

# **Actions for growth in the Bute and Cowal Economy**

## Bute and Cowal Economic Development Action Plan: Progress to Date

- All CHORD projects:
  - Rothesay THI:
    - Guildford Court Apartments – completed summer of 2014.
    - Guildford Square gap site development progressing with November end date
    - All funds committed
  - Rothesay Pavilion – SURF visit to Bute from October
  - Dunoon Pier & Queens Hall – being progressed by new Dunoon CHORD Manager, John Gordon.
  - Dunoon CARS bid being prepared – linked to Dunoon Town Centre Action Plan and simplified planning regime.
  - Portavadie:
    - spa/leisure development now on-site.
    - Council officers looking to create small team to assist business expansion
    - Potential site for whisky distillery
    - Examining potential for tourism skills centre
  - SMILEGOV project on Bute:
    - Development of a Bute Sustainable Energy Action Plan – taken forward by Scottish Islands Federation
- Argyll Islands Taskforce
  - Tackling key issues affecting Bute

## Bute and Cowal Economic Development Action Plan: Progress to Date

- Superfast Broadband rollout in Dunoon (December 2014)
- Castle Toward – Economic Development input into business case
- Centre of Excellence for Aquaculture , Ardyne
  - Potential major investment focussed on aquaculture covering a full range of activities
  - Sandbank Strategic business site new quality office units to be constructed by HIE
- Compelling Bute and Cowal:
  - Compelling study brief prepared to cover Bute and Cowal as well as Argyll and Bute as a whole
  - Skills Audit – included as part of the economic profiling research required in the Compelling study brief.



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Bute Pet Supplies

MANSON  
ROTHESAY  
THI  
Ayr  
Bute  
Council  
WELCOME TO ROTHESAY  
100% TOWN FUNDING

KA 910 271

## Bute and Cowal Economic Development Action Plan

Key Actions, **Lead Partner and Other Partners** and **Success Measures**:

- All CHORD projects (**ABC, HS, HLF, HIE, PT & community**):
  - Rothesay THI – Guildford Court Apartments – completion, summer of 2014.
  - Guildford Square gap site development – March 2015.
  - Rothesay Pavilion – secure HLF Stage 2 funding – January 2015.
  - Dunoon Pier – deliver pier improvements by March 2015.
  - Dunoon Queens Hall – contract let by March 2015.
  - SMILEGOV project on Bute (**ABC, ABRA, Scottish Islands Federation & Bute community**):
    - Develop a Bute Sustainable Energy Action Plan – includes training – by end of March 2015.
- Quality accommodation audit (**AITC, AISTP, VS, HIE & ABC**):
  - Seek support from AITC to conduct and complete an accommodation audit during 2014/15.
- Cultural and heritage events packages – day tripper and overnight stays (**AITC, AISTP, VS, HIE & ABC**):
  - Increase in tourist spend by 5% during 2014/15.
- Clear marketing proposition for cruise ships (**CS, ABC, shipping cos, VS & RYA**):
  - Increase the number of cruise ship passengers to the area by 5% during 2014/15.
- Skills Audit (**A&B Employability Partnership – inc. ABC, SDS & HIE – also AITC & AIAF**):
  - Completion of skills audit by end of March 2015.
- Promotional Plan for B&C (**A&B, AITC & other CPP partners**):
  - Delivery of unified approved plan – by the summer of 2014.

# TEAMTOWNS concept

- Pilot Dunoon
- Pooling resources (EDST, Planning, Housing, Roads and Amenity, Community, Education) to prepare focused and holistic action plans for our main towns and the surrounding area that supports them
- Establish and clearly articulate priorities for action; bring in partners i.e. HIE, Cal Mac); maximise external funding opportunities; work with the private sector (BID PA 23) and community groups

# Key Outcomes

- Creating certainty and a shared vision.
- Better understanding of community needs and aspirations.
- Establishing a clear sense of duty amongst public and private sectors.
- Improved co-operation.
- Improved economic literacy i.e. understanding of economic viability; need for innovation; flexibility to changing economic circumstances.
- Delivery of clear holistic action plan incorporating a statement of commitments agreed by development and public sector.
- Identification of opportunity areas for growth.

# Critical Areas to Achieve Economic Growth

- **Creating Positive Business Culture**
  - Focusing on competitive advantage and identifying more business outcomes
- **Education/Skills/Innovation**
  - Schools/colleges/libraries/skill set matched to jobs
- **Sense of Place/Quality of Life**
  - Built heritage
  - Open space/public realm
  - Leisure facilities/healthcare/events/cultural attractions – digital access
- **Image**
  - Promotion and marketing attract inward investment – highlighting opportunities
  - Minimising conflict
  - Sustainable growth Champion
- **Transport and infrastructure**
  - Roads
  - Ferries/reliability/affordability/time
  - Broadband/Digital connectivity



# Critical Areas to Achieve Economic Growth

- Accessing Finance
  - Start Up Finance Scotland - Business Gateway to become a delivery partner for the Start Up Loans Company;
  - New Enterprise Allowance – Argyll and Bute Business Gateway included in bid by Jobs and Business Glasgow on behalf of Glasgow City Council to deliver the NEA services throughout Argyll and Bute;
  - Argyll and Bute Council’s European Team has actively contributed to the national strategic interventions for the new European programmes, including ERDF and ESF funds.
  - Argyll and the Islands LEADER LAG – currently preparing a Local Development Strategy and Business Plan to secure LEADER funding; programme due to commence early 2015.
  - Lottery/Sustrans/HS/RCG/SPT/HIE etc.

Any Questions?