



REMAKING
ROTHESAY

CHARRETTE REPORT

MAY 2016



in partnership with

**Bute Alliance
for Action**



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Introduction + Context

Introduction

In February 2015 a community meeting was organised by Bute Community Council in response to local concerns about population decline on the island. At the same time SURF (Scotland's Regeneration Network), supported by Argyll and Bute Council and Highlands and Islands Enterprise (HIE), began a process of connecting local community and regional/national partners, as part of SURF's wider 'Alliance for Action' initiative. Initially developed through a HIE funded feasibility study in 2014, the SURF project drew together a Rothesay and Bute focused stakeholders group, which began to prioritise and address some of the issues highlighted in the community meeting.

Since this time the number and range of businesses, organisations, charities and individuals involved has steadily grown and with it the conviction that a better Bute is possible. The local stakeholders group decided to formally constitute as the Bute Island Alliance and to provide a sustainable focal point of collaborative action across the Bute community. One of its early successful collaborations with SURF was in securing funding for a town centre Charrette; thereby meeting a specific request made by people who had attended the February 2015 meeting.

The results of that project are contained within this document, which marks an important milestone in the development of the Bute Island Alliance. It draws together conversations, consultations and opinions from across the Bute community into an action plan underpinned by a set of agreed common goals. The Bute Island Alliance will be an important hub to help deliver the action plan. In doing so, it will rely on the collective effort of organisations, charities, businesses and people on Bute, so that shared ambitions can become collective reality.

Funding and resources for delivery

The funding for the delivery of the Charrette has been secured from a partnership of Scottish Government, SURF and Mount Stuart on behalf of the Alliance for Action.

Icecream Architecture were commissioned to deliver the Charrette with a team including Nick Wright Planning and Willie Miller Urban Design.

In March, icecream architecture secured a £5,000 Activation Pot from Caledonian MacBrayne for the community to initiate some of the early Actions arising from the Charrette. Due to timescales, this fund is still to be allocated by the Alliance for Action in order to achieve the maximum impact.

During the Engagement Process, discussions regarding Actions were focused on delivery and the utilisation of secured resources for Rothesay, including the correlation of Charrette outcomes with the projected aims of the recently secured Townscape Heritage (TH) project.

This document is a valuable tool for organisations to further the sourcing of funding and resources. The Charrette programme is a recognised mechanism for establishing a mandate of public opinion for town centre regeneration projects. It will strengthen the case for related projects to be supported.

Rothesay and Bute are interdependent

It was unanimously agreed that for all aspects of regeneration, Rothesay and Bute are interdependent and improvements must be shared across the town and island. Conversations and workshops throughout the Charrette facilitated this interdependence, with Rothesay given particular focus on the basis that the directive of the Charrette study area concerns the town centre. There would be benefit beyond the Charrette to undertake complementary analysis, wider island studies and action planning that delves further into the rural and environmental offer of the island beyond Rothesay.

How this document and the Actions will become an active Masterplan

This document brings together the community conversations and responses into a set of guidelines (Key Drivers, Guiding Principles, the Spatial Strategy and suggested Actions) that, when combined, form a masterplan to give direction for community-led activity and external investment or support.

This active masterplan is a process that any person or organisation with an interest in Rothesay should get involved in wherever possible or appropriate to their own aims. It is not intended that the Alliance for Action should deliver or lead all these Actions, but they are committed to driving forward the Actions and playing a central role for supporting other organisations to ensure connectivity in the delivery of these Actions. Organisations named within the document are not solely responsible or obliged to make specific Actions happen either; they have been associated to Actions based on conversations during the Charrette process regarding their ongoing work, future directives and their commitment to improve Rothesay and Bute. Organisations and individuals who are not mentioned should not feel external to this process; many, many more were featured and praised during the Charrette and all have a positive part to play in realising the outcomes.

This Active Masterplan will be most successful if everyone with an interest in Rothesay or Bute identifies their part and contributes their commitment to making it happen.

I want to improve Rothesay, how do I use this document?

1. Organisations and individuals should familiarise themselves with the wider document and the broad elements that contribute to improving the town.
2. Focusing on the Guiding Principles, pinpoint the Principles and Actions that align most with your (organisation's) interests, if not all.
3. Consider the efforts you're already making and benchmark how they help contribute to these Principles.
4. Consider how you could contribute to the Actions listed.
5. The Alliance for Action is an active and open forum to ensure everyone's contribution is co-ordinated. Get in touch with or join the Alliance for Action to keep them updated on what you're doing, what you're intending to do or how you can help directly with any of the Actions.

Context of the Charrette

Review of recent initiatives and regeneration.

Rothesay has benefited from significant initiatives and regeneration in the past decade, with much appreciation recognised by community members for the improvements across the urban fabric, services, facilities and voluntary work. Notable projects include, but are by no means limited to:

- The many community-led groups and festivals
- Townscape Heritage Initiative Phase 1
- The Pavilion
- Mansion House redevelopment
- CHORD projects
- Road Equivalent Tariff
- Fyne Futures + Zero Waste Bute
- Vital Spark social enterprise incubator
- Bute Community Forest
- Gap site on Bridgend Street
- Alliance for Action

Upcoming and possible developments were also raised by interested parties during the Charrette process. These are at different stages of development and are not all guaranteed to progress:

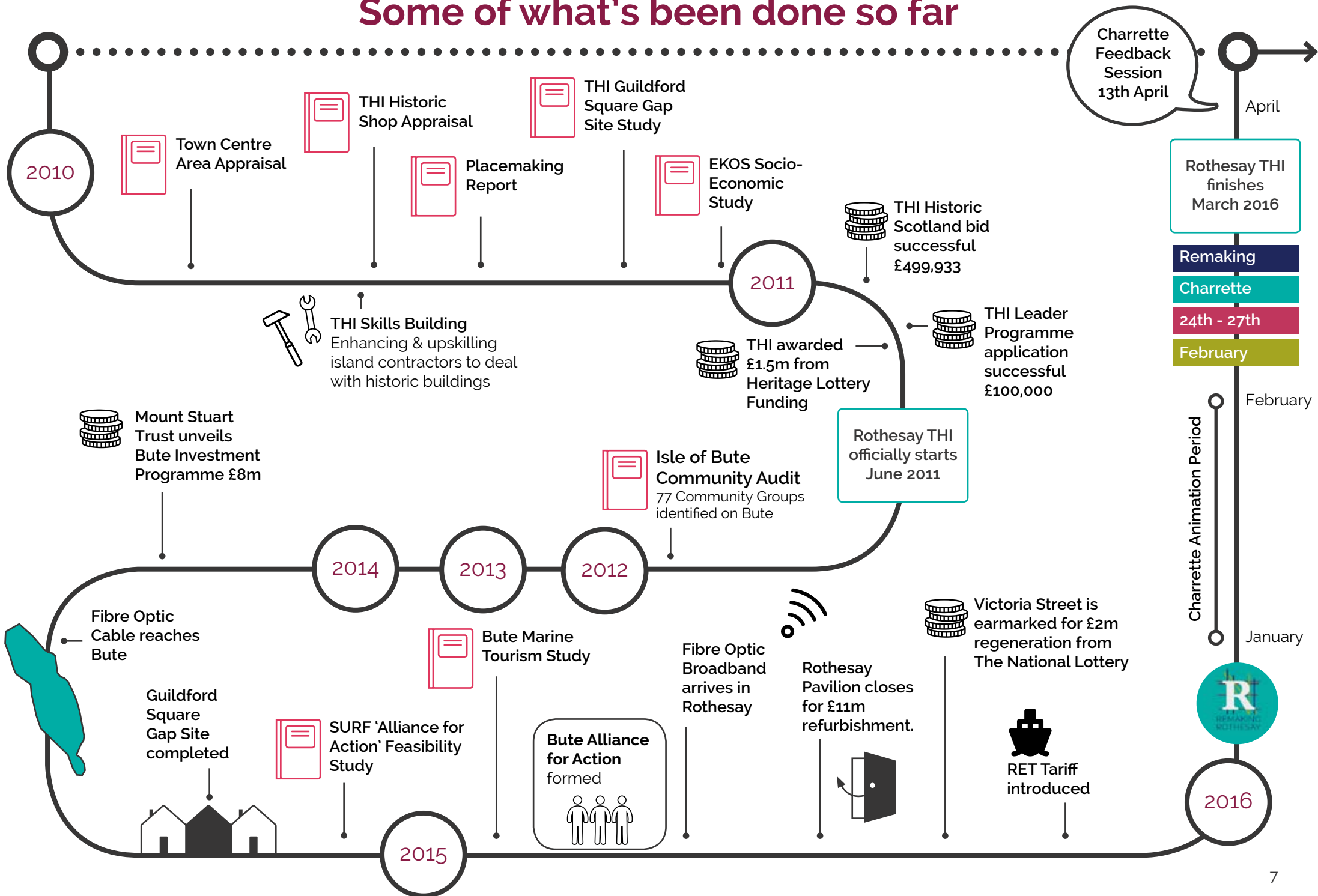
- Montague Street Gap Site (stalled spaces)
- Townscape Heritage Phase 2
- Paths for All
- Argyll + Bute Council (A+BC) Participatory Budgeting
- Mount Stuart Masterplan
- Redevelopment of The Royal Hotel
- The Old Bakehouse, 10 East Princes Street
- Litter Strategy (Fyne Futures)

Significant Bute / Rothesay-specific studies have also been carried out in recent years that shed a considerable breadth of thinking on Rothesay and Bute. These include:

- Rothesay Alliance Survey (2015)
- Rothesay THI Evaluation (2015)
- Bute Marine Tourism Study (2015)
- SURF Alliance for Action Feasibility Study (2014)
- HIE Rothesay Profile (2014)
- Town Centre Health Check (2011, 2012, 2013)
- Isle of Bute Local Community Audit (2011)
- Town Centre Character Area Appraisal
- Rothesay Historic Shop Appraisal (2010)
- Placemaking Report (2010)
- CHORD Programme Socio-Economic Baseline (2010)

The Remaking Rothesay Charrette is the largest undertaking of community engagement towards documenting the aspirations of the town for several years.

Some of what's been done so far



Engagement Process

This section documents the activities and engagement efforts made throughout the overall Charrette process which ran from February to April 2016.



Pre-Charrette Engagement

Animation Period: January - February 2016

Throughout January and February 2016, icecream architecture carried out a series of pre-Charrette animation activities, events, and workshops which aimed to not only promote the upcoming Remaking Rothesay Charrette, but also identify the emerging themes which would shape the priorities and focus of the Charrette.

This period of animation was carried out via the following different mechanisms of engagement:

Brand Identity & Media:

The Charrette animation period began with the creation of an eye catching brand identity for the project. This identity was used across all forms of media produced in order to raise awareness of the forthcoming Charrette and associated activities.

Flyer / Programme: A5 double sided flyers were distributed widely throughout the town, both on-street and via key locations. The flyers provided an early taster of the topics and themes to be discussed during the Charrette workshops, enabling those interested to identify and drop into the session(s) most relevant to them.

Badges: Remaking Rothesay pin badges were created as a tool for encouraging local participation in raising awareness of the event. The badges were distributed as part of ongoing conversations throughout the animation period, and those given a badge(s) were encouraged to share these with others, talking about the Charrette in the process.

Banner: A large vinyl banner was raised in the run up to the charrette and located on the rooftop of The Discovery Centre, visible to all passing along Victoria Street. The banner was kindly donated by Malcolm Johnston of Bute Signs & Graphics.

The branding identity was created with longevity in mind, and it is intended that the branding will be utilised by Bute Alliance for Action beyond the dates of the Remaking Rothesay Charrette. This sense of continuity and association with the Charrette is vital in ensuring that local people remain engaged with the process and can see a clear progression from the Charrette outcomes as projects continue to emerge and develop.

Social Media

A project Facebook page (www.facebook.com/remakingrothesay) was created early in the process as a means for initiating an online and open discussion. The use of Facebook proved effective in reaching a large number of residents on the island as well as providing the opportunity to tap into many of the active groups and organisations who utilise facebook for similar means.

The page has developed a community of followers (300+) who have had the opportunity to engage in regular updates and an ongoing commentary throughout the project. As themes and issues have emerged the use of social media has provided a platform for posting questions and prompts which aimed to dig deeper into certain topics.

The posting of case studies and examples of projects from further afield has been very successful in provoking reaction and comment, and Facebook users appear keen to learn how inspiring examples from elsewhere can be applied to Rothesay and Bute.

(See 'Facebook Question Responses' appendix for further details)

"Wonderful endeavour! Having decided to live out my remaining years on Bute, I'm so pleased to hear of this programme."

"This sounds really exciting. It would be great for Rothesay to be returned to its former glory."

[What should Rothesay be known for?]

"There's too much there to pick any one thing. Beautiful scenery, stunning architecture, the fact that it feels a bit like you're living in a book? Maybe that was just me."

"The island of Bute is an amazing, amazing place. It has so much to offer, potentially."

Launch Event: 4th February 2016, The Discovery Centre

[Attendance: 15]

A Charrette Launch was held in early February 2016 which involved an open invitation to attend a session in The Discovery Centre in order to learn more about the project, its aims, ambitions and to generally introduce the often alien term of 'What on earth is a Charrette?'

During the session those attending were able to gather around a large vinyl map of the town attaching a series of colour coded stickers containing the following prompts:

'I like this place.....because it is.....'

'This space could be used for.....'

'I would like to change this place.....it needs.....'

The group quickly identified many positives for the town as well as highlighting a series of priority locations and physical projects which required action and focus during the Charrette.

(See 'Vinyl Mapping Comments' appendix for further details)

'I like this place [Promenade (past Albert Pier)].....
because it is.....good for walking along'

'This space [The Esplanade] could be used for.....A nice terrace, cafe serving tea / coffee - give people a reason to go there.'

'I would like to change this place [Outer Harbour].....it needs.....A landing spot'

Isle of Bute Discovery Centre

Scotland Information Centre

**WHATS
NEXT
ROTHESAY?**

Charrette Launch Event

Charrette Cart Engagement: 3 sessions

3 sessions of on-street engagement were carried out using the Remaking Rothesay pushcart. The pushcart acted as a spectacle for distributing flyers, badges and documenting conversations whilst out and about. Residents were intrigued by the presence of the cart and actively engaged in conversations about the project, Rothesay and Bute.

Ferry Engagement:

[Responses: 7]

Throughout February a short questionnaire and postbox were installed on both of the CalMac Rothesay/Gourock ferries as a means of gathering feedback from both residents of Bute and visitors to the island. The postbox provided an opportunity to discover what visitors to Bute hope to find when they get to the island, and also from the perspective of residents, what is it that Bute doesn't provide and has to be sourced elsewhere.

Creative Workshops:

Rothesay Primary: 9th February 2016, Town Centre
[Attendance: 22 Pupils, 2 Staff]

This session provided an opportunity to explore Rothesay through the eyes of young people. P6 students from Rothesay Primary were tasked with exploring 3 key routes around the town centre; along The Esplanade, Montague Street, and High Street/The Castle. Exploring the area in small groups the pupils were encouraged to examine the physical spaces around them, sharing with each other the areas they liked, disliked, use and value. These conversations developed further with the use of a balloon tagging system. Pupils were encouraged to prioritise their findings, tagging certain areas with positive and negative balloons, along with comments for how they would like to see the area improved and used in the future.

The session identified a number of locations in the town centre that are in a state of disrepair, and as a result are poorly used. Shelters along the Esplanade have the potential to host a number of activities, however their current appearance inhibits this. Similarly the seating area along Montague Street (opp Superdrug) is in need of regeneration in order to promote this as a viable gathering space.

(See 'Rothesay Primary School' appendix for further details)

"We like the The Electric Bake because they do amazing food and it looks good. The people are nice too."

"We like the sea for fishing."

"The Shelters would be better if they were painted, had windows and were cleaned up. Also had no graffiti."

Brief overview of emerging issues / ideas:

There is a lack of activity for young people within the town centre. A number of spaces have the potential to host activity but their current state inhibits use.

A Day in the Life.....

Outwith the town centre workshop, 3 pupils were tasked with visually recording and narrating their experiences of a typical weekend on Bute. The pupils chosen provided an insight into both 'Urban' and 'Rural' living, depicting life in Rothesay, as well as life from that of a farming perspective. This footage was shared during the Re:Activating Rothesay workshop in the context of discussions surrounding activities for the town and island.

Rothesay Secondary: 10th February 2016, Rothesay Academy

[Attendance: 25 Pupils, 5 Staff]

This session was broken into two stages, the first half consisted of a mapping exercise in which the group used colour coded stickers to think broadly about Rothesay and Bute, identifying areas they 'liked' and 'disliked'. The exercise provided an opportunity for 'blue sky thinking' and enabled the group to think creatively about what they would like to see in a future Rothesay.

'This space could be used for.....Colour Runs'

'This space could be used for.....Light shows and projections at night'

'This space could be used for.....Laser-tag'

'This space could be used for.....New tennis courts'

'This space could be used for.....A nightclub'

The second half of this session came about as a result of earlier conversations with school staff and business owners surrounding issues of lack of employment opportunities and youth focussed activities, which has resulted in a low self esteem and lack confidence amongst many young people.

"A lot of the young people have very little self esteem. Can we work with young people to make them realise that they have unique skills to offer local businesses? Can we work with businesses to make them realise they could benefit from young people's skills?"

There emerged a strong case to explore the 'role' of young people on Bute, and how their presence should be celebrated and encouraged. Working in two groups, the students were asked to think about the unique skills that they can offer the island, in particular what skills they can offer businesses as a young person. This conversation opened up the idea that work experience and apprenticeships should be much more of a two way process about learning from each other and sharing skills.

(See 'Rothesay Academy Workshop' appendix for further details)

"We need more placement schemes which promote intergenerational relationships - like the coffee morning with the elderly in sheltered housing."

"Break down stigma associated with young people. Older generations perceive groups of teenagers in Rothesay as 'Gangs'."

Brief overview of emerging issues / ideas:

- Young people are keen to explore opportunities for intergenerational activity.
- There is a need to promote and encourage more activities for young people to build the skills and confidence needed post-school.
- Young people want a space that they can take ownership over.
- There are a number of spaces throughout Rothesay that have the potential to host youth related activity.
- Young people can feel stigmatised and marginalised.
- Young people have unique skills that they can offer businesses, but require identification of the opportunities to share these skills.

Community and Stakeholder Meetings:

[Approx: 40 Conversations]

It was identified early in the engagement process that many of the self organised groups who are active in Rothesay and across Bute can have a very 'siloesd' approach, often working in isolation of each other. This presented a challenge in identifying who was doing 'what', 'where', and 'when'.

Key contacts identified in the early stages of the Charrette process provided a kickstart for initiating these conversations, from which the team were able to identify other contacts, forming a chain of successive meetings which enabled a gathering of broad and diverse insights into who was contributing what and where across Rothesay.

The Charrette process is driven towards 'action led' working and many of the conversations that the design team experienced highlighted the need to ensure that Remaking Rothesay resulted in action. These meetings provided the opportunity not only for an active invite to the Charrette but also enabled the design team to identify existing knowledge, and resources that the individuals and groups may have, highlighting future goals and any potential crossover with the emerging outcomes of the Charrette.

"Bute and Rothesay are interchangeable terms. There's little difference between both and only depends on who you are speaking to."

"Bute is unique in its offer. It has real potential to build a reputation as the leading destination for GeoTourism, EcoTourism, Marine Tourism, Archaeology."

