

EAST AYRSHIRE COUNCIL

CABINET – 20 MAY 2009

DELIVERING COMMUNITY REGENERATION

Report by the Depute Chief Executive/Executive Director of Corporate Support

1 PURPOSE OF REPORT

- 1.1 To present for approval an Integrated Regeneration Strategy, setting out East Ayrshire Council's investment programme in support of the aims and aspirations of Delivering Community Regeneration. There are 2 aspects to the report namely
- (i) the agenda for action in delivering an Integrated Regeneration Strategy
 - (ii) the submission of bids for Tranche 1 of the Scottish Government's Regeneration Fund

2. BACKGROUND

- 2.1 East Ayrshire has a high quality environment with good quality services and a strong community spirit. These are positive aspects upon which to build, however a number of factors have conspired to work against the continuing growth and prosperity of many of our communities. This has impacted not only on the lives of people, but also on the physical fabric and appearance of the places in which they live.
- 2.2 Regeneration is one of the Council's highest priorities and this commitment is supported by significant investment of resources over the long term, recognising that the scale of the difficulties facing our communities requires concerted effort over a prolonged period. From April 2009, 'Delivering Community Regeneration' became one of the four key themes driving the strategic priorities of the East Ayrshire Community Planning Partnership and this is backed by detailed actions and targets against which success will be measured.
- 2.3 This Integrated Regeneration Strategy sets out the Council's investment priorities in support of the actions and workstreams that will deliver on the commitment to Delivering Community Regeneration. The coordination of the Council's and its Partners' activities in regenerating our communities will be driven through the Delivering Community Regeneration Action Plan, thereby continuing to ensure commitment at the highest levels within East Ayrshire Council and our Partner organisations.
- 2.4 The Scottish Government's strategies identify regeneration as a crucial part of economic growth. In recognition of the important contribution made by Scotland's town centres to the achievement of the Scottish Government objective of increasing sustainable economic growth, the Town Centre Regeneration Fund (TCRF) has recently been established, making available £60million in 2009/10. If successful in bidding for a share of this funding, this may contribute to the Council's regeneration investment programme. This report highlights the criteria and processes which must

be adhered to in accessing this funding and identifies proposed projects for submission to the TCRF as bids.

3. DELIVERING COMMUNITY REGENERATION

3.1 The Integrated Regeneration Strategy which is appended to this report provides an understanding of the difficulties facing our communities and sets out the Council's investment programme to tackle both the symptoms of physical and economic decline and their root causes. The investment programme demonstrates that investment across a broad range of fronts is necessary.

3.2 As we move towards new implementation arrangements with our Partners through the Delivering Community Planning Action Plan, this investment programme signals the Council's absolute commitment to dealing with the economic and physical challenges prevalent in our communities. The Agenda for Action within the Integrated Regeneration Strategy provides summary information on the nature of the priorities and specific projects across two inter-related Priorities for Action:

- **Priority for Action 1 – Investing in our Communities**
- **Priority for Action 2 – Supporting our Economy**

3.3 The Strategy provides both a firm statement of support to the detailed actions contained within the Community Planning Delivering Community Regeneration Action Plan and also clear demonstration that our commitment is matched with significant investment. The Delivering Community Regeneration Action Plan will build on this investment programme and will draw together Partner agencies' investment in community regeneration priorities. This provides the vehicle for joined-up, integrated working, thereby providing greatest impact from the combined resources of Community Planning Partners.

4. THE SCOTTISH GOVERNMENT TOWN CENTRE REGENERATION FUND

4.1 The Scottish Government wants to see town centres and local high streets reach their full potential and to support local economies, particularly through these challenging economic times. The Town Centre Regeneration Fund has recently been established by the Scottish Government, making available £60million in 2009/10. Applicant organisations must ensure that their application for funding addresses the purpose of the Town Centre Regeneration Fund and that eligibility requirements are met fully. Appendix 2 to this report provides a summary of the application appraisal and assessment process and other relevant information included within the Scottish Government's Information and Guidance note on the new fund.

4.2 In addition to the information contained in Appendix 2, the following is highlighted in the Scottish Government's Information and Guidance note:

- Only one bid per organisation per town centre allowed
- Emphasis on coordinated proposals through local partnership arrangements
- All necessary planning and building consents must be in place
- All other project funds must be identified and committed

- Existing capital commitments should not be substituted by funds from the TCRF
- All TCRF funding must be claimed by March 2010
- Revenue costs arising must be identified and covered

4.3 Applications are being invited in two tranches as follows:

- **Tranche 1** – Application deadline 5 June 2009 with announcement of grant commitments up to £40m of the available fund around 30 July 2009.
- **Tranche 2** - Application deadline 21 August 2009 with announcement of grant commitments from the remaining fund of £20m around 19 October 2009.

4.4 In accordance with approved Council priorities for regeneration and given the tight timescales involved in Tranche 1 it is proposed that the following projects be put forward as bids to the Town Centre Regeneration Fund:

| Project | Total Estimated Cost | Match Funding Secured | Indicative EAC Capital Programme Allocation | Bid amount to TCRF | Applicant |
|--|----------------------|-----------------------------|---|--------------------|-----------|
| Tranche 1 Bids – Application Deadline 5 June 2009 | | | | | |
| Kilmarnock Town Centre Improvements Kilmarnock Town Centre Improvements – Environmental and streetscape improvements centred on the Kilmarnock John Finnie Street/Bank Street Outstanding Conservation Area including Sandbed Street | £1.2m | £200k (Leader’s Initiative) | £200k | £800k | EAC |
| Cumnock Town Centre Improvements - Demolition of former bingo hall, Glaisnock Street Cumnock and improved access and environmental improvements around Cumnock Town Hall | £850k | | £100k | £750k | EAC |
| Galston Town Centre Improvements – Acquisition and demolition of derelict site at Cross St/Bridge | £500k | £85k | £200k | £215k | EAC |

| | | | | | |
|---|--|--|--|--|--|
| St, acquisition and improvement of car parking to the rear of shops; landscaping to car park area to mitigate impact of flood defences. | | | | | |
| | | | | | |

5 LEGAL IMPLICATIONS

- 5.1 Proposed acquisition of properties in Galston will be undertaken in close collaboration with the Council’s Legal Service and Finance and Asset Management Service.
- 5.2 Contracts will be managed in accordance with the Council’s Standing Orders for Contracts.

