

**Argyll and Bute Council**  
Comhairle Earra Ghaidheal agus Bhoid

Customer Services  
Executive Director: Douglas Hendry



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18 August 2010

## NOTICE OF MEETING

A meeting of the **ECONOMY THEMATIC CPP GROUP** will be held in the **COUNCIL CHAMBER, KILMORY, LOCHGILPHEAD** on **WEDNESDAY, 25 AUGUST 2010** at **1:30 PM**, which you are requested to attend.

Douglas Hendry  
Executive Director - Customer Services

## BUSINESS

1. **APOLOGIES FOR ABSENCE**
2. **DECLARATIONS OF INTEREST (IF ANY)**
3. **MINUTES**  
Economy Thematic CPP Group 8 June 2010 (Pages 1 - 6)
4. **PRESENTATION BY MICHAEL LE VACK, CHIEF EXECUTIVE, SCOTTISH BUILDING FEDERATION**
5. **ECONOMY THEMATIC CPP GROUP SCORECARD**  
Discussion on progress with actions (Pages 7 - 8)
6. **PARTNER UPDATES ON ACTIONS LINKED TO DELIVERY OF SCORECARD/COMMUNITY PLAN**
7. **PRINCIPLES OF REPRESENTATION AT CPP**  
Report by Community Planning Manager (Pages 9 - 10)
8. **REPORTING TO MANAGEMENT COMMITTEE**  
Verbal update from Area Customer Services Manager
9. **PARTNERSHIP AGREEMENT FOR ECONOMY THEMATIC CPP GROUP**  
Joint report by Area Customer Services Manager, Community Planning Manager and Economic Development Manager (Pages 11 - 30)

**10. TOURISM IN ARGYLL AND BUTE**

Report by Regional Director, Visit Scotland (Pages 31 - 34)

**11. FUTURE WORK PROGRAMME(Pages 35 - 40)**

**ECONOMY THEMATIC CPP GROUP**

John Binning, SPT	Ishabel Bremner, ABC
David Cannon, Cal Mac	Allan Comrie, SPT
Douglas Cowan, HIE (Thematic Lead)	Councillor Robin Currie, ABC
Mike Geraghty, SEN	Councillor Alister MacAlister, ABC
David Adams McGilp, Visit Scotland	Jane MacLeod, Mid Argyll Chamber of Commerce
Councillor Donald MacMillan, ABC	Councillor Alex McNaughton, ABC
Councillor Ellen Morton, ABC	Councillor Andrew Nisbet, ABC
Robert Pollock, ABC	Councillor Elaine Robertson, ABC
Councillor Ron Simon, ABC (Chair)	RSL Rep
Anthony Standing, Skills Development Scotland (SDS)	
Frances Webster, SDS	

David Clements, ABC	Shirley MacLeod, ABC
Eileen Wilson, CPP	

Contact: Fiona McCallum Tel: 01546 604406

**MINUTES of MEETING of ECONOMY THEMATIC CPP GROUP held in the COUNCIL CHAMBER, KILMORY, LOCHGILPHEAD on TUESDAY, 8 JUNE 2010**

**Present:** Councillor Ron Simon, Argyll and Bute Council (Chair)

Douglas Cowan, CPP Thematic Lead, HIE,  
Councillor Robin Currie Argyll and Bute Council  
Councillor Alister MacAlister, Argyll and Bute Council  
Councillor Alex McNaughton, Argyll and Bute Council  
Councillor Ellen Morton, Argyll and Bute Council  
Councillor Andrew Nisbet, Argyll and Bute Council  
Councillor Elaine Robertson, Argyll and Bute Council  
Frances Webster, Skills Development Scotland  
David Cannon, Caledonian MacBrayne  
Sue Gledhill, HIE

**Attending:** Shirley MacLeod, Area Customer Services Manager, Argyll and Bute Council  
Ishabel Bremner, Economic Development Manager, Argyll and Bute Council  
David Clements, Performance Manager, Argyll and Bute Council  
Stuart Green, Planning Development Officer, Argyll and Bute Council  
Provost William Petrie  
Eileen Wilson, Community Planning Manager  
David Adams McGilp, Regional Director, Visit Scotland

**1. APOLOGIES FOR ABSENCE**

Apologies for absence were intimated from Robert Pollock, Argyll and Bute Council, Mike Geraghty, Argyll and Bute Social Enterprise Network and Anthony Standing, Skills Development Scotland.

**2. DECLARATIONS OF INTEREST**

None declared.

**3. MINUTES**

The Minutes of the Economy Thematic CPP Group meeting held on 24 February 2010 were approved as a correct record.

**4. PERFORMANCE MANAGEMENT**

The contents of the Economy Thematic CPP Group Scorecard on the Council's Performance Management System, Pyramid, was considered.

**Decision**

1. Noted the contents of the Scorecard and the concerns raised about how the information is presented which the Councillors would bring to Officers' attention at the seminar on performance management being held on 22 June 2010; and
2. Agreed that there was a need to focus on issues the Group could address and issues that were of importance to all Partners.

(Reference: Report by Performance Manager, submitted)

## **5. TOURISM**

### **(a) PRESENTATION BY DAVID ADAMS MCGILP, VISIT SCOTLAND**

The Group welcomed David Adams McGilp, Regional Director, Visit Scotland to the meeting to give a presentation outlining Visit Scotland's National Priorities, what tourism support Argyll and Bute receives from Visit Scotland, Visit Scotland's Quality Assurance Scheme and Destination Management Organisations.

David also responded to a number of questions arising from his presentation.

#### **Decision**

1. Noted that David would raise with Jim Mather MSP the possibility of the Scottish Government making it mandatory for all accommodation providers to be members of a quality assurance scheme;
2. Noted that David would prepare a report for the next meeting on what the funding provided to Visit Scotland from Argyll and Bute Council is spent on and where in terms of the Service Level Agreement;
3. Noted that David would liaise with David Clements to enable performance indicators for Visit Scotland to be included on the Economy Thematic CPP Group Scorecard;
4. Agreed that Visit Scotland should be a Partner on the Economy Thematic CPP Group and that David be invited to future meetings;
5. Agreed that David would give a presentation to a future meeting on Destination Management Organisations; and
6. Agreed that a presentation on Business Improvement Districts be arranged for a future meeting.

**(b) PRESENTATION BY FRANCES WEBSTER ON SKILLS DEVELOPMENT SCOTLAND'S INPUT TO TOURISM**

Frances Webster gave a presentation to the Group on Skills Development Scotland (SDS) and its support to the Tourism Sector including local activities in Argyll and Bute and its focus for 2010/11. Frances also responded to a number of questions arising from her presentation.

**Decision**

1. Noted the contents of the presentation; and
2. Noted that Frances would arrange for an Officer from SDS to liaise with David Clements to enable performance indicators for SDS to be included on the Economy Thematic CPP Group Scorecard.

**6. UPDATE ON COMMUNITY PLAN/PARTNER UPDATES**

Partners provided information on work currently being undertaken in respect of the Economy Community Plan Actions.

Highland and Islands Enterprise

Operating Plan – Douglas Cowan confirmed that HIE had recently formally agreed their operating plan with the Scottish Government and were now in the process of finalising their priorities and budget for the coming year.

Business Climate – Douglas reported that the business climate had, to some degree, improved in recent months, however, there were still some challenges in respect of high unemployment and referred to the recent closure of the Rothesay Creamery. Douglas advised that HIE were beginning to see businesses making investments at a higher rate than in previous years.

