

TARBERT (LOCH FYNE)
COMMUNITY PLAN

By

Jura Consultants

February 2010



JURA CONSULTANTS
Economic & Financial Analysis
7 Straiton View
Straiton Business Park
Loanhead
Midlothian
EH20 9QZ

TEL. 0131 440 6750
FAX. 0131 440 6751

Admin@jura-consultants.co.uk

www.jura-consultants.co.uk

FOREWORD

The top priority of the Scottish Government is increased sustainable growth and that is underpinned by a commitment to create increased cohesion & collaboration between national and local Government and also with communities and the voluntary, public & private sectors.

This new approach creates the opportunity for communities with similar aspirations to be more proactive and more involved through the preparation of Local Community Plans and the triggering of more community projects and community ownership of the local destiny.

To that end Tarbert has ably demonstrated an active & resourceful community spirit and this Community Plan will assist community groups, local authority functions and businesses to focus their efforts with a united approach based on common aims.

I am very much aware of the detailed consultation and research which has been required to get to this stage and I commend Tarbert Community Plan to all who have this vibrant West coast fishing village at their heart.

Jim Mather MSP
Argyll & Bute

Minister for Enterprise, Energy & Tourism

CONTENTS

Section	Page
1. Introduction	1.
2. Strategic Context	5.
3. Overview of Tarbert (Loch Fyne)	19.
4. Public Consultation	55.
5. SWOT Analysis	67.
6. Action Plan	73.
7. Conclusions and Recommendations	81.

Appendix A – Mind Maps

Appendix B – Proforma Questionnaire

Appendix C – List of Respondents

1.0 INTRODUCTION

1.1 Introduction

This report sets out a Community Plan for the village of Tarbert (Loch Fyne), including the locality of West Loch Tarbert. The plan has been informed by a review of local strategic documentation, an extensive village audit and consultation with residents, community groups and businesses. The purpose of this research was to inform a development strategy for Tarbert, in an attempt to bring together community development activities in a more cohesive and co-ordinated way.

1.2 Background

At present, there are a number of volunteer organisations and businesses operating in the village of Tarbert (Loch Fyne) who each have various proposals for community, economic and environmental improvements. In order to draw this work together in a more co-ordinated way, a consortium of 4 local village groups has come together to develop a formal community plan for Tarbert. Aims for the Tarbert Community Plan will focus on areas within the control of the membership and their sphere of influence. The vision for the community has been informed by other Scottish community and government policy aims, and includes the following objectives;

- A healthier village
- A competitive, educated and working village
- A welcoming, vibrant and confident village
- An inclusive, fair and caring village
- A greener and sustainable village

The goal for the Community Plan is to draw together existing proposals and produce an integrated, logical and prioritised approach to development in the village in the short, medium and long-term. The plan will serve as an introduction for newcomers to the village, will act as assistance for participating groups and businesses – outlining recommendations about where to concentrate activity, how to work together, and how to co-ordinate activities to be more efficient and effective – and provide much needed support for future fund raising activities. It will also aim to enhance the everyday lives of residents through improved services and facilities, and produce economic benefits, by encouraging a planned and ordered approach to delivering services, events and activities.

1.3 Steering Group

This report, sponsored by a grant from the LEADER programme, has been commissioned by a steering group made up of the following local community groups;

- Tarbert and Skipness Community Trust
- Tarbert (Loch Fyne) Harbour Authority
- Tarbert Enterprise Group
- Tarbert and Skipness Community Council

The steering group is responsible for coordinating the study, organising public meetings, printing and distributing the final public document, and ensuring that it is promoted and accessible to all. This will include making a copy of the draft report available for public viewing at the local library and local Argyll and Bute Council (ABC) office, as well as making an electronic copy available to download.

1.4 Methodology

1.4.1 Introduction

The community planning process creates a framework for making community development plans and activities more responsive to, and organised around, the needs of communities. The 3 main aims of community planning can be described as:

- Making sure people and communities are genuinely engaged in decisions which affect them and their surroundings
- A commitment from residents, organisations and businesses to work together in making their village a better place to live, work and visit
- Providing clear guidance for residents, organisations, businesses and newcomers about the vision for the community, priority areas for action and future goals, as well as outlining opportunities for involvement, without being prescriptive about responsibility and how activities should be carried out

With this in mind, Jura Consultants has made sure that this study has addressed the following key elements:

- A review of the existing situation including; local strategies; village facilities, services and amenities; population profile; economic activity; and housing
- Consultation with residents, community groups and businesses
- Creation of an informed and prioritised action plan based on the needs of the community
- Circulation of the draft report to the wider community for feedback and input

1.4.2 Review of Existing Situation

The study team has conducted a thorough desk-based strategic review to provide the context for the Community Plan. Much of this work has focused on local strategies and policies to ensure that the final plan will take into consideration a wider vision and to help support any other relevant priorities in the area. Jura has also undertaken a review of the current economic, social, environmental, and cultural situation in Tarbert and the surrounding area. This has been essential for determining the current village offer, and has informed consultation regarding gaps in provision, areas for improvement and priorities for development.

1.4.3 Community Engagement

Community engagement has taken place through a proforma questionnaire for community groups, and local businesses, and via workshops with these groups as well as Tarbert residents. Approximately 30 responses were collected in the first instance with 9 from businesses and 21 from community groups. Questions centred on the purpose, objectives, and future plans of current organisations and businesses. Once the study team reviewed community organisations and businesses in Tarbert, a summary of community activity was produced to highlight overlap as well as gaps in provision, important community issues, areas of priority and opportunities for partnership working. Workshop sessions with community groups, businesses and residents followed with discussion focusing around development and prioritisation of an action plan that included SMART (specific, measurable, achievable, realistic and time-dependent) objectives and appropriate activities to achieve those objectives. Workshops were well attended by a total of 28 people, with representation from 13 community groups and 9 businesses. Feedback from these workshop sessions, in combination with the information obtained through the review of the existing situation was then used to form the basis of the draft action plan.

1.4.4 Community Plan

The study team has used the information gathered through desk-based review, incorporating feedback from the questionnaires and workshops, to formulate a community action plan. The content of the plan is entirely determined by the input received through the consultation process and follows an established format for community planning documents. Copies of the draft report will be available at the local library and council office for public viewing. Additionally, an electronic copy will be made available to download from www.tarbertcommunityplan.info and the Argyll and Bute Council website. Feedback on the document will be collected using a questionnaire asking for participant to outline their concerns and suggestions for each section of the Community Plan. One month will be set aside for the public to provide feedback. Comments received will then be compiled by the study team and reported back. A final report will be issued, including the appropriate changes required, to the steering group. It is the steering group's intention to prepare and make available a summary public document.

1.5 Report Structure

The remainder of this report is structured as follows:

- Section 2** Strategic Context
- Section 3** Overview of Tarbert (Loch Fyne)
- Section 4** Public Consultation
- Section 5** SWOT Analysis
- Section 6** Action Plan
- Section 7** Conclusions and Recommendations

Appendix A – Mind Maps

Appendix B – Proforma Questionnaire

Appendix C – List of Respondents

2.0 STRATEGIC CONTEXT

2.1 Introduction

This section outlines the aspects of key strategic policies or initiatives that may influence or could be influenced by the Tarbert Community Plan.

2.2 European Context

2.2.1 Bristol Accord 2005

In 2005, Ministers and representatives from Member States and European institutions gathered in Bristol to discuss a common European approach to sustainable communities. The Bristol Accord identifies Europe-wide principles and characteristics of a sustainable community. It provides a comprehensive and coherent framework to deliver sustainable development, economic prosperity and social justice in an era of rapid global economic change. It also encourages a better environment, stronger democracy and effective local leadership.

The 8 characteristics of a sustainable community are;

- 1) Active, Inclusive and Safe – Fair, tolerant and cohesive with a strong local culture and other shared community activities

Sustainable communities offer:

- A sense of community and cultural identity, and belonging
- Tolerance, respect and engagement with people from different cultures, background and beliefs
- Friendly, co-operative and helpful behaviour in neighbourhoods
- Opportunities for cultural, leisure, community, sport and other activities, including for children and young people
- Low levels of crime, drugs and antisocial behaviour with visible, effective and community-friendly policing
- Social inclusion, equality of opportunity and good life chances for all

- 2) Well Run – With effective and inclusive participation and leadership

Sustainable communities enjoy:

- Representative, accountable governance systems which both facilitate strategic, visionary leadership and enable inclusive, active and effective participation by individuals and organisations
- Effective engagement with the community at neighbourhood level, including capacity building to develop the community's skills, knowledge and confidence

- Strong, informed and effective partnerships that lead by example (e.g. government, business, community)
- Strong, inclusive, community and voluntary sector
- Sense of civic values, responsibility and pride

3) Well Connected – With good transport services and communication linking people to jobs, schools, health and other services

Sustainable communities offer:

- Transport facilities, including public transport, that help people travel within and between communities and reduce dependence on cars
- Facilities to encourage safe local walking and cycling
- An appropriate level of local parking facilities in line with local plans to manage road traffic demand
- Widely available and effective telecommunications and Internet access
- Good access to regional, national and international communications networks

4) Well Served – With public, private, community and voluntary services that are appropriate to people's needs and accessible to all

Sustainable communities have:

- Well-performing local schools, further and higher education institutions, and other opportunities for lifelong learning
- High quality local health care and social services, integrated where possible with other services
- High quality services for families and children (including early years child care)
- Good range of affordable public, community, voluntary and private services (e.g. retail, fresh food, commercial, utilities, information and advice) which are accessible to the whole community
- Service providers who think and act long-term and beyond their own immediate geographical and interest boundaries, and who involve users and local residents in shaping their policy and practice

5) Environmentally Sensitive – Providing places for people to live that are considerate of the environment

Sustainable communities:

- Provide places for people to live that respect the environment and use resources efficiently
- Actively seek to minimise climate change, including through energy efficiency and the use of renewables
- Protect the environment, by minimising pollution on land, in water and in the air
- Minimise waste and dispose of it in accordance with current good practice

- Make efficient use of natural resources, encouraging sustainable production and consumption
- Protect and improve bio-diversity (e.g. wildlife habitats)
- Enable a lifestyle that minimises negative environmental impact and enhances positive impacts (e.g. by creating opportunities for walking and cycling, and reducing noise pollution and dependence on cars)
- Create cleaner, safer and greener neighbourhoods (e.g. by reducing litter and graffiti, and maintaining pleasant public spaces).

6) Thriving – With a flourishing, diverse and innovative local economy

Sustainable communities feature:

- A wide range of good quality jobs and training opportunities
- Sufficient suitable land and buildings to support economic prosperity and change
- Dynamic job and business creation, with benefits for the local community
- A strong business community with links into the wider economy
- Economically viable and attractive town centres.

7) Well Designed and Built – Featuring quality built and natural environment

Sustainable communities offer:

- Sense of place – a place with a positive ‘feeling’ for people and local distinctiveness
- User-friendly public and green spaces with facilities for everyone including children and older people
- Sufficient range, diversity, affordability and accessibility of housing within a balanced housing market
- Appropriate size, scale, density, design and layout, including mixed-use development, that complement the distinctive local character of the community
- High quality, mixed-use, durable, flexible and adaptable buildings, using materials which minimise negative environmental impacts
- Buildings and public spaces which promote health and are designed to reduce crime and make people feel safe
- Buildings, facilities and services that mean they are well prepared against disasters – both natural and man-made
- Accessibility of jobs, key services and facilities by public transport, walking and cycling

8) Fair For Everyone – Including those in other communities, now and in the future

Sustainable communities:

- Recognise individuals’ rights and responsibilities

- Respect the rights and aspirations of others (both neighbouring communities, and across the wider world) also to be sustainable
- Have due regard for the needs of future generations in current decisions and actions.

2.3 Regional

2.3.1 Highlands and Islands Enterprise

Highlands and Islands Enterprise (HIE) is the Scottish Government's economic and community development agency for the highlands and islands region. HIE aims to build sustainable economic growth in all parts of the Highlands and Islands. The focus of HIE's activities is to improve the region's performance and its contribution to the economic growth of Scotland. One of HIE key aims is to help strengthen communities, especially in the fragile parts of the area. Sustainable development is central to HIE's vision and includes not only environmental issues but also establishing prosperity, wellbeing and a quality of life.

HIE look to support;

- A sustainable economy which is diverse, adaptable and resilient;
- Sustainable businesses with well-developed skills and markets;
- Sustainable communities with confidence, capability and economic vitality;
- Sustainable use of natural resources, including the area's primary products, its natural environment and its cultural assets.

HIE will to do this by playing to and developing the area's natural, cultural and community strengths – as a place to live, work and do business.

The Tarbert Community Plan has great scope to address many of HIE's strategic priorities by improving the village's overall competitiveness, strengthening capacity and relationships within the community and making full use of the natural environment, as well as any leisure and/or cultural assets.

2.3.2 Argyll and the Isles Tourism Action Plan

As of January 2009, the VisitScotland area tourism partnership for Argyll, Loch Lomond and the Forth Valley (ALLFV) has been divided into two complementary regional partnerships; Argyll & the Isles Strategic Tourism Partnership (AISTP) and Forth Valley STP. The newly formed AISTP unites the public and private sectors in an action-based approach to local tourism strategy. Core membership includes representation from Argyll and Bute Council, Highlands and Islands Enterprise, Loch Lomond & the Trossachs National Park Authority, Visit Scotland, Forest Scotland, Sail Scotland, Scottish Enterprise and Caledonian MacBrayne.

The group are still working to the tourism priorities set out in the ALLVF Tourism Action Plan 2006 to 2010. The document outlines that the major opportunity for the region is to capitalise on the area's major strengths, including:

- Eco-Tourism, including Wildlife Tourism
- Activities
- Ancestral Tourism
- City Breaks
- Health & well-being
- Events & Festivals
- Business Tourism
- Golf
- Sailing
- Heritage Attractions
- Cultural Heritage
- Whisky
- Gardens

Recent discussions by the group have highlighted that golf has become increasingly important and is a key priority area, particularly with improved connectivity resulting from improved ferry services, new air services and the success of seaplanes. Tarbert has the opportunity to address several of these areas including Eco-Tourism, Events and Festivals, Golf, Heritage Attractions and, most importantly, Sailing.

2.3.3 Sailing in the Clyde Estuary; The Potential for Future Development 2006

In 2006, a report was published for Scottish Enterprise and Highlands and Islands Enterprise which assessed the market for, and economic impact of, recreational boating in the Clyde Estuary. The study included a survey of visiting yachts in the area which highlighted Tarbert (Loch Fyne) as the most visited port on the Clyde Estuary with 61% of respondents indicating they had visited. This was deemed important as it was 20-30% higher than the next most popular ports at Rothesay (41%) and Largs (31%). Tarbert was also shown to be the second most important port on the Firth of Clyde in terms of generating visiting boat nights, estimated to be approximately 4,700 per annum.

Based on extensive market research, the report's action plan recommended a doubling of capacity for berth holders and visiting yachts over the next 10 years to 2015. Tarbert has recently installed a new pontoon system which has significantly increased capacity. With a mounting number of visitors there is a serious requirement to upgrade facilities and infrastructure in the harbour and village centre in order to accommodate a greater influx of people.

On the back of this report, Scottish Enterprise has commissioned a study of the whole Scottish recreational boating and marine tourism market. The aim will be to establish the current level of business and its future potential, as well as updating information in order to attract investment.

2.3.4 Argyll and Bute Community Plan 2009-2013

The Argyll and Bute Community Plan sets out what the Argyll and Bute Community Planning Partnership (CPP) want to achieve for the local area by 2013. The plan is separated into 4 main themes; Economy; Environment; Social Affairs; and Community Engagement. Ambitions and priorities are outlined for each theme as follows;

Economy

Ambition – Create employment and prosperity

Priorities

- Sustain local assets by;
 - Supporting development of renewable energy
 - Assisting development of the marine science sector
- Ensure towns are vibrant centres of economic activities by;
 - Supporting the CHORD (Campbeltown, Helensburgh, Oban, Rothesay and Dunoon) waterfront regeneration projects
- Support and develop competitive and successful business by;
 - Providing advice and support to assist businesses to grow
 - Target support for the businesses with the greatest potential for growth

Environment

Ambition – Protect and enhance the built, natural and managed environment

Priorities

- Promote cultural, social and natural heritage by;
 - Improving access to woodlands
 - Promoting health and wellbeing through activities such as cycling and walking
- Utilise the environment to create employment and prosperity by;
 - Working with business partners and communities to ensure renewable energy developments compliment landscape and biodiversity
 - Ensuring good access to SRDP funding to support rural businesses
 - Promoting high quality design of efficient housing and other built structures
- Protect the uniqueness of the area by;
 - Protecting iconic species and habitats
 - Adopting best practice for the management of sensitive woodlands

Social Affairs

Ambition – Safe, healthy, caring and diverse communities

Priorities

- Plan services based on local need by;
 - Working in partnership and developing integrated services
 - Making learning services available to people of all ages
 - Shift the balance of care from institutional to home-based
- Improve overall health, wellbeing, independence and social inclusion by redesigning health and social care services;
 - To ensure people are supported to improve their lives
 - To improve access for all groups
- Help people feel safe and secure by;
 - Increasing the rate of building on new affordable housing
 - Working with communities to identify local issues and needs
- Celebrate the region's diverse culture by;
 - Creating more and better leisure facilities
 - Ensuring there is a legacy from the London 2012 Olympics and the Glasgow 2014 Commonwealth Games

Community Engagement

Ambition – Strengthening community engagement and local planning

Priorities

- Strengthen and extend community planning structures and mechanisms by;
 - Mapping and making improvements to existing community engagement mechanisms
 - Ensuring good communications are established at all levels
- Increase involvement of all communities in the community planning process by;
 - Finding out which subjects communities are most interested in
 - Extending and improving capacity building work with communities
 - Encourage all organisations to evaluate the way they engage with communities
 - Delivering an annual CPP conference
- Build capacity of organisations and communities by;
 - Reviewing and developing mechanisms for engagement with specific equalities groups
 - Holding an annual youth participation event
 - Supporting young people to attend and participate at the Scottish Youth Parliament

- Share experiences, knowledge, skills and resources by;
 - Developing a community engagement toolkit that is accessible to all
 - Championing successful initiatives of volunteers, communities and service providers

2.3.5 Argyll and Bute Structure Plan 2002

The Argyll and Bute Structure Plan adopted in 2002 highlights Tarbert (Loch Fyne) as one of 11 key settlements in the local authority area with support for medium scale development as a community listed in the Small Towns and Villages category. Tarbert is also a designated conservation area.

Strategic Issues and Investment

Investment opportunities and initiatives for the 'North' of Argyll and Bute which apply to Tarbert (Loch Fyne) include the following (Schedule 1);

- Promotion of 'action programmes' for the town centres and waterfront at Lochgilphead and for the village harbour areas at Ardrishaig and Tarbert (including the East Loch Pier) and for the Crinan Canal
- Promotion of 'Tourism Development Areas'. Specific to Tarbert – tourism and water related tourism development
- Pursuance of a study into the potential of a 'Loch Fyne Waterway' as a marketing tool linking with lochside settlements and marine services/facilities at Tarbert, Portavadie, Ardrishaig, Inveraray, Upper Loch Fyne, Strachur and Otter Ferry together with the potential for land-based development and recreational opportunities in these locations

Retailing and Town Centres

Tarbert is listed as a key settlement providing important retail services which are an integral component of the local economy, fulfilling a critical role in sustaining the viability and vitality of the town centre. ABC have indicated a preference for retail developments over 1,000m² gross floor space to be located in town centres, believing they are appropriate given the limited size of the Argyll and Bute towns and their retail catchment populations.

Brownfield and Greenfield Development

ABC is keen to promote the use of previously developed land rather than greenfield sites, favouring and phasing development towards brownfield opportunities where they exist. This is currently being addressed in Tarbert by the reclamation of the disused boatyard site adjacent to the harbour.

Tourism

As mentioned previously, Tarbert is listed as a 'Tourism Development Area' in the structure plan. ABC highlights the following priorities for tourism in these areas;

- Improved functioning of towns as tourist destinations and opportunities for tourist related development within other countryside and coastal areas supporting the growth of Argyll and Bute, as a whole, to become a sustainable tourist destination
- Increased awareness of the wide variety of tourism products including national tourist routes, tourist trails, tourist accommodation and of boating and yachting, recreational, cultural, business, environmental and educational-based tourism products
- Opportunities to increase tourist activity arising from the tourism development areas and water related tourism opportunities, particularly boating and yachting – environmental issues require a balance with expansion potential
- Opportunities for 'green tourism' and eco-friendly tourist initiatives which build on the biodiversity of the region, the unique landscapes, coastscapes and seascape, and the potential of wildlife/leisure activity to reinforce and expand the tourist season
- An increase in quantity and quality of tourism-based local employment opportunities
- Successful management of visitor pressure in sensitive locations

2.3.6 Argyll and Bute Local Plan 2009

The 5-year Local Plan has the following overall aims for development in the region;

- Provide a strategic land use plan for the 10 year plan period up to 2012
- Promote appropriate planning responses to the strategic economic, environmental and land use issues facing the distinctive island, peninsular, mainland and conurbation edge areas of Argyll and Bute.
- Establish and maintain a ten year supply of marketable business and industrial land and a five year supply of land for housing.
- Promote 'sustainable development' within short- and long-term economic, social, and environmental perspectives.
- Promote the safeguarding and the enhancement of the natural and historic environment and the maintenance of biodiversity within Argyll and Bute.
- Guide the preparation of the detailed Argyll and Bute Local Plan and a future Loch Lomond and the Trossachs National Park Local Plan.

Tarbert is listed as a key settlement in the small towns and villages category, where West Loch Tarbert is listed as a minor settlement.

Business and Industry Allocations

- Glasgow Road – Use Business/General Industrial/Storage or distribution; Area 6.59ha
- Campbeltown Road – Use Business/Storage or distribution; Area 0.44ha

Housing Allocations

- Lady Ileene Road – 31 Units; 25% Affordability minimum
- Campbeltown Road – 18 Units; 25% Affordability minimum
- Oakhill/Eastfield – 40 Units; 25% Affordability minimum

Infrastructure Allocations

- Waste Water Treatment Facility

Potential Development Areas

- Barfad – Mixed – Tourism/Housing; Low Density; 25% Affordability
- Lady Ileene Road – Housing; Medium/Low Density; Affordability
- Glenfield – Housing; High/Medium/Low Density; 25% Affordability
- Barfad – Eco-housing (5); Low Density

The local plan further highlights Tarbert (Loch Fyne) as an 'Area for Action' outlining the following strategic improvements and developments which ABC believes should take place in Tarbert.