Brief overview of emerging issues / ideas:

- There is a diverse range of active groups throughout Bute.
- Groups often work in isolation, without a clear understanding of the aims of others, resulting in poor use of resources and a reduction in capacity to deliver.
- There is need to identify a 'go-to' place for promoting what is happening.
- Access to appropriate space needs to be supported.
- Residents can quickly become apathetic.



Business Meetings:

[Approx: 30 Conversations with town centre businesses]

As part of the onstreet conversations the design team set out to visit all of the town centre businesses where possible. This was both an opportunity to distribute flyers and promotional material more widely, but also a method to engage in one-to-one conversations with business owners.

"I need support tackling social media, designing posters and flyers etc"

"We don't need high-end award winning architecture, just basic 'industrial units' / 'incubator spaces'."

"We need to educate people about the benefits of local economy and supporting local businesses"

"People get hung up on the fact that it is an island and 'disconnected'."

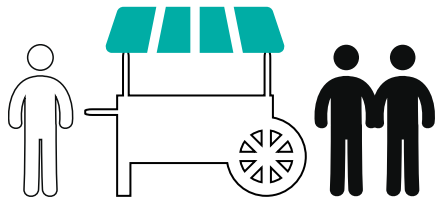
"Businesses should work harder to promote the island and promote themselves."

Brief overview of emerging issues / ideas:

- Businesses in the town can often be insular and suspicious of each other.
- Communication and collaboration between business owners is often poor.
- Customers can have a perception that things are expensive because Bute is an island, resulting in sales taking place online or on the mainland.
- There is a need to educate local people in the importance of supporting local businesses and economy.
- Access to space for existing businesses to expand and new businesses to flourish needs to be supported.
- Many businesses owners don't necessarily have the digital skills, or appreciate the need to promote what they offer.
- Many businesses rely heavily on tourism to survive.
- Many businesses have to be diverse in their offer in order to survive all year round.
- A number of landlords are letting their properties decline, resulting in them not being readily available for new businesses.
- Most town centre businesses are sole-traders or family-led businesses that are limited by capacity to consider up-skilling or diversifying.

Engagement Numbers

Pre Charrette:



180+

Pre Charrette conversations with key stakeholders, businesses, community groups, schools and members of the public.



Social Media Engagement



313

Facebook LIKES



969

Reactions / Comments / Shares



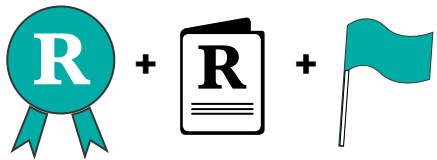
75

Facebook POSTS



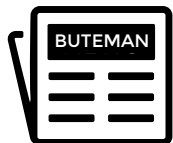
20K

Post Reach

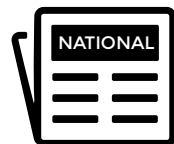


2500

badges, flyers, banner distributed

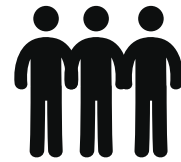


9 Articles in
The Buteman



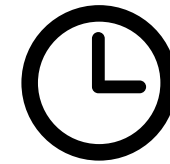
2 The Herald,
The Scotsman

Charrette:



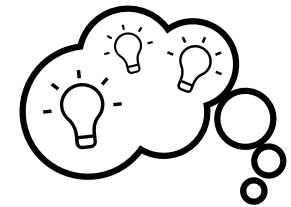
165

People engaged across the Charrette Workshop Programme.



21hrs

of discussion

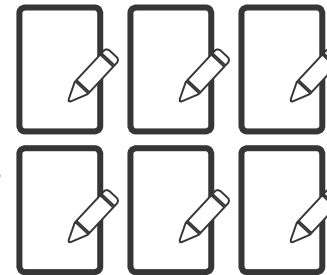


LOADS!

of thoughts, ideas, and actions

6

Themed
Workshops



Remaking Rothesay Charrette: 24th - 27th February 2016

[Attendance over 4 days: 165]

The programme was designed in line with the format and concept of a Charrette as a fast paced and energetic set of facilitated sessions. The themes and topics of each session were determined as a result of conversations which took place during the animation period, alongside findings taken from a number of previous studies and surveys carried out prior to the charrette. This ensured that the 4 days of the charrette focussed on topics which were both relevant, but also aimed to verify and develop previous findings further.

Lucy Payne worked as a Livescribe throughout the 4 days of the Charrette, visually depicting the conversations taking place. Situated at the entrance to the Charrette, Lucy's drawings provided an easily accessible overview of the emerging topics, and enabled those who were unable to make all of the sessions to quickly get up to speed with what had been said to date.



11AM - 2PM

CHARRETTE PROGRAMME

THURSDAY
25TH

FRIDAY
26TH

SATURDAY
27TH

Come along to any of the following themed workshops throughout the charrette, or pop in for a chat.

WEDNESDAY
24th

RE:ENTERPRISING

Start-ups and supporting existing business

Skills, jobs and apprenticeships

Creative Industries

Lunch Included

RE:BUILDING

Activating spaces and routes

Re-use of redundant buildings

Buildings + Maintenance

Lunch Included

CREATING THE ACTION PLAN

Who does what and how is it resourced?

Followed by:
'Bring-a-Dish Community Lunch'

4PM - 8PM

RE:DEFINING

Creating Visions

Culture, Heritage, Tourism

Economic Growth + Investment

RE:ACTIVATING

Facilities + Resources

Young People and Families

Accessibility + Getting Around

RE:CONNECTING

Decision Making + Governance

Collaboration + Empowerment

Promotion + Communication



REMAKING
ROTHESAY



JOIN THE CONVERSATION ONLINE :

WWW.FACEBOOK.COM/REMAKINGROTHESAY

GET IN TOUCH:

icecream architecture

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0141 248 1546

Wednesday 24th: Re:Defining Rothesay

[Attendance: 28]

The opening workshop aimed to define a vision(s) for Rothesay and Bute, with the aim that the outcomes of this session would act as key drivers for steering those workshops still to come. The session was positively attended by community members and key stakeholders. A series of roundtable discussions quickly identified 'What is great about Rothesay and Bute' alongside a series of potential issues and concerns.

These emerging issues were shared and verified, building a list of priorities, key drivers and guiding principles for Rothesay and Bute to adopt in order to move forward. These priorities continued to be added to and collated throughout the following 3 days of the Charrette.

What is great about Rothesay and Bute:

Landscape and scenery.

Safety and freedom.

Strong sense of community.

Live events programme.

Access to sports.

"It's absolutely crucial to be speaking with the community in developing and enhancing what we have on the island."

"On the island there are a lot of things to do, but they are not as widely publicised as they should be."

Brief overview of emerging issues / ideas:

- There are a huge amount of positive attributes for Rothesay; these need to be promoted.
- Focus on retaining existing people and attracting new people.
- Build momentum now that everyone is starting to move in the same direction.
- Provide more for younger generations.
- Support jobs and business growth.



Thursday 25th: Re:Enterprising Rothesay

[Attendance: 26]

This session focused on the challenges faced by both new and existing businesses on the island. The attendance of a number of students from Rothesay Academy enabled residents and business owners to hear about the aspirations of young people first hand and investigate one of the key drivers of 'Retaining more people'.

Conversations developed around the inhibitors to business growth on the island and there was an emerging sense of a 'chicken and egg' situation, in which businesses need footfall to develop and grow whilst footfall can only increase when businesses and services attract newcomers.

"We DO have positive enterprise stories, let's tell them! - Bute Fabrics, farming etc."

This session was attended by a large number of creative practitioners and organisations based on Bute, opening up the discussion around the types of support needed to encourage and promote creative enterprise. A strong focus was given to the regeneration of Rothesay Pavilion and the role that this building and its programme of activities will play in the future in supporting the arts.

"People come here in the winter looking for things to do, places to shop and eat. They find the doors closed then they never come back"

"This is not just about tourists. Now is the time to move away from being a Victorian seaside town"

Brief overview of emerging issues / ideas:

- Improve access to spaces and facilities for new businesses and creative industries.
- Provide incentives for new businesses.
- Value apprenticeships and the skills that young people have to offer.
- Be more organic and support 'grassroots' / pop-up approaches, that ensure shops are used all year round, not just in the Summer.
- Improve communication, making sure people know what is going on, and that everyone is aware of what skills and resources are on the island.
- Market, promote and celebrate what Bute has to offer, supporting local businesses and makers both on and off the island.



Thursday 25th: Re:Activating Rothesay

[Attendance: 22]

During this workshop the Team posed the question "What gets you out and active in Rothesay?" The groups explored what currently happens in Rothesay, where are the gaps in provision, what are the difficulties with accessing these facilities, and what resources are required to encourage new activities to happen.

This provided an opportunity for a number of organisations to present a flavour of what they do alongside presentations from projects further afield:

- Sarah Compton-Bishop, Isle of Jura Development Trust about their successful takeover of the Community Shop
- Erskine Music & Media about their social enterprise for young people in Renfrewshire
- Lou Brodie, Argyll Youth Arts about their programme and support for young people including Emily's video project focussing on Rothesay's old Academy

The second half of this session involved discussions about physical accessibility on Bute.

This conversation tackled accessibility on a number of different levels; highlighting the challenges faced by all in getting around the island and accessing the mainland, the challenges faced by those with mobility issues, the disabled, the elderly and those with pushchairs. It was strongly felt that Bute is far from the 'Accessible Island' that it claims to be. Issues with the lack of step-free access, narrow parking, poorly accessible facilities, and a general lack of understanding and responsibility to cater for those with accessibility needs were highlighted.

"Access to the mainland is at the will of CalMac"

"We have one accessible bus. It's just per chance which one you might get."

"Where do you go?" (When you get off the ferry)

Brief overview of emerging issues / ideas:

- Address the opening times and accessibility of a number of facilities.
- Improve the communication and visibility of 'What's On'. Signage and access to information is poor throughout the town and on the ferry.
- Tackle the lack of provision for young people.
- Link up transport systems and ensure they are accessible.
- Connectivity of key spaces around Rothesay is poor and the area around the ferry terminal is of particular concern.
- Business owners need to understand their role and responsibility in ensuring that their businesses are accessible to all.
- Stepped access is dominant, facilities for those with disability issues are few.



Friday 26th: Re:Building Rothesay

[Attendance: 35]

Following a similar format to the workshop undertaken with Rothesay Primary pupils, this session started with a number of led walks along different routes around the town. The groups, each led by a member of the design team were equipped with a number of balloons and plaques to be used for tagging and identifying areas for improvement, along with ideas for the future.

Following the session each group shared their findings around paper based maps, expanding on these ideas further taking into consideration the wider context of the town. The groups were joined by students from Rothesay Primary who had participated in the initial walk during the animation period, providing an opportunity to compare and contrast findings.

Throughout the morning a number of opportunities arose to discuss key buildings throughout the town, including The Royal Hotel, The Inland Revenue Building, The Discovery Centre, The Old Rothesay Academy, raising concerns for their current use, and aspirations for their future. There emerged a strong desire to ensure the active use and accessibility of a number derelict buildings and empty shop units through supporting a more 'grassroots' approach, at low cost and without the need to be precious, before these sites become costly and dangerous to maintain.

Brief overview of emerging issues / ideas:

- A need to make it easier for people to use and take ownership of public spaces, allowing those who want to perform, put on event, etc, to do so with ease.
- Be clear about what space is available and allow access to spaces.
- Identify key contacts for accessing and activating spaces.
- Encourage and support businesses to use outdoor spaces and test temporarily pedestrianising spaces in order to promote 'cafe culture'.

- Use empty shop units and buildings to create a diverse and vibrant town centre.

- Embrace and celebrate Rothesay Castle by improving physical appearance of the surrounding buildings and use of the public space.

- Consider how public spaces connect up and allow users to move between spaces more easily.

Friday 26th: Re:Connecting Rothesay

[Attendance: 22]

During this Friday evening session two small groups formed to look back at the emerging projects and long term ambitions. The team were joined by Diarmaid Lawlor, Head of Urbanism at Architecture & Design Scotland who challenged those participating to think about 'How can we work together?' and 'What can we learn from each other?'. With this in mind the group started to verify and prioritize the outcomes to date.

This session also provided an opportunity for Willie Miller Urban Design to present early ideas and proposals for the redevelopment of the public realm, in particular the area of High Street and surrounding the Castle. These ideas were based on conversations from the previous workshop.

Brief overview of emerging issues / ideas:

- Promote working together by being open and transparent with any decision making.
- Build confidence in the community.
- We need a clear plan, with metrics.
- Consistently align and review goals and aspirations to ensure that everyone is on the right track.
- Promote a healthy board, with a broad demographic, with succession plan.

[Attendance: 32]

An overview of the longer-term findings through all the workshops was presented in an open discussion format which garnered resonance around the importance of everybody working together to make sure that projects would move forward.

- Organisations working together with a clear plan is paramount
- Achievable projects were required to ensure milestones were attainable
- Actions needed to happen quickly and be visible for the community



Place Standard Tool

The Place Standard tool provides a simple framework to structure conversations about place. It allows you to think about the physical elements of a place (e.g. its buildings, spaces, and transport links) as well as the social aspects (e.g. whether people feel they have a say in decision making).

The tool provides prompts for discussions, allowing you to consider all the elements of place in a methodical way. The tool pinpoints the assets of a place as well as areas where a place could improve.

Purpose

The purpose of the Place Standard is to maximize the potential of the physical and social environment to support health, wellbeing and a high quality of life.

In order to achieve this, it provides a framework for:

- evaluation and improvement of new and existing places;
- structured conversations through which communities, the public sector, private sector and third sector work together to deliver high quality places;
- consistency across Scotland in the delivery of high quality, sustainable places that promote community wellbeing, and more positive environmental impacts;
- maximization of the contribution of place to reducing health inequalities; and
- consideration of social aspects of place alongside physical infrastructure.

Throughout the Remaking Rothesay Charrette an area of the room was set aside to allow those attending the charrette to complete a Place Standard Tool for Rothesay in addition to the other discussions and programmed workshops taking place.

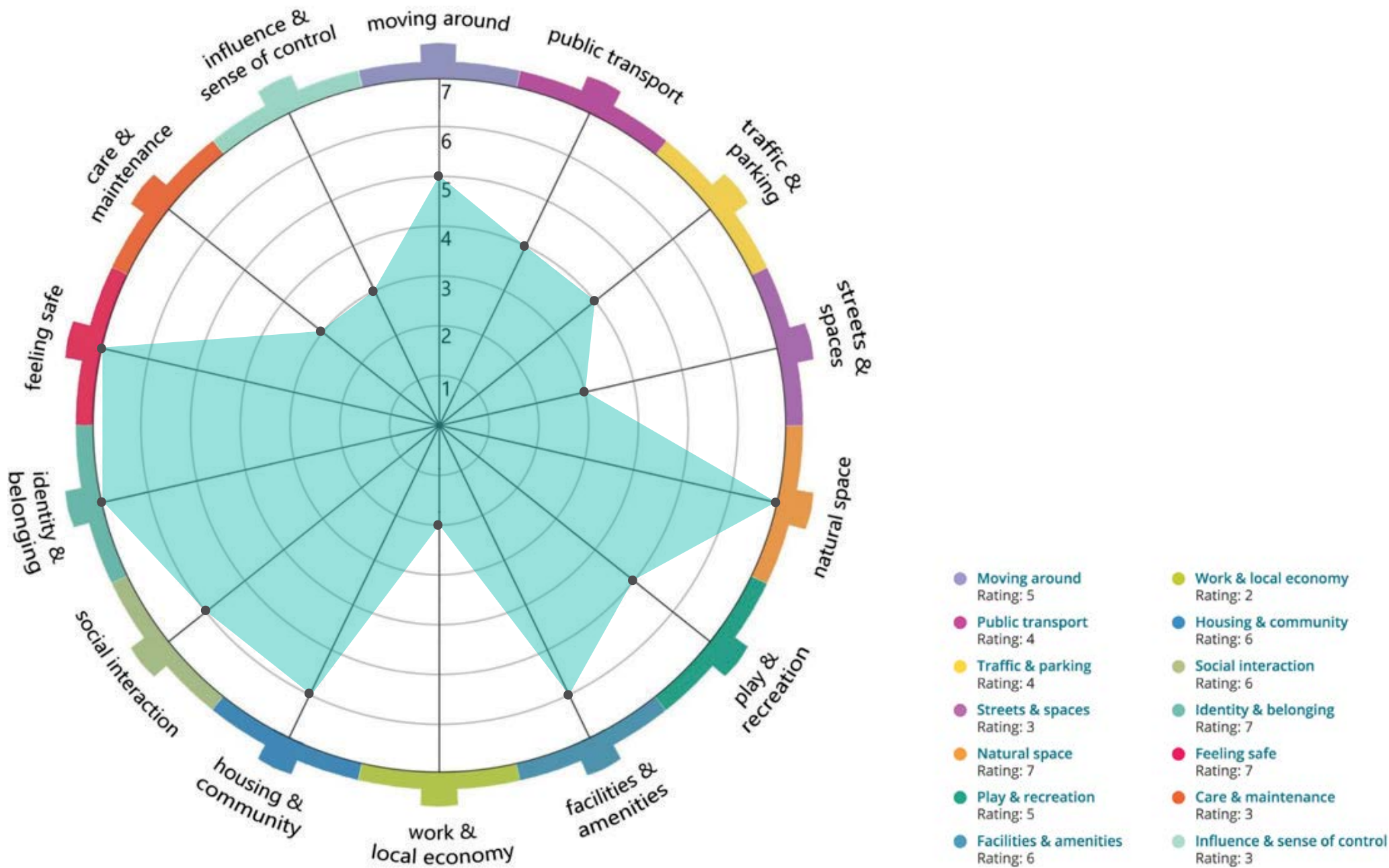
The Place Standard Tool was completed by a broad demographic and provides a quantifiable overview of residents perceptions of Rothesay and The Isle of Bute.

The graphic is a combination of all of the data collected during the Remaking Rothesay Charrette and suggests the following:

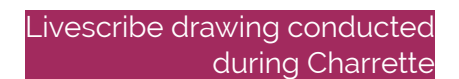
- **Life on Bute brings with it a strong sense of identity and belonging, high levels of social interaction and consequently a feeling of safety. Although sense of community appears positive, there is a perception that people have little control over local decision making.**
- **Access to natural space and the outdoors is a significant asset of the island, where as streets and public spaces within Rothesay appear to be of concern, and perhaps intrinsically linked with traffic and parking issues.**
- **Work and local economy scores particularly low (2/7), reiterating that there are concerns surrounding the accessibility of business opportunities and little confidence in job security.**

This information should be used as a baseline for monitoring the impact of regeneration in Rothesay. The Place Standard Tool should be disseminated and completed at regular intervals to continually update this baseline data (as detailed in 'Grouping Actions into Guiding Principles').

This is the average of 18 Place Standard studies carried out during the Remaking Rothesay Charrette:







What Rothesay said?

This section documents the conversations throughout the Charrette process and interprets what was said into Key Drivers, Guiding Principles and Actions based on the significance of the discussions throughout.



Your Community Aspiration:

Rothesay and Bute will offer abundant opportunities for all local people to live, work and raise a family; while consistently attracting more residents, businesses and tourists from elsewhere through a collaborative and diverse social, physical and economic offer.

Your suggested roadmap to achieve this:

In 6 months the whole town will have rallied together behind the Alliance for Action and their own wider community efforts. Positivity and momentum will be the driving characteristic and active projects will be taking shape and making improvements on the ground.