Renewables – Douglas referred to a recent meeting he had with the Director of the National Grid and a wind energy supply event held recently. Councillor Currie raised his concerns about the impact of renewables on island communities and Douglas confirmed that work was ongoing to look at funding for local engagement on Islay and Tiree.

Business Gateway

Ishabel Bremner tabled a report advising that Argyll and Bute Business Gateway was approaching its first anniversary in July 2010 and had a successful first year establishing the service. The report presented the results for 2009/2010, some recent developments and future plans. Ishabel also confirmed that future reports would include information in respect of the Helensburgh and Lomond area.

Caledonian MacBrayne (Cal Mac)

Ticketing Arrangements - Following a request at the last meeting, David Cannon provided the Group with information on Cal Mac's ticketing arrangements.

Dunoon – Gourock Ferry Route - David advised that Cal Mac were currently awaiting their invitation to tender for the Dunoon – Gourock ferry route in which they were one of 4 companies identified as preferred bidders. At Councillor MacAlister's request, David agreed to raise with Cal Mac the issue about whether or not they would revise their policy of customers having to buy separate multiple journey ticket books for each vehicle they use if their tender for the Dunoon – Gourock route was successful.

Review of Ferry Services - David advised that Cal Mac were still awaiting an announcement on the outcome of the Review of Ferry Services and that he expected this to be imminent.

Tourism – David referred to a request for Cal Mac to advise on Cal Mac's links with Tourism and confirmed that tourism was not part of his remit. He advised that Cal Mac's Marketing Manager, Susan Paterson, had been unable to attend today but would be happy to come to a future meeting of the Group to give a presentation on this subject.

Chief Executive – David advised that Archie Robertson had recently been appointed as the new Chief Executive for Cal Mac's Parent Company, David MacBrayne.

### **Decision**

Noted the updates provided by Partners.

(Reference: Report by Economic Development Manager, tabled)

## **7. PARTNER ACCESS TO PYRAMID**

Consideration was given to a report which advised of a proposed pilot to be undertaken by IT to provide access to Pyramid to 3 individuals from the Community Health Partnership.

### **Decision**

1. Agreed the terms of the report and that an update on progress would be presented to the Group in due course; and
2. Noted the Group's concern that no timescale was fixed to roll out access to Pyramid for all Partners and that this was preventing the Group fulfilling its role of scrutinising the Community Plan.

(Reference: Report by Head of Customer and Support Services, submitted)

**8. PRINCIPLES OF REPRESENTATION AT CPP**

It was agreed to continue consideration of this item to the next meeting of the Group on 25 August 2010.

**9. REPORTING TO MANAGEMENT COMMITTEE**

It was agreed to continue consideration of this item to the next meeting of the Group on 25 August 2010.

**10. INTEGRATION OF PARTNERSHIPS**

It was agreed to continue consideration of this item to the next meeting of the Group on 25 August 2010.

**11. FUTURE WORK PROGRAMME**

The current work programme for the Group was noted.

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**Argyll and Bute Community Planning  
Partnership**



**Economy Thematic Group  
24 August 2010**

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**Thematic Group Scorecard**

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## **SCORECARDS**

The Community Planning Partnership's Economy Thematic Group has identified a number of areas of special interest, as well as the Single Outcome Agreement (SOA) and Community Plan.

Progress of these interests and plans is monitored in Pyramid using the Economy Thematic Scorecard. As special interests evolve, additional Scorecards or new performance indicators can be created.

The Scorecard is attached.

For further information, please contact:

David Clements  
Performance Manager

E-mail [david.clements@argyll-bute.gov.uk](mailto:david.clements@argyll-bute.gov.uk)

Telephone 01546 60 4205

Business Gateway	Target	Actual	Status Trend
Business start ups supported A&B	18	29	<span style="color: green;">G</span>
Business Start Ups H&L	14	19	<span style="color: green;">G</span> ↓
Number of Events/Meet Business Advisor Achieved	19	29	↓

Economic Development Action Plan	Actions due	On track	Status Trend
Business Gateway	1	1	<span style="color: green;">G</span> ↑
Start-up and Growth Programme	3	1	<span style="color: green;">G</span>
CHORD	1	1	<span style="color: green;">G</span> ⇒
Rural and Islands	4	3	<span style="color: green;">G</span>
LL&T National Park			
Dunstaffnage			
Renewable Energy	3	2	<span style="color: green;">G</span>
Sustainable Economic Assets: Tourism			
Sustainable Economic Assets: Food and Drink	1	1	<span style="color: green;">G</span>
Sustainable Economic Assets: Forestry			
Infrastructure: Road, Sea/Ferry, Air & Rail Transport	1	1	<span style="color: green;">G</span> ⇒
Connectivity: Grid	1	1	<span style="color: green;">G</span>
Road Safety			
Scottish Rural Development Programme	1	1	<span style="color: green;">G</span>
European Policies			
European Funding			
Employability			
Profile			
Social Enterprise and Community Driven			

Renewable Energy Action Plan	Actions due	On track	Status Trend

Economy Scorecard	Jul 10		
<b>Corporate Plan</b>	Actions due	On track	Status Trend
ABC07 - Transport/Improving access	2	1	<span style="color: green;">G</span> ⇒
ABC08 - Waterfronts and TCs	41	22	<span style="color: green;">G</span> ↑
ABC09 - Supporting growing businesses	2	1	<span style="color: green;">G</span> ⇒
Council Thematic Risks	<b>R</b> = 0	<b>A</b> = 3	<b>G</b> = 2
Risk - % exposure	FQ3 09/10 36.80 %	FQ4 09/10 28.80 %	↑
<b>Transport Strategy</b>	Target	Actual	Status Trend
% Increase using Council subsidised Bus Services	3.00 %	3.99 %	<span style="color: green;">G</span> ↑
Annual % Increase using Community Transport Schemes	0.50 %	13.24 %	<span style="color: green;">G</span> ↑
Transportation External Funding - % of Planned Income Achieved	80.00 %	120.00 %	<span style="color: green;">G</span> ⇒
Road Casualties		Green	<span style="color: green;">G</span> ↑
ABC07aA1 - Implement LTS action plan		On track	<span style="color: green;">G</span> ⇒
ABC07aM1 - Schemes on A816		Concerns, being addressed	<span style="color: red;">R</span> ⇒
ABC07aM2 - Schemes on A818		Critical	<span style="color: red;">R</span> ⇒
ABC07aM6 - Other schemes		Concerns, being addressed	<span style="color: red;">R</span> ⇒
Oban Development Road		Concerns, being addressed	<span style="color: red;">R</span> ⇒
<b>Economic Development Action Plan</b>	Actions due	On track	Status Trend
EDAP Theme - Competitive A&B			
EDAP Theme - Connected A&B	3	2	<span style="color: green;">G</span>
EDAP Theme - Collaborative A&B			
EDAP Risks	<b>R</b> = 0	<b>A</b> = 4	<b>G</b> = 1
Risk - % exposure	FQ1 10/11 34.40 %	FQ2 10/11 34.40 %	⇒

National Outcomes (SOA)	Actions due	On track	Status Trend
01 We live in a Scotland, attractive for business			<span style="color: red;">X</span> ↓
02 Economic potential, better employment opportunities	41	20	<span style="color: red;">X</span> ↓
03 We are better educated and skilled			<span style="color: red;">X</span> ⇒
Community Plan - Economy	Outcomes	Total No	On track
		5	3
SOA Economy Outcomes	Outcomes	Total No	On track
		107	56
Community Engagement	Outcomes	Total No	On track
		12	10
Economic Development Action Plan	Outcomes	Total No	On track
		55	29
Corporate Plan Outcomes	Outcomes	Total No	On track
		45	23

**Economy Theme - HOT TOPICS**

**KPIs UPDATE:**

The KPIs for the Local transport strategy have been added today. These could be considered at the next PPG meeting. [DC 10-Feb-10]

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This section will be used to alert people to current or up-coming topics of immediate importance to members of the PPG or others interested in Economic Development.

