
ARGYLL AND BUTE COMMUNITY PLANNING PARTNERSHIP

Full Partnership

7 July 2006

Shared vision: Leading Rural Area

1. BACKGROUND

The Audit Scotland audit of Best Value and Community Planning for Argyll and Bute highlighted that the shared vision of "Leading Rural Area" was a good aspirational statement, but there needed to be more detail to describe the vision.

The Council has managed a series of seminars as part of the follow up process to the audit report. One of these focused on the Leading Rural Area vision and included input from some community planning partners.

The results of that discussion were circulated widely to partners for comment prior to the production of a more condensed version of the vision (below).

Argyll and Bute: Leading Rural Area

Outstanding Environment

- high quality environment that is valued, recognised and protected
- the environment is respected as a valued asset that can provide sustainable opportunities for business
- an identity that is recognised and appreciated globally with a range of businesses that use the high quality image
- an area that is accessible, yet retains its remote character

Vibrant Communities

- safe supportive communities with positive culture and sense of pride in the area
- well balanced demographically with young people choosing to stay or move to the area
- vibrant local economy that is based on core attributes of the area, flexible and open to new opportunities
- a sense of history with a view to the future
- housing that is appropriate and affordable with local people able to participate in the housing market
- high quality public services and leisure/community facilities that attract people to settle in Argyll and Bute

Forward Looking

- communities that are culturally rich with a desire to excel
- proactive communities where local people and organisations look for and create opportunities
- decentralised public sector with more delivery of high quality 'professional' services from Argyll and Bute
- partnership working across all sectors to coordinate developments, market Argyll and Bute and remove constraints that limit possibilities
- communities that learn and use that knowledge

2. NEXT STEPS

The Management Committee has discussed the draft vision and comments have been incorporated into this version, which the Community Planning Partnership is asked to agree as a focus for partners and as the basis for future work on a revised community plan.

Once a new community plan is agreed there will be a need to make some adjustments to the roles and remits of some groups.

The Council will continue its process of using the vision as the basis of a revised corporate plan to be agreed in August. The Council is currently debating actions against the draft Council Strategic Objectives detailed in the table below. The Strategic Objectives are the Council's high level response to the Leading Rural Area vision.

Leading Rural Area	Council Strategic Objectives
Outstanding Environment	<ul style="list-style-type: none">• To protect and promote Argyll and Bute• To promote sustainable use of the environment
Vibrant Communities	<ul style="list-style-type: none">• To encourage active, caring communities• To make Argyll and Bute an attractive place to work
Forward Looking	<ul style="list-style-type: none">• To create opportunities and lead the way• To innovate in service delivery

The Council would encourage partners to respond to the vision in a similar way where possible.

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