AFA 13/1 – Tarbert Harbour

- Support the promotion of action programmes at Tarbert waterfront in accord with Schedule 1 (part 3) of the Structure Plan
- Be part of the study into the 'Loch Fyne Waterway' in accord with Schedule 1 (part 5) of the Structure Plan
- Consider the interest of harbour users including the harbour authority, commercial fishing, lifeboat, yachting, boating, watersports, tourists, overlooking property and East Loch harbour interests.
- Consider navigational issues
- Consider development and redevelopment options on the harbour edge and the adjacent harbour facing properties.
- Consider harbour part-infill options
- Resolve harbour drainage and water quality issues
- Consider traffic management and road access opportunities and constraints
- Consider harbour and village enhancement schemes.

AFA 13/2 – Tarbert – South Campbeltown Road/Back Street

To consider redevelopment/development options with regard to;

- Relocation opportunities for existing uses
- Linkages with adjacent land uses
- Land use compatibility issues
- Access constraints
- Opportunities for local environmental improvements

Work has now begun on drafting a new Local Development Plan. This document will replace both the Structure Plan and the Local Plan. The draft Tarbert Community Plan will be used by the Tarbert & Skipness Community Council to help inform their work with Argyll and Bute Council on this new plan.

2.4 Local

2.4.1 Mid Argyll, Kintyre and the Islands (MAKI) Area Committee Plan 2009-2012

The Mid Argyll, Kintyre and the Islands (MAKI) Area Committee is one of the Argyll and Bute Community Planning Partnership's local area community planning groups. Each area Committee produces its own area strategy which contains the priorities that have been identified within their own area. The MAKI priorities pertaining to Tarbert are;

- Outstanding Environment
 - Kintyre Way – improve economic viability of the route
 - Events and festivals – strengthen communities to celebrate their own culture and heritage; increase exposure of culture and heritage to people outwith the area
- Vibrant Communities
 - Connectivity to remote communities – Improvements to A83 (resurfacing, dressing and signage); subsidy retained for Jura passenger ferry and increased usage

MAKI have also pledge to campaign on the following issues relating to Tarbert;

- Infrastructure
 - A82 – upgrade of road from Tarbert to Fort William
 - Tarbert flood prevention
 - Support local initiative to secure future of the East Pier
- Remote and Island Communities
 - Ensure PDA developable housing for 40-60 affordable housing units in Tarbert and that it is included in the SHIP

2.4.2 Tarbert Harbour Authority Development Plan 2007

A report was commissioned by the Tarbert (Loch Fyne) Harbour Authority in 2007 to examine the development potential in the harbour. Specifically, the report reviewed the planning context, the operations and development options for the East Pier and the potential for development of marina facilities.

East Pier

The main users of the East Pier were the Waverley Steamer, for passenger embarkation/disembarkation, and fishing boats, for discharging fish cargo. It was felt that the pier facility was an important asset to the village of Tarbert providing an essential stream of income to both the THA and the local economy. However, investment in the repair and possible extension of the structure was questioned as the income generated was far less than the capital expenditure required. It was, therefore, difficult for the consultants to make a satisfactory business case for repair or development.

Marina Facilities

A review of existing harbour usage and the results of the Clyde Estuary study highlighted Tarbert as one of the most popular destinations for visiting yachts. The analysis demonstrated the need for replacement of existing pontoons with new and significantly expanded berthing capacity to accommodate a forecasted increase in demand. Expansion of 120 to 160 berths was recommended. Additionally, it was reported that the development of the adjacent boatyard site would be crucial to development of the landside facilities which would be needed to accommodate and capitalise on the influx of new visitors caused by the expansion of the pontoon facilities.

West Loch Tarbert

Recently (2009) the THA have been considering the potential to include West Loch Tarbert in a review of their Strategic Plan with the intention of investigating the possibility of managing or taking over the responsibility for the West Loch Pier. However, no discussion has yet taken place with ABC or with the THA's consultation group.

2.4.3 Tarbert Conservation Appraisal and Management Plan 2008/2009

In 2008, a subgroup of the Tarbert and Skipness Community Council undertook an appraisal of the Tarbert conservation area which envelops and includes the village centre. This appraisal was completed under the auspices of the Argyll and Bute Council' *Whose Heritage is it Anyways?* initiative. The review examined the conservation area in terms of history, location, architecture, spatial context, views, and biodiversity to determine aspects both unique to Tarbert and of heritage value.

Conservation and Regeneration Objectives;

- Preserving and enhancing the quality and value of the historic built environment
- Preserving and enhancing the historic harbour which is the village core
- Encouraging and strengthening local business
- Increasing the attraction of the area as a place to live and visit
- Promoting the understanding, enjoyment and sustainable management of the special qualities of the Conservation Area

The Conservation Area Appraisal also highlighted negatives features, vulnerabilities and issues within the conservation area that detract from the aesthetic of the area and its overall heritage value. These details were gathered through public consultation with over 100 residents participating. Solutions to achieve these objectives fall into the broad categories;

- Long term degeneration issues which require design guidance and promotion of conservation awareness i.e. building design, building maintenance, building upgrading, suitable materials and construction detailing including shop front and signage design.
- Development issues requiring detailed assessment and substantial investment. i.e. old boatyard site development and pedestrian access partly already addressed by THA through Town Centre Regeneration funding, new parking provision to allow further reductions in parking around harbour wall and deal with expanding demand.
- Policy issues regarding statutory providers actions i.e. roads signage, pumping stations, street lighting, flood prevention, road and pavement condition.

2.4.4 Loch Fyne Integrated Coastal Zone Management (ICZM) Plan (draft 2008)

Zone B – Mealdarroch Point/ East Loch Tarbert/ Aird Nan Ron

The ICZM reinforces Tarbert as a designated conservation area and highlights the landscape at East Loch Tarbert as being of high scenic quality and a visual amenity. Those views noted were from Stonefield Castle and Barmore Island Trail. Tarbert is considered to be a safe and well-used harbour with good road links, shellfish processing and transport facilities. However, the plan emphasises that much of the existing infrastructure in Tarbert is in need of refurbishment and that financial investment necessary for harbour improvements is likely to be substantial. There is also a need for improved planning of space for the harbour given its multiple commercial and recreational uses. Opportunities for future development of Tarbert were focused on further infrastructure for the harbour area including: additional visitor moorings, additional car parking, storage facilities, and toilet and shower facilities, as well as additional space for fishing vessels and catch landings. The possible expansion of existing scallop farms at Port a Ghuail was also mentioned. It was thought that these improvements could bring enhanced economic development opportunities for the area.

3.0 OVERVIEW OF TARBERT (LOCH FYNE)

3.1 Introduction

This report provides an overview of the current situation in the village and harbour at Tarbert (Loch Fyne), Argyll. Areas examined include;

- History
- Population Profile
- Economy and Enterprise
- Housing

3.2 Tarbert (Loch Fyne)

3.2.1 Village Centre



The village of Tarbert is situated at the northern peak of the Kintyre peninsula on the western shores of Loch Fyne. Inveraray is some 38 miles away, Oban 50 miles away, and the major conurbation of Glasgow 100 miles away. The village is accessible by car, bus and boat, and is also an important base for ferry links to Portavadie on the Cowal peninsula and Arran (winter only). The village's close proximity to Kennacraig also provides Tarbert with ferry links to Islay, Jura and Oban.



Tarbert is a bustling fishing village with a strong maritime history. The village is surrounded by areas of natural beauty and the town centre itself is a designated conservation area. Tarbert village centre is located at the west end of the harbour and includes numerous restaurants, cafés, public houses, and accommodation, as well as a variety of shops and specialty artisan stores selling and exhibiting work from local artists and crafts-people. The village centre and harbour area is very picturesque, maintaining a traditional Scottish feel with rural architecture, use of local materials, brightly painted houses and storefronts, and a variety of boats moored on the water.

3.2.2 West Loch Tarbert



The hamlet of West Loch Tarbert is located on the western side of the isthmus at the head of the sea loch approximately 1 mile from the village. West Loch Tarbert is a small settlement (population 180) closely linked to Tarbert for facilities and services. Within the hamlet there is a small hotel and nearby is a holiday lodge site both providing holiday accommodation for visitors to Tarbert and the West Loch Pier used by various types and sizes of fishing vessels.

3.3 History

Tarbert's natural harbour has been used as a sheltering place for over a thousand years, predominantly by fisherman and traders alike. Tarbert was also considered a place of strategic military importance due to its proximity to Ireland and the ease with which travellers could traverse the neck of land (isthmus) between West Loch Tarbert and Loch Fyne. The name Tarbert derives from the Gaelic 'An Tairbear' meaning isthmus. It is believed as early as AD 82, Agricola and his Roman legionaries crossed the isthmus when they sailed down the firth and "placed forces in that part of Britain which fronts Ireland".

The first known fortified structure at Tarbert was recorded in the Annals of Ulster. It is mentioned that what was believed to have been a fort was burned on two occasions by both King Selbach and his son Dungall the Violent in the years 712 and 731 respectively.

In 1098 Magnus Barfod (Bare Leg) King of Norway had his ship drawn across the isthmus in order to claim Kintyre peninsula along with all the other islands on the West of Scotland. The "Treaty of Tarbert" agreed between Magnus and the Scottish King Edgar granted to Norway all the Western Isles round which a ship could sail.

In 1306 Robert the Bruce passed through Kintyre in his flight to Rathlin. Eight years later, Bruce secured his throne at the Battle of Bannockburn, and turned his attentions to the chiefs of the Western Isles acting as allies of England. On his way to confront them, Bruce chose the route across the isthmus of Tarbert. According to John Barbour (poet and historian of the 14th century) a track of logs was laid over the mile wide stretch of land. The fleet was dragged over this roller system with sails set to take advantage of a favourable wind. It was then that Bruce realised the importance of the isthmus and the necessity to defend it. In 1325 Bruce ordered the repair and extension of the existing fortification at Tarbert, standing on the hill overlooking the harbour.

Recognition of its importance was further reinforced in 1708 under the reign of Queen Anne. By Act of Parliament the local landowner Archibald MacAlister, along with the three Justices of the Peace and the Sheriff were granted the right "to make and keep in good repair, a harbour or key at East Tarbert along with such wharves and buildings as may be thought necessary...for the anchoring of all ships and boats...and for the landing and laying any fish or merchandises...". Under the above Act, Archibald MacAlister was able to charge "all persons and masters of vessels using the harbour and its facilities". Revenues raised were to be applied to the "making, amending and maintaining the said harbour and quay at East Tarbert". A decline in the fortunes of the MacAlister family in 1746 saw Archibald Campbell of Stonefield purchase the Tarbert Estates along with the associated rights and titles.

The past two centuries have been witness to the majority of change in the village and harbour at Tarbert. This included the enlargement of the quay, development of Harbour Street and improvements to the harbour entrance. With the advent of steam passenger ships, a pier was

required to be built at the outer harbour as these large vessels were unable to safely navigate the inner harbour. The East Pier was constructed in 1866 of stone and was later extended in timber. More importantly, steamships brought with them tourists and explorers, opening up Tarbert to the rest of Scotland and the UK. At the beginning of the 20th century the Harbour Act of 1708 required revision to take account of the changes of the previous 200 years. The Tarbert (Loch Fyne) Harbour Order was enacted in 1912 to replace the previous act and gave responsibility for the management of the harbour to the Tarbert (Loch Fyne) Harbour Authority. As a trust port, authority trustees were required to reinvest all revenues raised into the management and upgrade of the harbour and its facilities for the betterment of the community.

Historically, the economy of Tarbert has relied on fishing and boatbuilding with the large herring landings of the 1940's, 50's and 60's contributing to periodic improvements in the village. As a result of overfishing and international competition, the fortunes of the fishing industry and the village have since suffered serious decline, weakening regional commercial influence and enterprise, and adding to other difficulties such as a declining and an aging population. Today, prawns and other shellfish are the main catch. However, Tarbert is valued for its rural charm and has begun to develop a reputation as a good place for sailing, outdoor activity and artistic pursuits. This creates a serious opportunity to regenerate the village and diversify into new markets.¹

3.4 Population Profile

3.4.1 Settlement Classification

The total resident population of Tarbert is 1,338 people. This places the village in the 'remote rural' category, defined by the Scottish Government as any area with a population less than 3,000 and over a 30 minute drive time of a settlement with a population of 10,000.

3.4.2 Gender and Age

Of the total population, 49% are male and 51% are female. The median age in Tarbert is 41 years old for males and 44 years old for females. This is much higher than the Scottish median of 37 and 39 years old respectively. The following table outlines the population of Tarbert by age as compared with the Kintyre and Scottish populations.

¹ www.tarbertlochfyne.com

TABLE 3.0 TARBERT (LOCH FYNE) POPULATION 2001						
	Tarbert	%	Kintyre	%	Scotland	%
0-15 years old	228	17.04%	2,007	19.46%	972,065	19.20%
16-29 years old	172	12.86%	1,252	12.14%	883,780	17.46%
30-44 years old	302	22.57%	2,094	20.30%	1,162,958	22.97%
45-59 years old	291	21.75%	2,202	21.35%	976,575	19.29%
60-74 years old	78	5.83%	680	6.59%	261,733	5.17%
75 and over	267	19.96%	2,080	20.16%	804,900	15.90%
Total	1,338	100.00%	10,315	100.00%	5,062,011	100.00%
<i>Source: SCROL Census Data 2001</i>						

Most Tarbert residents are aged 30-59 years old (44.32%) with a higher than average proportion of residents aged 60+ (25.78%). Additionally, Tarbert's young adult population (16-29 years old) is very low at 12.86% as compared with the national average of 17.46%. This is likely due to the outmigration of younger people who often leave rural communities in search of higher education, entertainment and employment opportunities. Lastly, the number of youth in the village is also below average at approximately 17% and can possibly be attributed to an aging population. When compared to the population of Kintyre, Tarbert is actually above average in the 16 to 29, 30 to 44, and 45 to 59 age categories and below average in the rest.

There are approximately 974 people in Tarbert that are aged 16 to 74; i.e. they are of working age.

3.4.3 Marital Status

The following table outlines the marital status of the population of Tarbert (over 16 years old) as compared with Scotland.

TABLE 3.1 MARITAL STATUS		
Marital Status	Tarbert	Scotland
Total resident population aged 16+	1,110	4,089,946
Single (never married)	26.76%	30.55%
Married (first marriage)	43.42%	44.27%
Re-married	6.76%	5.52%
Separated (but still legally married)	4.14%	3.57%
Divorced	6.94%	7.02%
Widowed	11.98%	9.06%
<i>Source: SCROL Census Data 2001</i>		

There are approximately 1,110 people living in Tarbert that are of an age to legally marry should they so choose. The majority of Tarbert's eligible population is already married with 43% in their first marriage and 7% having re-married. Approximately 27% of the population is single and has never married. 12% are widowed.

3.4.4 Origin of Birth

The following table outlines Tarbert's population by origin of birth as compared with Scotland.

TABLE 3.2 ORIGIN OF BIRTH		
Country of Birth	Tarbert	Scotland
Scotland (inc UK part not specified)	85.65%	87.15%
England	10.01%	8.08%
Wales	0.3%	0.33%
Northern Ireland	0.82%	0.66%
Ireland (inc. part not specified)	0.22%	0.43%
Rest of Europe	1.27%	1.1%
Elsewhere	1.72%	2.25%
<i>Source: SCROL Census Data 2001</i>		

The majority of Tarbert residents were Scottish born (86%). Tarbert also has a higher than average number of residents who were born in England (10%).

3.4.5 Population Growth/Contraction

The following table outlines the projected change in population for Kintyre for 2012.

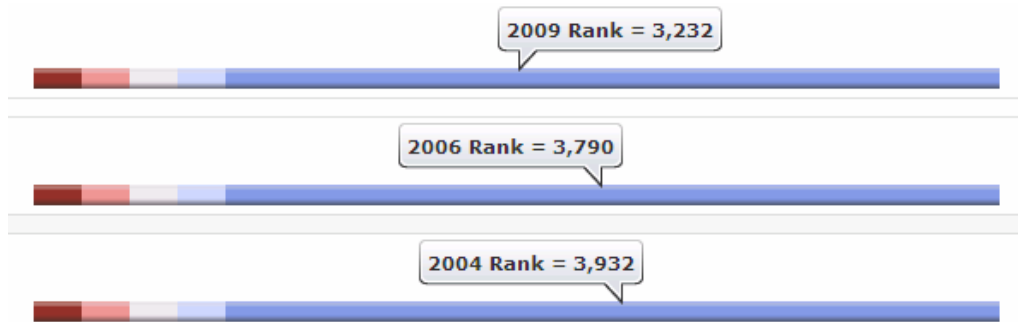
TABLE 3.3 POPULATION PROJECTIONS 2012			
	2001	2012	%
North Kintyre	2,048	1,993	-2.69%
South Kintyre	8,267	7,022	-15.06%
Total	10,315	9,015	-12.60%
<i>Source: Modified Local Plan 2006</i>			

The population of Kintyre is projected to contract to 9,015 by 2012. This represents an overall decrease of 12.6%. However, when differentiated by geographic region it is seen that the majority of the expected contraction will be in south Kintyre rather than in the north, where Tarbert is located. When a reduction of 2.69% is applied to the 2001 population of Tarbert the projected contraction is by approximately 36 people for a total of 1,302 in 2012.

3.4.6 Deprivation

The Scottish Index of Multiple Deprivation (SMID) identifies small area concentrations of multiple deprivation across all of Scotland in a fair way. It allows effective targeting of policies and funding where the aim is to wholly or partly tackle or take account of area concentrations of multiple deprivation. Those ranking in the 0-5% percentile are considered the most deprived, with those ranking in the 5-10%, 10-15% and 15-20% percentiles considered the next most deprived.

The following chart illustrates Tarbert's overall rank from 2004-2009.



Of all Scottish datazones (6,505), Tarbert's overall SIMD rank is 3,232nd, placing them in the 20-100% most deprived datazones in Scotland. This means the village ranks mid-way (49.7%) between all datazones in terms of their level of deprivation overall. Although Tarbert ranks very well, it has lost ranking over the past 5 years; a loss of 558 places since 2006 and a loss of 700 places since 2004.

The following table outlines the SIMD rankings for each domain in Tarbert in 2009.

TABLE 3.4 SCOTTISH INDEX OF MULTIPLE DEPREVATION – TARBERT 2009			
Domain	Rank	% Overall	Percentile
Current Income	3,587	55.1%	20-100%
Employment	3,242	49.8%	20-100%
Health	4,374	67.2%	20-100%
Education, Skills and Training	2,451	37.7%	20-100%
Geographic Access	1,156	17.8%	15-20%
Crime	2,898	44.6%	20-100%
Housing	3,905	60.0%	20-100%
Overall Rank	3,232	49.7%	20-100%
Total Scottish Datazones	6,505	100.0%	-
<i>Source: Scottish Government 2009</i>			

Tarbert ranks best in the Health domain at 4,374th, and ranks least in the Geographic Access domain at 1,156th. The Geographic Access domain rank is of particular concern as it places Tarbert lower down the scale in the 15-20% percentile rather than in the average 20-100% percentile. As a comparison, Campbeltown is made up of 6 separate datazones with rankings that range from a very low 454th and 936th, to a medium 4,320th and 3,081st overall.

3.5 Economy and Enterprise

3.5.1 Employment

The following table outlines the economic activity of the 2001 population of Tarbert as compared with the population of Scotland.

TABLE 4.0 ECONOMIC ACTIVITY 2001											
Area	All people aged 16-74	Economically Active (% of total)					Economically Inactive (% of total)				
		Part-time	Full-time	Self-employed	Un-employed	Full-time student	Retired	Student	Looking after home/family	Permanently sick/disabled	Other
Tarbert	974	10.57	38.09	15.2	4.11	1.33	15.91	2.16	4.31	5.13	3.18
Scotland	3,731,079	11.12	40.25	6.6	3.97	3.03	13.89	4.28	5.51	7.44	3.89

Source: SCROL Census Data 2001

From the total 2001 population of 1,338, 72.8% are of working age (16 to 74 years old). This is close to the number of working aged Scots (74%). When Tarbert's working aged population is examined further, 69% are economically active and 31% are not. The majority of those who are economically active are employed in full-time work (55%), with 22% self-employed and 15% in part-time employment. It is important to note that Tarbert's self-employed population is much greater than the national average, being approximately 2 times higher. Males are more likely to be self-employed than women and a greater percentage of those employed in rural areas (particularly remote rural) are 'homeworkers' i.e. they work mainly in their own home or use home as a base. Those who are not economically active are predominantly retired (52%), with 17% categorised as 'permanently sick/disabled' and 14% categorised as 'looking after home/family'.

There are many new trends occurring in the rural areas of Scotland, particularly advances in communications technology. These innovations have begun to redress the physical remoteness of many rural areas. For example, employment has been generated through electronic access to distant markets, and education and training programmes have been extended to remote communities previously excluded from such opportunities due to high transport costs. Demand has also grown for leisure activities in the countryside, based largely on the high quality of the natural heritage which offers a range of activities and associated employment opportunities. A significant number of jobs have been created in tourism and recreation. This growth in demand has been driven by increasing leisure spend, improvements in the road and transport system throughout rural Scotland, and an increased awareness among Europeans of the distinctive qualities of the Scottish uplands and coast.²

² Scottish Natural Heritage response to consultation on Impact of Changing Employment Patterns in Rural Scotland 2000

Despite these new trends, the recent economic recession has had great effect on Scotland's economy. The following table outlines the change in unemployment benefit claims in the Highlands and Islands Enterprise areas from September 2008 to September 2009.

TABLE 4.1 UNEMPLOYMENT BENEFIT CLAIMS SEPTEMBER 2008 TO 2009			
Area Office	Number claiming unemployment benefit Oct 2009	Number claiming unemployment benefit Oct 2008	% change Oct 2008 to Oct 2009
Innse Gall	548	330	66.1
Inner Moray Firth	2,382	1,502	58.6
Caithness and Sutherland	770	522	47.5
Shetland	190	142	33.8
Moray	1,162	871	33.4
Lochaber, Skye & Wester Ross	480	376	27.7
Argyll and the Islands	1,184	945	25.3
Orkney	122	107	14.0
HIE Area	6,838	4,795	42.6
Highland	3,632	2,400	51.3
Scotland	129,510	83,420	55.3
<i>Source: HIE Unemployment Digest November 2009</i>			

From October 2008 to October 2009, the number of people claiming unemployment benefit rose in all 8 area offices. Innse Gall had the greatest increase over the year, rising 66.1% from 330 to 548 claimants. Inner Moray Firth and Caithness and Sutherland also had substantial increases over the year, rising by 58.6% and 47.5% respectively. Argyll and the Islands is the seventh highest with an increase of 25.3%. When compared with the figures for the Highlands and Scotland we see that Argyll and the Islands has had a significantly lower increase in the number of claimants than the regional and national averages.