Please let me know what you want to see here...thank you.  
David Clements (Ext 4205)



## Principles of Representation at CPP

This document is for all CPP partners, whether representing or being represented, at all levels within the CPP structure. It may also be of interest to other stakeholders.

The CPP Partnership Agreement was adopted in May 2009. Under the new structure partner organisations are regularly required to represent each other at Management Committee, Thematic Partnerships, Local Community Planning level and at other strategic partnerships.

In order for this to work partners must be confident that they are fully informed of any discussions taking place and are able to feed into any debate. It is essential that information flows in both directions.

### **If you are involved in Community Planning, at any level, you must demonstrate representation and ensure accountability:-**

Clear lines of **accountability** allow representatives to speak with real authority. This does not mean that all decisions are subject to a consensus, at times a representative will have to present diverse, sometimes conflicting, views. Representatives should be prepared and able to explain decisions and actions.

### **Partners in a representation role should:-**

- put into place reporting mechanisms that support the flow of information without creating unnecessary burdens;
- make arrangements that enable all partners to participate as fully as possible;
- ensure there is clarity about when one partner has a clear mandate to represent and when they do not.
- be clear about who they are representing

### **Other key principles of representation**

- **Equality** – place equality, diversity and inclusiveness at the core of what they do
- **Leadership** – representatives will need to think and act strategically
- **Openness** – be as open as possible in all dealings and relationships
- **Purpose** – be clear about objectives and contributions – supporting them with a strong evidence base
- **Sustainability** – ensuring the continuation of the collective voice
- **Values** – identify and build on the values of community planning

It is not intended to prescribe how partners should organise themselves. However, a guiding set of principles should help partners develop arrangements that strengthen their representation, widen participation and

ensure transparency for other organisations taking part in events and meetings at which the representative is present.

### **Annual Review 2009/10**

As part of the Annual review we will be asking partners to demonstrate

- how they are ensuring information flows within and between organisations
- that arrangements are in place to ensure that they are represented as appropriate in the CPP structure and associated strategic partnerships
- what they do to promote community planning

For further information contact: Eileen Wilson  
Community Planning Manager  
[Eileen.wilson@argyll-bute.gov.uk](mailto:Eileen.wilson@argyll-bute.gov.uk)

Telephone 01436 658726

# **Argyll and Bute Community Planning Partnership**

## **Economy Thematic Group**

(Agreed by the Economy Thematic Group on **\*\*/\*\*/\*\*\*\***)

## 1. Introduction

- 1.1 This Partnership Agreement forms part of the Governance and Accountability Framework for the Argyll and Bute Community Planning Partnership. The Agreement is not a legal document but sets out a set of principles and working arrangements to which members of the CPP Economy Thematic Group are committed. The Partnership Agreement is intended to take effect from **\*\*/\*\*/\*\*\*\*** and to further strengthen partnership working in Argyll and Bute.
- 1.2 The CPP Economy Thematic Group is referred to as the Economy TG throughout this document and encompasses the groups contained within the governance structure, namely: **list partners**. The Economy TG is underpinned by a broader network of stakeholder groups, including the contribution of all CPP partner organisations and communities that feed into the main community planning structure. The Economy TG is also linked with the Local Area Community Planning Groups that will further progress the delivery of services and engagement of communities across Argyll and Bute.

## 2. Purpose of Economy Thematic Group

- 2.1 Argyll and Bute Community Planning Partnership was set up in 2001 to coordinate the delivery of services and other activities in Argyll and Bute to improve the quality of life and physical environment for residents and visitors to the area. The purpose of the Economy TG is to coordinate the activities of the Partnership to ensure that the action plan agreed by the Full Partnership is delivered.
- 2.2 The ambition of the Economy TG is to create employment and prosperity by developing competitive and successful businesses, sustainable economic assets and vibrant towns that are centres of economic activity  
*(Argyll and Bute Community Plan 2009-2013)*
- 2.3 Argyll and Bute Community Plan, Action Plan 2009-2013
- CPP/CP01 – Competitive and successful businesses
- Provide advice and support to assist business to grow
  - Target support for businesses with the greatest potential for growth
- CPP/CP02 – Sustainable economic assets
- Maximise economic benefits from renewable energy sector
  - Assist in the development of the marine science sector
- CPP/CP03 – Vibrant towns that are centres of economic activity
- CHORD projects

## 3. Governance arrangements for Economy TG

- 3.1 The Economy TG has been established to meet the requirements of the Argyll and Bute Community Plan and SOA.
- 3.2 The Economy TG is a sub-group of the Argyll and Bute Community Planning Partnership and is currently referred to as the Economy Thematic Group within the Council's strategic partnership arrangements. The Economy TG will ensure it delivers all requirements as a thematic group of the Argyll and Bute Community Planning Partnership in terms of delivery against Argyll and Bute Community Plan, the SOA, performance management requirements, including risk assessment, national indicators and maintenance of effective links with other Community Planning Partnership thematic groups (Environment TG, Social AffairsTG).
- 3.4 A summary of the roles, responsibilities, accountabilities and membership of the component parts of the governance structure is attached to the Agreement as an appendix. (appendix 1...CPP Partnership agreement?)

#### **4. Leadership**

- 4.1 The Local Government of Scotland Act 2003 requires local authorities to take the lead in arrangements for community planning. The Act means all local authority areas have to have a 'Community Planning Partnership'. Councils have a statutory obligation to lead the Partnership: In Argyll and Bute Argyll and Bute along with NHS Highland, Strathclyde Police, Strathclyde Fire and Rescue Highlands and Island Enterprise/Scottish Enterprise/Skills Development Scotland and SPT have a statutory obligation to participate in the Partnership:
- 4.2 In Argyll and Bute other agencies and organisations are committed to the Community Planning process and co-operate to improve outcomes for everyone living and working in Argyll and Bute:

- Argyll Voluntary Action
- Islay and Jura CVS
- Bute Community Links
- Association of Argyll and Bute Community Councils
- Argyll and Bute Social Enterprise Network
- Fyne Homes
- Argyll Community Housing Association
- West Highland Housing Association
- Dunbritton Housing Association
- Scottish Government Housing and regeneration
- Scottish Government Rural Payments and Inspection
- HiTrans
- Cal Mac (CMAL)
- Scottish Environmental Protection Agency
- Scottish Natural Heritage
- Crofters Commission
- Loch Lomond and the Trossachs national Park

- Scottish Water
- M.O.D.
- Job Centre +

In addition, other stakeholder interests can be represented on the Economy TG, by agreement.

- 4.3 In Argyll and Bute, the Elected Member for the Council's Policy and Performance Group (PPG) has been appointed as chair and carries the political accountability for ensuring the Economy TG fulfils its responsibilities. A Lead Officer has been appointed to ensure that CPP arrangements are consulted, established, monitored and changed in order to meet the requirements of the CPP.