6 FINANCIAL AND PERSONNNEL IMPLICATIONS

- 6.1 The Integrated Regeneration Strategy draws together summary information on a range of investment programmes previously approved by the Council into a single report to focus the priorities and projects being implemented in support of Delivering Community Regeneration. In addition to staffing resources, a total investment package of £224.758m is being implemented under Priority for Action 1: Investing in our Communities and significant projects and programmes are being delivered under Priority for investment 2: Supporting our Economy.
- 6.3 An important aspect for consideration for projects being committed through Developer Contributions, the Renewable Energy Fund and the TCRF will be any consequential revenue implications arising from such projects. Where there are revenue implications, these will be identified and accounted for.
- 6.4 Project costs highlighted in the table at paragraph 4.4 are estimated at this stage. Further work will be required to develop project proposals and associated costs. An indicative financial allocation from the regeneration funds approved through the Council’s Capital Programme 2009-2019 has been highlighted against each proposed project. Subject to approval of specific project bids through the TCRF, it is proposed that the Capital Programme be rephased to commit funding in 2009/10 in line with the table at paragraph 4.4.
- 6.5 If successful in attracting additional investment through the Scottish Government’s Town Centre Regeneration Fund, management and monitoring of expenditure would be undertaken in accordance with both the Scottish Government and the Council’s financial procedures.

7 RISK MANAGEMENT IMPLICATIONS

- 7.1 The key risk arising from this report relates to the potential for projects incorporated within the Agenda for Action or any projects approved under the Town Centre Regeneration Fund not to proceed as anticipated. In relation to the TCRF, the accelerated timescale of the Fund adds further pressure to deliver projects and claim grant by the end of March 2010. Whilst clarification is required on whether projects must be implemented fully prior to drawing funding down, it is clear that the projects included within the Council's bid must be carefully selected to comply with the timescales and other criteria set by the Scottish Government. Regular review and monitoring of progress will assist in mitigating this risk.

8 COMMUNITY PLANNING IMPLICATIONS

- 8.1 The investment programme included within the Agenda for Action, will contribute towards meeting the aims and aspirations of the Delivering Community Regeneration Action Plan. An important aspect of any bids submitted for consideration under the Town Centre Regeneration Fund is that they should have support from local partnerships. The strength of partnership arrangements within East Ayrshire should add real value to funding bids.

9 RECOMMENDATIONS

- 9.1 Cabinet is asked to note the terms of report.
- 9.2 In terms of the proposed Integrated Regeneration Strategy Cabinet is asked to:
- (i) approve the Integrated Regeneration Strategy appended to this report as a basis for coordinating the Council's investment priorities in Delivering Community Regeneration;
 - (ii) note the intention that this will provide a focus for agreeing joint priorities and projects with Partners through the development and implementation of the Delivering Community Regeneration Action Plan;
 - (iii) agree that departmental lead officers be identified for the purpose of managing the implementation and monitoring of projects within Priority for Action 1;
 - (iv) note that the investment programmes and projects included within the Agenda for Action may be amended in response to opportunities and other priorities that arise;
 - (v) note further that monitoring of achievement against the aims and objectives of the Delivering Community Regeneration Action Plan will be undertaken through existing Community Planning structures.
- 9.3 In terms of the Scottish Government's Town Centre Regeneration Fund
- (i) Agree the projects noted at paragraph 4.4 of the report and, subject to approval through the TCRF, the consequential acceleration of the Capital Investment Programme
 - (ii) In view of the terms of complying with application deadlines for the Scottish Government's Town Centre Regeneration Fund that Cabinet agree that those

matters referred to in Recommendation 9.3 (i) be implemented ahead of consideration by the Governance and Scrutiny Committee on the grounds of urgency as the call-in process would prevent the timeous submission of the applications.

- 9.4 To note that Tranche 2 bids will be put forward for consideration at a subsequent Cabinet

Elizabeth Morton
Depute Chief Executive/Executive Director of Corporate Support
11 May 2009

BACKGROUND PAPERS

The Town Centre Regeneration Fund – Information and Guidance; The Scottish Government, April 2009

Any person wishing further information on this report should contact Karl Doroszenko on Tel No. (01563) 576751.

