

**HELENSBURGH AND LOMOND ECONOMIC DEVELOPMENT ACTION PLAN 2015/16  
- UPDATE**

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**1. EXECUTIVE SUMMARY**

- 1.1 The purpose of this paper is to provide members of the Helensburgh and Lomond (H&L) Area Committee with an update with regard to the progress of the actions and success measures in the H&L Economic Development Action Plan (EDAP), 2015/16.
- 1.2 The content of the H&L EDAP aligns with the Single Outcome Agreement (SOA) Delivery Plans developed by the Community Planning Partnership.
- 1.3 It is important to note that the H&L EDAP is a **working document** so that economic opportunities can be captured and addressed as they arise during 2015/16.
- 1.4 A detailed financial year-end presentation will be delivered by representatives from the Economic Development and Strategic Transportation Service at this H&L Area Committee meeting.
- 1.5 The following recommendations are for consideration:
  - The H&L Area Committee members note the H&L EDAP provided in this paper and the progress update for each action.

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**2. INTRODUCTION**

- 2.1 The purpose of this paper is to provide members of the H&L Area Committee with an update with regard to the progress of the actions and success measures in the H&L Economic Development Action Plan (EDAP), 2015/16.

**3. RECOMMENDATIONS**

- 3.1 The H&L Area Committee members note the H&L EDAP provided in this paper and the progress update for each action.

**4. H&L EDAP UPDATE**

- 4.1 Following approval by the Area Committee in August 2015 of the H&L EDAP, officers continue to work to implement the key actions. As members will be aware many of the actions are reliant upon partnership working with our Community Planning Partners. Many of the actions will be taken forward over a 12 month timeframe and beyond as appropriate.
- 4.2 The update outlined in **Appendix 1** provides a tabular presentation to include comments on progress for each of the actions and success measures under the four headings of competitive, collaborative, compelling and connected H&L.

**5. CONCLUSION**

- 5.1 The H&L EDAP is a working document for 2015/16 and officers continue to work and focus on the delivery of the actions with key partners.

## 6 IMPLICATIONS

6.1 The implications for the H&L Area Committee are as outlined in **Table 7.1** below.

| <b>Table 6.1: Implications for the H&amp;L Area Committee</b> |   |
|---|---|
| <b>Policy</b>   | The H&L EDAP 2015/16 (and subsequent in-year plans) must align and adhere, as appropriate, to the overarching EDAP, 2013-2018, Local Development Plan and the SOA Local/SOA Delivery Plans.   |
| <b>Financial</b>  | The H&L EDAP will ensure that the area's resources are allocated efficiently and effectively with regard to the economic development priorities and ambitions for H&L. There will need to be annual consideration of best alignment between resources and priorities. |
| <b>Legal</b>  | All legal implications at project level will be taken into consideration.   |
| <b>HR</b>   | The H&L EDAP 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.  |
| <b>Equalities</b>   | The H&L EDAP will comply with all Equal Opportunities policies and obligations.   |
| <b>Risk</b>   | Without a H&L EDAP for 2015/16 there would be no clear focus on or understanding of the economic development activities, and the associated resources, that will have the greatest beneficial economic impact for the area.   |
| <b>Customer Service</b>                                       | The H&L EDAP will provide internal and external customers with a clear articulation of the key priorities for developing the H&L economy, thereby facilitating focus, effective resource planning and partnership working at the local level.                         |

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**Appendix 1: Helensburgh and Lomond Development Action Plan, 2015/16, Progress to Date  
(March 2016)**

## Helensburgh and Lomond Economic Development Action Plan (working document)

### By 2024, Helensburgh and Lomond will be:

- A **better connected and accessible place** with improved road, rail and active travel links together with improved telecommunications networks and broadband coverage.
- A place that offers a **revitalised Helensburgh Town Centre and Waterfront** that takes full advantage of its position as a high quality, short term visitor destination close to the Glasgow conurbation.
- A place of **outstanding natural and built heritage** with enhanced natural assets, better townscape and public realm with new community facilities such as the Helensburgh Pierhead Swimming Pool and Leisure Centre together with a refurbished East Clyde Street Centre and a revitalised Hermitage Park; and with change in Helensburgh's conservation area guided by a management plan.
- A place that can offer a **wide range of housing choices** in places with modernised essential services and infrastructure, with a focus on larger scale growth in Helensburgh and Cardross.
- A **competitive place better connected to the global economy** with thriving local communities that provide an incentive for businesses to locate to, particularly within the context of the Maritime Change Programme and its role in tourism both relating to the adjoining Loch Lomond and the Trossachs National Park and as a day tripper destination.
- A **greener place** with numerous community led renewable energy projects, established community forests, woodlands and green networks.

