ARGYLL AND BUTE COUNCIL

BUTE AND COWAL AREA COMMITTEE

DEVELOPMENT AND INFRASTRUCTURE SERVICES

ARGYLL & BUTE STRATEGIC AND BUTE AND COWAL ECONOMIC DEVELOPMENT ACTION PLAN 2016/2021

1. EXECUTIVE SUMMARY

- 1.1 The purpose of this paper is to seek approval from the Bute and Cowal (B&C) Area Committee on the proposed B&C Economic Development Action Plan (EDAP), 2016/21 aligned to the overarching Strategic Argyll and Bute Economic Development Action Plan.
- 1.2 The content of the Strategic and B&C EDAPs fits with and contributes to the Single Outcome Agreement (SOA) long term objectives 2023 developed by the Community Planning Partnership.
- 1.3 It is important to note that the Strategic and B&C EDAPs are working documents so that economic opportunities can be captured and addressed as they arise during 2016/21.
- 1.4 The following recommendations are for consideration:
 - The B&C Area Committee notes the content of this paper.
 - The B&C Area Committee provides comments on the B&C Economic Development Action Plan, 2016/21 and endorses the plan as a working document as outlined in **Appendix 1**.
 - The B&C Area Committee notes the content of the *draft* Strategic EDAP (see Appendix 2) and provides any comments ahead of the Council's Environment, Development and Infrastructure (EDI) Committee in November 2016.

ARGYLL AND BUTE COUNCILBUTE AND COWAL AREA COMMITTEEDEVELOPMENT AND INFRASTRUCTURE SERVICES4th October 2016

ARGYLL & BUTE STRATEGIC AND BUTE AND COWAL ECONOMIC DEVELOPMENT ACTION PLAN 2016/2021

2. INTRODUCTION

2.1 The purpose of this paper is to seek approval from the B&C Area Committee on the proposed B&C EDAP, 2016/21 aligned to the overarching Strategic Argyll and Bute Economic Development Action Plan.

3. **RECOMMENDATIONS**

- 3.1 The recommendations for the B&C Area Committee are as follows:
 - The B&C Area Committee notes the content of this paper.
 - The B&C Area Committee provides comments on the B&C Economic Development Action Plan, 2016/21 and endorses the plan as a working document as outlined in **Appendix 1**.
 - The B&C Area Committee notes the content of the *draft* Strategic EDAP (see Appendix 2) and provides any comments ahead of the Council's Environment, Development and Infrastructure (EDI) Committee in November 2016.

4. DEVELOPMENT, PREPARATION AND DELIVERY OF THE B&C EDAP

- 4.1 The overarching challenge for the B&C economy, aligned to the whole of Argyll and Bute, is to grow the population, achieving a positive net migration and an increase in young, working age residents. (Current projections suggest a decline of 27% of the B&C population by 2037; with a forecast that the working age population will fall by 37%).
- 4.2 The revised EDAP for B&C 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 the B&C area, and for Argyll and Bute as a whole, 'Infrastructure' has been considered as a key priority. In addition, 'Islands' i.e. Bute has also been identified as a key priority.

- 4.3 A workshop session was held in Dunoon, on Monday, 23rd May 2016 to discuss the:
 - revised structure based around the strategic priorities identified in Scotland's Economic Strategy;
 - required specific, measurable, achievable, realistic and timebound (SMART) in–year milestones/actions to be delivered in order to achieve the proposed success measures, many in subsequent years; and
 - duration of the B&C EDAP, where it was recognised that this plan should focus on a longer time period i.e. five years, to allow for the achievement of outcomes.
- 4.4 There was a general consensus that 'Investment', 'Infrastructure' and 'Innovation' were three critical areas of focus. In addition there was an additional 'i' suggested i.e. 'Influence' as outlined in **Figure 1** below. However, it should be noted that all the 'i's noted are not mutually exclusive of each other. It was also requested that a discrete plan should be developed for Bute and one for Cowal (see **Appendix 1**).

