

Rural Growth Deal – Tourism & Place Rothesay Optioneering Workshop



28th February 2023





Workshop Agenda



1: RGD Tourism & Place Background

- Overview of the Rural Growth Deal Tourism & Place programme

2: RGD Tourism & Place Objectives

- Summary of objectives for the Tourism & Place Programme objective setting session in June 2022

3: Critical Success Factors

- Overview of Critical Success Factors as per HM Treasury Green Book Guidance

4: Proposed Rothesay Options

- Overview of proposed options in Rothesay
- Alternatives?

5: Shaping Places for Wellbeing

- Overview of the work being carried out the Scottish Government's Improvement Service

6: Rothesay Options Appraisal

- Preference scoring
- Long listing

7: Programme Level Next Steps

- Preferred Way Forward



Rural Growth Deal Tourism & Place Programme

Background Context:

- Rural Growth Deal investment is being sought for up to five tourism & place projects across Argyll and Bute (including Rothesay, Dunoon, Helensburgh, Ardrishaig, and Campbeltown).
- Stantec are currently developing the Tourism & Place Programme Level Outline Business Case.
- Following approval from Scottish Government, we will then start to develop Full Business Cases for each proposed intervention.
- Approximately £2.5 million of Rural Growth Deal funding per town (as well as any additional match funding that can be secured).



Rural Growth Deal Tourism & Place Objectives

Overarching aim: *“Our marine gateways are attractive, dynamic & welcoming places boosted by local marine & general tourism sector growth. Sustainable economic (and population) growth is secured through additional economic activity”*

Supporting objectives:

Our marine gateways:

- Are Sustainable waterfront assets that contribute to local wellbeing and sustainable economic growth
- Are where centres and waterfronts aim to be fully integrated physically, digitally and functionally
- Provide excellent access (to the water) and from places of arrival to main town centres and other points of interest
- Are attractive and welcoming environments, valued by the community & visitors alike.
- Provide and sustain cultural & heritage assets that are sustainable, attractive, well maintained and support the economy and the place.



Critical Success Factors

- 1. Strategic Fit**
- 2. Potential Value for Money**
- 3. Supplier Capacity & Capability**
- 4. Potential Affordability**
- 5. Potential Achievability**





Rothesay Long List Options

- 1. Step Ashore Enhancements:**
 - Including Albert Pier building
- 2. Marine Gateway Enhancements:**
 - Public realm improvements
- 3. Guildford Square**
- 4. Rothesay Pavilion**





Rothesay Long List Option #1

Step Ashore Enhancements: including Albert Pier building refurbishment

Description	Background / Community Endorsement	Further Information Available
Enhanced step ashore facilities and options, as well as improved access for small vessels / kayaks.	Identified in the Remaking Rothesay Charrette 2016. What people said about active and maintained buildings and spaces: “Sailing visitors have said they wouldn’t come back to Rothesay until the facilities were improved.”	<ul style="list-style-type: none">• Structural Report for Albert Pier Building.• LUF design work.



