

The background is a detailed architectural rendering of the Rothsay Pavilion, a modern building with a curved glass facade and a prominent central entrance. Overlaid on this are several large, semi-transparent geometric shapes: a large red circle in the upper left, a dark red triangle in the center, a light red square to the right of the triangle, and a blue rectangle at the bottom. A vertical blue bar is on the left side, and a yellow circle is partially visible in the bottom left corner.

THE PEOPLE'S HERITAGE
AND HEART OF BUTE'S COMMUNITY

ROTHESAY PAVILION

2022 CASE FOR SUPPORT
COMPENDIUM



Modernism is not just another architectural style – it presents a new way of thinking.



Executive Summary

Rothesay Pavilion is an essential milestone in the renaissance of Bute. It has scale, quality, architectural significance and ambition as a new cultural and creative industries powerhouse. This makes it a must-see national visitor attraction and magnet for future inward investment that creates opportunity, strengthens community and fosters civic pride.

The building is an island treasure and modernist icon, with a unique history and heritage capable of making a powerful impression on the world stage. As a catalyst for culture-led economic regeneration, its reputation and impact offer the chance to improve the fortunes of Bute's communities, especially young people, and families of all generations.



Janice Forsyth, Chair of Rothesay Pavilion Charity

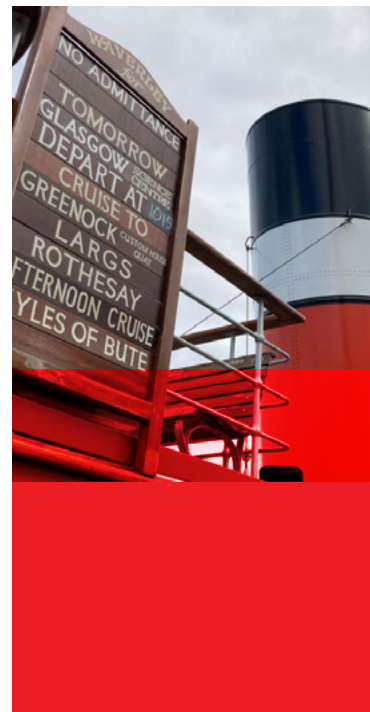


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image to life. (Open app and point
your smart phone at the image).

Vision and ambition for the Pavilion is to:

- Be a Top 10 cultural tourist destination in Scotland
- Stimulate Bute's economic regeneration
- Increase access and equality of opportunity for residents
- Deliver a prestigious business base and events venue
- Create next generation learning and career opportunities
- Provide multi-generational benefits for health and wellbeing
- Champion the local and regional creative economy
- Become recognised Eco Tourism Centre of Excellence
- Create a focal point for civic pride
- Reaffirm Bute as one of the 'Best places to live'
- Achieve economic viability and long-term sustainability

"Images of the Floating World" courtesy Atelier Des Lumières



The Waverly Excursions Ltd.

Extraordinary Circumstances

In keeping with other major construction projects across the country, Covid19 forced a pause in the painstaking work to restore this striking, Grade A-listed building that is considered pivotal in Bute's future revitalisation. In 2020, the main contractor went into liquidation, pushing back the long-awaited opening date in 2021 even further. Since then, unprecedented worldwide shortages in materials, skilled labour, and extraordinary price inflation have compounded delays and put the entire project in doubt.

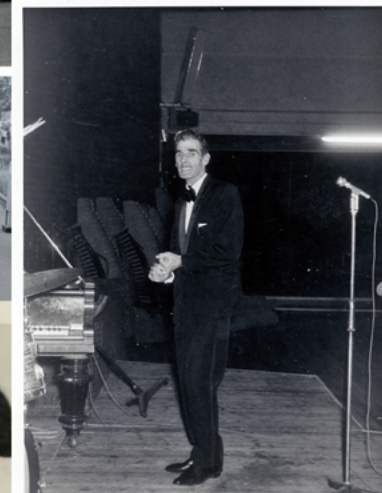
Saving the Pavilion

To get the project back on track, there's been detailed scrutiny of the construction site and budgets, involving over seventy subcontractor site visits, sixty-two work packages, 285 tender enquiries and over 80 hours of supply chain workshops. The rigorous review process resulted in the selection of a new contractor and Robertsons, one of the UK's largest family-owned contractors with experience in delivering major cultural infrastructure projects in the Highlands and Islands and across the UK.