Implementation Officer: Alan Neish, Head of Planning and Economic Development

East Ayrshire

Delivering Community Regeneration

An Integrated Regeneration Strategy

East Ayrshire – Delivering Community Regeneration

An Integrated Regeneration Strategy

1. INTRODUCTION

- 1.1 The strength and vitality of the communities of East Ayrshire has owed much to the people living and working in them. People make places what they are and the towns and villages within East Ayrshire have proud traditions and rich and varied histories.
- 1.2 East Ayrshire has a high quality environment with good quality services, including health, education, social and leisure services and a strong community spirit. This was confirmed by the Community Planning Residents' Survey of 2008, which highlighted that 72% of respondents said that the quality of life in their town or village is good and 72% said that they had lived in East Ayrshire for over 20 years.
- 1.3 Whilst this clearly shows that there are positive aspects upon which to build, a number of factors have conspired to work against the continuing growth and prosperity of many of the area's communities, impacting not only on the lives of people, but also on the physical fabric and appearance of the places in which they live. Economic decline combines in a negative spiral with physical deterioration which can reinforce and deepen the wider decline of our communities.
- 1.4 Just as the causes of decline are varied and multi-faceted, so too must be the approach to arresting the decline and supporting people and communities to move forward. East Ayrshire Council has a key role to play in this, working with our Partners to use every means at our disposal to breathe new life into communities. Positive examples of community regeneration activity and significant investment in partnership projects such as the Dalmellington, Drongan and North West Kilmarnock Area Centres demonstrates that regeneration has been a consistent theme in the approach taken by the Council from the very earliest days.
- 1.5 Regeneration is now one of the Council's highest priorities and this commitment is supported by significant investment of resources over the long term, recognising that the scale of the difficulties facing our communities requires concerted effort over a prolonged period.
- 1.6 From April 2009, 'Delivering Community Regeneration' became one of the four key themes driving the strategic priorities of the East Ayrshire Community Planning Partnership and this is backed by detailed actions and targets against which success will be measured. As we move towards these new implementation arrangements with our Partners through the Delivering Community Planning Action Plan, this investment programme signals the

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Council's absolute commitment to dealing with the economic and physical challenges prevalent in our communities. The Delivering Community Regeneration Action Plan will build on this investment programme and will draw together Partner agencies' investment in community regeneration priorities. This provides the vehicle for joined-up, integrated working, thereby providing greatest impact from the combined resources of Community Planning Partners.

- 1.7 Much is being achieved, but much remains to be done and this Integrated Regeneration Strategy sets out the Council's investment priorities in support of the actions and workstreams that will deliver on the commitment to Delivering Community Regeneration. The coordination of the Council's and its Partners' activities in regenerating our communities will be driven through the Delivering Community Regeneration Action Plan, thereby continuing to ensure commitment at the highest levels within East Ayrshire Council and our Partner organisations.
- 1.8 Every Council service has a part to play in the regeneration of our communities. As the largest employer in East Ayrshire, the Council provides direct employment for around 7,000 people and significant indirect employment through its use of local services and suppliers. Council services touch the daily lives of thousands of our residents and the Council has a wide range of responsibilities which shape and influence the circumstances of our people.
- 1.9 All of this highlights the need for an integrated approach to the regeneration of our communities. This Integrated Regeneration Strategy demonstrates that investment across a broad range of fronts is necessary if we are to tackle the causes and the symptoms of physical and economic decline. Our delivery of the actions contained in the Community Planning Delivering Community Regeneration Action Plan also recognises the complex and inter-related relationship between physical, social and economic factors.
- 1.10 This Integrated Regeneration Strategy is not intended to replace existing strategies, such as for example, the Economic Strategy, the Tourism Strategy or the local and strategic land-use planning strategies, but rather to highlight how when combined in their focus and effort, they can achieve more than if seen in isolation. The Strategy provides both a firm statement of support to the detailed actions contained within the Community Planning Delivering Community Regeneration Action Plan and also clear demonstration that our commitment is matched with significant investment programmes. It is intentionally short on words and long on action and the Agenda for Action which is attached to the Strategy highlights the investment by which the Council with its Partners will deliver on our commitment to Delivering Community Regeneration.

2. COMMUNITY REGENERATION – THE ECONOMIC, SOCIAL AND PHYSICAL BACKGROUND

- 2.1 This section of the Integrated Regeneration Strategy provides summary analysis of the range of statistical and other information available which provides a picture of the current economic and physical situation within East Ayrshire.
- 2.2 East Ayrshire covers an area of around 127,033 hectares and is bordered by North Ayrshire, South Ayrshire, East Renfrewshire, Renfrewshire and South Lanarkshire. The area is well served by strategic road connections, linking in to the Glasgow conurbation and the national motorway network. The rail line running north/south through East Ayrshire via Kilmarnock and connecting Glasgow with Dumfries is currently being upgraded to increase service capacity. Glasgow Prestwick Airport is located within 20 minutes driving time of Kilmarnock and is easily accessible by the strategic roads network. East Ayrshire is, therefore, well connected to national transport infrastructure and this is a positive aspect for the future prosperity of the area.
- 2.3 **East Ayrshire's population** is around 119,400 residents living in 23 towns and villages and surrounding rural areas. The largest centre of population is Kilmarnock in the north of the area, with a population of approximately 44,000 and in the southern area, the largest town is Cumnock with a population of approximately 9,000. The following provides a summary of key population trends for East Ayrshire:
- The population has been shown to be both declining and ageing in recent years. The population decreased by 0.6% over the period 2001-2007, faster than the decline in the West of Scotland (-0.1%) and in contrast to a small increase across Scotland (1.6%) (Source: General Register Office for Scotland based on 2007 Mid Year estimates).
 - Based on the latest available estimates, the population is expected to fall significantly between 2006 and 2021 (-1.6%). This compares with an expected 4.1% increase nationally over the same period.
 - The local working age population is also projected to fall by 3.8% between 2006 and 2021 compared with an increase for Scotland (+3.0%). These statistics are compounded by the fact that the direction of population change varies across age bands; there is expected to be a decline in ages 0-49, while the 50 to retirement age band is projected to rise, continuing the increase in the ageing population of East Ayrshire. (Source: General Register Office for Scotland based on 2006 data.)
 - Population projections show a decline in total population to 116,004 by 2026 when 29% of the population will be 65 or over compared to 17% at this time.
- 2.4 **The East Ayrshire economy** has been, and continues to be, affected adversely by the historic decline of deep mining and manufacturing industries. Although there is now a smaller manufacturing industry in the local area, it is anticipated that this sector will further decline by 2017 (29%), in line with both