### Overview

Adjacent to the Glasgow conurbation with key road, river and rail links (including direct trains to Glasgow and Edinburgh), the area encompasses the Faslane and Coulport Naval Bases (with a key focus on the Maritime Change Programme), a developing creative industries hub on the Rosneath Peninsula, iconic Loch Lomond and its surrounding attractions, such as the conservation village of Luss, the new Ben Arthur resort development at Arrochar and the Cobbler, with access to the wider West Highlands. The waterfront town of Helensburgh has significant development potential to become a vibrant retail and visitor location, with a particular focus on marine leisure and exploiting attractions such as Charles Rennie MacKintosh's iconic Hill House.

### Overarching Challenge, Actions and Success Measures for Helensburgh and Lomond

The overarching challenge for the Helensburgh and Lomond economy, aligned to the whole of Argyll and Bute, is to reverse the overall decline in population while rebalancing from aging to young/working age residents by achieving positive net migration. (Current projections suggest a decline of 17% of the Helensburgh and Lomond population by 2037; with a forecast that the working age population will fall by 25%).

As noted above a key focus for the Helensburgh and Lomond economy is the tourism sector. This has been verified by the Compelling Argyll and Bute and its Administrative Areas study, June 2015, where there has been a positive change in the employment opportunities (up by 750, source Business Register Employment

Survey (BRES), 2013) with regard to the accommodation sector over the period, 2009-2013 for the Helensburgh and Lomond area.

With the location of the Clyde Naval Base at Faslane and Coulport within the Helensburgh and Lomond it is anticipated that the defence sector will be a main source of civilian employment opportunities going forward.

It is important to note that employment in the Helensburgh and Lomond area is impacted strongly by the area's proximity to Glasgow.

Therefore, for the 2015/16, there are **three** main overarching actions and success measures. These are:

- To undertake a **mapping of the tourism industry** in the area, with input from the Compelling study and the recent Tourism Barometer work at the local level being undertaken by Argyll and the Isles Tourism Co-operative (AITC). This work will provide an evidence base on the visitor type to the area coupled with the number and ambition of the resident (indigenous and inward investing) business base by rebalancing focus on companies of scale and with growth aspirations and those capable of moving up the value chain. Business growth targets for this sector could then be established; taking into consideration the added value opportunities that Business Gateway aims to achieve through the Local Business Growth Accelerator programme, match funded by the new European Regional Development Programme, 2014-20.

**Progress to date, March 2016:** aligned to the recent sub regional Economic Baseline for Helensburgh and Lomond in the Compelling study report the mapping of the tourism industry will be taken forward into 2016/17. In addition, the Local Business Growth Accelerator programme strategic intervention and operations applications have been with the Scottish Government since October 2015. We are now still awaiting our official letter of award in order to launch the programme.

- Using the evidence base provided by the tourism mapping study, ATIC, Argyll and Bute Council and Scottish Enterprise needs to work in partnership with the communities across the area to **develop a competitive tourism proposition with a focus on short breaks**, including day visitors, in order to make Helensburgh and Lomond a destination of choice.

**Progress to date, March 2016:** aligned to the recent sub regional Economic Baseline for Helensburgh and Lomond in the Compelling study report and the recent appointment of the new Marketing and Promotions Officer, the promotion of the short break market will be taken forward into 2016/17.

- An understanding needs to be gained on the **type and level of employment opportunities to be realised by civilians and supply chain businesses to the Clyde Naval Base** on the back of the accommodation development of the Neptune Village, coupled with a mix of the skills profiles required to enable residents to secure sustainable employment going forward.

**Progress to date, March 2016:** A Strategic Delivery and Development Framework is in the process of being formalised with the MOD and other community planning partners (meetings are ongoing with the Base Commander), at Faslane and once agreement has been reached an Action Programme will be developed.

Discrete actions and success measures which fit with and will contribute to the overarching issues are detailed below in the Helensburgh and Lomond Economic Development Action Plan, 2015/16.

