

# Public Document Pack

## Argyll and Bute Council Comhairle Earra-Ghàidheal Agus Bhòid

Customer Services  
Executive Director: Douglas Hendry



Kilmory, Lochgilphead, PA31 8RT  
Tel: 01546 602127 Fax: 01546 604435  
DX 599700 LOCHGILPHEAD  
4 November 2016

### SUPPLEMENTARY PACK 1

#### ENVIRONMENT, DEVELOPMENT AND INFRASTRUCTURE COMMITTEE - COUNCIL CHAMBER, KILMORY, LOCHGILPHEAD on THURSDAY, 10 NOVEMBER 2016 at 10:30 AM

I enclose herewith **item 10 (STRATEGIC ECONOMIC DEVELOPMENT ACTION PLAN)** which was marked to follow on the Agenda for the above meeting.

Douglas Hendry  
Executive Director of Customer Services

### ITEM TO FOLLOW

- \* **10. STRATEGIC ECONOMIC DEVELOPMENT ACTION PLAN** (Pages 1 - 16)  
Report by Executive Director – Development and Infrastructure Services

Items marked with an “asterisk” are items, on the basis of information available at the time this Agenda is published, on which the Committee may not have delegated powers to act, and which may therefore require to be referred to the Council or another Committee, and that referral may depend on the decision reached at the meeting.

### Environment, Development and Infrastructure Committee

Councillor John Armour	Councillor Anne Horn
Councillor David Kinniburgh	Councillor Alistair MacDougall
Councillor Robert Graham MacIntyre (Vice-Chair)	
Councillor Donald MacMillan	Councillor Bruce Marshall
Councillor John McAlpine	Councillor Alex McNaughton
Councillor Aileen Morton	Councillor Ellen Morton (Chair)
Councillor Elaine Robertson	Councillor Len Scoullar
Councillor Sandy Taylor	Councillor Richard Trail
Councillor Dick Walsh	

Contact: Hazel MacInnes Tel: 01546 604269

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**ARGYLL AND BUTE COUNCIL'S STRATEGIC ECONOMIC DEVELOPMENT ACTION  
PLAN 2016-2021**

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**1. EXECUTIVE SUMMARY**

- 1.1 The purpose of this paper is to seek approval from the Environment, Development and Infrastructure (EDI) Committee on the proposed Argyll and Bute Council's Strategic Economic Development Action Plan (EDAP), 2016-2021.
- 1.2 Further to all the comments, suggestions and amendments that were captured and fed back at the EDAP consultation workshops held in each administrative area during May 2016, it became apparent that there were a number of common actions to be delivered in partnership by staff in the Economic Development and Strategic Transportation service with key stakeholders across Argyll and Bute. Therefore, it was identified that there was a requirement for the preparation of a refreshed overarching Argyll and Bute Strategic EDAP, 2016-2021 to replace the current 2013-2018 document.
- 1.3 The content of the Strategic EDAP fits with and contributes to the Single Outcome Agreement (SOA) long term objectives 2023 developed by the Community Planning Partnership.
- 1.4 It is important to note that the Strategic EDAP is a working document so that pan Argyll and Bute economic opportunities can be captured and addressed as they arise during 2016-2021.
- 1.5 Members are asked to:
  - Note the content of this paper and that the Strategic EDAP has already been considered by all four Area Committees, with appropriate members' comments incorporated.
  - Recommend that the Strategic EDAP is endorsed by the Council as a working document as outlined in **Appendix 1**.

**ARGYLL AND BUTE COUNCIL'S STRATEGIC ECONOMIC DEVELOPMENT ACTION  
PLAN 2016/2021**

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**2. INTRODUCTION**

2.1 The purpose of this paper is to seek approval from the EDI Committee on the proposed Argyll and Bute Council's Strategic EDAP, 2016-2021.

**3. RECOMMENDATIONS**

3.1 Members are asked to:

- Note the content of this paper and that the Strategic EDAP has already been considered by all four Area Committees, with appropriate members' comments incorporated.
- Recommend that the Strategic EDAP is endorsed by the Council as a working document as outlined in **Appendix 1**.

**4. DEVELOPMENT, PREPARATION AND DELIVERY OF THE STRATEGIC EDAP**

4.1 The overarching challenge for the Argyll and Bute economy is to retain its population, particularly the young people, by improving and enhancing the skills profile of the area by rebalancing to a higher skilled workforce able to obtain higher value employment which in turn will attract higher earnings.