## **5. Accountability of partner organisations and agencies and Performance Management**

- 5.1 Each partner organisation and agency represented in the governance arrangements retains their own existing lines of accountability and management control. However, all partners are together responsible for delivering the priorities defined and agreed in the Community Plan and SOA.
- 5.2 Partner organisations and agencies agree to share and review information and intelligence to support robust needs assessment and performance management arrangements within an agreed framework and cycle of monitoring and review at both an Argyll and Bute wide and local level to support the delivery of the Community Plan and SOA. On the basis of performance monitoring, the Economy TG agree actions to address areas of required improvement. The governance arrangements allow the CPP Sub-groups, the CPP Management Committee and ultimately the Full Partnership to monitor the impact of partnership working and will ensure that monitoring arrangements to review actions in the Community Plan and SOA are in place with a focus on outcome and impact.
- 5.3 Relationship with and responsibility of Core Partners and Strategic Partnerships

### **Argyll and Bute Council**

#### **CPP-CP01**

- Number of start ups assisted – 135pa
- Existing Businesses assisted – 200+pa

#### **CPP-CP02**

- Provision of infrastructure to facilitate growth of renewable opportunities in Kintyre
- Agreement of Renewable Action Plan for Argyll and Bute to promote economic development

#### **CPP-CP03**

- Approval of Full Business Case for CHORD projects

### **HIE**

#### **CPP-CP01**



- Number of account managed businesses (HIE1b) – 80
- Number of agreed growth plans (HIE1a) – 30

CPP-CP02

- Expansion of Welcon wind turbine manufacturing plant and associated employment growth
- Design and Development of marine science park at Dunstaffnage
- Development of UHI campus at Dunstaffnage and associated sustainable growth of SAMS – extend teaching facilities and research capacity
- Business growth/attraction of new businesses at Dunstaffnage

**Strategic Housing and Communities Forum**

CPP-CP02

- Provision of housing and business developments at Dunbeg corridor to support growth of marine science sector, growth of Oban, provision of housing and business and community property

5.4 In accordance with the principles of Community Planning, the Economy TG is committed to effective community involvement and this will include both direct dialogue between core members and their relevant communities, boards and service users, as well as regular consultation with individual citizens and community representatives (via, for example, the Citizen's Panel and the Association of Argyll and Bute Community Councils)

5.5 Formal performance and risk reporting will be as follows:

- The Economy TG will report to the Argyll and Bute Community Planning Partnership Management Committee on a 2 monthly basis.
- The Economy TG will report to the Argyll and Bute Community Planning Partnership Full Partnership on a 4 monthly basis.

(The performance reports will include feedback from stakeholders and be locality specific where appropriate)

Partner organisations should use the performance reports to inform their own governance arrangements of progress with Economy TG arrangements in Argyll and Bute.

5.6 All members of the Economy TG will ensure that the statutory duties to promote equality and diversity are met through all the functions of TG, for example, in service planning, commissioning and delivery, consultation and procurement. In addition the Economy TG will have due regard to the statutory guidance prohibiting discrimination on the basis of race, gender, sexual orientation, age, religion and belief, pregnancy and maternity and gender reassignment.

**6. Statement of values and declaration of interest**

6.1 In relation to a possible conflict of interest all Economy TG members must declare any organisational or personal prejudicial interest and not be part of discussion and/or decision making on the service area concerned. This would not normally include interests of a strategic or general professional nature that would contribute to and enrich partnership work. In a situation where there could be a possible conflict of interest members of the TG would be expected to leave the meeting for that item. The rule is, ‘when in doubt declare openly and leave immediately’.

**7. Membership of the Economy TG**

7.1 Membership criteria - representatives must have a strategic role within their organisation/agency, and be of sufficient seniority to enable them to:

- Speak for their agency with authority;
- Commit their agency on service development and practice matters;
- Influence the development of their agency’s practices;
- Ensure that the CPP is represented in agency decision-making regarding resources; and
- Contribute to the development of robust and effective monitoring and performance functions.

7.2 Economy TG Membership

	Core
	Co-optee
	Non Core
	In attendance
Corporate Services Manager	In attendance
CPP Partnership Manager	In attendance
	Observer

*Core Members* are those identified by the CPP management Committee as \*\*\*\*\*

*Non Core Members* are those organisations who have been invited to be members of the Economy TG. However, non core members enjoy the same level of responsibility and accountability.

Co-optee status is reserved for the agreement by the group.

In attendance indicates those representatives, mainly local authority officers, who undertake leadership roles within the governance structure and/or are sitting in an advisory capacity.

7.3 Duties of Members

- Members must attend regularly and if they are unable to attend must ensure that a deputy, with the power to act and report on behalf of their agency/organisation/group, attends on their behalf.
- Ensure information is fed back to the representative agency or sector.
- Act as a contact point for members of their agency/organisation/group.
- Be committed to equality of opportunity and diversity.
- Display consistency and honesty in achieving consensus through debate.
- Respect the views of other members.
- Respect confidential information.
- Remain focused and strategic.
- Be participative, inclusive and accessible.
- Be prepared to learn from others and good practice elsewhere.

#### 7.4 Voting

Voting on an issue as a way of making a decision should be an exception and not the rule in terms of the function of the Economy TG. Voting should also be understood in the context of the Council's statutory function in discharging local political and democratic accountability. However, if a vote is required, Core and Non Core Members of the Economy TG have a vote. Where there is more than one representative from a specific partner it is the organisation that has the one vote and not the number of representatives. In a situation where the vote is tied the Chair has the casting vote.

### 8. Meeting Arrangements

8.1 The Economy TG will meet 4 times per annum or more frequently if required.

8.2 The positions of Chair and Vice Chair will initially be held by the Elected Member responsible for chairing the associated PPG.

8.3 Housekeeping:

- Papers are to be sent out to TG members at least 7 working days before meeting to allow informed discussion.
- Papers to be tabled only when necessary to avoid members being overloaded with information.
- Copies of minutes, agendas and all relevant papers to be available on Modern.gov, within 7 working days.

#### 8.3 Quorum

The Economy TG will be quorate if the Chair is present together with ? of the core and non-core representatives.

### 9. Review of the Partnership Agreement

9.1 This Economy TG Partnership Agreement, will be subject to an annual review to ensure that it continues to be fit for purpose. The Agreement is also

subject to interim amendment to take account of legislative changes and/or any other significant changes that may affect the composition of the TG. The Economy TG will publish an annual report as part of the annual refresh of the Argyll and Bute Community Plan and SOA.



## Constitution and Partnership Agreement

### 1 INTRODUCTION

- 1.1. Effective community partnership working is essential if we are to deliver local outcomes within the new national framework. This document enables us, as a partnership, to demonstrate our commitment to the continuous improvement and effective delivery of Community Planning in Argyll and Bute.
- 1.2. The need to demonstrate how partners work together to achieve common outcomes places a responsibility on partners to effectively integrate their different contributions and deliver a multi-agency approach to planning improved service delivery. We also need to demonstrate that communities are effectively engaged in the community planning process – that they are influencing how services are planned and delivered.
- 1.3. The Local Government in Scotland Act (2003) places a statutory duty on Councils to lead and facilitate Community Planning. There is also a corresponding duty on a range of partners to participate locally.
- 1.4. Argyll and Bute Council is required to ensure financial accountability as the recipient of grants and other community planning funding streams.

