

**Oban, Lorn and the Isles
Economic Development Action Plan**

**Oban, Lorn and the Isles Area Committee
15th April 2015**



Competitive Oban, Lorn and the Isles Success Measures 2014/15

Businesses:

- Business Gateway currently undertaking an audit of unsupported businesses – results to be provided at the Area Committee meeting.
- Business Gateway Adviser has regular contact with Oban BIDS group in order to identify opportunities for joint working.

Competitive Oban, Lorn and the Isles Success Measures 2014/15

Place:

- North Pier Maritime Visitor Centre – full business case signed off but delayed due to pending court action and need for new planning consent.
- Full business case for Oban Public Realm signed off; started on-site in January 2015 with phase 1.
- Phases 1b and 2 scheduled to start in September (include in 2015/16 EDAP).

Oban North Pier Maritime Visitor Facility – A fantastic visitor experience

Purpose built facility - Phase 1 of the North Pier Maritime Quarter - 3 further phases proposed finishing with Phase 4 an Integrated Maritime Quarter, inclusive of a short stay transit berthing/step ashore facility

Welcoming gathering area for visitors and cruise ship passengers

Also for use year-round by local residents

Circular public gathering space for events, covered by a timber and glass canopy

More toilets, showers & new laundry facilities

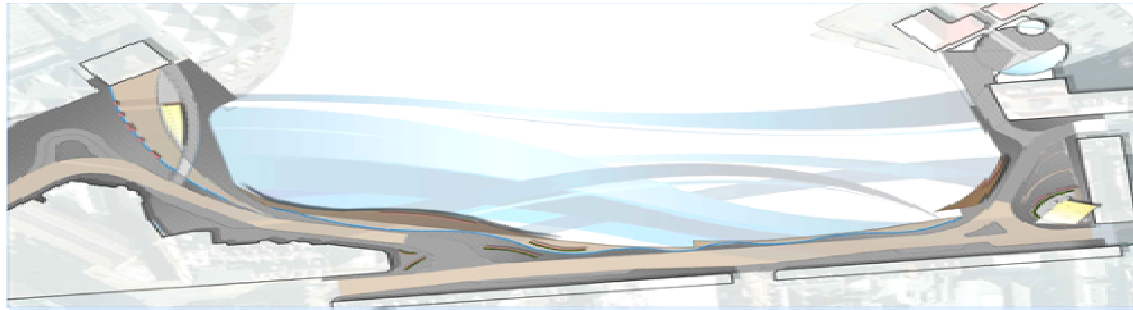
Welcoming area for tourists

New pier office

Secure locker facilities



Oban Public Realm Enhancing Oban Bay



Improving the public spaces in Stafford Street, parts of George Street, Queen's Park Place and Station Square.

Stafford Street - terraced spaces to sit; flexible events space with artwork and LED lighting.

Station Square - another events space; wider footpath;

flexible seating; ornamental planting and a new plinth for the clock tower.

George Street and Queen's Park Place - specially designed seating,

with planting and LED lighting; improved footpath;

refurbished railings.



Competitive Oban, Lorn and the Isles Success Measures 2014/15

Place (continued):

- Lorn Arc – project initiation document in place for Oban Airport Business Park; Kirk Road and looking to progress North Pier.
- Visionary workshop delivered and proposed study tours in 2015/16 with regard to developing Oban as a university town.

Competitive Oban, Lorn and the Isles Success Measures 2014/15

Sustainable Economic Assets - Renewable Energy:

- Renewable energy supply chain events – open to all businesses across Argyll and Bute.
- Scottish Islands Federation (SIF) conducting Energy Audits on Iona and Lismore as part of the SMILEGOV project. Delays with Luing and Mull but SIF is still supporting.

Sustainable Economic Assets – Tourism:

- Appointment of freelance Development Agents to provide capacity building support for O&L Tourism Association (OLTA) and Holiday Mull & Iona. Both organisations looking at new models and membership structures.
- Attendance at cruise ship conference in Barcelona in October 2014 provided a marketing focus for the whole of Argyll and Bute, including Oban.
- 16 cruise ship visits to Oban during 2014/15 with a total of 5,490 passengers. Aim to increase by 5% during 2015/16.
- Argyll Sea Kayak Trail completed (Arduaine and Ganavan launch points). Marketing materials produced.



