

ROTHESAY PAVILION ACTION PLAN – FEBRUARY 2023

	AUDIENCE	ACTIONS	WHO	BY WHEN	THE REQUEST/ GOAL	WHO ELSE NEEDS TO BE INVOLVED	RESULT	NEXT?	UPDATE
1	GOVERNMENT: Approach for additional investment								
a	Scottish Government	Letter introduction and phone call follow up from Leader's office for face to face meeting (Edinburgh) to advocate for support & funding lobby		Week 1 Sept 22	Awareness raising, explore solutions & advice over internal advocacy across party and Gov. Also opportunities for presentation/other PR opps to raise the profile		Team meeting arranged TEAMS 12 Oct briefed parliamentary secretary	Progress with other ministers?	Awaiting to hear from government officials, following their meeting with officers, about any further information the Minister may require. If no word early New Year, can follow up with a further letter from the Leader. See also below comments at Action 2.
b	Scottish Government	Invite COHI delegate to visit Bute		During Conference visit /Extend visit in 2022	Raise awareness of Pavilion Capital Fundraising req'd		Completed & circulated 14 Sept to X Party Lobby Grp & Circulated to Benefits Realisation Grp (RMcL)	Should we propose an event/exhibition at Holyrood to promote project	<p>Parliamentary Forum took place on 8th November and included a presentation on Rothesay Pavilion as a specific agenda item.</p> <p>MSP agreed to assist with a Parliamentary Reception in spring 2023, focusing on the Pavilion.</p> <p>She is also going to explore scope for a Parliamentary Motion.</p> <p>She has agreed to highlight the issue to the Depute First Minister and also to assist with engagement with Minister for Minister for Culture, Europe and International Development – we will keep her up to date with any developments in that regard.</p> <p>Leader has confirmed the above in a further letter to MSP (9th Dec) and we are awaiting confirmation of a call with MSP to discuss all further.</p> <p>We have shared a copy of the action plan with her.</p>
c	Argyll and Bute Council	Briefing paper		Week 1 Sept 22	Create 2 page brief on contract construction and issues around delays and costs -		Completed & circulated 14 Sept to X Party Lobby Grp & Circulated to Benefits Realisation Grp	Circulate to funders	<p>Used to inform Community Information Series of Events - presentation by JG w/c 21 Nov22</p> <p>Keep communication channels open with funders.</p> <p>Meetings have continued with funders to keep them up to date with all lobbying efforts.</p>

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				explanation of why the situation & costs exists (ref Dec P&R paper)				
d	UK Gov	Brief minister (as above) Project update and enlist support for Govt fundraising & Update /Brief MSP		ASAP Next scheduled session or separate letter/call	Clarify the situation on next phase of Levelling Up Fund or any other targeted funds coming on stream that would merit application		Local MSP has been written to and a meeting date is in the process of being arranged	Plan to engage with UK Government in February following Levelling Up bid results/Looking for feedback and confirmation of round 3.
e	UK Gov	Investigate potential strategic targeted funds			Access to additional capital		Awaiting Levelling Up Bids result	Are there any other strategic sources of support e.g. digital, sustainability, community wealth initiatives?
f	Argyll & Bute Elected members	Communication with all elected members		End Oct?	Internal advocacy & support for the project and its impact regionally		What else can we do to communicate to members	Members Seminar held on 17 th November 2022. Presentation on new economic framework for the Pavilion draft 1.
2	TRUSTS AND FOUNDATIONS: Research and identify that Capital Fund applications are possible and how best to approach							
a	Existing capital funders	Key individual phone update to re engage and reassure council commitment to a solution		End August	Kick start positive advocacy for the capital campaign & how to unlock any resources in support of it		TEAMS meeting held by Head of Commercial Services & actions of Xparty Lobby Grp Circulated	This work has commenced
b	Existing capital funders	Arrange date to brief existing funders following (2a) of status of project and fundraising effort-Benefits Realisation Group		Oct-22	Quarterly monthly Update thereafter on Capital Campaign plan and response		Meeting held 4 October - disquiet around level and frequency of communications and status of fundraising strategy	Better coordination, info sharing and recommendations. Regular weekly updates.
								Communication continues. Letter sent to all funders & followed up with notes from all Xparty group RMcL met with MM HIE and Leader and CEO with Chair HIE.
								Meeting held 4 October - disquiet around level and frequency of communications and status of fundraising strategy. Followed up by wider meeting on 11 Nov (16 funders & reps in attendance). Liaison with ScotGov over role of Caretaker's Hs

