



## **Outcome 1: The economy is diverse and thriving**

Performance Information as at March 2017

**Outcome Lead: Jennifer Nicoll, Highlands and Islands Enterprise**

**Outcome 1: The economy is diverse and thriving** **Outcome 2: We have infrastructure that supports sustainable growth** **Outcome 3: Education, skills and training maximises opportunities for all** **Outcome 4: Children and young people have the best possible start** **Outcome 5: People live active, healthy and independent lives** **Outcome 6: People live in safer and stronger communities**

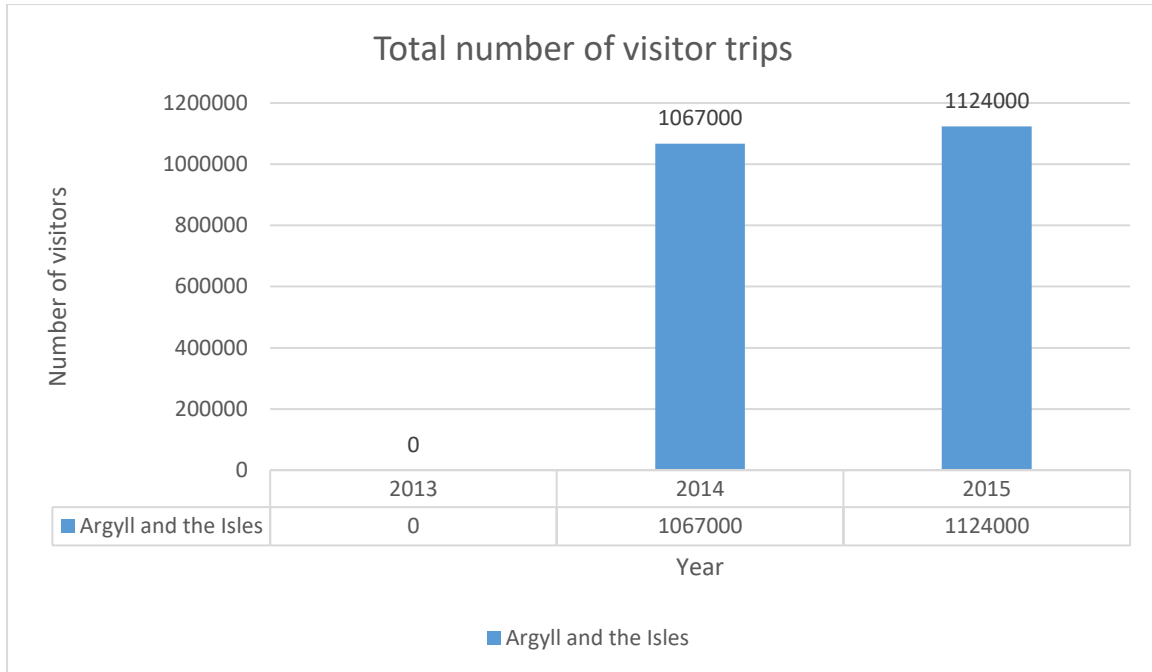
**Activities under Outcome 1: The economy is diverse and thriving**

<b>Activity</b>	<b>Activity Lead</b>	<b>Progress</b>
Improve linkages from the curriculum to economic opportunities in Argyll and Bute linked to growth. Creating career pathways for key sectors: tourism, maritime, food and drink.	Ishabel Bremner, Argyll and Bute Council	On track
Deliver recommendations to progress Oban as a University Town	Lucinda Gray, HIE	On track
Deliver coherent multi-agency activities promoting and marketing Argyll and Bute	Julie Millar, Argyll and Bute Council	On track
Define the opportunities in maritime industry sector of Argyll and Bute, and Explore the feasibility of locally delivered training, apprenticeships and skills development for the marine industry in Argyll and Bute	Mark Steward, Argyll and Bute Council	On track
Explore the potential for an Argyll and Bute Centre of Entrepreneurship	Lucinda Gray, HIE	On track
Explore opportunities for joint resourcing and joint recruitment strategies across partners.	Grant Manders, Police Scotland	On track
Create a public sector asset register to develop economic growth	Matt Mulderrig, Argyll and Bute Council	On track
Create opportunities for young people to enter the public sector	Jane Fowler, Argyll and Bute Council	On track