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- UK and Scottish trends (27% and 28% respectively). As a result of the current economic downturn, this has been compounded by over 300 job losses in the local manufacturing industry announced in the first two months of 2009. It had been anticipated that there would be around 2,000 new jobs by 2017; however unemployment is expected to increase in the current economic crisis. (Source: Slims Labour Market Statement, December 2008).
- 2.5 In addition, the declining number of jobs available in East Ayrshire will worsen the job density for the local area (0.69 jobs per working aged person), which was already low in comparison to Scotland (0.91). At December 2008, the unemployment rate was the third highest in Scotland, at 4.6% compared with the national average of 3.0%. This average masks significantly higher levels of unemployment and deprivation in communities across the area. (Source: NOMIS – claimant count rates and proportions, February 2009). By January 2009, the unemployment rate in East Ayrshire had increased to 5%, compared to 3.4% in Scotland. This trend is expected to continue.
- 2.6 The business and industry profile of East Ayrshire is characterised by under-representation of service, technology and business industries; a legacy of brownfield and despoiled land generally unsuited for the needs of modern companies; and increased commuting to the Glasgow conurbation.
- 2.7 The following additional statistics provide further insight into the issues facing the local economy:
- East Ayrshire rates of business start up are significantly below the Scotland average (the rate for new VAT registrations per 10,000 adults in East Ayrshire in 2007 was 23 compared to a rate for Scotland of 35)
 - East Ayrshire rates for employment are below Scotland but have been increasing in line with the Scottish trend (the percentage of working age people in employment in 2007 in East Ayrshire was 70.9% compared to 75.7% for Scotland)
 - 84% of school leavers in East Ayrshire entered a positive destination (into education, employment or training) in 2007/08, compared to 86% in Scotland; over 19% of school leavers in East Ayrshire entered employment, compared to over 25% in Scotland.
(Source: Destinations of Leavers from Scottish Schools; 2007/08)
- 2.8 The current recessionary difficulties facing national and international economies are affecting the East Ayrshire economy and are manifest most particularly in the retail sector, but are also affecting businesses in the manufacturing sector. In common with other areas, the impact of the economic downturn in the restriction of credit is significantly slowing construction activity on new housing developments, with consequential impacts on employment in the construction industry. The continuation and potential deepening of these difficulties presents additional challenges in moving forward with the regeneration of communities within East Ayrshire.

2.9 Levels of **poverty and deprivation in East Ayrshire** as a whole are significantly higher than the Scottish average. Figures for May 2008 demonstrate that compared to other authorities in Scotland, as a proportion of the relevant population, East Ayrshire has the:

- second highest equal proportion of lone parents claiming benefit (February 2006);
- third highest proportion of unemployed people claiming benefit (December 2008);
- third highest proportion of carers claiming Carers Allowance (May 2008);
- sixth highest proportion of people claiming Pension Credits (May 2008);
- sixth highest equal proportion of people claiming Disability Living Allowance (May 2008);
- seventh highest proportion of population claiming Income Support (May 2008);
- eighth highest proportion of people claiming Incapacity Benefit (May 2008); and
- eleventh highest equal proportion of households claiming Housing Benefit (November 2007).

(Source: Department for Work and Pensions.)

2.10 The Scottish Index of Multiple Deprivation (SIMD) 2006 highlights that 18% (approximately 1 in 5) of East Ayrshire residents live within the top 15% most deprived areas in Scotland and we have the eighth largest proportion of population categorised as most deprived. In addition, East Ayrshire has eight local areas assessed as among the 5% most deprived areas in Scotland and forty local areas in the 20% most deprived areas. (Source: Scottish Index of Multiple Deprivation 2006, Scottish Executive, October 2006).

2.11 The **physical environment in East Ayrshire** has much to offer residents and visitors to the area. However, economic issues and in particular the decline in manufacturing and extraction industries has had a negative effect on a number of our towns and villages. Shifting development patterns and changing retail needs have, like many other areas in Scotland, led to a number of empty and run-down properties on our main streets which can make the area look unattractive.

2.12 The intrinsic quality of the towns and villages in East Ayrshire is highlighted by the fact that we have 24 Conservation Areas (7 of which are Outstanding) and 745 Listed Buildings. However, we also have a significant challenge in tackling the physical issues that are no more apparent than in the 210 vacant and derelict buildings in the town centres of East Ayrshire.

2.13 Improvements to the public realm in the streets and spaces that surround the buildings within towns and villages can also make an important contribution to the local environment and raise civic pride. Investment in maintenance and

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cleaning programmes within town centres also assists in making them attractive to residents and visitors and supports their viability as retail centres.

- 2.14 The rural environment of East Ayrshire makes a significant contribution to the area and significant scope exists to maximise the potential for its enjoyment by residents and visitors.

3. COMMUNITY REGENERATION – THE POLICY BACKGROUND

- 3.1 In many ways the plight of communities in East Ayrshire is not unique and similar problems of economic and physical decline are apparent in other areas also. It is clear that the causes of decline are not entirely contained within the physical boundaries of East Ayrshire and, similarly, not all of the solutions can be found without reference to wider national policy and priorities. The following, therefore, were integral to setting the context and priorities detailed in this Integrated Regeneration Strategy:

- Scottish Government Economic Strategy
- East Ayrshire Economic Development Framework
- National Planning Framework 2
- Ayrshire Joint Structure Plan
- East Ayrshire Local Plan
- East Ayrshire Community Plan
- East Ayrshire Community Planning Single Outcome Agreement
- Strategic Transport Projects Review
- East Ayrshire Strategic Housing Investment Plan
- East Ayrshire Children and Young People's Service Plan 2008-11
- East Ayrshire Local Housing Strategy
- East Ayrshire Tourism Strategy and Action Plan

- 3.2 Whilst it is important to understand the contribution each of the main strands of the wider regeneration agenda make towards the support and promotion of community regeneration, in East Ayrshire the Community Plan is the Sovereign Planning document and, as such, together with the Community Planning Partnership Single Outcome Agreement, it should be our single point of reference for all regeneration activity. Community Planning themes link directly with Local Outcomes, which link to National Outcomes and thereby ensure a common thread between local and national priorities.