In a year, Rothesay would like to have tried, tested and refined the new approaches and relationships needed for working collectively, securing external support and understanding how the town can best move forward.

By Scotland's Census in 2021, Rothesay hopes to see stable population and employment figures for Bute and be welcoming the arrival of major investment projects across the town.

Key Drivers

Throughout conversations in the Pre-Charrette engagement and the initial Charrette workshops, it was established quite quickly that the decreasing population of Bute was perceived as having a negative impact on local opportunities. This echoed the findings of previous studies across Rothesay and Bute. Participants also spoke of the significance going beyond the quantifiable impacts like the local economy and job opportunities, with local morale and confidence being raised as a resultant and evident concern.

The consistency of this issue across the broad spectrum of town centre topics suggests a core need to stabilise and then reverse the decline. It was agreed that the overall Community Aspiration would only be realised by ensuring two key driving ambitions (Key Drivers) were consistent in all motivations and efforts for regenerating Rothesay:

1. Retain more People

To do this we need:

- training, skills and jobs to make a living
- activities and a social scene for young people
- affordable housing for young families
- ease of connection beyond Bute when needed

2. Attract More People

To do this we need:

- promoted and diverse visitor offer
- conditions for young families to relocate
- jobs & growth / apprenticeships
- awareness of quality of life and education available
- appropriate and affordable housing
- ease of connection beyond Bute when needed

Guiding Principles

The broad ambition of the Key Drivers will not be delivered directly, but instead as a result of a combined and co-ordinated effort. It emerged throughout the Charrette, that there were key considerations that needed to be taken forward in order for Rothesay to progress successfully. These were explored through prioritising and grouping the broad town centre needs that arose. Clear consensus was reached around Guiding Principles and the need for everybody involved to:

- Collaborate on decision-making and action across services and organisations
- Communicate a positive self image at all times, both on and off the island
- Activate and maintain buildings and spaces - restoring built heritage to make a more attractive and lively town centre
- Foster opportunities for skills sharing and development, jobs, entrepreneurialism and business growth
- Make Rothesay accessible and easy to get around
- Ensure Rothesay is a place for families: reinforcing the offer of schools, housing, leisure + play, health + well being with an environmental and intergenerational attitude

These principles should be the foundation of activity to regenerate Rothesay. Where many activities, projects and organisations will focus on some of the Guiding Principles more than others; if the town maintains a balance that ensures these principles are equally being improved across a collaborative approach, then Rothesay and Bute can flourish cohesively. In some ways they are a set of rules to adhere to and in others they can be used as a benchmark to measure the importance of activity for the town.

There is an abundance of positive effort that already adheres to these Guiding Principles unknowingly. It will be important that projects and organisations recognise their roles across these Guiding Principles and can match their ongoing and future delivery against the overall efforts of the town.

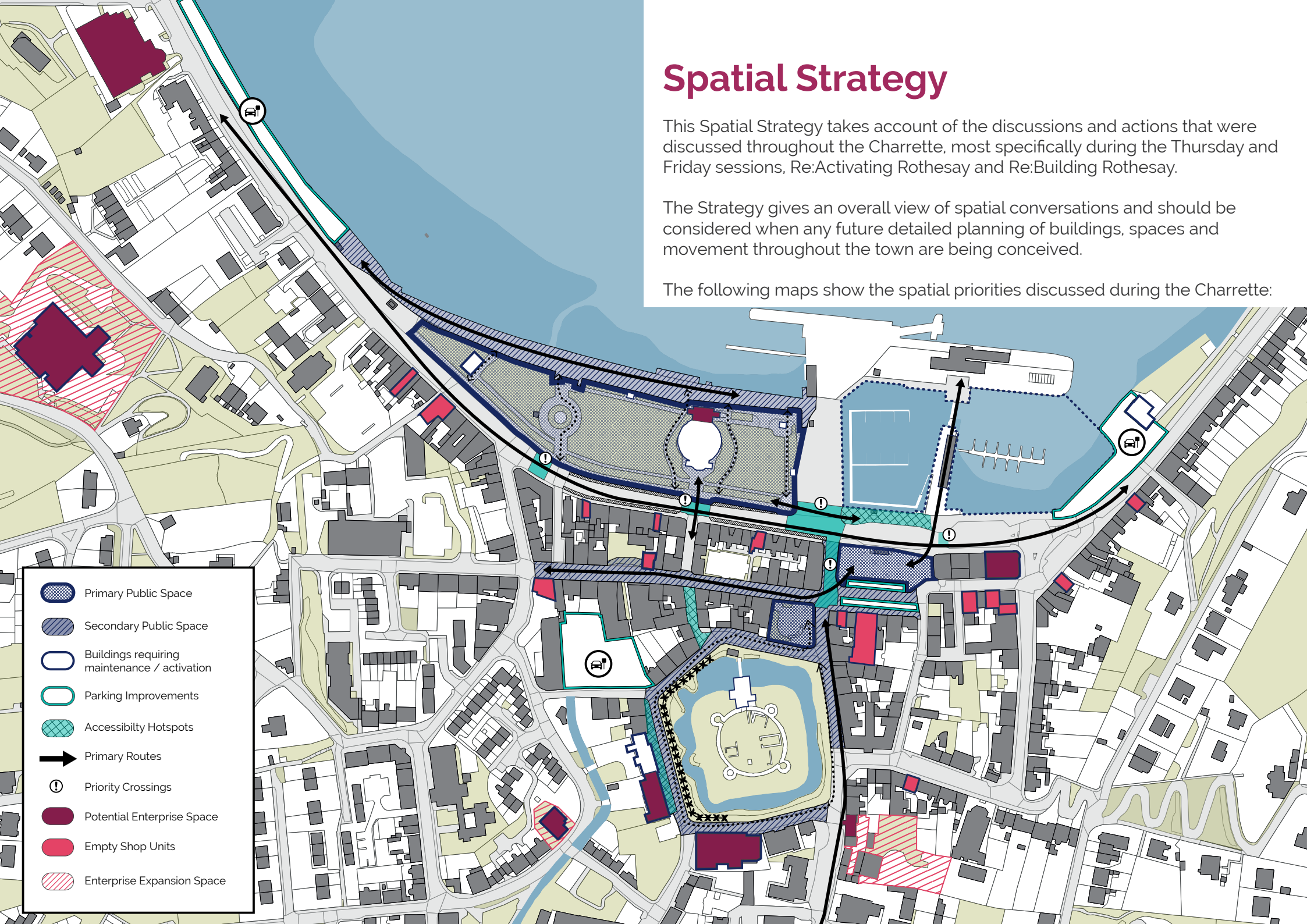
These Guiding Principles work alongside and complement an overall Spatial Strategy, that is shown on the following pages.

Spatial Strategy

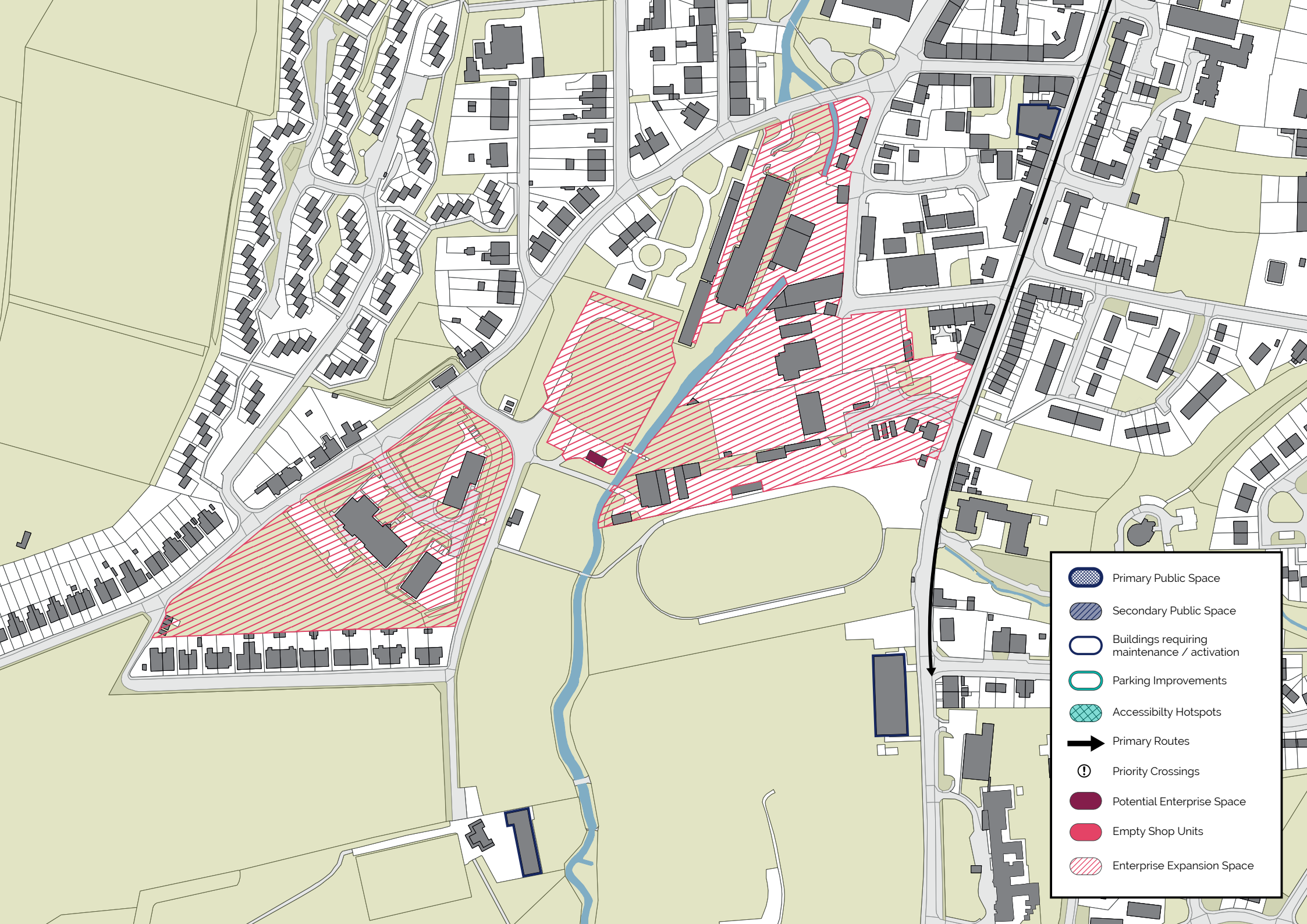
This Spatial Strategy takes account of the discussions and actions that were discussed throughout the Charrette, most specifically during the Thursday and Friday sessions, Re:Activating Rothesay and Re:Building Rothesay.


The Strategy gives an overall view of spatial conversations and should be considered when any future detailed planning of buildings, spaces and movement throughout the town are being conceived.

The following maps show the spatial priorities discussed during the Charrette:



- Primary Public Space
- Secondary Public Space
- Buildings requiring maintenance / activation
- Parking Improvements
- Accessibility Hotspots
- Primary Routes
- Priority Crossings
- Potential Enterprise Space
- Empty Shop Units
- Enterprise Expansion Space



-  Primary Public Space
-  Secondary Public Space
-  Buildings requiring maintenance / activation
-  Parking Improvements
-  Accessibility Hotspots
-  Primary Routes
-  Priority Crossings
-  Potential Enterprise Space
-  Empty Shop Units
-  Enterprise Expansion Space

Some of the key suggestions of the Spatial Strategy are explained below:

Low speed environment

The most significant proposal is the introduction of a low-speed environment within the centre of the town, stretching from the Pavilion to East Princes Street. This environment will utilise narrower carriageways to encourage a vehicle design speed of 15mph. The narrowing of carriageways will allow the inclusion of a central island and wider footpaths for ease of crossing (Victoria + Argyll Streets and Albert Place) from (the Discovery Centre and Gardens, the Ferry Terminal and the Esplanade) to the town.

This pedestrian-friendly environment will be heightened by the use of co-ordinated paving to guide people across this route at various points:

The ferry junction in front of the Esplanade Hotel will require specific detailing to reduce the impact of vehicle access to the Ferry waiting area.

This approach will be repeated on a smaller scale to give priority to pedestrians and cyclists at the crossing points between the Discovery Centre and Tower Street and between the Cabbies Rest and the Post Office. Designated cycle lanes should be introduced encouraging cycling along the route, with multiple access points into the town centre.

An example of a relevant low-speed environment including a busy junction is Poynton in Cheshire which uses roundals and shared surfaces to ease the impact of the various vehicular routes.



Photo Ref: Sustrans



Photo Ref: Sustrans



Photo Ref: Greg Newton

Series of civic spaces and connecting routes

A series of civic spaces is encouraged to link the main routes around the town and offering points of interaction, leisure time, performance, play, dining and trade. The activation of these spaces is described in the 'Active and maintained buildings and spaces' section with proposals including public art, lighting, on-street spaces for businesses to trade and programming of events.

The main considerations along key routes and spaces are:

Ferry Terminal and Toilets - Discovery Centre - Esplanade - Pavilion

The Discovery Centre should be the key focal point of the town centre for locals and residents alike with activity radiating from the main entrance, the cinema entrance and also the facade onto the Esplanade. The Esplanade requires increased access, lighting and playful interaction to entice people to use and enjoy it at all times, particularly in enlivening the journey to the Pavilion.

Ferry Terminal and Toilets - Guildford Square - High Street - Castle Environs

The route for pedestrians from the Ferry to the town is particularly important for wayfinding and promotion as visitors arrive. Montague Street Gardens, Guildford Square and High Street should offer casual performance spaces and outdoor eating throughout the summer. Underused buildings and spaces around the Castle are specific opportunities for leisure and enterprise to build on and complement the heritage offer and the ongoing redevelopment of the Mansion House.

Montague Street - West Princes Street - East Princes Street

The development of the gap site off Queen's Street as a consolidation of parking for shoppers along the thoroughfare of Montague Street would reduce the need for parking in front of shops.



Active use of spaces throughout the Town Centre



Realign and activate the junction to the Ferry at Victoria Street



Possible re-use of High Street

Context of the Pavilion

The approach and context of the Pavilion requires a reconfiguration to ensure it is equipped to facilitate the increased activities and prominence that the facility will provide once it has been restored. It is an ambitious project and brings with it the opportunity to bolster Rothesay's offer for leisure and performance, encouraging audiences from across the island and the mainland.

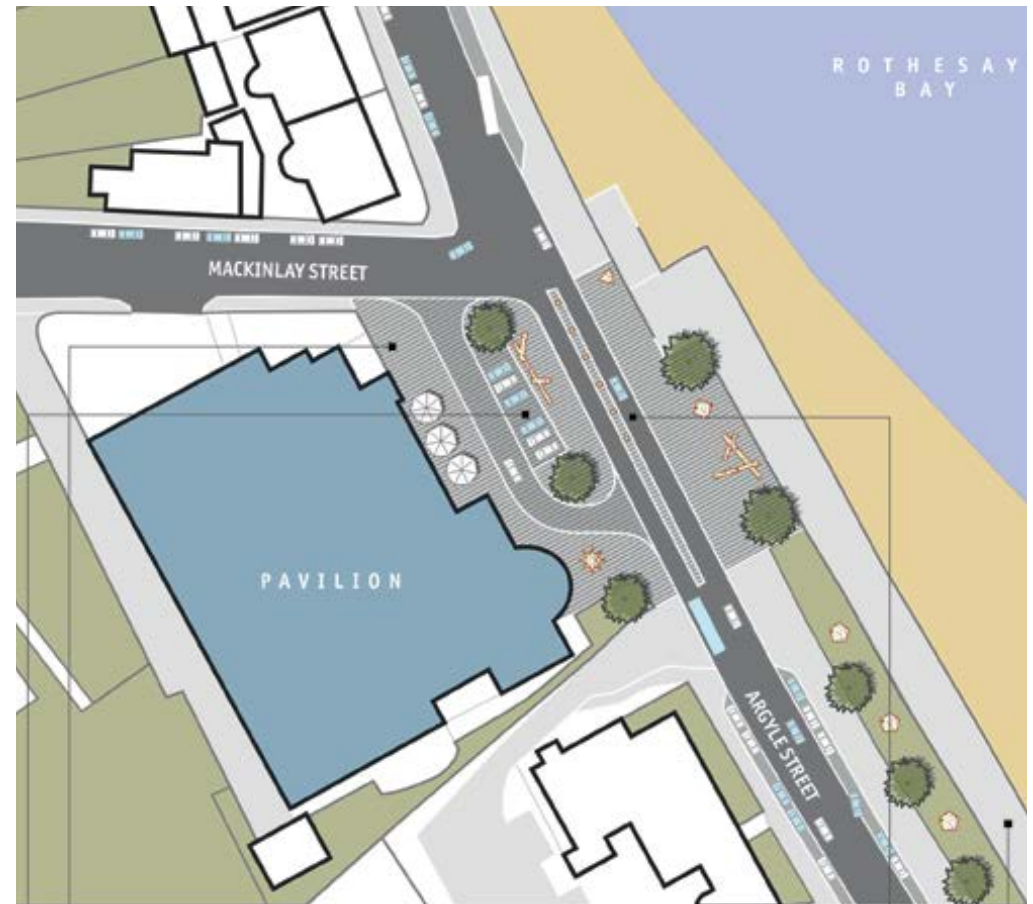
Currently, the Pavilion sits somewhat removed from the other main attractions and services of the town centre. The activation of the Esplanade is crucial for improving its connectivity to the town centre and should build excitement in its approach.

The forecourt and esplanade offer an opportunity for the activities and performances within the Pavilion to spillover onto the street, creating visibility for the events and organisations that will take place within.

Accessibility

Accessibility of the town centre was a central issue discussed during the Charrette and there was a clear call for increased consideration to ensure any town centre developments go beyond the minimum requirements. Actions relating to this are highlighted in the Guiding Principle 'Accessible and easy to get around'.

The overall Spatial Strategy is detailed on the following page.



