



Strategic plan 2022-2027

Tarbert Harbour Authority

November 2021



Foreword

Welcome to our Strategic Plan for 2022-2027. Having laid the foundations in terms of improved facilities and infrastructure, the focus of this new plan is to build on these. Our mission is *to contribute positively to village life*. We plan to do this by further improving and developing the spaces, facilities, events, and activities on offer in and around the village. We believe this will be to the benefit of residents, visitors, and local businesses and in turn will support delivery of our overall vision:

To make Tarbert THE West Coast's destination of choice.

Like many other organisations, Tarbert Harbour Authority has adapted and changed our ways of working to keep our staff and customers safe during the global Covid 19 pandemic. Thanks must go to our hardworking team for their efforts and resilience during such an extraordinary time. Despite challenges like Covid 19, which have arisen during the implementation of our previous plan, we have delivered on our objectives most notably improving shore side facilities and infrastructure, including the introduction of a reliable WIFI service, improvements to car parking, toilets, showers, and bait storage facilities.

Now as we look ahead, and seek to build on our previous achievements, this strategic plan (perhaps our most ambitious to date) outlines the priorities upon which we will base our business plan and activities. Working with others who share our vision and ambition, we are excited about the potential opportunities that can be explored and delivered over the next five years.





Duncan Cunningham
Chair of Tarbert Harbour Board of Trustees

Introducing our vision

Tarbert Harbour is unquestionably one of the village's greatest assets and has a long history of contributing positively to village life, both in terms of our fishing heritage and in attracting visitors by land and sea to enjoy the many festivals and events during the year. The harbour and village itself have many positive qualities that we believe put Tarbert in a great position to be THE destination of choice on the west coast of Scotland. Working with others to attract funding, develop our village and promote what we have to offer will be the strategic focus of the board over the next five years.

With our overall vision:

To make Tarbert THE West Coast's destination of choice

Our Mission as an Organisation is:

“To contribute positively to village life”

To deliver this mission we will focus on the following 5 strategic priorities over the life of this plan:

1. Creating wonderful spaces

One of Tarbert's greatest assets is the natural character and charm of the village. The sheltered harbour sitting at the heart of village contributes significantly to its charm. We will continue our work to ensure that the beautiful spaces in and around the village are maintained and developed for visitors and residents to enjoy.

2. Improving Facilities

Building on the work in our previous plans, we will undertake projects, working in partnership with other interested stakeholders where appropriate, to continue to develop and improve the facilities around the harbour to the benefit of residents, visitors, and local business.



3. Expanding the range of Activities and Events on offer

Tarbert already hosts several successful events during the year including yacht races, festivals, and other community events. Our focus over the life of this plan will be to support the community to host and market more quality events, attracting visitors and supporting local business.

The harbour itself provides multiple opportunities for activities such as water sports, tours, and training. Over the life of this plan, we will explore the feasibility of developing an activity centre which could provide safe, fun activities based within the village. We believe this has the potential to enhance Tarbert's status as a destination of choice, in turn contributing positively to the local economy.

4. Working with others to develop a shared vision for the village

Our plans for the village are ambitious and we know that others share our goal to make Tarbert a destination of choice. Over the life of this plan, we will focus on building relationships with others who are keen to see our village thrive. We will work with partners to secure grant funding, market what the village has to offer and deliver projects where possible. We will also refresh our consultation group to ensure that our key stakeholders are informed and consulted and can help us test our ideas and shape the improvements we deliver.



5.Refresh our Business Model

The strategic priorities set out within this plan will involve delivery of some of our most ambitious projects to date. A focus over the life of this plan is to ensure that our business model is reviewed to support delivery of these ambitious projects, make the most of the assets we have, and ensure our team is skilled and structured in a way that will allow us to contribute positively to village life, not only by delivering on our objectives, but by continuing to offer quality employment.

Measuring our Success

Our strategic priorities, agreed by the board of trustees will set the direction for our annual operational business plans. These will be developed and implemented in consultation with our employees, the board, and other relevant stakeholders. Delivery of business plans and their alignment with strategic objectives will be monitored by the board regularly.





Tarbert Harbour 2021