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c	Organisations that rejected previous capital applications made by RPAV	Research and follow up to see if a new capital bid possible		End Sept 22	Identify priority applications		No action to date - focus on comms requirement for additional business dev resources - draft contract submitted for procurement	Further online research underway	List reviewed and researched - either old, not accepting capital bids, sums involved (<£20K and /or funds redirected/expended post pandemic, match funding reqd).
d)	Targeted applications for capital	Research Identify and prioritise 'Top 5' Trusts for potential capital application		End Dec 22	Identify priority applications		Proposal submitted to procurement for BC Mgmts Centre & EZW Business Dev	Consider =mc phase 1 review	See above - intended as a result of =mc input.
3	MAJOR INVESTORS, GIFTS & DONATIONS: Increase awareness of the Pavilion, what it will bring to the region, what the Case For Support is and help in fundraising either through donation or advocacy								
a	Mount Stuart Trust	Request face to face meeting &/or Presentation to MS Board		End Sept 22	Support for Capital Fundraising programme		Meeting held 14 Sept - Also 2 mtgs with potential influencer+ tour Pavilion	Agree strategy & resourcing with ABC	Propose recruitment to advocacy campaign.
b	Saputo	Firm up dates for future presentation to Trustees of Saputo Charitable Fund		Week 1 Sept 22	Investment in Capital Fundraising programme & future community activity programme		Meeting arranged between Saputo Directors and CEO with Head of Development and Economic Growth in support to discuss £3m community fund.	Follow up	Meeting held with Saputo (CEO and HOS Economic Growth) and case for pavilion put forward to access their £3m community fund; main issue is to do with "will the building be delivered". Subsequent meeting held Saputo remain supportive of Pavilion and are looking to undertake complimentary works; Looking for delivery timeline.
c	Ex Bute Island Foods Directors	Establish contact and request for Face to face meeting to explore any opportunities to support the Pavilion Campaign		23	Investment in Capital Fundraising programme & future community activity programme		No action to date -	Follow up	No contact yet many are still involved with Saputo
d	Bespoke Hotels	Raise awareness of Pavilion & Case For Support & future advantages in business relationship		End Dec 22	Raise awareness of Pavilion & Case For Support & future advantages in business relationship		No action to date - low priority - revise as part of New Year comms		They are embarking on a major investment in their own hotel. Looking to meet up in March once operational again for the season.

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e	HLNW investors	Research and identify relevant prospects & influencers		See 2 d above	Identify how to reach them with what			Research & identify targets & potential influencers See 2c and 3a above	Issue with one of the consultants having sufficient resource to continue with consultancy looking at alternatives. New economic framework to revision on business model developed to underpin relevant pitches -basis of investment in 'Community Wealth Creation'
4	INDUSTRY INFLUENCERS - STRATEGIC REVENUE PARTNERS: Increase wider awareness and advocacy for the outcomes the Pavilion will deliver & future potential partnerships (revenue/project/business) that are possible								
	Visit Scotland	Positive advocacy for future Tourism relations & Comms. RPAV positioning		Visit Scotland agreed to assist	Raise awareness of Pavilion & Case For Support & test out tourism proposition & avenues of support & advocacy				Visit Scotland continues to help with lobbying and making contact with tourism operatives; challenges with economy at this time. Priority in Q4 - 23
	Argyll and Bute Council	Investigate opportunities for advocacy & support (Business development, digital connectivity, construction mitigation		End Aug 22	Potential 'in kind support', project advocacy, digital business connectivity				Discussions ongoing with corporate interests in digital and renewables.
	Creative Scotland	Re-position the Pavilion within the organisation and raise awareness of current situation		End Sept	Reconnect with CS at strategic level				Engaging through Scottish Government Ministers
a	Creative Scotland	Face to face mtg		End Sept	Discuss future relationship with CS as digital/design hub Investigate support for Capital Fundraising programme & future community activity programme				

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b	Scottish Enterprise	Re-position the Pavilion within the organisation as business enterprise and careers hub and raise awareness of current situation		End Oct	Advocacy contacts & profile. Help with construction challenges and digital gateway/?				Dialogue opened up including with SDS on future role of Pavilion
	Skills Development Scotland	Research appropriate contact		End Oct	Re-position the Pavilion within the organisation as business enterprise and careers hub and raise awareness of current situation				See comment above in relation to Enterprise
c	Royal Incorporation of Architects (Scotland & Chapters)	Affirm the Pavilion's architectural credentials		End Oct	Profile/Support/Contacts for investors Capital Fundraising programme & future PR				Completed
	Museums & Galleries Association	Relationship & advocacy building		End Oct	Raise awareness and explore avenues of support				
e	Association Scottish Leading Visitor Attractions	Relationship & advocacy building		End Oct	Raise awareness and explore avenues of support				
f	Scottish Tourism Alliance	Relationship & advocacy building		End Oct	Raise awareness and explore avenues of support				
g	V&A	Relationship & advocacy building		Done	Raise awareness and explore avenues of support		Raised profile and aims of PAV as part of Scotland's Creative Industries Design network - contacts gained to F/Up		
	OneRen (Paisley)	Relationship & advocacy building		End Oct	Raise awareness and explore				

