



Areas within Argyll and Bute realise their potential through partnership working. (Outcome 1)	The islands in the MAKI area are thriving through taking advantage of opportunities to diversify their economic base.	Student accommodation at the Gaelic College	1. Explore the possibilities of providing student accommodation on Islay for those studying Gaelic at the Ionad Chalum Chille Ìle (the Columba Centre Islay).	1. Ongoing.

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MAKI must foster a culture of innovation alongside specific initiatives.

Entrepreneurship is at the heart of all we do. (Outcome 1)	Machrihanish Airbase becomes a key strategic business site that will attract innovative entrepreneurial activity.	First UK Spaceport at Machrihanish Airbase.	<ol style="list-style-type: none"><li>1. Machrihanish Airbase Community Company (MACC) now moving to Stage 2 of the UK Spaceport bid with the Machrihanish site still offering some of the key criteria identified in the latest publication by the UK Space Agency.</li><li>2. Work is due to be completed during 2016 on the feasibility study to inform the Stage 2 bid that has been prepared through MACC with assistance from Argyll and</li></ol>	
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Enable MAKI to take advantage of international opportunities by rethinking its role in an evolving global context.

Our essential utilities can facilitate economic growth across Argyll and Bute. (Outcome 1)	Kintyre is a major player as a renewables hub within the UK and Europe	Development of Kintyre as recognised operations and maintenance renewables hub with a focus on Campbeltown and Machrihanish (National Renewables Infrastructure Plan (NRIP) site).	1. Working in partnership with CS Wind, Highlands and Islands Enterprise (HIE) and supply chain businesses to develop this proposition by the end of March 2017.	1. Continue to promote Campbeltown harbour and Machrihanish. Information on these facilities and the importance of the renewables hub has been included in the updated REAP and associated story app approved by EDI in January 2017. Attended Offshore Wind Exhibition and Conference.
Argyll and Bute has a positively promoted image within and outwith its area boundary. (Outcome 1)	MAKI is a destination of choice for families, individuals and businesses to relocate, live and work.	Delivery of the Marketing Action Plan.	1. Promotion of success of major capital regeneration projects and venue marketing, such as Campbeltown THI/ CARS programme.  2. Joined up marketing of local events, e.g. Highland Games and Agricultural Shows throughout MAKI; Kintyre and Islay half marathon/10k; Mull of Kintyre, Jura and Tarbert Music Festivals; Fèis Ìle; Ride of the Falling Rain, Islay; Islay Jazz Festival; Islay Rugby Festival; Colonsay Book Festival; Scottish Series, Tarbert; Tarbert Seafood Festival; Tarbert Christmas Fair; Loch Fyne Viking Festival; Lochgilphead Celtic and Pictish Festival; etc. - attractive for visitors and also for people who may decide to move to MAKI.  3. Align such marketing activity with sectors of comparative advantage, such as the whisky industry, for the MAKI area.	1. Major Capital regeneration projects highlighted in the autumn edition of the new Transformation magazine produced by