Rothesay Long List Option #1





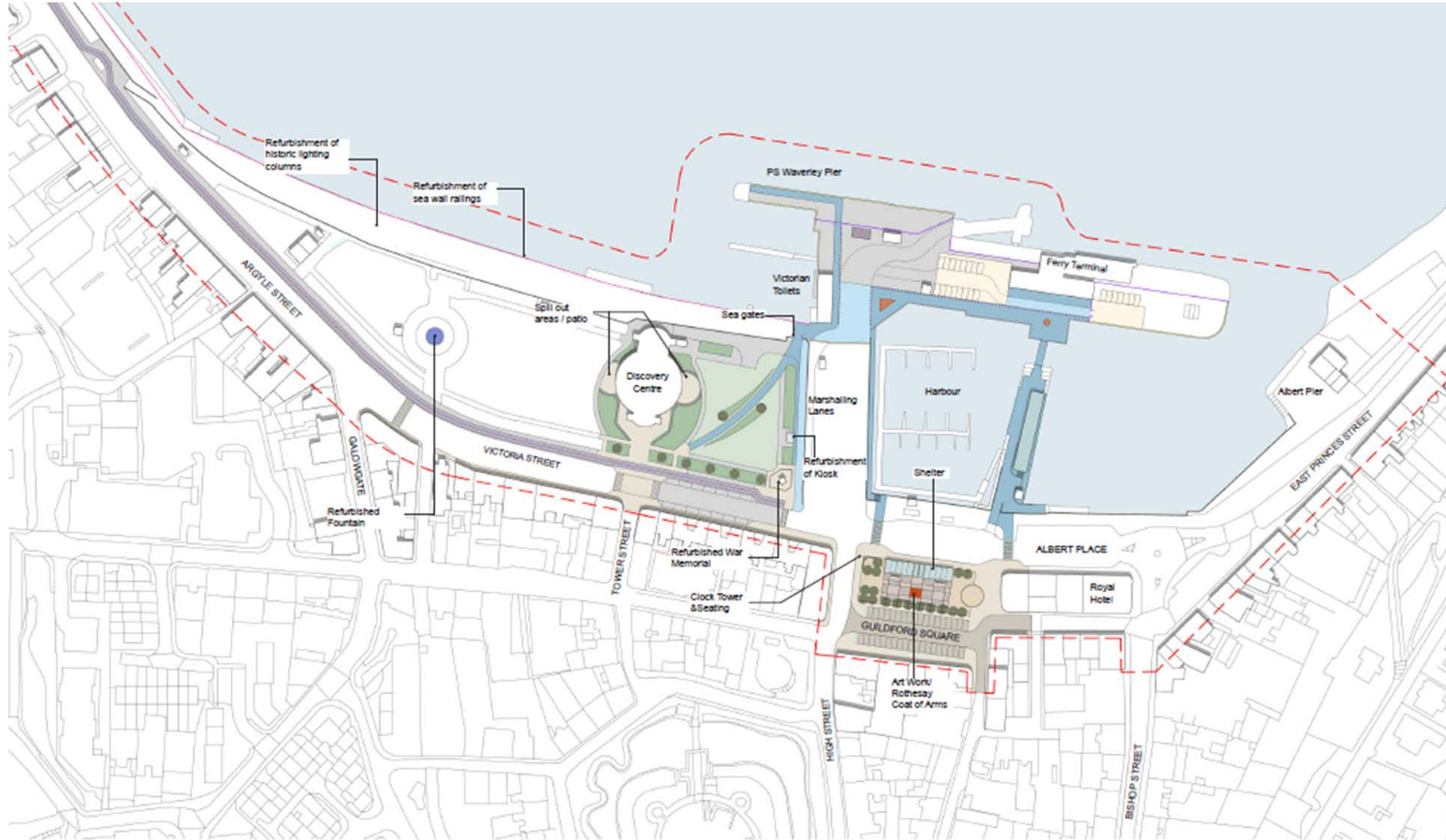
Rothesay Long List Option #2

Marine Gateway Enhancements: public realm improvements

Description	Background / Community Endorsement	Further Information Available
Enhancements to the public realm to meet 21st Century expectations; creating a more accessible, connected, attractive and welcoming place.	<p>Identified in the Remaking Rothesay Charrette 2016.</p> <p>Guiding principle: Make Rothesay accessible and easy to get around. Specific related objectives:</p> <ul style="list-style-type: none">• Activate the Esplanade from the Ferry to the Discovery Centre to the Pavilion• Person friendly spaces and junction between Ferry, Discovery Centre and Guildford Square• Create a sequence of the key civic spaces connecting the assets• Good accessibility is commonplace in Rothesay• All public realm developments are disability friendly• Coherent cycling and walking infrastructure <p>Endorsed by Community as part of Levelling Up bid.</p>	<ul style="list-style-type: none">• LUF design work.



Rothesay Long List Option #2





Rothesay Long List Option #3

Guildford Square

Description	Background / Community Endorsement	Further Information Available
Enhancements to public realm; creating a more accessible, connected, attractive and welcoming place.	<p>Identified in the Remaking Rothesay Charrette 2016.</p> <p>Guiding principle: Make Rothesay accessible and easy to get around. Specific related objectives:</p> <ul style="list-style-type: none">• Person friendly spaces• Create a sequence of the key civic spaces connecting the assets• Good accessibility is commonplace in Rothesay• All public realm developments are disability friendly• Coherent cycling and walking infrastructure <p>Endorsed by Community as part of Levelling Up bid.</p>	<ul style="list-style-type: none">• LUF design work.



Rothesay Long List Option #3





Rothesay Long List Option #4

Rothesay Pavilion

Description	Background / Community Endorsement	Further Information Available
Completion of the restoration of a Grade A Listed Building.	Restoration of the building is currently stalled due to main contractor going into administration during the pandemic and insufficient funds available to complete works. Funding gap is currently £10m.	<ul style="list-style-type: none">• CHORD Programme



Rothesay Long List Option #4





Alternative Options?