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				avenues of support				
h	DeLaWarr Pavilion	Relationship & advocacy building		End Oct	Raise awareness and explore avenues of support			
i	CHARTS (Culture Heritage Arts, Argyll & Bute)	Relationship & advocacy building		Week 2 Sept	Raise awareness and explore avenues of support			
5	BUTES COMMUNITIES: Ensure Bute's communities have the right information and a strong voice & engagement in the future of the Pavilion							
a	Bute's communities	Local stakeholder development plan		Week 3 Sept - linked to production of banner/pres s release/rela unch of saving the Pavilion;	Build on network of key contact data for distribution of regular information sharing, FAQ's & enlisting advocacy support for capital fundraising		Content Future Comms for Q4. Further events and targeted stakeholder development planned for Q4. Focus on online & social & local radio	Carried out week long engagement facilitated by the Trust and attended by Council Officers Exhibition and display 7 days y; 2 film screenings heritage work to date one outside, 6 speakers , 5 events. Over 200 people attended, positive key messages in local press (2 front covers,5 articles/letters and Editor. Established lines of communications to build on progress Continuing communication including with Bute Bid/Suputo/Mount Stuart
b	Bute Community Council	Meet up with Chair & Attend Community Council Sept onwards		Wait until Community Council Elections over and reengage with new members.	To be advocates for the Pavilion and its social and economic role.		Good networking with new members during 19-24 Nov Series	Good networking with new members during 19-24 Nov Series
c	Bute BID Board/Visit Bute/AITCC	Enlist engagement with BID board & Visit Bute		Week 4 Sept = Initial approach already made following visit to Bute	To be advocates for the Pavilion and its economic role for the island.		Attended and briefed BID group - emailed BID email list	Continuing to meet with BID and speaking about pavilion at board meetings looking at complimentary projects
d	Key industry Groups & Societies & Local Stakeholder s	Identify and build list key contacts and priorities for Comms		Week 1 Oct - working with AITC/VisitS cotland/Foo d and Drink Operators	Advocates and potential sponsors		Database built and direct email to 80 grps - social media channels updated	Database built and direct email to 80 grps - social media channels updated
e	Primary and Secondary School & FE	Follow up to determine potential level of School and		Week 1 Oct	Advocates for the Pavilion		Emailed Head request to brief	Follow up for meeting re school/parent council involvement.

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f		College Involvement				parent council and open up comms	Opportunities to f/lw up post recent info series	Emailed Head request to brief parent council and open up comms - no response to date. Target Bute Youth Forum	
	Local residents & visitors	Adapt & distribute past print run of mailing cards up (3R's)			Build email and contact address list		see 5a above	See 5a above	
6	MEDIA - Build public support the Pavilion - Where are we now, where we are going and how to get there?								
	Local, National & International audience	Create and deliver a communication strategy /PR campaign		Roll out begins October	Build wider public support for fundraising; raise awareness of the Pavilion's plight. Capture attention of potential donors		Initial release, Website revised, direct mail distributed, banner up, C4 Support print, IOB news editor meet. Published in local news and Trade	regular flow of content about the Pavilion' credentials	Initial release, Website revised, direct mail distributed, banner up, C4 Support print, IOB news editor meet. Published in local news and Trade. Content submitted re IOB news
	Past Pavilion 'Patrons'	Enlist support for lobbying and advocacy effort & grow list		Over next 3 months in line with above	Reposition Pavilion & extend reach nationally		No action to date - need younger profile	Build list of advocate/influencers to engender national and international support for fundraising	Revise approach
a	Local, national & international publics	Website revision, content and social media platform development		Over next 3 months in line with above			As 5a above - Media release covered in local news, Trade construction news, ABC website and social channels	Determine scale and resources for wider campaign	As 5a above - Media release covered in local news, Trade construction news, ABC website and social channels. Met ABC Comms representatives 11 Oct. 12 postings on social media from ABC & website. Significant Bute media articles published following week of activities on Bute; Generally positive with people happy to be updated; scale of the challenge recognised.