- 3.3 In recent years the Scottish Government has emphasised the need to create a prosperous Scotland through sustainable growth and the regeneration of communities. To this end a number of strategies and policy statements have been produced, of which the Government's Economic Strategy and Regeneration Strategy are the overarching drivers for community regeneration.

- 3.4 The delivery of the Single Outcome Agreements (SOA) indicates how the Council will achieve the Scottish Government's five Strategic Objectives which are designed "to focus Government and public services on creating a more

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successful country, with opportunities for all of Scotland to flourish, through increasing sustainable economic growth.” Specifically these are:

- **Wealthier and Fairer** – Enable businesses and people to increase their wealth and more people to share fairly in that wealth;
- **Smarter** – Expand opportunities for Scots to succeed from nurture through to life-long learning ensuring higher and more widely shared achievements;
- **Healthier** – Help people sustain and improve their health, especially in disadvantaged communities, ensuring better, local and faster health care;
- **Safer & Stronger** – Help local communities to flourish, becoming stronger, safer places to live, offering improved opportunities and a better quality of life;
- **Greener** – Improve Scotland’s natural and built environment and the sustainable use and enjoyment of it.

- 3.5 The Scottish Government’s strategies identify **regeneration** as a crucial part of economic growth. The decline in traditional industries with consequent high levels of unemployment, deprivation and depopulation that has taken place across East Ayrshire in the past is specifically highlighted.
- 3.6 The Scottish Government recognises the important contribution made by Scotland’s town centres to the achievement of its purpose of increasing sustainable economic growth. Town centres are seen as a key element of the economic and social fabric of the nation, acting as centres of employment and services for local communities and a focus for civic activity. The Scottish Government wants to see town centres reach their full potential and to support local economies, particularly through these challenging economic times. A Town Centre Regeneration Fund has recently been established by the Scottish Government, making available £60million in 2009/10. If successful in bidding for a share of this funding, this may contribute to the Council’s regeneration investment programme.
- 3.7 **National Planning Framework 2**, published in December 2008, aims to guide the spatial development of Scotland up to 2030 and sets out the Government’s strategic development priorities. In relation to Ayrshire, NPF2 seeks to enhance Ayrshire’s role as Scotland’s western gateway and encourages improvements to linkages between Ayrshire and the central belt. In terms of regeneration, NPF2 highlights the need for Kilmarnock to establish a new economic role and indicates that action is needed to regenerate and improve the environmental quality of the former mining areas of East Ayrshire.
- 3.8 The **Ayrshire Joint Structure Plan** outlines the strategic planning policies for Ayrshire. One of the key aims of the Joint Structure Plan is to stabilise the population of Ayrshire by 2025. The Joint Structure Plan places significant emphasis on regeneration and identifies Kilmarnock as the major town in East Ayrshire in terms of attracting new development and investment. Stewarton, Auchinleck, Galston, Dalmellington and Cumnock are identified as service centres.

- 3.9 The **East Ayrshire Local Plan Alteration**, which is currently being progressed, will, together with the Joint Structure Plan, form the primary planning document used to guide spatial development. The primary strategic aim of the Local Plan Alteration is ‘to promote sustainable development, to maximise the economic potential of East Ayrshire and to improve the quality of life of its residents’. The Local Plan Alteration reflects the regeneration priorities of both NPF2 and the Joint Structure Plan, by establishing Kilmarnock as the focus for large scale development and encouraging the regeneration of smaller settlements.
- 3.10 Recent improvements in transport infrastructure via the M77 and improved rail links to Glasgow have provided East Ayrshire with an important advantage which allows the area to become more fully integrated into the Glasgow city region and wider economy of the central belt. There is now a clear opportunity to feed into and share the potential of regeneration activity in the Clyde corridor in order to combat the previous decline suffered across East Ayrshire. Improvements to the A70 and A71 routes, including the construction of a Mauchline bypass, would also improve east/west links between East Ayrshire and the M74.
- 3.11 In conjunction with infrastructure improvements, East Ayrshire’s proximity to Prestwick and Glasgow Airports provides the opportunity for the area to begin to fulfil its potential of being part of the Western Gateway for Scotland.
- 3.12 Other strategic policy areas covering, for example, housing investment and investment in educational services also provide a direct and important contribution to the well-being and long term regeneration of communities. This is recognised through the inclusion of such investment priorities within Priority for Action 1: Delivering Community Regeneration.

4. DELIVERING COMMUNITY REGENERATION

- 4.1 The challenges are clearly significant, but with commitment and investment, the Council and its Partners can and will take concerted action to regenerate the communities of East Ayrshire.
- 4.2 The new **Delivering Community Regeneration Action Plan**, which is currently being agreed by the Council and its Community Planning Partners, will link directly to national economic and regeneration objectives. The Delivering Community Regeneration Action Plan updates, builds upon and effectively merges the current Improving the Environment and Improving Opportunities Action Plans.
- 4.3 The Delivering Community Regeneration Action Plan identifies the following key challenges:
- the appearance of our towns and town centres and dereliction;
 - the need to sustain and support the development of existing businesses;

- the need to support the development of new businesses in the area, either as “start-up” or by business location into the area;
- understanding employment needs and the local skills base and tailoring our employability programmes to them;
- developing sustainable housing solutions;
- the need to promote tourism and culture and leisure offerings;
- promoting transport solutions to all parts of the council area;
- supporting early education and childcare linking this to employment and training opportunities as a key part of the economic infrastructure;
- the challenge of breaking intergenerational cycles of poverty and inequality in early years; and
- continuing to protect our environment and responding to climate change.