## Competitive Helensburgh and Lomond

| <b>Theme – A Competitive Helensburgh and Lomond</b>                            |  |   |   |  |
|--|--|---|---|--|
| <b>Business Growth</b>   |  |   |   |  |
| <b>Ref (SOA, CO &amp; SO)</b>  | <b>Outcome (by year 5)</b>   | <b>Actions to achieve outcome</b>   | <b>Success measures (in year)</b>   | <b>Progress to March 2016</b>  |
| 1.1.4, 1.7.1, CO1 & ET01   | Thriving and successful business community within the Helensburgh and Lomond area. | <p>Business Gateway Advisers and other appropriate Argyll and Bute Council staff to provide support and guidance to any potential start-up and existing businesses in the Helensburgh and Lomond area.</p> <p>To establish why the conversion rate of business start-up enquiries to actual starts differs between and within administrative areas.</p> | <p>Business Gateway to conduct a roadshow across the Helensburgh and Lomond business community during 2015/16 to promote available business support.</p> <p>Undertake study to report on conversions rates for Helensburgh and Lomond by March 2016.</p>                        | <p>The Head of Economic Development &amp; Strategic Transportation accompanied by Business Gateway staff undertook a meeting with businesses from across the H&amp;L area during November 2015, with a focus on the findings of the Compelling Argyll and Bute and its Administrative Areas study as follows:</p> <ul style="list-style-type: none"> <li>Business Lunch, Braeholm, Helensburgh, Monday, 30<sup>th</sup> November.</li> </ul> <p>The feedback from this session has been collated. In general there was broad agreement on the main themes emerging out of the Compelling study. Follow-up events will be held with businesses in six months' time.</p> <p>Research work undertaken for Business Gateway by IBP Research during the third quarter of 2015/16. The findings will be collated into a discrete report.</p> |
| <b>To Create an Environment where levels of Entrepreneurship are Increased</b> |  |   |   |  |
| <b>Ref (SOA, CO &amp; SO)</b>  | <b>Outcome (by year 5)</b>   | <b>Actions to achieve outcome</b>   | <b>Success measures (in year)</b>   | <b>Progress to March 2016</b>  |
| 1.7.2, CO11 & ET02   | To establish an innovation centre for entrepreneurs in Helensburgh.                | Undertake a scoping exercise and feasibility study into the Innovation Centre concept with a key focus on demand and supply issues.   | <p>Business Gateway in liaison with SE to establish a portfolio of business needs (demand and supply issues) within Helensburgh and Lomond as a key component of the pre-feasibility study scoping work.</p> <p>Detailed feasibility study to be undertaken during 2016/17.</p> | <p>An initial scoping review for the Helensburgh Innovation Centre was undertaken during the first and second quarters of 2015/16.</p> <p>A more detailed feasibility study to be discussed with Scottish Enterprise in 2015/16 and into 2016/17.</p>  |

Notes: Ref (SOA, CO and SO) – reference to the Single Outcome Agreement, corporate outcome and service outcome which this particular outcome will contribute towards.

| Place: Town Centre Regeneration in Helensburgh and Lomond |  |   |   |   |
|---|--|---|---|---|
| Ref (SOA, CO & SO)  | Outcome (by year 5)  | Actions to achieve outcome  | Success measures (in year)  | Progress to March 2016  |
| 2.6.1, CO11 & ET02  | Regenerate our main town of Helensburgh, building on the CHORD Programme in a manner that optimises sustainable economic growth. | <p>Expenditure of residual CHORD funding to conclude CHORD programme and support regeneration outcomes.</p> <p>Preparation of Stage two Parks for People Heritage Lottery Fund Application for Hermitage Park.</p> <p>Official launch of CHORD works</p> <p>Development of Helensburgh Pierhead.</p> <p>Council approval to purchase former Gasometer site.</p> | <p>Develop pilot partner action plan(s) for Helensburgh town centre and waterfront to ensure that the benefit of CHORD investment and other developments are optimised.</p> <p>Submission of Stage two Parks for People Heritage Lottery Fund Application for Hermitage Park by end of August 2015.</p> <p>Official launch of CHORD works in June 2015. Shop fronts – completion of phase 1 grant awards by March 2016.</p> <p>Project Initiation Document signed off for the development of Helensburgh Pierhead by end of December 2015.</p> <p>Design Team appointed by December 2015 to take forward the Pierhead development.</p> <p>Park &amp; Ride at former Gasometer site – land purchase by October 2015 and Design Team appointed by January 2016.</p> | <p>The HLF stage two was successful for £2,333,300. The full Council in January 2016 approved the terms of grant.</p> <p>20 shops have been awarded grants and are in various stages of completion. Second phase to be opened to applicants from March through to June 2016.</p> <p>Funding shortfall resulted in a delay. This has been addressed in the budget. Paper going to H&amp;L Business Day on 8<sup>th</sup> March 2016 for discussion and then April Area Committee for a decision. PID will be signed off by the end of May 2016.</p> <p>Revised timescale to appoint design team by September 2016.</p> <p>Negotiations ongoing with site owners - SGN. Site survey commissioned by SGN to check for contaminants. Report on this due April 2016. Estimated purchase by October 2016.</p> |