Cruise Ships In Oban Bay

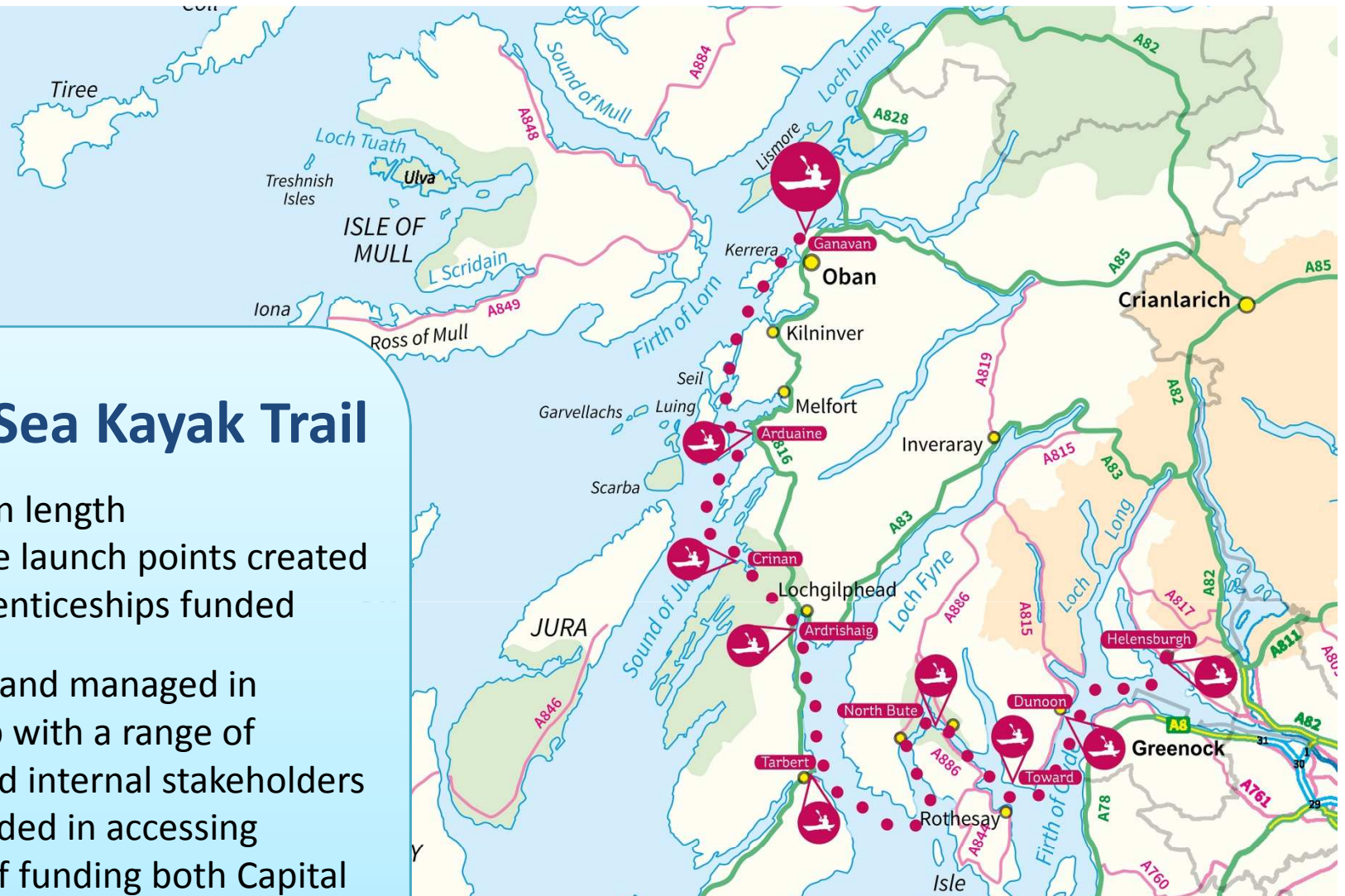




Argyll Sea Kayak Trail

130km in length
nine safe launch points created
10 apprenticeships funded

Developed and managed in partnership with a range of external and internal stakeholders and succeeded in accessing £500,000 of funding both Capital and Revenue, from coastal community fund and LEADER. The project continues until May 2015 and a further stage of development is planned.