The following table outlines the major areas of industry where residents of Tarbert are employed.

TABLE 4.2 DISTRIBUTION OF EMPLOYMENT		
Industry	Population	%
Agriculture, hunting and forestry	29	4.59%
Fishing	55	8.70%
Mining and quarrying	0	0.00%
Manufacturing	63	9.97%
Electricity, gas and water supply	1	0.16%
Construction	53	8.39%
Wholesale & retail trade, repairs	82	12.97%
Hotels and restaurants	72	11.39%
Transport, storage & communications	70	11.08%
Financial intermediaries	11	1.74%
Real estate, renting and business activities	32	5.06%
Public administration and defence, social security	65	10.28%
Education	26	4.11%
Health and social work	54	8.54%
Other	19	3.01%
All people aged 16 - 74 in employment	632	100.00%

Source: SCROL 2001

Of the 632 Tarbert residents in employment, most work in Wholesale and Retail Trade (13%), Hotels and Restaurants (11%), Transport, Storage and Communications (11%), Public Administration and Defence, Social Security (10%), and Manufacturing (10%).

3.5.2 Industry

Agriculture, Forestry and Fishing

Agriculture and forestry are key uses of the landscape in Argyll and Bute with both rough and improved grasslands for beef cattle, dairy farming and sheep. Much wildlife depends on traditional farming for its habitats: wintering geese, chough, corncrakes, and many wildflowers and insects. Argyll and Bute also has a rich marine habitat associated with rocky shores and shallow sea lochs.³

Due to Tarbert's location on the shores of Loch Fyne, the village's industrial heritage has predominantly been as a fishing and boatbuilding community. In the past, the village relied heavily on the large herring landings of the 1940's, 50's and 60's to fuel the local economy. As fish stock in Loch Fyne deteriorated and international competition increased, the fortunes of the fishing industry and the village have since suffered serious decline, weakening regional commercial influence and enterprise. Despite this, there is still a small active inland fishing fleet operating in the harbour comprises 14 trawlers, 8 creel boats and 5 dive boats. The main catch for the trawlers are prawns and clams whilst the dive boats fish for razor shells, clams and otter clam shells (a Chinese delicacy). The creel boats fish for prawns, crabs, lobsters and occasionally whelks known locally as 'Buckies'.

³ Scottish Natural Heritage in Argyll and Bute

Tarbert Argyll Fishermen (TAF) is a co-operative of the Tarbert Trawler owners who act as Fish Merchants for their landings. Tarbert Shellfish, Prentice Seafoods, Islay Crab and other local Fish Merchants handle the catch from the creel boats, most of this prime seafood being shipped to Spain.

The following table summarises the volume and value of seafood landings in Tarbert (Campbeltown District) from 2004 to 2008.

TABLE 4.3 LANDINGS IN TARBERT (CAMPBELTOWN DISTRICT)										
	2004		2005		2006		2007		2008	
Species	Volume (Tonnes)	Value	Volume (Tonnes)	Value	Volume (Tonnes)	Value	Volume (Tonnes)	Value	Volume (Tonnes)	Value
Demersal	21.3	£14,862	5.39	£4,046	11.07	£8,991	8.98	£9,658	10.58	£11,015
Nephrops	310.71	£1,074,309	387.74	£1,746,387	305.23	£1,027,390	504.16	£2,234,094	488.86	£2,435,684
Pelagic	0.35	£296	0.02	£17	0	£0	157.24	£26,173	55.67	£14,366
Shellfish	220.75	£358,660	95.18	£182,164	190.83	£310,388	113.56	£298,580	194.01	£422,273
Total	553.11	£1,448,126	488.33	£1,932,614	507.13	£1,346,769	783.94	£2,568,505	749.12	£2,883,338

Source: Tarbert (Loch Fyne) Harbour Authority

The table shows that the approximate value of the fishing industry in Tarbert is £2,883,338, generated by a total seafood landing of approximately 750 tonnes. This provides local employment for some 200 workers. The industry value has increased by 100% since 2004, although landing levels has only increased by 35%. This indicates that fishermen are able to achieve a higher price for their produce than in previous years and is likely due to the increasing reputation of the quality of the seafood caught on Loch Fyne. Of the seafood landed in Tarbert, it is clear that Nephrops (Langoustine) have the highest volume at approximately 489 tonnes and the highest value at approximately £2.43 million. Nephrops are extremely important to the local economy as they account for 65% of total landings, achieve the highest price at £2.26 per pound, and account for 85% of the total value of seafood landed in the village. The next most important seafood is shellfish which achieved landings of 194 tonnes (26%) and a value of £422,273 (15%) or £0.99/pound.

Tourism

Argyll and Bute is also an area with a diverse mixture of land and sea, forest and farmland. It holds the richest biodiversity of any local authority area in Scotland and carries international renown for the sea eagles on Mull, geese on Islay, Corncrakes on Tiree and for its Atlantic oakwoods. It is outstandingly beautiful with a high proportion of its island and coastal landscape recognized as nationally important.⁴

Tarbert is an important tourist destination in Argyll and Bute attracting 50,000 to 60,000 visitors per year. Visitors to the village can choose from a number of activities and pursuits including;

⁴ Scottish Natural Heritage in Argyll and Bute

- **Tarbert Castle** – Since as early as 712 AD, there has been a fortified stronghold at Tarbert, however the present ruins date from the 14th century. The castle stands high above the village, providing views up Loch Fyne and beyond to the Firth of Clyde. In 1494, the castle was captured from John MacDonald of Islay, Lord of the Isles by James IV of Scotland as part of his campaign to destroy the power of the Lords of the Isles. Later, in 1687, the castle was involved in another skirmish when Walter Campbell of Skipness Castle seized it as a stronghold for Archibald Campbell, 9th Earl of Argyll as part of actions in support of the Monmouth Rebellion in England. Tarbert Castle now lies in ruins but provides a point of interest for local visitors. Recently, the Tarbert and Skipness Community Trust purchased the site on behalf of the community and, to-date, has invested almost £30,000 in the restoration of Tarbert Castle, including stabilisation, improved lighting, path maintenance, fencing and interpretation. A newly awarded grant of £748,000 from the Scottish Government will allow the group to further protect and restore the castle.
- **Kintyre Way** – Tarbert, at the access to Tarbert Castle, is the starting point for the Kintyre Way, an 87 mile hiking path that criss-crosses the peninsula south to Dunaverty Bay. A funding package totalling £150 000 over the next 3 years has been put in place for the popular route to allow continued upgrades and marketing, as well as a ranger's base in Tarbert. The package includes generous contributions from Scottish Natural Heritage, Highlands and Islands Enterprise, Argyll and the Islands Leader, and Argyll and Bute Council. In 2008, 496 people were recorded to have walked the Kintyre Way (Tayinloan counter), bringing in an estimated £124,000 into the Kintyre economy. In 2009, another counter was installed at Tarbert. From March and April, 140 people walked the Tarbert to Skipness path whilst 28 were recorded near Tayinloan.
- **Paddle Steamer Waverley** – The iconic Waverley Steamer is a favourite site in Tarbert, stopping at the East Pier approximately 10 times per year during July and August. The excursion allows visitors the option of going ashore at Tarbert for 1.5 hours or to continue on a tour of Loch Fyne. Visitors already at Tarbert are also permitted to board for the tour. In 2006, a total of 1,464 trips were generated in Tarbert as a result of the Waverley. A recent development study for Tarbert harbour has concluded that the impact the PS Waverley has on the local economy is high, contributing approximately £32,000 per annum in passenger spend to local businesses. Visits to Tarbert also provide passengers with a 'taster' of the village which regularly leads to repeat visits on other occasions. It is estimated that approximately 8-9% of shore excursions lead to repeat visits in the local area generating an additional £31,000.
- **Leisure Boating and Marine Tourism** – Identified as one of the most popular ports in the Clyde Estuary, Tarbert is regaining economic sustainability through the leisure boating and marine tourism markets. Economic benefit within the Clyde Estuary from visiting boats, marina berth holders and boats on moorings alone is just over £40 million. This

does not take account of the many other aspects of the industry, such as boat sales, diving, leisure fishing, marina/ harbour maintenance etc, that make up the £250 million total. Currently, Tarbert attracts approximately 3,500-4,000 visiting yachts per year.

In addition to the attractions mentioned above, there are six major events held in Tarbert annually, these include;

- **Kintyre Way Relay** – The Kintyre Way Relay is a cross-country event for walkers and runners, held annually since 2007 on the first weekend in May. The route follows the scenic Kintyre Way from Tarbert to Campbeltown. There are three races in which to participate;
 - **Ultra Relay Run:** 66 miles starting at Tarbert. Relay teams of 2 to 6 runners share out the race into appropriate sections.
 - **Novice Relay Run:** 35 miles starting at Tayinloan. Relay teams of 3 runners doing 13, 8 or 14 mile legs.
 - **Long-Distance Walk:** Participants choose 16, 22 or 31 miles legs.
- **Scottish Series Yacht Race** – The Scottish Series Yacht Race is organised in partnership with Clyde Cruising, Tarbert (Loch Fyne) Harbour Authority and Tarbert Enterprise Company. The race is the second largest in the UK and has been hosted in the village for the past 30 years. The event is held for 4 days over the second May bank holiday weekend. The 2009 race attracted 160 boats racing in 14 different classes along with hundreds of spectators.
- **Tarbert Fair** – Tarbert Fair has been held since 1705 on the last weekend in July every year (Thursday, Friday and Saturday). The fair started after the Scottish Parliament passed an act in favour of Archibald Macalester of Tarbert to hold four yearly fairs and a weekly market, however there now remains only one. Originally, the event started as a cattle fair and has now evolved to include a parade, music, amusements, rides and social gatherings.
- **Tarbert Seafood Festival** – Tarbert Seafood Festival has been held regularly since 1967 and annually since 1999 on the first full weekend in July (Saturday and Sunday). Loch Fyne has long been famous for its quality of sea produce and is a popular event attracting people from far and wide. The main purpose of the event is to promote local produce and visitors can watch cooking demonstrations, sample the seafood and explore other stalls lining the Harbour Street selling a range of products from hand made crafts to souvenirs. There are also a parade, live bands, street entertainers, displays and the coronation of the Seafood Queen.
- **Tarbert Music Festival** – The Tarbert Music Festival is held for a weekend every September. The event features contemporary and traditional Scottish music set in the

pubs, hotels and halls around the harbour, with several bands playing in each venue in a pre-planned rotation. This allows visitors to sample most of the bands that play on an evening. There is also music workshops, kid's activities, and a marquee on the quayside for the Saturday evening and Sunday afternoon entertainment. The festival events remain free except the main Saturday night gig which is £5.00 on the door.

- **Tarbert Christmas Lights Festival and Craft Fair** – Every November since 2006, Tarbert village centre has been decorated for the festive holiday season with Christmas lights designed by the children of the village. The aim for each season is to add at least 5 new lights to the display. Currently, 3 village schools take part. The festival opens with the lighting ceremony and a parade. There is also a Christmas Craft Fair held at the Templers Arts Leisure Centre the following day to help raise funds for the next year.

3.5.3 Business Accommodation

The following table shows the number of new business startups and closures as measured by the number of businesses registering for either VAT or PAYE. Business with no employees and a turnover below the VAT threshold are not included.

TABLE 4.4 BUSINESS BIRTHS BY GEOGRAPHIC AREA 2007			
	Remote Rural	Accessible Rural	Rest of Scotland
New Businesses	1,010	1,530	9,445
Business Birth Rate	10%	13%	14%
Business Death Rate	8%	7%	9%
Active Businesses per 10,000 adults	483	429	314
New Businesses per 10,000 adults	48	55	44
<i>Source: Rural Scotland Key Facts 2009</i>			

When compared with the size of the existing stock of businesses, the business 'birth rate' in remote rural areas such as Tarbert are relatively low: in other words there is more churn of businesses in the rest of Scotland (14%) than in remote rural Scotland (10%). The percentage of new business startup in accessible rural Scotland is relatively the same at 13%. The 'death' rate is very similar for all areas at between 7% and 9%. However, when expressed relative to the size of population, the rural areas and accessible rural areas have a larger number of active businesses and a larger number of new businesses.

The following table outlines the results of an audit of village amenities, services and facilities completed in March 2009.

TABLE 4.5 TARBERT VILLAGE AUDIT	
Amenity/Service/Facility/	Number
Fishing Boats and Trawlers	27
B&B	8
Marine Services	8
Arts/Craft/Specialty	7
Hotel	6
Self Catering	6
Restaurant/Bar	6
Café	5
Outdoor Leisure Facilities	5
Medical Services	5
Provisions	4
Financial Services	4
Festivals/Events	4
Newsagents/Convenience	4
Indoor Leisure Facilities	3
Other Services	3
Tourist Information/Attraction/Activity	3
General Shops	2
Electrical	2
Hardware	2
Fuel	1
Total	115

Approximately 115 different businesses and attractions operate in and around Tarbert (Loch Fyne). It is clear from the table that the village has a significant number of fishing boats (27) and accommodation providers (20), as well as places to eat (11), marine service providers (8) and arts/craft/specialty shops (7). However, during certain periods of the year such as Christmas, New Year and during the village festivals and Scottish Series Race, accommodation can be very difficult to find. Additionally, many of the public houses and restaurants are not open during the winter season or operate restricted opening hours.

Accommodation for businesses in Tarbert is provided by approximately 48 retail and/or office accommodations within the village centre all of which are currently occupied (100% capacity). Properties are predominantly owner occupied. Those unable to obtain use of commercial properties have begun to occupy some of the ground floor residential properties in close proximity to the village centre as an alternative.

3.5.4 Amenities/Facilities

Tarbert has the following general amenities and facilities:

Bank of Scotland

The branch is open Monday to Friday with reduced hours on Wednesdays. The branch is closed for lunch between 12:30-1:30pm and also has an ATM.

Co-operative Food Shop

The branch is open with extended hours Monday to Saturday until 10pm. Sundays until 7pm. The branch also has an ATM.

Argyll and Bute Council Office

The branch is open regular hours Monday to Friday and closes for lunch between 1-2pm. It offers video conferencing facilities and can host weddings. However, the office no longer will process payment of rent or council tax and the registration of births, marriages and deaths must now be done in Lochgilphead or Campbeltown.

Post Office & Shop

The Rest post office and shop has been run as a family business for over 30 years and is currently up for sale. The post office has full opening hours Monday, Tuesday, Thursday, Friday and reduced hours on Wednesday and Saturday. The post office closes for lunch between 1-2pm. Recently the branch was awarded the 'Heart of the Community' Award (2009) for their involvement in charity work, supporting Marie Curie Cancer research and other national and local charities.

VisitScotland Tourist Information Centre

The TIC operates seasonally from April to October with varying opening hours. The facility offers a full range of tourism related services.

Public Toilets

Tarbert's public toilets are located near the fish quay on the south shore. Recently, Argyll and Bute Council Operational Services undertook a review of public convenience facilities in the region. Tarbert public toilets were listed in poor condition with medium usage and it was proposed that there should be an investment made to upgrade the facilities. As part of the Tarbert Town Centre Regeneration Initiative, Argyll and Bute Council agreed to put forward £95,000 to upgrade these facilities for March 2010.

3.5.5 Transport and Infrastructure

Tarbert Harbour

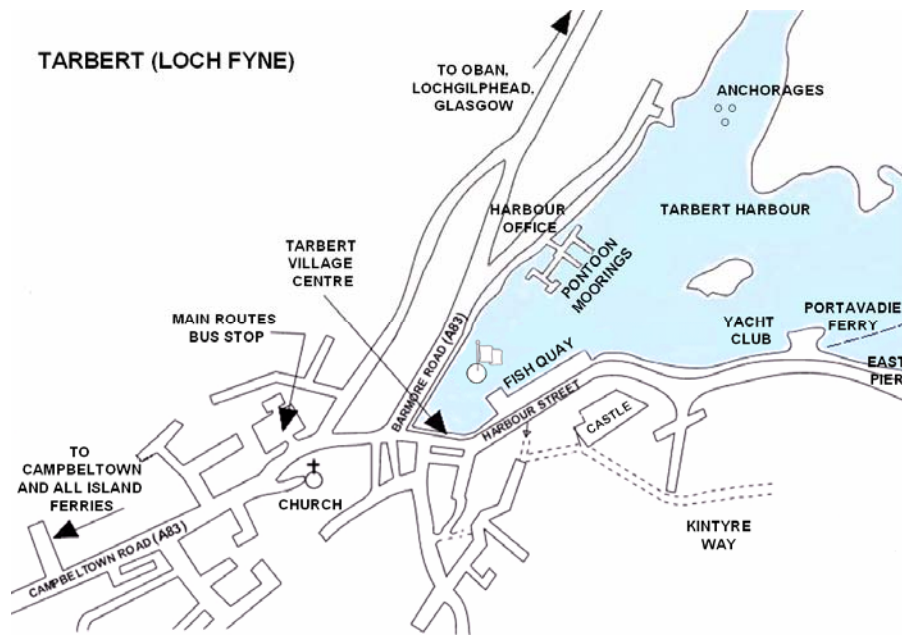
Tarbert harbour is a natural amphitheatre with an easily navigated narrowed entrance boundary between Garbharid point and Rubha Loisgate. The harbour is one of the best sheltered harbours for mooring in the Clyde Estuary, making it a popular port for leisure boats and yachts.



This image predates the introduction of the new pontoons in the Harbour for visiting yachts.

The harbour is arranged into three areas: (1) the north side is for pontoons and mooring of leisure yachts and boats; (2) the south side fish quay is active for fishing boats; (3) and the outer harbour to the east of the fish quay accommodates boat builders, the yacht club, the Portavadie ferry slip and the east pier which provides berthing for cruise ships and other large vessels. There is also a promenade, refurbished for the millennium, along Barmore Road which stops short of the pontoons and moorings on the north side and the village centre to the south. At the village end of the harbour is the historic Telford Harbour Wall.

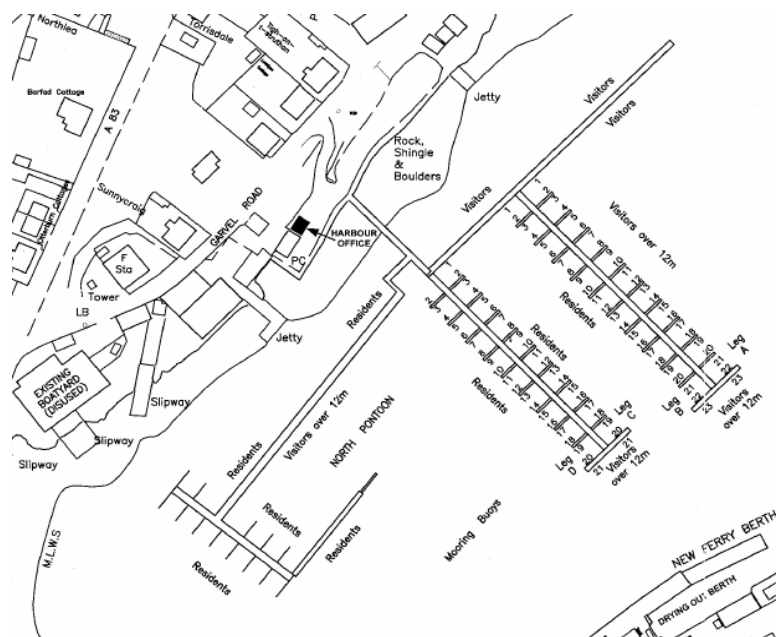
The following map outlines the different operations in the harbour.



Yacht Berthing

The Tarbert (Loch Fyne) Harbour Authority manages the harbour and many of the surrounding facilities. In 2008, a £800,000 loan from the Crown Estate has enabled the THA to install 84 new fully serviced finger pontoons and 300m of parallel berthing to The Yacht Harbour Association (TYHA) gold standard. Tarbert can now offer over 120 visitor-berths plus resident berthing. During peak events such as the Scottish Series Race in May, the harbour can accommodate up to approximately 200-250 berths when stacked. There are also swinging moorings available within the inner harbour.

The following diagram outlines the layout of the harbour and the new pontoons.



Tarbert harbour provides good shelter with all tide access for vessels with a draft up to 3.5 metres. A 24 hour toilet and shower facility is available on the north side next to the Harbour Master's Office. Power and water points are strategically located along the north pontoon system. Fuel can be accessed from the fisherman's quay. Group visits are welcome and berths can be reserved in advance. There are hard standing car parking facilities for approximately 30 cars.

Fish Quay

Tarbert has long been associated with some of the finest seafood caught and cooked in Scotland, with exports of fresh seafood being distributed all across Europe by local companies. Despite past industry difficulties, Tarbert still retains a small active inland fishing fleet. There is currently space at the fish quay for approximately 18 trawlers, 10 creel boats, 4 dive boats and visiting fishing vessels. Berthing can be accessed at all stages of the tide. Of the fishing boats, the larger ones usually concentrate on dredging and only occasionally gear up for herring fishing. Other seafood caught on Loch Fyne includes; crab, lobster, mussels, oysters, salmon and scallops and produce is auctioned at the market hall located adjacent to the quay.

East Pier

The East Pier is located on the south shore in the outer harbour to the east of the village. The pier is managed by the Tarbert (Loch Fyne) Harbour Authority (THA) and is a feature of the village's designated conservation area. The original pier was constructed in 1866 and rebuilt at the end of the 19th century to support the arrival of steam passenger ships visiting the village that were unable to navigate safely within the harbour area. The East Pier underwent renovation and extension in the 1950's, with remedial repairs carried out on two occasions during the past 15 years. The pier is essentially rectangular in nature, with the extended timber pier attached to the original stone pier. It has a length of 30 metres and can accommodate vessels as long as 75 metres with a draft of up to 4 metres. A medium scale building is also located on the pier and vehicular access is permissible to a degree. Usage of the East Pier has been focused primarily on the discharge of passengers from the historic Paddle Steamer Waverley (restored in 2003 with support from the ERDF) and as a berth for larger vessels. The Portavadie ferry frequently uses the pier during handover periods or when repairs are being carried out and a second vessel is in place. Currently, use of the pier is restricted due to deteriorating structural stability. Only vessels of a certain size and type may berth at the pier and the PS Waverley has had to reduce their service.