Notes: Ref (SOA, CO and SO) – reference to the Single Outcome Agreement, corporate outcome and service outcome which this particular outcome will contribute towards.



| <b>Place: Maritime Change Programme</b>                    |  |  |   |   |
|--|--|--|---|---|
| <b>Ref (SOA, CO &amp; SO)</b>                              | <b>Outcome (by year 5)</b>   | <b>Actions to achieve outcome</b>  | <b>Success measures (in year)</b>   | <b>Progress to March 2016</b>   |
| 1.2.1, 2.4.3, CO11 & ET02                                  | Maximise investment opportunities in Argyll and Bute with regard to the Maritime Change Programme, with a particular focus on inward investment around Faslane and Coulport. | Ensure co-ordination with other Council departments to make Helensburgh and Lomond an attractive place for MOD families to relocate to the area.<br><br>Development of Neptune Village at Faslane.                               | Agree an action plan with all parties and reflect effects of the Maritime Change Programme, including: <ul style="list-style-type: none"> <li>• Number of new jobs created.</li> <li>• Number of new households created and type of households (e.g. social housing).</li> </ul> To be completed by March 2016. | A Strategic Delivery and Development Framework is in the process of being formalised with the MOD and other community planning partners (meetings are ongoing with the Base Commander), at Faslane and once agreement has been reached an Action Programme will be developed. CPP partners will be identified following acceptance by the Delivery and Development Framework by the MoD and further analysis on what will be required to be done. |
| <b>Place: Luss Village Strategic Development Framework</b> |  |  |   |   |
| <b>Ref (SOA, CO &amp; SO)</b>                              | <b>Outcome (by year 5)</b>   | <b>Actions to achieve outcome</b>  | <b>Success measures (in year)</b>   | <b>Progress to March 2016</b>   |
| 2.4.4, CO11 & ET02   | Sustainable redevelopment of Luss village centre to respond to demands of tourism, new affordable housing and associated public realm works.                                 | Work with Luss Estates, Loch Lomond and the Trossachs National Park and stakeholders to support the sustainable development of Luss.<br><br>Luss Master Plan – adopted by Loch Lomond and the Trossachs National Park Authority. | To attend quarterly stakeholder meetings throughout 2015/16 to progress the sustainable development of Luss.  | There has been development in Luss recently with the opening of a new smokehouse. Due to resource issues we have not been able to engage with the National Park Authority and Luss estates to get the meetings going. To be taken forward as appropriate by the newly appointed Senior Economic Growth Officer and two new sectoral Economic Growth Officers due in post by 14 <sup>th</sup> March 2016.  |

Notes: Ref (SOA, CO and SO) – reference to the Single Outcome Agreement, corporate outcome and service outcome which this particular outcome will contribute towards.

| Sustainable Economic Assets: Priority Two – Tourism, Quality Food and Drink, Forestry in Helensburgh and Lomond |   |   |   |  |
|---|---|---|---|--|
| Tourism in Helensburgh and Lomond   |   |   |   |  |
| Ref (SOA, CO & SO)  | Outcome (by year 5)   | Actions to achieve outcome  | Success measures (in year)  | Progress to March 2016   |
| 1.6.1, CO1 & ET01   | Move tourist sector up the value chain, extend season and improve profile and propositions. | Working with key partners such as Argyll and the Isles Tourism Co-operative Ltd (AITC) to further develop the tourism value chain linked to area's unique heritage, provenance and authenticity.<br><br>Helensburgh and Lomond to be developed as a day tripper/short stay destination given its unique adjacent position with the Loch Lomond and Trossachs National Park. | Encourage greater collaboration between Visit Helensburgh (VH), Love Loch Lomond (LLL), Helensburgh Chamber of Commerce (HCC), key attractions (e.g. Lomond Shores, Cruise Loch Lomond and the Hill House) and outdoor activities (e.g. Three Lochs Way and John Muir Way). Delivery of promotional information on the Explore Argyll website accompanied by a suite of leaflets by March 2016. | Kayak Trail completed and promotion ongoing. New Promotions and Marketing Officer started with Economic Development and Strategic Transportation on Monday, 18 <sup>th</sup> January 2016. New Senior Economic Growth Officer started 8 <sup>th</sup> February 2016.<br><br>Meeting chaired by Cllr A. Morton on 19 <sup>th</sup> January to raise awareness of the NVA Hinterland event on 18 <sup>th</sup> to 27 <sup>th</sup> March 2016. |
| 1.6.1, CO1 & ET01   | Develop coach tour market value chain across Argyll and Bute and improve profile.           | Argyll and Bute Council works with partners to grow market.   | Increase number of coach tour visitors to the Helensburgh and Lomond area during 2015/16 by 5%.   | This will need to be revisited as the coach market in general is experiencing a decline in numbers.  |
| 1.6.1, CO1 & ET01   | Argyll Coastal Waters project delivery.   | Argyll and Bute Council to work in partnership with AITC to continue to promote the Argyll Sea Kayak Trail during 2015/16   | Delivery of Kayak Trail PR event at the Victoria Halls, Helensburgh, on 30 <sup>th</sup> June 2015.   | This event was held but was not well attended. Kayak trail promotion may need to be revisited.   |

