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**Argyll and Bute Community Planning Partnership  
Management Committee  
17<sup>th</sup> June 2015**

**Compelling Argyll and Bute and its  
Administrative Areas**

# Current Economic Profile

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- 1 Implications of population changes
- 1 Employment structure
- 1 Business structure
- 1 Economic contribution
- 1 Skills profile

# What business think of Argyll and Bute

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- 1 Strong +ve but some key constraints
- 1 Company scale and performance
- 1 Weaknesses in IT; skills; property; costs
- 1 Skills shortages in some sectors
- 1 Weak education/ business links
- 1 Low levels of higher level recruitment
- 1 Optimistic but low ambition
- 1 What young people think

# Nature and Scope of Challenge

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- 1 Employment and skills are key issue
- 1 Argyll and Bute punching below weight
- 1 Strategic rebalancing
- 1 Clear strengths and opportunities
- 1 Spatial/place issues
- 1 Marketing and promotion