Coast Guard Station

The Tarbert Coast Guard Station was recently refurbished and extended in early 2009. The new facilities provide increased training, office, storage, and catering facilities for local Coastguard personnel.

Transport

Tarbert has the following transport services and infrastructure:

Bus

The following table outlines bus services that stop in Tarbert.

TABLE 4.6 TARBERT BUS SERVICES				
No.	Service	Route	General Details	Operator
448	Skipness to Lochgilphead (1 trip)	Tarbert-Ardrishaig-Claonaig-Kennacraig	Mon to Fri School term only	West Coast
448	Skipness to Tarbert (4 trips)	Claonaig-Kennacraig	Mon to Sat	West Coast
449	Lochgilphead to Campbeltown (2 trips)	Ardishaig-Tarbert-Clachan-Tayinloan-Muasdale	Mon to Fri School term only	West Coast
449	Lochgilphead to Campbeltown (1 trip)	Ardishaig-Tarbert-Clachan-Tayinloan-Muasdale	Tues	West Coast
926	Campbeltown to Glasgow (3 trips)	Campbeltown-Kilchenzie-Tangy-Bellochantuy-Glenbarr-Muasdale-Tayinloan-Rhunahaorine-Ronachan-Clachan-Kennacraig-Tarbert-Erines-Stonachulin-Ardrishaig-Lochgilphead-Castleton-Port Ann-Lochgair-Minard-Craae-Inveraray-Dunderawe-Cairndow-Rest And Be Thankful-Ardgarden-Arrochar-Tarbet-Inverbeg-Luss-Dumbarton-Clydebank-Glasgow	Mon to Sun	Scottish CityLink

Bus service to Tarbert during the week is infrequent with a maximum of 9 journeys per day. During school term this increases to 11 trips per day. Services on weekends are reduced to 7 trips on Saturday and 3 trips on Sunday. Only one service, operated by Scottish CityLink, can transport passengers as far as Glasgow.

Ferry Service

In 1994 the ferry link between Tarbert and Portavadie on the Cowal Peninsula was re-established. The necessary slipway infrastructure was funded by Argyll and Islands Enterprise and a summer car ferry service was operated by Caledonian MacBrayne. The demand for the service was such that a year-round timetable was established. Ferries leave once an hour and take approximately 25 minutes to cross Loch Fyne to Portavadie. Prices for a single journey are £3.45 for each passenger plus £7.80 - £31.10 per vehicle depending on type of vehicle and size. In winter, CALMAC also run a Tarbert to Arran ferry operating once a day, leaving Tarbert at 12.15 pm. Passenger and vehicle reservations are required ahead of departure. There are also ferries from Kennacraig (5 miles south of Tarbert) connecting the village to Islay, Jura, Colonsay and Oban.

The following table outlines carrying statistics for the Tarbert/Portavadie ferry from 2005 to 2008.

TABLE 4.7
TARBERT/PORTAVADIE CARRYING STATISTICS

Tarbert/Portavadie Route	2005	2006	2007	2008
Total Passengers	57,870	67,605	60,460	59,476
Total Cars	18,818	19,134	20,902	20,992
Total Coaches	129	301	110	46
Total Commercial Vehicles	452	569	584	481

Source: CALMAC

In 2008 there were approximately 59,476 passengers that travelled between Tarbert and Portavadie. This is a decrease from the 67,605 passengers recorded in 2006. The majority of these trips were made by car. The likely reason for the drop in passengers is that the number of coaches using the ferry service has decreased from 301 to 46.

3.5.6 Education

Tarbert Academy

Education in Tarbert is provided by Tarbert Academy for over 200 years. The primary department incorporates a pre-five unit, and covers all aspects of the 3-18 curriculums. The six-year secondary offers a full curriculum covering the 5-14 syllabus in S1 and S2, standard grade courses in all eight modes of the middle school curriculum, and a full range of National Qualifications at various levels: Access, Intermediate, Higher, and Advanced Higher. The school is a high-achieving school with a strong positive ethos, supporting not only high academic performance but also a wide range of extra-curricular activities. It believes in competition and has enjoyed success at national level in diverse fields. As of 2007 there were approximately 89 primary students and 143 secondary students attending Tarbert Academy and has been recognised for its good pupil attainment and achievement. Additionally, Tarbert Academy was awarded the highest category possible – Level 3; Excellence as a Health Promoting School – from the assessors from the Education and Health departments.

Feedback from the assessors recognised the following;

- Tarbert Academy foyer displays and promotes the achievement of pupils through colourful and interesting examples of a broad range of work
- There are high standards of courtesy and friendliness exhibited by pupils
- Excellent practice in nutrition and oral health in the Pre-5 and Primary
- The P.E. and Home Economics Departments work very hard to promote health and wellbeing
- There are schemes for promoting and rewarding positive behaviour at both the Primary and Secondary levels
- There is a wide range of extra-curricular sporting activities led by staff from across the school. Activities are run after school every day of the week – often running 2 events daily

In 2009, a school-wide survey was carried out. Parent feedback showed a high level of confidence in the school overall. With comments including an appreciation for the excellent work of the school, praise for the variety of extra-curricular activities on offer, confidence in the leadership of the school, and an awareness of how well pupils are looked after. Pupil feedback from Primary 4 to Secondary 6 showed that the majority of students were happy at the school feeling challenged in their work and safe and cared-for in their current environment. An overwhelming 76% of pupils said they participated in out-of-class activities and school clubs.

3.5.7 Health and Well-being

Health Centre

The Tarbert Health Centre practice covers Tarbert and its environs, extending to Kilberry, Inverneill, Whitehouse, Clachan and Skipness. Everyone registered with the practice has equal access to appointments, home visits and emergency care. Staff includes two female doctors, a practice nurse, a healthcare assistant and four practice administration staff. One of the doctors is a tutor with Aberdeen University and students are therefore periodically attached to the Practice. The centre is open 8am - 6pm from Monday to Friday and is closed on weekends.

The centre provides good access for the disabled to all consultation rooms, as well as the following clinics;

- Well-woman clinic
- Well-man clinic
- Cryotherapy clinic
- Diabetic clinic
- Asthma clinic
- Baby clinic
- Vaccinations

Tarbert Dental Surgery

Tarbert Dental Surgery has 3 modern, well equipped surgeries that currently accommodate 3 dentists and 1 orthodontist. The premises and surgeries are accessible to wheelchair users and there is a large waiting room with a variety of magazines, and a children's reading corner and play area. The practice has a full clinical computer system (R4) providing secure and accurate record keeping, digital x-ray facilities and an intra-oral camera. Open Monday to Friday 8:45 to 6pm, the practice is able to a complete range of NHS and private treatments, including cosmetic dentistry (orthodontics), tooth whitening, advanced restorative work and implants. Tarbert Dental Surgery has also been providing training to Vocational Dental Practitioners for over 10 years and is fully committed to Continuing Professional Development

Optometrist

Optical services are available either by referral through a GP or direct to the optician. Home visits are available for those with special needs. The service is available by appointment on certain Tuesdays from 9am to 5:30pm.

Tarbert Pharmacy

Tarbert Pharmacy is the last stop for important items before catching the ferry to Gigha or Islay. Opening hours are Monday to Friday from 9am to 5:30pm and Saturdays from 9am to 5pm. Tarbert Pharmacy has;

- Full NHS and private prescription dispensing service
- An extensive range of vitamins and minerals
- Manu herbal remedies including full Bioforce range
- A large selection of homeopathic remedies
- A wide selection of toiletries, first aid and sun care products

Ronachan House

Ronachan House is a residential rehabilitation unit run by the Church of Scotland. Approximately 19 men and women aged 18 and over, with issues regarding drug, alcohol or any other substance abuse can be accommodated. The recovery programme is tailored to meet individual circumstances and can be between 6 weeks and 6 months. Respite facilities for former residents may also be arranged. Referrals are mainly made through health authorities or social work departments, though self referrals which are self financing are also welcome.

Assisted Living Residences

Tarbert has the following assisted living residences;

- Sheltered Housing – Lochgair Place; 12 houses; Sizes 1bed; Includes wheelchair properties; Built in 1979.
- Amenity Disabled Housing – John Smith Pl; 12 houses; Sizes 1bed, 2bed, 3bed; Includes mobility standard & wheelchair properties; Built in 1996.

Healing Garden

The Tarbert Healing Garden was opened in June 2006 and is managed by a group of volunteers. The garden has a "wild area", an herb area and a willow sculpture area. There are strolling paths and seating for quiet contemplation.

Meals on Wheels

This service delivers hot meals to homes for those who have difficulties cooking for themselves. The service is presently available in Campbeltown, Carradale, Southend, Tarbert and Gigha and is run by the Women's Royal Voluntary Service.

People and Agencies Coming Together (PACT)

PACT is a group of people with learning disabilities who meet together with representatives from various agencies that offer support in the area. Their main aims are to;

- Share information which will help people's social life, particularly on events or entertainment
- Develop people's confidence to mix with others
- Putting people in touch with others who have a particular interest.
- Promote partnership between people with disabilities and service providers

Meetings are monthly and move between Campbeltown, Tarbert and Lochgilphead.

3.5.8 Leisure

Tarbert has the following leisure facilities:

Village Hall

Tarbert Village Hall reopened in March 2009 after a year-long refurbishment programme costing £640,000. The refurbished hall now provides a modern venue for weddings, concerts, parties, anniversaries, indoor sports, shows and local community activities. Improvement works were made possible with funding from Highlands and Islands Enterprise (HIE), a variety of other organisations and funds raised from the local community.

The main hall is 57ft by 39ft and has a good size stage with lighting. The entranceway houses a cloakroom and toilet facilities, including a disabled toilet and 2 large storage areas with the capability of being used as meeting rooms. The kitchen facilities are large and built to catering standards. There is a large freezer, fridge, catering size cooker with hood above, hot drawer, barbeque grill, microwave oven, bain-marie and a large work station, all in stainless steel. The whole building has a very high standard of energy efficiency and its own car park with disabled parking and wheelchair access. The village hall is also home to the Tarbert Horticultural Society and the Country Dance Club. Information about the venue and each group are featured on the village hall's website.

Tarbert Youth Centre

Attached to the Village Hall is the purpose built youth centre. This area has its own entrance, toilet facilities, main hall with small kitchenette and a smaller room for computers. The centre provides a safe and educational place for young people to meet, explore issues and participate in activities/projects. These facilities may be hired out separately at week ends only, or in conjunction with the village hall at an extra fee.

Templar Art and Leisure Centre

The Templar Arts and Leisure Centre (TALC) is a new build facility opened in November 2002 with grant assistance from the Big Lottery Fund at a cost of approximately £450,000. The facility, which replaced an existing building that was deemed beyond repair, has 3 floors and includes 2 good sized meeting/activity spaces, catering facilities, a computer suite, and wheelchair access. Recently, a new store was built at the rear of the building. A charitable trust, overseen by a board of trustees and two notable patrons, was established to raise funds for and manage the centre. Originally set out to be the 'cultural hub' of the community, with the intention of providing a programme of courses for a variety of interests, versatile accommodation, event hosting and internet/digital services, the TALC now predominantly functions as a venue for hire. Review of the original business plan shows that the centre does not provide a programme of courses, does not actively publicise the facility, does not survey users or potential users to ensure that needs are met, and does not have a website as intended. Proposed further changes to the facility include replacement of the computer suite with a general purpose space and kitchenette. Underuse of the service is cited for this change, however several residents have suggested that inaccessibility of the facilities (due to restricted opening hours) is the true cause for the lack of use, rather than disinterest.

An Tairbeart Heritage Centre

The heritage centre, set in 35 hectares of woodland, was developed to explore and explain the interaction between mankind and the local environment. Native breeds were to be seen there and woodland walks with fine views, especially of West Loch Tarbert, were complemented by a regular programme of events and demonstrations, including cultural activities, art and craft skills, forestry and farming, net and creel making, myths and legends, archaeology and conservation. There was also an interpretive exhibition and a children's play area, as well as a licensed restaurant. The centre closed circa 1997, however there still remains a small collection of artefacts.⁵

Music Centre

Tarbert Music Centre was set up in 2004 and is based at Tarbert Academy. The centre gives children (Primary 5 - S6) from Mid Argyll and Kintyre the chance to play a variety of instruments and receive a weekly lesson, outwith regular school hours, from musicians rather than music teachers. Instruments offered are: bass, electric and acoustic guitar; drums; accordion; whistle; chanter; bagpipes and fiddle. This is a unique facility in the Kintyre area.

Library

Tarbert has a small library facility run by Argyll and Bute Council. The library provides book loans and the use of computer facilities. The library is open on Tuesdays from 2pm - 8pm and Thursdays from 10am - 5pm. The library closes for a half hour for lunch and dinner.

⁵ Tarbert Town Trail Pamphlet 1997

Golf Course

Tarbert Golf Course is a 9-hole course set in stunning moorland. The course has well-maintained undulating fairways and even better greens. Tarbert is particularly picturesque with a number of holes featuring views of the local countryside, including West Loch Tarbert. Although relatively short in length, the course is hilly and requires players to be reasonably straight from the tee and is considered a great challenge for the novice as well as the more seasoned player. All visitors are welcome however there may be some restrictions to play on Saturday afternoons and during competitions. Green fees are £10 per round or £15 per day for adults and £5 per round for junior/OAP players. Memberships are also available. When players are finished they can relax at the club house that has a licensed bar open at weekends.

The following outlines the statistics for the course.⁶

TABLE 4.8 TARBERT GOLF COURSE STATISTICS											
Hole	1	2	3	4	5	6	7	8	9	Out/In	Total
Length (yards)	264	295	145	160	332	303	324	128	279	2,230	4,460
Par	4	4	3	3	4	4	4	3	4	33	66

Tarbert Golf Course is 2,230 yards in length with a par of 33. If played as 18 holes the total is 4,460 yards with a par of 66.

Bowling Club and Tennis Courts

Tarbert Bowling Club has been in the village for several years and plays host to many lawn bowls championships. Membership is good and the greens are well used. Additionally, there is a club hall which is often used for events and dances. Next to the lawns are two hard surface tennis courts. The condition of the courts is not very good and they are therefore not used very much.

Sports Pitches

Tarbert has both a natural and artificial turf playing fields located near Tarbert Academy. The new £300,000 seven-a-side, all-weather sports pitch was constructed in April 2007. The pitch is floodlit and made from synthetic grass, enabling it to be used all year round. There is also the Tarbert amateur football team's clubhouse. Tarbert AFC is working closely with Argyll and Bute Council to try and resolve issues regarding flooding of the pitch and the knock-on effects it had on the nearby original grass pitch.

Yacht Club

Tarbert Loch Fyne Yacht Club (TLFYC) was established in 1936 by a group of sailing enthusiasts to encourage the sailing and racing of small watercraft in the vicinity of Tarbert. The club currently has a programme of annual events and lessons for keelboats and dinghies, while motorboat members assist with activities at club regattas and fun sails. The club also hosts a number of social

⁶ www.scottishgolfcourses.com

events including an awards dinner. The TLFYC has a modest clubhouse which was purchased in 1947 and a boat park with slipway. The clubhouse however has become increasingly deteriorated. TLFYC are currently looking at the future viability of the club, with the goal of becoming an RYA Training Centre and obtaining improved, or new, clubhouse facilities.

Membership fees for 2008 are shown below.

TABLE 4.9 YACHT CLUB MEMBERSHIP FEES	
Membership Type	Cost
Full	£25
Family	£45
Junior (non family, under 18 or in further education)	£15
Joining fee (new members only)	£5

Path Network

There are six forest paths in the Tarbert area. From the village there is the 'Tarbert Castle' path (1.4 km); Corranbuie path (2.8 km), Alternative Corranbuie path (5.5 km) and the 'Tarbert to Skipness' path (14 km). The 'White Shore path (0.5 km)' is located on the north shore of East Loch Tarbert and the coastal path around Barmore Island (1.4 km) can be accessed from Stonefield Castle Hotel.

3.5.9 Special Interest Groups and Community Initiatives

Tarbert has a number of special interest groups and community initiatives. The following table summarises the estimated number of groups by type.

TABLE 4.10 SPECIAL INTEREST GROUPS AND INITIATIVES	
Type	Number
Arts, Culture & Heritage	10
Community Advocacy & Development	7
Environment	4
Sports	8
Youth	2
Total	31

There are approximately 31 different special interest groups and initiatives operating in Tarbert including those outlined previously. Groups that focus on arts, culture and heritage (10) present the greatest number followed by sports (8) and community advocacy/development groups (7). Although there are only 2 groups that predominantly focus on youth, the most groups listed have youth involvement of some kind for a total of 13 groups out of 31. There is no business association in the village to represent the interests of local businesses, although there is the Mid Argyll Chamber of Commerce.

Big Green Tarbert 2009-2011

Big Green Tarbert (BGT) is a 2-year climate challenge funded initiative. The aims of the initiative are to;

- Make Tarbert greener, healthier, wealthier and fairer, as well as smarter, safer and stronger through on the ground projects
- Assist the community in addressing the challenges and opportunities of climate change and peak oil
- Reduce the community's CO₂ emissions through reduced energy consumption and increasing use of renewable energy supplies
- Increase the ability of the community to withstand the shocks resulting from increased energy prices and climate change
- Raise the wellbeing of the community, particularly the young and those on low incomes

The initiative is delivering these aims through 4 distinct projects;

- Reducing energy consumption – awareness raising, home energy audits, investigation of a community wind turbine
- Reducing marine litter – beach clean up, encouraging shop keepers to use biodegradable plastic bags
- Reducing car use – encourage people to use public transport, car-share, cycle and walk more
- Growing your own food/buying local produce/composting

BGT is now reviewing its strategic direction over the next 5 years, looking at necessary activities to attract more involvement and continued funding.

Tarbert (Loch Fyne) Town Centre Regeneration

In July 2009 the Tarbert (Loch Fyne) Harbour Authority was successful in obtaining a grant of £984,500 from the Scottish Government through the Town Centre Regeneration Fund. The £1.1 million project to unify the village centre and the harbour was designed in response to comments from local residents, businesses, visitors and harbour users. The project included the demolition of a disused boatyard building to prepare the site for future development and a new harbour pathway linking the north shore pontoons and the town centre with a safe pedestrian route. This route will allow visitors to move from the pontoons, to the town centre and other areas of the harbour and on to Tarbert Castle and the beginning of the Kintyre Way.

3.6 Housing

3.6.1 Housing Stock & Tenure

The following table outlines the housing stock in Tarbert.

TABLE 5.0 HOUSING STOCK				
	All Household space	Occupied household space	Unoccupied household space	
			Second home/holiday accommodation	Vacant household space
Total	710	654	31	25
% of Total	100.0%	92.1%	4.4%	3.5%
Source: SCROL 2001				

In 2001, there was a total stock of 710 household spaces (houses, flats etc) in Tarbert, of which 92% were occupied and 8% were unoccupied. Unoccupied homes are either vacant (25) or are second/holiday homes (31) for those who are resident elsewhere.

The following table outlines the tenure of occupied properties.

TABLE 5.1 OCCUPIED PROPERTY TENURE					
	All occupied household spaces	Owned	Rented from council	Other social rented	Private rented or living rent free
Total	654	416	157	24	57
% of Total	100.0%	63.6%	24.0%	3.7%	8.7%
Source: SCROL 2001					

Of the 654 occupied household spaces in Tarbert, 64% are owner occupied. The remainder of household spaces are rented from the council (24%) or privately rented (9%).

3.6.2 Household Composition

The following table summarises the make up of households in Tarbert.

TABLE 5.2 HOUSEHOLD COMPOSITION OF TARBERT						
All house holds	Single Inhabitant	All Pensioners	Married Couple	Cohabiting Couple	Lone Parent	Other Households
654	39.3%	9.33%	32.11%	7.19%	8.41%	3.67%
Source: SCROL Census Data 2001						

The 2001 population of 1,338 people comprises a total of 654 households in Tarbert. Household composition is predominantly made up of single inhabitants (39%) and of married couples (32%). Nearly half of single inhabitant households are comprised of pensioners (49%).

The following table further breaks down the family household including all pensioners, married, co-habiting and lone parent households, depending on whether or not they have children, differentiating between dependent children (aged 0 to 15 years old) and non-dependant children.

TABLE 5.3 FAMILY HOUSEHOLD COMPOSITION								
All Pensioners	Married Couple			Cohabiting Couple			Lone Parent	
	No children	With dependent children	Non-dependent children	No children	With dependent children	Non-dependent children	With dependent children	Non-dependent children
9.33%	12.69%	14.53%	4.89%	3.52%	3.06%	0.61%	4.28%	4.13%

Source: SCROL Census Data 2001

Most family households in Tarbert are made up of married couples with dependent children (15%) and married couples without children (13%), followed by all pensioner families (9%). The following table looks to compare family composition in Tarbert by age and number of children.

TABLE 5.4 FAMILY COMPOSITION		
	No. Families	% of Families
Age of parent under 35	65	16.9%
No dependent children	16	4.2%
One dependent child aged 0 - 4	13	3.4%
One dependent child aged 5 - 18	12	3.1%
Two or more dependent children, youngest aged 0 - 4	16	4.2%
Two or more dependent children, youngest aged 5 - 18	8	2.1%
Age of parent 35 and over	319	83.1%
No dependent children	218	56.8%
One dependent child aged 0 - 4	8	2.1%
One dependent child aged 5 - 18	39	10.2%
Two or more dependent children, youngest aged 0 - 4	13	3.4%
Two or more dependent children, youngest aged 5 - 18	41	10.7%
Total	384	100.0%

Source: SCROL Census Data 2001

There are approximately 384 families resident in Tarbert. Of these 83% are headed by parents aged over 35 years old, where those with lead parents under 35 years old only represent 17%. 57% of the total number of families has parents over 35 with no dependent children (i.e. no children between 0 and 15 years old). The next highest make up of families is those with parents over 35 who have either one or two or more dependent children aged 5-18 (22%). This suggests that there are fewer new families starting in Tarbert.

3.6.3 Containment and In-Migration

The following table outlines the containment and in-migration to Mid Argyll and Kintyre (MAKI) from 2002 to 2006. The level of containment and in-migration refers to the extent that house sale transactions are confined within and between specific areas, indicating the existence of housing submarkets.

