

**Rural Growth Deal public consultation**

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**1.0 EXECUTIVE SUMMARY**

- 1.1 A rural growth deal would be used to build the economy of Argyll and Bute, by developing the area's economic strengths and overcoming barriers to economic growth.
- 1.2 To ensure that a deal is as inclusive as possible it is proposed to gather the views of local communities in order to ensure public support for and contribution to securing a successful deal for the area.
- 1.3 This report sets out the proposed public consultation.

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**2.0 INTRODUCTION**

- 2.1 This report sets out the proposed content for a public consultation on the rural growth deal, for consideration by elected members.

**3.0 DETAIL**

- 3.1 To help in developing the vision and themes that will inform discussions with the Scottish and UK Governments, it is proposed to seek the views of our communities.
- 3.2 The consultation proposed explains the need for a rural growth deal, and gauges public support for a deal.
- 3.3 Engagement has already taken place with businesses across the area. This consultation is targeted at the general public and would be delivered through the citizens panel, the council's website, to our community planning partners and through our Youth Services. Printed copies would be available on request.
- 3.4 It would be promoted through social media, digital and employee communication channels, and would run from Monday 4 June to Friday 10 August 2018.
- 3.5 The information and questions proposed are outlined in Appendix 1.

**4.0 CONCLUSION**

- 4.1 A successful rural growth deal would benefit communities across Argyll and Bute. It is proposed to carry out a consultation exercise to give as many people as possible the opportunity to get involved in making this happen.

**5.0 IMPLICATIONS**

- 5.1 Policy: None
- 5.2 Legal: None
- 5.3 Financial: Costs would be met by existing Economic Development budgets.
- 5.4 HR: None

5.5 Equalities: The consultation is designed to reach a wide range of people in line with our duties under the Equality Act 2010.

5.6 Risk: None

5.7 Customer Service: None

**Executive Director of Development and Infrastructure Pippa Milne**

**Policy Lead for Economic Development, Councillor Aileen Morton**

**For further information contact:**

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Appendix 1: Draft Public Consultation content

## **Appendix 1: Draft Rural Growth Deal consultation**

***Please note: the format below will be developed for the consultation version, if approved.***

### **Introduction: Why Argyll and Bute needs a rural growth deal**

“We want people to succeed in and for Argyll and Bute, so we are developing proposals for UK and Scottish Government investment in the area as part of a rural growth deal.

Argyll and Bute has been recognised as one of Scotland’s most promising regions. Our landscape and natural resources bring huge opportunities for economic growth that would benefit life in Argyll and Bute, Scotland and the UK.

To turn opportunity into action though we need more people. Population forecasts estimate that by 2027 will need another 10,000 people to drive business development, deliver public services, teach our children, look after our older residents.

Building an economy that attracts the people the area needs demands more financial investment than a council can give.

Therefore, along with our partners and the private sector, we are developing proposals for discussion with the Scottish and UK Governments.