4.2 The revised Strategic EDAP will now focus on opportunities for economic growth aligned to the four priorities (referred to as '4i's) outlined in Scotland's Economic Strategy:

- Investment;
- Innovation;
- Internationalisation; and
- Inclusive growth.

The 'Investment' priority in Scotland's Economic Strategy focuses on investment in 'Infrastructure'. Given that this is a significant issue for Argyll and Bute as a whole, 'Infrastructure' has been considered as a key priority, as presented in **Figure 1** below.

Figure 1: Economic Growth Framework for Argyll and Bute



4.3 On consideration of all appropriate comments, suggestions and amendments that were captured and fed back at the EDAP consultation workshops held in each administrative area during May 2016, it became apparent that there were a number of common actions to be delivered in partnership by staff in the Economic Development and Strategic Transportation service with key stakeholders across Argyll and Bute. Therefore, it was identified that there was a requirement for the preparation of a refreshed overarching Argyll and Bute Strategic EDAP, 2016-2021 to replace the current 2013-2018 document. Some of these issues were as follows:

- digital and mobile connectivity;
- the actions and outcomes to be developed and delivered through the Council's Single Investment Plan (includes a digital focus);
- marketing and promotion of Argyll and Bute across key sectors;
- business support with a focus on the delivery of the Business Gateway, Local Growth Accelerator Programme (50% funded by ERDF monies) across the whole of Argyll and Bute;
- skills development and modern apprenticeship opportunities; and
- access to key European funding sources such as Argyll and the Islands LEADER and European Maritime and Fisheries programmes.

4.4 It is recognised that housing development, the new schools and other substantive transformational concepts and projects that may be taken forward through the Single Investment Plan are all of significant importance to the sustainable economic growth of Argyll and Bute as a whole.

**5. CONCLUSION**

5.1 This report provides the EDI Committee with a revised Strategic EDAP aligned as appropriate to the four priorities outlined in Scotland’s Economic Strategy. Argyll and Bute Council’s Strategic EDAP is a working document for 2016-2021 to enable economic growth opportunities to be included as they arise.

**6. IMPLICATIONS**

- 6.1 Policy Argyll and Bute Council’s Strategic EDAP 2016-2021 (and subsequent in-year plans) must align and adhere, as appropriate, to the Local Development Plan and the SOA Local/SOA long term objectives, 2016-2023.
- 6.2 Financial The Strategic EDAP will ensure that the area’s resources are allocated efficiently and effectively with regard to the economic development priorities and ambitions for Argyll and Bute. There will need to be annual consideration of best alignment between resources and priorities.
- 6.3 Legal All legal implications at project level will be taken into consideration.
- 6.4 HR Argyll and Bute Council’s Strategic EDAP 2016-2021 priorities will be resourced in terms of staff time in the context of the Council’s annual service planning process and through shared staff resource discussions with Community Planning Partners.
- 6.5 Equalities The Strategic EDAP will comply with all Equal Opportunities policies and obligations.
- 6.6 Risk None.
- 6.7 Customer Services Argyll and Bute Council’s Strategic EDAP 2016-2021 will provide internal and external customers with a clear articulation of the key priorities for developing the Argyll and Bute economy, thereby facilitating focus, effective resource planning and partnership working at the local level.

**Pippa Milne, Executive Director of Development and Infrastructure**

**Cllr Aileen Morton, Policy Lead, Sustainable Economic Growth, Cllr Aileen Morton**

12<sup>th</sup> October 2016

**For further information contact:**

Fergus Murray, Head of Economic Development and Strategic Transportation, tel: 01546 604293.  
Ishabel Bremner, Economic Growth Manager, tel: 01546 604375.

## APPENDIX 1: ARGYLL AND BUTE COUNCIL'S STRATEGIC ECONOMIC DEVELOPMENT ACTION PLAN, 2016-2021

### INVESTMENT

Investment in infrastructure (physical and digital), islands, key sectors, business support, communities and people will in turn attract further business investment, stimulate economic activity and deepen access to the labour market for Argyll and Bute.