4.4 The aims and aspirations for the new Action Plan seek to respond directly to these challenges:

Delivering Community Regeneration – Our Aspiration

To realise the full economic, physical and social potential of East Ayrshire’s communities by sustainable regeneration to create well designed and sustainable places in which to live, work and enjoy.

Delivering Community Regeneration – Our Aims

- Regenerate our town centres and villages and deal with run-down areas
- Grow and support new and existing businesses including the social economy
- Develop employability initiatives including within the social economy
- Grow tourism and increase visits and participation in cultural and leisure activities
- Promote transport solutions for East Ayrshire, particularly rural areas, ensuring that good quality affordable choices are available
- Support the provision of sustainable housing solutions
- Protect, conserve and enhance the natural environment
- Mitigate against and adapt to the negative effects of climate change
- Support parents and carers, communities, service providers and agencies to break intergenerational cycles of poverty and inequality and poor outcomes in and through early years.

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5.1 The Agenda for Action which is appended to this strategy highlights 2 Priorities for Action:

Priority for Action 1 Investing in our Communities

Priority for Action 2 Supporting our Economy

5.2 These Priorities for Action and the associated investment plans are integral aspects of this Integrated Regeneration Strategy and are a signal of East Ayrshire Council's intent in focusing its priorities and resources on the regeneration of our communities. These investment programmes align with and directly support the actions contained within the Community Planning Delivering Community Regeneration Action Plan, which in turn demonstrates the clear linkages to National Outcomes within the Single Outcome Agreement and other themes within the East Ayrshire Community Plan.

5.3 The 2 Priorities for Action, Investing in our Communities and Supporting our Economy, together seek to tackle the issues set out in Section 2 of this strategy. Whilst these are presented as two separate sets of priorities, they are in fact interdependent. What is also clear from the previous analysis is that the causes and impact of physical and economic decline are many and varied and the action necessary to ameliorate them, similarly, has to be wide ranging. The projects and investment detailed in the Agenda for Action respond to this and cover a wide range of matters that impact on many aspects of the daily lives of the people in our communities.

5.3 Additional priority projects will emerge as other needs are identified and addressed and the investment programmes will respond to the needs and opportunities that arise. As such, the investment programmes contained within the Agenda for Action is a starting point, albeit a significant one. This will be built upon not only through Council resources, but also through those of our Partners. It is the intention that this Integrated Regeneration Strategy will provide an important point of reference when the Council is setting its capital expenditure priorities. Additionally, the clarity of purpose, clear linkages to national and local policy priorities and significant funding commitments set out in this Integrated Regeneration Strategy, will provide confidence for external funding agencies in investing in the various projects and programmes incorporated within the strategy.

5.4 Importantly, as we move towards new implementation arrangements with our Partners through the Delivering Community Regeneration Action Plan, this Integrated Regeneration Strategy signals the Council's absolute commitment to dealing with the economic and physical challenges prevalent in our communities. This also becomes a focus for discussion with key Partners in determining how funding can be prioritised and pooled where appropriate to support our commitment to Delivering Community Regeneration.

5.5 The investment programme highlighted under Priority for Action 1: Investing in our Communities is drawn from three principal sources:

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- **Capital Investment Programme** (2009/10 to 2018/19) Strategic Projects
- **Priority Projects** attracting funding beyond the new Capital Investment Programme
- **Developer Contribution Projects**

5.6 The **Capital Investment Programme** (2009/10 to 2018/19) was approved at the 11 February 2009 meeting of Cabinet and sets out investment priorities totalling £200m. In addition to specific physical regeneration projects, the Capital Investment Programme outlines a wide range of core strategic projects that will directly support and contribute to the achievement of Delivering Community Regeneration, including 'Better Schools. Better Learning', the Roads and Infrastructure Capital Programme and the delivery of Sports, Leisure and Cultural Facilities.

5.7 A significant aspect of the investment priorities agreed by the Council is the physical regeneration of Kilmarnock and Cumnock Town Centres, as the two main towns in the north and south of the Authority respectively. Investment for physical regeneration of 'hotspots' has also been confirmed. A total allocation for physical regeneration of £37.693m has been agreed as follows:

- £21m for projects linked to the regeneration of Kilmarnock town centre,
- £11.693m for the regeneration of Cumnock town centre and;
- £5m for additional regeneration projects/priorities.

5.8 A range of **Priority Projects** also currently attract funding and make a direct and significant contribution to community regeneration. These projects vary in their funding sources, including committed capital investment or forming part of wider funding packages secured through Partner agencies or through external funding sources.

5.9 **Developer contributions** supplement existing or provide new infrastructure, facilities, amenities or community initiatives identified by the Council as being required to meet the needs of residents. Such monies provide substantial complementary investment, directly contributing to the regeneration of an area. The Cabinet on 24th October 2007 agreed that developer contributions should be directed towards the provision of:

- Education infrastructure
- Transportation infrastructure
- Community facilities
- Recreation and green space initiatives; and
- Town Centre improvement projects.

