

**CAMPBELTOWN TOWN CENTRE / WATERFRONT OUTLINE BUISNESS
CASE**

1. SUMMARY

Revenue money was made available to Campbeltown Town Centre / Waterfront Project in 2007/08 and 2008/09 to facilitate the project. Following the completion of the OBC process which reported to the Council meeting on 27th November 2008 consideration requires to be given for use of the balance of the money.

2. RECOMMENDATION

- 2.1 That the Committee note the balance of revenue funding remaining available for use in supporting the principles of Campbeltown / Town Centre Waterfront and agree in principle to the utilisation of upto £45,000 of this money to provide match funding for a Town Centre Animation initiative.
- 2.2 That a further report be brought to committee in due course confirming the detail of this proposal and making further recommendations with regard to the remaining available balance.

3. BACKGROUND

- 3.1 The focus of the OBC is to bid for a significant capital investment in Campbeltown Town Centre and Waterfront. The outcome of this process is expected on 27th November 2008. The balance of monies dedicated for Campbeltown through the revenue support for the Town Centre initiatives need to be considered it is proposed that any recommendations should also take account of any relevant actions detailed within the Kintyre Action Plan and the Yellow Book Strategy.

The Campbeltown Project Board identified and drew together the key elements for inclusion in the Outline Business case. These specifically are to:

- Redevelop of Kinloch Road
- Expand marina facility
- Improve and restore heritage and conservation sites within Campbeltown (links to CARS/ THI scheme)

- 3.2 The Link Director for MAKI, the Director of Corporate Services was delegated authority to oversee the use of the 2007/08 £75,000 waterfront revenue budget allocated to Campbeltown to assist in the preparation of the Outline Business Case. £33,150.84 has been spent on fees relating to the Kinloch Road study, Marina Study and Cogent / RPS consultancy to support the OBC process. The 2008/09 revenue allocation to Campbeltown waterfront / town centre initiative was also £75,000. £54, 096 of this sum was, in principle, approved by the Committee on 5th March 2008 for the purpose of match funding EU money for the next stage in the feasibility/ design of the Marina facility.

This gives a total remaining budget of £62,753.16

- 3.3 The Yellow Book Study (Nov 05) identified a number of key actions to help move the area towards its desired objectives of:
- attracting new investment to Campbeltown and Kintyre
 - Create sustainable high quality jobs
 - Attract and retain skilled, economically active residents
 - Attract discerning, high spending visitor

More recently the updating of the Kintyre Action Plan remains focused on meeting the immediate and significant economic challenges of South Kintyre focusing on required:

Infrastructure

Inward Investment

Planning and place

Key Sectors: Tourism, Renewables, Food and Drink

Transport

Support to Business Sector.

- 3.4 Campbeltown town centre is recognised as a key 'gateway' to Kintyre:
- relatively high self contained economic area when compared to other parts of Scotland
 - growth in town is a pre-requisite for sustainable hinterland areas
 - In 2003 45% of employee jobs in Kintyre were in Campbeltown central ward
 - Without a vibrant and animated town centre agency efforts with regard to Inward Investment and Tourism promotion are at best at risk of not realising their full benefits, and at worst, at risk of failure.
 - THI bid will recognise the value of Town centre animation activities to advance objectives

- 3.5 Of the actions not so far progressed from the Yellow Book Study was a recommendation was for a Project manager who was foreseen to have a dual role 1) acting as an Executive Officer for an overarching Steering Group, and 2) responsible for Town Centre Events and Animation. The post was envisaged to be based on a 3 year appointment to deliver sustained economic development within the town centre, for example:
- develop and implement a year round events programme, including special events
 - promoting service, hospitality and marketing initiatives
 - Supporting and facilitating trader initiatives
 - Work with Council, traders and property owners to maintain a clean and attractively presented town
- 3.6 Initial consultation with HIE, Leader and CARS/ THI indicates a significant level of current support in developing a Town Centre Animation initiative around these broad principles. Both HIE and Leader have indicated interest in match funding an initiative. Leader funding could be in the region of 35%. In particular the initiative would be seen as strengthening the THI submission as the activity and outcomes would be seen as very complimentary to the outcomes expected from the THI project which whilst recognising the need for town centre animation type activities will in itself focus on the built heritage aspects.
- 3.7 The next application round for Leader is February 2008. Prior to any submission being made a significant amount of work requires to be done in terms of liaison with key stakeholders, clarifying desired outcomes, defining work activities, budget and governance and securing partner contributions. The approval, in principle, of financial support from the Council will allow these discussions to move forward and become more detailed in their proposals prior to final approval which will be sought from the Committee in January / early February.

4. IMPLICATIONS

Policy	Contributes directly to the Corporate Plan and Area Plan priorities, and delivery of Kintyre Action Plan
Financial	Potential funding from Campbeltown Town Centre Monies
Personnel	Potential fixed term appointment of 3 years.
Equal Opportunities	None
Legal	None

Alison Younger
 MAKI Corporate Services Manager
 18 November 2008