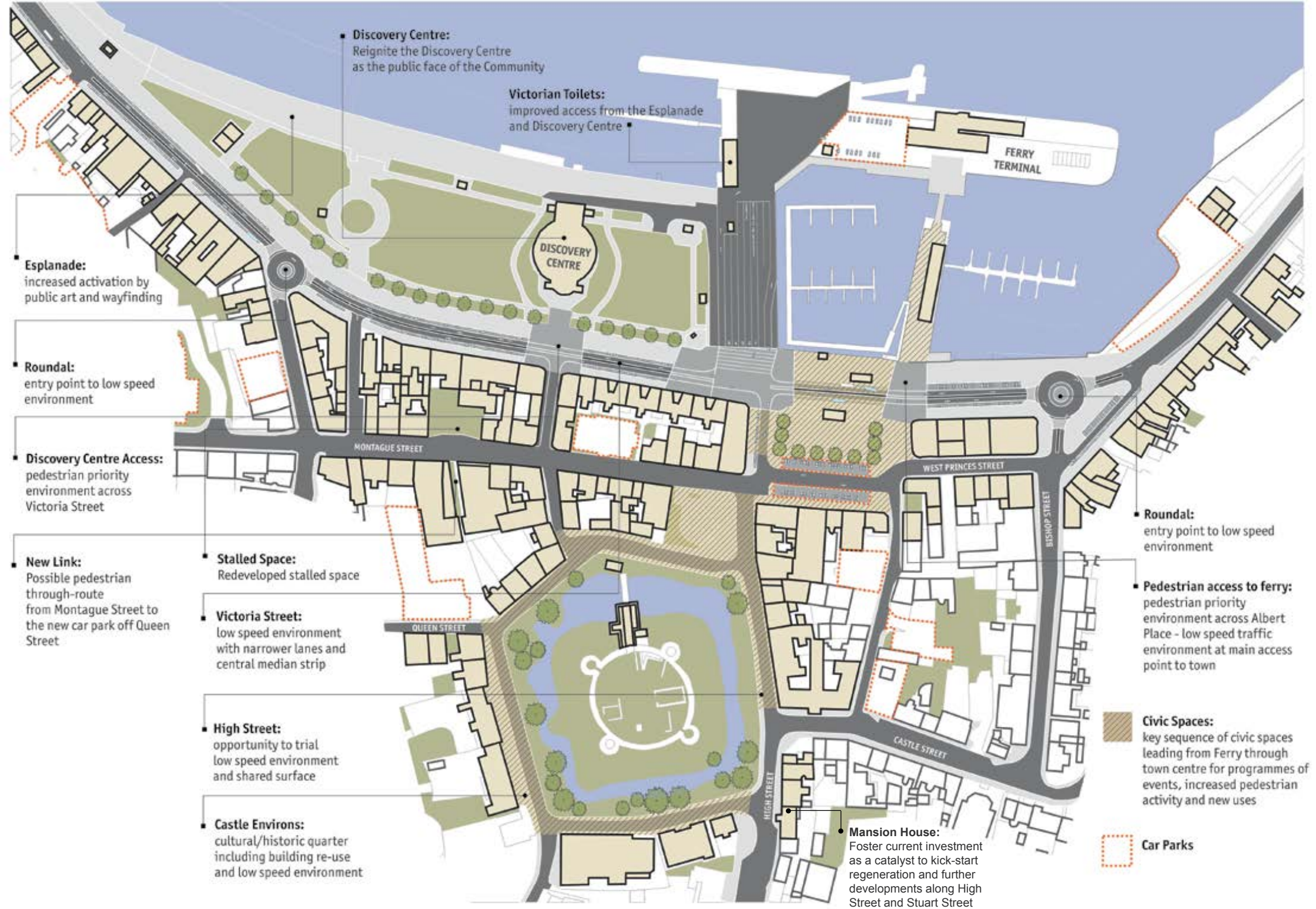
Rothesay Pavilion: context enhancement

Forecourt, Street and Esplanade: area becomes a unified area - a new civic space for the restored building

Low Speed Environment: Argyle Street becomes a low speed environment through the new civic space with a design speed of 15 mph, 2 lanes and median strip

Esplanade: footpath link to town centre becomes an outdoor sculpture gallery with temporary installations, seating and wayfinding

Parking: parking within forecourt area restricted to Blue Badge holders - on street parking permitted but not within the new civic space



Grouping Actions into the Guiding Principles

To ensure that the scope of these Guiding Principles fully represent the balance of needs and considerations required to achieve the Community Aspiration and the Key Drivers, they have been cross-referenced against the gaps that were identified using the Place Standard Tool. By maintaining the positive work that has got Rothesay this far and filling the identified gaps with a co-ordinated effort of further Actions, the required town-centre balance should be satisfied.

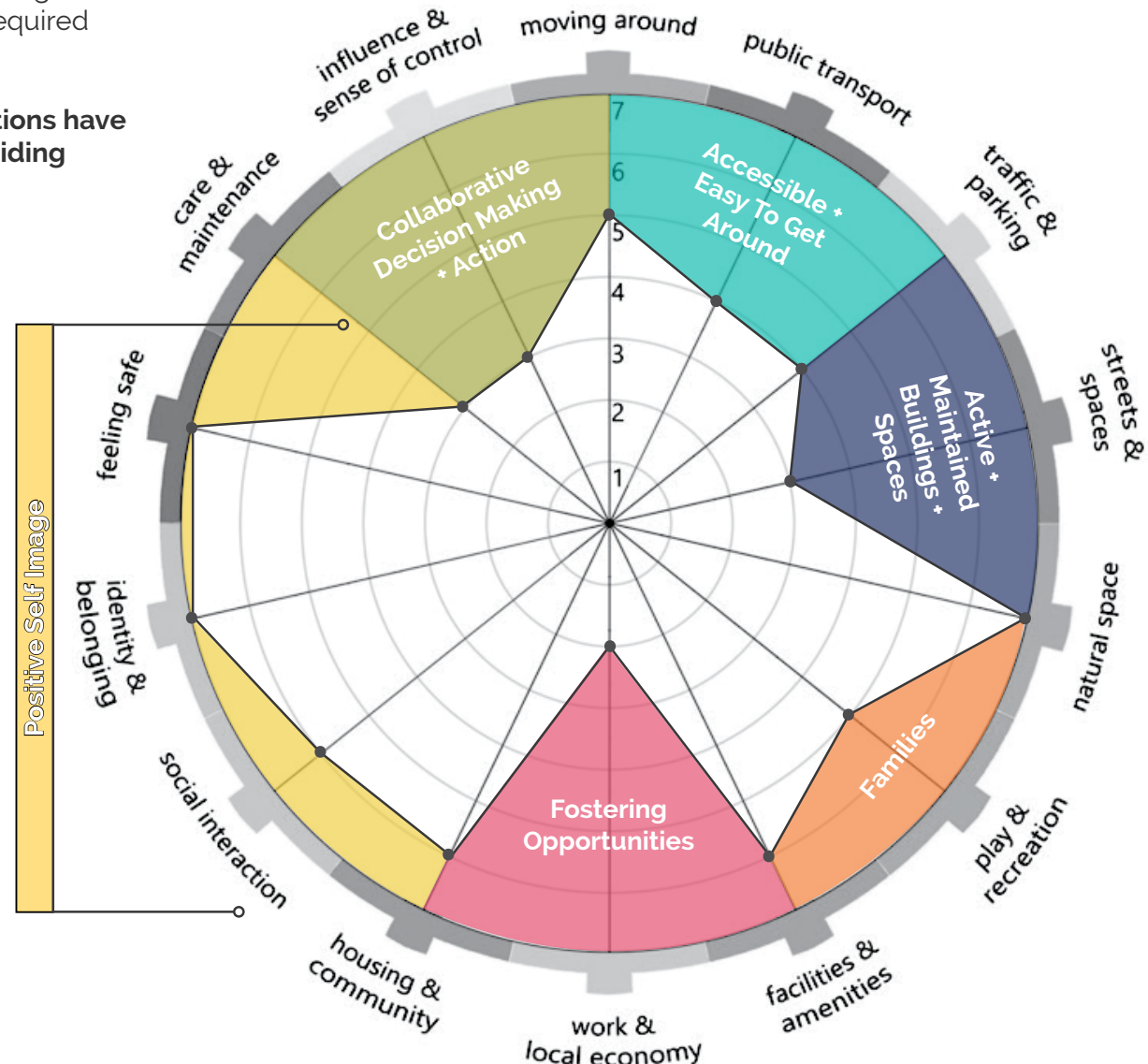
In the following 'Let's get going now' section, these further Actions have been detailed and grouped based on their relevance to the Guiding Principles.

Monitoring impact using the Place Standard Tool

Taking the average results of the Place Standard Tool conducted during the Charrette as a baseline, the Alliance for Action can begin to monitor the impact of the Actions using a regularly updated set of Place Standard Tool results. This should further allow efforts and actions to be balanced across the Guiding Principles based on which Principles require the most improvements to reach the highest rating.

Baseline Ratings from Charrette (7 is highest, 0 is lowest):

Moving around Rating: 5	Work & local economy Rating: 2
Public transport Rating: 4	Housing & community Rating: 6
Traffic & parking Rating: 4	Social interaction Rating: 6
Streets & spaces Rating: 3	Identity & belonging Rating: 7
Natural space Rating: 7	Feeling safe Rating: 7
Play & recreation Rating: 5	Care & maintenance Rating: 3
Facilities & amenities Rating: 6	Influence & sense of control Rating: 3





Let's get going now...

There was some general acceptance that previous efforts had been discussed to stimulate the town, without significant uptake across the board. On the flip side to this, there was huge positivity about the impact that previous and ongoing efforts had in recent years. There was a resounding call for Action to stem from any conversations through the Charrette.

To ensure this, the following pages map the resulting conversations (Guiding Principles) against Actions and are associated against ongoing and upcoming efforts from organisations working for Rothesay and Bute.

Collaborative Decision-Making and Action across services and organisations

We need to:

- Work together! The Alliance for Action should instill and broker collaboration and a cohesive plan by bringing together organisations and services to focus on improvements and investment.
- Align and review the collection of town centre, tourist and business data across Bute.
- Foster existing partnerships with Council and National Agencies / Community Planning Partners

What Rothesay said?

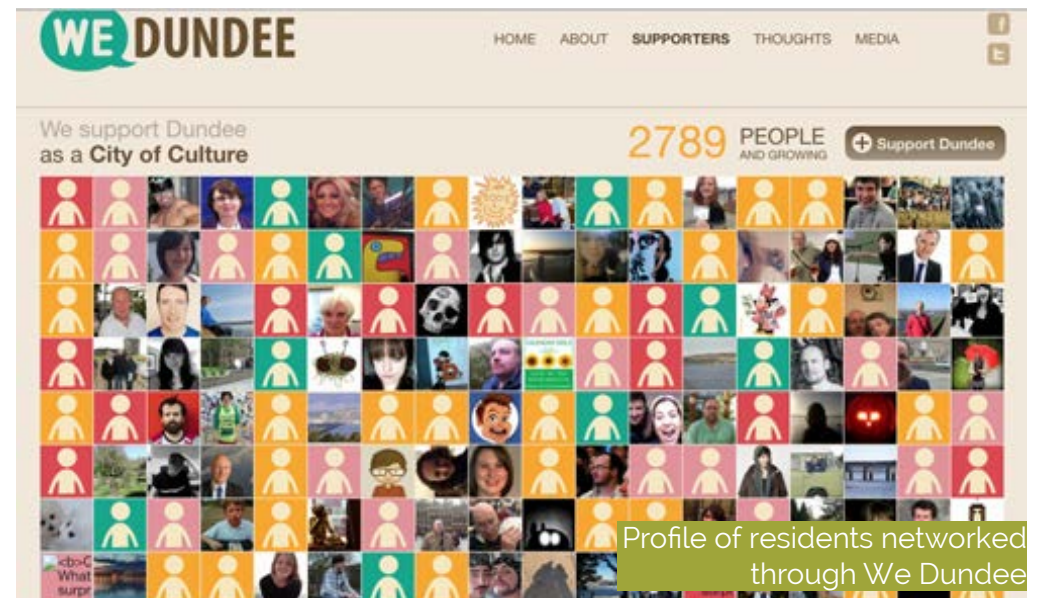
Community organisations and individuals were praised throughout the Charrette process for their ongoing commitment and the projects they deliver autonomously and within small networks. The recent and future impacts of major public development works like the THI and the Pavilion were also commended widely for improving the fabric of the town. There were calls for increased joined-up thinking and a collaborative plan to ensure all these efforts aligned towards unified outcomes and to encourage increased motivation and participation based on successfully achieving collective milestones. Going forward, instances like the Charrette; when the community could come together to ratify the plan were supported on a consistent and less-intensive basis. There were some calls for Argyll + Bute-wide organisations and networks, eg Third Sector Interface to be more representative and involved for Bute.

Though being a newly formed group with limited recognition beyond its members to date, the Alliance for Action was widely championed by community members during the Charrette as a mechanism for moving

things forward in Rothesay. It was best understood by participants when discussed as an impartial, collaborative group that connected and supported the activation of 'on-the-ground' projects by all organisations across Bute. It was felt the Alliance would then be well placed to liaise the town's needs to the Council, national agencies and funders to garner further support and give input on decisions for Rothesay. There are future opportunities that the Alliance for Action could - if appropriate - seize to begin generating income and fund staff time or further project development. These would require a business plan in tandem with testing the enterprise, ensuring that any offer does not detract from existing businesses.

The Alliance must:

support and be active across all town centre projects
ensure visibility and awareness of the ongoing work
remain open, inclusive and pro-active towards
increasing members.



What's first?

- The Alliance for Action should be branded, constituted and publish a small 'declaration of intent for Rothesay' which acts as an open invite for people to get involved if they want to make a difference.
- It was accepted that the Alliance for Action would require a part or full-time role to coordinate efforts. The funding for this must be initially sourced either by grant application or by contributions from key stakeholders within the Alliance. The Alliance should aim to fund its own delivery in the long-term.
- Establish a series ('I'm a resident' 'I'm a visitor' 'I'm a business') of simple, quarterly Survey Monkeys that target consistent data from each. The Alliance for Action must establish a consistent communication with the town from the outset to do 3 things:
 - Collect town centre, tourist and business data
 - Monitor the impact of the Alliance for the town and get feedback on direction and strategy
 - Distribute information about projects and events
- Develop a Monitoring and Evaluation Framework to regularly appraise the Alliance for Action.

"Knowing what's going on, and going to happen to allow people to be more responsive. CalMac survey is great, but you only hear about the findings a year later, when the season is over. What systems can be put in place for generating live analytics? Can we find out how many rooms are booked on a Thursday night, and respond to this with organised activity over the weekend, TuckTuck's, Puppet Theatre, Cafe stays open later etc. Allowing businesses/local people to make the most of the opportunities."

To work together!

Long-term Objectives

To broker ongoing collaboration and an evolving plan by bringing together organisations and services to focus on improvements and investment.

Involve the majority of residents in community activity and decision making. 'Bradanes' and 'incomers' should be considered one

1yr Actions

Alliance for Action / Remaking Rothesay to develop as a recogniseable organisation with a publicised core mandate. AfA must live up to its name and stimulate action. This requires funding for a full-time role. Support delivered through AfA should be identified across all local projects

Create a simple public profiling of residents online and in a physical book hosted at Discovery Centre. Ask them to proclaim their commitment to Remaking Rothesay and tag their community interests from a list.

3yr Aims

Monitor and publicise the impact of the AfA with each Quarterly Survey.

To have a network of active volunteers who can get stuck in or sit out, but are always informed. This should be linked to the positive self image 'Bute Brand'

Who

Alliance for Action

Alliance for Action

How

Cultural Assembly, Visit Scotland Growth Fund

Cultural Assembly, Comic Relief Local Communities Programme, Creative Place Award or similar funding, Visit Scotland Growth Fund

Exemplars

We Dundee

Potential CPP* support

A+BC, Argyll Voluntary Action, HIE

***CPP means Community Planning Partnership**

" Who are the Alliance for Action? "

" Enthusiastic incomers quickly become apathetic when offers of help are dismissed. "

Align and review the collection of town centre, tourist and business data across Bute

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Establish a consistent and easily updateable monitoring process that can be accessed and contributed to by everyone: businesses, tourists, residents etc.	Initiate quarterly automated surveys through Calmac Wifi and Buteman articles kickstarted with a campaign so everyone is aware of its purpose	Identify gaps in the town's offer and utilise the data for promotion of positives, targeting funding opportunities or additional revenue generation and to back up strategic decision making	Alliance for Action, Isle of Bute Trust, A+BC, possible business organisation, Calmac visitor figures, Buteman surveys	Creating a baseline data research, LEADER		A+BC [econ devt, corporate comms], Argyll Voluntary Action, Calmac, HIE

Foster existing partnerships with Council and National Agencies / Community Planning Partners

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
To ensure an accessible, person-to-person localised service from Partners	Create and publish Rothesay specific database of first point contacts for all Council Depts, National Agencies and Planning Partners. Develop a Stakeholder Engagement Plan	Review town decision making and using data collected, build the case for localised decision making where appropriate.	Alliance for Action, Community Council, THI Officer	Work with local members and the Community Council to champion Rothesay's requirements together, based on consistent community engagement.	Town Centre Management role Stirling Council	A+BC [community planning] & all other CP partners

“ Speed of decision making with A+BC is a restraint. We need to have effective dialogues with the right people within the council. For a recent project it was effectively 9 months of chasing the relevant officers. ”

Communicating a Positive Self Image (on and off island)

We need to:

- Collectively promote a 'Bute Brand' and the town's offer on Bute, the ferries and the mainland.
- Re-establish the Discovery Centre as a central hub for locals and tourists.
- Create a shared booking system and align various Bute Calendars into one.

What Rothesay said?

Restoring confidence lies at the heart of successful regeneration.

During the Charrette, many agreed that confidence in the town's ability to improve was hindering positivity and hard-working intentions were often impaired before town centre projects got off the ground. There was agreement that this inherent issue reflected negatively for visitors to the town, young people growing up on the island and for families considering setting up home here. This lack of confidence however, vastly contrasted with the unanimity of reasons why Rothesay was a great place to live.

The notion of a Positive Self-Image was considered paramount to improving the perception of the town for inhabitants and visitors alike.

Participants felt promotion of Rothesay and Bute was a job that everyone must contribute to. Visit Bute has the foundations in place to support getting the positive self-image across to many. In many conversations, beginning to bolster Rothesay's offer and self-confidence was considered the solution to increasing tourism and not to start with tourism as the driver. That said, there is a detailed Visitor Strategy required to underpin the promotion for tourism with clear targets and subsequent messaging.

The positivity and confidence building should stem from activity and improvements across the town, a sense of togetherness in the community, milestones met with awards + recognised achievements and continued aspiration to improve. Over time this positivity will forge an identity for Rothesay and Bute to attract consistent visitors and new residents.

The Alliance for Action will be a central forum for communicating the positives and ensuring organisations are coming together and connected in what they are delivering and promoting.



What you said was best about
Rothesay

What's first?

- All organisations and individuals interested in promoting Rothesay should meet and pull together a list of activity that is proposed for the coming months and coordinate these into a campaign for the summer. This should be publicised on social media and using posters and flyers on the ferries. As the central point of collaboration, the AfA should co-ordinate this.

- Visit Scotland must consider the re-use of the Restaurant space and what might be required to bring it back into use as a benefit for the town. It was highlighted as a key space for the activation of the Esplanade and many uses were suggested that complemented the proximity to the Tourist Office and Cinema eg soft play, youth hub



Summer campaign of activity for the Town Centre



Images of West Kilbride 'Craft Town Scotland'

Collective promotion of a 'Bute Brand' and the town's offer

Long-term Objectives Consolidate the promotion	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
	Bring together everyone currently promoting or looking to promote Bute.	Utilising all the positive work to-date, instill a locally recognised framework for promoting Bute ie who does what, where is it centrally input to be shared by everyone	Visit Bute, Visit Scotland, Argyll and the Islands Tourism Co-operative, Pavilion Charity, Brandanii, Bute Conservation Trust, Isle of Bute Trust, Mount Stuart, The Buteman	Cultural Assembly, Visit Scotland Growth Fund	Dumfries, Wigtown 'Book Town', West Kilbride 'Craft Town', Castle Douglas 'Food Town',	A+BC [economic development], Argyll Voluntary Action, Calmac, HIE
Promote awareness on and off island to make the most of assets	Create an easily updated film with 30 second clips of organisations' activities on Bute that can be shared on ferry, in the Discovery Centre and across social media	Establish a Tourism Officer role or similar to co-ordinate efforts. This would require funding or support from membership / sponsorship	Visit Bute, Visit Scotland, Argyll and the Islands Tourism Co-operative, Pavilion Charity, Brandanii, Bute Conservation Trust, Isle of Bute Trust, Mount Stuart, The Buteman	Cultural Assembly, Comic Relief Local Communities Programme, Creative Place Award or similar funding, Visit Scotland Growth Fund	<p>" Bute is unique in its offer. It has real potential to build a reputation as the leading destination for GeoTourism, EcoTourism, Marine Tourism, Archaeology, among others. "</p>	A+BC [economic development], Argyll Voluntary Action, Calmac, HIE
Bute is recognised nationally and internationally	Ensure Bute's offer is highlighted on all relevant websites eg foodanddrink.scot, sailingscotland.org. Publish a social media strategy for everyone to promote.	Lobby Visit Scotland to increase their coverage of Bute. Invite travel bloggers to visit during Festivals	Visit Scotland Staff, Visit Bute, Adventures Around Scotland blog, Mount Stuart	Comic Relief Local Communities		
Understand potential tourists	Audience Development Plan / Visitor Strategy	Maintain Visitor Strategy i.e. from where are visitors sought (Glasgow, Scotland, UK, international); which markets e.g. adventure (marine, walking, cycling) day, extended stays, millennials, families, older visitors etc; and what do they want (accommodation, eateries)	TH Project Officer, Visit Bute, Visit Scotland, Tourism Officer	Rothsay TH		A+BC [economic development, corporate comms], Calmac, HIE

" 'Isle of Bute' comes up 1,170 times on Visit Scotland website. The figure for 'Isle of Arran' is approx 71,000. "

" Do we need a tourist officer? "

Reigniting the Discovery Centre as a central hub for locals and tourists.