Initially in 2014, building owners Argyll and Bute Council and Rothesay Pavilion Charity, levered substantial public sector investment from a range of national agencies and sources to restore and preserve the Pavilion for future generations and to save the dilapidated building from closure. Their collective goal is to restore Bute's appeal as a popular tourism destination and cultural hub that brings substantial additional benefits to the local economy, which align closely with national policies and plans for placemaking, the National Development Plan for Scotland's islands, and economic ambitions for the Creative Industries.

However, a further **£15M** is necessary to complete the project and cement the foundations for Bute's long-term future.

We believe Rothesay Pavilion's rebirth to be a vital cornerstone in Bute's economic regeneration. However, no single organisation can address the current funding shortfall alone. Without new partners and further investment, the fate of the Pavilion, Bute's reputation, its future social and economic development and the combined strength of its communities, now hang in the balance.





details of
ival Week
gramme.
ily illustrated.
many interesting
articles.



Photographs from the Pavilion Community Heritage Engagement Programme funded by the National Lottery Heritage Fund, and Bute Museum.



Halting decline

The worldwide pandemic has brought to the surface profound shifts taking place in society, affecting how we live and work. Nowhere is this more evident than on Bute. Like many of Scotland's islands it has experienced a decline in population and struggled to maintain its appeal as the Clyde Coast, 'Scottish Riviera' when it attracted thousands of well-to-do Victorian merchants and working-class holidaymakers 'doon the watter' from Glasgow for their annual Trades Fair break.

Most of the larger traditional tourism and resort businesses have since left or downsized to accommodate changing demand. Bute's current economic fortunes rely more on local tourism, agriculture and food service and production, small independent retailers and a few larger employers.

This fragile economy has corresponding restrictions on ambitions for growth and features low pay, high levels of dependency on the public sector (health and social work) and few opportunities for people starting their working lives and careers. Young people continue to leave the island routinely for further education while others seek better paid work on the mainland. Collectively, added to population decline, this leads to the disproportionate number of older and economically inactive people now resident on Bute. (Ref: Experian Estimates 2020; Population Size 6642).

The island's claimant count remains consistently higher than the Scottish National average - the highest in Argyll and Bute. (7.1% of residents aged between 16-64 in the March 2022 figures). Rothesay town has three data zones in the ten most deprived sectors in Argyll and Bute, themselves in the top 15% of Scotland's most deprived data zones with the highest level of child poverty in Argyll and Bute. The cost-of-living crisis is expected to intensify these challenges.

With strong strategic relationships forged with the ancestral family of Mount Stuart, we believe the Pavilion can make a positive impact. Together their history, heritage and credentials in arts and the creative industries will enable the island's communities to capitalise on the opportunities provided by the new digital landscape and future trends in tourism, shining a fresh light on Bute as must-see destination from anywhere in the world.



Adapting to change

As the UK emerged from the Great Depression of the 1930's, the Pavilion illustrates the phenomenon of mid-20th century mass-market seaside tourism. It was conceived as part of a bold economic strategy designed to enhance the Royal Burgh of Rothesay's appeal as a visitor destination, entertainment and conference centre. Then as is now, its quality and cultural significance has the potential to be a game changer for Bute reflecting the hopes and aspirations of its communities and their ambition for a more prosperous future.

Major assets lie in Bute's connectivity to the mainland. Its tranquil and safe natural environment, good health services, school and college campus, and range of affordable housing, creating a positive sense of health and wellbeing for residents. These together with Bute's strong community spirit and deep pride in its distinctive history and cultural identity, are some of the key reasons why people are attracted to visit, love living on the island and want to retire there.

However, with technology and digitisation transforming the visitor experience, removing geographic boundaries and enabling 'friction free' business, the Pavilion will attract a new breed of creative entrepreneurs, working at the interface of science, technology, and the arts.

Focus on culture & creative industries

Covid travel restrictions have led many to rediscover the joys of Scotland's Great Outdoors, including a renewed focus on our culture and natural heritage, with the potential to revitalise neighbourhoods and island communities. The Pavilion has fulfilled an important social and civic role since its original construction in 1938. It has attracted a string of top-class entertainers of its time such as the 'young and up-and-coming comedy hero,' Billy Connolly, alongside traditional Scottish song and dance stalwarts including Andy Stewart and Johnny Beattie.