<b>INVESTMENT IN INFRASTRUCTURE - PHYSICAL/CAPITAL PROJECTS</b>					
<b>SOA Long Term Objectives (2023)</b>	<b>Outcome (by year 5)</b>	<b>Description of Activity</b>	<b>Milestones/Actions (in year)</b>	<b>Medium to Longer Term Success Measure</b>	<b>Key Partners</b>
Areas within Argyll and Bute realise their potential through partnership working. (Outcome 1)	Integrated sustainable transport networks.	Permanent solution to the surrounding of the A83 to ensure the road remains open at all times.  Upgrade of the A82 and A85.  Upgrade the existing trains with new rolling stock.	1. Ongoing lobbying to the Scottish Government by elected members in partnership with the private sector.	Reduction in the number of days the A83 is unavailable.  Recognition by the Scottish Government on the strategic importance of the trunk roads throughout the region and the rail connections to Oban and Helensburgh.	Argyll and Bute Council, local communities, Abellio and the Scottish Government.
Buildings and land use are optimised to best sustain economic growth. (Outcome 2)	External infrastructure funding levered into Argyll and Bute	Preparation and delivery of a Single Investment Plan.	1. Analyse existing documents, identify key projects and sites by the end of March 2017.  2. Identify partners, solutions, costs, responsibilities and funding by end of March 2017.  3. Finalise plan and present to members and Community Planning Partnership by end of March 2017.	Production of the Single Investment Plan Actions during 2017/18. Inclusion of specific actions to take forward in the strategic and /or area-based EDAPs for 2018 until 2021.	Argyll and Bute Council (Strategic Transportation Policy Officer)
<b>INVESTMENT IN DIGITAL INFRASTRUCTURE – BROADBAND AND MOBILE</b>					
<b>SOA Long Term Objectives (2023)</b>	<b>Outcome (by year 5)</b>	<b>Description of Activity</b>	<b>Milestones/Actions (in year)</b>	<b>Medium to Longer Term Success Measure</b>	<b>Key Partners</b>
The digital network is equitable to high standards experienced across Scotland. (Outcome 2)	Full coverage of superfast broadband connectivity across Argyll and Bute	Highlands and Islands project in partnership with BT (including Giga Plus Argyll Project).  Digital Scotland superfast broadband in partnership with BT.	1. Continue to lobby the Highlands and Islands project in partnership with BT to achieve full coverage.  2. Continue to lobby the Digital Scotland project in partnership with BT to achieve full coverage	Capacity to deliver next generation broadband to 95% of premises by 2018.  Full coverage by 2021. As indicated by the Scottish Government to the R100 programme.	Argyll and Bute Council (Digital Liaison Officer), HIE, BT and Community Broadband Scotland (CBS).

INVESTMENT IN DIGITAL INFRASTRUCTURE – BROADBAND AND MOBILE (continued)					
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity	Milestones/Actions (in year)	Medium to Longer Term Success Measure	Key Partners
The digital network is equitable to high standards experienced across Scotland. (Outcome 2)	Increased coverage of mobile connectivity across Argyll and Bute.	Home Office led Emergency Service Mobile Communication Programme (ESCMP) to extend 4G coverage. Increased commercial coverage from MNOs.	<ol style="list-style-type: none"> <li>1. Continue to assist EE to extend mobile coverage across Argyll and Bute, also engage with Home Office to assist in the network extension programme in extreme rural locations.</li> <li>2. Continue to lobby Mobile Network Operators (MNOs) to extend commercial coverage.</li> </ol>	<p>ESCMP has full coverage by 2017 prior to Airwaves transfer 2020.</p> <p>MNOs have their target of 98% of all premises to have 4G coverage by 2020.</p>	Argyll and Bute Council (Digital Liaison Officer), Home Office, EE and Cornerstone Telecommunications Infrastructure Limited (CTIL) (network partnership between Vodafone and O2)
INVESTMENT IN ISLANDS (INCLUDING INFRASTRUCTURE INVESTMENT)					
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity	Milestones/Actions (in year)	Medium to Longer Term Success Measure	Key Partners
Areas within Argyll and Bute realise their potential through partnership working. (Outcome 1)	The islands in the Argyll and Bute area are thriving through taking advantage of opportunities to diversify their economic base.	Argyll and the Islands Taskforce activity.	<ol style="list-style-type: none"> <li>1. Islands Connections event, 20<sup>th</sup> October 2016.</li> <li>2. Consulting island communities with regard to support and content of event.</li> <li>3. Engaging with Scottish Government Islands Bill consultations.</li> </ol>	<p>Completion of Islands Connections event.</p> <p>Argyll and Bute to positively influence the Scottish Government Islands Bill.</p>	Argyll and the Islands Taskforce activity.
	External infrastructure funding levered into the island communities.	Preparation and delivery of a Single Investment Plan to ensure the needs of island communities are taken into account.	<ol style="list-style-type: none"> <li>1. Analyse existing documents with regard to ferry services and capacity by end of March 2017.</li> <li>2. Work with Calmac to develop solutions and responsibilities by end of March 2017.</li> <li>3. Finalise plan (including ferry issues) and present to members and Community Planning Partnership, by end of March 2017.</li> </ol>	Production of the Single Investment Plan Actions during 2017/18. Inclusion of specific actions to take forward in the strategic and /or area-based EDAPs for 2018 until 2021.	Argyll and Bute Council and Calmac.