Competitive Oban, Lorn and the Isles Success Measures 2014/15

Quality Food and Drink:

- Food and Drink growth grant secured by OLTA to develop the 'Seafood Capital of Scotland' branding for Oban (includes development of an Argyll wide food trail).
- National event in Oban in early November 2015 to celebrate 2015 as Scotland's Year of Food and Drink.
- Scottish Abattoir Programme, 2013-2015 – business mentoring, planning advice and capital support is progressing with a particular focus on chiller units on Mull. Support due to be concluded by end of May 2015.

Connected Oban, Lorn and the Isles Success Measures 2014/15

Digital Connectivity/Utilities:

- Superfast broadband - Oban, October 2014; Connel, Craignure, Ledaig, Dalmally, Taynuilt, Kilmelford and Balvicar – summer 2015
- Community Broadband Scotland – progressing Giga+ Argyll: Mull, Iona, Luing and Lismore.
- Mobile phone signal – progressing Vodafone Rural: Dunbeg, Connel, Luing, Seil, Easdal and Crossaig (Tiree).
- Grid improvements: Argyll wide study between the timber industry and SSE.
- Coll 4G mast installed and running with council revenue support.

Connected Oban, Lorn and the Isles Success Measures 2014/15

Road Transport Infrastructure:

- OLI Capital Roads Reconstruction Programme, 2014/15 presented to the Area Committee and the Roads Annual Status and Options Report presented to the ED&I Committee both align with the Roads Asset Management and Maintenance Strategy.
- Trunk Road Liaison meetings and meetings of the Argyll Timber Transport Group (ATTG) are attended regularly by Council officers.
- Kerrera community application to Coastal Community Fund for Kerrera road – not enough detailed evidence to advance with Stage 2 application.

Connected Oban, Lorn and the Isles Success Measures 2014/15

Road Transport Infrastructure (continued):

- HIE to undertake a study in relation to transport connectivity and the economy in Argyll and Bute. Key objectives:
 - assess the extent to which transport connectivity between Oban and Glasgow/Inverclyde area, has a real impact on businesses, service providers, and the potential for future economic growth. (Identifying problems)
 - consider the scope for major transformative investments in transport infrastructure to produce transformative economic impacts. (Identifying opportunities)

Connected Oban, Lorn and the Isles Success Measures 2014/15

Ferry Transport Infrastructure:

- Transfer of responsibility of Council operated ferry services ongoing.
- Continue to influence ferry operator with commuter needs from Mull.
- Iona ferry slip refurbishment on site (£1.4m).

Air Services Transport Infrastructure:

- Passenger figures for the third quarter 2014/15 were 780 - an increase of 12.8% when comparing with the same quarter in the previous year.
- For the full calendar year 2014 a total of 3,516 passengers were carried. This is an annual increase of 5.5% compared with 2013 when 3,334 passengers were carried.
- Pursuing start-up funding with various agencies for flights from Oban to Glasgow and Oban to Barra.

Connected Oban, Lorn and the Isles Success Measures 2014/15

Rail Transport Infrastructure:

- Six trains per day between Oban and Glasgow. Utilised by school pupils.

Cycling and Walking Transport Infrastructure:

- Oban to Fort William cycleway completed in Argyll section – land issues to be resolved in part of the Highland area to complete the route.

Ferry Fares:

- Introduction of RET: 44% reduction in passenger fares; 55% reduction in car fares. Mull and Iona will begin to benefit from fare reductions from October 2015.

Collaborative and Compelling Oban, Lorn and the Isles Success Measures 2014/15

Compelling Argyll and Bute Administrative Areas Study:

- Detailed study underway which has two overarching objectives:
 1. To undertake a detailed economic profiling and analysis of Argyll and Bute and each of the four sub-areas, with a particular focus on **skills development** issues.
 2. To develop '**compelling**' propositions/promotional action plans for Argyll and Bute and Oban, Lorn and the Isles in order to attract the economically active through the collation of the findings from desk-based research and primary research (to include input from local communities and employers).
- Study timescale extended to end of April 2015 to cover a focus on public sector employment as per outcome 1.8.2 of the SOA.

Next Steps

- Report back to the Area Committee on key issues such as the Compelling Argyll and Bute Administrative Area study.
- Organise a discrete half day workshops with the Area Committee and Area Community Planning Group to discuss actions to be included in the 2015/16 OLI EDAP.
- Area Committee to approve 2015/16 OLI EDAP.