Famously, local girl Lena Zavaroni was discovered on the Pavilion stage. She rocketed to fame in the USA, appearing at the White House and alongside Hollywood legends Barbra Streisand, Frank Sinatra, and Lucille Ball. She remains the youngest artist ever to have a record in the Top 10 UK albums chart.

The Pavilion's credibility and reputation as a music venue rivals Glasgow's Barrowland and o2 arena. Immediately prior to closure, the post rock band Mogwai chartered a ferry to bring fans to witness their concert at the Pavilion. Six years on, the band's success shows no sign of diminishing with their UK number one album 'As the Love Continues.' Typical of island life after the last boat has left, local residents and groups make their own entertainment with amateur groups staging concerts and performances. Weddings, award ceremonies, community meetings, agricultural and gardening festivals, football tournaments, bowling, dance competitions and 'Dougie's Parties' have all taken place at or graced the stage of 'The Pav.' These events create milestone moments in the lives of islanders and their extended families, forming unforgettable highlights in their personal histories that have become ever more apparent during the construction.

These new economic opportunities will capitalise on the Pavilion's design heritage, new range of modern facilities, creative industry partnerships and elevated media profile. It will attract a new, digitally connected audience and a creative working-class keen to explore new possibilities and combine the opportunity to spread their wings with a healthier work-life balance and chance to work from any location in the world.

Economic benefits

The restored Pavilion creates a competitive advantage for Bute. Over a third of international visitors list the historic environment as their main motivation for visiting Scotland, and half of international visitors engage with the historic environment during their visit. Visitors who include a historic environment visit in their trip spent over £3bn in Scotland in 2019.

The 'typical' cultural tourist travels further afield, stays longer and spends more. Today, there is a growing trend to connect with Indigenous local cultures for high quality, authentic and sustainable experiences, 'bucket list trips' in stunning locations, and the opportunity to savour delicious local food and drink while being 'in tune with nature. As one of Scotland's Top 10 visitor attractions the completion of the Pavilion offers the opportunity to capitalise on these growing eco-tourism trends.

The secondary economic benefits that accrue from attracting these existing and new tourist groups extend to Bute's accommodation, travel and transport providers, retailers, other culture attractions as well as visitor facilities and service providers. Supporting evidence for the potential return on investment in culture has been quantified in the Economic evaluation commissioned by De La Warr Pavilion and Arts centre in Bexhill on-Sea, Sussex, and Rother District Council. Built in 1935, the De La Warr Pavilion reflects similar architectural style and credentials when compared with Rothesay Pavilion. This research showed that, following De La Warr's extensive restoration, in its 80th year the building's attracted over 400,000 visitors and generated £14.6M for the regional economy.

Built in 1935, the De La Warr Pavilion reflects similar architectural style and credentials when compared with Rothesay Pavilion. This research showed that, following De La Warr's extensive restoration, in its 80th year the building's attracted over 400,000 visitors and generated £14.6M for the regional economy.

20th Century (1938)

**20th Century Modernism /
Art Deco**

Rothesay Pavilion

Category A Listed

● St Michael's Chapel
and Graveyard

Kames Castle ●

Rothesay Pavilion ●

Victorian Esplanade ●

Rothesay Castle ●

St Mary's Chapel ●

Ascog Fernery ●

● Ardencraig Ga
Glasshouse

Mount Stuart ●

● St. Ninian's Chapel

Blackpark Standing Stones
/Kingarth Stone Circle
●

Dunagoil Hill Fort ●

● St Blane's Church

Architecture is a ubiquitous form of visual storytelling. The built environment touches all elements of our lives, the places we create where we live work and play. Its style captures the history and character of a place. In combination with the natural landscape, Bute's architecture is the tangible expression of how past, present and future generations choose to live.

From Bronze Age to 20th Century Modern

Distinguishing the island - Bute's unique architectural story

The history behind the Pavilion's distinctive design and architectural heritage will attract a new generation of culture and leisure tourists. Its modern style of architecture stands in contrast to the eclectic mix of Victorian seafront architecture along the island's esplanade. In so doing, the Pavilion completes the fascinating narrative of the island's sophisticated and stylish built heritage, elevating its appeal as a contemporary visitor destination and setting it apart from other Scottish islands.