<b>INVESTMENT IN ISLANDS (INCLUDING INFRASTRUCTURE INVESTMENT (continued))</b>					
<b>SOA Long Term Objectives (2023)</b>	<b>Outcome (by year 5)</b>	<b>Description of Activity</b>	<b>Milestones/Actions (in year)</b>	<b>Medium to Longer Term Success Measure</b>	<b>Key Partners</b>
Education and training opportunities are aligned to economic development opportunities both within Argyll and Bute and nationally. (Outcome 3)	Education and skills training opportunities are aligned to economic development opportunities across the island communities.	Modern apprenticeship opportunities.	1. Work in partnership with Skills Development Scotland and Calmac to identify modern apprenticeship opportunities.	Increase uptake in modern apprenticeship opportunities for island residents by the end of 2018 (evidence based with 2016).	Argyll and Bute Council and Calmac.
<b>INVESTMENT IN KEY SECTORS AND BUSINESS SUPPORT</b>					
<b>SOA Long Term Objectives (2023)</b>	<b>Outcome (by year 5)</b>	<b>Description of Activity</b>	<b>Milestones/Actions (in year)</b>	<b>Medium to Longer Term Success Measure</b>	<b>Key Partners</b>
Argyll and Bute has a thriving economy especially within the key sectors of tourism, maritime, food and drink. (Outcome 1)	Argyll and Bute is recognised as an all year round tourism destination	Collate market intelligence on the tourism market across Argyll and Bute and its administrative areas.	1. Establish (as far as practicable) a tourism baseline for Argyll and Bute based on identified key attractions and subsequent analysis.	Completion of baseline for end of 2017.	Argyll and Bute Council.
		Support Argyll and the Isles Tourism Co-operative (AITC) in its activities, linked to the Council's objectives and the Tourism Strategy.	1. Engage with tourism businesses to develop an understanding of their plans and requirements for future growth and expansion across Argyll and Bute and support in value added activities.  2. Collaborate and build relations with other complementary local authorities on the west coast for aligned marketing and growth approach.	Attract further tourism sector investment to Argyll and Bute by end of 2021 (evidence based with 2016).	Argyll and Bute Council and AITC.
Argyll and Bute has a thriving economy especially within the key sectors of tourism, maritime, food and drink. (Outcome 1)	Sustainable growth in tourism through skills development with Argyll and Bute as a whole being accredited as a World Host destination.	Roll-out World Host training.	1. Work in conjunction with Business Gateway and AITC to promote and encourage business uptake of World Host training.	Increased number of businesses placing staff through accredited World Host training by end of 2018 (evidence based with 2016).	Argyll and Bute Council (Business Gateway Team) and AITC.