Figure 1: Economic Growth Framework for B&C



- 4.5 To continue the inclusive approach, a draft B&C EDAP for 2016/21 was circulated to all elected members and other workshop attendees (including those that had sent their apologies) on 21st June 2016 with comments requested by 30th June 2016, in order to meet the timeline required for the submission of the paper to the August Area Committee. However, this report was subsequently delayed until the October B&C Area Committee due to the issues outlined in the following paragraph.
- 4.6 On consideration of all appropriate comments, suggestions and amendments that were captured and fed back, 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 all of Argyll and Bute's administration areas (as well as within). It was identified that there was a requirement for the preparation of a refreshed overarching Argyll and Bute Strategic EDAP, using the new structure in **Figure 1** above, to replace the current 2013-2018 document. Some of these issues were as follows:
 - digital and mobile connectivity;
 - facilitation of housing development;
 - permanent solution to A83 to ensure the road remains open at all times;
 - 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.
- 4.7 In order for this action to be taken forward it was agreed, through notifying the chair of the B&C Area Committee, to bring a paper to the October meeting.
- 4.8 It is recognised that other substantive projects are also key to the sustainable economic growth of B&C, such as the completion of the new primary schools in Cowal; Dunoon Primary and Kirn Primary. In addition other transformational concepts such as a fixed link from Colintraive to Rhubodach are also being taken forward through the Single Investment Plan.
- 4.9 With regard to housing development for the B&C area this equates to the development of 195 houses by the end of 2021, of which circa 150 will be affordable homes and 45 will be private dwellings. Due to the existing supply of homes, it should be noted that the 55 new homes to be built in Rothesay will all be private houses.
- 4.10 Following approval by the Area Committee, officers will work to implement the key in-year milestones/actions as contained in the B&C EDAP and those in the overarching Strategic EDAP.

5. CONCLUSION

- 5.1 This report provides the B&C Area Committee with a revised area-based EDAP aligned as appropriate to the four priorities outlined in Scotland's Economic Strategy. This B&C EDAP is a working document for 2016/21 to enable economic growth opportunities to be included as they arise.
- 5.2 Further to feedback received from participants during the short consultation period in May and June 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 all of Argyll and Bute's administration areas (as well as within). It was identified that there was a requirement for the preparation of a refreshed overarching Argyll and Bute Strategic EDAP to replace the current 2013-2018 document.

6. IMPLICATIONS

6.1 The implications for the Bute and Cowal Area Committee are as outlined in **Table 6.1** below.

Table 6.1:	Implications for the Bute and Cowal Area Committee
Policy	The Bute and Cowal EDAP 2016/21 (and subsequent in-year plans) must align and adhere, as appropriate, to the Local Development
1 oney	Plan and the SOA Local/SOA long term objectives, 2016-2023.
Financial	The Bute and Cowal EDAP will ensure that the area's resources are allocated efficiently and effectively with regard to the economic development priorities and ambitions for Bute and Cowal. There will need to be annual consideration of best alignment between resources and priorities.
Legal	All legal implications at project level will be taken into consideration.
HR	The Bute and Cowal 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.
Equalities	The Bute and Cowal EDAP will comply with all Equal Opportunities policies and obligations.
Risk	None.
	The Bute and Cowal EDAP will provide internal and external
Customer	customers with a clear articulation of the key priorities for developing
Service	the Bute and Cowal economy, thereby facilitating focus, effective resource planning and partnership working at the local level.

Executive Director of Development and Infrastructure Policy Lead, CIIr Aileen Morton

12th September 2016

For further information contact:

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APPENDIX 1: BUTE AND COWAL ECONOMIC DEVELOPMENT ACTION PLAN, 2016/21

It should be noted that the SMART actions outlined below will be undertaken by appropriate staff and teams of staff across the EDST Service.

INVESTMENT - COWAL

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

COWAL: INVESTME	NT IN INFRASTRUC	TURE - PHYSICAL/CAPITAL PROJECTS			
SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term Success Measure
Objectives (2023)	(by year 5)				
Rural growth is	Capital	Refurbishment of the Queen's Hall and	1.	Award Contract for Enabling Works: Contract awarded 5 th	Completion of Queen's Hall refurbishment by
underpinned by a	investment has	public realm works Dunoon.		May 2016 to OES Ltd. Works commenced on site 30 th	May 2018.
cohesive	successfully			May 2016.	
approach to	regenerated		2.	Award Contract for Asbestos Removals Works: Contract	
regeneration.	Cowal in a			awarded 5 th May 2016 to Chamic Industrial Services Ltd.	
(Outcome 2)	manner that			Works programmed to commence on site 27 th June 2016.	
	optimises		3.	Award Queens Hall Refurbishment and Public Realm	
	sustainable			Works Contract: Currently evaluating the commercial	
	economic			envelope of the tender submissions and subject to the	
	growth.			necessary approvals from the Committees of the Council	
				the Contract should be awarded on 10 th October 2016.	
			4.	Main Works: Commence on site on 11 th November 2016.	
		Potential Dunoon Conservation Area	1.	Dunoon CARS bid to be considered by June full Council.	Commencement and delivery on site over a five
		Regeneration Scheme (CARS).	2.	Subject to Council approval Dunoon CARS bid to be	year period (2017/18 to 2022 inclusive).
				submitted by 31 st August 2016 to be considered by	
				Historic Environment Scotland.	
			3.	Subject to Council approval, approval of CARS funding bid	
				by end of March 2017.	
		Dunoon identified as an Area for Action	1.	SURF undertaking feasibility analysis on behalf of HIE. The	Increased stakeholder collaboration, potentially
		within the Local Development Plan		analysis will identify actions which could strengthen the	as part of an Alliance for Action approach.
		where a 'planning for real' Charrettes		town's capacity for growth and for attracting inward	
		process will be undertaken.		investment. The report will also consider the potential for	
				a Dunoon Alliance for Action. Recommendations from the	
				report are also likely to support an application to the	
				Scottish Government Charrette programme.	
			2.	Appropriate match funding to support a bid to Scottish	
				Government would be required to be identified.	