Rothesay Pavilion



Mount Stuart



Rothesay Castle

20th Century (1923-4)

Art Nouveau Winter Gardens / Discovery Centre
Category A Listed

19th Century (1877)

Victorian Gothic/Baronial
Mount Stuart House & Gardens
Category A Listed

19th Century

Victorian
Arden Craig Walled Gardens
& Glasshouse

19th Century

Victorian
Ascog Fernery

19th Century

Victorian
Esplanade, Streetscape &
Victorian Toilets

16th Century

Medieval
Kames Castle

13th-16th Century

Medieval/Elizabethan
Rothesay Castle
Category A Listed

13th Century

Medieval
St Mary's Chapel

6/7th Century

Early Medieval
St Ninian's Church

5th Century

Early Medieval
St Blane's Church

1200 – 550 BC

IRON AGE
Dunagoil Hill Fort

3300 – 300 BC

BRONZE AGE
Blackpark Standing Stones
/Kingarth Stone Circle

The need: why & why now?

The Pavilion project stems from three drivers:

1. The need to improve the quality of life of the island's residents by providing additional social and cultural opportunities and contributing to their economic sustainability through increased tourism.
2. The need to address an ageing population on the island with opportunities to attract young families to live and work on the island and, for the development of skills and new pathways to employment and careers which enable them to remain on the island.
3. The need to refurbish a deteriorating building and preserve one of Scotland's unique cultural assets.

Saving the Pavilion

If the refurbishment were to fail now, at this late stage the community would be robbed of the principal social space that has been at its heart for over 75 years. The island would lose a distinct example of 20th Century Grade A listed modern architecture, and future driver of international visitor appeal. Together with Mount Stuart, Rothesay Castle, Bute's wealth of natural amenities and creative talent, they have the scale and potential to position Rothesay as one of Scotland's top ten tourist destinations.

To date, the renovation has created a new Lower Ground Floor exhibition space, retail area and information hub. On the Upper Ground Floor, a redesigned café, and refurbished main hall including provision for state-of-the-art sound and lighting systems. On the first floor, the previously open-sided viewing platform above the café has been glazed in to create a new function room with stunning sea views and a range of high-quality office accommodation for local creative businesses.

The project includes wayfinding, lift access, public Internet and a Sennheiser electronic system for visitor guidance, hearing support and education to ensure that disabled people can enjoy full access throughout, which was not the case previously.

The former caretaker's house to the rear has been refurbished to provide additional office and meeting/workshop space to accommodate business start-ups. The Pavilion enjoys extensive garden space at the rear and the final element of the restoration is the conversion of a space underneath the stage into a second performance/activity area with a separate street entrance.

All currently lie partially complete.

Enhancing community life

The goal is to see the new Pavilion established as a year-round, community-driven, cultural and creative industries powerhouse that takes advantage of its unique history and architectural heritage. The scale and flexibility of the spaces throughout the building will accommodate a wider range of events, entertainment, creative education and business development activity.

The stunning Main Hall (with one of the largest, original sprung dance floors in Scotland akin to the scale of Glasgow's famous Barrowlands) will appeal to national promoters of large scale events from Scotland's thriving traditional and contemporary music scene, local promoters such as Trans Clyde Music, Bute Jazz, Bute Arts Society and local bands and musicians (award-winning Rothesay & District Pipe Band, Community Band) and the potential to create partnerships with for example, Scotland's Art and design schools, the V&A in Dundee, Dovecot, Mount Stuart, Glasgow



Drone video by Multivista. Use the Artivive app to view the video.

Life, One Ren and Scotland's network of National touring companies.

The new seafront exhibition space and circulation areas throughout will promote and showcase creative talent.

Drop-in family leisure ('wet weather' holiday activities') and well-being activities will be expanded and form an element of the Pavilion's community provision, all year round.

However, alongside the activities on offer, one of the most noteworthy features attracting tourists year-round is the untold story of the Pavilion's history and heritage. These include association with industry and fabrication, architectural design in the uniquely Modernism style, Bauhaus inspired/ art deco influence and international cultural significance.