Notes: Ref (SOA, CO and SO) – reference to the Single Outcome Agreement, corporate outcome and service outcome which this particular outcome will contribute towards.

## Connected Helensburgh and Lomond

| <b>Theme – A Connected Helensburgh and Lomond</b>  |  |  |   |   |
|--|--|--|---|---|
| <b>Digital Connectivity/Utilities in Helensburgh and Lomond</b>                                      |  |  |   |   |
| <b>Ref (SOA, CO &amp; SO)</b>  | <b>Outcome (by year 5)</b>   | <b>Actions to achieve outcome</b>  | <b>Success measures (in year)</b>   | <b>Progress to March 2016</b>   |
| 2.2.1, CO11 & ET02   | Superfast broadband to 85% – 90% of the population by 2020.                          | Argyll and Bute Council will work closely with the Scottish Government Rest of Scotland team to ensure the success of their digital infrastructure project in Helensburgh & Lomond.<br><br>Availability of next generation superfast broadband within the Helensburgh and Lomond area.<br><br>Argyll and Bute Council will work closely with Community Broadband Scotland to support communities to achieve at least a 2mbps broadband connection. | Argyll and Bute interests are safeguarded and the Scottish Government's Rest of Scotland project meets its targets for Helensburgh and Lomond.<br><br>Rhu – summer 2015 with other locations to follow.<br><br>Maximise the £5 million funding available from Community Broadband Scotland. | Digital Scotland updated H&L CPP in late 2015.<br><br>Not yet live but is expected to do so before summer 2016. Openreach continue to work on their commercial rollout.<br><br>Community broadband Scotland has provided initial support to Ardlui. |
| 2.2.2, CO11 & ET02   | Improved mobile phone signal quality and coverage levels throughout Argyll and Bute. | Identify the impacts of various mobile providers' development plans on coverage across Argyll and Bute.<br><br>Develop plans with partner organisations to work with the industry to maximise coverage across Argyll and Bute.   | Continue to influence mobile phone providers to upgrade coverage across Argyll and Bute, including Helensburgh and Lomond.  | Meetings held with Vodafone, O2 and EE to discuss their plans for roll out of 4G.   |
| <b>Transport Infrastructure: Road, Rail, Cycling and Walking Transport in Helensburgh and Lomond</b> |  |  |   |   |
| <b>Road</b>  |  |  |   |   |
| <b>Ref (SOA, CO &amp; SO)</b>  | <b>Outcome (by year 5)</b>   | <b>Actions to achieve outcome</b>  | <b>Success measures (in year)</b>   | <b>Progress to March 2016</b>   |
| 2.1.1, 2.1.2, CO11 & ET02  | Road – upgrade and maintain council road network and for trunk roads (A82).          | Participation in working groups e.g. Argyll Timber Transport Group.  | Roads asset planning and maintenance strategy aligned to the preparation of an Infrastructure Action Plan (as outlined in the SOA) with the inclusion of the Helensburgh and Lomond area during 2015.   | Regular updates provided to the H&L Area Committee by Road and Amenity Services.  |

Notes: Ref (SOA, CO and SO) – reference to the Single Outcome Agreement, corporate outcome and service outcome which this particular outcome will contribute towards.