TABLE 5.5 RESIDENTIAL PROPERTY PURCHASES MID ARGYLL AND KINTYRE						
Area	2002	2003	2004	2005	2006	Average 2002-06
Within MAKI	57%	51%	50%	53%	60%	54%
Other A&BC	3%	4%	4%	4%	4%	4%
Other Scotland	22%	23%	21%	21%	21%	22%
Other UK	14%	18%	21%	19%	13%	17%
Other	3%	4%	4%	3%	3%	4%
<i>Source: Mid Argyll & Kintyre Housing Needs & Supply Study 2008</i>						

Overall, the level of containment in the Mid Argyll and Kintyre area is medium, with an average of 54% of purchases between 2002 and 2006 being made by people who already live within the area. Significantly, the level of inward migration from the rest of the Argyll & Bute Council area is very low and relatively static at 4%. Of those purchasing from outside of the Mid Argyll & Kintyre area, the most notable origin is other areas of Scotland, accounting for 22% of all area purchases and remaining relatively consistent over the period. Those purchasing from elsewhere in the UK also comprised a notably high proportion over the five year period (17%). In total however, 43% of purchases were made by households from outwith the Argyll & Bute authority which reinforces local perceptions of high numbers of holiday/second homes in the area.

The following table shows the average proportion of self-containment between 2002 and 2006. In this case Tarbert also includes Ardmish, Clachan, Kilberry, Muasdale, Skipness, Tayinloan, Tarbert, and Whitehouse.

TABLE 5.6 SELF CONTAINMENT BY LOCALITY BETWEEN 2002-2006				
Origin/Destination	Campbeltown	Tarbert	Lochgilphead	Inverary
Campbeltown	49%	3%	1%	1%
Tarbert	3%	47%	3%	2%
Lochgilphead	2%	6%	51%	8%
Inverary	0%	0%	1%	31%
Total	53%	57%	56%	42%
<i>Source: Mid Argyll & Kintyre Housing Needs & Supply Study 2008</i>				

The highest level of overall self-containment is in Tarbert, with 57% of all purchases in the village made by existing households from the Mid Argyll & Kintyre area. This is followed closely by Lochgilphead (56%) and Campbeltown (53%). Tarbert, however, is lower in terms of the number of existing Tarbert households making new purchases within Tarbert (47%) and has a notably higher

level of purchases originating from Lochgilphead (6%). There is also equal distribution (2-3%) of those leaving Tarbert for the other 3 area settlements.

The following table shows the average migration between 2002 and 2006.

TABLE 5.7 MIGRATION BY LOCALITY BETWEEN 2002-2006				
Origin/Destination	Campbeltown	Tarbert	Lochgilphead	Inverary
Other A&BC	3%	4%	4%	6%
Other Scotland	19%	19%	23%	35%
Other UK	21%	17%	14%	13%
Other	4%	4%	3%	4%
Total	47%	43%	44%	58%
<i>Source: Mid Argyll & Kintyre Housing Needs & Supply Study 2008</i>				

The flipside to self-containment is that approximately 43% of households are migrating from Tarbert to other areas. For Tarbert, existing households predominantly migrate to other areas of Scotland (19%) and other areas in the UK (17%).

3.6.4 Value and Volume of House Sales

In the Mid Argyll and Kintyre area, owner occupation is the significant form of tenure. It is also the preferred tenure option for a considerable proportion of the remaining households. Approximately 35% of Tarbert households have been resident at their current address for more than 35 years and 26% have been resident at their current address for between 5 to 10 years. The most popular reason for people to move to Tarbert is the size of properties available (18%).

The following table outlines the change in average house prices from 2002 to 2006.

TABLE 5.8 AVERAGE HOUSE PRICES			
	Average House Price		% Change 2002/06
	2002	2006	
Campbeltown	£53,948	£91,631	69.9%
Tarbert	£64,400	£108,141	67.9%
Lochgilphead	£83,913	£151,124	80.1%
Inverary	£79,365	£144,616	82.2%
Overall Total	£68,803	£122,848	78.6%
<i>Source: Mid Argyll & Kintyre Housing Needs & Supply Study 2008</i>			

The average 2002 house price in Tarbert was £64,400 and increased by 67.9% to £108,141 in 2006. Despite this increase, Tarbert house prices are still below the average for the whole of the Mid Argyll and Kintyre area. This information is ever changing and is particularly volatile considering the current recessionary period. According recent market data (August 2009), all but four local authority regions in Scotland have seen their average residential property prices fall in

the past 12 months, from just 0.6% in Argyll and Bute to a dramatic 13.9% in worst-affected, Western Isles, where house prices have plummeted from £101,916 to £87,772. If we apply this reduction to the 2006 average house price in Tarbert we see that the average for 2009 remains relatively unchanged at approximately £107,500.

The following table outlines the number of houses sold from 2002 to 2006.

TABLE 5.9 HOUSE SALES						
	2002	2003	2004	2005	2006	Total
Campbeltown	135	136	144	113	121	649
Tarbert	52	40	56	39	48	235
Lochgilphead	122	136	133	155	137	683
Inverary	37	24	13	10	28	112
Total	346	336	346	317	334	1,679
<i>Source: Mid Argyll & Kintyre Housing Needs & Supply Study 2008</i>						

The number of house sales in Tarbert has remained relatively unchanged from 2002 to 2006, with a lower than normal number of sales in 2005. In 2006, there were 48 houses sold in Tarbert, representing 14% of all houses sold in Mid Argyll and Kintyre that year. This level of sales is much lower than both Lochgilphead (41%) and Campbeltown (36%).

3.6.5 Intentions of Existing Households

In 2006, a survey of 1,059 households in the Mid Argyll & Kintyre was undertaken to determine motivations and intentions of existing households with regards to housing provision and moving house. On the whole, 55% of households are very satisfied with their current home, while a further 37% are fairly satisfied. Only 5% indicated they were fairly or very dissatisfied.

The following table outlines an existing household's desire to move by locality.

TABLE 5.10 DESIRE TO MOVE					
	Campbeltown	Tarbert	Lochgilphead	Inverary	Total
Like to Move	10%	5%	14%	14%	9%
Need to Move	2%	1%	3%	0%	2%
<i>Source: Mid Argyll & Kintyre Housing Needs & Supply Study 2008</i>					

In Tarbert, only 5% of households suggested that they would like to move, where 1% indicated that they needed to move. The table below summarises the top 6 reasons for needing/wanting to move.

TABLE 5.11 MOTIVATIONS FOR MOVING		
Reason	% need to move	% want to move
Illness/disability	17%	17%
Bigger home	16%	10%
Smaller home	11%	8%
To be nearer friends/family	7%	6%
Better neighbourhood	6%	5%
Better services/facilities	6%	5%
<i>Source: Mid Argyll & Kintyre Housing Needs & Supply Study 2008</i>		

Considering the aged population of Mid Argyll and Kintyre, it is not surprising that those who need and want to move indicated illness/disability as their main motivating factor. For those that need to move, this is followed closely by the need for a bigger home. Additionally, the vast majority of those who would like or need to move would like to move within the Mid Argyll & Kintyre area (84%). Of the remaining households, 5% indicated would like to move elsewhere in Argyll and Bute, 6% elsewhere in Scotland and 3% elsewhere in the United Kingdom.

3.6.6 Housing Shortfall/Surplus

The following table outlines the total results for the Mid Argyll and Kintyre housing market by locality at Year 10 – projected to be at approximately 2018.

TABLE 5.12 SHORTFALL/SURPLUS OF AFFORDABLE HOUSING IN MAKI YEAR 10				
Type/Size (bedrooms)	Campbeltown	Lochgilphead	Tarbert	Inverary
General Needs	-152	-411	-97	-140
Special Needs				
Accommodation - Wheelchair	-13	40	33	-7
Accommodation - Without stairs	-58	-33	-39	-28
Sheltered	41	82	139	23
Supported	-11	-21	-19	14
Total Special Needs	-41	67	116	3
Total	-194	-343	19	-137
<i>Source: Mid Argyll & Kintyre Housing Needs & Supply Study 2008</i>				

All Mid Argyll and Kintyre localities show a shortfall in affordable housing except Tarbert. Lochgilphead is the most significant affected with a shortfall of 343 units, predominantly for those with general needs. Of the other localities, 1 bedroom general needs accommodation is of the greatest requirement.

The following table outlines the disaggregated results for the Tarbert housing market at Year 10.

TABLE 5.13 SHORTFALL/SURPLUS OF AFFORDABLE HOUSING IN TARBERT YEAR 10						
Type/Size (bedrooms)	1	2	3	4	5	Total
General Needs	-32	2	-54	-20	7	-97
Special Needs						
Accommodation - Wheelchair	5	5	23	0	0	33
Accommodation - Without stairs	-11	-4	-8	-8	-8	-39
Sheltered	139	0	0	0	0	139
Supported	-11	-8	0	0	0	-19
Total Special Needs	123	-7	16	-8	-8	116
Total	91	-5	-38	-28	-1	19
<i>Source: Mid Argyll & Kintyre Housing Needs & Supply Study 2008</i>						

Tarbert was the only area in Mid Argyll and Kintyre that showed an overall surplus in housing stock of approximately 20 units. However, this figure masks an overall shortfall of 97 units of general needs housing and in particular in family sized units of 3 bedrooms. This offset is caused by a significant surplus in sheltered accommodation of 139 units all of which contain 1-bedroom. As a result, there also appears to be a surplus in special needs housing which masks shortfalls in supported accommodation (19 units) and accommodation without stairs (39 units). In addition, a significant surplus in 1 bedroom accommodation is recorded which can also be attributed to the high surplus in sheltered accommodation and overshadows the general need for 1 bedroom accommodation required by those with general needs.

Tarbert therefore has a housing need for the following properties;

- Family homes with 3-4 bedrooms
- Single bedroom accommodation
- Accommodation without stairs of varying sizes
- Supported 1 to 2 bedroom accommodation

Additional provision of these properties types (particularly single bedroom accommodation) may also help to alleviate the housing demand in the other Mid Argyll and Kintyre localities.

3.6.7 Housing Development Initiatives

Tarbert Garage, Barmore Road

Recently, an application for planning permission has been made to build 15 affordable housing units contained within 3 individual blocks along Barmore Road with associated parking.

3.7 Summary

The review of the situation in Tarbert has shown that the small settlement has a very active community with a traditional Scottish harbour-village atmosphere that is popular with residents, visitors and yachtees alike. At present, there are a number of community facilities, amenities, businesses, services, and involvement opportunities available;

- **Facilities** – Up-to-date facilities include the newly refurbished village hall and youth centre, the new all-weather football pitch, music centre, pedestrian walkway, and pontoon system. However, there is still scope to update other facilities such as the natural playing fields, tennis courts, core paths network, Yacht Club, fish quay, East Pier, and onshore harbour facilities, as well as to revive underperforming facilities such as the tourist information centre, Templar Arts and Leisure Centre, and the former heritage centre. New facilities required could include an indoor fitness centre with gym, a covered outdoor event space and laundry facilities.
- **Amenities** – Tarbert benefits from having a number of local amenities such as an Argyll and Bute Council office, Bank of Scotland branch, post office, local food shop and two cashpoint machines. Loss of these amenities would seriously detract from the village's offer, forcing locals to go further afield and making it more difficult to attract newcomers and visitors. A priority for development for Tarbert will be to increase the affordable housing stock in the form of starter homes and growing families in order to accommodate the existing population and attract newcomers to the village.
- **Businesses** – Tarbert boasts a number of businesses, predominantly marine enterprise, holiday accommodation and catering establishments. However, these businesses need to be updated and expanded in order to grow both the fishing, marine leisure and tourist industries. A priority will be to increase the stock of holiday accommodation in order to provide for visitors at peak periods in the year. Limited opening hours of catering establishments in the off season also makes it difficult to adequately provide for tourists. In terms of other business development, priority should be given to addressing the lack of available commercial spaces in the village. Developments should include expanding the number and quality of spaces in order to better provide for growing businesses and appeal to new enterprises looking to relocate to Tarbert.
- **Services** – Tarbert benefits from a good provision of health care services and regular ferry and bus services. Every effort to maintain this level of provision should be made.
- **Opportunities for Involvement** – There are a number of community groups locally which allow residents to become involved, socialise and explore a variety of shared interests. However, limited promotion of activities, competing events and no central location for information makes it difficult to generate new membership and good attendance levels. There also may be more opportunities for partnership working and coordination to eliminate duplication of activities and competition for attendance and/or membership. Additionally, public recognition of the efforts and achievements of individuals, volunteers and groups could be explored.

4.0 PUBLIC CONSULTATION

4.1 Introduction

This section summarises feedback obtained through a number of public consultations including a public visioning session, questionnaire and public meetings.

4.2 Mind Map Visioning Session

A public session was held in early 2009 in order to determine a vision for the proposed Community Plan. This event was facilitated by the Tarbert and Skipness Community Trust and used a 'mind mapping' exercise to draw out more detailed information about what participants would like to see encapsulated under each objective (see Appendix A for original mind maps). The vision for Tarbert that resulted is as follows;

A Healthier Village

- Good health care provision
- Sports participation
- Practical volunteering opportunities
- Adequate housing

A Competitive, Educated and Working Village

- Tarbert Academy students attain their maximum potential
- Economic strategy to maintain employment
- Youth opportunities and afterschool care
- Conservation/Environment/Heritage
- Events to attract visitors to the village – festivals and sports event
- Good local facilities

A Vibrant and Confident Village

- Encouraging local talent and culture
- Social integration
- Opportunities for learning – music, art, craft, dance etc
- Volunteering in the community
- Good provision of sports facilities
- Celebrating local tradition and lifestyle through events and festivals
- Pride and knowledge of local heritage
- Enjoyment of the local environment
- Conservation of the local environment and local heritage

An Inclusive, Fair and Caring Village

- Intergenerational participation
- Diverse local groups to promote socialisation
- Access for all to local facilities and events
- Improve housing stock
- Ensure local housing for all
- Active Community Council that is responsive to local needs

A Greener and Sustainable Village

- Continuation of the Big Green Tarbert initiative
- Initiation of the Big Blue Sea pollution project
- Tarbert Academy becomes an active Eco-School
- Use of local facilities and provisions

4.3 Questionnaires

A questionnaire (copy available in Appendix B) was distributed to local community groups and businesses asking them to provide organisational/business information to support the strategic planning process. The purpose of this exercise was to provide the study team with a picture of the existing situation in Tarbert, looking at current organisations/businesses, their purpose, objectives, and present development projects. It was also to allow for identification of overlap/gaps in provision and the potential for partnership working. Community groups and businesses were asked to provide the following information:

- Contact details
- Brief description of organisational/business purpose and objectives
- Number of staff, members and volunteers
- Principle achievements and current activities to date
- Partnership working
- Proposed activities or projects for the future
- Key barriers to delivery, issues or priorities
- Suggestions for addressing the above or desired village improvements

A total of 30 questionnaires were returned – 9 businesses and 21 community groups (a list of respondents can be found in Appendix C).

Businesses

A variety of businesses responded with 3 holiday accommodation providers, 2 retailers, a farm, an art gallery, the health centre and an accountancy firm. Business models were split between partnership/cooperative (4), sole trader (3), and company limited by guarantee (2). The majority of respondents had been in existence for 10 years or less (5), others had been operating for 26 years or more (4). Half of the businesses indicated they had a formal business plan in place (5).

All 3 holiday accommodations said they had recently (within the last 2 years) invested in upgrading their properties with decoration, modernisation and energy saving fixtures. 3 other businesses indicated that they had also undertaken activities to expand or develop their properties or business activities. When asked about future development activities, some indicated improving their online presence, expanding their business property, and potentially introducing new products or services. 2 businesses, however, indicated they would be looking to sell up or retire in the next 2-5 years.

Respondents were asked to outline key barriers/issues experienced in doing business. These comprise the following;

- Fragility of the rural economy
- Seasonality of tourism in the area
- Increased competition, particularly from start up holiday accommodation providers and restaurants/café's but also from retail chains opening in neighbouring villages/towns
- Uncoordinated operation (opening hours/seasonality) of retailers, accommodation providers and restaurants/café's
- Lack of available/appropriate business accommodation restricting growth and expansion
- Restrictions imposed by new licensing laws – alcohol, tobacco, fireworks
- Lack of available grants to improve shop frontages or extend business property

Participants were also asked to specify what they thought were the greatest opportunities and challenges for development of the village in the future. These included;

Opportunities

- Consolidation of existing positions
- Become a year-round visitor destination
- Offer a high quality experience to residents, newcomers and visitors
- Increase use of the harbour by leisure boats and water sports enthusiasts
- Take advantage of advances in technology, i.e. broadband and ability to work remotely
- More co-ordinated marketing of attractions, facilities and local produce
- Grow trade before introducing new competing businesses
- Redevelopment of underutilised sites
- Become more environmentally friendly – self-sustaining, recycling
- Further development of events and festivals
- Focus on youth engagement and development
- Modernisation of property and village facilities

Challenges

- Under investment in holiday accommodation – poor quality or dated
- Shortage of available/appropriate business accommodation
- Apathy from the local community
- Lack of affordable housing for resident employees and new comers

- Lack of employment opportunities
- Dated harbour facilities
- Climate change
- Poor local infrastructure – road conditions, signage
- Parking restrictions – i.e. number of spaces
- Balancing development with maintaining village charm

Community Groups

A variety of community groups exist in Tarbert including ones that focus on community development, arts/culture/heritage, sports/leisure, environment, youth and events/festivals. Most groups listed themselves as a volunteer group (8), committee (3), registered charity (2) or other (4). The majority of organisations had been in existence for 10 years or less (10), where others had been in existence from 26-50 years (6), 51-100 years (3). In terms of structure, most groups indicated having a governing board (13) supported by member or volunteers. Only 6 groups indicated that they employed staff. The typical community involvement for each was 6 board members, 56 members and 30 volunteers. Although these numbers seem high it is important to note that there is a great deal of crossover between groups and it is often the case that individuals are involved with several different community groups. Half of the community groups indicated they had a formal strategic plan in place (11). In terms of partnership working, most community groups had partnered with 1 to 5 local groups (15) on past projects, where only 2 groups indicated they had not engaged with any other local community groups.

Community groups indicated they undertook the following activities as part of their core work;

- Conservation/restoration/maintenance of local heritage and environment
- Education, interpretation and skills building
- Exploring ways of becoming more sustainable and environmentally friendly
- Promoting a healthier lifestyle/ personal wellbeing
- Working with youth and young people
- Lobbying policy makers on local issues
- Improving community facilities/infrastructure/harbour
- Athletic competition/activity
- Organising community events/festivals
- Fundraising

Future plans for activities included;

- Continuation of current activities/projects/campaigns
- Further improvements to the village centre, facilities, harbour etc
- More strategic approach to development/activity – community plan, conservation area management plan
- Organising/planning new events

- Fundraising for core activities and new projects
- Recruitment of new membership
- Improve link with community and participation in activities/events
- Gaining recognition/accreditation for work undertaken

Respondents were asked to outline key barriers/issues experienced. These comprise the following;

- Apathy – difficulty generating community attendance/participation at events
- Competition – events run on the same day by different organisations diminishes number of participants further and the effectiveness of each event
- Membership/volunteers – difficulty attracting new/younger members/volunteers
- Time – members/volunteers seem to be the same people and their time is stretched thin
- Succession – no one to replace outgoing committee members
- Funding
 - Difficulty sourcing grants to support ongoing activities and projects
 - Fluctuating membership makes budgeting for the next year a challenge
- Adhoc approach to the development of the village
- Lack of support from Argyll and Bute Council – funding, planning etc
- Local facilities – need for
 - Potting shed to keep tools and plants for healing garden
 - Footpath lighting to continue winter activities
 - Access to community minibus
 - Grass sports pitches – better lighting, drainage and spectator stands
 - New facilities (changing rooms, showers, slip, classroom) for Yacht club
 - Investment in golf facilities and course

Participants were also asked to specify what they thought were the greatest opportunities and challenges for development of the village in the future. These included;

Opportunities

- Further development of the harbour and water-based activity
 - Boatyard
 - Yachting facilities - showers, changing rooms, toilets
 - East Pier
- Take advantage of the picturesque nature of the village
- Improve image of the village – Tarbert is a vibrant and exciting place to live, work and visit
- Reinstate heritage centre
- Better linkage via paths/signage between grass pitch/play park and the village centre
- Improved core paths – lighting, surfacing
- Sports/fitness centre
- Consolidation and co-ordination of local groups
- Extension of the tourist season

- Increasing youth participation and engaging the 'next generation'
- Overcoming misconceptions about clubs/groups – i.e. Yacht Club is only for posh people

Challenges

- Motivation of the public
- Lack of control over development within the conservation area
- Being more proactive than reactive
- Shortage of affordable housing
- Limited parking
- Lack of industry
- Groups working separately for their own purpose rather than collectively
- Replacing project funding gained through one-off pots of money

4.4 Workshops

4.4.1 Introduction

Three workshops sessions were held with businesses, community groups and residents following completion of the questionnaire analysis. The purpose of the workshops was to communicate the information gathered through the review of Tarbert, regional and local strategies and feedback from the questionnaires, to create a discussion around the issues raised, to highlight improvement activities required and to determine the priority for these activities.

4.4.2 Businesses

A total of 12 people attended the workshop for businesses representing approximately 9 local businesses. Feedback from the group confirmed the issues highlighted by the questionnaire and centred on the following;

West Loch Tarbert – Attendees felt that West Loch Tarbert should be included in the proposed development plans as it was a natural extension to the village.

Business Accommodation – Some participants felt there was a need for new high quality business property in the village as current accommodation was full, dated and inadequately sized. This prevented some business from expanding and limited the attraction of new enterprise to the village. Proper IT facilities were highlighted as a priority to attract those looking for a lifestyle change or wanting to work remotely.

Business Support/Networking – There was concern that some of the local enterprises were not as motivated as others to improve/expand their businesses or markets. It was thought that this could be a result of inexperience or a lack of support to encourage growth. A potential solution might be to create a formal networking forum that discussed key issues and solutions, as well as

helping to organise staff training and helping with grant applications. Better co-ordination of the business community was highlighted as being of the greatest need.

Housing – Participants all agreed that efforts to improve local business and support community development would be ineffective without strong efforts to address the current need for affordable ‘start up homes’ and ‘family homes’. New residential accommodation was fundamental to support those employed locally and encourage population growth. It was also thought that there may be potential to grow the holiday/second home market by increasing the number of high quality, modern spaces available.

Tourism – It was emphasized that Tarbert’s economy is highly dependent on the tourism industry and that the success of many businesses was put in jeopardy by the highly seasonal influx of visitors to the village. Participants thought that every effort should be made to extend season further into the winter months and full advantage should be taken to develop and promote Tarbert’s reputation for yachting and watersports, as well as the growing popularity of the Kintyre Way and outdoor activity. Improvements required to encourage an increase in visits were; continued events/festivals; better directional signage; investment in upgrading and increasing holiday accommodation; improved opening hours at restaurants; promotion at Portavadie; and investment in the aesthetic of the village. It was agreed that encouraging repeat visits was also important and that to do that the visitor experience must meet visitor expectations. It was also felt that a wet weather facility of some type was required to encourage people to stay despite unpredicted inclement weather.