There is nothing quite like Rothesay Pavilion in Scotland. Its architectural roots in the 1930's and innovative style tell a story of experimentation and innovation in response to modern industrialisation and massive shifts in how we lived. Just as the

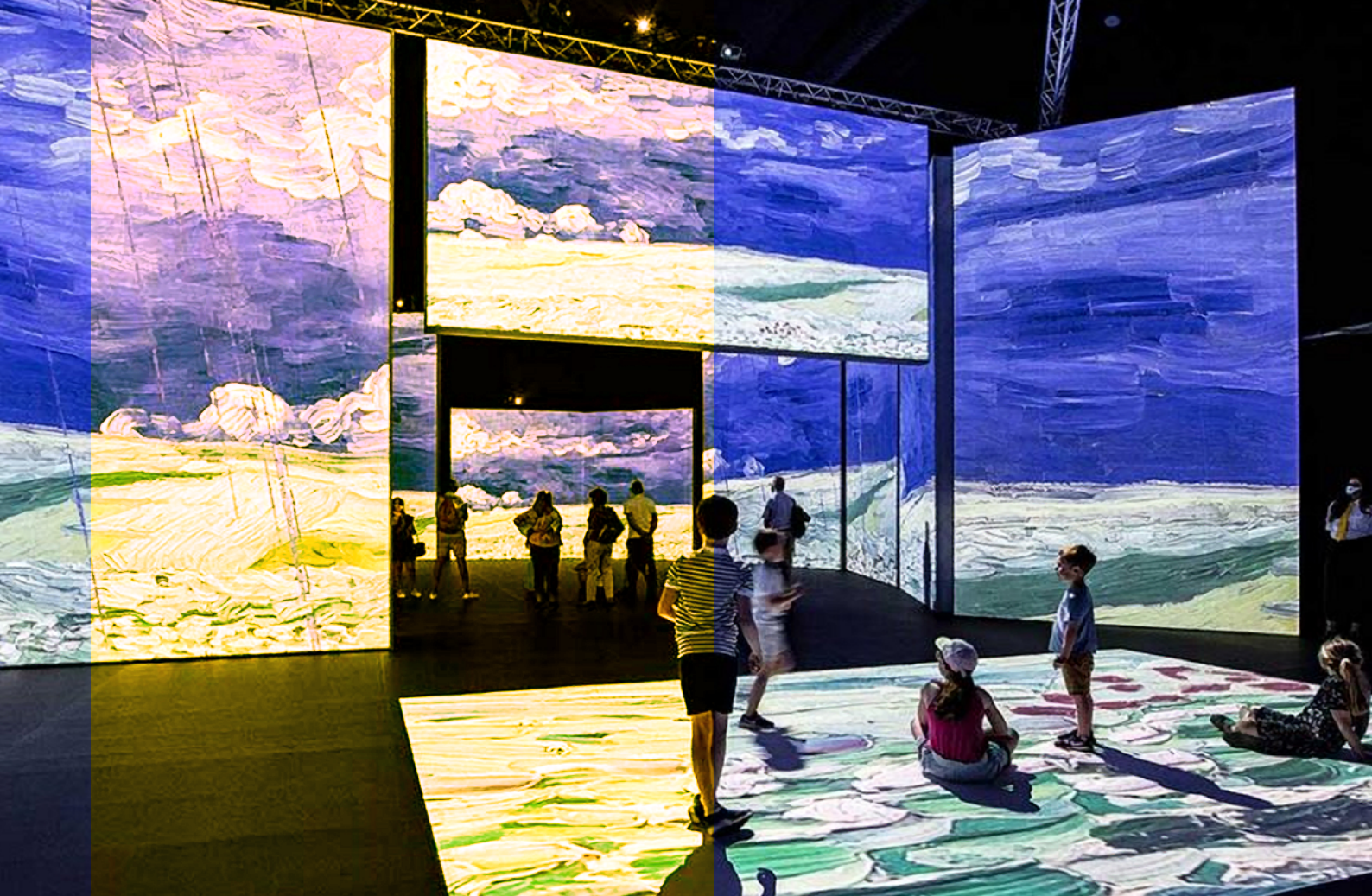
digital revolution influences the next generation of creative entrepreneurs, producers and businesses now too did industrialisation in the post WW2 era.

The Pavilion's appeal and the magnitude of Bute's cultural heritage has emerged powerfully during this first phase of the renovation through the associated Heritage engagement work of Rothesay Pavilion Charity. Stories gathered from it will inform the programme of exhibitions and activity once the building is re-opened, with regular shows and events relating to the history of Bute, the Clyde, and the relationship with Glasgow, all drawing on community memories captured digitally on film and audio and loans of memorabilia. Working closely with Bute Museum, these will be accessible in person and online in a permanent feature to be known, as the 'The Pavilion People's Archive.'

More than 2500 people have taken part in consultations and creative community activity so far throughout the restoration process. They have made their views and feelings clear about the building, its importance to them and their future ambition. It makes for a compelling and engaging visit.