| <b>Road (continued)</b>          |  |  |  |   |
|----------------------------------|--|--|--|---|
| <b>Ref (SOA, CO &amp; SO)</b>    | <b>Outcome (by year 5)</b>   | <b>Actions to achieve outcome</b>  | <b>Success measures (in year)</b>  | <b>Progress to March 2016</b>   |
| 1.3.3, 2.1.1, 2.1.2, CO11 & ET02 | Road – accurate and positive signage with regard to road closures on the A83.  | Lobby Transport Scotland to provide accurate and positive signage with regard to road closures e.g. to still allow access to places prior to location of road closure. | Successful lobbying activity with Transport Scotland resulting in positive signage by 2015.  | Trunk road Liaison group meeting arranged for 11 <sup>th</sup> March. Positive and accurate signage is an important agenda item and is being further developed. |
| <b>Progress to March 2016</b>    |  |  |  |   |
| <b>Progress to March 2016</b>    | <b>Outcome (by year 5)</b>   | <b>Actions to achieve outcome</b>  | <b>Success measures (in year)</b>  | <b>Progress to March 2016</b>   |
| 2.1.2, CO11 & ET02               | Safeguard and influence the improvement of rail links to and from Helensburgh to Central Scotland.   | Promotion of the West Highland line.   | AITC to include the promotion of the West Highland Line on the Explore Argyll website accompanied by a suite of leaflets by March 2016 | AITC working directly with ScotRail on an “Inspiring Journeys” pilot on the West Highland Line. Note- AITC focussing on digital rather than leaflets.           |
| <b>Cycling and Walking</b>       |  |  |  |   |
| <b>Ref (SOA, CO &amp; SO)</b>    | <b>Outcome (by year 5)</b>   | <b>Actions to achieve outcome</b>  | <b>Success measures (in year)</b>  | <b>Progress to March 2016</b>   |
| 2.1.2, 2.1.4, CO11 & ET02        | Improve cycling and walking network across Argyll and Bute, including Helensburgh and Lomond, and improve active travel network, for example, Core Path Plan, John Muir Way, Green Pilgrimage and Three Lochs Way. | Work with partners to complete the cycle path from Helensburgh to Dumbarton (via Cardross) by 2020 (CPO required).   | Completion of Active Travel Audit for Helensburgh and its hinterland by March 2016.  | Final draft complete.   |

Notes: Ref (SOA, CO and SO) – reference to the Single Outcome Agreement, corporate outcome and service outcome which this particular outcome will contribute towards.

## Collaborative Helensburgh and Lomond

| Theme – A Collaborative Helensburgh and Lomond                                 |  |   |  |   |
|--|--|---|--|---|
| European Policy and Funding 2014-2020: Argyll and the Islands LEADER Programme |  |   |  |   |
| Ref (SOA, CO & SO)   | Outcome (by year 5)  | Actions to achieve outcome  | Success measures (in year)   | Progress to March 2016  |
| 3.6.3, CO1 & ET01  | Maximise European funding and Argyll and Bute's Policy influence in order to promote sustainable economic growth and regeneration across Helensburgh and Lomond. | Launch of the Argyll and the Islands LEADER programme, 2014-2020. | <p>Appoint LEADER Strategic Co-ordinator, July 2015 (based on indicative funding allocation provided by the Scottish Government).</p> <p>Appoint one LEADER Development Officer and one Compliance Officer, by end of September 2015.</p> <p>Delivery of 3 Argyll and the Islands LEADER awareness raising meetings and events across Helensburgh and Lomond by end of December 2015.</p> <p>Final LEADER Local Development Strategy approved by the Scottish Government by October 2015.</p> <p>Preparation and development of a refreshed LEADER, 2014-2020 website by end of October 2015.</p> <p>Service Level Agreement between Argyll and Bute Council and the Scottish Government as Managing Authority approved and signed by November 2015.</p> | <p>A detailed overarching update report on European Policy and Funding was presented at the EDI Committee on 12<sup>th</sup> November 2015.</p> <p>Successful appointment of LEADER/EMFF Strategic Co-ordinator, Colin Fulcher, in July 2015.</p> <p>Two LEADER/EMFF Development Officers and two LEADER/EMFF Compliance Officers have been appointed and will all be in post by the end of May 2016).</p> <p>Awareness meetings will be undertaken once the LEADER/EMFF Development Officers are in post. LEADER/EMFF 2014-2020 has yet to be launched by the Scottish Government.</p> <p>Final LEADER approval has been given by the Scottish Government for the LEADER element of the LEADER/EMFF Local Development Strategy with an indicative allocation to the Argyll and the Islands Local Action Group (LAG), of £4,886,126 and an indicative allocation of £985,000 to the EMFF Fisheries Local Action Group (FLAG) to be shared with the Ayrshires (joint FLAG approach).</p> <p>The preparation of a refreshed LEADER/EMFF website is currently ongoing.</p> <p>The LEADER SLA was signed with conditions by the Executive Director of Customer Services at the end of October 2015.</p> |