INVESTMENT IN KEY SECTORS AND BUSINESS SUPPORT (continued)					
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity	Milestones/Actions (in year)	Medium to Longer Term Success Measure	Key Partners
Argyll and Bute has a thriving economy especially within the key sectors of tourism, maritime, food and drink. (Outcome 1)	A recognised and sustainable cruise ship market value chain for Argyll and Bute.	Work with partners, improved research, relations and proactive promotion of the region.	<ol style="list-style-type: none"> <li>1. Research cruise ship market structure and identify growth opportunities</li> <li>2. Proactively market the region to prospective new companies.</li> <li>3. Maintain current relations and keep up to date with market needs.</li> <li>4. Ensure Argyll and Bute is packaged effectively alongside the rest of the West Coast of Scotland.</li> </ol>	Increase cruise ship visits at ports and increase passenger volume across Argyll and Bute as a whole by 2021 (evidence based with 2016).	Argyll and Bute Council (Economic Growth Team).
Argyll and Bute has a thriving economy especially within the key sectors of tourism, maritime, food and drink. (Outcome 1)	A sustainable food and drink industry supply chain that adds value across all its key components (primary producers to processors) in order to generate economic growth, improved provenance and profile for Argyll and Bute.	Support the development of the aquaculture sector through the recommendations of the Economic Forum.	<ol style="list-style-type: none"> <li>1. Engage with aquaculture businesses to develop an understanding of their plans and requirements for future growth and expansion within Argyll and Bute by end of March 2017.</li> <li>2. Feed into the Scottish Government's 'Review of the Aquaculture Consenting Regime' in collaboration with colleagues from Marine Planning by end of March 2017.</li> </ol>	<p>Attract and measure level of aquaculture investment to Argyll and Bute by the end of 2021.</p> <p>Adopt recommendations of the consenting review.</p>	Argyll and Bute Council (Economic Growth Team), HIE, AITC, VS, Scotland Food and Drink.
		Support Food from Argyll in its development.	<ol style="list-style-type: none"> <li>1. Grow a portfolio of successful Argyll and Bute food and drink case studies with recommendations to feed into the development of Food from Argyll by end of March 2017.</li> <li>2. Collaborate with other local authorities on the west coast for a concerted marketing and growth approach, including a focus on a food and drink trail by end of March 2017.</li> <li>3. Explore the above as a potential Argyll and the Islands LEADER co-operation project.</li> </ol>	Growth of Food from Argyll and/or West Coast food & drink brand(s) by 10 producers across the whole of Argyll and Bute by the end of 2018.	Argyll and Bute Council (Economic Growth Team), HIE, AITC, VS, Scotland Food and Drink.

INVESTMENT IN KEY SECTORS AND BUSINESS SUPPORT (continued)					
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity	Milestones/Actions (in year)	Medium to Longer Term Success Measure	Key Partners
Education and training opportunities are aligned to economic development opportunities both within Argyll and Bute and nationally. (Outcome 3)	Forestry industry has moved up the value chain.	Greater access to local training and employment opportunities for the forestry sector.	<ol style="list-style-type: none"> <li>1. Review of Forest and Woodland Strategy in conjunction with Forestry Commission Scotland to establish baselines for training and employment opportunities and identify key growth opportunities for the forestry sector in Argyll and Bute.</li> <li>2. Develop a close working relationship with University of the Highlands and Islands (UHI) by working on securing inward investment and local training opportunities.</li> <li>3. Through initial biomass discussions with businesses with input from Business Gateway and in partnership with HIE and participation in wood fuel forums throughout the year, gather market intelligence to identify gaps and opportunities for Argyll and Bute.</li> </ol>	<p>Establish a baseline and identify sustainable forestry activities and opportunities for Argyll and Bute by early 2018.</p> <p>Increased local take up of training opportunities by end of 2018 (evidence based with 2016).</p> <p>Encourage development of wood biomass power facilities throughout Argyll and Bute.</p>	Argyll and Bute Council (Economic Growth and Business Gateway Teams), HIE, Skills Development Scotland (SDS) and Scottish Forestry Commission (SFC).
Entrepreneurship is at the heart of all we do. (Outcome 1)	Sustainable and growing businesses in Argyll and Bute.	Business Gateway – Local Growth Accelerator Programme where 50% of funding has been secured from the European Regional Development Fund (ERDF).	<ol style="list-style-type: none"> <li>1. Launch of Local Growth Accelerator Programme (autumn 2016). Argyll and Bute Council area <b>annual</b> targets to the end of 2018: <ul style="list-style-type: none"> <li>• Specialist Advice: 12 businesses assisted with one to one advice.</li> <li>• Growth Grant: 12 businesses supported with grant funding.</li> <li>• Graduate Placement Service: 4 businesses supported with six to twelve month graduate placements.</li> <li>• Growth Workshops: 144 attendees at 24 workshops, 48 businesses assisted.</li> <li>• Regional Specific Entrepreneurial Support: 12 businesses assisted with advice, information or events.</li> <li>• Key Sector Support: 33 businesses assisted with advice, information or events.</li> </ul> </li> </ol>	<p>Successful delivery of the Local Growth Accelerator Programme with associated outcomes by end of December 2018.</p> <p>Meeting European compliance rules resulting in 100% draw down of European funding claims (ERDF and LEADER) from the Scottish Government.</p>	Argyll and Bute Council Business Gateway Team.