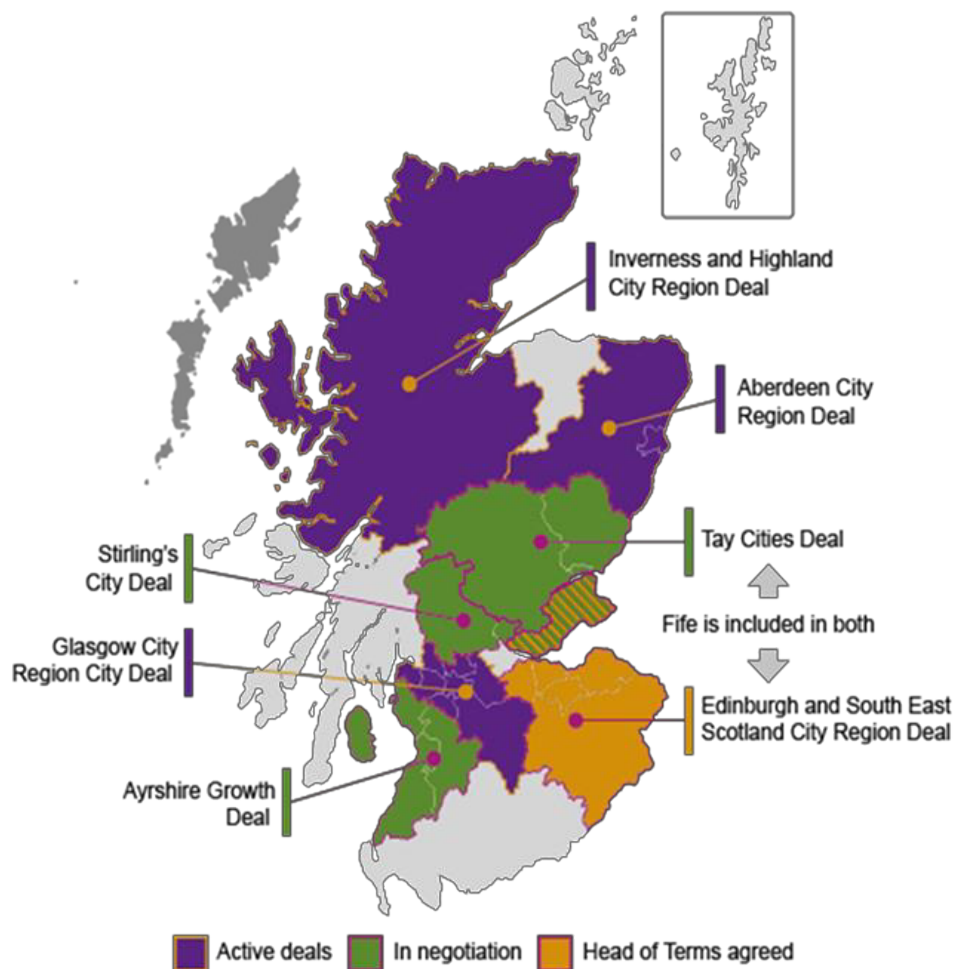
We would appreciate you taking just a few minutes to give us your views on these proposals.

Councillor Aileen Morton

Leader of Argyll and Bute Council

### **Why we believe Argyll and Bute deserves a rural growth deal**

A Rural Growth Deal would bring transformational investment for Argyll and Bute from the UK and Scottish Governments. As you can see from the following graph, areas across Scotland are already benefiting from significant financial support. Argyll and Bute deserves a prosperous future; it deserves investment.



**These areas have benefited from between £188 million and £1 billion of combined financial investment from the Scottish and UK Governments.**

**Government investment may be linked to the population of an area.**

**Question 1: Are you in favour of a rural growth deal for Argyll and Bute?**

- Yes
- No
- Why?

We have worked with businesses across the area to identify a vision and themes that match priorities of Argyll and Bute with priorities of the UK and Scottish Governments. The themes are based on building on the strengths of the area, and overcoming barriers to economic growth.

**Question 2: Do you agree that these are the areas with most potential for growth in Argyll and Bute?**

<p>Food and drink exports</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Don't know</p>	<p>Tourism</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Don't know</p>
<p>Culture/sense of place (e.g. regeneration of towns)</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Don't know</p>	<p>Innovation (e.g. marine science, renewable energy)</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Don't know</p>
<p>Other (please explain)</p>	

**Question 3: Do you agree that these are the areas we need to develop to achieve significant growth for our economy?**

<p>Transport infrastructure (roads/rail/air/ferries)</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Don't know</p>	<p>Skills (to suit job opportunities)</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Don't know</p>
<p>Digital connectivity (4G broadband etc.)</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Don't know</p>	<p>Accommodation (housing and business premises)</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Don't know</p>
<p>Natural energy (local benefit from renewable energy)</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Don't know</p>	<p>Do you have other ideas? We'd love to hear them, whether it's about developing a key tourist attraction, promoting the area or something completely different.</p>

Young people are leaving our schools among best placed in Scotland to build the lives they want. More and more young people are doing further education in Argyll. Many however continue to leave Argyll and Bute.

**Question 4: What would encourage young people to stay in Argyll and Bute?**

**Question 5: What would encourage young people to move to Argyll and Bute?**

The draft vision, on which to base discussions for a rural growth deal, highlights the natural resources of the area. It is “Argyll, the natural choice to live, learn, visit and do business.”

**Question 6: Do you agree with ‘Argyll, the natural choice’ as the base for a vision?**

- Yes
- No
- Don't know

Other suggestions...

**Thank you for your thoughts and comments.**