## Total number of visitor trips

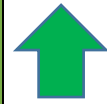


Source: Visit Scotland

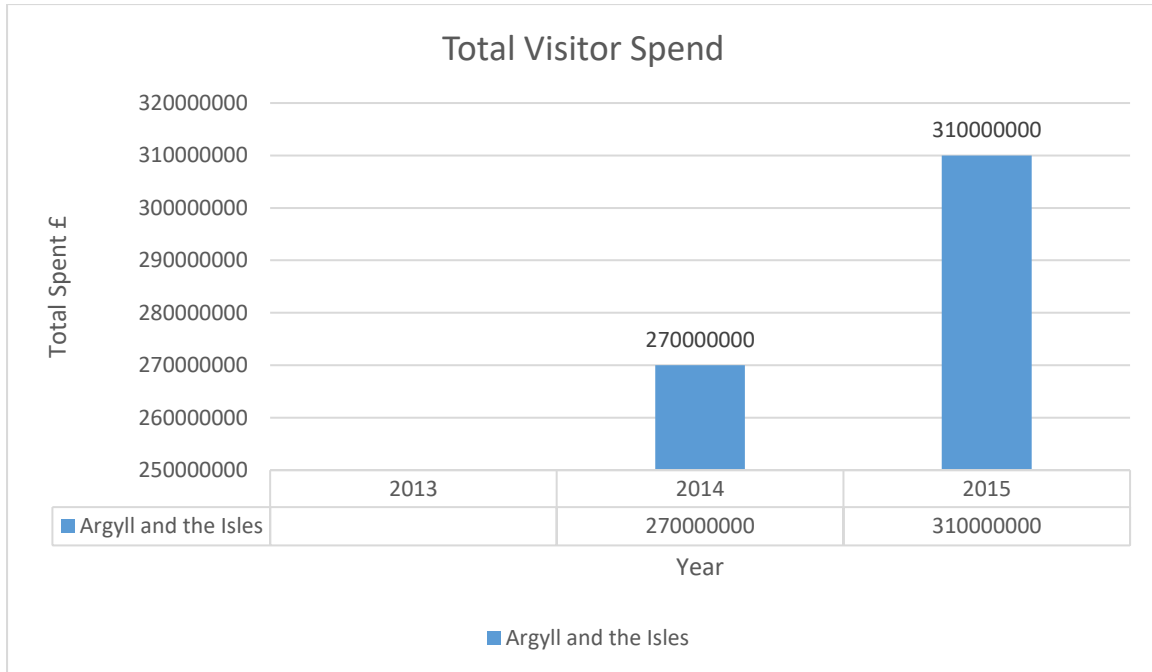


Information for Argyll and the Isles was not available in 2013. The sample sizes for the regions are small and therefore must be treated as estimates. There has been an increase in the total number of visitor trips to Argyll and the Islands from 2014 and 2015.

