

SUMMARY UPDATE: AREA-BASED ECONOMIC DEVELOPMENT ACTION PLANS

1 SUMMARY

- 1.1 As detailed in the Council's Economic Development Action Plan (EDAP), 2013-2018 the first iteration of four discrete Argyll and Bute Council administrative area-based action plans was developed in October 2013 in order to complement and contribute to the outcomes within the main EDAP document and the Single Outcome Agreement (SOA). Thus there will be an area-based EDAP for Bute and Cowal; Helensburgh and Lomond; Mid-Argyll, Kintyre and the Islands; and for Oban, Lorn and the Isles.
- 1.2 The first iteration of these area-based EDAPs was presented to all the Area Committees earlier this month, February 2014. It was agreed to develop more tailored plans with realistic and achievable outcomes by 2018 supported by SMART in-year successes measures for 2014/15. To this end, a further workshop event(s) in each area will take place with elected members and a wider range of Community Planning Partners. The workshops will also assess what has been achieved in each locality during 2013/14, based on current in-year success measures included in the initial draft plans.
- 1.3 The findings of the Area Community Planning Group events that took place during January and early February 2014 will be fed into the workshop discussions with regard to the area-based EDAPs.

2 RECOMMENDATION

It is recommended that the CPP Management Committee:

- 2.1
 - 1 Notes the content of this summary paper.
 - 2 Provides any further guidance on how to consult with Community Planning Partners across Argyll and Bute.

3 DETAIL

- 3.1 Further to a detailed Argyll and Bute Strategic Management Team paper in September 2013 it was highlighted and agreed as imperative that the content of the area-based EDAPs would need to align and integrate with the CPP governance structure and the SOA delivery plans.

- 3.2 The SOA workshop sessions held in November 2013 focused on developing delivery plans for each of the six SOA outcomes. Officers within the Development and Infrastructure Directorate who assisted the Improvement Service to facilitate discrete discussion groups during the area-based EDAP workshops in October were also involved in the SOA workshops.
- 3.3 The Council's EDAP (which is aligned to the SOA) sets out how the Council can assist in growing the economy of Argyll and Bute, with a key focus on partnership delivery. The EDAP provides a framework for sustainable economic development centred round four 'C's':
- **Competitive** Argyll and Bute – businesses, places and sustainable economic assets;
 - **Connected** Argyll and Bute – transport, infrastructure, digital connectivity and grid;
 - **Collaborative** Argyll and Bute – national and European policy and funding, employability and skills development, and harnessing the potential of the third sector; and
 - **Compelling** Argyll and Bute – increasing the profile of the area to attract economically active new residents (individuals and families), inward investors and visitors.
- 3.4 The workshop sessions in October to produce the first iteration of the area-based EDAPs were attended by elected members and a selection of Community Planning Partners supported by Council officers from the Development and Infrastructure Directorate (facilitation support), Communities Services and Improvement and HR. Detailed breakout group discussions took place with regard to the **competitive** and **connected** themes. The **collaborative** and **compelling** topics were discussed collectively.
- 3.5 With regard to the breakout sessions, groups were asked to identify their top three actions. Under the **competitive** theme, there were a number of common issues that were captured across the workshops. For example:
- the requirement to focus on tourism, with a particular focus on cultural and heritage issues, which then led onto discussions on the need to provide quality accommodation for the tourist market across a variety of accommodation types i.e. bunkhouses up to five star hotels; and
 - the development of the local skills base to complement local employment opportunities and sectoral development.
- 3.6 The focus for a **connected** Argyll and Bute was very strong across all area groups in terms of improvements to mobile phone coverage, broadband/digital connectivity and integrated transport networks.

4 CONCLUSION

- 4.1 The principal outcome of this exercise will be to produce agreed area-based EDAPs by the end of March 2014 for each of the four Council administrative areas, with a focus on a concise set of deliverable and realistic actions to be taken forward, fully aligned and complementary to the overarching EDAP and SOA delivery plans.
- 4.2 The area-based EDAPs will then be presented to the Area Committees in April 2014 for approval. It should be noted that although approved these plans will be working documents so that economic opportunities can be captured and addressed as they arise over the next four financial years.

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