COWAL: INVESTME	NT IN INFRASTRUC	TURE - PHYSICAL/CAPITAL PROJECTS (cont	inue	d)	
SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term Success Measure
Objectives (2023)	(by year 5)				
Areas within	Integrated	Smarter Choices Smarter Places project	1.	Undertake Smarter Choices, Smarter Places feasibility	Completion of feasibility study by end of March
Argyll and Bute	sustainable	to identify potential improvements to		study by end of March 2017.	2017.
realise their	transport	accessibility in the Dunoon town centre			
potential through	networks.	in particular around the town centre			
partnership		ferry terminal.			
working.		Town centre to town centre ferry links	1.	Continue to lobby for a Dunoon-Gourock town centre to	Establishment of vehicular/passenger town
(Outcome 1)				town centre vehicle and passenger ferry service.	centre to town centre service by June 2017.
COWAL: INVESTME	NT IN KEY SECTORS	AND BUSINESS SUPPORT			
SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term Success Measure
Objectives (2023)	(by year 5)				
The environment	Cowal	Documentary and film production in	1.	Attract 4 documentary/film productions to Cowal by end	An increase in spend from documentary/film
is part of the	recognised as	Cowal.		of March 2017.	activity (evidence based from 2016) by end of
solution to a	an accessible				2021.
growing	location for		2.	Calculate the spend generated by production activity by	
economy.	documentary/			end of March 2017.	
(Outcome 1)	film production.				
Entrepreneurship	Sustainable and	Roadshow across the Cowal business	1.	The Head of Economic Development & Strategic	Establish new and grow existing relationships
is at the heart of	growing	community to promote available		Transportation accompanied by Business Gateway staff	between the Council and the Cowal business
all we do.	businesses in	business support with a focus on the		will repeat Business Lunch event held late 2015 in	community.
(Outcome 1)	Argyll and Bute.	EDRF funded Local Growth Accelerator		Dunoon in the autumn of 2016.	
		Programme, the LEADER Enterprise			
		funding and the LEADER Farm			
		Diversification funding.			

NT IN COMMUNITI	ES			
Outcome (by year 5)	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term Success Measure
Thriving, sustainable and successful	Refurbishment of Blairmore Village Hall.	1.	Assist with an application to the Big Lottery Fund Growing Community Assets and others as appropriate during 2015/16.	Blairmore Village Hall is refurbished as per community requirements by spring 2019.
Cowal Communities and the Third	Development of Dunoon Community Sports Centre.	1.	Assist with the development of Dunoon Community Sports Centre with key input from Culture and Leisure Services.	Dunoon Community Sports Centre is refurbished by spring 2018.
Sector.	Development of the Argyll Mausoleum	1.	Continue to support Historic Kilmun to develop a tender for a business, funding and marketing plan.	Argyll Mausoleum has a sustainable future as a key visitor attraction.
		2.	Assist Historic Kilmun with an application to the Heritage Lottery Fund during 2016/17 for Argyll Mausoleum, with input from Amenity Services.	
NT IN PEOPLE				
Outcome (by year 5)	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term Success Measure
Education and skills training opportunities are aligned to economic development opportunities within Cowal.	Dunoon Grammar School, Work Based Vocational Learning (WBVL) programme. A cornerstone of the WBVL is the EXit into employment (EXite) programme which is a course aimed at young people (Secondary School Years S4 to S6). The Principal Contractors for the physical works in Dunoon are required to provide the programme of placements covering the core building/ construction disciplines / trades and key project support disciplines submitted in their Tender Submission.	1. 2. 3.	Each individual placement will be provided between August through to April of the relevant academic year during the construction phase. Each individual placement will be provided on the basis of a half day or full day block each working week, Thursday or Friday, depending on availability. The location of the placement is generally to be within the Dunoon and wider Cowal area.	Young people progress into work or further education of higher education further to the completion of a relevant and meaningful work placement.
	Outcome (by year 5) Thriving, sustainable and successful Cowal Communities and the Third Sector. NT IN PEOPLE Outcome (by year 5) Education and skills training opportunities are aligned to economic development opportunities	Outcome (by year 5)Description of ActivityThriving, sustainable and successful Cowal Communities and the Third Sector.Refurbishment of Blairmore Village Hall.Development of Dunoon Community Sports Centre.Development of Dunoon Community Sports Centre.Development of the Argyll MausoleumNT IN PEOPLEDevelopment of the Argyll MausoleumOutcome (by year 5)Development of Activity Development of the Argyll MausoleumEducation and skills training opportunities are aligned to economic developmentDunoon Grammar School, Work Based Vocational Learning (WBVL) programme. A cornerstone of the WBVL is the EXit into employment (EXite) programme which is a course aimed at young people (Secondary School Years S4 to S6). The Principal Contractors for the physical works in Dunoon are required to provide the programme of placements covering the core building/ construction disciplines / trades and key project support disciplines submitted in their Tender	Outcome (by year 5)Description of ActivityThriving, sustainable and successful Cowal Communities and the Third Sector.Refurbishment of Blairmore Village Hall.1.Development of Dunoon Community Sports Centre.Development of Dunoon Community Sports Centre.1.Development of the Argyll Mausoleum1.Sector.Development of the Argyll Mausoleum1.Vocational Learning opportunities are aligned to economic developmentDescription of Activity programme. A cornerstone of the WBVL is the EXit into employment (EXite) programme which is a course aimed at young people (Secondary School Years S4 to S6). The Principal Contractors for the physical works in Dunoon are required to provide the programme of placements covering the core building/ construction disciplines / trades and key project support disciplines submitted in their Tender3.	Outcome (by year 5)Description of ActivityMilestones/Actions (in year)Thriving, sustainable and successful Communities and the Third Sector.Refurbishment of Blairmore Village Hall.1.Assist with an application to the Big Lottery Fund Growing Community Assets and others as appropriate during 2015/16.Development of Dunoon Community Sports Centre.Development of Dunoon Community Sports Centre.1.Assist with the development of Dunoon Community Sports Centre with key input from Culture and Leisure Services.Development of the Argyll Mausoleum1.Continue to support Historic Kilmun to develop a tender for a business, funding and marketing plan.NT IN PEOPLEDescription of Activity Vocational Learning (WBVL) programme. A cornerstone of the WBVL is the EXit into employment economic (EXIte) programme which is a course aimed at young people (Secondary School Years S4 to S6). The Principal Contractors for the physical works in Dunoon are required to programme of placements covering the core building/ construction disciplines / trades and key project support disciplines submitted in their Tender1.Each individual placement will be provided on the basis of a half day or full day block each working week, Thursday or Friday, depending on availability.