## Total visitor spend



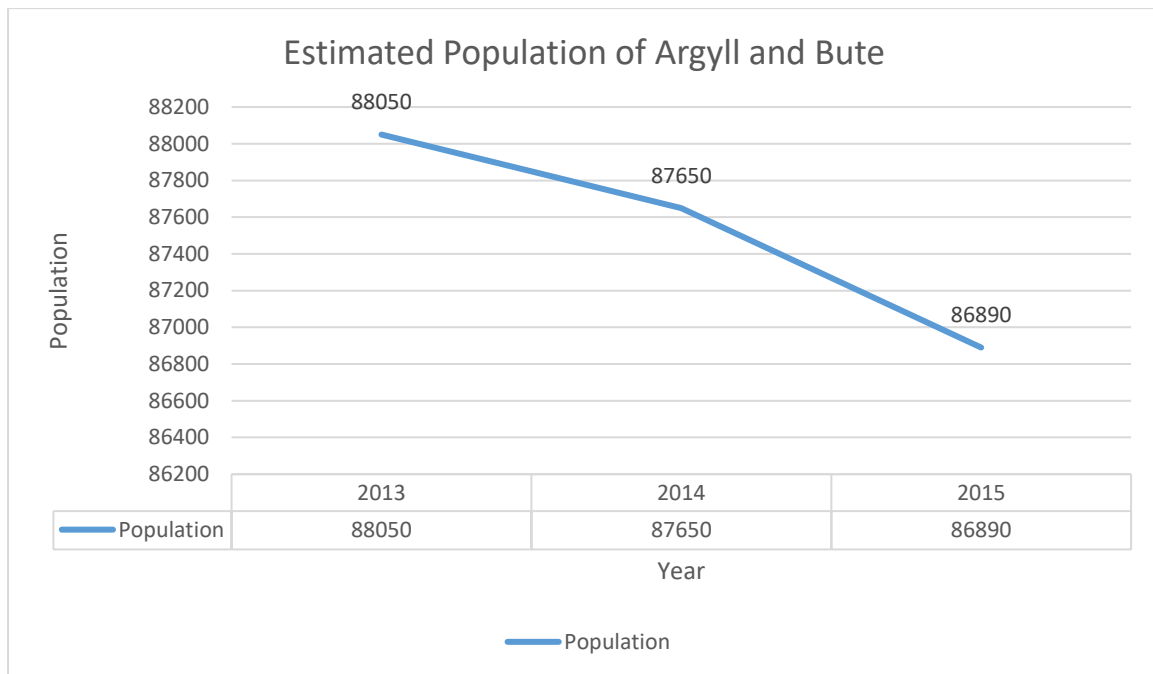
Source: Visit Scotland



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**Estimated Population**

Source: National Records of Scotland

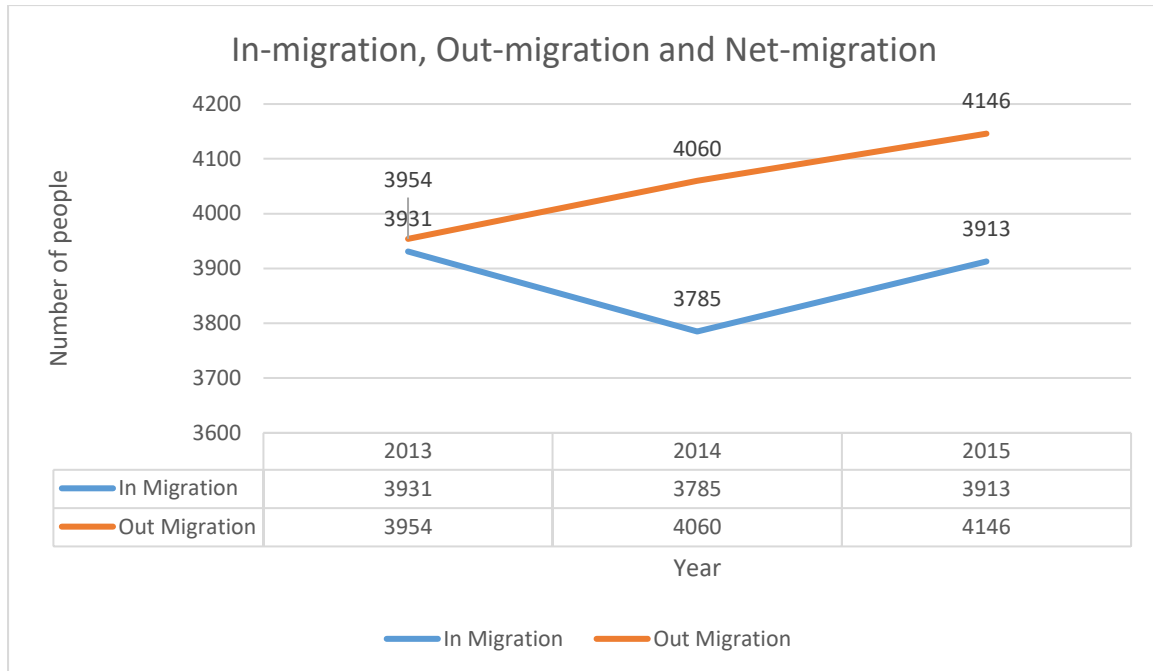


The estimated population of Argyll and Bute was 86,890 in 2015.