Long-term Objectives

The Discovery Centre is front-of-house for a strong and active local community

1yr Actions

Designate and program a rolling residency space for organisations to promote what they do. Offer free space for community use / meetings

3yr Aims

Ensure the Cafe space is being utilised with affordable rents. Ideally a social enterprise that feeds benefit back to the town / island.

Who

Alliance for Action, Visit Scotland, everybody should have reason to drop in occasionally

How

Visit Scotland

Exemplars

Potential CPP support

Argyll Voluntary Action, HIE

“ The Discovery Centre really should be our community centre. ”

“ It's the first port of call. ”

Create a shared booking system and align various Bute Calendars into one.

Long-term Objectives

One point of referral for What's On

1yr Actions

Consolidate the various local calendars into one that is shareable (eg Google) and moderated by all relevant groups

3yr Aims

There is an active network of moderators ensuring Calendar is up to date and bookings are active

Who

Visit Bute, Visit Scotland, Isle of Bute Trust, Pavilion Charity,

How

A+BC Participatory Budgeting

Exemplars

There are positive examples in Rothesay, they just need to be connected up

Potential CPP support

Argyll Voluntary Action

“ Everyone has a calendar on their website; not everyone's is updated. ”



Active and maintained buildings and spaces

We need to:

- Programme and develop facilities for Montague Gardens, Guildford Square and a trial of shared surface for summer use at High / Castlehill Streets.
- Create a live space audit (building on HIE space feasibility and Council's Asset study). Include available and unavailable space, contact for permissions, related costs, condition for use organisations and businesses looking for space and the requirements they seek
- Publish an exemplar of short-long term space uses from across Scotland ensuring public awareness of one point of contact within Alliance for Action to approach regarding securing a space
- Initiate a chosen strategic option (based on Council's Bute pilot) for publicly owned buildings and lever significant investment towards major developments and restoration projects. eg Discovery Centre, old Academy, Inland Revenue, Moat Centre, Royal Hotel etc
- Research opportunity for creative spaces and demand
- Initiate an improvement scheme for shopfronts, public buildings and pavements to stimulate community and owner-led activity in order to complement TH investment and ongoing Council maintenance. In the spring - summer the scheme should focus on public spaces and in the winter, the shopfronts and public buildings. This should tie into TH factoring feasibility study, upskilling of maintenance and traditional construction / joinery skills



"Dumfries is what we all make of it together" The Stove

Active and Maintained Buildings and Spaces



What's first?

- The Stalled Space project at Montague Street should be used as a foundation for the community-led improvement scheme and should be supported by the Alliance for Action and others to continue the ethos beyond the initial project and space. The momentum achieved needs to be harnessed quickly and should tie in with projects like the TH's Paths for All application and creative uses for empty shop units.
- The Alliance for Action, local businesses, the Community Council and A+BC Roads Dept must coordinate efforts quickly and test the closure or part-closure of High Street up to Castle Street during the upcoming summer months.

'Do it this Summer! There have been two crashes into the castle wall already. High St was closed for a year when the Court House was being refurbished and it caused little disruption to traffic in the rest of the town.'



Possible re-use of High Street

Programming and Development of Public Spaces

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Activating public space should be hassle free and encouraged	Designate one local Council staff member to adopt the public spaces, develop reasonable guidelines for use and enable permissions to be given asap when required. Put up a sign on each with contact details and the offer of space. Promote the offer to schools, community groups, businesses and on the collaborative town calendar. Monitor and document the uptake.	Assess the usage and develop further requirements. Encourage events and festivals to adopt the spaces whenever possible	A+BC local staff, schools and community groups, local bands, businesses around public spaces	Stalled Spaces project, Regeneration Capital Grant Fund and Coastal Communities Fund expected to launch again soon	The Stove, Dumfries. "Dumfries is what we all make of it together". Deveron Arts, Huntly "The Town is the Venue".	A+BC [culture/ arts, licencing, planning, roads, education], UHI Argyll College
<p>"Permissions are not clear; who do you ask."</p> <p>"Guildford Square is not suitable for events."</p>						
Services and equipment are provided collaboratively	Develop a kit of equipment, stored locally. eg gazebo, 10 seats, small stage, lighting, pa system. Elicit support from adjoining businesses for power, water, use of toilets etc	Increase equipment	Fyne Futures (reuseable), Tesco/Hansons (for storage)	Fundraising, crowdfunding	Atlanta Community Toolbank	A+BC, Fyne Futures, UHI Argyll College
<p>"We have bands and musicians in the school who'd love the chance to play regularly."</p>						
Businesses can use outdoor spaces when appropriate	With minimal surface alterations, test temporary use of High Street parking spaces from 'High Spirits' to 'The Coffee Stop' as shared outdoor seating space.	Develop hard landscaping to suit needs	Adjoining shops, cafes and restaurants, Roads Dept	Seating and maintenance resourced by interested businesses	Park(ing) Day	A+BC [licencing, planning, roads]
<p>"We need to challenge the mentality of events space vs carparking."</p>						

Create a live space audit

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Understand what space is available and when	Taking the HIE business space audit as a baseline, expand to spaces and buildings for community use. Include available and unavailable space, contact for permissions, related costs, condition for use	Make this a live and detailed resource (similar to IOBT's empty shop map)	A+BC, HIE, Isle of Bute Trust, Spaceowners, Space-seekers	HIE	Start Up Street Stirling	A+BC (econ devt), Argyll Voluntary Action, HIE
Match spaces with potential users	Map organisations and businesses looking for space and what they seek, ensuring public awareness of one point of contact to approach regarding space	Locate spaceseekers in suitable spaces or develop the spaces that are required	Alliance for Action			A+BC (econ devt), Argyll Voluntary Action, HIE
A diverse offer of space usage across Rothesay	Develop an inspiration guide for short-long term space uses from across the UK. Research opportunity for creative spaces and demand	Create a shared kit of reusable equipment required for adopting a space to reduce initial setup costs ie furniture, heaters, paint and equipment	Zero Waste Bute, Alliance for Action, Isle of Bute Trust	TH	Made in Stirling, Meanwhile Space	A+BC (econ devt), Argyll Voluntary Action, HIE

"The spaces we want aren't readily available or does anyone even know who owns them. "

"It's sometimes difficult to see the opportunity when you're looking at our run-down spaces. "

Support property owners to restore properties on the buildings at risk register

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Tackle the major vacant and derelict sites	Options appraisal for Royal Hotel, 72-74 Montague Street, Old Academy	Initiate CPOs where required	A+BC	TH	Merchant City Initiative	A+BC, HIE

A community and owner-led improvement scheme for shopfronts, public buildings and pavements to complement TH investment and ongoing Council maintenance.

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Nowhere in the town looks unkempt	Develop a target list of spaces and buildings. In the spring - summer the scheme should focus on public spaces and in the winter, the shopfronts and public buildings. This should tie into TH factoring feasibility study, upskilling of maintenance and traditional construction / joinery skills, and support for a test pop up shop	Develop / utilise an existing organisation to establish a factoring service for ongoing improvements to buildings and spaces. Develop a kit of shared tools which can be borrowed eg ladders, scaffolding, power washers, gardening tools	Alliance for Action, Bute in Bloom, Fyne Futures, A+BC, 16+ A4A, placeholders	TH	Merchant City Initiative	A+BC [econ devtl, Argyll Voluntary Action, HIE, UHI Argyll College
“ A lot of businesses don't take pride in their shop fronts. Some are waiting for the THI to come along and do up their shops for them, when they were the ones who let them degrade in the first place. ”						
Empty shops are utilised	Run active research into hosting creative spaces in shops by testing initial pilot projects which could include fashion shows, gigs, rehearsals, exhibitions, amateur dramatics, charity fundraisers	Offer graduating rents for creative uses to become self-sustaining	Isle of Bute Artists Collective, Rustle Way Arts, Town Centre Galleries, Triple Aspect Puppet Company, Festivals, Musicians, XL Group	TH	Emptyshop.org Cumbria	A+BC [culture/ arts, econ devtl, Argyll Voluntary Action, HIE, UHI Argyll College
Improve the area around the Castle and redeveloped Mansion House	Give the Moat Centre a facelift, considering commissions of public art and murals. Examine the future usage requirements of the Moat alongside the increased facilities at the Pavilion. What facility improvements should be implemented ie better access to upper floors	Remove barbed wire from around the Castle moat and replace with something more subtle where required.	Historic Environment Scotland, Alliance for Action, A+BC, Mount Stuart, Museum	TH	City Centre Mural Trail, Glasgow	A+BC [estates, planning], HIE
“ The Moat Centre should be given a makeover to upgrade the exterior as it appears unloved and unwelcoming. Very poor state of repair. Kids play area is not utilised - WHY? The temporary signage does not help. ”						

Accessible and easy to get around

We need to:

- Redesign circulation and wayfinding between harbour and town
- Agree a detailed reconfiguration of movement and parking across the wider town
- Progress accessibility awareness and improvements
- Provide connected transport and active travel
- Make better use of promenade

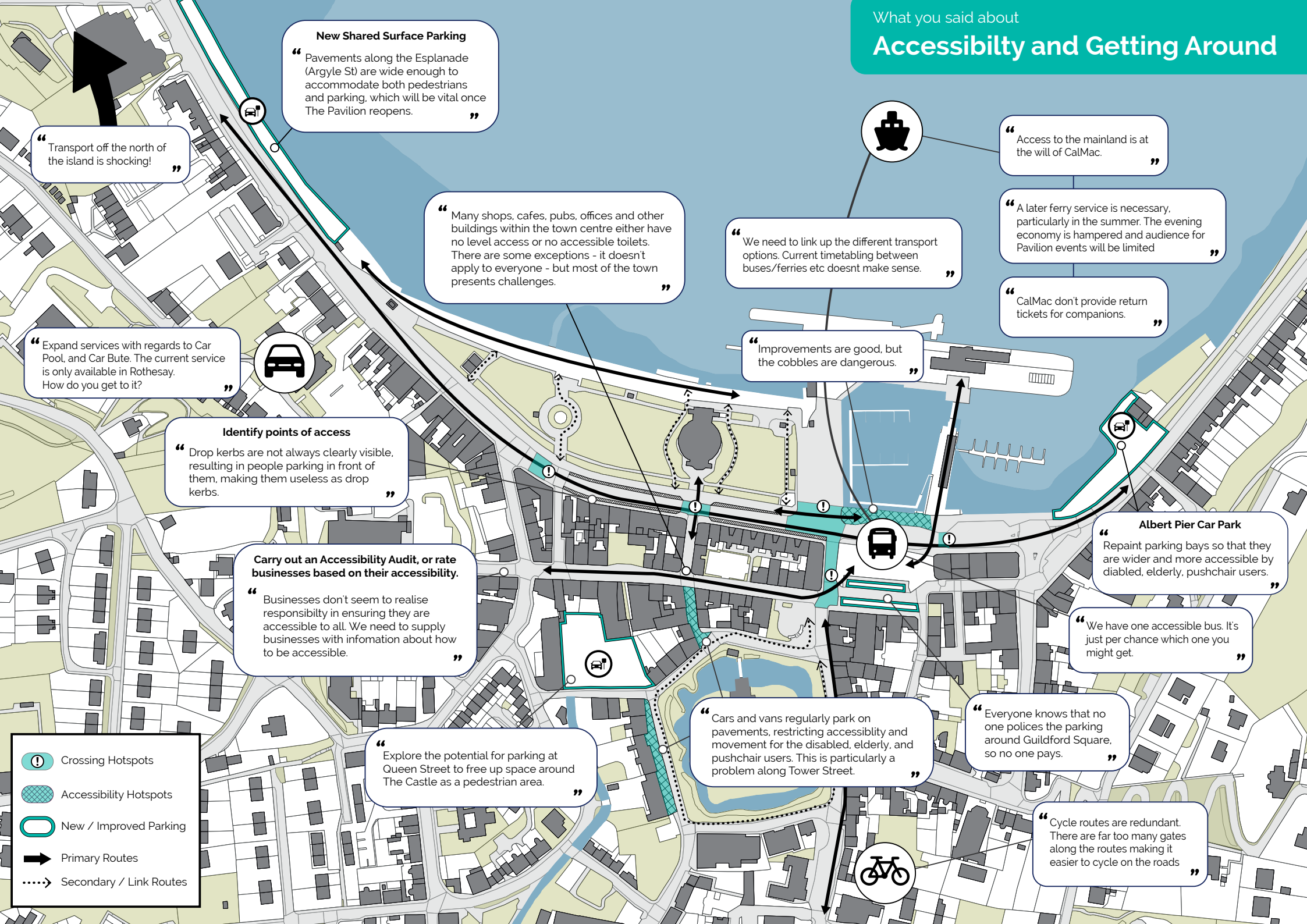
What Rothesay said?

There were calls for a more connected transport system, particularly for the bus service to offer a wider range of times for people embarking and disembarking the ferry. Transport to Cowal and Dunoon required increased service. It was accepted that ferry services dictate a significant amount of island logistics though many felt the timetables should be extended, particularly in the summertime and evenings. The Road Equivalent Tariff was widely welcomed and there was anticipation about its positive impact in the coming months. Transport around the island was seen as a struggle for many tourists. It was acknowledged that walking and cycle routes have been improving, though more interpretation and awareness were called for. Parking was reported not to be a major issue by some, with others identifying certain areas egs Argyll and Montague St as causing issue.

Accessibility was a significant issue, both from a need for physical improvements and also to increase awareness of facilities and requirements of lesser ambulant users.



What you said about Accessibility and Getting Around



What's first?

- Through the TH, Paths for All and the Cultural Assembly, secure funds to commission a series of lighting and public art interventions for the Esplanade that will enhance the route from Albert Pier all the way to the Pavilion. The emphasis should be on interaction and offer people enticing installations that offer intrigue, play and interpretation. This should also include a consideration of options and costs for ease of access to Esplanade through a rubber sealed opening in the flood wall. Examples include Largs, Perth and Renfrew.

- The Alliance for Action should connect up with A+B Council on their recent parking consultation in order to extend the thinking into an overall movement and parking plan across the town. The spatial strategy gives an indication of community priorities which should inform any improvements to be made before considering detailed design.

- Investigate setting up an Access Panel with A+B Planning and interested community members to assist with town centre developments

- The Pavilion Charity and the Alliance for Action should lobby Calmac or other providers to test a later evening service. Among other connectivity benefits, this sailing will be vital in maintaining off-island audiences for the Pavilion.



Realign and activate the junction to the Ferry at Victoria Street



Functional public art to activate the Esplanade like 'The Longest Bench' Sussex



Redesign of circulation and wayfinding between harbour and town

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Activate the Esplanade from the Ferry to the Discovery Centre to the Pavilion	Commission Public Art interventions and Wayfinding between the Pavilion and the Discovery Centre. eg replacing the Binoculars on their plinth and the giant games' sets along the Esplanade	Deliver the series of interventions along the route	A+BC, Local community + creative steering group	TH, Creative Scotland Public Art	"The Longest Bench" West Sussex	A+BC [transport, planning], Calmac, HIE
Person friendly spaces and junction between Ferry, Discovery Centre and Guildford Square	Test proposals with temporary realignment. Be bold and inventive, using colour to denote spaces on existing surfaces	Detailed design and delivery of improved junction	A+BC	TH, Paths for All, Capital Improvement	Times Square, Gehl Architects	A+BC [transport, planning], Calmac, HIE
<p>" Pedestrian Crossing doesn't line up at point of access to the Ferry Terminal. "</p>						

Detailed reconfiguration of movement and parking across the wider town

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Create a sequence of the key civic spaces connecting the assets	Test temporary use of High Street for outdoor seating / eating	Improve public realm and streetscapes around Castle	A+BC, Historic Environment Scotland			A+BC [transport, planning], HIE
Consolidate town centre parking	Detail opportunity for parking in gap site off Queen St to reduce parking on Montague St	Redesign of Esplanade from 'The Kiosk' to the Pavilion to designate overflow parking spaces for use during events.	Private owners			A+BC [transport, planning], HIE

Accessibility awareness and improvements

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Good accessibility is commonplace in Rothesay	Carry out an Accessibility Audit, or rate businesses based on their accessibility. Run a sticker campaign for businesses. Register for Accessible Britain Challenge	Encourage awareness about difficulty of parked cars on pavements / blocking dropkerbs	Roads Dept A+BC, citizen mapping, Capability Scotland, Cowal Access Panel	Membership should align with membership of Visit Bute	Accessible Britain Challenge Accessible Icon Project www.euansguide.com	A+BC [transport, planning], Fyne Futures, NHS Highland
<p>“ Everyone knows that no one polices the parking around Guildford Square, so no one pays. ”</p> <p>“ Many shops, cafes, pubs, offices and other buildings within the town centre that either have no level access or no accessible toilets. There are some exceptions - it doesn't apply to everyone - but most of the town presents challenges. ”</p>						
All public realm developments are Disability - friendly	Add a local Access Panel as a consultee on any Town Centre Planning decisions	Paint the drop kerbs. Increase the number of drop kerbs.	A+BC Planning, locally formed Access Panel			A+BC [transport, planning], Fyne Futures, NHS Highland
<p>“ Ensure what happened with The Post Office entrance doesn't happen elsewhere.”</p>						
Buses + Taxis are all accessible	Buses should indicate which services are accessible. There should be an accessible taxi service.	Feasibility of Community Transport, CarBute to initiate an accessible vehicle	West Coast Motors, Fyne Futures	Support from: HIE, Business Gateway, Firstport, Cultural Enterprise Office, Skills Development Scotland, Business in the Community	Buchan Dial-A-Community Bus, East Kilbride Shopmobility	A+BC [licencing, roads], Fyne Futures, Hitrans, NHS Highland,
<p>“ We have one accessible bus. It's just per chance which one you might get. ”</p>						

Connected transport and active travel

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Coherent Cycling + Walking infrastructure	Continue to improve Cycle signs and core paths from town across island	Improve routes starting at ferry and leading to island routes. Reduce the number of gates where possible	Fyne Futures, Roads Dept, Sustainable Transport Officer, Active Travel Co-ordinator	TH, Paths for All, Sustrans Community Links Grant		A+BC (transport, planning), Fyne Futures, NHS Highland
Mapping routes	Connect active travel routes with points of interest across island	Share annotated routes digitally and across social media	Fyne Futures, Isle of Bute Conservation Trust, Isle of Bute Trust, Mount Stuart, Wild Bute, Brandanii, Geography students	Paths for All, Sustrans, Scottish Environment Link		A+BC (transport, planning), Fyne Futures, NHS Highland, UHI Argyll College
Improved bus services	Increase services with Dunoon and Cowal peninsula	<div> "Transport off the north of the island is shocking " </div>	West Coast Motors, Alliance for Action	Support from: HIE, Business Gateway, Firstport, Cultural Enterprise Office, Skills Development Scotland, Business in the Community		A+BC (licencing, roads), Fyne Futures, Hitrans, NHS Highland, SPT
Improved Ferry Services	A later ferry service is necessary, particularly in the summer. The evening economy is hampered and audience for Pavilion events will be limited	Lobby for Young Scot cards to work on ferries and companion tickets to cover return journeys. Passenger ferry to Dunoon	<div> Calmac, Alliance for Action </div> <div> " Access to the mainland is at the will of CalMac. " </div>	Paths for All, Sustrans, Scottish Environment Link		A+BC (transport), Calmac, Hitrans, SPT

Fostering opportunities for skills sharing and development, jobs, entrepreneurialism and business growth

We need to:

- Initiate affordable space for business and enterprise. Develop light industrial units
- Support the growth of local produce and creative industries
- Initiate an active support mechanism / organisation for businesses ie Chamber of Commerce / Traders Assoc to promote collaborative approach to improve footfall / reduce shared outlays / avoid localised competition and negative culture.
- Begin capacity building / apprenticeship scheme that responds to and supports local businesses and young people
- Align investment opportunities and enterprise agencies to elicit new businesses to the island; creating a package for feasible sectors eg online / phone customer support and digital technologies which will promote available spaces, trained workforce, reliefs available etc.
- Promote reliable opening hours and seasonal alternatives for consistent jobs and space usage

What Rothesay said?