Scan the QR to download FREE Artivive Augmented Reality app and bring this image to life. (Open app and point your phone at the image).



Van Gogh The Immersive Experience courtesy Lighthouse Immersive Inc.

Provision for young people

At present, there is little on the island for young people, which is one of the factors contributing to their drift away from the island when they leave school. The new Pavilion will address this by developing a Youth Advisory Board which will input to the marketing and programming of activities in the secondary space focused on young people. These will include music rehearsal facilities, multimedia editing facilities, and a performance space for comedy, local bands, DJ nights. It is intended that this will become the main place where teenagers and under 25s can gather to make their own.

All this preparatory work has been thwarted by the sustained delays in the restoration since 2017.

The Pavilion's facilities will be used to enhance skills and employability for young people, in partnership with local schools, Argyll College, and local businesses. The venue will facilitate opportunities for training, volunteering, and internships in areas such as venue management, technical skills, sound production, lighting, recording, event management, visitor services,

marketing and digital media, catering, horticulture, and hospitality.

As opportunities and connectivity in the digital world increase it will be possible to pursue 'next generation' careers from an island base. Skills that develop resilience, critical thinking, communication, decision-making, interpersonal relationships, empathy and coping with stress. We envisage that there will be at least one apprenticeship per year for a young person, and four or five formal placements relating to a range of activities, as well as a host of volunteering opportunities.

Provision for seniors

With Bute's population increasingly ageing, it is also vital that steps are taken to provide older people with an accessible place where they can participate in a wide range of programmes that encourage them to take exercise, join in socially, and participate in volunteering. Drawing on best practice with national agencies such as Luminate and Bute's Health and Social Care Partnership, we want to create more opportunities for older people to take part in the arts and leisure and be

active. The Charity will ensure that the Pavilion's programme is as attractive as possible to seniors and retirees. Growing evidence is showing the health benefits of cultural participation to all in society. Increasingly cultural and leisure venues are being supported through Government policy because of the preventative physical and mental health benefits of their work.

Inclusive schools and community programming

The Pavilion will be a key new resource for the island's three primary schools and its academy and college. Teaching staff will have the opportunity to re-engage and learn about the history of the Pavilion, and the facilities that are available for their pupils and students through annual CPD events in the form of after-school twilight sessions offering an introduction to the building and associated resources.

The Pavilion team plans to develop schools' workshops e.g. around STEAM topics related to the Curriculum for Excellence; mid-term school holiday theme days for families; and high-end Master Classes in collaboration with the excellent heritage and arts programme at Mount Stuart. Local community groups will be supported to develop children's activities. The Pavilion's team will have the capacity to help organise additional community activities such as, a kids club, after school activity and homework groups.

Stimulating business growth

Traditional workspaces are on their way out. Working from home and flexible, hybrid working practices are on the rise. To accommodate the increasing number of non-traditional workers, more and more shared office and co-working space has been springing up across the country. Living and working on an island becomes less of a remote possibility and more of a reality. The Pavilion facilities support co-working and business development, providing several advantages over working from home, including the opportunity to meet new people made possible by the range of creative events, visitors, and networking possibilities in a space with an international reputation and connections. Access to a network of entrepreneurs, inventors and creatives is one of

the most compelling features luring freelancers and start-up businesses to these co-working spaces.

Design retail

The approach to supporting creative business development extends to arts groups such as Isle of Bute Artists Collective and CHARTS (Culture Heritage & Arts Argyll and the Isles) with a desire to create a sustainable future in arts production. Access to product and their makers is a key part of the Pavilion experience. Through the retail outlet and the main hall there will be opportunities to 'Meet the Makers' and producers at events and trade fairs throughout the year.

For the makers themselves, the Pavilion provides more opportunities to develop skills in ecommerce and marketing to the trade and industry. It creates the environment to reach more new buyers and develop intelligence about them and to build their relationships with Business Gateway, Scottish Enterprise, Skills Development Scotland, Creative Scotland, Craft Scotland, and other professional industry networks.

