

**March 2013**

---

**The future of the Destination Dunoon and Cowal Steering Group**

---

**1.0 SUMMARY**

1.1 The Destination Dunoon and Cowal Steering Group was set up in 2007 as a result of a report commissioned by 3 lead partners Argyll and Bute Council, Highlands and Islands Enterprise and Loch Lomond and the Trossachs National Park which identified the action needed to address the economic challenges in the Dunoon and Cowal area.

The report was known as the Dunoon Framework. The executive summary of the report set out a number of key actions and a wider partnership group was formed to address these. A summary of the original key actions from the Framework and the responsible partners is set out in Appendix 1. Some actions have been achieved but most are ongoing.

The role of the Steering Group was to monitor progress at a strategic level and communicate results to a wider audience. Much has been achieved during the life of the Group but there is now a need to find a new way forward to reflect changing circumstances.

**2.0 RECOMMENDATIONS**

2.1 It is recommended that the Steering Group holds no further meetings and responsibility for monitoring the delivery of the report's recommendations passes to the Area Community Planning Group (ACPG) Partner commitments would remain unchanged and progress would be reported regularly to the ACPG

**3.0 DETAIL**

3.1 There have been a number of very positive developments in the Dunoon and Cowal area in recent months with the BIDS team pulling together their funding application and the Argyll and the Islands Strategic Tourism Partnership becoming a functioning umbrella organisation for the various marketing groups across Argyll. The CHORD project is well underway and is addressing the regeneration of the waterfront area in the town.

The BIDS group are now using the strap line Destination Dunoon and the local marketing groups are developing their own projects and identities. There is a real danger of confusion over how all the various groups fit together and a likely duplication of effort if the Destination Dunoon and Cowal Steering Group continues to operate as it has always done.

It had always been the intention of the Steering Group to form closer links with the Community Planning process as the Area Community Planning Groups became established and this would seem an appropriate time to make this move.

## **4.0 CONCLUSION**

4.1 The issues identified in the original Framework Report in 2007 still need to be addressed and the Steering Group recognised that if it ceased to function without completing its work or transferring responsibility for delivery to another community based group it would undoubtedly be reinvented at some time in the future to complete the tasks.

Dunoon and Cowal's position as the Marine Gateway to The National Park is still not fully recognised and the potential benefits this could bring to the local economy can most appropriately be exploited under the direction of the Area Community Planning Group.

## **5.0 APPENDICES**

5.1 Key actions from the Report

**For further information contact:** Sue Gledhill Deputy Area Manager  
Highlands and Islands Enterprise Argyll Area Office  
[sue.gledhill@hient.co.uk](mailto:sue.gledhill@hient.co.uk) Tel 01546 605427

or Shirley MacLeod Argyll and Bute Council [shirley.macLeod@argyll-bute.gov.uk](mailto:shirley.macLeod@argyll-bute.gov.uk)