Access to space for business and enterprise was by far the most discussed topic of the Charrette. Conditions and space ownership have resulted in expensive rents and issues regarding tenure security. Numerous existing businesses have an impending need for space in order to continue trading and to grow. These uncertainties were described as hampering the prospects of new businesses coming to or starting on the island.

A route map of opportunities is required across the support networks, allowing progression from early skills and relationship building right through to significant growth and investment for businesses.

Fledgling entrepreneurs and young people require a pre-pipeline business space or programme to encourage shared learnings and development. During the Charrette, pupils highlighted the various modern skills they have to offer businesses and organisations but were unaware how to go about setting up a relationship with them. There was particular interest in specific areas like tourism, social care and marketing /social media. Where large organisations like Fyne Futures and Mount Stuart were recognised as promoting skills and experience for young people through their programmes, small businesses felt more unlikely to be able to support young people on their career progression.

Some residents and shopfront businesses described insular practices affecting business growth and where there was some reticence towards businesses collaborating through a group, many felt it was time for them to come together to tackle issues like a strategic offer rather than competing offers, shared deliveries from the mainland, staffing cover and marketing campaigns.

There was low confidence for the prospects of bolstering shopfront businesses and many felt the issues were circular. (low footfall - low sales - poor offer - low footfall). Discussion came round to the idea that encouraging a stimulation of the offer over a period of time was the only way to get out of this cycle. In terms of attracting new business to the island, many felt more incentives were required from the Council and national support agencies, but that the community could do their bit by contributing to the town centre improvements and making it a more desirable place for people to come and do business.

What you said about Fostering Opportunities

Do a Price Match study to tackle perception that things on the island are expensive. Test the feasibility of introducing a 'Bute Pound'

"I do my weekly shopping when I'm on the mainland, it's far cheaper than buying on the island."

"Proximity to the Pavilion should be treated as a major opportunity. The two should complement each other."

"We need knowledge and skills to apply for tenders."

"Small businesses don't know how to access funding available."

The Old Academy

"Do something with it now, before it requires ££££ to be spent on it. Secure the building and make it useable again."

"Businesses should have a unique offer, not lots of offers."



"Provide a place for universities, academics, members of the public to gain training, skills, certification."

"Modern Apprenticeships need employers"

Start-up / Workshop space

"It doesn't need to be perfect; just allow us to access it."



Reliable Opening Hours and Seasonal Alternative

"People come here in the winter looking for things to do, places to shop and eat. They find the doors closed then they never come back"



"There is a lack of information available on the Ferry."

This journey should be used to promote Bute. Create a film, or presentation that can be played on the ferry tv screens, rather than BBC.

We have lots of unique independent shops, we need to capitalise on that!"

The Bute App

Explore options for a 'Digital Corridor'. Free Wifi on Scotrail. Free Wifi on CalMac. No Wifi on Bute. Continue this Wifi connection through The Bute App, which provides visitors access to a 'What's on map. What's where.....'

"The more Bute, collectively, is the product, the more individuals will benefit - from a community that has jobs to offer and great facilities to enjoy as well as lots of joyous experiences to share in."

- Potential Enterprise Space
- Empty Shop Units (Mar 16)
- Potential Enterprise Expansion Space

Young People

“ Can we work with young people to make them realise that they have unique skills to offer local businesses? Can we work with businesses to make them realise they could benefit from young peoples skills? ”

“ How do you get 'Street Smart' on Bute, Where do you get independence on the island? ”

Support the growth of local produce and creative industries

“ We DO have postive enterprise stories, let's tell them! Bute Fabrics, Farming etc. ”

“ Harris Tweed is a name known world wide - Bute Fabric is of higher quality and you'll find top designers using it in the exclusive hotels in New York - yet most visitors to the Island have never heard of it. ”

“ None of us have ever had a chance to visit bute fabrics, they only open their doors to the public once a year. ”

Offer appropriate office space.

Increase opportunities for small manufacturing.

“ Spaces don't need to be high-end. Containers with access to power would be adequate for many users. ”

“ The biggest support for my business to date is having access to affordable space. Now I need more to sustain growth and there's nothing available. ”

- Potential Enterprise Space
- Empty Shop Units (Mar 16)
- Potential Enterprise Expansion Space

What's first?

- Once the HIE funded space audit (facilitated by AfA) and A+BC's space pilot are complete, all significant spaceholders - both public and private - should be involved to identify and unlock space solutions on a trial basis across the town.
- The Alliance for Action and HIE should liaise between spaceholders and businesses to ensure feasible space matches are made. Assistance with legal agreements should be provided to support accommodating terms and security of tenure for businesses. Where needs outweigh the availability, a targeted investment plan should be initiated to ensure appropriate space solutions are underway within a year. The outcomes of the audit need to be focused into specific space proposals that begin to work quickly for the community, both as quick wins for access to space (eg the Inland Revenue Building) and as longer-term decisions towards investment (eg the Royal Hotel, the Academy).
- An initial pilot of a Rothesay-specific Skills Academy or Enterprise Module should be championed for young people to garner cohesive one-point support from HIE, Skills Development Scotland, Employment Services, Argyll Training, Argyll College, Rothesay Academy and local businesses. This should become a localised programme that dovetails between the academic year and existing Apprenticeship opportunities like the Employers Recruitment Incentive and Modern Apprenticeships. It should offer young people a series of opportunities to understand career potentials, job prospects and entrepreneurialism on the island.
- Young people should be guided to offer their skills to businesses and organisations through live projects that happen in the town. This pilot should be broader than an Apprenticeship model and focus on intergenerational, two-way learning.
- Utilising support from the TH, the Cultural Assembly, Bute Produce and Vital Spark, local producers and crafters should be encouraged to re-use an empty shop space for retailing, workshops, training, hosting a Food Assembly and other events. The participants could begin to build a Bute Brand with collective packaging, marketing and distribution. The space must realise a sustainable income generation through social enterprise and begin to forge an identity off-island for collaborative marketing and sales in the long-term.



Revival of Argyll House,
Edinburgh for supporting
businesses



Creative and enterprise units
at Project 24, N. Ireland



A local currency for Bute like
the Bristol Pound

Space to work

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Pre-pipeline business ideas have a place to flourish	Utilise HIE business and enterprise space audit to source immediate and affordable spaces for fledgling businesses. The Inland Revenue and Salvation Army Buildings were suggested	Continue a rental + support graduation process from early enterprise ideas to fully fledged businesses, encouraging businesses to flourish into their own spaces across town	Alliance for Action, A+BC, Scot Govt, Scottish Enterprise, Mount Stuart	HIE/Business Gateway/ TH	Codebase, Argyle House, Edinburgh	A+BC, HIE
<p>" It doesn't need to be perfect; just allow us to access "</p> <p>" The biggest support for my business to date is having access to affordable space. Now I need more to sustain growth and there's nothing available "</p>						
Manufacturing and production is bolstered in the local economy	Secure site (eg old Academy site, Gasworks or Slaughterhouse sites, beside Business Park) and work with businesses to install converted shipping containers or light industrial units	Develop shared facilities and accomodation of the site including digital fabrication. Increase tenants	Alliance for Action, A+BC, ButeBrew, Bute Signs, Bute Candles, Henshelwoods, A possible gym, Mount Stuart	HIE/Business Gateway	Emptyshop.org Cumbria	A+BC [culture/arts, econ devt], Argyll Voluntary Action, HIE, UHI Argyll College
<p>" Spaces don't need to be high-end. Containers with access to power would be adequate for many users "</p>						
Offer appropriate office space	Develop a feasibility study for the longer-term delivery of office space in the town centre based on HIE space study	Begin development of space eg Royal Hotel, Old Academy, Pavilion	HIE, A+BC, TH, Hansons, Pavilion	HIE		A+BC [econ devt, planning], Fyne Futures, HIE
<p>" There's no space for new businesses, I know 3 businesses who need space. "</p>						

Support the growth of local produce and creative industries

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Bute to be recognised nationally for her top-class food, drink and creative industries	Bring producers together in an inclusive brand that promotes the island produce and creative network. Host a Food Assembly and promote the brand on ferries and beyond	Test feasibility for sharing the cost of distribution, packaging, marketing and growth beyond the island	A+B Agricultural Forum, Bute Produce, Bute Family, EatBute, Mount Stuart and Bute Estate, producers, restaurateurs, cafes + takeaways	Various food based funding streams eg Esmee Fairbairn Food Funding	Elgin Food + Drink Trail, Taste of Arran, West Kilbride Community Initiative (Craft Town Scotland), Made in Stirling	A+BC (economic development, corporate comms), Calmac, Fyne Futures, HIE
<p>" We DO have positive enterprise stories, let's tell them! - Bute Fabrics, Farming etc. "</p> <p>" Bute Fabric is of higher quality (than Harris Tweed) and you'll find top designers using it in the exclusive hotels in New York...most visitors to the Island have never heard of it. "</p>						

An apprenticeship scheme that responds to and supports local businesses and young people

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Connect youth with jobs and employers	Prepare young people to pitch their unlikely skills to employers and instill the value of reliability before apprenticeships. Encourage the Certificate of Work Readiness for employers / apprentices	Develop Enterprise Module in Academy to foster marketing and digital skills using local businesses as live projects	Skills Development Scotland, Youth workers, School, XL Group, Argyll College, West College		Skills Academy, Bad Idea CIC	A+BC (economic development), Fyne Futures, HIE, Skills Development Scotland, UHI Argyll College
<p>" Can we work with young people to make them realise that they have unique skills to offer local businesses and work with businesses to make them realise they could benefit from young peoples skills? "</p>						
Incentives for Employers	Promote Employers Recruitment Incentive widely, giving local success stories.	Support Disclosure costs and procedure for sole-traders to take on apprentices	Alliance for Action	<p>" Provide a place for universities, academics, members of the public to gain training, skills, certification. "</p> <p>" Modern Apprenticeships need employers " "</p>		

An active group to support and steer businesses

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Develop a mechanism for ongoing collaborative activity and to improve footfall / reduce shared outlays / avoid localised competition and negative culture.	Highlight the benefits of businesses coming together through various structures. Host initial meetings towards consideration of options eg Traders Association, Chamber of Commerce, BID	Create a membership of businesses and deliver projects to complement the TH and council improvements. Complete Business Analysis to explore opportunities and fill the gaps	Local traders + businesses, accommodation providers, Alliance for Action	Membership should align with membership of Visit Bute	Dunbar Trades Association, Cockermouth + District Chamber of Trade, Largs BID	A+BC [economic development], Fyne Futures, HIE
<p>" Businesses should have unique offer - not lots of offers "</p> <p>" Businesses are not very good at speaking to each other or supporting each other "</p> <p>" When I took over the business, I expected a local Chamber of Commerce to knock, but nobody ever came "</p> <p>" Businesses are suspicious and copy each other "</p>						
Have impact on the ground immediately	Do a Price Match study to tackle perception that things on the island are expensive. Test the feasibility of introducing a 'Bute Pound'	Re-foster the Totally Locally approach and highlight to customer the benefits of shopping local	Local traders + businesses, accommodation providers, Alliance for Action		Bristol Pound	A+BC [economic development], HIE
<p>" I do my weekly shopping when I'm on the mainland, it's far cheaper than buying on the island. "</p> <p>" We have lots of unique independent shops, we need to capitalise on that! "</p>						
Learn from each other and get the support required	Town's business leaders volunteer and share their skills through workshops and peer-mentoring	Understand gaps in skills and seek support / training for members from support agencies	Local traders + businesses, accommodation providers, Alliance for Action	Support from: HIE, Business Gateway, Firstport, Cultural Enterprise Office, Skills Development Scotland, Business in the Community		A+BC [economic development], HIE, Skills Development Scotland, UHI Argyll College
<p>" Small businesses don't know how to access funding available. "</p> <p>" We need knowledge and skills to apply for tenders "</p>						

Attract more businesses and entrepreneurs

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Align investment opportunities and enterprise agencies to elicit new businesses to the island	Create a promotional package for feasible sectors eg online / phone customer support and digital technologies which will promote available spaces, trained workforce, reliefs available, improved broadband, RET, TH, Pavilion, quality of life etc.	Lobby elected members, National Agencies and Governments to designate tax incentives and rates reliefs for relocating to Bute. Discuss with existing business leaders on Bute to target sector chains / companies that supply them or they supply.	HIE, A+BC, Alliance for Action	Share successes of existing businesses on Bute and promote testimonials of business leaders		A+BC [economic development], Argyll Voluntary Action, HIE, Skills Development Scotland, UHI Argyll College

Reliable opening hours and seasonal alternatives for consistent jobs and space usage

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support	
The 'off-season' is reduced in length and stop-gapped with Christmas Festival maintenance	Ensure the 'on-season' has a starting point earlier in the year and make this a celebration to kick-start trade and promote that the town is open for business. Shearings Tours begin in mid-feb but not all seasonal shops have reopened.	Get permissions from spaceholders to utilise the closed units for training or enterprise modules	Argyll College, Argyll Training, Rothesay Academy, XL Group, Youth workers	<div>“ People come here in the winter looking for things to do, places to shop and eat. They find the doors closed then they never come back. ”</div> <div>“ Small independent shops don't make enough money during quiet periods to cover costs of staying open. They are often run by an individual or family making it difficult to keep the shop open when the owners take holidays. ”</div>			A+BC [economic development], HIE, UHI Argyll College



A place for families: reinforce the offer of schools, housing, leisure + play, health + well being, environmental and intergenerational attitude

We need to:

- Build confidence in our teenagers by providing a mature space for them to build skills and impact the town
- Programme facilities and increased activities for locals and tourists
- Promote emphasis on environmental and intergenerational wellbeing
- Provide affordable housing for young families and more local social care for the elderly

What Rothesay said?

Rothesay was championed as a great place to bring up a family with access to high-quality schools, sporting activities and a safe, trusting community. Issues were highlighted however for young families in finding suitable, affordable housing and for the elderly, residential care was limited. Teenagers consistently discussed a lack of opportunities or the availability of activities and many recognised a lack of confidence among young people in their prospects. Young people sought a space of their own, independent from schools or Churches that could offer an affordable place to hang out, share or learn skills, contribute to the town and make their mark.

There was positivity expressed towards the cross-generational support for fund-raising, though it was recognised that there were limited instances for intergenerational relationships to flourish. Young people reported a perception of distrust from elders. Environmental awareness and improvements are actively improving due to the efforts of local organisations.

What you said about A Place for Families



We Need Wet Weather Activities

"We're here on a wettish day and there's nothing to keep our kids entertained. We're happy looking at the castle and the views; but nothing for them"

Activate the Esplanade

"Childrens activites painted on prom e.g hop scotch, trampolines etc."

"The Esplanade should have a family play area."

"The disused cafe could be a Youth Club"



Elderly People

"Elderly are scared of younger generation as witnessed through the Tea for Sheltered Housing Afternoon. This event broke down barriers between generations. Young people really enjoyed speaking to the elderly group."

"There's a need for a care home as many elderly people are shipped to Greenock and even Tiree."

"When it rains, we head up to the old school cos there's nowhere else to go."

"Could we use the Academy as a youth club or paintballing?"

"Can Cafes provide soft play for kids?"

"Do we need so many Putting Greens?"



Young People

"Young people are a minority and there's a lot of self-esteem issues."

"Act quick, young people move on fast."

"We need more placement schemes which promote intergenerational relationships - like the coffee morning with the elderly in sheltered housing."



Families

"Retirees from elsewhere outbid young, local families and make it impossible to get on the ladder."

"More public sector workers employed on Bute should have better reason to live here."

- Key Leisure Venues
- Potential Community Assets
- Potential Youth Cafe Hosts
- Potential Activities Trail

"Support the community buy the Salvation Army Building as a place for Soft Play."

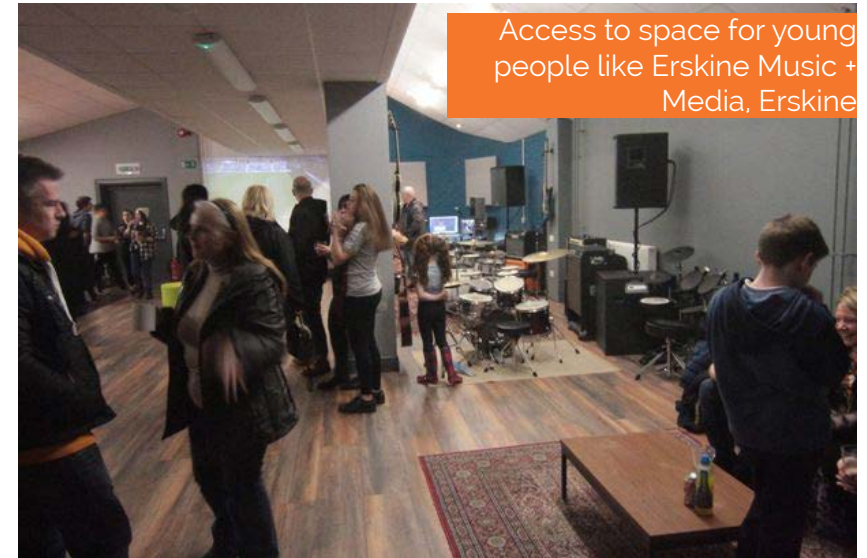
"The Moat Centre should be used more for youth clubs, sports clubs, drama club, arts, soft play...."

Reinforce connection between leisure amenities and town centre

"Build relations between different generations. There's not enough opportunities for all age groups to come together."

What's first?