INTERNATIONALISATION – COWAL

Enable Cowal to take advantage of international opportunities by rethinking its role in an evolving global context.

INTERNATIONALISA	NTERNATIONALISATION – PROMOTION AND MARKETING OF COWAL								
SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term Success Measure				
Objectives (2023)	(by year 5)								
Argyll and Bute	Cowal is a	Delivery of the Marketing Action Plan.	1.	Promotion of success of major capital regeneration	Print and digital materials available for Argyll and				
has a positively	destination of			projects and venue marketing, such as the Queens Hall.	Bute Council and its partners (2017/18 and				
promoted image	choice for				ongoing).				
within and	families,								
outwith its area	individuals and		2.		Increase in visitors to events (evidence based				
boundary.	businesses to			Dunoon BIDS group e.g. Cowal Games, Scottish Rally, half	with 2016).				
(Outcome 1)	relocate, live			marathons/10k, National Mod, World Highland Dancing					
	and work.			Championships, music festivals, etc attractive for					
				visitors and also for people who may decide to move					
				there.					

INVESTMENT - BUTE

Investment in Bute's infrastructure (physical and digital) will in turn attract further business investment, stimulate economic activity and deepen access to the labour market.

BUTE: INVESTMEN	T IN INFRASTRUCTU	JRE - PHYSICAL/CAPITAL PROJECTS			
SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term Success Measure
Objectives (2023)	(by year 5)				
Rural growth is	Capital	Refurbishment of the Rothesay Pavilion	1.	Enabling contract started on site 18 th April 2016 -	Anticipated completion of Rothesay Pavilion, July
underpinned by a cohesive	investment has successfully	(grade A heritage asset).		contractor John Brown (Strone) Ltd.	2018. Total economic floorspace, 2,038 sqm; total floorspace including circulation/WCs etc.,
approach to	regenerated		2.	Enabling contract due to complete on 22 nd July 2016	3,880sqm; creation of up to 15 full-time
regeneration.	Bute in a			although this is likely to be extended due to the extent of	equivalent (FTE) jobs (management of Pavilion);
(Outcome 2)	manner that			specialist concrete repairs that are necessary following	creation of up to 12 FTE jobs in the rooftop
	optimises			the down taking of all ceilings (worse condition than	offices let to social enterprises; and construction
	sustainable			anticipated). The extent of potential delay is currently	employment estimated to be circa 80 of which
	economic			being assessed.	circa 4 will be apprenticeships.
	growth.				
			3.		
				tender during first week in September with a return in	
				mid-October 2016. This may be affected by the potential	
				delay to the enabling works highlighted above.	
			4.	Main works currently planned to start in March/April	
				2017 but may be delayed for reasons outlined above.	
		Rothesay Townscape Heritage project.	1.	Preparation and submission of Rothesay TH Development	Stage 2 HLF decision anticipated July 2017.
				stage 2 bid to Heritage Lottery Fund (HLF) by March 2017.	
					Completion of Rothesay TH project by 2022.
			2.	Charrette guiding principles being taken forward through	
				TH and Bute Alliance.	
			3.	Finding a sustainable future for Royal Hotel subject to	
				analysis from SURF and forthcoming options appraisal to	
				be undertaken during 2016/17 – funding secured through Rothesay TH.	