Marketing – All participants felt that a more cohesive approach to marketing the village was needed. This included a single high quality website, pamphlets etc. Co-ordination of promotion would be a better use of resources for the whole village and present a unified image to the public. It was suggested that further work would need to be done to determine the village’s unique selling point. Initial ideas put across were; Tarbert’s traditional Scottish harbour aesthetic/atmosphere; a good place for sailing, watersports and outdoor activities; and promotion of Loch Fyne seafood. An area of displeasure arose with the way that VisitScotland and the local tourist information centre operated. There was dissatisfaction with their seasonal operation, the lack of enthusiasm of the staff in promoting local business and attractions, the inability for community groups to properly advertise events and activities, and their obvious disconnect from the community. The group felt that the village would be better served if promotion and marketing was a responsibility of the community – investigations into taking over the TIC as a community enterprise was suggested, as was the need for professional input to help co-ordinate and promote the village.

4.4.3 Community Groups

A total of 13 people attended the workshop for community groups representing approximately 13 local organisations. Feedback from the group confirmed the issues highlighted by the questionnaire and centred on the following;

Membership/Volunteering – All participants agreed that the membership for their groups was dwindling. It was becoming increasingly difficult to attract younger members and it seemed like those in leadership roles continued to be the same people. This left groups with a distinct problem in recruiting new members and able-bodied volunteers for more physical projects, and meant that outgoing leaders would have no one to pass responsibility on to. Without fresh blood the groups were in danger of stagnating and/or folding all together.

Attendance– Another issue highlighted was the general sense of apathy from the community. Attendance at community events was low for some events. It was felt that this was caused by a number of issues; the younger generation had an expectation that things should be done for them rather than with their assistance; time constraints for those with families; competition for participants as multiple events are being held on the same date; and that the community does not know where to look to find out what activities are on.

Funding – The group recognised that there is an overall reduction in the amount of public sector funding available. Organisations like the Big Lottery Fund and the Heritage Lottery Fund were being squeezed by the London 2012 Olympics and the Glasgow 2014 Commonwealth Games. They also recognised that new funding opportunities like the Scottish Government's Town Centre Regeneration Fund come up unexpectedly and require forward planning in order to improve chances of success. The hope for the Community Plan was to allow groups to have a resource to use when making applications for grant funding, simplify the application process and increase chances of success. With this in mind, it was suggested that Tarbert community groups needed to be more co-ordinated in the fundraising efforts to prevent competition for public/private sector funding and support from the community, as well as increase chances for success and a greater impact on the village by working in partnership. A number of other suggestions were made including; a co-ordinated annual fundraising exercise for all groups; pooled financial accounting to save on fees etc but with ring fenced budgets; interest free loans from the account holder; and investigation into the potential to be self-sustaining by generating income for community investment (wind turbine project?).

Community Facilities – Participants had a number of concerns and made suggestions for the improvement of current community facilities and new facilities required. These included the following;

Sports facilities

- Football/Sports Pitches
 - Natural pitches prone to flooding – drainage needs to be addressed
 - Need for spectator seating
 - Lighting needs to be repaired
- Tennis Courts
 - Need repair

- Play areas
 - Need upgrading and better connection with village centre
- Core paths
 - Footpath needed between Corranbuie to Tarbert (past the cemetery)

Templar Art and Leisure Centre (TALC)

- Well used by local groups but not utilised as was originally intended – i.e. it simply functions as a venue (which should be the function of the village hall) and does not have a programme of arts or leisure activities
- Computer suite is inaccessible due to limited opening hours
- Kintyre Cultural Forum is looking for an arts & leisure centre – TALC would suit this purpose well

Tarbert Tourist Information Centre

- Seasonal operation limits effectiveness
- Not supportive in promoting community events to visitors
- Better directional signage is also required

Other Facilities

- Argyll and Bute Council Conference Room
 - Good resource – video conferencing facility
 - Confusion whether it is still accessible for community use
- Library
 - Concerns about restricted opening hours
 - New librarian works really well engaging school children

Requirements

- Transport van
 - Tarbert AFC requires something closer to home to utilise for away games
 - Would be well used by other groups
- Youth Apprenticeships
 - Need for non-academic training/apprenticeship opportunities
 - Should be a variety of opportunities other than Fishing

Co-ordination – It was felt by the community group representatives that the proposed Community Plan was a good catalyst to begin the necessary task of consolidation as well as co-ordinating events, activities and fundraising. It was suggested that at present there were a number of groups performing similar functions and that the creation of a new group was not an appropriate solution. Instead it was felt that the Tarbert and Skipness Community Trust was best placed to act as an umbrella organisation for all Tarbert community groups. An organisational structure diagram was thought to be a good way of illustrating where each group fit in and who to approach for assistance/advice. Big Green Tarbert put forward their intention to do a skills audit to find out who

can do what in the village and create a directory that would benefit the whole community. It was thought the greatest challenge to the Community Plan was the attitudes of some groups/individuals and the need to put aside any conflicts of interest and issues with personalities.

In order to implement the proposed Community Plan successfully it was felt that dedicated professional assistance was needed. It was suggested that this person should be objective, personable and willing to work with the community organisations to develop and build capacity. The successful candidate should be able to co-ordinate a community events calendar, keep an eye on upcoming funding opportunities, be able to advise on how to tackle applications and bureaucracy; and match up groups for partnering on similar projects (broker).

4.4.4 Residents

A total of 11 people attended the workshop for residents. Feedback from the group confirmed the issues highlighted by the questionnaire and centred on the following;

Community Development – A co-ordinated approach to development was recognised as the best way forward as previous development had been very adhoc. It was suggested that the plan would need to strike a balance between becoming a vibrant community and a developing community.

Tarbert Academy – The school was seen as an important asset to the community, particularly that it offered both primary and secondary education. There was a fear that the village would lose its secondary school when the new campus at Lochgilpead was opened. It was felt that having education services located in the village were beneficial to students as they could focus their time on learning and extra-curricular activities rather than spent travelling to/from Lochgilpead. It was also seen as a good way to promote the village and attract new families into the area.

Traffic Management – Too many heavy lorries come through the village centre or parking on Bowmore Road making it dangerous for all, particularly at the corner near the Co-op where pedestrians cross the road. It was suggested that articulated lorries and heavy vehicles should be routed around the village on a by-pass. Limited parking was also highlighted as an issue in the village centre and there was a suggestion for a new parking area for light vehicles and coaches.

Housing – New affordable housing is badly need – both starter homes and family homes – to prevent out-migration and encourage new people (young families) to move to the village. This is supported by Tarbert Academy because if enrolment declines, the school will be at risk of closure. Issues affecting new housing will be access roads, service installation, geographic constraints and environmental issues (i.e. flooding). Despite the immediate need for housing, there is also a concern that there are not enough employment opportunities, facilities or activities in the village to support extra housing/new residents.

Employment/Enterprise – It was felt that there was not a great deal in the village to entice people to start up new businesses. It was felt that improvements to the industrial estate were needed and that there should be a range of workshops and office units to encourage young entrepreneurs and self-employed people to locate in Tarbert. It was also suggested that more could be done for young people to encourage them to stay in the village. This should include apprenticeship/training opportunities with all local businesses, not just within the fishing industry.

Community Facilities – Participants had a number of concerns and made suggestions for the improvement current community facilities and new facilities required. These included the following;

Templar Art and Leisure Centre (TALC)

- Just a smaller version of the village hall
- Should look to undertake arts and leisure programming not just one off events. A long-term will need to be developed in order to attract a solid audience base.
- Courses should be open to residents and visitors and should include;
 - Dance
 - Pottery
 - Drawing

Tarbert Tourist Information Centre

- No sense that the TIC is part of the community
- Beautiful office and location – should be put to better use
- Should be the place to put community info and promote local events – often residents do not know where to look for information
- Should be one official website to promote the village and activities

Wet Weather Facilities

- A wet weather facilities is required to encourage visitors to stay despite bad weather
- TALC would be good place to have exhibitions – like Tobermory's art centre
- Heritage centre should be relocated to a venue closer to the village centre and properly sign posted.

4.5 Summary

Consultation with stakeholders, community groups, businesses and residents has highlighted the key areas where development in Tarbert should be prioritised. This has predominately focused on the following;

- Better co-ordination of community groups to streamline activities, fundraising and event planning efforts
- Need to recruit new membership and attract more people to events

- Upgrade of outdoor facilities like the natural playing fields, tennis courts, and core path network with focus on surface quality and lighting
- Upgrade of harbour facilities including shore-side facilities for yachtees and the East Pier
- Indoor or wet weather facility for local use but also to keep visitors in Tarbert when the weather deteriorates
- Enhancement of the offer from the Templar Arts and Leisure Centre to include a programme of activities and courses to become the 'cultural hub' of the community
- A holistic and co-ordinated marketing effort based on an established unique selling point for the village
- Extension of the tourist season into winter months and the possibility of becoming a year-round destination
- Need for businesses to work together to support each other through cross-promotion and to overcome issues such as opening hours or lack of available business space
- Expansion of the housing stock to include affordable homes for locals with a focus on starter (1 bed) and family (3-4 bed) homes
- Upgrade and better maintenance of the villagescape to reflect Tarbert's traditional Scottish harbour-village atmosphere in accordance with the Conservation Area Appraisal
- Creation of more opportunities for young people to be involved in community activities and gain experience through training and/or employment
- Ensuring growth in Tarbert is achievable, viable and sustainable

5.0 SWOT ANALYSIS

5.1 Introduction

This section uses information outlined in the sections above to provide an analysis of the strengths, weaknesses, opportunities and threats (SWOT) that exist for the village of Tarbert. For ease of dissemination, results have been organised into 4 categories – Environment, Economy, Community & Resources and Community Engagement. The results of this SWOT will then be used to form the base of a prioritised action plan for development of the village.

5.2 SWOT Analysis

SWOT analysis is a tool used to assist the strategic planning process. Once a desired state or objective has been identified, the strengths, weaknesses, opportunities, and threats involved in carrying out that project or objective must be acknowledged and evaluated as follows;

- Strengths – attributes that are helpful to achieving the objective. The village's strengths are the resources and capabilities which can be used as a basis for development and creating an advantage.
- Weaknesses – attributes that are harmful to achieving the objective. The absence of certain strengths may be viewed as a weakness.
- Opportunities – external conditions that are helpful to achieving the objective, usually for achieving profit and growth.
- Threats – external conditions which could do damage to the objective.

Identification of SWOTs is essential as subsequent steps in the process of planning for achievement of the selected objective will likely be derived from the analysis.

The following table outlines the SWOT analysis for the village of Tarbert including West Loch Tarbert.

	ENVIRONMENT (Historic, Natural) & INFRASTRUCTURE	ECONOMY	COMMUNITY & RESOURCES	COMMUNITY ENGAGEMENT
STRENGTHS	<ul style="list-style-type: none"> • Accessibility <ul style="list-style-type: none"> - By car, boat, ferry and bus • Reputation <ul style="list-style-type: none"> - Good/safe sailing waters - Friendly traditional Scottish village - Loch produces seafood of excellent quality (via Loch Fyne Oyster Bar) • Views <ul style="list-style-type: none"> - Picturesque village - East Loch Tarbert landscape of high scenic quality and a visual amenity. Including views of harbour, views from Stonefield Castle and Barmore Island Trail - West Loch Tarbert with untouched coastline looking towards Gigha, Jura andIslay • Wildlife <ul style="list-style-type: none"> - Skerries south and east of Barmore Island provide important seabird habitat - Barmore Burn may be a significant wild salmon spawning habitat - Seals and cetaceans known to frequent the area • Heritage/Historical Features <ul style="list-style-type: none"> - Lengthy maritime history - Category B listed buildings at Stonefield Castle, Campbell of Stonefield Mausoleum, Barmore Viaduct - Newly stabilised and relit Tarbert Castle - Arran III and Margaret Niven shipwreck dive sites • Harbour <ul style="list-style-type: none"> - Natural harbour that is easily navigated and provides sheltered mooring - Accessible at all stage of the tide - 84 new pontoons and 300m of 	<ul style="list-style-type: none"> • Good fit with Highlands and Islands Enterprise and Argyll and Islands Strategic Tourism Partnership aims and priorities • Most visited port in the Clyde Estuary by yachts • 4 well established and popular events/festivals <ul style="list-style-type: none"> - Scottish Series - Seafood Festival - Music Festival - Tarbert Fair • Only moderate increase in unemployment in Argyll and Islands area <ul style="list-style-type: none"> - 25% since 2008 - Lower than regional and national averages • Moderate level of tourists attracted to the village 50-60,00 per annum • Good selection of shops, restaurants and holiday accommodation 	<ul style="list-style-type: none"> • Tarbert ranks high on Scottish Index of Multiple Deprivation (i.e. one of the least deprived areas of Scotland) • Ability to attract considerable capital investment • Facilities <ul style="list-style-type: none"> - New Astroturf 5-aside pitch - Village hall refurbishment - Youth centre refurbishment - Yacht club - Golf club - Music centre • Amenities <ul style="list-style-type: none"> - Bank of Scotland - 2 Cashpoints - Post office - Primary and Secondary School - Variety of shops and services • Health Care <ul style="list-style-type: none"> - Health Centre which also provides home visits and training - Dental Surgery which also provides training - Optometrist - Pharmacy - Additional services for assisted living i.e. meals on wheels • Housing <ul style="list-style-type: none"> - Good provision for those requiring housing with special needs 	<ul style="list-style-type: none"> • Recognition of need for co-ordinated and strategic approach to development and community activities • Good partnership working from some groups • A good variety of groups to be involved with

	ENVIRONMENT (Historic, Natural) & INFRASTRUCTURE	ECONOMY	COMMUNITY & RESOURCES	COMMUNITY ENGAGEMENT
STRENGTHS (continued)	<p>parallel berthing installed 2008</p> <ul style="list-style-type: none"> • Town Centre Regeneration Initiative <ul style="list-style-type: none"> - Reclamation of disused boatyard site for redevelopment - New pedestrian footpath round the harbour - Improved stairs to castle - Refurbishment of public toilets - Renewed parking surfaces and lines - Consolidated signage • Recreation <ul style="list-style-type: none"> - Excellent sailing waters appropriate for varying skill levels - 6 core paths including the start of the Kintyre Way - 3 shallow water and 3 deep water dive sites - Green spaces including healing garden, natural pitch, golf course etc. - Interpretation boards on local interest topics • Protection/Improvement <ul style="list-style-type: none"> - Conservation area designation for village - Big Green Tarbert Initiative 			

	ENVIRONMENT (Historic, Natural) & INFRASTRUCTURE	ECONOMY	COMMUNITY & RESOURCES	COMMUNITY ENGAGEMENT
PERCEIVED WEAKNESSES	<ul style="list-style-type: none"> • Village Centre <ul style="list-style-type: none"> - Poor upkeep of village fabric including residences and shop fronts • Traffic Management <ul style="list-style-type: none"> - Trunk road through village centre is dangerous to drivers and pedestrians - Limited parking • Road Surfaces <ul style="list-style-type: none"> - Road surfaces have deteriorated due to heavy traffic and poor maintenance • Housing <ul style="list-style-type: none"> - Housing shortage of starter (1 bed) and family (3-4 bed) homes, and homes without stairs - Lack of rental housing from private landlords rather than ABC • Location <ul style="list-style-type: none"> - Village not on major west coast tour route – usually bypassed for Oban at Inverary or Lochgilphead - Tarbert is mislabelled as Carse and mislocated near Lochgilphead on Google maps - Results in misdirection for drivers using satellite navigation systems • Transportation <ul style="list-style-type: none"> - Loss of ferry to Islay and Colonsay from West Loch Tarbert 	<ul style="list-style-type: none"> • Overall fragility of rural economy • Fishing <ul style="list-style-type: none"> - Poor fishing and landing facilities • Sailing/Watersports <ul style="list-style-type: none"> - Lack of up to date facilities for yachtees - Difficulty locating information on recreational cruise and dive providers • Tourism <ul style="list-style-type: none"> - Highly seasonal - Village does not live up to visitor's expectations - Restaurants are not open in the winter to cater for off-season visitors • Business Development <ul style="list-style-type: none"> - Increased competition both locally and in surrounding villages - Lack of available and/or appropriate business accommodation - Lack of available grants to improve shop fronts or expand premises - Lack of training/internship opportunities for young people not interested in fishing - No business forum for discussion or coordinated action on major issues • Marketing <ul style="list-style-type: none"> - Tourist Information Centre not promoting village facilities and amenities to its fullest potential - No clear or cohesive marketing proposition - Disjointed marketing efforts i.e. everyone for themselves - Online information is confused and out of date 	<ul style="list-style-type: none"> • Median age of men and women well above national average • High outmigration of young people seeking further education and employment • Higher food prices than in other neighbouring villages • Facilities <ul style="list-style-type: none"> - Templar Arts and Leisure Centre – not fulfilling its original charitable aims i.e. it is simply a venue for hire rather than the vibrant cultural hub of the community as intended - Tennis Courts – need repair - Natural playing fields – prone to regular flooding, inadequate lighting and spectator stands - Library – limited opening hours - No public access indoor gym/fitness facilities - Paths – inaccessible in winter due to poor or no lighting - Healing garden – no where to put tools for maintenance - Argyll and Bute Council Conference Room – confusion over availability 	<ul style="list-style-type: none"> • Previous adhoc approach to the development of the village • Apathy <ul style="list-style-type: none"> - Difficulty generating maximum community attendance/participation at events • Competition/Coordination <ul style="list-style-type: none"> - Events run on the same day by different organisations diminishes number of participants further - Overlap of functions by different groups - No single portal to access information about groups, services and events • Time <ul style="list-style-type: none"> - Members/volunteers seem to be the same people and their time is stretched thin <p>No one with capacity or time to implement Community Plan</p>

	ENVIRONMENT (Historic, Natural) & INFRASTRUCTURE	ECONOMY	COMMUNITY & RESOURCES	COMMUNITY ENGAGEMENT
POTENTIAL OPPORTUNITIES	<ul style="list-style-type: none"> • Sustainable increased use of the natural environment <ul style="list-style-type: none"> - Promote use of local produce and seafood - Build on green tourism, particularly outdoor activities such as sailing, watersports and hiking • Potential to integrate East Loch Tarbert with the village <ul style="list-style-type: none"> - Holistic thinking i.e. Tarbert encompasses the whole isthmus not just the village • Creation of designated lorry/coach parking 	<ul style="list-style-type: none"> • Fishing <ul style="list-style-type: none"> - Potential to expand scallop farming and expand landing facilities • Sailing/Watersports <ul style="list-style-type: none"> - Increased nationwide interest in sailing/watersports - SE recognition of importance of new market i.e. potential to attract investment - Further development of leisure cruise market i.e. extended schedules for PS Waverley etc. • Tourism <ul style="list-style-type: none"> - Become year round destination - Further investment to improve current catering and holiday accommodation offer - Further capitalise on sailing/watersports and outdoor activities - Continued development of the Kintyre Way and KW Relay - Work cooperatively with new Portavadie development • Business Development <ul style="list-style-type: none"> - Creation of a business support network - Take advantage of advances in technology to attract more 'remote workers' - New offices and workshops to encourage young entrepreneurs • Marketing <ul style="list-style-type: none"> - Determine unique selling point for the village - Coordinate marketing efforts - Expand online presence • Potential to be part of Argyll and Bute Council 'Loch Fyne Waterways' marketing campaign and/or revive 'Seafood Trail' 	<ul style="list-style-type: none"> • Need for a wet weather facility <ul style="list-style-type: none"> - Benefit for both community and tourists - Reinstatement of Heritage Centre? - Exhibitions at the Templar Arts and Leisure Centre? • Get a head start by making available up-to-date general information needed to assist funding application completion and to be prepared for unexpected funding opportunities • Better linkage via paths/signage between grass pitch/play park and the village centre • Improved core paths – lighting, surfacing • Sports/fitness centre • Potential for linkages between the Templar Art and Leisure Centre and the Kintyre Cultural Forum's proposed new facility for Campbeltown 	<ul style="list-style-type: none"> • Improving the image of the village • Consolidation and co-ordination of local groups • Better promote activities and events • Increasing youth participation and engaging the 'next generation' • Overcoming misconceptions about clubs/groups, e.g. "Yacht Club is only for posh people" • Recruitment of a dedicated professional to implement Community Plan, broker relationships between groups and give advice when needed

	ENVIRONMENT (Historic, Natural) & INFRASTRUCTURE	ECONOMY	COMMUNITY & RESOURCES	COMMUNITY ENGAGEMENT
PERCIEVED THREATS	<ul style="list-style-type: none"> • Infrastructure <ul style="list-style-type: none"> - Deterioration of old pontoon system - Deterioration of East Pier • Flooding • Lack of available/serviceable space for new housing development due to previous local planning failures • Lack of control over development in conservation area 	<ul style="list-style-type: none"> • Events/Festivals <ul style="list-style-type: none"> - Potential loss of festivals due to lack of coordinators, local support from businesses/community groups and funding • Sailing/Watersports <ul style="list-style-type: none"> - Potential loss of cruise market due to deterioration of East Pier • Housing <ul style="list-style-type: none"> - Businesses unable to house workers locally 	<ul style="list-style-type: none"> • Loss of 700 Scottish Index of Multiple Deprivation ranks since 2004 • Constrained capital funding pools • School at risk of closure or downsizing if enrolment declines • Loss of public access computer facilities at Templar Arts and Leisure Centre • Post office and shop at risk of closure if a new buyer cannot be found to take over 	<ul style="list-style-type: none"> • Membership/volunteers <ul style="list-style-type: none"> - Difficulty attracting new/younger members/volunteers • Succession <ul style="list-style-type: none"> - No one to replace outgoing committee members • Funding <ul style="list-style-type: none"> - Difficulty sourcing grants to support ongoing activities and projects - Fluctuating membership makes budgeting for the next year a challenge

6.0 ACTION PLAN

6.1 Introduction

This section outlines the community vision and development action plan for the village of Tarbert (Loch Fyne), including West Loch Tarbert, for the next 10 years.

