

## **Community Account Management (CAM) Briefing Paper for CPP 16<sup>th</sup> September 2009**

### **Outline of Principles**

Community Account Management (CAM) is a way of working with specific fragile communities that has been put in place by Highlands and Islands Enterprise, building on Initiative at the Edge and rolling out a new model to provide intensive support for the development of fragile communities. It aims to achieve sustainable community growth and generate economic and social benefits by involving the community with the development and implementation of a Community Growth Plan. It will do this by providing funding and support for a dedicated Local Development Officer, employed by a local community organisation, initially for two years with the option to extend. The approach will also emphasise the importance of the anchor community organisation developing a sustainable income stream as part of the exit strategy, to ensure ongoing growth can be achieved.

Costs for salaries, oncosts, training, travel and subsistence will be funded by HIE and LEADER (an application has already been approved) with some funds available for equipment and office costs on a needs only basis.

HIE recognises the opportunity for CAM to potentially contribute to the delivery of Single Outcome Agreements, and the opportunity for communities to build confidence and to engage in community planning. The ultimate aim of CAM is to improve cohesion between fragile communities and to reduce disadvantage and the process intends to build capacity within communities to actively participate in community planning.

HIE is working in co-operation with A&B Council, The Loch Lomond and Trossachs National Park and Argyll and Bute Volunteer Centre / Argyll CVS to ensure that provision is complementary and that learning and skills are shared.

### **Criteria for communities identified**

HIE Lochgilphead area office has identified three areas for Community Account Management in 2009-10. This was achieved through a necessarily abbreviated process combining discussion with stakeholders and local knowledge, in order to meet the tight timescales for employing Local Development Officers (LDOs) within each CAM before November 2009. The three areas, Cumbrae, Jura and Coll, were chosen in the first instance because they all had communities that demonstrated a keen desire to be part of the CAM process, and had sufficient community capacity and a suitable anchor organisation to employ the LDO.

Jura and Coll have already started a supported community development process through Initiative at the Edge and it was strongly felt that this needed

to be completed through the use of CAM to continue LDO posts on these islands for a further two years.

Cumrae is an island community that has great potential for development and is keen to move forward, demonstrating capacity through the renovation of Garrison House over the past few years. The island does not currently have a Community Plan, and the CAM process will initiate the development of this important document and the implementation of projects that arise from it.

### **Thoughts on future communities to account manage**

In future years communities will be assessed through statistical analysis at data zone level considering demographic, geographic and economic indicators in the first instance. HIE will then liaise closely with CPP partners, stakeholders and communities to ensure that suitable communities are selected for subsequent tranches of CAM work. Discussion and shared local knowledge will be used to establish where an LDO post would make the most significant difference to community confidence and growth, be it in population, capacity, employment or development of new projects.

Potential CAM Communities will need to:

- be located in a fragile area as designated by the HIE priority areas 2008 map
- demonstrate a keen desire to be part of the CAM process
- have sufficient community capacity and a suitable anchor organisation to employ the LDO
- be of a size that works as a coherent community
- be experiencing challenges that need to be addressed
- have a potential for community growth

Suggestions for future CAM areas for 2010-11 at this stage include the following, although this list is not exhaustive and is open for discussion.

Colonsay  
Luig  
Lismore  
Kerrera  
Glendaruel / Colintrave community, Cowal  
Tiree  
Part of Islay

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