

## **Oban Strategic Development Framework : Project Initiation Document**

### **Background :**

Oban is a Main Town that is experiencing population growth and lies within an area with significant potential for economic growth. A number of actions are being progressed by different sections of the Council and its partners in this area to achieve growth but these are not necessarily happening in a coordinated manner. Therefore, the opportunity to capitalize on synergies may be missed. There is also a risk factor in that the aims of one project may have a negative impact on the delivery of another.

**Preferred Approach :** The preparation of an Oban Strategic Development Framework (OSDF) would address these issues and enable the strategic potential of Oban and its hinterland to be delivered. This would provide a vehicle for joint working both internally and with our external partners such as Transport Scotland and HIE. The OSDF should be developed as a dynamic document that can be flexible and responsive to changes within its lifetime. It needs to be aligned to Community Planning objectives as identified in the Argyll and Bute Outcome Improvement Plan.

### **Objective, Output and Outcomes**

The objective of this project is to establish a collaborative way forward to ensure the potential for sustainable economic and population growth is maximised and the potential for conflict between projects is minimised.

The output of this project will be the Oban Strategic Development Framework, including a delivery Action Plan. It is recommended that this is adopted as planning guidance to give it appropriate status to support its delivery. The OSDF will be fully integrated with the transformation projects for Oban and its hinterland as identified in the emerging Rural Deal. The OSDF will act as a pilot for long term vision and strategy for other towns and settlements in Argyll and Bute.

The outcome of this project is delivery of economic growth in Oban that has been maximised through a strategic and co-ordinated approach. OSDF identified partnership actions, supported where appropriate through the Rural Deal, will act as a catalyst and provide direction to this growth.

The OSDF will also play a promotional role to attract additional investment and provide supporting information for the Strategic Transportation Projects Review and National Planning Framework 4.

### **Scope**

**Area:** The OSDF should be focused on Oban (see diag 1) taking in the main areas of proposed change [Glenshellach – industry/business, Oban South area (including hospital, commercial/business area, firestation), Depots, Corran Halls/hotel/B&B area, Town Centre, relocation industrial/business/quarry area to south of Oban, Dunbeg, Ganavan, top of the town and Saulmore]. Connectivity, resilience of the road network, and traffic management are key issues and therefore the strategic routes and critical points on these routes also need to be included. The OSDF needs to integrate with the Tobermory to Dalmally proposed Growth Corridor

### **Content:**

- Identification of the opportunities, constraints, restructuring potential within Oban,
- Provide a strategic framework that depicts what can be achieved
- Contain an action plan that shows how this can be delivered, identifying:-
  - Actions, including associated infrastructure requirements and integration with the emerging Rural Deal priorities.
  - Priorities – High, Medium, Low
  - Timeframe for delivery and critical path - Short, medium and long term
  - Costs and funding sources
  - Resource, assigning an owner and partners to deliver.

**Who should be involved** : Users and other interested parties - listed in Appendix 1

**Linkage to other projects** – the OSDF links to wider projects. These need to be taken into account to ensure integration of aims and actions where necessary. They include:-

- Dunbeg – connectivity, potential for park and ride, interrelationships e.g. further education;
- Lorn Arc –Halfwayhouse Roundabout (Dunbeg); Pilot project – Oban Ultrafast Broadband/ 5G; North Pier Extension (c. £5-8m) (Tourism); North Lorn Port (Commercial); Town Centre Traffic Improvements; Oban Active Travel Network; Craignure Pier (Mull); Oban University Town
- CHORD – town centre improvements (nearing completion).
- Oban Airport Masterplan – potential for relocation of industry/business to airport business park.
- Community Planning Partnership LOIP for Oban
- Growth Corridor – Tobermory to Dalmally
- External – Lochaber (lessons from comparative analysis)
- Build on existing studies

### **Case**

This project has the support of the DMT. It also has wider support from the local communities and key stakeholders as demonstrated by responses to the Main Issues Report question on this issue. 93% of respondents were in favour of the preparation of an OSDF to deliver a co-ordinated approach to the strategic development of the area.

**Costs:** Internal resource required to deliver the OSDF (see Project Management Team Structure). Financial resource required for the studies needed to inform the OSDF (see OSDF Products). Resource requires to be identified in the OSDF for delivery of any identified actions e.g. traffic management solutions. It is anticipated that the emerging Rural Deal as well as partnership funding could act as a lever for additional investment.

**Benefits:** A co-ordinated approach to delivering development and growth within the strategically important Main Town of Oban. Ensuring synergies are exploited.

### **Project Management Team Structure:**

#### **Project Board**

Executive - Pippa Milne (Executive Director); Senior Users and Senior Suppliers - Angus Gilmour (Head of Planning); Fergus Murray (Head of Economic Development); Jim Smith (Head of Roads and Amenity Services); David Logan (Special Project and Quality Improvement Manager)

#### **Project Manager**

Kirsteen Macdonald (Regeneration Project Manager) **subject to capacity/resourcing**

#### **Project Team**

**This team will be dynamic as the project moves through its various phases and dependent on the skill sets/knowledge required at each stage. The following members have been identified.**

Matt Mulderrig (Development Policy and housing Manager) – strategic planning, Dunbeg project and delivery input

Sybil Johnson (Senior Planning and Strategies Officer) – LDP2 planning input

Ross McLaughlin (Property Development Manager) – Council land and estates input

Stuart Watson (Traffic and Development Manager) – Roads

Arthur McCulloch (Principal Engineer)

Lynne Marie Thom (Lorn Arc Project Manager) - co-ordinating linking Lorn Arc projects, economic development input

Adrian Jackson-Stark – (Lorn Arc Regeneration Project Manager) Dunbeg, Oban Airport Masterplan  
Jonathan Welch (Senior Transportation Policy Officer) – alignment of transformational projects, rural growth deal - funding

Colin Young (Senior Transportation Delivery Officer) Strategic transportation input

Stuart Green (Corporate Support Manager) SMARTER Places information

Anne Paterson (Acting Head of Education) School capacities, education infrastructure development potential input

Rona Gold (Community Planning Manager) Community Development and interrelationship to LOIP input

### **Project Support**

Administration Officers – Sharepoint updates, administration

Technical Officers (Econ Dev, Planning, Roads) – digitising, preparation of storymap, document preparation, statistics and presentation materials