Notes: Ref (SOA, CO and SO) – reference to the Single Outcome Agreement, corporate outcome and service outcome which this particular outcome will contribute towards.

| Theme – A Collaborative Helensburgh and Lomond (continued)   |   |  |   |  |
|--|---|--|---|--|
| European Policy and Funding 2014-2020: European Regional Development Fund – Business Gateway Local Growth Business Accelerator |   |  |   |  |
| Ref (SOA, CO & SO)   | Outcome (by year 5)   | Actions to achieve outcome   | Success measures (in year)  | Progress to March 2016   |
| 1.1.4, CO1 & ET01  | Maximise European funding and Argyll and Bute’s policy influence in order to promote sustainable economic growth for small to medium sized enterprises across Helensburgh and Lomond. | Launch of Business Gateway Local Growth Business Accelerator strategic intervention under the European Regional Development Fund, 2014-2020. | <p>Marketing of Business Gateway Local Growth Accelerator strategic intervention – leaflets, press releases and online – further to launch (anticipated date 1 October 2015). (N.B. additional activity to core Business Gateway remit).</p> <p>Argyll and Bute Council area <b>annual</b> targets to the end of 2018:</p> <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> <p>Ongoing monitoring and reporting to Area Committee on a six month and yearly basis, with regard to the proportion of annual targets realised in Helensburgh and Lomond.</p> | <p>The initial Business Gateway Local Growth Accelerator Programme strategic intervention application was submitted to the Scottish Government on 27<sup>th</sup> March 2015 (seeking just over £272k of ERDF funding until the mid-term review in 2018).</p> <p>The application was assessed by the Scottish Government’s Scrutiny and Risk Panel (SRP) and feedback provided. The application was updated to include the responses raised by the SRP and anticipated spend re-profiled due to the lack of activity between April to September 2015. The final application was signed by the council’s Chief Executive Officer on Friday, 9<sup>th</sup> October 2015. The Scottish Government has advised that the strategic intervention application will be approved by the Scottish Government during the first quarter of 2016, calendar year.</p> |

Notes: Ref (SOA, CO and SO) – reference to the Single Outcome Agreement, corporate outcome and service outcome which this particular outcome will contribute towards.

| <b>Theme – A Collaborative Helensburgh and Lomond (continued)</b>                                    |   |   |   |  |
|--|---|---|---|--|
| <b>European Policy and Funding 2014-2020; European Social Fund – Enhanced Employability Pipeline</b> |   |   |   |  |
| <b>Ref (SOA, CO &amp; SO)</b>  | <b>Outcome (by year 5)</b>  | <b>Actions to achieve outcome</b>   | <b>Success measures (in year)</b>   | <b>Progress to March 2016</b>  |
| 3.2.1, 3.6.7, CO1 & ET01   | Maximise European funding and Argyll and Bute’s policy influence in order to promote sustainable employment opportunities for the long-term unemployed, particularly young people and inclusive growth across Helensburgh and Lomond. | Launch of the Enhanced Employability Pipeline strategic intervention under the European Social Fund, 2014-2020. | <p>Delivery of Enhanced Employability Pipeline across Argyll and Bute further to launch (anticipated date late 2015).</p> <p>To support 21 unemployed and inactive participants with multiple barriers to enter education or training per annum across Helensburgh and Lomond until the end of 2018.</p> <p>Ongoing monitoring and reporting to Area Committee on a six month and yearly basis.</p> | <p>Argyll and Bute Enhanced Employability Pipeline was submitted initially in May 2015 and then re-submitted on 26<sup>th</sup> June 2015 further to comments from the Scottish Government (ability to secure £3.66m of European Social Fund (ESF) funding that requires 50% match funding).</p> <p>The application was reviewed by the Scottish Government’s SRP during the summer and formal feedback was received through a face-to-face meeting with Scottish Government Structural Fund staff on 21<sup>st</sup> August 2015.</p> <p>As the pipeline is a relative new approach for the Argyll and Bute area the feedback was welcomed. This new pipeline approach will provide additional support to vulnerable individuals with multiple barriers to employment through internal and external service provision. The initial figures listed in the success measures i.e. 21 unemployed and inactive participants have now been revised. It is hoped that a finalised application will be submitted in April 2016, further to approval from the EDI Committee on 7<sup>th</sup> April 2016.</p> <p>It should be noted that there is also a delay by the Scottish Government in the launching of the ESF programme for 2014-2020.</p> |
| <b>Harness the Potential of the Helensburgh and Lomond Community and Third Sector</b>                |   |   |   |  |
| <b>Ref (SOA, CO &amp; SO)</b>  | <b>Outcome (by year 5)</b>  | <b>Actions to achieve outcome</b>   | <b>Success measures (in year)</b>   | <b>Progress to March 2016</b>  |
| 3.6.3, CO8 & ET04  | Harness the potential of partnership working and increase capacity to deliver sustainable communities.  | Regeneration of Hermitage Park.   | Submit second stage bid to Heritage Lottery Fund during 2015/16.  | The HLF stage was successful for £2,333,300. The full Council in January 2016 approved the terms of grant.   |
|  |   | Assist with the redevelopment of St Peter’s/Kilmahew site.  | In partnership with NVA, submit a bid to the Regeneration Capital Grants Fund during 2015/16.   | A bid was submitted for £650,000 - awaiting decision.  |
|  |   | Assist with the development of a Heritage and Culture Trail to attract visitors to the area.                    | Preparation of draft Culture and Heritage Trail for Helensburgh and Lomond during 2015/16 and into 2016/17.   | Preliminary discussions have taken place.  |