Right: Bute Fabrics "Visual Journal" by Alessandro Scarpellini
Below: Isle of Bute News

FRIDAY 1 APRIL 2022

Argyll Media Limited

New BSL tech signs

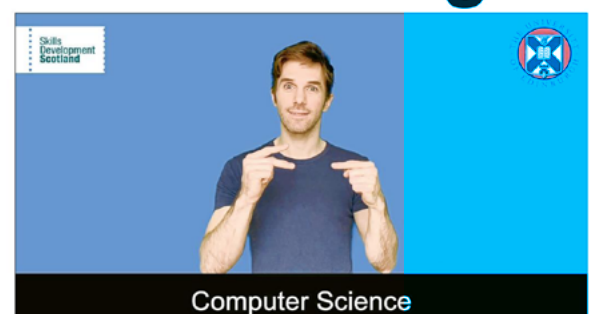
MORE THAN 500 new British Sign Language signs have been created for words and terms related to digital skill to help young deaf people get jobs in the tech sector.

New words and terms have been created covering computer science, cyber security, data science and software development to help the deaf community access qualifications and careers in one of the fastest-growing sectors in the country.

A team of eight deaf people from across the UK, who are also tech experts, spent eight months with sign linguists developing and testing the new signs.

Ben Fletcher, Principal Engineer with the Financial Times was one of the team member's that was keen to create a common language for deaf people in tech.

He said: "Throughout my whole life I have studied and worked in computing, but tech and BSL have often been a difficult combination. There's a huge list of computing terms,



very few of which have dedicated and widely recognised signs, and others I just had to make up. It was very frustrating.

"We now have a standard glossary that will really help deaf people in schools, colleges, universities and workplaces across the UK."

Before this glossary was launched, deaf people often had to spell out each individual letter of the specialised terms used in the digital space. These new signs make it easier and more efficient to communicate about digital skills and jobs.

Popular tech words and phrases now covered include artificial intelligence, computer science, cyber security, ethical hacking, firewall, data breach, data science, machine learning and phishing.

Edinburgh school pupil Billy-Jack Gerrard (aged 17 and from St Augustine's RC High School) is deaf and is wanting to pursue AI and computer science at university. He claims the new BSL signs will be life-changing for people like him.

"These signs will make a huge difference in terms of both studying

for the right skills for a job in tech, and then also for actually working in the sector itself. Once embedded into the fabric of BSL, the consistent use of the terms will make life so much easier, and in turn far more inclusive, for deaf people like me wanting to pursue a digital career."

The full list of signs can be found on the SSC website.

Skills Development Scotland has partnered with Data Education in Schools, the DDI Skills Gateway and the Scottish Sensory Centre (SSC) to create the new signs.



Above: Pavilion Inside Out Exhibition. Below: Basharat Kahn

Our 'Pavilion Pledge' for 16-25yr olds on the island aims to set young people on a path to successful careers and routes to employment within the island economy.



Volunteering and well-being

Use of volunteers is often seen as a one-dimensional transaction, with the organisation gaining from the labour of the volunteers. The Pavilion instead sees volunteering as mutually beneficial, with the volunteers' gaining skills and enhancing their own well-being, and the Pavilion gaining from their assistance as well as fulfilling its aim of community and business development.

The Pavilion board has experience in volunteer management including cohorts of long-term unemployed people whose participation is funded through external grants. Involving people locally in volunteering at the Pavilion will increase the sense of it as a place which belongs to the people of Bute. For young people wanting a professional career in the tourism industry and creative industries or indeed any industry or employment working at the Pavilion will be a benchmark of quality and success.

Creating employment

There are limited job opportunities on Bute. This project offers the chance to create sustainable employment both in the operation and management of the building and during a revived construction



phase. Our 'Pavilion Pledge' for 16-25yr olds on the island aims to set young people on a path to successful careers and routes to employment within the island economy.



Conservation and environmental impact

The island of Bute is an outstanding area of national beauty. It is Scotland's first zero waste island, and its pioneering growing projects such as 'Incredible Edible' and 'Bike Bute' e-bike hire demonstrates its ambition for environmental sustainability and conservation. The Pavilion sits 50 metres from the seafront, a beacon for eco-tourism. It will lead by supporting and promoting good ideas in energy conservation, sustainability and the 3 'R's (Reuse, Repair, Renew).

Activities and events will explore related ecological issues such as the impact of 'fast fashion', ecological or land art making a statement about ethics, civic responsibility, or social injustice.

Post-Covid recovery

In a post-Covid world, with a realignment around attitudes to work and the 'meaning of life,' more people are seeking a hybrid environment and lifestyle that offers work, escape and rejuvenation closer to home. With the exceptional facilities it provides, the Pavilion is a catalyst for partnership with the island's creative and business community, other cultural attractions, national tourism operators and promoters.