### **Partners:**

Transport Scotland

Hitrans

Morag Goodfellow, Highlands and Islands Enterprise

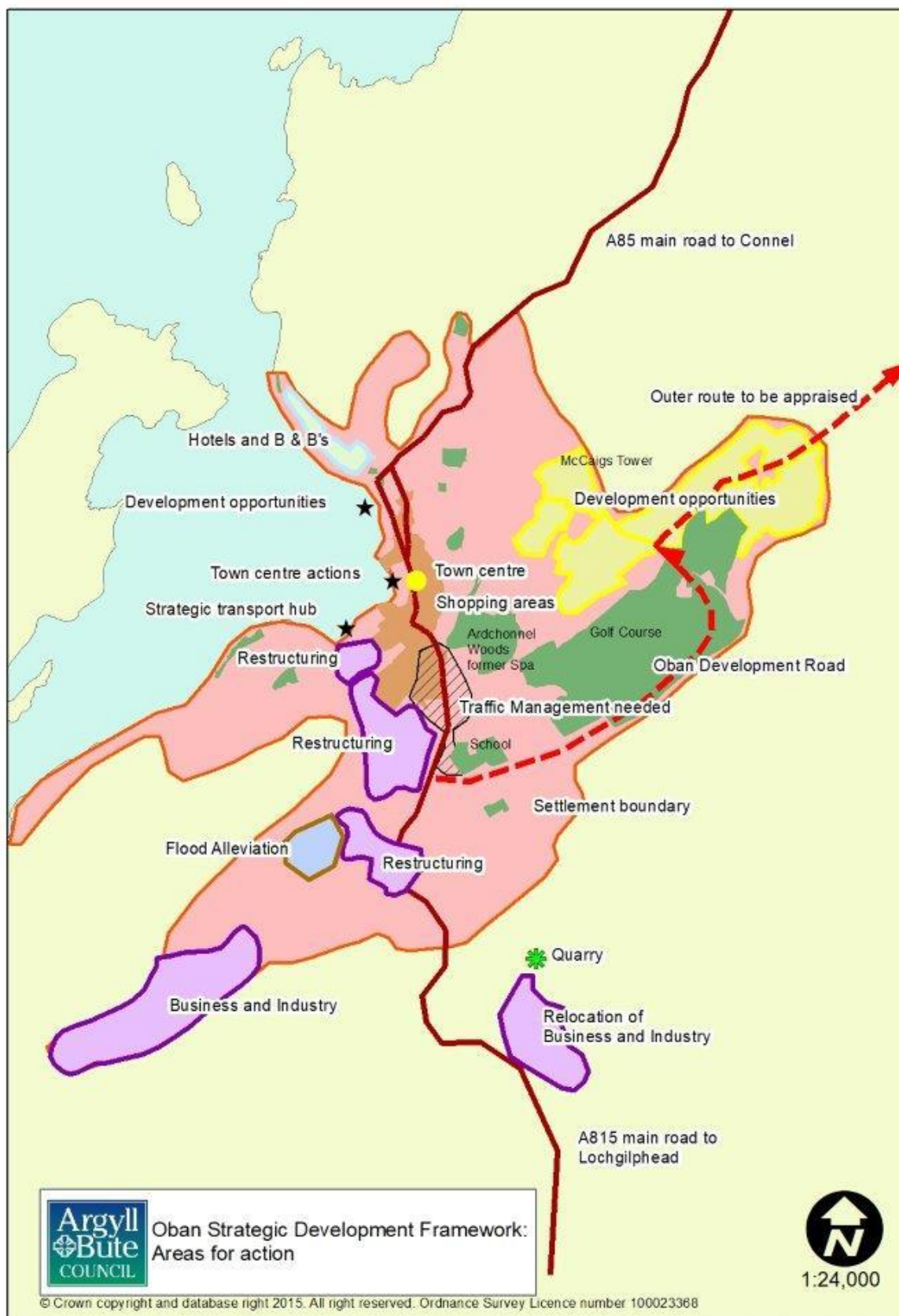
BIDS

Note there are wider interests to be engaged in this project, potentially through stakeholder consultation – see Appendix 1.

**Risk Management Approach:** Risk register to be set up. PM to monitor risk register and manage risks appropriately.

**Communications Management Approach:** [Sharepoint](#) site set up to disseminate information to project team. Highlight Reports to be prepared quarterly for Project Board. Full round the table team meetings as required with subgroups for specific areas of action. Engagement Strategy to be drawn up for wider consultation with known interested parties. Project Board to be involved at key approval stages.

DIAGRAM 1 – Area for focus of OSDF – **REVISE TO INCLUDE WIDER PROJECTS.**



DRAFT OBAN STRATEGIC DEVELOPMENT FRAMEWORK : PROJECT INITIATION DOCUMENT

**Draft Project Plan** - to be revised by Project Manager

May 18	June 18	July 18	August 18	Sept 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	March 19	April 19
Collation of Evidence base											
Project Set up including communications strategy											
Land ownership											
Map opportunity sites, constraints & areas for restructuring											
	Collate information on opportunity sites, constraints and areas for restructuring										
	Origin – destination and analyse										
STAG											
Preparation of draft OSDF											
			INTERIM REPORT FEEDS SHORT TERM PROPOSALS AND OVERARCHING PROJECT INTO CAPITAL PLANNING		Analyse all collated material.						
					Engagement Strategy						
					Work up Strategic Development Framework						
								Action Plan – identify actions, prioritise, resource, timeframe, owners			
					Engagement Strategy				<b>Project Board</b>		
								Consultation on Draft OSDF			
										Revisions to OSDF	
											<b>Project Board</b>
											Adoption of OSDF DMT, PPSL/PRS Council

## **OSDF Products**

### **Background evidence base :**

Updated STAG appraisal – Estimated cost £?K – Source for funding? To Be Scoped. Time scale?

Costing of both ODR routes and any amendments (e.g. Achavaich Rd)

Origin / Destination Survey – Estimated cost £50K – Source for funding? Time scale?

**JSMITH info re discussion with Transport Scotland and Origin and Destination**

Opportunities/Constraints/Restructuring mapping – interactive Storymap

Land ownership schedule/mapping – internal resource – 1 month

Current proposals audited and interrelationships analysed

Oban Strategic Development Framework – Explanation of aims; Identification of key elements – Opportunities, Constraints, Restructuring; Critical Path Analysis; Action Plan – overview of actions with timeframe, costing, assigned resource, owner, partners

### **Resource**

To prepare the OSDF

- Project team noted in PID
- HIE
- HiTrans
- BID
- Transport Scotland

NOTE: All partners to be confirmed

Potential Financial Resource: For preparation of OSDF and ultimately delivery of identified actions

- Earmarked Oban CHORD underspend circa £400K
- Potential Rural Growth Deal
- Partnership match funding
- Private Sector
- Other funding sources to be investigated as part of OSDF preparation

## **Appendix 1**

### **Users**

Argyll and Bute Council

    Planning – Development Management

    Economic Development

    Strategic Transportation

    Roads

    Estates

    Community Planning and Development

Highland and Islands Enterprise

Transport Scotland

### **Interested parties**

Oban Community Council

Dunbeg Community Council

BIDS Oban

Community Planning Partnership

HiTrans

Woodlands Trust

SNH

C-MAL

University of the Highlands and Islands

Ballet West

Argyll College

Scottish Water

SEPA

SAMS