

BRANDING ARGYLL AND BUTE – UPDATE REPORT

1. BRANDING UPDATE

- 1.1** Branding Argyll and Bute was initiated as a project which had been identified in Argyll and Bute Council's Corporate Plan. Development work took place during 2008, including brand design and a presentation was made to CPP on 3rd September. A partnership pilot project involving the Argyll Food Producers, HIE and the Council was carried out in summer 2008 and presented both a business opportunity for the producers to test new markets, to trial joint working between the public and private sectors and to test the brand design and image.
- 1.2** Feedback from the food producers has been very positive, reporting a profitable outcome from the pilot. The group is now preparing a three year business plan to develop and consolidate the project.
- 1.3** Following the CPP Management Committee decision of 3rd September 2008, a time limited group was established and this group held an initial meeting on 29th October. The meeting explored initial opportunities for extending the brand to other sectors. Further work was required to ensure that the sectors to be included clearly focussed on partners' priorities.
- 1.4** Discussion took place on the design of the website and further work has now been undertaken on its development. A process of feedback on the site has been started and this will be input to the site prior to launch. It is proposed in the meantime that this will be a holding site with live links to partner websites, particularly giving a route into the Food from Argyll pilot and producers, thus consolidating the momentum and opportunities secured from the 2008 pilot.
- 1.5** The project progressed throughout 2008 with support and input from an Argyll and Bute Management Trainee on a short term placement. With the loss of this resource and no identified budget for future development, there are currently resource constraints on developing the project further.
- 1.6** No further working group meeting date has been set until the scope for future development resources is clarified by the Council. Council officers will continue to work with the Argyll Food Producers to support the development of this aspect of the

branding project.

2. RECOMMENDATIONS

- 2.1** The CPP Management Committee notes the success of the branding pilot in 2008 and the proposed future development of Food from Argyll.
- 2.2** That the CPP Management Committee notes the current resource constraints on developing the project to other sectors.
- 2.3** That the CPP Management Committee notes the development of the website and the input of the short life working group.

For further information contact: Jane Fowler

Telephone 01700 502252

LIST OF BACKGROUND PAPERS: