



090914 Sutherland Summit Conversation

Attachments

1: How does this "Community" meet my personal needs?

1.1: Assume = Positive

2: Who do we serve?

2.1: The Whole Country

2.2: Our Neighbours

2.3: People

2.3.1: Young People

2.3.2: The communities

2.3.3: Families

2.3.4: Immigrants to the Area

2.3.5: The Sutherland Diaspora

2.3.6: Older People

2.3.7: Future Generations

2.4: Commercial Interests

2.4.1: Businesses

2.4.2: Visitors

2.4.3: Artists

2.4.3.1: Other sectors

2.4.4: Potential Inward Investors

2.4.5: Absentee Landlords

3: How would "They" define our Purpose?

3.1: Strategic

3.1.1: Ensure that Government is accessible to the people

3.1.2: Secure Fairness

3.1.3: Protect the environment

3.1.4: Generate Employment

3.1.5: Spend public money optimally

3.1.5.1: Prioritise Funding

3.1.5.2: Target on issues that are important to the community

3.1.6: Improved access to land

3.1.7: Improved access to life-long learning

3.1.8: Infrastructure

3.1.8.1: Improve Transport

3.1.8.2: Improve access to housing

3.1.8.3: Maintain and develop existing systems

3.1.8.4: Develop IT Infrastructure

3.1.9: Ensure More & Better use of natural resources

3.2: Cultural

3.2.1: Retain local identity

3.2.2: Respect Diversity

3.2.3: Preserve our Heritage

3.2.4: Support Crofting and Farming

4: How would they want us to measure progress over time?

4.1: Economic

4.1.1: Prosperity Index

4.1.2: Economic convergence on the UK economy

4.1.3: Growth of the Private Sector

4.1.4: New Business Start-ups

4.1.4.1: Scottish Family Business Association

4.1.4.2: Net number of businesses

4.2: People

4.2.1: Population growth

4.2.1.1: Demographics

4.2.1.2: Working population

4.2.1.3: Increase in employment

4.2.2: Larger School Roll

4.2.3: Increase academic achievement and skills

4.2.4: Increased participation in Decision Making

4.2.5: Improved Health - Wellbeing and happiness

4.2.5.1: Provision for people to live here to the end of their days here

4.2.6: More Houses

4.3: Cultural

4.3.1: More people using Gaelic

4.3.2: Growth of Traditional Industries

4.3.2.1: More livestock produced and sold

4.3.2.2: More small and community landowners

4.4: Services

4.4.1: See improvements across the board in tangible personal terms

4.4.2: Better networks for businesses

4.4.3: Increase in recycling and reduction in carbon footprint

4.5: Active Citizens

4.5.1: Participation in projects

4.5.1.1: And Creative projects

4.5.2: Community outcomes from community consultation

4.6: Tourism

4.6.1: Increasing visitor numbers

4.6.2: Increasing visitor spend

4.6.3: Attract more thinking Tourists

5: Who are our Fellow Stakeholders & Allies?

Attachments

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5.1: Build your own Register of Allies and Stakeholders

6: What needs to change?

6.1: Strategic

6.1.1: Angus MacRae - Get the lights in the Glens on again.

