

One Island. Many Voices. Shared Future.



Welcome!

Dear Host,

By hosting a TOC Conversation, you are doing something incredibly important for the Isle of Bute. You are helping to write our future.

Our bid to become the UK's first Town of Culture in 2028 will not be written in a boardroom. It will be written in our living rooms, our pubs, our community halls, and around our kitchen tables. It will be written by you, and the people you have gathered together.

As a TOC Conversation Host, you are the engine of this bid. You don't need to be a cultural expert or a professional public speaker. You just need to do what islanders do best: put the kettle on, make people feel welcome, and listen.

Inside this pack, you will find our Host Guidelines, Question Cards to spark your conversation, and Conversation Capture Sheets to write down the brilliant ideas your group comes up with. There are Digital Capture Sheets online if you prefer.

Our Promise to You: Please tell your group that every single idea you write down today will be saved. Even if an idea doesn't make it into the final 2028 bid, it will be placed in the permanent Bute Ideas Bank to shape future events and funding at the Rothesay Pavilion. Nothing is lost. Every voice matters.

Thank you for giving your time, your energy, and your voice to this journey.

Let's get talking.

Warmly,

Julie Tait

Chief Executive, Rothesay Pavilion

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TOC Conversation • Host Guidelines

Thank you for hosting a TOC Conversation and helping to make Bute's bid for UK Town of Culture 2028 the talk of the town!

By hosting a TOC Conversation, you are helping to create the largest, most inclusive discussion the Isle of Bute has ever had about its cultural future. Our bid for Town of Culture (TOC) will only succeed if it is built on the real, authentic voices of our islanders.

The best conversations don't always happen in big meeting halls. They happen around kitchen tables, in local pubs, at existing club meetings, and over garden fences. This guide provides everything you need to host a successful TOC Conversation, whether you are chatting with one neighbour or a community group of fifty people.

Your Role as a Host

You do not need to be a cultural expert or a professional public speaker to do this. Your role is simply to:

1. Create a welcoming space for people to share their thoughts.
2. Ask the five core questions provided in this pack.
3. Listen to and record the ideas without judgment.
4. Return the ideas to the Bank of Ideas or local collection box.

Remember: Every single idea, whether it's a small local crafting group or a massive island-wide music festival they all matter to our TOC2028 bid, and need to be heard.

Setting Up Your Hosted TOC Conversation For Small Intimate Groups (2 to 9 people):

Setting: A kitchen table, a cafe, or a living room.

Format: A casual, open chat. Keep a notebook handy to jot down the ideas as they flow, or fill out the Capture Sheets together.

Time: Aim for 30 to 45 minutes.

Setting Up Your Hosted TOC Conversation For a Larger Group (10-50 people):

Setting: A community hall, sports club, or existing group space.

Format: Do not try to hold one massive conversation. Briefly introduce the Bute:Recast vision, then break the room into smaller groups of 4 to 6 people. Nominate one person in each group to be the "note-taker" using the Capture Sheets.

Time: Aim for 45 to 60 minutes.

Five Questions to Ask

To ensure all ideas across the island can be woven together into one cohesive bid for the £3,000,000, we need every host to

ask the same five questions. Introduce the conversation by explaining: "We are putting together a bid for Bute to become a Town of Culture 2028. To be considered for the title and the £3,000,000 investment it brings, it has to be authentic, we need to know what culture means to you, what's missing from Bute, and what you dream of seeing."

The TOC Questions

Then, work through the questions using prompts, and taking notes:

Question 1: The Foundation (What we have)

Ask: "What is unique and special about Bute? What places, events, or traditions make you proud of Bute?"

Host Tip: If people get stuck, remind them that "culture" isn't just high art. It's food, heritage, local sports, traditions, land and language, and community activities.

Question 2: The Gap (What we are missing)

Ask: "Who is missing out or what is missing from cultural life on Bute?"

Host Tip: Encourage people to think about specific groups (e.g., teenagers, the elderly, winter residents and specific activities or facilities that the island lacks).

Question 3: The Future (What could UK Town of Culture bring to to Bute in 2028?)

Ask: "If we win the Town of Culture, what is your most ambitious idea for an event or project?"

Host Tip: Encourage everyone to think big. No idea is too wild or too difficult at this stage.

Question 4: The Legacy (What difference could Town of Culture

make to Bute beyond 2028)

Ask: "How can this bid leave a lasting benefit after 2028? What could be different on the island by 2030?"

Host Tip: Guide them to think about what's possible, new skills, economic resilience, and opportunities that will help people stay, return, or build a future on Bute.

Question 5: The Partnership (How we do it)

Ask: "What role could you, your group, or your business play in making Bute 2028 a success?"

Host Tip: Move people from being passive consultees to active partners. Do they have a venue? Can they volunteer? Do they have a specific skill to offer?

The Closing Game: The 2028 Headline Others Will Talk About!

Ask: the room: "If a non-local journalist visited Bute in 2028, what is the great headline you would want them to write about our island?"

Host: Write down the best headline suggestions!

Ground Rules for a Great Conversation

- **There are no wrong answers:** Do not correct anyone's idea of what "culture" is. If they think it's the local baking competition, write it down!
- **Make space for quiet voices:** If someone hasn't spoken, gently ask, "What do you think about that?"
- **Don't debate, generate:** If people disagree on an idea, capture both perspectives. You don't need to reach a consensus.
- **Keep it moving:** If the group gets bogged down on one neg-

ative complaint, acknowledge it, write it down on "Question 2" and steer them gently toward the next question.

Capturing and Returning the Ideas

Complete the **TOC OF THE TOWN** Conversation Participant form with date, location and names.

It is vital that we receive the thoughts your group generates. Please capture the conversation using one of the following methods during the TOC Conversation or immediately after your session:

Option A: The Digital Capture Sheet (preferred)

Scan the QR code below or visit [<https://rothesaypavilion.co.uk/toc-capture-sheet>] to type your group's ideas directly into our digital capture sheet. You can submit one digital sheet for the whole group, or for larger groups, let each participating group fill one capture sheet out for their group.



Option B: The Physical Capture Sheets

Use the printed TOC OF THE TOWN Conversation Capture Sheets provided at the back of this pack. Write clearly or use block capitals. Put sheets in an envelope and mail or drop off at:

- **Bank of Ideas**, Rothesay
 - Or, drop off at collection boxes located at:
 - **Anchor Tavern**
- More locations will be added as they volunteer.



OF THE TOWN

Host Name:

Date:

No. of Participants:

Phone:

Venue/Location:

Postcode:

**TOC Conversation
Participant names:**

Rothsay Pavilion is the Convenor and Delivery Partner for Bute's Town of Culture 2028 bid, working in partnership with Argyll and Bute Council, the Accountable Partner responsible for administering the funding. If you share your email address here, you will be added to the Pavilion's **TOC OF THE TOWN mailing list**, so that we can send you updates, invitations and news relating to the Town of Culture and TOC Cconversations.

(OPTIONAL) Participant Emails:

In line with UK GDPR, we'll only use your details for this purpose, won't share them beyond what's needed to run the TOC OF THE TOWN campaign, and you can ask to come off the list any time.

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1

Notes of everyone's answers:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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2

Notes of everyone's answers:

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3

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4

[illegible]

PLEASE RETURN TO THE BANK OF IDEAS • ROTHESAY



5

[illegible]

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Your group's favorite answers and ideas from today's TOC conversation questions:

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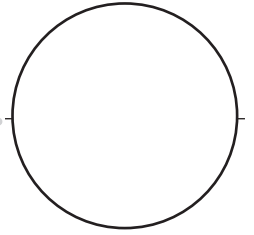
What could be a great headline about Bute in 2028?

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OF THE TOWN



Question #

Extra

Notes of everyone's answers:

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Data Privacy and Use of Contact Details

1. Why we are collecting your information

Contact details collected through TOC OF THE TOWN digital forms or TOC conversations, idea submissions, and any related activities will be used to administer your participation in the UK Town of Culture 2028 bid process. This may include contacting you about your idea, helping you develop it, inviting you to take part in a presentation or showcase, and keeping you informed about the development of Bute's bid for Town of Culture 2028.

Rothsay Pavilion Charity is coordinating this activity and will manage this information through its secure contact management (CRM) system.

2. If we already hold your details

If you are already on the Rothsay Pavilion mailing list or a contact in the Pavilion's CRM, we will not create a duplicate record. Your existing record can be updated to reflect your involvement in Town of Culture 2028 and the TOC of the Town campaign. Being involved in TOC of the Town does not automatically change any existing communication preferences you have given us. Similarly, taking part does not automatically sign you up to receive general Rothsay Pavilion marketing communications.

3. Keeping you informed about Bute's Town of Culture bid

Where appropriate, we would like to keep participants informed about the progress of the bid, including opportunities to develop ideas, attend events, participate in the programme and hear what is emerging from the island-wide conversation. To stop these communications you can change your communication preferences or unsubscribe at any time.

4. Secure storage and access

Paper forms containing personal information will be

collected promptly and stored securely. Digital information will be held on password-protected systems. Access will be limited to authorised people working on TOC of the Town and the bid who need the information for their role. Personal contact information will not be included in publicly shared idea lists, reports or presentations without permission.

5. Retention and deletion

We will keep personal information only for as long as it is reasonably required to administer TOC of the Town and the Town of Culture 2028 bid process, meet any funding, reporting or legal requirements, and maintain communications that you have agreed to receive. Information that is no longer required will be securely deleted or destroyed. If you'd like to stay on our list beyond 2028, sign up to the Pavilion's newsletter before or during 2028.

<https://rothesaypavilion.co.uk/update/newsletter>

Your contact information will remain intact and not be deleted as long as you are listed on the Rothsay Pavilion mailing list or CRM, unless you specifically ask us to delete your record entirely (see Section 6).

6. Your data and your choices

You can unsubscribe, update or correct your details, or change your communication preferences by clicking on the links at the bottom of any email we have sent to you. If you'd like your entire record deleted rather than simply updating your preferences, you can also ask us to delete your personal information, subject to any legal, funding or reporting requirements to retain it, by contacting :

privacy@rothesaypavilion.co.uk

If you have concerns about how your data is used, you have the right to complain to the Information Commissioner's Office (ico.org.uk).