative benefits – Argyll and Bute, Scottish and European levels
- Local delivery:
  - customer facing services
  - partnership for delivery
  - funding and resources
  - land use planning
  - education
  - procurement
  - third sector and social enterprise
- Performance, learning and improvement:
  - monitoring activity
  - learning



## Next steps

- Feedback and discussion
- Consultation exercise (internal and external), November 2012
- Presentation to/consultation with all Area Community Planning Groups, December 2012
- Full Council approval to be sought in January 2013