Notes: Ref (SOA, CO and SO) – reference to the Single Outcome Agreement, corporate outcome and service outcome which this particular outcome will contribute towards.

| <b>Harness the Potential of the Helensburgh and Lomond Community and Third Sector (continued)</b> |  |  |   |  |
|---|--|--|---|--|
| <b>Ref (SOA, CO &amp; SO)</b>   | <b>Outcome (by year 5)</b>   | <b>Actions to achieve outcome</b>  | <b>Success measures (in year)</b>   | <b>Progress to March 2016</b>  |
| 3.6.3, CO8 & ET04   | Harness the potential of partnership working and increase capacity to deliver sustainable communities. | Argyll and Bute Council to administer the Stalled Spaces Scotland project further to providing 50% of the £20,000 funding pot. Grants of up to £2,500 are available for projects which have growing, healthy living or youth activity at their heart, and also propose to improve underused, vacant or derelict spaces within town centres on a temporary basis (i.e. one day event to years until such time a site can be redeveloped). | Report on the number of grants secured by the Helensburgh community by end of March 2016. | Site has been identified at James St Playpark. Community is in the process of starting a consultation. |



## Compelling Helensburgh and Lomond

| Theme – A Collaborative Helensburgh and Lomond |   |  |   |   |
|--|---|--|---|---|
| Progress to March 2016                         |   |  |   |   |
| Progress to March 2016                         | Outcome (by year 5)   | Actions to achieve outcome   | Success measures (in year)  | Progress to March 2016  |
| 1.3.1, 1.3.2, 1.3.3, CO1 & ET01                | Increase the profile of the Helensburgh and Lomond area to attract economically active new residents (individuals and families) inward investors and visitors (with a potential to locate to Helensburgh and Lomond) in order to promote economic development and growth. | Creation of a Promotional Action Plan with input from local communities and employers. | <p>Completion of Compelling Argyll and Bute Administrative Areas study, by end of June 2015.</p> <p>Development of a detailed Promotional Action Plan for Helensburgh and Lomond by October 2015, with a focus on the issues and challenges raised in the Compelling research.</p> <p>Launch of Compelling Helensburgh and Lomond Action Plan by end of 2015.</p> | <p>A progress report on the Compelling Argyll and Bute and its Administrative Areas Study was presented to the Environment, Development and Infrastructure (EDI) Committee on 14<sup>th</sup> January 2016.</p> <p>To date a number of awareness raising events (as noted under Business Growth above) have been delivered to disseminate the findings of the study. In particular, at a Steering Group meeting on 2<sup>nd</sup> December 2015, it was agreed that in the first instance the suggested thematic interventions from the Compelling research should be fed directly into the review of all the six Single Outcome Agreement (SOA) Delivery Plans (in particular Outcomes 1 to 3) during December 2015, rather than create another suite of plans. This has now been completed.</p> <p>Actions to be taken forward with key input from the new Promotions and Marketing Officer within the Economic Development and Strategic Transportation Service.</p> |

Notes: Ref (SOA, CO and SO) – reference to the Single Outcome Agreement, corporate outcome and service outcome which this particular outcome will contribute towards.