### 2 COMMUNITY PLANNING IN ARGYLL AND BUTE

- 2.1. The Argyll and Bute Community Plan is acknowledged as the guiding document for strategic planning by all partners. The Plan sets out the vision for Argyll and Bute to be the Leading Rural Area.
- 2.2. Community Planning partners have also developed the Argyll and Bute Single Outcome Agreement (SOA). The SOA details short and medium term outcomes that the partners will deliver to enable progress towards the longer term vision set out in the Community Plan.
- 2.3. The Single Outcome Agreement is *“the means by which CPPs agree their strategic priorities for their local area and express those priorities as outcomes to be delivered by the partners, either individually or jointly, while showing how those outcomes should contribute to the Scottish Government’s relevant National Outcomes.”* (SOA Guidance for CPPs, IS 2008)
- 2.4. SOA and community plan outcomes will be:

- Directed towards the achievement of the Leading Rural Area vision (detailed below)
- evidence based
- specific, measurable and costed to enable effective performance management
- risk based
- ensure that equalities and sustainability objectives are fully integrated in all plans

## **Argyll and Bute: Leading Rural Area**

### **Vibrant Communities**

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- safe supportive communities with positive culture and sense of pride in the area
- well balanced demographically with young people choosing to stay or move to the area
- vibrant local economy that is based on core attributes of the area, flexible and open to new opportunities
- well connected economically and socially
- a sense of history with a view to the future
- housing that is appropriate and affordable with local people able to participate in the housing market
- high quality public services and leisure/community facilities that attract people to settle in Argyll and Bute

### **Outstanding Environment**

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- high quality environment that is valued, recognised and protected
- the environment is respected as a valued asset that can provide sustainable opportunities for business
- a high quality image and identity that is recognised and appreciated globally
- an area that is accessible, yet retains its remote character

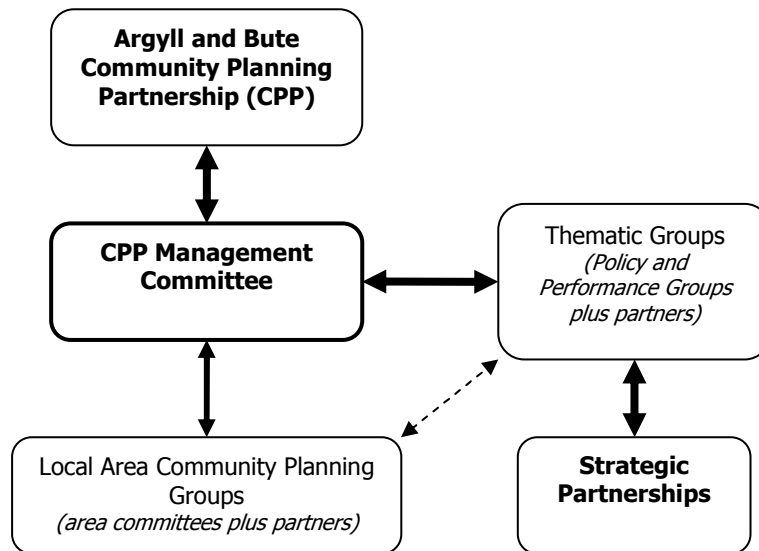
### **Forward Looking**

---

- communities that are culturally rich with a desire to excel
- proactive communities where local people and organisations look for and create opportunities
- dynamic public sector with more delivery of high quality 'professional' services from Argyll and Bute
- partnership working across all sectors to coordinate developments, promote Argyll and Bute and remove constraints
- communities that encourage lifelong learning

### 3 DECISION MAKING STRUCTURES

3.1. The high level CPP structure is detailed below.



3.2. Key parts of the structure operate as follows:

- **Full partnership** - Comprises representatives of organisations at strategic level. The Full Partnership gives all CPP partners an opportunity to participate in influencing the strategic direction of the partnership.
- **Management Committee** - Comprises representatives at senior officer level from core partner organisations. The Management Committee is the operational group driving forward the implementation of the Community Plan and the Single Outcome Agreement. The committee is also responsible for the monitoring and evaluation of CPP processes, the SOA and other strategic partnerships.
- **Thematic Groups** (Policy and Performance Groups plus CPP partners) To monitor and review achievement of key outcomes in the Community Plan within the thematic areas noted below by ensuring appropriate performance measures are in place. To support and encourage effective collaboration and coordination between and within public, voluntary and community organisations operating in Argyll and Bute within the relevant thematic area. To give effect to the Community Engagement Strategy at a thematic level.
- **Local Area Community Planning Groups** (Area Committees plus CPP partners) – To develop and maintain Local Area Community Plans within Community Plan outcomes. To monitor and review achievement of the local delivery of key outcomes identified in the Community Plan by ensuring appropriate performance measures are in place. To support, and encourage effective collaboration and co-ordination between and within community based organisations operating in the local area. To give effect to the Community Engagement Strategy at a local level. We will encourage involvement by people from hard to reach and seldom heard groups, including people with disabilities, different ethnic backgrounds, different genders, beliefs and sexual orientations.
- **Strategic partnerships** – Comprising relevant stakeholders, this small number of partnerships are focused on the key strategic issues for the area. Their remit is strongly focused on the outcomes in the Single Outcome Agreement

- 3.3. Further details of these groups in terms of membership, terms of reference and meeting arrangements are detailed in the appendix.
- 3.4. These groups are complemented by **Time Limited Groups** comprising relevant CPP partners with a designated lead. Time limited working groups are formed to address specific issues and make recommendations to the Management Committee or other strategic partnership.
- 3.5. **Conference** – An annual Community Planning conference enables all partners to participate in an information sharing and consultation event. The conference brings community representatives, young people, hard to reach groups and CPP partners together to share good practice and influence the direction of community planning in Argyll and Bute.

#### **4 ENGAGING THE COMMUNITY**

- 4.1. The Argyll and Bute CPP has developed a Community Engagement Strategy to engage with stakeholders. Performance will be monitored by the Management Committee.
- 4.2. All partnerships at all levels are responsible for ensuring that they conduct engagement activities in line with National Standards for Community Engagement.
- 4.3. The Community Engagement Action Plan outlines the activities supported through the CPP
- 4.4. Communications are managed as a subset of actions within the Community Planning Action Plan. Activities will be coordinated by the Council's Communications Team through regular liaison with the managers responsible for communications in each of the partner organisations.

#### **5 PLANNING AND PERFORMANCE MANAGEMENT FRAMEWORK**

- 5.1. High level aims within the Community Plan are translated into priorities which influence the corporate plans of the CPP partners. Relevant partner and community planning priorities will form the main content of the Single Outcome Agreement (SOA).
- 5.2. Performance against the Community Plan and SOA will be appraised by each partner monitoring its own performance with details on key success measures shared to enable effective overview of performance. The performance overview will be reported using performance scorecards compiled by the Council on behalf of the CPP and monitored by the Management Committee, thematic groups and local area planning groups.
- 5.3. Different tiers of the Community Planning Partnership will receive performance reports as follows:
  - Management Committee: will monitor all outcomes/actions within the Community Plan. The committee will also monitor the outcomes in the SOA relevant to Community Planning Partners.



- Thematic Groups: will agree a relevant performance scorecard to provide information to CPP Partners and service users. The scorecard will focus on thematic priorities based on national and local outcomes detailed in the community plan and SOA.
- Local Area Community Planning Groups: will agree a relevant performance scorecard to provide information to CPP Partners and service users. The scorecard will focus on local priorities of interest to the area or communities within the area.