6.2 Vision

The local community's vision for the future of their village is that Tarbert (Loch Fyne) will be;

- A healthier village that;
 - Is physically active
 - Is socially involved
 - Has space for relaxation, contemplation and reflection
 - Is well nourished
 - Has access to good health care services
- A competitive, educated and working village that;
 - Has a thriving local economy
 - Allows residents and businesses to achieve their maximum potential
- A welcoming, vibrant and confident village that;
 - Has a good sense of place
 - Is a safe and attractive place to live, work and visit
 - Takes pride in the village and their community
 - Has the capacity to develop, improve and take on new projects
 - Welcomes all visitors and newcomers, providing them with a first-class experience
- An inclusive, fair and caring village that;
 - Is fully accessible to all
 - Provides opportunities for everyone to influence decisions and affect positive change in the village
 - Is inclusive of all people and groups
- A greener and sustainable village that;
 - Is self-sustaining
 - Actively cares for and respects the natural and built environment
 - Is able to adequately provide for the current and future population

6.3 Action Plan

Objectives and actions outlined in the development plan have been compiled with consideration for the future vision of the village and using the information summarised in previous sections, including a strategic review, a review of the village (its populous and the existing offer in Tarbert), as well as through consultation with residents, businesses and community groups. This review and consultation process ensures that the community has been involved in the planning procedure and that development plans and activities are responsive to, and organised around, their specific needs. The action plan provides clear guidance for residents, organisations, businesses and newcomers about the vision for the community, priority areas for action and future goals, as well as outlining opportunities for involvement, without being prescriptive about responsibility and how activities should be carried out. Timescales have been set next to the recommended actions in order to illustrate where the priorities for development lay – i.e. in the short-term (1-3 years), medium-term (4-5 years) and long-term (5-10 years) – and to assist with future monitoring and evaluation. It is also important to note that this is a living document that must change and adapt to events, achievements and future requirements.

The following table outlines the action plan for Tarbert (Loch Fyne).

VISION	OBJECTIVES	ACTIONS	TIMESCALE
A HEALTHIER VILLAGE A community that; <ul style="list-style-type: none"> • Is physically active • Is socially involved • Has space for relaxation, contemplation and reflection • Is well nourished • Has access to good health care services 	Physically Active <ul style="list-style-type: none"> • Ensure everyone has access to a variety of physical activity opportunities and fitness-related facilities • Encourage youth training • Encourage disadvantaged participation 	Upgrade Facilities <ul style="list-style-type: none"> • Develop safe outdoor pursuits with a focus on upgrading existing facilities such as the tennis courts, natural playing field, core path network, golf course, Tarbert Academy school ground, yacht club and pontoons 	SHORT – MEDIUM
	Social Involvement <ul style="list-style-type: none"> • Ensure there is a wide variety of opportunities for all to explore their interests and be involved in local community activities • Ensure that information regarding community groups, activities and events is easily accessible and well promoted 	New Facilities <ul style="list-style-type: none"> • Investigate the need for new facilities such as a gym, a minibus for team transportation to competitions, and potting shed for healing garden equipment 	MEDIUM
	Space for Relaxation, Contemplation and Reflection <ul style="list-style-type: none"> • Ensure that there are a number of places that residents can access for relaxation, contemplation and reflection • Support the protection of open spaces 	Social Involvement <ul style="list-style-type: none"> • Campaign to promote local community groups' activities, events and achievements as well as provide information on how to get involved • Campaign to recruit new membership • Establish and promote a central single community notice board both physically in the village centre and online • Co-ordinate events and activities via a diary system to ensure limited overlap of activities and maximum potential for attendance/ participation • Explore the potential for Templar Art and Leisure Centre to link with the Kintyre Cultural Forum's proposed new facility 	SHORT SHORT SHORT SHORT SHORT – MEDIUM
	Well Nourished <ul style="list-style-type: none"> • Ensure everyone has access to adequate food provision • Ensure that those with limited mobility are able to access regular nutritional meals 	Space for Relaxation, Contemplation and Reflection <ul style="list-style-type: none"> • Safeguard and enhance where appropriate, the Healing Garden, the War Memorial, the Castle and the hill beyond, and the White Shore • Maintain and improve local places of worship 	ONGOING ONGOING
		Nutrition <ul style="list-style-type: none"> • Promote the use of fresh foods and healthy diets • Continued support for voluntary groups such as Meals on Wheels 	MEDIUM ONGOING

VISION	OBJECTIVES	ACTIONS	TIMESCALE
A HEALTHIER VILLAGE (continued)	Access to good health care services <ul style="list-style-type: none"> • Ensure essential health care services are maintained • Support for trainee practitioners • Support for local voluntary care groups 	Health Care Services <ul style="list-style-type: none"> • Maintain current provision of health care services with a focus on the health centre, GP home visits, dental surgery, optician and pharmacy • Promote Tarbert to educational institutions who have health care training courses • Develop volunteer programmes for young people interested in learning more about the medical/health care field • Continued support of local voluntary groups such as hospital transport 	ONGOING MEDIUM – LONG MEDIUM ONGOING
A COMPETITIVE, EDUCATED AND WORKING VILLAGE A community that; <ul style="list-style-type: none"> • Has a thriving local economy • Allows residents and businesses to achieve their maximum potential 	Thriving Local Economy <ul style="list-style-type: none"> • Ensure harbour remains an economic generator • Support for local retail, services and produce • Support for the fishing industry • Support for local arts and crafts production • Have a clear and cohesive offer to potential residents, visitors and investors • Maximise tourism and visitor potential Business Development <ul style="list-style-type: none"> • Support existing business development and expansion • Increase the number of new enterprise opportunities 	Thriving Local Economy <ul style="list-style-type: none"> • Invest in updating deteriorating infrastructure with priority for the East Pier, old pontoons, shoreside facilities (showers, toilets etc), seafood landing facilities and parking • Develop an economic strategy to maintain employment • Develop loyalty scheme to promote 'Buy Local' philosophy • Determine unique selling point for the village • Develop cohesive and unified marketing strategy for the village • Fully capitalise on tourism opportunities with focus on leisure boating, cruise and outdoor activities markets • Expand visitor offer in winter months to become a year round destination • Investigate the possibility of taking over the Tourist Information Centre as a community-run enterprise • Invest in improving current stock of holiday accommodation and catering • Regularly survey visitors to ensure that expectations are being met and that needs are being satisfied • Investigate possible partnership with new Portavadie development Business Development <ul style="list-style-type: none"> • Invest in upgrading existing village business premises with focus shop frontages • Invest in improved IT facilities • Invest in new office, retail and workshop spaces to allow for business expansion and the influx of new enterprise 	SHORT-MEDIUM MEDIUM MEDIUM-LONG SHORT SHORT SHORT-MEDIUM MEDIUM-LONG SHORT-MEDIUM MEDIUM-LONG MEDIUM SHORT SHORT-MEDIUM SHORT-MEDIUM SHORT-MEDIUM

VISION	OBJECTIVES	ACTIONS	TIMESCALE
A COMPETITIVE, EDUCATED AND WORKING VILLAGE (continued)	<p>Achievement of Maximum Potential</p> <ul style="list-style-type: none"> • Ensure Tarbert Academy is able to deliver high quality education for both primary and secondary students • Provide access for all to job training, skills improvement and/or professional development • Maximise the number of employment opportunities with local businesses • Encourage cross-partnership working between community groups and businesses • Ensure that volunteering opportunities are practical and help to develop local skills and community group capacity 	<ul style="list-style-type: none"> • Create a business support network which provides co-ordinated discussion of key issues, gives business advice, sources enterprise development funding, and organises employee training/professional development • Survey local residents to ensure that local businesses are providing desired needs and services • Take advantage of advances in technology to attract more 'remote workers' and encourage young entrepreneurs to the village <p>Achievement of Maximum Potential</p> <ul style="list-style-type: none"> • Encourage new families to relocate to Tarbert • Create training and/or apprenticeship opportunities for young people with a variety of businesses (not just fishing) • Provide after school care for families with working parents 	SHORT
			SHORT-MEDIUM
			MEDIUM
			MEDIUM SHORT-MEDIUM MEDIUM
A WELCOMING, VIBRANT AND CONFIDENT VILLAGE A community that; <ul style="list-style-type: none"> • Has a good sense of place • Is a safe and attractive place to live, work and visit • Takes pride in the village and their community • Has the capacity to develop, improve and take on new projects • Welcomes all visitors and newcomers, providing them with a first-class experience 	<p>Sense of Place & Pride</p> <ul style="list-style-type: none"> • Embrace and celebrate village history, tradition and cultural heritage • Support local events and festivals • Ensure protection and maintenance of built heritage and traditional Scottish harbour village aesthetic • Ensure protection and maintenance of natural heritage, views and other amenities • Encourage and celebrate local talent 	<p>Sense of Place & Pride</p> <ul style="list-style-type: none"> • Investigate the potential to reinstate Tarbert heritage centre • Focus on supporting and developing cornerstone events/festivals such as the Scottish Series, Seafood Festival, Music Festival, Tarbert Fair and Christmas Lights Festival • Invest in the maintenance and improvement of villagescape with focus on shop fronts, public areas, landscapes and built heritage • Maintain and update interpretive panels • Introduce and promote an ongoing programme of arts and leisure activities, learning opportunities and events at the Templar Arts and Leisure Centre • Create avenues for local artists and talent to showcase their work to the village and the public • Promote village and resident achievements publicly. • Petition Google to change online map to reflect Tarbert's actual location and name 	SHORT
			SHORT
			SHORT-MEDIUM
			MEDIUM
			SHORT-MEDIUM
			MEDIUM ONGOING SHORT

VISION	OBJECTIVES	ACTIONS	TIMESCALE
A WELCOMING, VIBRANT AND CONFIDENT VILLAGE (continued)	<p>Safe and Attractive Place to Live, Work, Visit</p> <ul style="list-style-type: none"> Prevent inappropriate new development within the conservation area and its surrounds Enable and encourage appropriate new development Ensure essential village facilities and amenities are maintained Ensure pedestrian and vehicle safety when in the village centre <p>Capacity</p> <ul style="list-style-type: none"> Ensure effective implementation of the Tarbert Community Plan Encourage local groups to develop and improve current activities/events as well as take on new projects or responsibilities rather than creating new groups Encourage and promote effective partnership working <p>Good Visitor Experience</p> <ul style="list-style-type: none"> Ensure provision of and access to good quality visitor facilities and services – both indoor and outdoor Ensure friendly customer service and knowledgeable advice about local events, activities and facilities Ensure village and facilities are well sign posted 	<p>Safe and Attractive Place to Live, Work, Visit</p> <ul style="list-style-type: none"> Ensure Conservation Area Appraisal is adopted by Argyll and Bute Council, and ensure that this is followed by the preparation of a Conservation Area Management Plan Work with Argyll and Bute Council to propose sustainable and deliverable development proposals, allocations and designations in the forthcoming local development plan Maintain current village provisions with focus on Bank of Scotland, Cashpoint, Post Office, Argyll and Bute Council Offices, Library, Village Hall, Health Care Services, and Tarbert Academy (primary and secondary education) Investigate the potential for improved traffic management such as a 20 mph zones, bypass of the trunk road, designated lorry/coach parking and pedestrian crossing Increase number and variety of youth volunteering and involvement opportunities Assess the implications of the threat of tidal flooding to the village <p>Capacity</p> <ul style="list-style-type: none"> Recruit a professional to oversee implementation of Community Plan, broker relationships between groups and give advice when needed Create an inventory of local groups and individuals identifying their skills, knowledge and experiences Create a forum for discussion of previous experiences and best practice methods Create a mechanism for publicly recognising the efforts and achievements made by individuals, volunteers and groups <p>Good Visitor Experience</p> <ul style="list-style-type: none"> Make readily available essential visitor information regarding accommodation, catering and events/activities using a central website, the Tourist Information Centre and regular newsletters Encourage local businesses to cross-promote other local services, facilities, events and amenities Consolidate and update signage both inside & outside the village Complete Tarbert and Skipness Community Trust strategy to open up and interpret Tarbert's major heritage site at the Castle 	SHORT
			SHORT
			ONGOING
			MEDIUM-LONG
			SHORT-MEDIUM
			LONG
			SHORT
			SHORT
			SHORT-MEDIUM
			ONGOING
			SHORT
			SHORT-MEDIUM
			SHORT-MEDIUM
			SHORT-MEDIUM

VISION	OBJECTIVES	ACTIONS	TIMESCALE
AN INCLUSIVE, FAIR AND CARING VILLAGE A community that; <ul style="list-style-type: none"> Is fully accessible to all Provides opportunities for everyone to influence decisions and affect positive change in the village Is inclusive of all people and groups 	<p>Access for All</p> <ul style="list-style-type: none"> Ensure access for all to facilities, services activities, and resources <p>Opportunities to Affect Positive Change</p> <ul style="list-style-type: none"> Ensure that there is a wide variety of opportunities to be involved in local community issues and affect change Establish a clear structure of local responsibilities <p>Social Inclusion</p> <ul style="list-style-type: none"> Encourage interaction between all ages, genders, regions, cultures and social classes Establish joint relationship with West Loch Tarbert 	<p>Access for All</p> <ul style="list-style-type: none"> Increase the current opening hours for the library and extend its use Relocate public IT facilities to a more suitable location <p>Opportunities to Affect Positive Change</p> <ul style="list-style-type: none"> Establish and promote a forum for residents to communicate their issues, views and ideas for improvement in the village Create a clear management structure diagram showing responsibility and the flow of information <p>Social Inclusion</p> <ul style="list-style-type: none"> Encourage effective partnerships between community groups with varying ages, abilities, interests etc Continued support of local voluntary groups such as People and Agencies Coming Together Encourage holistic approach to development of whole isthmus (i.e. East and West Loch Tarbert) not just the village 	<p>ONGOING</p> <p>SHORT</p> <p>MEDIUM</p> <p>SHORT</p> <p>MEDIUM</p> <p>ONGOING</p> <p>MEDIUM</p>
A GREENER AND SUSTAINABLE VILLAGE A community that; <ul style="list-style-type: none"> Is self-sustaining Actively cares for and respects the natural and built environment Is able to adequately provide for the current and future population 	<p>Self-Sustaining & Adequate Provision</p> <ul style="list-style-type: none"> Encourage the use of local businesses and resources Ensure adequate stock of homes and business space Promote the reclamation/redevelopment of vacant properties and brownfield sites over the development of greenfield sites Responsible sourcing of materials, products and produce <p>Natural and Built Environment</p> <ul style="list-style-type: none"> Ensure responsible use of the natural and built environment be it economically, recreationally or otherwise Ensure the cleanliness of the harbour, shores and surrounding waters Encourage the reduction of household and business waste through recycling, reuse, composting, and energy efficiency Reduce use of cars and carbon emissions Reduce number of unnecessary trips 	<p>Self-Sustaining & Adequate Provision</p> <ul style="list-style-type: none"> Promote the use of local produce and seafood Advocate to Argyll and Bute Council, Registered Social Landlords and potential developers the need for starter (1bed) and family (3-4 bed) homes, and homes without stairs Investigate potential for social enterprise company to generate income for reinvestment in the community <p>Natural and Built Environment</p> <ul style="list-style-type: none"> Continue to support and develop the Big Green Tarbert Initiative Ensure Argyll and Bute Council provides local recycling programme Develop a campaign to encourage residents and businesses to invest in updating property exteriors and/or gardens Establish depot for households to deposit garden waste (grass clippings, plants, soil etc) Encourage walking, cycling, use of public transport and community transport vehicles, and carpooling 	<p>MEDIUM</p> <p>SHORT</p> <p>SHORT-MEDIUM</p> <p>ONGOING</p> <p>SHORT</p> <p>MEDIUM</p> <p>MEDIUM</p> <p>ONGOING</p>

VISION	OBJECTIVES	ACTIONS	TIMESCALE
A GREENER AND SUSTAINABLE VILLAGE (continued)	<ul style="list-style-type: none">• Protect and maintain green spaces• Encourage residents, businesses and landowners to keep properties (buildings and landscape) in good order	<ul style="list-style-type: none">• Local businesses should reduce plastic bags given out and promote the use of 'bags for life'• Reinstate local video conferencing facilities	ONGOING SHORT

7.0 CONCLUSIONS AND RECOMMENDATIONS

7.1 Introduction

This section presents the final conclusions about the village of Tarbert and the proposed action plan, as well as consideration of a starting point for its implementation.

7.2 Conclusions and Recommendations

An extensive review of Tarbert and consultation with businesses, community groups and residents has shown the village to be an active and vibrant place with a wealth of potential for development. Based on past and current successes, such as the village hall refurbishment and the award of government funding for the Town Centre Regeneration Initiative, it can be seen that Tarbert has the ability to formulate first-rate projects and work together to attract investment and improve the overall quality of life in the village. The purpose of this exercise, therefore, was primarily about building on these successes and bringing community efforts together in a more co-ordinated way. The action plan outlined for the village draws together research and feedback, as well as existing and planned activities to produce an integrated, logical and prioritised approach to development for the next 5-10 years.

This information will now be consolidated and distilled to produce a summary document for distribution. It will serve as an introduction for newcomers to the village, outlining what the community is about and has to offer, and will act as assistance for groups and businesses, providing them with the opportunity to contribute to the betterment of the village, making suggestions as to where to concentrate activity and how to strategically co-ordinate efforts. Most importantly, encouraging a planned and orderly approach to development and delivery will enhance the everyday lives of those living in, working in and visiting the village, giving them well maintained and improved services and facilities, and allowing them to take advantage of the economic benefits that result from these activities.

This document will also become the cornerstone for future fundraising efforts providing essential facts and figures about the area, and reinforcing the need for proposed projects. Trends with grant funding have shown that many agencies and programmes are being affected by a reduction in resources, budgetary constraints and a shift in priority, placing more emphasis on public benefit and sustainability. This heightens competition between projects, meaning fundraisers need to be more targeted in their choice of programmes and projects must be able to clearly show they are addressing common priorities and real needs. Additionally, the past year has shown that many new funding opportunities have arisen unexpectedly and have a limited window for application and implementation. This document is an essential asset that will help the community to capitalise on such opportunities.

Wherever possible, this plan has tried to incorporate actions and recommendations that are responsive to and based on the needs of the community, with realistic timescales to outline priority. It is important to remember, however, that this is a living document that must change and adapt to events, achievements and future requirements. The success of this plan, therefore, will be based on how quickly it can be adopted and how well it can be implemented, monitored and adapted. As a starting point, it is recommended that the community look to enhance co-ordination, develop partnership working and build capacity.

Implementation

It will be essential that an up-to-date Community Plan document is available in the public domain and is as accessible as possible. Its use must be encouraged and widely promoted. A formal response to and commitment from each local group and business is desirable. It is recommended that Tarbert and Skipness Community Trust takes responsibility for co-ordinating a steering group with Community Council, Harbour Authority and tourist business representatives. Ideally the latter would become directors of the Trust. This group would be tasked with organising and directing a paid professional for at least 2 years to assist the community and local groups to implement the Community Plan. The appropriate candidate should be personable, have experience with projects of a similar nature, be able to broker relationships between groups, and give advice on a range of subjects including (but not limited to) project planning, management and evaluation, as well as fundraising.

Relationship Between a Community Group/Organisation and Steering Group

The purpose in establishing a relationship between the various parties is to encourage mutual support by helping to fill any skills gaps, co-ordinate timing of events, assist with sourcing and applying for grants, and joint marketing etc.

Each group would of course remain totally autonomous, free to take part in the relationship as they saw fit.

The link with the Community Council/Trust would not only encourage the support mentioned above, making each organisation more robust and therefore more sustainable in the longer term, but would strengthen the overall co-ordination of village events and activities. Groups who were struggling would be more likely to receive support at an early stage rather than later, when it may be too late. Knowledge of group activities would be more widespread making it more likely that any additional help was forthcoming, that the event was better attended, better advertised and therefore more likely to be a bigger success. The village would be able to be marketed more readily, leading to an increase in attendance at events and increased membership of the various organisations.

Group Responsibilities in Relation to the Action Plan

The action plan has been constructed from the comments and aspirations received during the consultation process. It is for the individual groups involved to decide what projects, activities, events, and initiatives to progress the identified actions. Should groups wish to seek assistance in achieving their aims, the Steering Group would be available to advise, seek assistance from another group to help or where a combination of groups would be better equipped to take any actions forward then they could assist in facilitating the organisation of that combination.

