

MAKI DRAFT AREA STRATEGY

1. SUMMARY

- 1.1 Further to the previous revisions of the Area Strategy considered by the Committee there has been a further change in the templates designed to better align the area plans with both the Corporate Plan and service plan. It is recognised that this years Plan forms part of a transition period to the new format and the Committee, along with communities and services are expected to develop their priorities further during 2009.

2. RECOMMENDATION

- 2.1 That members note the revised templates and guidance in terms of items for inclusion.
- 2.2 That members note the previous items which have been moved to the 'future schemes' list.
- 2.3 That members consider the outcomes, actions and success measures suggested to ensure these represent members intentions.
- 2.4 That members consider the funding request for the Kintyre Way and identify service reduction proposals to meet the funding required.
- 2.5 That members approve the draft area strategy and that, along with the Corporate Plan will now be subject to a period of consultation prior to approval by Council in February as part of the budget setting process.

3. BACKGROUND

- 3.1 The Area Strategy review is required to agreed by Area Committee as a 'draft ' strategy in December 2008. This will allow it to then be considered along with the draft Corporate Plan and serviceplans from December – February prior to final sign off by full Council in February.

- 3.2 There has been a fundamental shift in how the area plans are to be viewed – rather than an aspirational document it is intended that, for the area delivery priorities, the content should be restricted only to those items which are fully developed, costed and focused. The intention in future years will be to start from a principle of what are the priority outcomes which the area committee want to achieve in the area, then specific actions will be identified. For this, the transition year, we are retaining the existing “Area Priorities – Delivery” though we need to be clear about what outcomes we are seeking to achieve through the priorities.
- 3.3 Where the priority requires a revenue spend to be made services are being asked to confirm whether they will be making an allocation of this spend within their service budgets. Where they are not then the area committee needs to consider making an “Area Development Bid” for the sum required. Where a bid is to be made the Area Committee are asked to identify where they would propose reducing spend in another area to meet the funding required.
- 3.4 Where the priority requires a capital spend then items can only be included where an Outline or Initial Business case has been undertaken.

4. UPDATE / CHANGES TO CURRENT PLAN

- 4.1 The Corporate Services Manager has liaised with service leads to identify where existing priorities are detailed and costed. A number of existing priorities do not yet meet the detail required for inclusion in the new plan. These have been moved to a future schemes list for consideration with the services in future years.
- 4.2 Given the Area Committee’s recommendation to the Executive for funding for the Kintyre Way this item has been brought into the Area Priorities – Delivery part of the strategy, and the suggested £10,000 per annum funding allocation has been identified as an area development bid. The Area Committee need to give consideration to where they wish to identify funding from to allocate for this purpose.

5. ITEMS INCLUDED WITHIN THE PLAN

- 5.1 Whilst the items included within the final approved draft strategy will, alongwith the corporate plan, be further consulted on it is noted that the items currently contained within the Area Priorities are rooted in a range of community engagement activities and local action plans:
- a) The Kintyre Way was developed by the Kintyre Marketing Group and features in the Kintyre Action Plan. The Committee have met with Company Directors and considered the Business Plan

- b) Events and Festivals are a regular feature in discussions with local organisers and highlighted within the Yellow Book Study. Members in particular want to ask the Council how to ensure the most strategic of these can be sustainably supported, recognising their value and minimising vulnerability of support.
- c) Campbeltown Flood Prevention Plan: Comprehensive Flood Prevention study has been undertaken and benefit established. Presented to community through previous Area Committee
- d) Campbeltown All Weather Pitch – prioritised through the Councils Facility Strategy which was widely consulted upon. Outline Business Case completed.
- e) Campbeltown Town Centre Action Plan – rooted in the Yellow Book study and refocused through 2008’s activity around Outline Business Case. The Project Board included community representation and drew on other commercial and community interests in its production
- f) Ardrishaig Action Plan – direct involvement with Community Council, Community Trust and other community planning partners
- g) A83 Improvements – a long standing priority reflecting profile of road in all communities. Identified within Kintyre Action Plan
- h) Jura Passenger Ferry – a key priority within Jura Community Plan overseen by Initiative at the Edge Group and subjected to regular community engagement.

4. IMPLICATIONS

Policy	Sets Area priorities for future years. Subject to yearly review.
Financial	Revenue funding required to be identified for Kintyre Way (£10k per annum)
Personnel	
Equal Opportunities	
Legal	
Community	Clearly stated priorities many of which are identified through community consultation.