BUTE: INVESTMENT	BUTE: INVESTMENT IN KEY SECTORS AND BUSINESS SUPPORT								
SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term Success Measure				
Objectives (2023)	(by year 5)								
Entrepreneurship is at the heart of all we do. (Outcome 1)	Sustainable and growing businesses in Argyll and Bute.	Roadshow across the Bute business community to promote available business support with a focus on the EDRF funded Local Growth Accelerator Programme, the LEADER Enterprise funding and the LEADER Farm	1.	The Head of Economic Development & Strategic Transportation accompanied by Business Gateway staff will repeat Business Lunch event held late 2015 in Rothesay in the autumn of 2016.	Establish new and grow existing relationships between the Council and the Bute business community.				
		Diversification funding. New business start-ups by the refugee population on Bute.	1.	Business Gateway to work with X-Forces during 2016 to assist business starts-up on Bute.	Established new business activity on Bute.				

INNOVATION - BUTE

Bute must foster a culture of innovation alongside specific initiatives.

BUTE: INNOVATION	BUTE: INNOVATION - ENTREPRENEURSHIP								
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term Success Measure				
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 Bute.	1.	Develop actions that align with social enterprise activities such as Vital Spark, within a pop up shop environment to engender creativity on the island, linking specifically to work with young people and capacity building. This would be undertaken as part of Rothesay Townscape Heritage development stage to not only gauge community and business reaction, but allow feedback and develop ideas to the point of creation of new start-ups, which will then feed into Business Gateway support.	Increase in enterprise and entrepreneurship activity by end of 2018 (evidence based with 2016).				

INTERNATIONALISATION – BUTE

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

BUTE: INTERNATIO	BUTE: INTERNATIONALISATION – PROMOTION AND MARKETING OF BUTE								
SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term Success Measure				
Objectives (2023)	(by year 5)								
Argyll and Bute has a positively promoted image within and	Bute is a destination of choice for families,	Delivery of the Marketing Action Plan.	1.	Promotion of success of major capital regeneration projects and venue marketing, such as the Rothesay Pavilion.	Print and digital materials available for Argyll and Bute Council and its partners (2017/18 and ongoing).				
outwith its area boundary. (Outcome 1)	individuals and businesses to relocate, live and work.		2.	Joined up marketing of local events e.g. Highland Games, Music Festival, Jazz Festival, 'T in the Port', etc attractive for visitors and also for people who may decide to move there.	Increase in visitors to events (evidence based with 2016).				

INCLUSIVE GROWTH – BUTE

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

BUTE: INCLUSIVE G	ROWTH – SKILLS DE	EVELOPMENT			
SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term Success Measure
Objectives (2023)	(by year 5)				
Education and	Robust and	Work with Mount Stuart regarding the	1.	Work with Mount Stuart Trust in partnership with	Active use of local resource, links to education
training	sustainable	development of an education/research campus		Bute Alliance to assist in securing the facility and	facilities and delivery. Rothesay as a destination
opportunities are	engagement	in Rothesay with links to British and American		progress local educational links to meet the needs	for a high quality education facility and tourism.
aligned to	between	Universities.		of the community.	
economic	employers and				
development	education.				
opportunities					
both within Argyll					
and Bute and					
nationally.					
(Outcome 3)					

APPENDIX 2: ARGYLL AND BUTE STRATEGIC ECONOMIC DEVELOPMENT ACTION PLAN, 2016/21

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.