5.4. Each level of the CPP will agree performance reporting arrangements using the template below:

<b>Stakeholders</b>	Identification of key stakeholders drawing from formal Community Planning partners; linked partnerships; service users; and communities (geographic and of interest)
<b>Structure</b>	Detail of how the partnership or group relates to the overall CPP structure ensuring links are clear for those who are expected to contribute to the partnership/group and the links where the partnership contributes – e.g. a thematic group will detail which strategic partnership contribute and indicate that it reports to the Management Committee
<b>Vision</b>	This is the main vision to which the partnership contributes – this will either be the overall leading rural area vision or elements of that vision relevant to the partnership
<b>Plan and priorities</b>	The key plans priorities and outcomes relevant to the partnership/group
<b>Translates downwards:</b>	Details which partnerships, partners and plans that are influenced by the key plans and priorities of the partnership/group
<b>Type of report</b>	Performance scorecard or other reporting arrangement
<b>Measurements</b>	The key success measures that will be monitored to ensure that the relevant outcomes are achieved
<b>Report to</b>	Detail of the partnership or group responsible for overseeing the performance of the group
<b>Scorecard themes</b>	These are the high level elements within the performance scorecard and are agreed by each group and the partnership to which it reports

## 6 RISK MANAGEMENT

- 6.1. All partners will manage risk with respect to their own operations via strategic and operational risks as appropriate.
- 6.2. The CPP has a joint risk register built on relevant strategic risks from partners and more general strategic risks that affect the partnership as a whole (e.g. economic and social risks).
- 6.3. Risks are assessed using the standard methodology of separate assessments of likelihood and impact combined to form an overall assessment of whether a risk is high, medium or low. Mitigation measures are then detailed and monitored as appropriate. Risks are reviewed on a regular cycle dependent that is determined by the overall risk rating (i.e. higher risks are reviewed more often).

## 7 PARTICIPATION IN CPP AND STRATEGIC PARTNERSHIPS

- 7.1. CPP partners have responsibility for defining arrangements for Community Planning within their organisation.
- 7.2. It is the responsibility of the individual organisations to ensure appropriate representation at all levels and to demonstrate how they contribute to the implementation of the Community Plan and the Single Outcome Agreement
- 7.3. CPP partners have the responsibility to disseminate relevant Community Planning information to other strategic and operational partnerships in which they participate.
- 7.4. CPP partners are not expected to be responsible for the actions of other partners, but the joint commitment to the CPP implies that each partner will act in the interests of the CPP and other partners. They also have the duty to bring to the CPP any issues arising in other strategic or operational partnerships that affect the CPP.

## **8 FINANCE AND RESOURCES**

The CPP is not a corporate body and so does not hold funds of its own.

- a. All funds will be held by the appropriate officers of the relevant partner organisation
- b. The reporting year for the CPP will be 1<sup>st</sup> of April to the 31<sup>st</sup> of March
- c. It is the responsibility of the relevant CPP partner to ensure that appropriate financial accounting arrangements are in place according to legal or other audit requirements
- d. The allocation of funds by the CPP must contribute to achieving agreed outcomes
- e. Core CPP staff will be employed by the Council on behalf of the CPP
- f. Where a costed plan includes items funded by different partners, each partner will be responsible for ensuring effective management of their funds. The partnership with responsibility for the joint plan will still include financial monitoring as part of the relevant performance scorecard
- g. Partnership groups will recommend funding allocations as appropriate against outcomes based on evidence of need and assessment of relevant risks. Formal allocation of funds will take place through the formal budget process of the relevant partner(s)

## **9 EQUALITIES AND SUSTAINABILITY**

- 9.1. All actions of the CPP will contribute to tackling the significant inequalities in our society and will be subject to equality impact assessment as appropriate. These assessments will be made by the main partner responsible for delivery of an action.
- 9.2. The principles of sustainable development will guide the development and delivery of our projects and services. Sustainability assessments will be undertaken as appropriate.
- 9.3. Impact assessments will be reviewed as required by the appropriate thematic group or Management Committee.

## **10 PARTNERSHIP AGREEMENT**

10.1. Partners are invited to acknowledge the direction of the CPP and to commit to the enhancement of joint working to deliver quality services in Argyll and Bute by signing this agreement.

10.2. This is an agreement amongst the members of the Community Planning Partnership to work together to achieve common goals for the people of Argyll and Bute. It is not a legally binding contract and so nothing in its operation will give rise to legally binding rights and obligations amongst the parties.

Signatories to the agreement:

<b>Name</b>	<b>Designation</b>	<b>Organisation</b>	<b>Signature</b>

**May 2009 (version 9)**

## APPENDIX – detailed arrangements for groups in the high level CPP structure

### 1 FULL PARTNERSHIP

- 1.1. Comprises of representatives of organisations at strategic level. The Full Partnership gives all CPP partners an opportunity to participate and influence direction.

CPP Partner Organisations
Argyll and Bute Council
Strathclyde Police
Strathclyde Fire and Rescue
NHS Highland (AB CHP)
Highlands and Islands Enterprise
Scottish Enterprise
Skills Development Scotland
Initiative at the Edge
Argyll CVS
Islay and Jura CVS
Bute Community Links
Argyll and Bute Volunteer Centre
Mull and Iona Community Trist (MICT)
Association of Argyll and Bute Community Councils
Argyll and Bute Social Enterprise network (ABSEN)
Fyne Homes
ACHA
West Highland HA
Dunbritton HA
SG Housing and Regeneration
SG Rural Payments and Inspection
SEPA
Scottish Natural Heritage
Crofters Commission
Forestry Commission
Loch Lomond and the Trossachs National Park
HiTrans
SPT
Cal Mac
Scottish Water
M.O.D.
Job Centre +

Note: Depute Council Leader and Council Directors may also be in attendance, as are the Council's Policy and Strategy Manager and the Community Planning Manager. Note: Silent Observers can also attend meetings and contribute when invited to.

### 1.2. Terms of Reference

The Full Partnership provides a forum for full partner participation to:

- a. Ensure effective partnership working at strategic level
- b. Give strategic direction for community planning in Argyll and Bute
- c. Engage communities in decision making processes
- d. Ensure accountability of community planning related grants and funding streams

## 2 MANAGEMENT COMMITTEE

- 2.1. Comprises representatives at senior officer level from core partner organisations. The Management Committee is the operational group driving forward the implementation of the Community Plan and Single Outcome Agreement. The committee is also responsible for the monitoring and evaluation of CPP processes.

Partner Organisation	No of Delegates
Strathclyde Police	1
Argyll and Bute Council	1
Strathclyde Fire and Rescue	1
NHS Highland (AB CHP)	1
Highlands and Islands Enterprise	1
Scottish Enterprise	
Skills Development Scotland	
Initiative at the Edge	
Argyll CVS	2
Islay and Jura CVS	
Bute Community Links	
Argyll and Bute Volunteer Centre	
Mull and Iona Community Trist (MICT)	
Association of Argyll and Bute Community Councils	
Argyll and Bute Social Enterprise network (ABSEN)	
Fyne Homes	1
ACHA	
West Highland HA	
Dunbritton HA	
SG Housing and Regeneration	
SG Rural Payments and Inspection	2
SEPA	
Scottish Natural Heritage	
Crofters Commission	
Forestry Commission	
Loch Lomond and the Trossachs National Park	
HiTrans	1
SPT	
Cal Mac	
Scottish Water	
M.O.D.	
Job Centre +	
Total number of delegates	

Note: Relevant Council Directors are also in attendance, as are the Council's Policy and Strategy Manager and the Community Planning Manager. In the event that the substantive representative is unable to attend he/she may nominate a substitute and must notify the Community Planning Manager.

## 2.2. Terms of Reference

The Management Committee has been established to:

- a. Ensure implementation of the Community Plan and the Single Outcome Agreement
- b. Agree processes for monitoring and evaluating action/delivery
- c. Disseminate information ensuring all partners are aware of and able to participate in community planning process
- d. Enable community participation through agreed structures
- e. Monitor and evaluate the effectiveness of the Community Planning process

## 3 MEETINGS

### 3.1. Full Partnership

- a. The Full Partnership will meet three times a year.
- b. The Full partnership will be chaired by the Leader of Argyll and Bute Council. In her/his absence the meeting will be chaired by the Vice-chair (Depute Leader of Argyll and Bute Council). If both are absent, a person will be appointed to chair the meeting.
- c. The Full partnership will be responsible for the appointment of Management Committee chair and vice-chair from partner organisations at 2 year intervals. The new chair will normally be from a different partner organisation.