- The Alliance for Action should work with Vital Spark participants to identify and gain access to a location for testing their youth space "The Hangout" and organisations and services should identify what supports they can bring to the table to foster this young spirit.
- Fyne Futures are spearheading a Litter Strategy and cross-island awareness and involvement in this would boost its impact whilst also offering opportunities for intergenerational activities. High Street should be identified as an urban pilot area and Skipper Woods as a rural pilot.



Access to space for young people like Erskine Music + Media, Erskine



Youth-led programme of training and activities to build confidence in teenagers

Build confidence in our teenagers

Long-term Objectives

Young people are engaged and confident

1yr Actions

Secure a non-precious space for teenagers to build skills and impact the town. This space could move, but one, visible space would be desirable. Involve team of young people in decision making and delivering a mature programme of activities / social enterprise

3yr Aims

Secure funding for further improvements / equipment / scaling up based on their decisions and encourage training towards social enterprise eg cafe, digital media, social care

Who

Reece + Amy - Vital Spark, Pavilion Charity, Visit Scotland or other spaceholder, Youth workers, XL Group, 16+ A4A, Bute Youth Forum, Stephanie - experienced through Events at Mount Stuart, Emily involved with Argyll Youth Arts.

How

- Cashback for Communities
- Armed Forces Community Covenant Grant Scheme
- TH Vacant Shops pop up test project
- generate small incomes through cafe
- mentoring from local restaurateurs

Exemplars

Erskine Music and Media, Calman Trust Cafe Inverness

Potential CPP support

A+BC (economic development, education, culture/arts), Argyll Voluntary Action, HIE, Skills Development Scotland, UHI Argyll College

“ When it rains, we head up to the old school cos there's nowhere else to go. ”

“ Young people are a minority and there's a lot of self-esteem issues. ”

“ A lot of the young people have very little self esteem. ”

“ Act quick, young people move on fast. ”

“ Can we work with young people to make them realise that they have unique skills to offer local businesses? Can we work with businesses to make them realise they could benefit from young peoples skills? ”

Programmed facilities and increased activities for locals and tourists

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Activities for all	Develop soft play facilities	Redevelop Tennis courts and/or skatepark	Private enterprise, A+BC, Achievement Bute, Little Tiddlers,	Crowdfunding + Sponsorship, stalled spaces, Sport Scotland Sport Facilities	Stirling Skatepark	A+BC [parks/ recreation], NHS Highland
<p>"We're here on a wettish day and there's nothing to keep our kids entertained. We're happy looking at the castle and the views; but nothing for them "</p>						
Services that work for people	Extend opening hours until 9pm during evenings and increase weekend hours at Leisure Centre	Review all community facilities times against community and tourist requirements	Leisure A+BC		MacTaggart Leisure Centre	A+BC [parks/ recreation], NHS Highland
<p>"Opening hours of leisure facilities are strange. Predominantly closed during the weekend. "</p>						

Emphasis on environmental and intergenerational wellbeing

Long-term Objectives	1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
<p>Cross generational relationships built across shared values</p>	<p>Develop and initiate a Litter Strategy for all ages and reinforce the Circular Economy on Bute; young and old can come together on community projects, fashion, theatre, heritage/digital etc</p>	<p>Consistently increase the monitoring of Circular Economy</p>	<p>Fyne Futures, Bute Beachfront, Bute in Bloom, Light Up Bute, Pavilion Charity, Youth Workers, A+BC, Wild Bute, Bute Conservation Trust, Phoenix Centre</p>	<p>Fostering existing efforts collaboratively. Zero Waste Scotland pilot incentive schemes, Keep Scotland Beautiful's It's Your</p>	<p>Spring Chickens, Portstewart. http://www.big-telly.com/s</p>	<p>A+BC [parks/recreation], NHS Highland</p>

" Build relations between different generations. There's not enough opportunities for all age groups to come together. "

" Elderly are scared of younger generation as witnessed through the Tea for Sheltered Housing Afternoon. This event broke down barriers between generations. Young people really enjoyed speaking to the elderly group. "

Affordable Housing for young families and more local social care for the elderly

Long-term Objectives

Young families have affordable and appropriate options for housing

1yr Actions	3yr Aims	Who	How	Exemplars	Potential CPP support
Analysis of market, potential for town centre homes and the desirability among possible buyers / renters	Deliver feasibility study and begin development	Fyne Homes, ACHA, A+BC, Mount Stuart, HIE	Private owners, Scot Govt Town Centre Empty Homes Fund, Coastal Communities Fund	Helmsdale and District Development Trust Community Housing	A+BC [planning/ empty homes], ACHA, Fyne Futures, HIE
<div>“ Retirees from elsewhere outbid young, local families and make it impossible to get on the ladder. ”</div> <div>“ More public sector workers employed on Bute should have better reason to live here. ”</div>					
Sufficient Social and Residential Care is provided for on Bute	Demand study and feasibility of location options	Initiate development for increased accomodation	Fyne Homes, A+BC, Mount Stuart, HIE, Private owners	Private owners, Coastal Communities Fund	A+BC [planning/ empty homes], ACHA, Fyne Futures, NHS Highland
<div>“ There's a need for a care home as many elderly people are shipped to Greenock and even Tiree. ”</div> <div>“ Bute should be a caring island with state of the art Care/Nursing Home for residents and people from off island in need. We have led the way in taking in deserving Syrian people and it is uplifting to see the big smiles on kids faces. ”</div>					



Workshop with Rothesay Academy pupils

Routemap to Action

This section lays out the Actions leading from all the Guiding Principles combined. Actions have been prioritised based on the significance of their impact against the identified needs and how achievable they are within the roadmap identified for delivering the Community Aspiration. There is not a specific order to the Actions, as many external influences and opportunities will impact on their delivery, however there are guideline timescales based on the roadmap.

Actions have been grouped based on:

- What's first and needing immediate attention
- Priority long-term actions
- Supporting long-term actions

What's First?



Key Drivers

+



Spatial Strategy

+



Guiding Principles

You said you'd like:

Rothesay and Bute to offer abundant opportunities for all local people to live, work and raise a family; while consistently attracting more residents, businesses and tourists from elsewhere through a collaborative and diverse social, physical and economic offer.

Guiding Principles

Positive Self Image:

Collaborative Decision-Making:

Active & maintained buildings & spaces:

Accessible and easy to get around:

Fostering opportunities:

A place for families:

Develop a Monitoring & Evaluation Framework to regularly appraise the Alliance for Action.

Combine existing Parking Consultations to extend the thinking into an overall **'Movement & Parking Plan'** across the town.

Lobby CalMac to pilot a later evening ferry service.

Develop a localised enterprise programme of Rothesay-specific skills that dovetails between the academic year and existing **apprenticeship opportunities**.

Use **TH empty shop support** to encourage producers and crafters to consider **building and sustaining a 'Bute Brand'**

Establish a quarterly Survey Monkey to regularly gather and feedback consistent data, in order to monitor impact and direct strategy.

Coordinate efforts quickly in order to test closure of High Street to traffic during Summer months.

'Summer Campaign'

All interested in promoting Rothesay should meet and pull together a list of activity proposed for the coming months.

Designate local council staff member to adopt public spaces and promote active use of these spaces.

Utilise HIE and A+BC's Space Audit in order to unlock potential enterprise space solutions.

Constitute Bute Alliance for Action opening the invite for others to get involved.

Utilise funding via TH, Paths for All and the Cultural Assembly, to commission a series of **lighting and public art interventions** enhancing the route along the **Esplanade**.

Support **Fyne Futures** in spearheading their **Litter Strategy** in order to boost impact.

Explore potential of The Discovery Centre Visit Scotland must consider the re-use of the Restaurant space and what might be required to bring it back into use as a benefit for the town.

Harness momentum & community led ethos from Montague Street Stalled Space Project within other projects such as Paths for All, and creative use of empty shop units.

Source funding for a full time paid role within the Bute Alliance for Action.

Support Vital Spark participants to identify and gain access to a location for testing their **Youth Space** ideas.

Guide Young people to offer their skills to businesses and organisations through live projects that happen in the town.

Investigate setting up an **Access Panel** to assist with future town centre developments.

2016

Priority Long-Term Actions

2021

1 year actions

Positive Self Image:

Collaborative Decision-Making:

Active & maintained buildings & spaces:

Accessible and easy to get around:

Fostering opportunities:

A place for families:

Develop a target list of spaces and buildings.

Focus on public spaces in the spring - summer, and shopfronts, building in the winter. Tie into TH factoring feasibility study, upskilling of maintenance and construction skills.

Create one point of referral for 'What's On' by consolidating the various local calendars into one that is shareable (eg Google) and moderated by all relevant groups.

Create and publish Rothesay specific database of contacts for all **Council Depts, National Agencies, Planning Partners.**

Develop soft play & indoor activities for families

Improve the area around Rothesay Castle.

Give the Moat Centre a facelift, consider public art options. Examine the future usage requirements of the Moat Centre alongside the increased facilities at the Pavilion.

Bring producers together in an inclusive brand that promotes the island produce and creative network. Host a Food Assembly and promote the brand on ferries and beyond.

Utilise empty shop units. Test hosting creative pilot projects in empty units.

Prepare young people for employment
Encourage the Certificate of Work Readiness for employers / apprentices.

Connected transport.

Continue to improve Cycle signs and core paths from town across island.

Bute the 'Accessible Island'
Indicate accessible buses on timetabling.

Develop an Audience Development Plan / Visitor Strategy to gain a great understanding of potential visitors.

Connect key public spaces. Test temporary closure and use of High Street for outdoor seating / eating.

Build confidence in young people

Involve a team of young people in decision making and delivering a mature programme of activities / social enterprise

Attract new businesses

Create a promotional package for feasible sectors eg online / phone customer support and digital technologies.

Develop a feasibility study for the longer term delivery of **office space in the town centre** based on HIE space study.

Develop shared facilities and accommodation of new enterprise sites including digital fabrication and increased tenancy.

Monitor and publicise the impact of the Alliance for Action with each Quarterly Survey.

By Scotland's Census in 2021, we hope to see stable population and employment figures for Bute and be welcoming the arrival of major investment projects across the town.

Activate the route along the Esplanade to The Pavilion. Deliver the series of public art and wayfinding interventions along the route

Ensure Space Audit is a live and detailed resource which develops an understanding of what space is available and when.

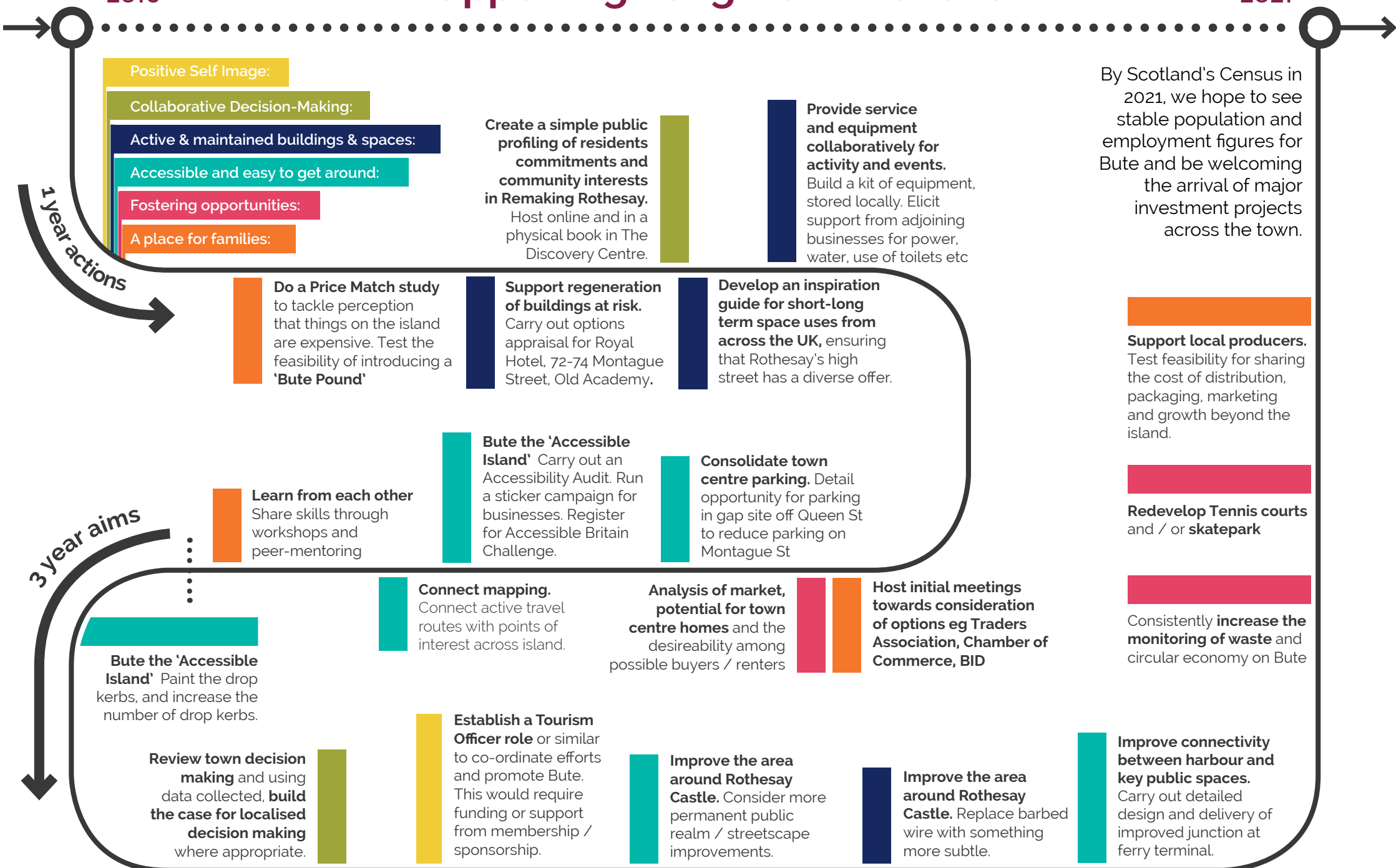
Graduate rental + support process from early enterprise ideas to fully fledged businesses, encouraging businesses to flourish into their own spaces across town.

3 year aims

Supporting Long-Term Actions

2016

2021



By Scotland's Census in 2021, we hope to see stable population and employment figures for Bute and be welcoming the arrival of major investment projects across the town.

Adapting to possible risks

Leadership

The Alliance for Action (AfA) are committed to assisting the leadership of this Masterplan. There is a short-term role in place to initially lead developments, however this role is not guaranteed. Individual leadership will be required from all the AfA Members to move specific actions forward and the AfA must ensure that the organisation's leadership for implementing the Masterplan and connecting groups across Bute is consistent, but not always reliant on one person, at least until funding is secured for a full-time role. The AfA should seek to develop and instill leadership among local individuals who could move projects and actions forward.

Who's going to do it all?

The list of actions in this Masterplan is far too significant for a minority of locals to deliver. With only the 'usuals' engaged, it will not be possible to deliver the majority of Actions. Consistent and enticing engagement of new community members is crucial and consideration for this requires to be built into every meeting, event and project.

Learning from the past

This document takes a starting point in the previous and ongoing regeneration work in Rothesay. In response to participants during the process, the majority of recommendations are purposefully not over-reaching, but instead seek to build on existing work and foster change through more collaborative efforts. A possible risk to this approach is the lack of significantly remarkable milestones to build motivation. To counter this, it is important that small milestones are highlighted and celebrated consistently and that efforts made are always recognised. For example, this could be achieving access to an empty shop; celebrated even before work is carried out and a launch event takes place. Where bigger investment projects like the TH and the Pavilion have distant outcomes, regular milestones should be honoured and connected to other day-to-day celebrations. This approach will maintain motivation more consistently and build excitement around the small steps that take big work.

Available space vs Space usage

The Masterplan documents a number of spaces (eg the Discovery Centre) that require improvements and also a number of uses for spaces (eg soft play, youth space, light industry). It is important in the realisation of this Masterplan that we acknowledge the difficulty in accessing space on Bute and not rely on any one space to satisfy any one use. Uses for spaces must be tested elsewhere and flexible if the ideal space is not accessible at the right time. Neither space nor use should impede the other's progress.

Actions will change or be realised in different varieties

It is inevitable that in the coming years as progress and challenges arise, the need for these Actions may change and differing opportunities will arise to fill the current gaps. It's important as time goes by that the Actions are carefully compared against the needs which they are to support. As time passes, the requirements of each need should be explored before action should be taken to ensure the action is most appropriate. The AfA should review all Principles and Actions to ensure their relevance within 2 years.

Monitoring + Evaluation

To ensure ongoing progress is consistent and achieving expectation across the broad Principles, the Masterplan needs to be monitored regularly against completed activity. It's important that information is collected as the individual activities take place. The Place Standard Tool (as detailed in Guiding Principles) offers a baseline monitoring tool and should be completed at roughly 6 month intervals with to monitor what actions are encouraging impact.

As detailed earlier in 'Collaborative Decision Making', the AfA or Rothesay + Bute as a whole would benefit from a robust Monitoring + Evaluation Framework. This would require a baseline of information to collect and compare ongoing data collection against. This baseline should be collected in the initial quarterly survey by the AfA. The Monitoring + Evaluation Framework should integrate with the Long-term Actions of the Masterplan.