Shaping Places for Wellbeing



Public Health
Scotland

is.
improvement service



Public Health Scotland and the Improvement Service are working to

Improve Scotland's wellbeing by reducing the significant inequality in the health of its people while addressing the health of our planet

achieved through 3 activities...



Local Project Work



Local Learning Cohort



National Leadership Cohort

to find new ways of working between national and local levels which will...

Create systems change in local processes to deliver on the Place and Wellbeing Outcomes



Place and wellbeing outcomes



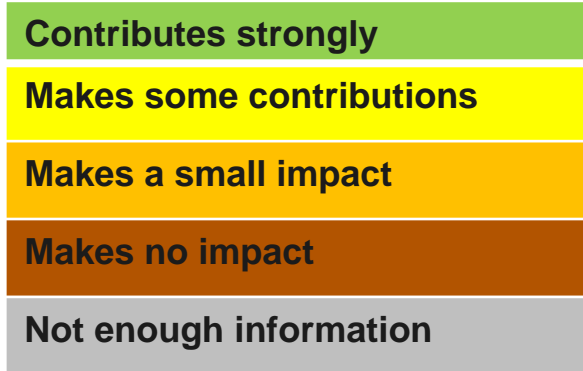
The principles of equality, net-zero emissions and sustainability underpin all of these themes, and all themes should be embedded in policy and action

The full detail of the Place and Wellbeing outcomes is set out in this [briefing paper](#)

The evidence behind the Place and Wellbeing Outcomes is set out in this [publication](#) by Public Health Scotland



How strongly does the proposal impact positively on these outcomes?



How will the proposals affect those most impacted by inequality?

High level inequalities focused on from Public Health Scotland data:

- People with life limiting conditions including coronary heart disease and cancer
- People affected by employment and income deprivation
- People affected by alcohol and drug addiction



	Movement			Spaces			Resources			Civic		Stewardship	
Proposal	Active Travel	Public Transport	Traffic and Parking	Streets and Spaces	Natural Spaces	Play and Recreation	Services and Support	Work and Economy	Housing and Community	Identity and Belonging	Feeling Safe	Care and Maintenance	Influence and Control
Step Ashore Enhancements (Victorian Toilets / Albert Pier building refurbishment)	High	High	Medium	Medium	Medium	Medium	High	High	Low	Medium	Medium	Medium	Medium
Rothesay Marine Gateway Enhancements – Public Realm Improvements	Medium	High	High	Medium	Medium	High	High	High	Low	Medium	Medium	Medium	Medium
Rothesay - Guildford Square	Medium	High	High	Medium	High	High	High	High	Low	Medium	High	Medium	Medium
Rothesay Pavilion	High	Low	None	Medium	Low	Medium	Medium	High	Low	Medium	Medium	Medium	Medium



Reducing inequalities

Difficult at this stage of the proposals to identify impact on the specific inequality groups focused on because of the lack of detail. Further information is needed for all proposals on:

- How the community will be involved in the development of the proposals
- End use of the facilities

	Theme	Proposals			
		Step Ashore Enhancements (Victorian Toilets / Albert Pier building refurbishment)	Rothesay Marine Gateway Enhancements – Public Realm Improvements	Rothesay - Guildford Square	Rothesay Pavilion
	Reducing inequality	Really depends on the end use Increases access to the water. Need to make sure this isn't just for wealthier tourists.	Hard to measure direct impact Increasing accessibility for people with mobility impairments		Support community resilience by having more accessible facilities Services could potentially support specific groups.



Rothesay Options Appraisal

	Option #1: Step Ashore Enhancements	Option #2: Marine Gateway Enhancements	Option #3: Guildford Square	Option #4: Rothesay Pavilion
Objective 1: Are Sustainable waterfront assets that contribute to local wellbeing and sustainable economic growth.				
Objective 2: Are where centres and waterfronts aim to be fully integrated physically, digitally and functionally.				
Objective 3: Provide excellent access (to the water) and from places of arrival to main town centres and other points of interest.				
Objective 4: Are attractive and welcoming environments, valued by the community & visitors alike.				
Objective 5: Provide and sustain cultural & heritage assets that are sustainable, attractive, well maintained and support the economy and the place.				
CSF1: Strategic Fit				
CSF2: Potential Value for Money				
CSF3: Supplier Capacity & Capability				
CSF4: Potential Affordability				
CSF5: Potential Achievability				



Rothesay Next Steps....

- Preparing the options appraisal, based on the preferred way forward
- Stakeholder workshop exercise for projects in Dunoon will take place next week
- Finalising the Programme Level Outline Business Case