### 3.2. Management Committee

- a. The Management Committee will meet six times a year. Dates for meetings will be agreed by the final meeting of each year
- b. The Management Committee will be chaired by a partner organisation.

### 3.3. General

- a. Dates for meetings will be agreed at the final meetings of each calendar year.
- b. The Chair can convene additional meetings at the request of four or more partners or if he/she considers there is good reason.
- c. At least seven clear days before CPP meetings public notice will be given on the Council's website
- d. Agendas and all related papers will be available on the Council website [www.argyll-bute.gov.uk](http://www.argyll-bute.gov.uk) or through a link on the Community Planning website [www.argyllandbutecpp.net](http://www.argyllandbutecpp.net)
- e. Items not on the agenda will only be considered if they are urgent and with the agreement of the chair and members of the partnership/ committee present
- f. Meetings will be open to the public. The members of the partnership/ committee can resolve to exclude the public if an item is deemed sensitive.

- g. Quorum - One quarter of the partners represented must be present for any decision making. If after ten minutes no quorum is achieved the meeting will be deemed inquorate and not take place.
- h. Minutes of meetings will be taken by a member of Council and will be made available on the Council's website [www.argyll-bute.gov.uk](http://www.argyll-bute.gov.uk) or through a link on the Community Planning website [www.argyllandbutecpp.net](http://www.argyllandbutecpp.net)
- i. Members of the CPP must declare any interest, financial or non-financial, if any contract is to be discussed

#### **4 THEMATIC GROUPS**

4.1. **Comprising of Council PPG members and relevant CPP partners Thematic groups will** monitor and review achievement of key outcomes in the Community Plan within the thematic areas noted below by ensuring appropriate performance measures are in place. Thematic Groups will support and encourage effective collaboration and coordination between and within public, voluntary and community organisations operating in Argyll and Bute within the relevant thematic area.

4.2. **The relevant thematic provisions relate to -**

**4.2.1. Social Affairs -**

health, housing and local area regeneration, poverty, voluntary sector issues, school and pre-school education, young people and lifelong learning, social work services, and matters relating to culture and sport

**4.2.2. Economy -**

Economy, business and industry, vocational training, tourism and matters relating to transport and transportation, and matters relating to the strategic regeneration of the Council area.

**4.2.3. Environment –**

Environment and sustainable development, natural heritage, the land use planning system and building standards, environmental and protective services, energy agriculture, forestry and fisheries.

#### **5 LOCAL AREA COMMUNIT PLANNING GROUPS**

5.1. Local Area Community Planning Groups will develop and maintain Area Plans within Community Plan outcomes. To monitor and review achievement of the local delivery of key outcomes identified in the Community Plan by ensuring appropriate performance measures are in place. To support, and encourage effective collaboration and co-ordination between and within community based organisations operating in the local area. To give effect to the Community Engagement Strategy at a local level.

#### **6 TIME LIMITED GROUPS**

- 6.1. Comprising of relevant CPP partners with a designated lead. Time Limited Groups are formed to address specific issues and make recommendations to the Management Committee.
- 6.2. Time Limited Groups will agree their own operating arrangements assuming that they:
  - a. Follow the guidance given by the Management Committee in terms of their operational remit
  - b. Reach decisions by consensus
  - c. Report back to Management Committee at agreed times
- 6.3. Terms of Reference  
Time Limited Groups will be created to:
  - a. Take forward an issue that requires more focused attention
  - b. Make recommendations to Management Committee within time agreed
  - c. Minutes or action notes of Time Limited Groups must be recorded and distributed to all group members. How minutes are recorded and distributed will be agreed by the group
- 6.4. Links to the Management Committee
  - a. Lead officers of Time Limited Groups will attend Management Committee meetings as required
  - b. Short written progress reports will be submitted as required



## VisitScotland Report – to 31 July 2010

### STRATEGIC

In Argyll & Bute VisitScotland has been working very closely with the following local marketing groups to establish business development opportunities and overcome some recessionary challenges:

- Oban & Lorn Tourism Association (OLTA) - assisted with Oban Passport Launch & Campaign, and discussed opportunities for Oban as a host port for the Cruise in Company element of the Tall Ships Race 2011, with input from Councillor Duncan MacIntyre.
- Heart of Argyll Marketing Group (HOAMG) - advised this group of Mid Argyll businesses building on the successes of the Dalriada Project on priority activities (marketing and information web resource and collaborative visitor circulation solutions)
- Explore Kintyre - met new consortium of businesses operating in and from Kintyre. A new group poised to make an application to the VisitScotland Growth Fund 2 in 2011 to create and market integrated consumer packages around golf, walking, accommodation and transport options
- Destination Dunoon & Cowal - sector support for HIE colleagues, business leaders and Argyll & Bute Council Officers and Elected Members
- Supported HIE colleagues at Business Development Workshops for Islay and Jura - signposting Tourism Intelligence Scotland, Insights, Marketing and Quality Assurance teams for advice and support.

The Regional Director has had ongoing priority development dialogues with Jim Mather MSP, Minister for Enterprise, Energy & Tourism, Argyll & Bute Council Officers and VisitScotland staff. Agenda items have included:

- CHORD Programme and THI projects
- Visitor Information provision network
- Isle of Jura Passenger Ferry
- Loch Lomond Seaplanes
- West Highland Railway Lines
- Caledonian MacBrayne Islay services
- Highland Games circuit development
- Kintyre Offshore Wind Farm proposal
- Isle of Bute Cabinet Meetings and EatBute Festival
- Argyll & the Isles destination development
- Tall Ships Race 2011
- marine tourism development
- Argyll & Bute Council Development Plans
- Ardrishaig Development Trust
- Lochgilphead Phoenix Project
- Forestry Commission Scotland Tourism Development Grant
- local marketing and infrastructure improvements.

In addition Visit Scotland is a member of the Parliamentary Cross Party Group on Recreational Boating & Marine Tourism and Local Authorities are now represented by Argyll & Bute Council Officer, Stuart Green. In Luss we have successfully negotiated independent visitor information provision to cover loss of VIC. Operational Guidelines are being revised in preparation for the next Argyll & the Isles Strategic Tourism Partnership Meeting scheduled for September.

COMMERCIAL

## On billboards this summer: Robert Pattinson, Leonardo DiCaprio... and Mid-Argyll.

**Taynish National Nature Reserve** near Tayvallich has been one of the biggest stars pasted on to billboards across Scotland this summer, thanks to the latest phase in VisitScotland's activity targeting the market within Scotland—a joint campaign with **Scottish Natural Heritage**. Also in this update, how the our marketing **benefits Oban and the Isle of Bute**, how we're supporting the **Year of Food & Drink** in Argyll and some good news from the **Duke and Duchess of Argyll**.

VisitScotland has teamed up with Scottish Natural Heritage for a major new strand in our summer 'Perfect Day' and 'My Scotland' campaigns that will raise the profile of Scotland's National Nature Reserves.

A stunning image of Taynish National Nature Reserve (pictured above) is one of four reserves across Scotland that were **posted on billboards and bus stops** across the country in June and July. The campaign was designed to communicate to the home market and visitors to Scotland alike that National Nature Reserves are not just for wildlife — they are also **very special places to visit** that offer physical and emotional benefits.

The campaign has also included press activity and a series of targeted e-mails promoting the reserves and the online information at the VisitScotland Perfect Day site (pictured below).