6.1.2: Structural Change to deliver better outcomes

6.1.2.1: Work with people and agencies not against them

6.1.3: Encourage Community Involvement in Strategy

6.1.3.1: More involvement in the development plan

6.1.3.2: Reduce public apathy - by increasing the honesty in public engagement

6.1.3.2.1: Informed decisions together

6.1.3.2.2: Active citizenship

6.1.3.3: Long term sustainable funding for projects

6.1.3.3.1: More information about how much things costs

6.1.3.4: More attention to peripherality

6.1.3.4.1: More money - more partnership and Less Blame

6.1.3.5: Better communications

6.1.3.5.1: between agencies and the people they serve

6.1.3.6: Continue to realise the importance of the Local Partnership

6.1.3.6.1: Ask each partner to justify what they bring to the partnership

6.1.3.6.1.1: Reverse the decline of livestock

6.1.4: Turn competitors into colleagues

6.1.5: Make a habit of being confident & inclusive

6.1.5.1: Increased self awareness and self-belief

6.1.6: Too much interference - less Government

6.1.6.1: Abe Lincoln

6.1.6.2: Decentralise Decision Making

6.1.6.3: Too much planning

6.1.6.3.1: More tangible action

6.1.7: Appreciation of importance of active land use

6.1.7.1: Change in the pattern of land ownership

6.1.7.2: Land for outdoor activity

6.1.7.2.1: Mountain Biking

6.1.7.2.2: Forestry Commission Scotland

6.2: Economic

6.2.1: Emphasis on Quality not Quantity

6.2.2: Face the reality of lower local wage levels

6.2.2.1: Competitiveness

6.2.2.2: Adjust - Post code of taxation

6.2.2.2.1: Fiscal Autonomy

6.2.2.2.1.1: Professor Ronald MacDonald

6.2.3: Improve statistics and the way Government Departments use them

6.2.3.1: Royal Statistical Society

6.2.4: Increased financial self sufficiency

6.2.5: Encourage Sectoral Diversity

6.2.5.1: More Government funding for sectors of growth

6.2.5.1.1: Energy

6.2.5.1.2: Tourism

6.2.5.1.3: Food & Drink

6.2.5.1.4: Continuing support for Environmental Industries

6.2.5.2: Tourism

6.2.5.2.1: Sack visit Scotland

6.2.5.2.1.1: Dangers of the Blame Game

6.2.5.2.1.1.1: Defensiveness

6.2.5.2.1.1.2: Avoidance

6.2.5.2.1.1.3: Focus on Process & Compliance

6.2.5.2.1.1.4: Loss of unifying worthy goal

6.2.5.2.1.2: Engagement

6.2.5.2.1.3: Scott Armstrong

6.2.5.2.2: Improve "Scotland's People" web site

6.2.5.3: Agri Subsidies targeted at people who are actually farming

6.2.5.4: Appreciate and build the economic system of Culture Heritage and the Arts

6.2.5.4.1: Without damaging the brand

6.2.5.4.2: And its ability to help Tourism, Education and the NHS

6.3: Young People

6.3.1: More to do for young people

6.3.1.1: Especially at Weekends

6.3.1.2: Youth Cafes

6.3.1.3: Competition for jobs and skills

6.3.1.4: Return of traditional sports like Shinty

6.3.1.5: More clothes shops in small villages

6.3.2: More Amusement for young people

6.3.3: Jobs / Careers

6.3.3.1: More acting opportunities for young people

6.3.3.2: More jobs in the community for young people

6.3.3.3: More opportunities to retain young people

6.3.4: Less school uniform

6.3.4.1: Contrary Views

6.3.4.1.1: More School Uniform

6.3.4.1.2: Subsidy for School Uniform

6.4: Infrastructure

6.4.1: Encourage better use of existing facilities

6.4.2: Transport

6.4.2.1: Improve bus services

6.4.2.2: Local Service provision

6.4.2.2.1: Align Transport with social, environmental and economic needs

6.4.2.3: More level playing field - transport costs

6.4.2.4: Cost of Fuel

6.4.2.4.1: Remote areas parity on fuel costs

6.4.2.5: Make all A roads double track

6.4.2.6: Free Transport for under 16s

6.4.2.6.1: and under 18s

6.4.3: Energy

6.4.3.1: Clarity in the message from Government

6.4.3.1.1: Grid

6.4.3.1.1.1: National Planning Framework

6.4.3.1.1.2: Georg Adamowitsch

6.4.3.2: Bring Data Centres here

- 6.4.3.2.1: And other energy intensive industries
- 6.4.3.3: More public building showing the way in Climate change issues
- 6.4.3.4: Cheaper electricity for local people
- 6.4.3.5: Review - Bio Fuel Reserve
- 6.4.4: Education
 - 6.4.4.1: Create a thriving UHI
 - 6.4.4.2: More Distance Learning Centres
 - 6.4.4.2.1: More investment in learning centres
 - 6.4.4.3: Schools
 - 6.4.4.3.1: Learn more about Sutherland
 - 6.4.4.4: More international student exchange
 - 6.4.4.5: Area Targeting by the Funding Council
 - 6.4.4.6: Encourage people to use their own local Primary Schools
 - 6.4.4.7: Reduced tolerance for bullying
 - 6.4.4.8: People with special needs separately streamed
 - 6.4.4.8.1: Opposing view?
 - 6.4.4.9: Put media skills on the curriculum
 - 6.4.4.10: Better technology in schools
- 6.4.5: Provision of NHS Services in remote areas
 - 6.4.5.1: More Mobile
 - 6.4.5.2: Revisit Arbuthnot Formula
 - 6.4.5.3: More NHS orthodontic services etc
- 6.4.6: Improve Broadband access from remote areas
- 6.5: Build & Maintain Sutherland Asset Register
 - 6.5.1: Increase awareness and relevance of our natural heritage
 - 6.5.2: More local control of our surrounding seas

6.5.3: Archeological

6.5.3.1: Aspects

6.5.4: People and organisations

6.5.5: Businesses

6.5.6: Place Names

6.5.7: Field Studies

6.5.8: Recognition that Asset acquisition means an obligation to develop & maintain the asset

6.6: Regulation

6.6.1: Fast Track Planning

6.6.2: Slacken off the "ridiculous" Health & Safety Executive regulations

6.6.3: Less heed to blanket Euro Legislation

6.6.3.1: Regulatory Review Group

6.6.3.2: Russel Griggs

6.6.4: Identify the entrepreneurs and relax red tape

6.7: Services & Support

6.7.1: Ensure reflection of Community Council objections in the local plan

6.7.2: More support for the victims of domestic abuse and violence against women

6.7.2.1: Plus Drug and Alcohol Abuse

6.7.3: Facilities to help with Alcohol Drugs and Domestic abuse for everyone

6.7.4: Simplify Grant Applications

6.7.4.1: For the voluntary sector

6.7.5: Funding for core activities not just the new and innovative projects

6.7.5.1: New revenue earning roles that save partners money and deliver better results

7: What is being Done?