R

REMAKING ROTHESAY

With thanks to all who participated, attended, supported and promoted the Charrette and to all those who will continue to develop its actions for the future.



in partnership with

**Bute Alliance
for Action**



Appendices

Appendix 1 - Vinyl Mapping Comments

Appendix 2 - Comments from Facebook

Appendix 3 - Rothesay Academy Workshop

Appendix 4 - Rothesay Primary Workshop

Appendix 1 - Vinyl Map Comments

Area	Specific Locations	Prompt	Comment
Central Waterfront	Esplanade	I like this place	the views
	Esplanade	I want to change this place	It needs to be better utilised
	Esplanade	This space could be used for	Childrens activites painted on prom e.g hop scotch etc.
	Esplanade	This space could be used for	Crazy golf
	Esplanade	This space could be used for	Local Festival (e.g fringe)
	Esplanade	This space could be used for	Boat racing
	Esplanade - Fountain	This space could be used for	A nice terrace, cafe serving tea / coffee - give people a reason to go there.
	Near Fountain	This space could be used for	Family Play area
	Pier	I like this place	I like jumping from the pontoons into the water in the summer
	Pier	I want to change this place	to be able to fish off the pier again!
	Victoria Street	I want to change this place	It needs trams
	Victorian Toilets	I like this place	They have nice toilets
	Ferry	I like this place	because you can leave
	Outer Harbour	I want to change this place	to have a landing spot
	Discovery Centre	This space could be used for	Youth Clubs
	Discovery Centre	I like this place	because it shows more history of bute than the museum.
	Discovery Centre	I want to change this place	make it bigger!
Waterfront - East	Guildford Square	I like this place	Bus stop - take you other places.
	Guildford Square	This space could be used for	A farmers market
	Near Guildford Square	I want to change this place	it needs more shops.
	Derilect space near Guildford Sq	This space could be used for	Garden
	Watergate	I want to change this place	Reinstate cobbles
	Promenade (past albert pier)	I like this space	It's good for walking along
	The Serpentine (Serpentine Roa	I like this space	Good for cyclists & great views

Area	Specific Locations	Prompt	Comment
Castlehill	Castle	This space could be used for	Youth Clubs
	Castle	I like this space	Castle looks good and has swans.
	Castle	This space could be used for	night clubs
	Castle	This space could be used for	light shows and projections at night
	Castle	This space could be used for	Day trips from schools (Glasgow etc)
	Montague St.	I want to change this place	Montague St. needs new things.
	Montague St.	I want to change this place	Pedestrianisation of Montague St & Castle Hill to create a cafe culture.
	Derilect space on Montague St.	This space could be used for	Small Park
	Moat centre	I like this space	Moat Centre has good facilities
	Moat centre	I want to change this place	Moat Centre needs rebuilt
	Moat centre	This space could be used for	Moat centre - youth clubs, sports clubs, drama club, arts, soft play.
	The Pokey Hat	I like this place	Nice Food
	Musiker	I like this place	Guitar shop & cafe - I work here and love it!
Waterfront - West	Co-op	I want to change this place	Needs road resurfaced (Private road?)
	Co-op	I like this place	Food
	Co-op	I want to change this place	too Expensive
	Co-op	I want to change this place	it needs to be cheaper and sell quaility fruit & veg
	Disused building near co-op	This space could be used for	Laser-tag
	Victoria Street	This space could be used for	Luxury Shopping (to attract tourisim e.g Arran)
	Victoria Street	I want to change this place	Ban parking on Victoria St / Argyle St - herringbone parking along coastline
	Esplanade	This space could be used for	Beach huts along the Esplanade, multipurpose use for fairs etc.
	Esplanade	I want to change this place	This area needs a play park
	Esplanade	This space could be used for	Activities for all ages. Public gym equiptment, art exhibitions, christmas market.
	The Pavilion	I want to change this place	more concerts & events

Area	Specific Locations	Prompt	Comment
	(old?) Academy	This space could be used for	Youth Clubs
	(old?) Academy	This space could be used for	Paint Ball
North	old playhouse	This space could be used for	bring back the playhouse
	Golf Course	I like this place	one of the few things to do on bute
	Golf Course	I like this place	good for tourism
	King George's Field	I like this place	it's good for playing football
	Recreation Ground	This space could be used for	colour runs
	Recreation Ground	This space could be used for	tough mudder
	Leisure Pool	I like this place	Fun and you can get a drink after swimming
	Leisure Pool	I want to change this place	it needs better facilities e.g a deeper pool
	Leisure Pool	I like this place	It has good fitness classes
	Leisure Pool	This space could be used for	Bowling
	Hospital	I like this place	because it smells nice
	The Meadows	I like this place	because the Shinty Pitch is good fun
	The Meadows	I want to change this space	The tennis courts need re-done
	The Meadows	This space could be used for	New tennis courts
	Loch Fad	I like this place	because it's good for walking
	Loch Fad	I like this place	for a nice walk
	Loch Fad	I like this place	because it's so pretty
	School	I like this place	The astroturf pitches are cheap to hire
	Argyle College	I want to change this place	It needs more classrooms
General	-	I want to change this space	Live music venue for local & visiting artists.
	-	I want to change this space	I want to change this place (bute). It needs... well what doesn't it need
	-	I want to change this place	Rothsay needs more food options e.g nandos

Appendix 2 - Comments from Facebook

General Comments from Facebook

Wonderful endeavour! Having decided to live out my remaining years on Bute, I'm so pleased to hear of this program. I look forward to becoming involved. will be in touch Desmond Bernie !

This sounds really exciting. It would be great for Rothesay to be returned to its former glory. My uncle lived in Kilchattan Bay and I spent many a great holiday on Bute.

Wow!! Finally!!! Absolutely thrilled to see some initiative being taken. Truly hope this will turn into action. It has been a long time coming and truly heartbreaking to have seen the decline that was, for decades, so obviously coming as heads were stuck in the sand. Well done to all who have kicked this off. People power. Bute has everything to become an incredible, thriving place again. All the natural resources and beauty. People want experiences and value added to their lives. Bute can provide that. I've been in so many places over the years that do not have the facilities Bute, collectively, has. But they've made thriving businesses because they think about what the customers want. The mindset of "what can we provide?" gets a long way further than that of "what do I want", "what's in it for us". Yoga retreats, meditation retreats, cooking workshops/retreats, survival skill techniques courses, fishing retreats, fitness boot camps, art and creative workshops, music retreats, mindfulness retreats, drama workshops, dance retreats... The list is endless. And people DO PAY WELL for these experiences. Organic farming - get on the woofer bandwagon with food and board for volunteers, enticing travelers who can spread the word of what a great place Bute is - and also leads to produce to be branded and sold locally and in supermarkets (why should Arran have all the fun?) Food festivals, cooking retreats/weekend classes/workshops. Traditional skills - cloth making, weaving, knitting... all these things are becoming popular again. And what a stunning environment to come and learn how to do it in - Bute! Not to mention selling traditional goods.

Working as a community; pulling resources; making Bute, as a whole, the product, is what can make this work. The more Bute, collectively, is the product, the more individuals will benefit - from a community that has jobs to offer and great facilities to enjoy as well as lots of joyous experiences to share in. Brandanes have shown they can do it. Look how resources were pulled to welcome our new families from Syria. Pull that together for tourists and travelers and businesses and it's a thriving, exciting place to live.

I sincerely hope that you "Charetters" have been following "Unst, an Island Parish". Wonderful, vibrant, go-ahead, positive community. I lived & worked there for 5 years. Still visit. Yes, it's rural but the same methods/principles apply to building up & developing a community. I've been on Bute for 10yrs &, yes I see progress, mainly to The town initiative scheme, 76 yr old memory has blips, THI? I've been telling "remaking/revival" groups to spend some of the large grants/funding you get on visiting successful islands like Arran, Mull, Orkney, Shetland. Would be money well spent. best of luck with this new initiative. I shall pop in on Wednesday. I shall be interested to see if you involved the future generations in the contribution of ideas. Primary, secondary, yes, & also nursery. They have much, much better ideas than any of us old fogies or the "Go a headers/ Hooray Henrys". Run competitions for these young bright, IT- savvy young people?

Here is my proposal... It's perfectly possible and ticks a whole load of boxes! My profession is an engineering conservator restorer and over the years I have been involved in the replication and restoration of all sorts - including tramcars!
with the right premises (a corner of the old tram / bus depot?) it would be perfectly viable to build a working replica of a Rothesay tram. All the information is available to do so.
The work would take about two years and would provide a training opportunity for a complete range of skills including; woodworking, blacksmithing, engineering, high end painting, design, glass work, pattern making, upholstery, etc etc. Schools and the college can be involved. Volunteers from across the spectrum could be involved with local businesses lending expertise.
the vehicle would be designed and built as a 'runner' and subsequent phases would be:
Static display
A short length of track on the sea front (extendable)
Or reinstate the track bed at Ettrick Bay (without losing the footpath)
Battery power to start with then power poles in due course
The Isle of Man attracts many tourists, specifically to ride on their trams. Bute could become the same!
based on the success of the first, a second tram could be built.
Look, I KNOW this is possible! It would be a two year project to build a tram and depending on the enthusiasm, an up to 10 year project to run two trams on a sizeable length of track.
i would be happy to act as the engineer on such a project at no charge.
jim mitchell ACR FIESIS

Think the redesign of island is fantastic effort by all but please font maker it all about businesses and buildings. Give support to the Care/Nursing Home and get our needy back to live here also and elevate all the heartache for their next of kin!!

Question	Response on Facebook
What's GREAT about Rothesay?	
	I love the fact that it can take me a couple of hours to get the shopping in, as i'm chatting to so many folks!
	The gardens
If you could change ONE thing about Rothesay, what would it be?	
	Nuke it!
	The lack of wet weather activities. Something along the lines of a smaller scale escape at breahead would be great
	Cheaper and far more frequent ferries that run later at night. Had there been a better ferry service, we would have been so happy to move back to the island.
	Id like to move it to the Med lol
	The council they're letting the place fall to bits
	The blame culture.
	I'd move it back about 40-50 years in time.
	Get some good employment opportunities on the island - e.g. a science centre with research facilities - history, astronomy, archaeology, agriculture, natural history, geology where local young people with education can be employed instead of having to leave the island. Encourage more small businesses to take on apprentices where young people can seriously learn useful skills instead of being stuck in a call centre, a shop, or another shift-working, family-unfriendly minimum wage job. Talk to the Bute Arts Collective about making Bute as desirable as West Kilbride as an arts and crafts centre so creative young people can stay here too.
	I moved to Rothesay in 1970. The place was lovely, nice pier, nice fairy lights at night, all the shops were open, no empty shops or run down buildings. I agree with John Eardley, move it back in time .
	Renovation of the island and its amenities involving local tradesmen, and giving preference to those who hire locals as apprentices, inward investment onto something like a science park or an arts facility, also a bridge to make it more accessible increasing the attractiveness of those opportunities
	A home for the elderly should be a priority as they are the ones who worked all there days and kept the place going somewhere on the front so they could watch the boats and see a bit of life
	Clean up the empty shop fronts
	Why would you change something that is totally PERFECTION in every way Any BRANDANE will possibly agree
	Rothesay is total perfection???This is one Brandane who doesn't agree.
	A later ferry on a Saturday night
	The only thing missing now is all the peopleRothesay in its hay day
From your memory, what's the best event or day you've ever had in the town centre of Rothesay and why?	
	Recently would be Rock the Prom and Bute Fest both really enjoyable and included a whole range of things for different ages. As a kid it was anything you could turn up to with friends or family, didn't need to cost a lot, space to have a picnic and games we were quite easily amused back then.
	I would agree with Joanne. Butefest in particular brought a lot of visitors to the island....we need to make sure we support it so that it doesn't fade away as has happened with other events

	Butfest was awesome, and should definitely be supported.
	Big Man Walking : This was a pretty awesome day and a great family celeidh in the square in the evening https://youtu.be/zOsQko8sJPA
	The fancy dress parade including floats it was a great community event including all ages individuals and businesses across the island
	I loved the parade. So many happy memories. The old woman who lived in a shoe was my favourite. Heart and soul went into that lol
	new year's eve 2000 was pretty spectacular, but my favourite day was just lots of tiny little but very satisfying activities one after the other - museum, ice-cream, a walk up Canada Hill, lunch at Kingarth, St Blane's, a curry, pubs.

What should Rothesay be known for?

	There's too much there to pick any one thing. Beautiful scenery, stunning architecture, the fact that it feels a bit like you're living in a book? Maybe that was just me.
	Have my Grt Aunts staying at a Institute in Rothesay 1901 cencus. Think the Nuns ran it. Occupants 7 Nuns all from Ireland. 11 Servants. 29 Stocking knitters. 87 Orphans from aged 6 to 15.
	Caring island with its state of the arc C.are /Nursing Home for residents and people from off island in need.We have lead thee way in taking in deserving Syrian people and it isd uplifting to see the big Smiles on kids faces
	Would that have been Mount Carmel, which was run by nuns in the Craigmare are ?
	The building that is now Bute Textiles was originally a Convent established by the Marquess.
	My tuppence worth is it should be known for it's change of pace and tranquillity. That said, it does needs a bridge. Many people hate to fly, many people hate to go on a boat. The Isle of Skye didn't loose it's island identity when it got a bridge. By all accounts it has transformed its economy with 24/7/365 access for all. PFI is a false economy, the Skye bridge build cost 23 million. The private company received 33 million in tolls before a public revolt saw the government pay another 27 million to buy out the PFI consortium. So 37 million wasted and nearly triple the cost. The ferry service is much respected and a vital link, but the fact remains it is hugely subsidised service. Calmac subsidies as a whole, rose from 73.357m in 2012/13 to £90.436m in 2013/14. In fiscal terms the savings to the public purse over the lifetime of a bridge is compelling. Perhaps those substantial savings could be tied to investment on Bute as a compromise.
	Sharing.....

Glasgow should look to Rothesay, like London looks to Bath

<http://www.buteman.co.uk/news/local-headlines/rothesay-could-be-to-glasgow-what-bath-is-to-london-1-4035969>

	I think some of it sounds ideal.And Rothesay has advantage of stunning scenery! !!! The building on guild ford that was stripped back to its natural stone looks beautiful now.i've always said Bute has got exellent potential to be a great destination again.Maybe not the same as in Victorian times .but with more music fests and mayb mountain biking destination.thats a huge biz now!!!! Glasgow is the best music destination outside london.folk love music.Attracting groups to island would bring in more revenue it's a huge market!!! With Pavillion getting refurbished etc.i visit a lot and it's going in right direction.it doesn't happen overnight.But I do think Glasgow connection is the answer.
	Yes, obviously a lot of people will say Bath is nothing like Rothesay, but as a model it's not a bad one, and our Victorian architecture is a great asset (but we need to do something about the shortage of tradesmen to maintain it). Combination of arts/music, outdoor pursuits and good food and drink is definitely a good thing to go for, together with the fact that Rothesay feels somewhere different to most other 'clone' towns. Need to attract people all year round though, so that people have work all year round!

Some of the students from Rothesay Academy talked about activating the buildings around Rothesay with artworks, light installations, performances, theatre. How about this from the Spring Fling Open Studios in Dumfries & Galloway.

	The open space in what was the old Montague gardens is under used. Would be an ideal space for outdoor concerts, busking, street performances etc but no one seems to want to actually do anything. The space is going to waste. So much potential yet so much apathy!!!
	Oodles of potential on Bute for renovation and using space for artists studios.

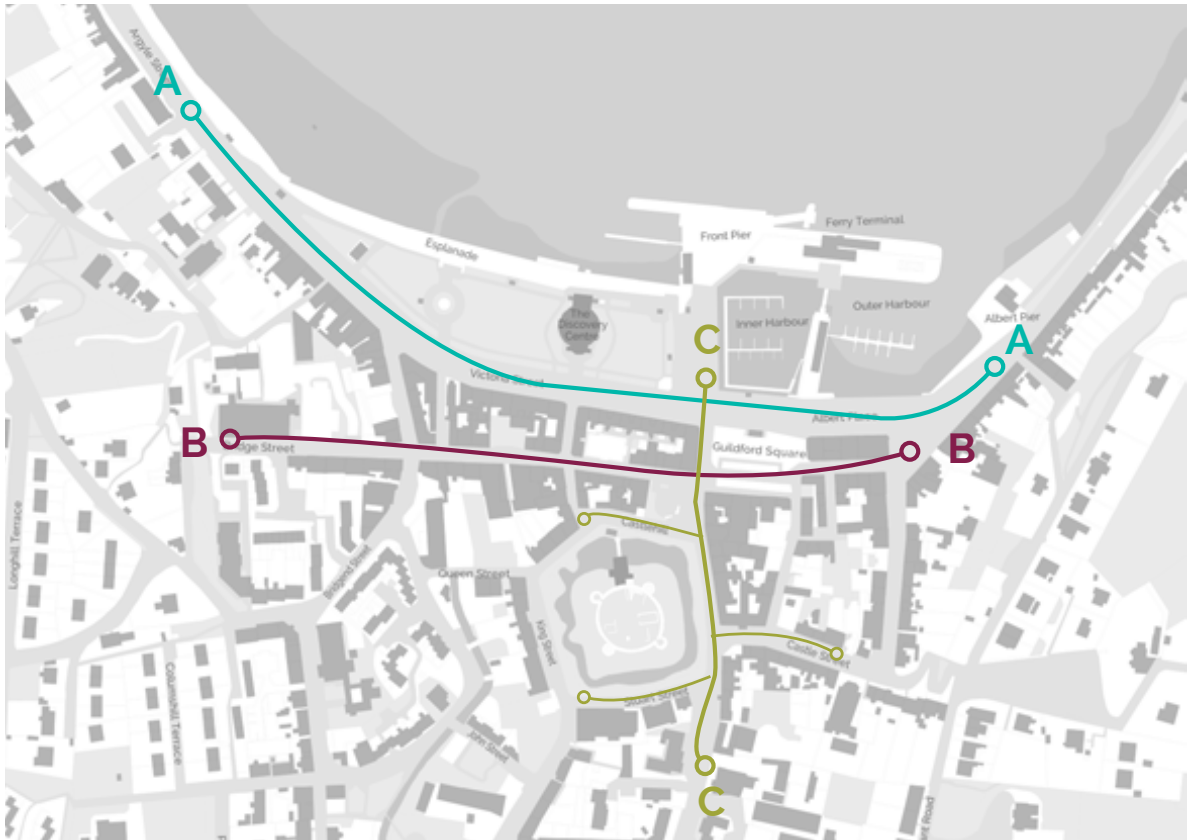
How can local businesses and organisations provide more opportunities for our young people?

	Provide an indoor place 4 kids near the front were families can go when it rains when thet come off ferry sonething the same as they have done in mst mcdonalds burger places
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Appendix 3 - Rothesay Academy Workshop

What Skills Do Young People / School Leavers Have To Offer Businesses In Rothesay?	How Can Young People Get In Touch With Employers?	When can young people work?	Challenges
Work well with others	Invite employers to the school/event Sell your skills to the employers.	Holidays (Easter / Summer) when tourist season is high.	School commitments, Homework etc things quickly pile up.
Understand the trade & locals		Weekends	Other commitments: sports, social etc.
Good work ethic	We need more placement schemes which promote intergenerational relationships - like the coffee morning with the elderly in sheltered housing.		
Young People are eager and willing			
Good Communication Skills: Social Media Spread Message Fast Online Presence Communicate well across demographics Advertising / Design			
Time Keeping			
Humour & Banter			
Enthusiastic / Non Cynical			
Break down stigmatisms associated with young people. Older generations perceive groups of teenagers in Rothesay as 'Gangs'			
What Do Young People Want From A Youth Hub Space?	How do we fund it?	Examples	
Physical Games	Events	Oban Youth Cafe http://obanyouthcafe.co.uk/	
Films	Competitions		
Activities that include all ages	Tournaments		
General talk	Quizzes		
Tuck shop?	Pay to attend (£1/2)		
Youth buses			
Safety / Support from caring workers or staff			
Space to just chill out without programmed activity			
A place to exert ownership over.			
Something that expresses young people in a more positive light. Teenagers can have a bad reputation.			
Something that encourages the users to be responsible, manage the centre, ensure its longevity.			

Appendix 4 - Primary School Workshop



Route	LIKE	Route	DISLIKE
A	Pier	A	Dog Poo
A	Fishing	A	Telescope Pole broken
A	The Sea	B	Fix Guttering Its dripping
B	Superdrug	B	Benches Chipped Paint Dirty
A	Zavaroni's The Food The icecream	B	Shops Need painted

Route	LIKE	Route	DISLIKE
A	The Monument Lovely Flowers	B	Pavements Dirty
A	The Fountain It is pretty	A	Shelters The paint is falling off Dirty No Windows
A	The Putting Green	A	Public Toilets Dirty and never really open Not enough of them Smelly Need painting
A	The Discovery Centre	A	Shops Dirty Need Painted
A	Guildford Square	A	The Shelters
A	The Discovery Centre	A	The Discovery Centre The rust
A	The Views	A	Putting Green Pipes/Trees Shelter Toilets Rules too small / wordy
B	We like the The Electric Bake because they do amazing food and it looks good. The people are nice too.	B	Waste Ground opp Superdrug
B	We like Semichem because of the good prices.	B	Waste Ground opp Superdrug Dirty, Spoils the street
A	We like this bench because it is a good place to sit and relax.	A	Railings along Prom Not Safe
A	We like the Esplanade because the scenery is very nice.	B	Waste Ground opp Superdrug The space could be a garden / or skate park
A	We like the sea for fishing.	A	The Shelters would be better if they were painted, had windows and were cleaned up. Also had no graffiti.
A	We like The Discovery Centre because it is very pretty and gives colour to the island.	A	The Esplanade would be better if the railings were made safer.
B	We like the arcade because it is fun and active.	A	The Discovery Centre would be better if you got rid of the rust and decay.