The partnership with Scottish Natural Heritage is expected to make a significant contribution towards the overall Perfect Day target of a **£25 million return** for the national economy.

### Mount Stuart in Perfect Day e-zine

As part of the Perfect Day campaign, a series of e-zines is issued to our target customer groups on a monthly basis, with content tailored according to their interests.

**Mount Stuart** appeared in many of these e-zines last month. The highlight feature in the e-mail headed 'Be captivated by a stunning stately home' links to a full page at the campaign website where visitors can expand on the information about Mount Stuart and other nearby 'perfect experiences'.

### My Scotland campaign

While the overall Perfect Day campaign targets the UK & Ireland, this summer brings a new campaign-within-the-campaign that promotes Scotland to the Scots, titled 'My Scotland'. Activity to date has included a full-page travel feature on Argyll in the Daily Record last month, and a second feature with a focus on the Cowal Peninsula is planned in the run-up to this year's Cowalfest.

As with the wider Perfect Day campaign, My Scotland also involves direct e-mail to our target customers within Scotland. Again, different e-mails are sent that focus on those consumers who are within an easy travelling distance of the events, attractions and other experiences on offer within the e-mail.

In this way, consumer prospects on our database in the Edinburgh area were targeted earlier this month with a My Scotland/Perfect Day e-mail promoting the new summer Edinburgh-Oban Sunday day trip offer currently available from Scotrail. The highlight feature links to further coverage at the Perfect Day website.

The **My Scotland campaign** aims to grow the number of day and overnight trips taken within Scotland by the home market, and is expected to generate **£7.5 million** for the national economy. Around 3 million Scots will be reached by the campaign during its run.

Scotland itself is an important market for Scottish tourism, and its potential is growing. Over **40% of trips were taken by Scottish residents last year**, with overnight stays from January to June increasing by 6.8% (173,000 trips) compared to the same period in 2008.

### Other news in brief

#### **eatBute pitched to 1,200 overseas journalists**

A significant part of VisitScotland's activity to support the current Year of Food & Drink is our work with the global travel media.

Today, around 1,200 travel writers in long-haul and European markets were sent a monthly update with consumer news stories from across Scotland, all of them on the theme of food and drink. September's eatBute festival is among the culinary events highlighted in the update.

#### **Duke and Duchess hail success of European campaign**

The Duke and Duchess of Argyll are currently among the 'real Scots' faces promoting Scotland as part of VisitScotland's £1.25 million touring campaign in Europe.

They have welcomed the news that Lufthansa's new direct service from Dusseldorf to Inverness is close to selling out in July and August and say that the benefits are being felt in Inveraray too.

"We are seeing a great rise in foreign visitors, in particular German and Italians, with many bringing their families as well.

"Already, June saw a rise of 6.9% in trade, and we're really hopeful about the rest of the summer being a similar story," they said.

The annual European touring campaign is VisitScotland's biggest and most successful in our key European markets—Germany, France, Spain, Italy, Sweden, Belgium and the Netherlands—and last year delivered an **additional £85m to the national economy**.

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**ECONOMY THEMATIC CPP GROUP WORK PROGRAMME**

	<b>24 February 2010</b>  <b>Transport Theme</b>	<b>29 March 2010</b>	<b>8 June 2010</b>  <b>Tourism Theme</b>	<b>25 August 2010</b> <b>Construction and Housing Industry Theme</b>	<b>24 November 2010</b>	<b>2011</b> <b>February</b>	<b>2011</b> <b>May</b>	<b>2011</b> <b>August</b>	<b>2011</b> <b>November</b>
<b>REAP</b>	X  Agreed to discuss at joint seminar with Environment Thematic CPP Group on 29 March 2010	X							
<b>Local Transportation Strategy</b>	X Report and Presentation Noted.  Cal Mac to provide info on ticketing arrangements to Group.  Agreed to invite SPT and Cal Mac to each meeting.								
<b>RET</b>	X Presentation from HIE noted. Further update to be brought to group on completed of Evaluation in Spring 2011.						X Report on outcome of evaluation of RET.		
<b>Review of Economy Community Plan Actions/ Partner Updates</b>	X Updates noted. Agreed to have as item at all meetings. Report to come to next meeting on Business Gateway.		X	X	X	X	X	X	X

Updated 8 June 2010

**ECONOMY THEMATIC CPP GROUP WORK PROGRAMME**

	24 February 2010 Transport Theme	29 March 2010	8 June 2010 Tourism Theme	25 August 2010 Construction and Housing Industry Theme	24 November 2010	2011 February	2011 May	2011 August	2011 November
<b>Business Gateway</b>			X Progress Report – Noted as part of Partner Updates						
<b>Performance Management</b>	X Noted contents of Scorecard. Agreed to ask Head of ICT and Financial Service to bring report on progress with getting external Partners access to Pyramid.		X Report from Head of ICT and Fin Services re: progress with getting external Partners access to Pyramid. Noted & Agreed. Update report to come to future meeting.						

**ECONOMY THEMATIC CPP GROUP WORK PROGRAMME**

	<b>24 February 2010</b>	<b>29 March 2010</b>	<b>8 June 2010</b>	<b>25 August 2010</b>	<b>24 November 2010</b>	<b>2011 February</b>	<b>2011 May</b>	<b>2011 August</b>	<b>2011 November</b>
	<b>Transport Theme</b>		<b>Tourism Theme</b>	<b>Construction and Housing Industry Theme</b>					
<b>Future Work Programme</b>	X Agreed Performance Management and Updates from Partners be discussed at each meeting. Agreed Tourism as theme for May meeting. Agreed Construction and Housing Industry Theme for Aug meeting and to extend invite to Housing Associations. Agreed discussion on REAP to take place at joint meetings with Environment Thematic CPP Group.		X  Noted.	X	X	X	X	X	X

**ECONOMY THEMATIC CPP GROUP WORK PROGRAMME**

	<b>24 February 2010</b>  <b>Transport Theme</b>	<b>29 March 2010</b>	<b>8 June 2010</b>  <b>Tourism Theme</b>	<b>25 August 2010</b>  <b>Construction and Housing Industry Theme</b>	<b>24 November 2010</b>	<b>2011</b>  <b>February</b>	<b>2011</b>  <b>May</b>	<b>2011</b>  <b>August</b>	<b>2011</b>  <b>November</b>
<b>Integration of Strategic Partnerships</b>	X Report noted and agreed that E Wilson, I Bremnar and S MacLeod discuss further and bring back report to next meeting.		X Agreed to continue consideration to next meeting.	X					
<b>Visit Scotland</b>			X Presentation by Regional Director (RD) noted. Agreed that Visit Scotland (VS) be included as Partner on Group. Pls for VS to be added Scorecard. RD to provide report to next meeting on SLA with Council. RD to give presentation to DMOs to future meeting. Agreed that presentation on BIDS come to future meeting.	X					



**ECONOMY THEMATIC CPP GROUP WORK PROGRAMME**

	<b>24 February 2010</b>	<b>29 March 2010</b>	<b>8 June 2010</b>	<b>25 August 2010</b>	<b>24 November 2010</b>	<b>2011 February</b>	<b>2011 May</b>	<b>2011 August</b>	<b>2011 November</b>
	<b>Transport Theme</b>		<b>Tourism Theme</b>	<b>Construction and Housing Industry Theme</b>					
<b>Skills Development Scotland</b>			X Presentation to SDS input to Tourism Sector noted. PIs for SDS to be added to Scorecard.						
<b>Business Improvement Districts</b>					X Presentation				

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