INVESTMENT IN COMMUNITIES					
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity	Milestones/Actions (in year)	Medium to Longer Term Success Measure	Key Partners
Argyll and Bute has a thriving economy especially within the key sectors of tourism, maritime, food and drink. (Outcome 1)  Rural growth is underpinned by a cohesive approach to regeneration. (Outcome 2)	Maximise European funding and Argyll and Bute's policy influence in order to promote sustainable economic growth and regeneration across Argyll and Bute.	Argyll and the Islands LEADER programme, 2014-2020.	<ol style="list-style-type: none"> <li>Given that the Argyll and Bute Council is the Accountable Body for LEADER and EMFF, submit a paper to the Environment, Development and Infrastructure (EDI) Committee on 12<sup>th</sup> August 2016 to seek approval for the formal launch of LEADER on Monday, 15<sup>th</sup> August 2016.</li> <li>Development of the Small Business Support Scheme and Farm Diversification during July 2016.</li> <li>Develop and prepare scoring paperwork for LEADER projects by end of September 2016.</li> <li>Ongoing work with communities and project applicants on initial expressions of interest and then applications as appropriate. First anticipated LEADER Local Action Group meeting is 27<sup>th</sup> October 2016.</li> </ol>	<p>Number of rural economic development projects supported by 2018.</p> <p>Achieving spend of circa. £9m throughout Argyll and Bute through a combination of LEADER and additional levered-in funding by 2018.</p> <p>Compliant completion of the Argyll and the Islands LEADER 2014-2020 programme by end of 2020.</p>	Argyll and Bute Council (European Team) and Argyll and the Islands LEADER Local Action Group.
		Argyll and the Ayrshires EMFF (European Maritime and Fisheries Fund) programme, 2014-2020.	<ol style="list-style-type: none"> <li>Finalised Framework Agreement between Argyll and Bute Council and Marine Scotland by the end of August 2016.</li> <li>Establishment of joint marketing material for the Fisheries Local Action Group with the Ayrshires by the end of September 2016.</li> <li>Seek programme guidance and application forms from Marine Scotland in order to launch the programme before the end of 2016.</li> </ol>	<p>Number of EMFF supported projects across the Argyll and the Ayrshires FLAG area by 2018.</p> <p>Compliant completion of the Argyll and the Ayrshires EMFF 2014-2020 programme by end of 2020.</p>	Argyll and Bute Council (European Team) and Argyll and the Ayrshires Fisheries Local Action Group (FLAG).
Areas within Argyll and Bute realise their unique potential through partnership working. (Outcome 1)	Thriving, sustainable and successful Argyll and Bute Communities and the Third Sector.	Generic support to communities and third sector organisations to access funding information.	<ol style="list-style-type: none"> <li>Number of communities and third sector organisations accessing the Funding Alert and amount of funding secured as a consequence. Measured annually. By end of March 2017.</li> </ol>	Ongoing sustainable communities that have access to the appropriate support information.	Argyll and Bute Council (Social Enterprise Team).

INVESTMENT IN PEOPLE					
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity	Milestones/Actions (in year)	Medium to Longer Term Success Measure	Key Partners
<p>Everyone in Argyll and Bute is supported to be ambitious and realise their full potential. (Outcome 3)</p> <p>Education and training opportunities are aligned to economic development opportunities both within Argyll and Bute and nationally. (Outcome 3)</p>	<p>Education and skills training opportunities are aligned to economic development opportunities within Argyll and Bute.</p>	<p>Council's Modern Apprenticeship Programme.</p>	<p>1. Work with appropriate Council departments to encourage the uptake of modern apprenticeships throughout 2016/17.</p>	<p>Increased uptake of Council modern apprenticeships by end of 2018 (evidence based with 2016).</p>	<p>Argyll and Bute Council and SDS.</p>

## **INNOVATION**

Argyll and Bute Council must foster a culture of innovation alongside specific initiatives.