5.10 Subsequent refinements to this approach were agreed at a special Cabinet meeting on 2nd July 2008 and, as a result, five developer contribution funds are to be established. These funds relate to Kilmarnock Core Area, Glasgow Link

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Corridor, Irvine Valley Corridor, Cumnock Corridor and Doon Valley Corridor and provide strong support for the Council's own Capital Investment programme priorities as highlighted in paragraph 5.5 above. Prioritisation of resources becomes even more crucial given that Developer Contributions are dependent on private sector housebuilding, which is affected by the current economic downturn and in turn will impact on overall investment levels. Additionally, in light of the economic downturn measures such as flexible methods of payment of Developer Contributions may have to be considered and this would impact on the phasing of contributions.

- 5.11 The Council has agreed to establish a Renewable Energy Fund into which commercial windfarm applicants will be required to contribute at a standard rate of £2,500 per megawatt of installed capacity per annum, index linked to 1 January 2008. For a period of 10 years from the commencement of construction work, all such contributions will be directed to local community environmental projects within 10 km of the boundary of the windfarm. Thereafter, 50% of contributions will be directed towards local projects and the remaining 50% will be reserved for use in the wider East Ayrshire area. The Renewable Energy Fund will provide another important source of funding for community regeneration projects.
- 5.12 The Agenda for Action which is appended to this strategy draws together each of the three primary sources of funding under Priority for Action 1: Investing in our Communities. This has been collated against each of the relevant settlements and demonstrates the significant investment being made and the reach of this investment into communities across East Ayrshire. It is important to note that clear governance arrangements are in place to manage and account for capital projects and that projects are subject to the application of robust option appraisal processes.
- 5.13 Priority for Action 2: Supporting our Economy connects the strategic aims of the Economic Development function to the range of supports available to promote business development and wider economic regeneration. Investment programmes are highlighted under the relevant areas of support and together they provide access to advice and financial support.

6 COMMUNITY REGENERATION—PHYSICAL REGENERATION PRIORITIES

- 6.1 The total allocation of £37.693m included in the Council's new Capital Investment Programme for physical regeneration will attract significant levels of match funding. For example, the £500k commitment from the Council's General Fund Revenue Balance agreed at the 24 October 2007 meeting of the Cabinet was a part of a wider package of funding that will result in a total investment of over £18m in the historic core of Kilmarnock Town Centre.
- 6.2 The Restoring Communities Programme is an integral part of community regeneration in East Ayrshire. The programme involves preparing and establishing sustainable regeneration projects, with the involvement of local

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communities. A three tier approach to regeneration had been adopted by the Restoring Communities Programme:

- a **'strategic'** approach - Kilmarnock and Cumnock Town Centres,
- a **'whole town'** approach including New Cumnock, Catrine, Auchinleck and Galston and;
- a **'site specific'** approach for particular projects e.g. individual buildings

6.3 This focuses investment in regeneration projects and ensures that resources are deployed in a targeted and planned way. At the same time, this approach provides scope for regeneration 'hotspots' to be tackled and for the overall investment programme to be flexible to address new or emerging priorities.

6.4 The Ayrshire Joint Structure Plan outlines the strategic planning policies for Ayrshire. One of the key aims of the Joint Structure Plan is to stabilise the population of Ayrshire by 2025. The Joint Structure Plan places significant emphasis on regeneration and identifies Kilmarnock as the major town in East Ayrshire in terms of attracting new development and investment. Stewarton, Auchinleck, Galston, Dalmellington and Cumnock are identified as service centres.

6.5 Physical regeneration project investment will also seek to respond to regeneration 'hotspots', such as for example Shortlees Neighbourhood Retail Centre, where a number of factors may contribute to decline, including:

- Significant numbers of vacant buildings falling into a state of decay
- Lack of investment
- Clear need demonstrated through indices of multiple deprivation
- Economic factors
- Substantial depopulation or an imbalance in the demographics of the area

6.6 Additionally it is recommended that towns or areas which lend themselves to joint ventures or geographic initiatives with neighbouring towns such as those neighbouring Galston or Cumnock should also be given consideration.

6.7 The Council's approach to regeneration within town centres is wholly consistent with the approach being advocated by the Scottish Government through the new Town Centre Regeneration Fund and opportunities to maximise the impact of this fund within East Ayrshire will be explored fully.

7 COMMUNITY REGENERATION – SUPPORTING OUR ECONOMY

7.1 Priority for Action 2: Supporting Our Economy draws upon the priorities and actions set out in the Draft Economic Development Framework and Tourism Action Plan. As is the case for all other strategic policy documents upon which this Integrated Regeneration Strategy draws, these strategies will have a status

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in their own right. There is, however, a close synergy between both strategies and the Delivering Community Regeneration Action Plan.

- 7.2 The implementation of specific economic programmes around geographic areas can assist regeneration through partnership working, leveraging in additional funding or expertise. A prime examples of where this kind of partnership working can maximise benefits to a local area is in the Cumnock/Auchinleck area where existing tourist attractions (Dumfries House, Barony A Frame) can be linked with other visitor destinations in the wider area, such as the Burns House in Mauchline and Auchinleck House, to strengthen the appeal of the location, attract additional funding and have a substantial impact on employment levels directly or in terms of support businesses. Loch Doon presents a similar opportunity and it would be the intention that the current Dalmellington Partnership be reviewed to ensure that all such opportunities are maximised fully. Marketing and Promotion of the East Ayrshire tourism product through the development and implementation of a comprehensive marketing plan is an agreed action in the East Ayrshire Tourism Strategy and Action Plan and will be key to positioning East Ayrshire as a tourism destination.
- 7.3 Similarly, housing development by either private or social developers, can stimulate the local economy, provide opportunities for support businesses and provide a basis for regeneration.
- 7.4 The East Ayrshire Strategic Housing Investment Plan (recently submitted to the Scottish Government) and work to prepare an updated East Ayrshire Local Housing Strategy for the period 2011 to 2016 will make a valuable contribution to delivering regeneration. To this end it will be necessary to strengthen links with housing partners to ensure that the regeneration activities taken forward are well planned and co-ordinated. Ensuring all agencies are aware of the interdependent relationship between regeneration and housing and promoting a role for housing organisations in regeneration activities will be instrumental in supporting the successful delivery of regeneration priorities.