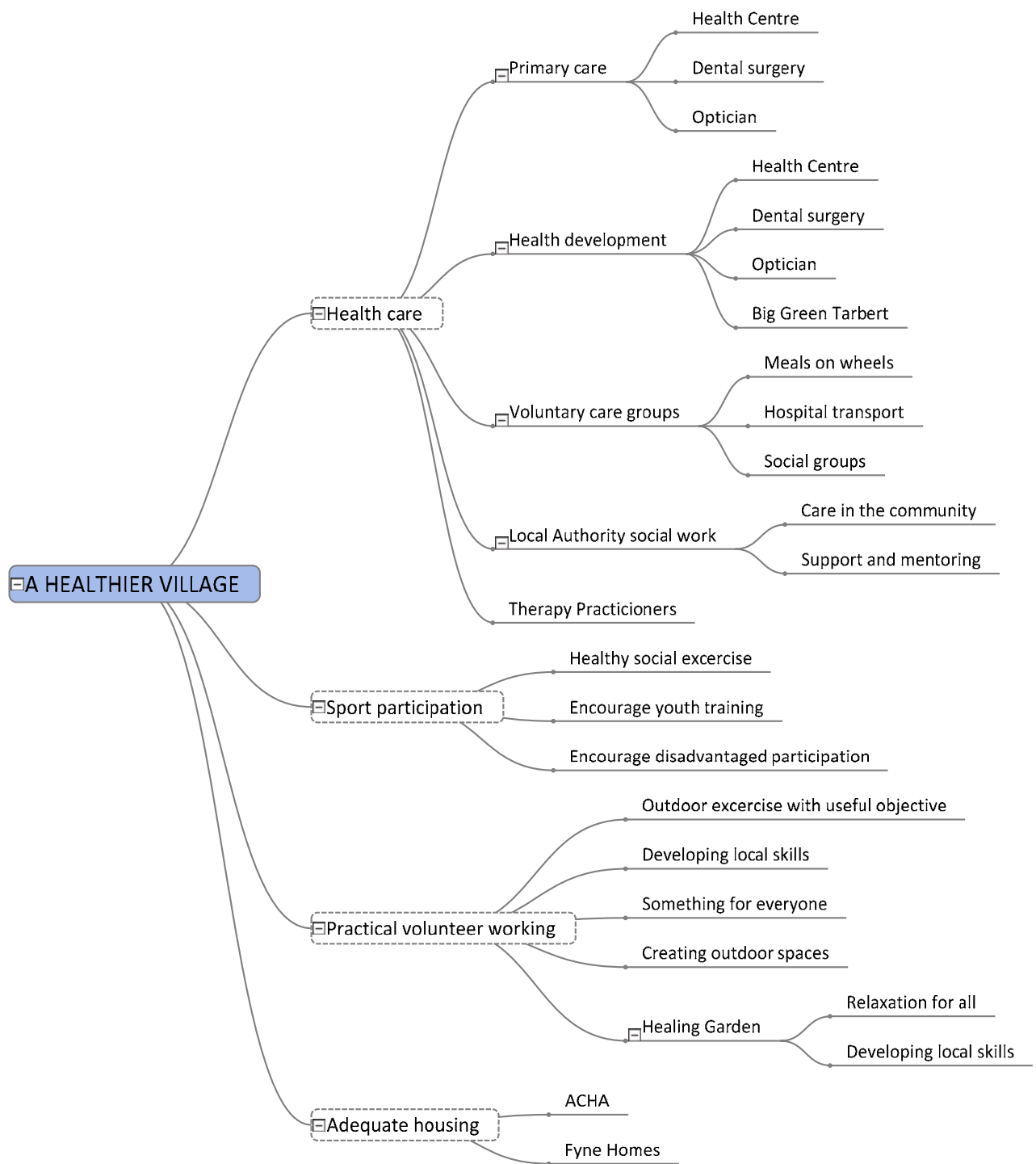
Initial Activity – Marketing Strategy

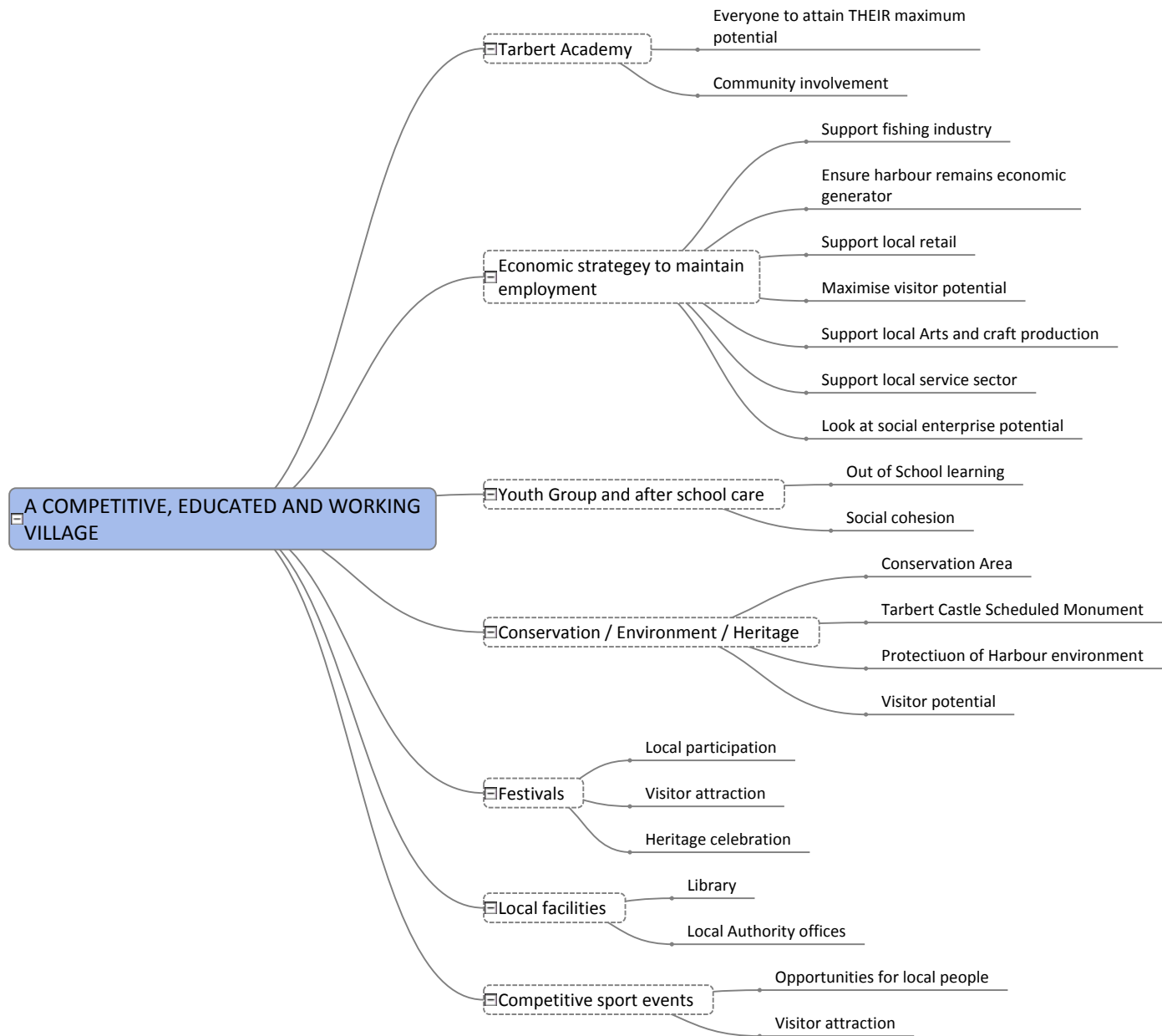
In order to take advantage of the momentum generated by the community planning process, an activity that brings as many businesses, community groups and residents together in partnership as possible is required. It is suggested that an initial project for the Steering Group, with the assistance of the appointed co-ordinator, should be the establishment of a Tarbert or North Kintyre marketing strategy. The project will build on the strengths and weaknesses identified in the community plan consultation to create a cohesive and co-ordinated approach to promoting the village externally. It will be essential in the first steps toward reinvigorating the village and will influence other subsequent projects.

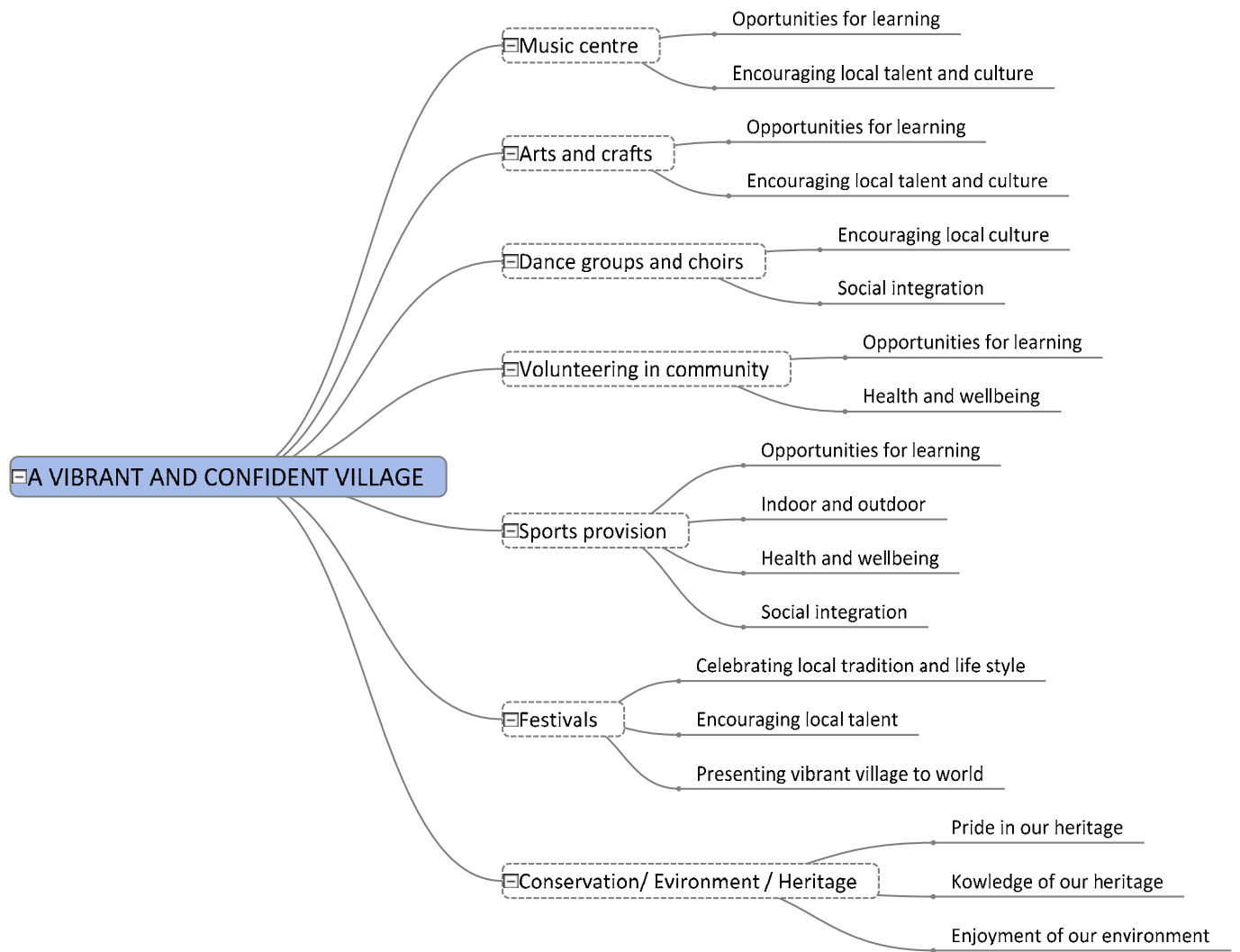
A number of activities will need to take place in order to achieve this goal. These include (but are not limited to) the following;

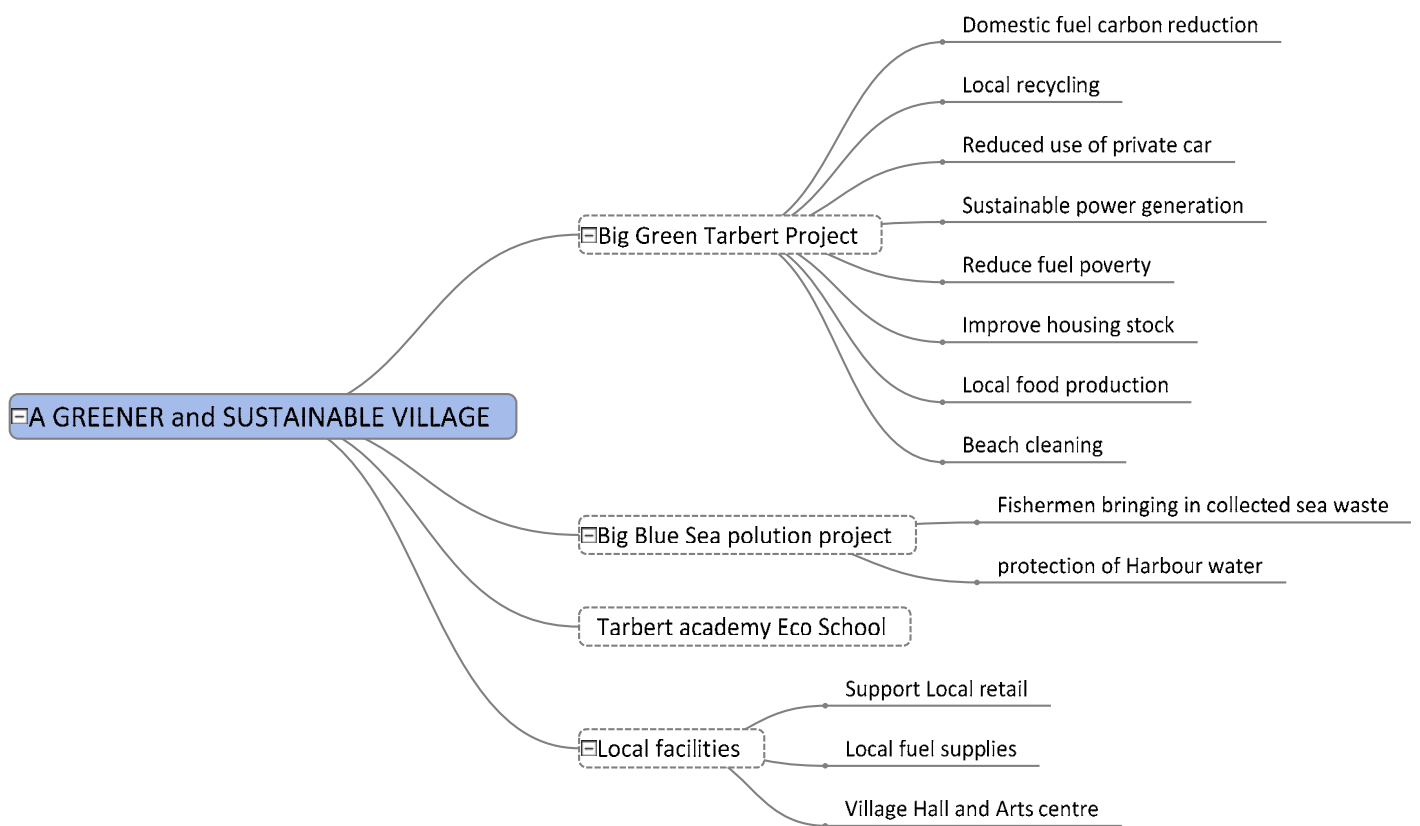
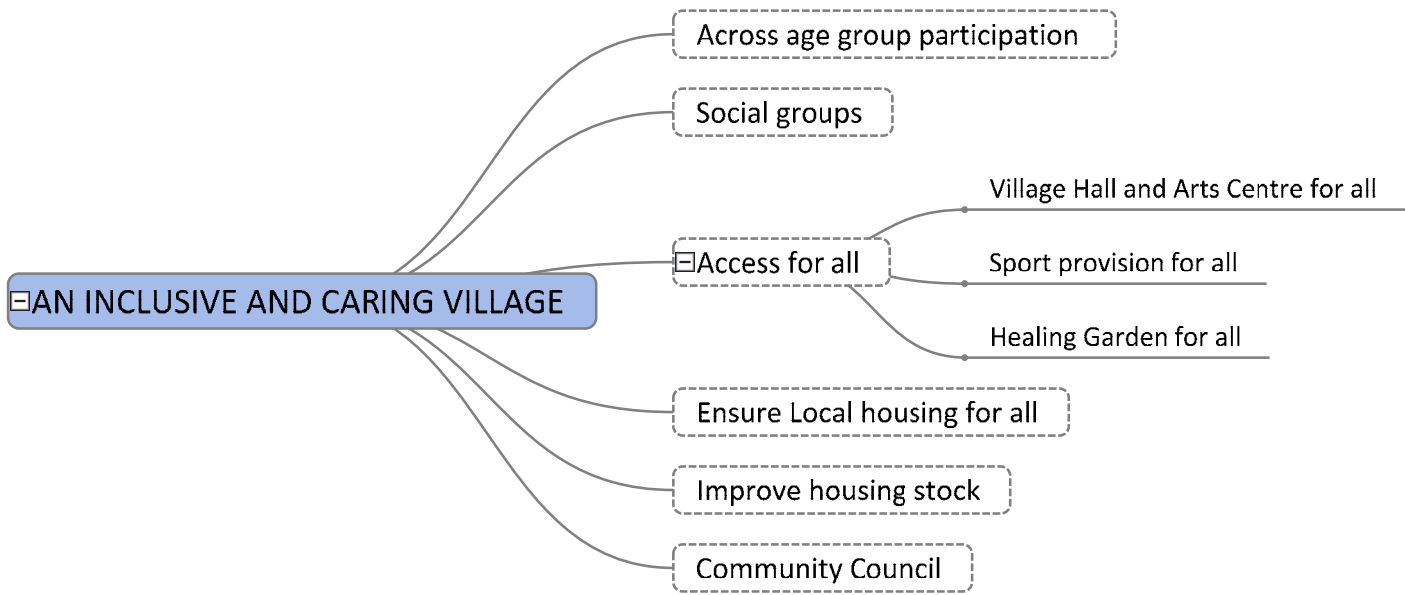
- Tourism audit – to identify the key assets within the Tarbert area and any gaps in provision. This should incorporate accommodation, catering, transport, and tour operators as well as attractions, facilities and natural assets in the area.
- Market analysis – to identify key target markets, understand their views about Tarbert and their current needs and requirements.
- SWOT analysis – to identify the strengths and weaknesses of Tarbert and the potential opportunities and threats the village may face when trying to attract visitors.
- USP identification – to pinpoint Tarbert's unique selling point (USP). A USP is something that distinguishes you from others, tells potential visitors/customers exactly what you offer them and why you are better than the others. The USP will become the basis for the marketing plan.
- Visioning – to determine what the objectives for the marketing plan should be. This, for example, could be to increase visitor numbers overall, to increase visits from a particular market (e.g. yachtees, hikers etc.), to increase spending etc.
- Marketing plan – to communicate the village's marketing objectives, target markets and USP's, and outline the activities to be undertaken in order to communicate key messages and entice people to visit

APPENDIX A









APPENDIX B

Tarbert Community Plan



At present, there are a number of organisations operating in the village of Tarbert (Loch Fyne) who have each put forward various proposals for community and environmental improvements etc. In an effort to bring together community work in a more co-ordinated way, the Tarbert and Skipness Community Trust is leading a consortium to develop a formal community plan for Tarbert. Aims for the Tarbert Community Plan will focus on areas within the control of the membership and will be similar to, or informed by other Scottish community and government policy aims, including;

- A healthier village
- A competitive, educated and working village
- A vibrant and confident village
- An inclusive, fair and caring village
- A greener and sustainable village

The finalised community plan will serve as an introduction for visitors and funders to the village and community, and act as guidance for participating groups, outlining recommendations for where to concentrate activity and how to work together to co-ordinate contribution.

Jura Consultants has been commissioned to work with the Tarbert consortium, in collaboration with village groups, businesses and residents, to assist in the preparation of a community plan for Tarbert (Loch Fyne). The first stage in the study is to review all groups and businesses operating in the village to provide the study team with a picture of the existing situation in Tarbert, looking at current organisations, their purpose, objectives, and present projects. It will also allow for identification of overlap/gaps in provision and the level of engagement/partnership between organisations to determine key issues, aspirations, priorities, and suggestions for actions, activities, improvements and solutions.

In order to inform this review, it would be appreciated if you could provide us with the information outlined in this survey. Questionnaires can be submitted in hard copy to Robert McPhail, by email to sarah@jura-consultants.co.uk or online at www.tinyurl.com/tarbertplan . The closing date for submission will be 5pm on October 30th 2009.

ORGANISATIONAL PROFILE

1. Name of organisation _____

2. Main contact

Name _____

Address _____

Post Code _____

Telephone _____

Email _____

Website _____

May we contact this person in future for additional information?

Yes

☐

No

☐

3. What is the status of your organisation? (Please choose the most applicable)

Volunteer group

☐

Registered charity

☐

Not-for-profit organisation

☐

Committee

☐

Trust

☐

Foundation

Partnership/ Co-operative

☐

Company limited by guarantee

☐

Sole trader

☐

Local authority

☐

Other

☐

Please specify _____

4. How long has your group been in existence? _____

5. Who is your current Chairperson/President (if applicable)? _____

6. Please outline the number of (if applicable);

Board members

Staff

Members

Volunteers

7. Please estimate your current annual budget? (optional) _____

8. Do you have a formal strategy/business plan?

Yes

☐

No

☐

ORGANISATIONAL ACTIVITIES

9. What is the mission/purpose of your organisation? Please outline your main aims/objectives in point form.

10. Please briefly outline the organisation's principle achievements to date.

11. Please list the key activities the organisation has undertaken in the past 2 years.

12. What age group(s) do activities target?

--

13. Which local area plans, strategies or priorities do your organisational activities link with? (if any)

--

14. Please list any local groups that you have work with in partnership and specify the project undertaken. (if any)

--

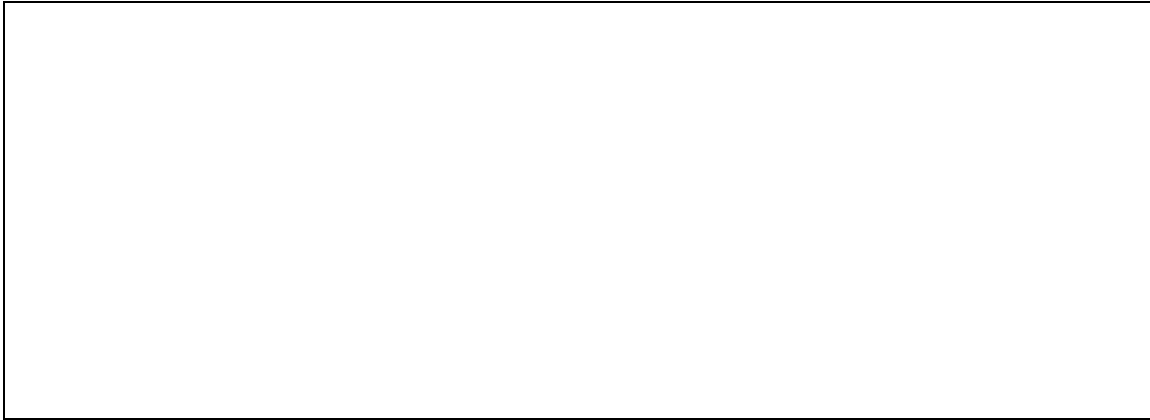
FUTURE PLANNING

15. Please briefly outline any key barriers experienced by your organisation when delivering activities.

16. Please briefly outline any activities the organisation has planned for the short-term (1-4 years).

17. Please briefly outline any activities the organisation has planned for the long-term future (5-10 years).

18. What areas of the village overall present the greatest opportunity or challenges for the future?

A large, empty rectangular box with a thin black border, intended for a written response to the question above it.

APPENDIX C

Community Group Questionnaire Responses

Friends of Tarbert
Fyne Homes
Jog Scotland
North Kintyre Active Schools
Tarbert & Skipness Community Trust
Tarbert Academy
Tarbert Amateur Football Club
Tarbert & Skipness Community Council
Tarbert Christmas Lights Committee
Tarbert Conservation Initiative
Tarbert Conservation Area Plan
Tarbert Enterprise Company
Tarbert Golf Club
Tarbert Harbour Authority
Tarbert Healing Garden
Tarbert Health Centre
Tarbert Horticultural Society
Tarbert Loch Fyne Yacht Club
Tarbert Music Centre
Tarbert Music Festival
Tarbert Village Hall
Tarbert Youth Group

Business Questionnaire Responses

Loch Fyne Gallery
Dunivaig
West Loch Hotel
Cosy Neuks Holiday Cottages
Rag Doll Shop
William Duncan Co
Ian MacIntyre Retailer
Stonefield Farm



QA CHECK	
CHECKED BY	SH
AUTHORISED BY	PJ
DATE	15/01/10
REF P749	