Further green shoots are emerging, providing evidence that Bute is gathering momentum and on the cusp of change. Both private and public sector investors and local entrepreneurs are beginning to recognise the value of Bute's local assets and the potential for culture-led tourism as a stimulus for growth. The Pavilion has the potential to spearhead culture-led regeneration and support the new brand of eco-tourism bringing together initiatives and plans in a systematic and strategic way for maximum impact.



None of this will happen without additional investment to fill the current funding gap created from an extraordinary set of circumstances.

Investing in the Pavilion boosts Bute's tourism offer and signals Bute's future ambition, showing how the island is poised to take advantage of tourism trends and opportunities in the creative and digital economy, offering an aspirational place for a new generation of people to visit, work, and play.

Doing so will preserve and reinvigorate one of Bute's best assets and instill the confidence and conditions necessary for growth. Further financing to complete the restoration of the Pavilion preserves a piece of Scotland's national cultural heritage. It creates a tipping point and opportunity to secure a sustainable, prosperous future for the people of Bute.

Supporting evidence and knowledge base

This document sets out the component elements underpinning the ambitions as well as the multiple benefits which we – the Board of Rothesay Pavilion Charity - believe will flow from completing the building's refurbishment. A series of Appendices accessed online flesh out these ambitions in more detail.

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Appendix 15 FAQs

£15 MILLION

ambition

TOP TEN CULTURAL TOURIST
ATTRACTION

MULTI GENERATIONAL BENEFITS TO
COMMUNITY HEALTH & WELLBEING

CREATES NEXT GENERATION
LEARNING OPPORTUNITIES

PRESTIGIOUS BUSINESS BASE
& EVENTS VENUE

ECO TOURISM CENTRE
OF EXCELLENCE

CHAMPIONS LOCAL CREATIVE
SECTOR ECONOMY

INCREASES EQUALITY OF
OPPORTUNITY

STIMULATES ECONOMIC
REGENERATION

FOCAL POINT FOR CIVIC PRIDE

ANCHORS BUTE AS
"BEST PLACE TO LIVE"

ACHIEVES LONG TERM
SUSTAINABILITY



Scan to access the
appendices online.

delivers

HIGH QUALITY HERITAGE ASSET & FACILITIES
REINVIGORATED & REOPENED

INCREASED YEAR-ROUND VISITOR AND
TOURISM SPEND

WIDER RANGE OF CULTURAL AND
LEISURE ACTIVITIES
BRINGS ENJOYMENT TO RESIDENTS

RESILIENT DIGITAL INFRASTRUCTURE,
FLEXIBLE BUSINESS FACILITIES

INCREASED ISLAND MARKETING,
NETWORKING OPPORTUNITIES & SALES

EMPLOYMENT, TRAINING & VOLUNTEER
OPPORTUNITIES FOR ALL

SHARES & PROMOTES BEST PRACTICES,
DEVELOPS SKILLS, KNOWLEDGE AND
CONFIDENCE OF RESIDENTS

HEIGHTENED MEDIA PROFILE

GREATER RECOGNITION &
COMMUNITY COHESION

NEW MODEL FOR COMMUNITY
ENGAGEMENT & INVESTMENT

outcomes

CULTURE-LED REGENERATION

ELEVATED PROFILE IN SCOTLAND'S
TOURISM SECTOR & MEDIA

INCREASED INTERNATIONAL
RECOGNITION FOR BUTE

STIMULATES INCREASED FOOTFALL
BOOSTING LOCAL BUSINESS

INCREASED PUBLIC ENGAGEMENT &
RESIDENT HEALTH & WELLBEING

ACTIVE & DEMONSTRABLE
ENVIRONMENTAL & RESOURCE
MANAGEMENT & INNOVATION

INCREASED BUSINESS AMBITION,
NEW EMPLOYMENT OPPORTUNITIES &
CAREER PATHWAYS

EXPANDED CONNECTIONS &
OPPORTUNITIES FOR COLLABORATION
& BUSINESS PARTNERSHIP

ENCOURAGES & SUPPORTS
CREATIVE SECTOR ECONOMY

ENHANCED AREA ATTRACTS NEW
RESIDENTS & DIVERSE WORKFORCE



ROTHESAY PAVILION

ROTHESAY PAVILION
CASE FOR SUPPORT COMPENDIUM
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