<b>INNOVATION - ENTREPRENEURSHIP</b>					
<b>SOA Long Term Objectives (2023)</b>	<b>Outcome (by year 5)</b>	<b>Description of Activity</b>	<b>Milestones/Actions (in year)</b>	<b>Medium to Longer Term Success Measure</b>	<b>Key Partners</b>
Entrepreneurship is at the heart of all we do. (Outcome 1)	Argyll and Bute is recognised as a key location for enterprise and entrepreneurial activity.	Increase the level of entrepreneurship throughout Argyll and Bute.	<ol style="list-style-type: none"> <li>1. Work with Argyll College UHI and HIE to take forward the concept of a Coastal Communities Centre for Creativity and Enterprise and relevant qualifications in Entrepreneurship for businesses by the end of 2016.</li> <li>2. Business Gateway to assist in facilitating a survey to micro businesses on what the demands and gaps are with regard to entrepreneurship and enterprise skills development by the end of 2016.</li> </ol>	Increase in enterprise and entrepreneurship activity by end of 2018 (evidence based with 2016).	Argyll and Bute Council, Argyll College UHI and HIE.
<b>INNOVATION – DOING THINGS DIFFERENTLY</b>					
<b>SOA Long Term Objectives (2023)</b>	<b>Outcome (by year 5)</b>	<b>Description of Activity</b>	<b>Milestones/Actions (in year)</b>	<b>Medium to Longer Term Success Measure</b>	<b>Key Partners</b>
Argyll and Bute has a thriving economy especially within the key sectors of tourism, maritime, food and drink. (Outcome 1)  Argyll and Bute embraces digital opportunities. (Outcome 1)	Argyll and Bute has a robust profile through social media and a robust tourism sector.	Building on the Explore Argyll and the Isles suite of leaflets use digital and social media more innovatively to increase awareness of the Argyll and Bute area as a place to live, work and visit.	<ol style="list-style-type: none"> <li>1. Scope out how the Council’s website and social media facilities can be used more innovatively (e.g. promoting a series of events in an area) to encourage more people to visit and/or relocate to the area (set a baseline of activity).</li> <li>2. Work with businesses to assess the scope for joint ticketing to attractions across Argyll and Bute.</li> <li>3. Identify key business figures and/or celebrities to champion Argyll and Bute.</li> </ol>	<p>Exponential increase in social media reach and website visits by end of 2018 (measure against 2016 baseline).</p> <p>Joint ticket deals to increase visit to attractions by 10% by end of 2020 (measure against 2016 baseline).</p> <p>Increase traction in media (evidence base required) through coverage of celebrity champions by the end of 2020.</p>	Argyll and Bute Council (Promotions and Marketing Officer) and tourism businesses through AITC.

## INTERNATIONALISATION

Enable Argyll and Bute Council to take advantage of international opportunities by rethinking its role in an evolving global context.

INTERNATIONALISATION – PROMOTION AND MARKETING OF ARGYLL AND BUTE					
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity	Milestones/Actions (in year)	Medium to Longer Term Success Measure	Key Partners
Argyll and Bute has a positively promoted image within and outwith its area boundary. (Outcome 1)	Argyll and Bute is a destination of choice for families, individuals and businesses to relocate, live and work.	Delivery of the Marketing Action Plan.	<ol style="list-style-type: none"> <li>1. Develop a digital picture library which includes images of areas across Argyll and Bute.</li> <li>2. Promote Argyll and Bute as a place to stay or relocate – develop case studies for difference audiences.</li> </ol>	<p>Photo library complete for use by Argyll and Bute Council and partners (2017/18 and ongoing).</p> <p>Case study subject(s) identified, stories written and library created (2017/18 and ongoing).</p>	Argyll and Bute Council (Promotions and Marketing Officer)
		Delivery of the Marketing Plan for the Argyll Sea Kayak Trail.	<ol style="list-style-type: none"> <li>1. Promotion of the Argyll Sea Kayak Trail through the discrete marketing plan for that project.</li> </ol>	<p>National and international recognition of the recreational activities such as kayaking in Argyll and Bute.</p>	
<p>Argyll and Bute has a positively promoted image within and outwith its area boundary. (Outcome 1)</p> <p>Education and training opportunities are aligned to economic development opportunities both within Argyll and Bute and nationally. (Outcome 3)</p>	Education and skills training opportunities are aligned to economic development opportunities within Argyll and Bute.	Securing inward investment and local employment/training opportunities for Argyll and Bute.	<ol style="list-style-type: none"> <li>1. Develop a close working relationship with Scottish Development International (SDI), Highlands and Islands Enterprise (HIE) and Argyll College UHI to identify and attract inward investment to Argyll and Bute.</li> <li>2. Focus on opportunities in Argyll and Bute that could secure funding from the Council via the Inward Investment Fund (£1m) and Rural Resettlement Fund (£500k).</li> </ol>	<p>Increased take up in training opportunities linked to inward investment local job opportunities by the end of 2018.</p> <p>Dissemination and delivery of the Council wide Inward Investment Fund (£1m) and Rural Resettlement Fund (£500k).</p>	Argyll and Bute Council (Economic Development), HIE, SDI and Argyll College UHI.