7.1: Young people already in conversations

7.2: Organisations

7.2.1: Volunteer Groups

7.2.1.1: Voluntary Groups East Sutherland

7.2.1.2: Also for the CVS in the North

7.2.2: Feis Movement

7.2.2.1: Music

7.2.2.2: Gaelic

7.2.3: Golspie - Support for young people

7.2.4: Recycling Group in Golspie

7.2.5: Caithness & Sutherland - Shinty Committee

7.2.5.1: Stewart McKenzie -

7.2.6: MacKay Country Community Trust

7.2.6.1: Inspiring work by local history groups -

7.2.7: Sutherland Youth Forum / Highland Youth Voice

7.2.8: C&S Women's Aid - Track Record of effectiveness

7.2.8.1: Lairg Community Initiative

7.3: Potential

7.3.1: UHI - Degree awarding

7.3.1.1: College in Dornoch

7.3.2: SRDP

7.3.2.1: Good provider of funds for small communities

7.3.2.2: Heritage Lottery Fund - needing top up

7.3.3: Prince of Wales North Highland Initiative

7.3.3.1: Produce

7.3.3.2: Quality

7.3.3.3: cohesion in Tourism

7.3.3.4: Culture / Built Environment

7.3.4: New crofts for young people

7.3.5: Strathnaver

7.3.6: Asset Register

7.4: Amenity

7.4.1: Unique Landscape for Geology

7.4.2: Highland wildcat Mountain bike trail

7.4.2.1: Best in the UK

7.4.2.2: Learning from the mistakes of others

7.5: And much more - needs to be included in an Asset Register

8: What Opportunities exist?

8.1: Strategic

8.1.1: Challenge growth as being only Inverness and the Nairn Corridor

8.1.1.1: Use the structure plan to boost the population growth in Sutherland

8.1.2: Capture the passion of all the people who care about area

8.2: Energy / Climate Change

8.2.1: Go down the route to create carbon free communities

8.2.1.1: Bio Mass and other sources

8.2.2: Local micro Hydro Energy production

8.3: Economic

8.3.1: More concerted effort to revitalise the economy

8.3.2: Much more locally centred small business groups

8.3.2.1: Bring in advice

8.3.2.2: Social dimension

8.3.2.3: FSB - Localism

8.3.2.4: Chamber of Commerce

8.3.3: Network of Artists that could do so much more

8.3.4: Empty retail premises

8.3.5: promote landscape to the film industry

8.3.6: More opportunities for Research in Sutherland

8.3.7: Local food production and processing

8.3.7.1: extended

8.3.7.1.1: Fishing

8.3.8: Local marketing of tourism

8.3.8.1: Development

8.3.8.1.1: Young people involvement

8.3.8.1.2: Scottish Family Business Association 70%

8.3.8.2: Simon Anholt

8.3.9: Challenge the drift of livestock from the hills

8.3.10: Appropriate funding to develop the Genealogical links with the Diaspore

8.4: People

8.4.1: More encouragement for young people to be active citizens

8.4.2: Share information create greater cohesion

8.5: Infrastructure

8.5.1: Improve road systems

8.5.2: Long term funding for the Geo Park

8.5.3: Funding for Strathnaver Museum

8.5.4: Harbours

8.5.5: More Land available to build affordable housing

8.5.6: Education

8.5.6.1: Build on Thurso College - become centre of excellence for marine technology

8.5.6.1.1: More public investment

8.6: Public Services

8.6.1: More providers and communities working together to improve service design

8.6.2: Make more use of Video Conference facilities

8.6.2.1: UHI Courses

8.6.2.2: Build Skills Confidence

8.6.3: Make sure - all girls get access to all health facilities that should be available to them

8.6.3.1: Communications

8.6.3.2: Information

8.6.3.3: Informed choices

8.6.4: Restore the Post Bus System

8.6.4.1: Corporate Social Responsibility

8.6.4.2: Royal Mail

8.6.5: Increase the provision of local provided adult education

8.7: Get on the Global Map

8.7.1: Internationally important species and habitats

8.7.2: Scope for UNESCO funding

9: What Next? - Priorities?

9.1: Work Together

9.2: Identify & engage the "Missing stakeholders"

9.2.1: More Private Business

9.2.2: Meet and Engage the sectors

9.3: Raise the profile & marketing of the support available for the 3rd Sector

9.4: Economic

9.4.1: Measure the extent to which the balance between Private and Public Sector changes positively

9.4.1.1: Business Clubs

9.4.2: Promote Sutherland to outside entrepreneurs

9.4.2.1: Sell Place

9.4.2.2: Sell Quality of Life

9.4.3: Attract back more of our young people

9.4.3.1: Clear strategy

9.4.3.2: Don't let them go away in the first place

9.4.3.3: Build better road and rail system to get people here

9.4.4: Make some of our negatives into positives