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

	GITAL INFRASTRUC	TURE – BROADBAND AND MOBILE (contin	ued)		1	
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.	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. Continue to lobby Mobile Network Operators (MNOs) to extend commercial coverage.	ESCMP has full coverage by 2017 prior to Airwaves transfer 2020. MNOs have their target of 98% of all premises to have 4G coverage by 2020.	Argyll and Bute Council (Digital Liaison Officer), Home Office, EE and Cornerstone Telecommunicati ons Infrastructure Limited (CTIL) (network partnership between
						Vodafone and O2)
	1	INFRASTRUCTURE INVESTMENT)			1	1
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.	The islands in the Argyll and Bute area are thriving through taking advantage of	Argyll and the Islands Taskforce activity.	1. 2. 3.	Islands Connections event, October 2016. Consulting island communities with regard to support and content of event. Engaging with Scottish Government Islands Bill	Completion of Islands Connections event. Argyll and Bute to positively	Argyll and the Islands Taskforce activity.
(Outcome 1)	opportunities to diversify their economic base.			consultations.	influence the Scottish Government Islands Bill.	
	External infrastructure funding levered into the island communities.	Preparation and delivery of a Single Infrastructure Plan with regard to ferries.	1. 2.	Analyse existing documents with regard to ferry services and capacity by September 2016. Work with Calmac to develop solutions and responsibilities by September 2016.	Production of the Single Investment Plan Actions during 2017/18. Inclusion of specific actions to take forward in the strategic and	Argyll and Bute Council and Calmac.
			3.	Finalise plan (including ferry issues) and present to members and Community Planning Partnership, November 2016.	/or area-based EDAPs for 2018 until 2021.	

INVESTMENT IN ISL SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term	Key Partners
Objectives (2023)	(by year 5)				Success Measure	
Education and	Education and	Modern apprenticeship opportunities.	1.	Work in partnership with Skills Development Scotland	Increase uptake in modern	Argyll and Bute
training	skills training			and Calmac to identify modern apprenticeship	apprenticeship	Council and
opportunities are	opportunities			opportunities.	opportunities for island	Calmac.
aligned to	are aligned to				residents by the end of	
economic	economic				2018 (evidence based with	
development	development				2016).	
opportunities	opportunities					
both within Argyll	across the					
and Bute and	island					
nationally.	communities.					
(Outcome 3)						
INVESTMENT IN KE	Y SECTORS AND BU	SINESS SUPPORT				
SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term	Key Partners
Objectives (2023)	(by year 5)				Success Measure	
Argyll and Bute has a thriving economy especially within the key sectors of	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.
tourism, maritime, food and drink. (Outcome 1)	uestination	Support Argyll and the Isles Tourism Co-operative (AITC) in its activities, linked to the Council's objectives and the Tourism Strategy.	1. 2.	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. Collaborate and build relations with other	Attract further tourism sector investment to Argyll and Bute by end of 2021 (evidence based with 2016).	Argyll and Bute Council and AITC
				complementary local authorities on the west coast for aligned marketing and growth approach.		
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.

SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term	Key Partners
Objectives (2023)	(by year 5)				Success Measure	
Argyll and Bute	A recognised	Work with partners, improved	1.	Research cruise ship market structure and identify growth	Increase cruise ship visits at	Argyll and Bute
has a thriving	and sustainable	research, relations and proactive		opportunities	ports and increase	Council (Economic
economy	cruise ship	promotion of the region.	2.	Proactively market the region to prospective new	passenger volume across	Growth Team).
especially within	market value			companies.	Argyll and Bute as a whole	
the key sectors of	chain for Argyll		3.	Maintain current relations and keep up to date with	by 2021 (evidence based	
tourism,	and Bute			market needs.	with 2016).	
maritime, food			4.			
and drink.				the rest of the West Coast of Scotland.		
(Outcome 1)						
Argyll and Bute	A sustainable	Support the development of the	1.	Engage with aquaculture businesses to develop an	Attract and measure level	Argyll and Bute
has a thriving	food and drink	aquaculture sector through the		understanding of their plans and requirements for future	of aquaculture investment	Council (Economic
economy	industry supply	recommendations of the Economic		growth and expansion within Argyll and Bute by end of	to Argyll and Bute by the	Growth Team),
especially within	chain that adds	Forum.		March 2017.	end of 2021.	HIE, AITC, VS,
the key sectors of	value across all					Scotland Food
tourism,	it key		2.	Feed into the Scottish Government's 'Review of the	Adopt recommendations of	and Drink.
maritime, food and drink.	components (primary			Aquaculture Consenting Regime' in collaboration with colleagues from Marine Planning by end of March 2017.	the consenting review.	
(Outcome 1)	producers to	Support Food from Argyll in its	1.	Grow a portfolio of successful Argyll and Bute food and	Growth of Food from Argyll	Argyll and Bute
	processors) in	development.		drink case studies with recommendations to feed into the	and/or West Coast food &	Council (Economic
	order to			development of Food from Argyll by end of March 2017.	drink brand(s) by 10	Growth Team),
	generate				producers across the whole	HIE, AITC, VS,
	economic		2.	Collaborate with other local authorities on the west coast	of Argyll and Bute by the	Scotland Food
	growth,			for a concerted marketing and growth approach,	end of 2018.	and Drink.
	improved			including a focus on a food and drink trail by end of		
	provenance and			March 2017.		
	profile for Argyll					
	and Bute.		3.	Explore the above as a potential Argyll and the Islands		
				LEADER co-operation project.		