## Net-Migration



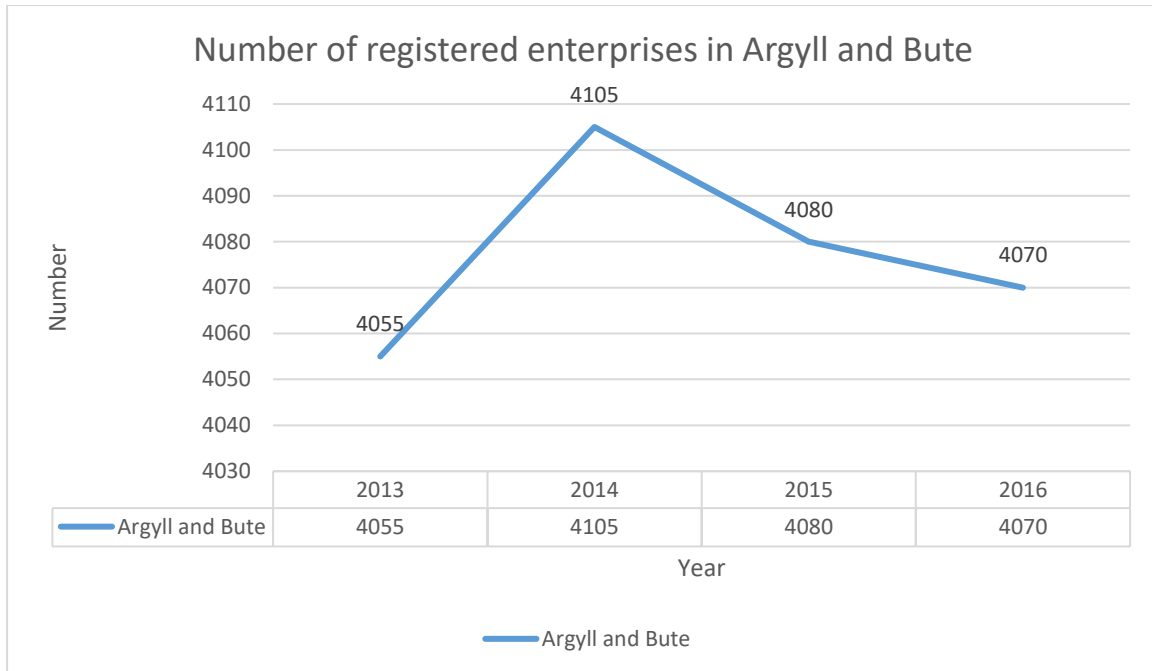
Source: National Records of Scotland



At present, there are more people leaving Argyll and Bute (out-migration) than there are coming to Argyll and Bute (in-migration).