INTERNATIONALISATION – GLOBAL NETWORKS AND CONTACTS					
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity	Milestones/Actions (in year)	Medium to Longer Term Success Measure	Key Partners
Argyll and Bute has a thriving economy especially within the key sectors of tourism, maritime, food and drink. (Outcome 1)  Argyll and Bute has a positively promoted image within and outwith its area boundary. (Outcome 1)	A sustainable food and drink industry supply chain that adds value across all it key components (primary producers to processors) in order to generate economic growth, improved provenance and profile for Argyll and Bute.	Strengthen the region's twinning arrangement with the Bavarian district Amberg-Sulzbach to expand Argyll and Bute's international network.	<ol style="list-style-type: none"> <li>1. Complete a successful twinning visit to Amberg-Sulzbach in August 2016 in order to expose businesses to international markets and share best practice and expertise in economic growth of the food and drink sector.</li> <li>2. Convene a task force for collaborative projects by end of 2016 and promote activity with businesses through Business Gateway and in partnership with HIE.</li> <li>3. Explore opportunities for an Argyll and the Islands LEADER co-operation project focusing on this theme.</li> </ol>	<p>Promotional information on the two areas appears on the Amberg-Sulzbach and Argyll and Bute Council digital platforms</p> <p>Local businesses capitalise on potential market opportunities in Amberg-Sulzbach and/or wider Bavaria.</p> <p>Local food/drink producers participate in a LEADER co-operation project.</p>	Argyll and Bute Council, Amberg-Sulzbach and the private sector.
		Sharing of good practice from international food and drink trade shows and events.	<ol style="list-style-type: none"> <li>1. Council attends/supports industry representatives to attend international food and drink trade shows and events.</li> </ol>	Trade show attendance (identify trade shows and quantify).	



## **INCLUSIVE GROWTH**

Argyll and Bute is recognised as an area that promotes fair and equitable inclusive growth.

<b>INCLUSIVE GROWTH – SKILLS DEVELOPMENT</b>					
<b>SOA Long Term Objectives (2023)</b>	<b>Outcome (by year 5)</b>	<b>Description of Activity</b>	<b>Milestones/Actions (in year)</b>	<b>Medium to Longer Term Success Measure</b>	<b>Key Partners</b>
Education and training opportunities are aligned to economic development opportunities both within Argyll and Bute and nationally. (Outcome 3)	Robust and sustainable engagement between employers and education.	Argyll and Bute Developing the Young Workforce (DYW) Regional Group.	1. Economic Development, in partnership with Education colleges, Argyll College UHI, Skills Development Scotland and HIE to assist the private sector to prepare and submit the Argyll and Bute DYW Regional Group bid to the Scottish Government by end of September 2016.	Delivery of the 11 Wood Commission Recommendations and associated key performance indicators to be taken forward by DYW Regional Groups by the end of March 2019.	Argyll and Bute Council, Argyll College UHI, SDS, HIE and the private sector.
<b>INCLUSIVE GROWTH – EQUITY OF EMPLOYMENT OPPORTUNITIES</b>					
<b>SOA Long Term Objectives (2023)</b>	<b>Outcome (by year 5)</b>	<b>Description of Activity</b>	<b>Milestones/Actions (in year)</b>	<b>Medium to Longer Term Success Measure</b>	<b>Key Partners</b>
Everyone in Argyll and Bute is supported to be ambitious and realise their full potential. (Outcome 3)	Education and skills training opportunities are aligned to economic development opportunities within the Argyll and Bute area.	Preparation prior to devolved Welfare agenda.	1. In partnership with other appropriate Council departments input to the preparation of the Welfare agenda for Scotland prior to being devolved to the Scottish Government on 1 <sup>st</sup> April 2017.	Council's Employability Team is integral to the delivery of the Welfare agenda during 2017/18.	Argyll and Bute Council and other local authority areas across Scotland.

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