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	Forestry industry has moved up the value chain.	Greater access to local training and employment opportunities for the forestry sector.	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.	Establish a baseline and identify sustainable forestry activities and opportunities for Argyll and Bute by early 2018.	Argyll and Bute Council (Economic Growth and Business Gateway Teams), HIE, Skills Development
opportunities both within Argyll and Bute and hationally. Outcome 3)	2.	Develop a close working relationship with University of the Highlands and Islands (UHI) by working on securing inward investment and local training opportunities.	Increased local take up of training opportunities by end of 2018 (evidence based with 2016).	Scotland (SDS) and Scottish Forestry Commission (SFC).		
			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.	Encourage development of wood biomass power facilities throughout Argyll and Bute.	
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).	1.	 Launch of Local Growth Accelerator Programme (autumn 2016). Argyll and Bute Council area annual targets to the end of 2018: Specialist Advice: 12 businesses assisted with one to one advice. Growth Grant: 12 businesses supported with grant funding. Graduate Placement Service: 4 businesses supported with six to twelve month graduate placements. Growth Workshops: 144 attendees at 24 workshops, 48 businesses assisted. Regional Specific Entrepreneurial Support: 12 businesses assisted with advice, information or events. Key Sector Support: 33 businesses assisted with advice, information or events. 	Successful delivery of the Local Growth Accelerator Programme with associated outcomes by end of December 2018. Meeting European compliance rules resulting in 100% draw down of European funding claims (ERDF and LEADER) from the Scottish Government.	Argyll and Bute Council Business Gateway Team.

INVESTMENT IN CO	Outcome	Description of Activity		Milestones (Actions (in year)	Modium to Longor Term	Koy Partners
SOA Long Term Objectives (2023)	(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	Maximise European funding and Argyll and Bute's policy influence in order to promote sustainable economic growth and	Argyll and the Island s LEADER programme, 2014-2020.	1. 2. 3.	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 th August 2016 to seek approval for the formal launch of LEADER on Monday, 15 th August 2016. Development of the Small Business Support Scheme and Farm Diversification during July 2016. Develop and prepare scoring paperwork for LEADER projects by end of September 2016.	Number of rural economic development projects supported by 2018. Achieving spend of circa. £9m throughout Argyll and Bute through a combination of LEADER and additional levered-in funding by 2018.	Argyll and Bute Council (European Team) and Argyll and the Islands LEADER Local Action Group.
cohesive a	regeneration across Argyll and Bute.		4.	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 th October 2016.	Compliant completion of the Argyll and the Islands LEADER 2014-2020 programme by end of 2020.	
		Argyll and the Ayrshires EMFF (European Maritime and Fisheries Fund) programme, 2014-2020.	1. 2. 3.	Finalised Framework Agreement between Argyll and Bute Council and Marine Scotland by the end of August 2016. Establishment of joint marketing material for the Fisheries Local Action Group with the Ayrshires by the end of September 2016. Seek programme guidance and application forms from Marine Scotland in order to launch the programme before the end of 2016.	Number of EMFF supported projects across the Argyll and the Ayrshires FLAG area by 2018. Compliant completion of the Argyll and the Ayrshires EMFF 2014-2020 programme by end of 2020.	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.	1.	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.	Ongoing sustainable communities that have access to the appropriate support information.	Argyll and Bute Council (Social Enterprise Team).

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

INNOVATION

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

INNOVATION - ENT	REPRENEURSHIP					
SOA Long Term Objectives (2023)	Outcome (by year 5)	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term Success Measure	Key Partners
Entrepreneurship	Argyll and Bute	Increase the level of entrepreneurship	1.	Work with Argyll College UHI and HIE to take forward the	Increase in enterprise and	Argyll and Bute
is at the heart of	is recognised as	throughout Argyll and Bute.		concept of a Coastal Communities Centre for Creativity	entrepreneurship activity	Council, Argyll
all we do.	a key location			and Enterprise and relevant qualifications in	by end of 2018 (evidence	College UHI and
(Outcome 1)	for enterprise			Entrepreneurship for businesses by the end of 2016.	based with 2016).	HIE.
	and					
	entrepreneurial		2.	Business Gateway to assist in facilitating a survey to micro		
	activity.			businesses on what the demands and gaps are with		
				regard to entrepreneurship and enterprise skills		
				development by the end of 2016.		
INNOVATION - DO	ING THINGS DIFFER	ENTLY				
SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term	Key Partners
Objectives (2023)	(by year 5)				Success Measure	
Argyll and Bute	Argyll and Bute	Building on the Explore Argyll and the	1.	Scope out how the Council's website and social media	Exponential increase in	Argyll and Bute
has a thriving	has a robust	Isles suite of leaflets use digital and		facilities can be used more innovatively (e.g. promoting a	social media reach and	Council
economy	profile through	social media more innovatively to		series of events in an area) to encourage more people to	website visits by end of	(Promotions and
especially within	social media	increase awareness of the Argyll and		visit and/or relocate to the area (set a baseline of	2018 (measure against	Marketing
the key sectors of	and a robust	Bute area as a place to live, work and		activity).	2016 baseline).	Officer) and
tourism,	tourism sector.	visit.				tourism
maritime, food			2.	Work with businesses to assess the scope for joint	Joint ticket deals to	businesses
and drink.				ticketing to attractions across Argyll and Bute.	increase visit to attractions	through AITC.
(Outcome 1)					by 10% by end of 2020	
					(measure against 2016	
Argyll and Bute					baseline).	
embraces digital						
opportunities.			3.	Identify key business figures and/or celebrities to	Increase traction in media	
(Outcome 1)				champion Argyll and Bute.	(evidence base required)	
					through coverage of	
					celebrity champions by the	
					end of 2020.	