**Number of registered enterprises**

Source: Scottish Government

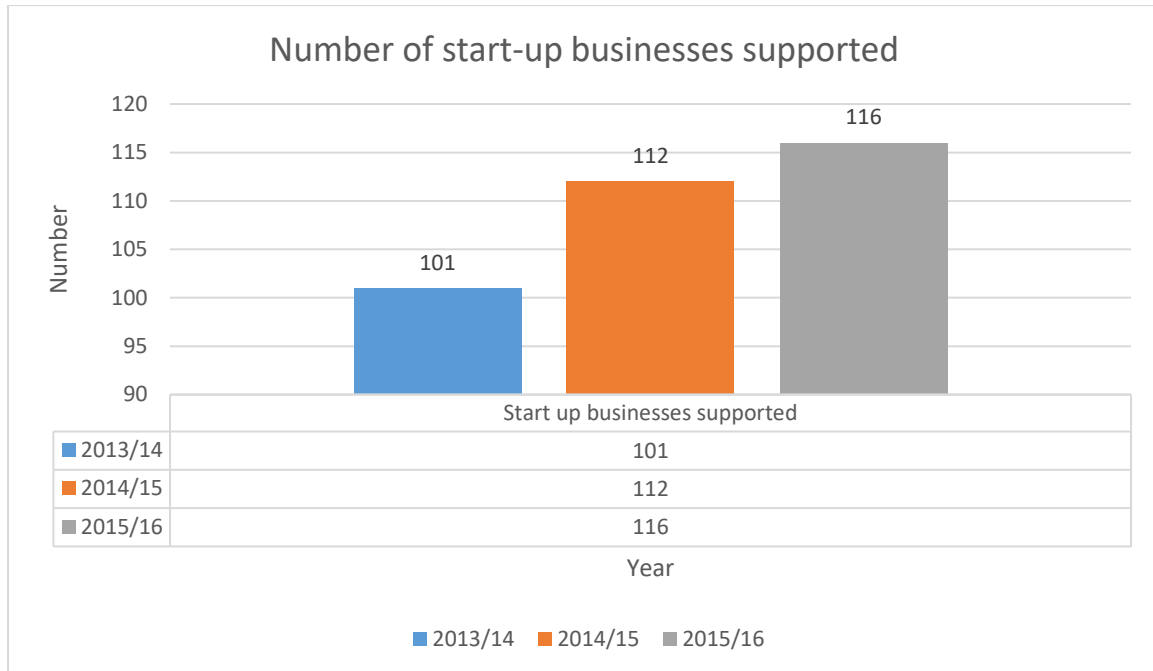


The number of registered enterprises in Argyll and Bute was 4,070 in 2016, a slight reduction from the previous year.

## Number of start-up businesses supported



Source: Argyll and Bute Council



The number of start-up businesses supported by Argyll and Bute Council has shown an increase year on year with 116 businesses being supported in the 2015/16 financial year.

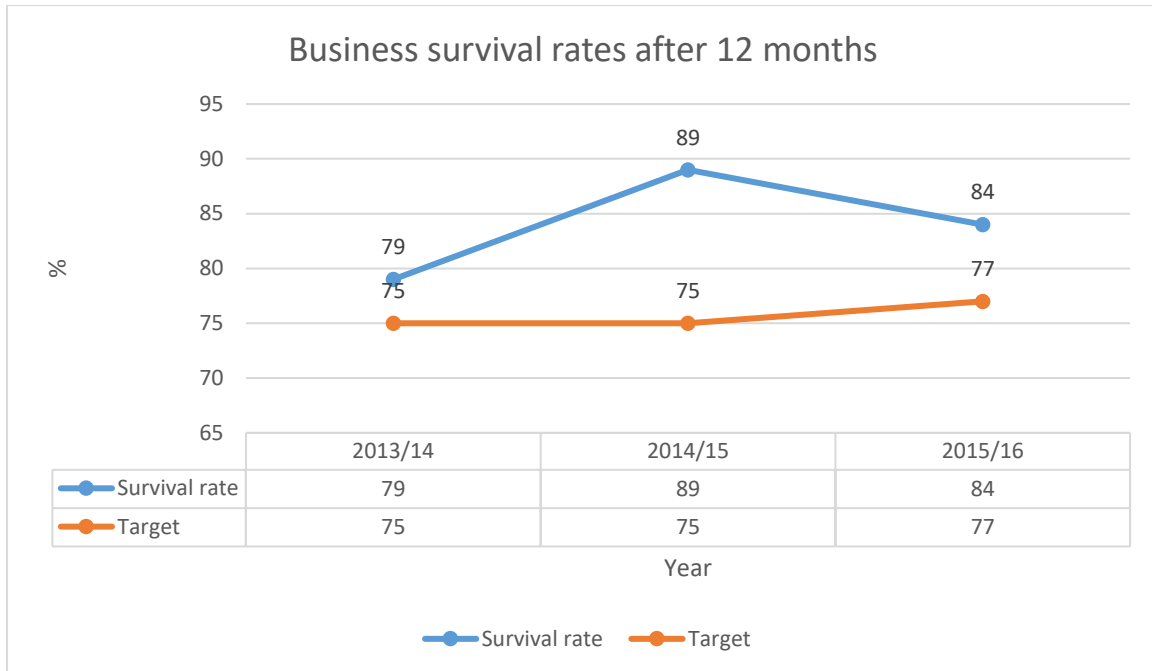
Figures for 2016/17 will be included once the full-year data is known.



