

1. Overview

1.1. Overview of the CHORD Programme

<i>WHO:</i>	Argyll and Bute Council
<i>WHAT:</i>	an investment programme of more than £30million in physical infrastructure works
<i>WHEN:</i>	2009 – 2016
<i>WHERE:</i>	the five waterfront towns of Campbeltown, Helensburgh, Oban, Rothesay and Dunoon
<i>WHY:</i>	to assist in the regeneration and economic development of Argyll and Bute

1.2. Background

Waterfront and town centre regeneration is one of the key strategic outcomes of the Council's Corporate Plan. In 2007 the Council embarked on developing Outline Business Cases for five of its waterfront towns. The conclusion of this developmental work resulted in the Council agreeing to the investment of more than £30million to assist regeneration and economic development in Argyll and Bute.

The Outline Business Cases can be viewed online at:

<http://www.argyll-bute.gov.uk/moderngov/Published/C00000257/M00003360/Supp668dDocPackPublic.pdf>

All of the projects selected to be included in the CHORD portfolio of projects represent important and valuable contributions to the communities in which they are based. Irrespective of the economic and other benefits, all of the projects can be justified by reference to their contributions to the sustainability and growth of these important communities in Argyll and Bute.

2. Aim and Objectives of the Programme

The Council and its Community Planning Partners have put economic development at the centre of their ambitions and plans.

The foreword to the Single Outcome Agreement (SOA) notes, "*The key to the future in Argyll and Bute is to encourage and enable sustainable economic growth by seeking investment from government and private sector sources.*"

One of activities to achieve this goal is town centre and waterfront regeneration.

The Council's Corporate Plan contains four strategic objectives centred on the environment, the economy, social change and organisational development.

One of the outcomes with respect to the economy is town centre and waterfront regeneration.

Given the significance of town centre and waterfront regeneration in both the SOA and the Corporate Plan, it is important that the aim and objectives for the CHORD programme echo these.

CHORD programme aim:

Contribute to the creation of an attractive, well connected and modern economy.

CHORD programme objectives:

- *To improve the character, appearance and function of our towns for residents, visitors and investors.*
- *To make our towns places of economic vibrancy that create employment and prosperity for the residents of Argyll and Bute.*

All of the projects selected for the CHORD programme will play their part in the delivery of the programme aim. The projects will either contribute wholly or in part to the achievement of the programme objectives.

3. Portfolio of projects and anticipated benefits

The projects will be delivered in the context of the programme objectives for each town. Detailed benefits will be further developed in the benefits realisation plan.

3.1. **Campbeltown** – CHORD funding allocation = **£6.50** million

3.1.1. CN01 - Campbeltown Townscape Heritage Initiative

<i>WHAT:</i>	<ul style="list-style-type: none"> to generate improvements to Campbeltown’s heritage and conservation sites, renewing and restoring historic buildings.
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3.1.2. CN02 - Campbeltown Berthing Facility

<i>WHAT:</i>	<ul style="list-style-type: none"> the development of improved berthing facilities in Campbeltown Loch, to position the facility for an improved market presence.
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3.1.3. CN03 - Kinloch Road Regeneration

<i>WHAT:</i>	<ul style="list-style-type: none"> to assist ACHA with their planned development of housing and community facilities. to relocate the Council’s road depot to another site to facilitate the housing development proposed by ACHA. to investigate the potential for environmental improvement or renewal on underutilised land adjacent to the Council depot.
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3.1.4. Anticipated benefits for Campbeltown include:

- Improved character and appearance of the gateway to Campbeltown and the town centre.
- Increased turnover and employment in the commercial, retail and hospitality sectors and through new housing.

3.2. **Helensburgh** – CHORD funding allocation = **£6.66** million

3.2.1. HH01 - Helensburgh - Town Centre

<i>WHAT:</i>	<ul style="list-style-type: none"> to develop a more sustainable traffic management scheme in the town centre by reducing traffic through the main streets in the town centre, thus enhancing pedestrian movement, creating events space and a street-cafe culture. improved enforcement of parking regulations, pay-on-street parking, as well as improved cycling facilities.
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3.2.2. HH02 - Helensburgh - West Bay

<i>WHAT:</i>	<ul style="list-style-type: none"> to redevelop the West Bay Esplanade between Colquhoun Square and William Street, linking it to the town centre to create an environment suitable for leisure strolling with a string of
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	“event points” along the shore and for much better access by customers to the many and varied local shops, restaurants, cafes and bars on West Clyde Street.
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3.2.3. Anticipated benefits for Helensburgh include:

- Improved character and appearance of Helensburgh town centre and the West Bay esplanade.
- Increased turnover and employment in the retail and hospitality sectors.

3.3. **Oban – CHORD funding allocation £6.90 million**

3.3.1. OB01 - Oban Bay / Harbour

<i>WHAT:</i>	<ul style="list-style-type: none"> • to refresh the previously published Oban Action Plan and taking forward complementary initiatives that improve access; • to improve traffic flow within the town centre; • to reconfigure Oban Bay/Harbour to better meet the needs of users; • the development of a transport interchange for trains, buses and ferries, adjacent to and incorporating the existing ferry terminal.
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3.3.2. OB02 - Oban Development Road

<p>The Oban CHORD Project Board, and the CHORD Programme Management Board agreed that the Oban Development Road should be re-phased, with town centre management being pursued as the first phase. This decision was taken after discussion with partners, and in light of the current economic environment.</p> <p>The first phase will be considered alongside wider plans for Oban, including improvements to the harbour area and the improvement of traffic flow within the town centre.</p>

3.3.3. Anticipated benefits for Oban include:

- Improved character and function of Oban.
- Continued population growth.
- A more diversified and stronger economy.
- Increased retail turnover and margins.

3.4. **Rothesay – CHORD funding allocation - £2.40 million**

3.4.1. RY01 - Rothesay Townscape Heritage Initiative

<i>WHAT:</i>	<ul style="list-style-type: none"> • to generate improvements to Rothesay’s heritage and conservation sites, renewing and restoring historic buildings.
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3.4.2. RY02 - Rothesay Pavilion

<i>WHAT:</i>	<ul style="list-style-type: none"> • to restore the external and internal fabric of Rothesay Pavilion sympathetically to the original post modernist and Art Deco style.
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3.4.3. Anticipated benefits for Rothesay include:

- Improved character and appearance of Rothesay.
- Increased turnover and employment in the retail and hospitality sectors.

3.5. **Dunoon – CHORD funding allocation £8.30 million**

3.5.1. DN01 – Dunoon Waterfront

WHAT:	<ul style="list-style-type: none"> • to deliver waterfront infrastructure that contributes to an attractive, vibrant and contemporary town centre.
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3.5.2. Anticipated benefits for Dunoon include:

- Improved character and appearance of Dunoon.
- Increased turnover and employment in the commercial, retail and hospitality sectors.
- Continued population growth.