INTERNATIONALISATION

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

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.	Argyll and Bute is a destination of choice for families, individuals and businesses to	Delivery of the Marketing Action Plan.	1.	Develop a digital picture library which includes images of areas across Argyll and Bute.	Photo library complete for use by Argyll and Bute Council and partners (2017/18 and ongoing).	Argyll and Bute Council (Promotions and Marketing Officer)
(Outcome 1)	relocate, live and work.		2.	Promote Argyll and Bute as a place to stay or relocate – develop case studies for difference audiences.	Case study subject(s) identified, stories written and library created (2017/18 and ongoing).	
		Delivery of the Marketing Plan for the Argyll Sea Kayak Trail.	1.	Promotion of the Argyll Sea Kayak Trail through the discrete marketing plan for that project.	National and international recognition of the recreational activities such as kayaking in Argyll and Bute.	Argyll and Bute Council (Promotions and Marketing Officer and Economic Growth Team).
Argyll and Bute has a positively promoted image within and outwith its area boundary. (Outcome 1)	Education and skills training opportunities are aligned to economic development opportunities	Securing inward investment and local employment/training opportunities for Argyll and Bute.	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.	Increased take up in training opportunities linked to inward investment local job opportunities by the end of 2018.	Argyll and Bute Council (Economi Development), HIE, SDI and Argy College UHI.
Education and training opportunities are aligned to economic development opportunities both within Argyll and Bute and nationally. (Outcome 3)	within Argyll and Bute.		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).	Dissemination and delivery of the Council wide Inward Investment Fund (£1m) and Rural Resettlement Fund (£500k).	

INTERNATIONALISA	TION - GLOBAL NE	TWORKS AND CONTACTS				
SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term	Key Partners
Objectives (2023)	(by year 5)				Success Measure	
Argyll and Bute	A sustainable	Strengthen the region's twinning	1.	Complete a successful twinning visit to Amberg-Sulzbach	Promotional information on	Argyll and Bute
has a thriving	food and drink	arrangement with the Bavarian district		in August 2016 in order to expose businesses to	the two areas appears on	Council, Amberg-
economy	industry supply	Amberg-Sulzbach to expand Argyll and		international markets and share best practice and	the Amberg-Sulzbach and	Sulzbach and the
especially within	chain that adds	Bute's international network.		expertise in economic growth of the food and drink	Argyll and Bute Council	private sector.
the key sectors of	value across all			sector.	digital platforms	
tourism,	it key					
maritime, food	components		2.	Convene a task force for collaborative projects by end of	Local businesses capitalise	
and drink.	(primary			2016 and promote activity with businesses through	on potential market	
(Outcome 1)	producers to			Business Gateway and in partnership with HIE.	opportunities in Amberg-	
	processors) in				Sulzabach and/or wider	
Argyll and Bute	order to				Bavaria.	
has a positively	generate					
promoted image	economic		3.	Explore opportunities for an Argyll and the Islands	Local food/drink producers	
within and	growth,			LEADER co-operation project focusing on this theme.	participate in a LEADER co-	
outwith its area	improved				operation project.	
boundary.	provenance and	Sharing of good practice from	1.	Council attends/supports industry representatives to	Trade show attendance	Argyll and Bute
(Outcome 1)	profile for Argyll	international food and drink trade		attend international food and drink trade shows and	(identify trade shows and	Council and the
	and Bute.	shows and events.		events.	quantify).	private sector.

INCLUSIVE GROWTH

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

INCLUSIVE GROWT	H – SKILLS DEVELOI	PMENT				
SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term	Key Partners
Objectives (2023)	(by year 5)				Success Measure	
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.
1 1	H – EQUITY OF EME	PLOYMENT OPPORTUNITIES				
SOA Long Term	Outcome	Description of Activity		Milestones/Actions (in year)	Medium to Longer Term	Key Partners
Objectives (2023)	(by year 5)	. ,			Success Measure	
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 st 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.