## Business survival rates after 12 months



Source: Argyll and Bute Council



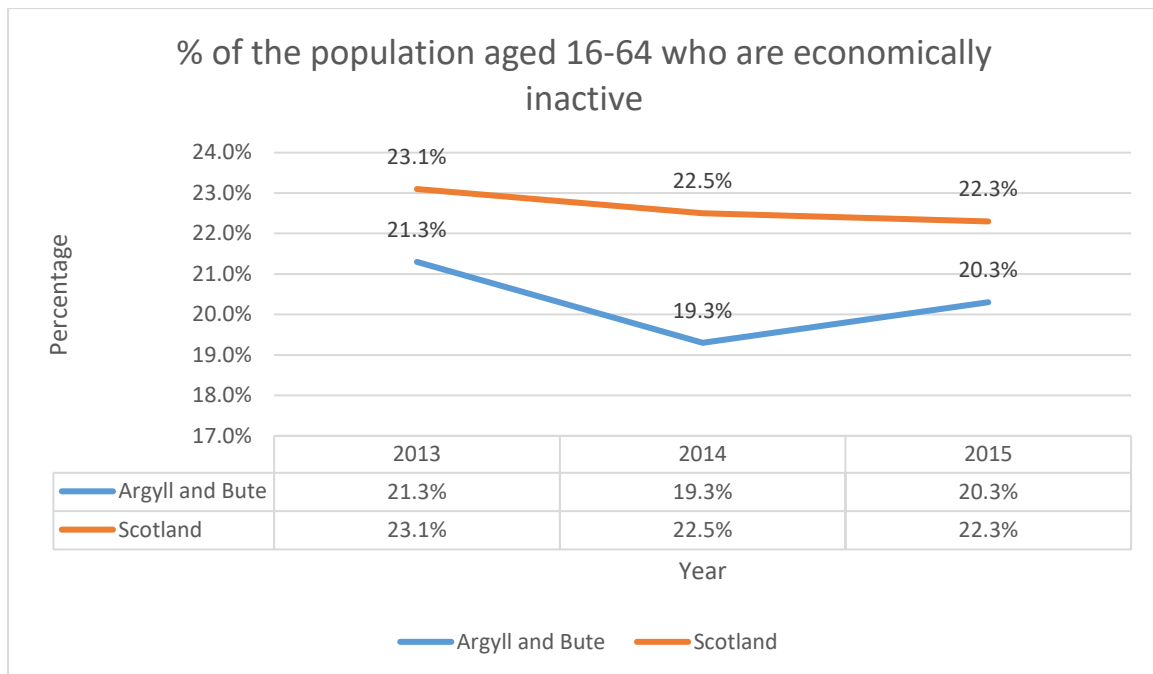
The survival monitoring study is currently under review. It is likely that the work, delivered nationally and managed by the Scottish Enterprise for the Business Gateway National Unit will be re-tendered in early 2017. The methodology and sample sizes are likely to be reviewed. This may lead to a delay in the provision of Q4 results, and may also mean comparison against previous data may not be possible if the methodology changes.

Figures for 2016/17 will be included once full-year figures are known.

## % of the population aged 16-64 who are economically inactive



Source: Scottish Government



The % of the population aged 16-64 who are economically inactive people in Argyll and Bute is lower than Scotland as a whole but has increased slightly from 2014 to 2015.

Information on 2016 has not yet been published.

<b>Success Measures still to be developed</b>
1. Business confidence
2. AITC membership
3. Apprenticeships in tourism
4. Apprenticeships in maritime industry
5. Apprenticeships in food and drink
6. Number of people working/ participating in the sectors of: Tourism, Food and Drink, Maritime industry.
7. Awareness of Argyll and Bute by outsiders
8. People choosing to study in Argyll and Bute
9. How people feel about Argyll and Bute? Do people sense partnership working?
10. Community engagement
11. Co-production levels
12. Enterprise education in schools
13. Business links with schools
14. % of businesses that can provide digital services to their customers
15. Number of businesses accessing digital courses
16. Number of people completing digital courses
17. Digital and computing offers from schools