8 COMMUNITY REGENERATION - MEASURING SUCCESS

- 8.1 Targets and benchmarks for measuring success are vital to ensure that the Council and its Partners demonstrate the impact of regeneration initiatives. Underpinning all of the actions contained within the Delivering Community Regeneration Action Plan is a series of Projected Outputs with timescales for their completion. These will determine the extent to which aims have been achieved in support of local and national outcome measures and will allow Community Planning Partners to monitor and respond to emerging issues.
- 8.2 Reporting on our achievement against the targets we have set ourselves will principally be through the structured monitoring arrangements process of annual reporting through the Community Planning Partnership. The currency of the Integrated Regeneration Strategy will be maintained through an annual update of the Agenda for Action.

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East Ayrshire Council

Integrated Regeneration Strategy

Agenda for Action

East Ayrshire – Delivering Community Regeneration

Priority for Action 1: Investing in our Communities

| Location | Priority Projects 2007 - 2011 | | Capital Investment Programme strategic projects 2009/10 – 2018/19 | | Developer contribution projects 2007/8 – 2016/17 | | |
|-------------------|--|---|--|--|--|--|--|
| | Project | Investment | Project | Investment | Project | Indicative Total Cost | |
| Kilmarnock | Review and implementation of the Kilmarnock town centre strategy | £5.5m (total investment phased 2006-09) | <ul style="list-style-type: none"> Town centre regeneration identified as a core strategic project in the Draft Capital Investment Programme Upgrading of the Palace Theatre and Grand Hall complex Development of new athletics facilities Improvements to Kay Park and Dean Castle Country Park through the Parks Development Programme Provision of a new Children's care home in the Kilmarnock Area Development of a New School due to the merger of Witchhill and Woodstock Schools Development of a new School, through the New Schools Building Programme. Major refurbishment of Flowerbank Nursery New bridge to replace the current footbridge and ford at the entrance to Dean Castle Construction of Rosebank Resource Centre | <p align="center">£21m</p> <p align="center">£0.4m</p> <p align="center">£3.75m</p> <p align="center">£0.8m (Parks Development Programme)</p> <p align="center">£1.5m</p> <p align="center">£6m</p> <p align="center">£9.5m</p> <p align="center">£1.75m</p> <p align="center">£1m</p> <p align="center">£1.2m</p> | <p>Kilmarnock Town Centre regeneration</p> <p>Provision of a community centre, library and outdoor recreation space at Northcraig/ Southcraigs</p> | <p align="center">£5.2m</p> <p align="center">£4.58m</p> | |
| | Opening of the Burns Monument and Genealogical centre | | | | | | |
| | Conservation Area Regeneration Scheme secured, 2007 – 2011 | | £18m (total investment in heritage regeneration projects in Kilmarnock's Outstanding Conservation Area) | | | | |
| | Townscape Heritage Initiative secured, 2008 – 2013 | | | | | | |
| | Floodlighting | | | | | | |
| | | | | | | | |
| Cumnock | Development and | | <ul style="list-style-type: none"> Town centre regeneration identified as a core | £11.693m | Cumnock Town | £1.120m | |

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| | <p>implementation of the Cumnock town centre masterplan</p> <p>Implementation of Cumnock Office Development</p> <p>Development of a regeneration strategy, through the Enquiry by Design Process conducted by The Prince's Foundation for the Built Environment</p> <p>Development of the Knockroon development by the Prince's Foundation</p> <p>Conservation Area Regeneration Scheme secured 2009-2014</p> | | <p>strategic project in the Draft Capital Investment Programme</p> <ul style="list-style-type: none"> • Refurbishment of the Baird Institute • Development of a new School to support Knockroon, through the New Schools Building Programme. • Netherthird Community Facilities | <p>(total investment 2007-2019 £13.969m)</p> <p>£0.40m</p> <p>£9.5m</p> <p>£0.2m (total investment of £1.5m)</p> | <p>Centre regeneration</p> <p>Refurbishment of Woodroad Park</p> | <p>£0.5m</p> |
| <p>New Cumnock</p> | <p>Development of a regeneration strategy, through the Enquiry by Design Process conducted by The Prince's Foundation for the Built Environment</p> | | <ul style="list-style-type: none"> • Review of New Cumnock Primary School and Community Facilities as part of the Better School: Better Learning Strategy) | <p>£8m</p> | <p>Provision of community facilities</p> | <p>£3.5m</p> |
| <p>Auchinleck</p> | <p>Development of a regeneration strategy,</p> | | <ul style="list-style-type: none"> • Development of a Resource Centre identified | <p>£0.956m</p> | <p>Up-grading of school sports facilities</p> | <p>£0.5m</p> |

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| | through the Enquiry by Design Process conducted by The Prince's Foundation for the Built Environment Delivery of community projects by Auchinleck Community Development Initiative | £0.060m | | | | |
| Catrine | Progression of the Catrine Environmental Heritage Project | £0.05m | | | Refurbishment of sports pavilion | £0.5m |
| Mauchline | Development of a regeneration strategy, through the Enquiry by Design Process conducted by The Prince's Foundation for the Built Environment Development of a bypass and new rail halt, promoted through the Local Plan and subsequent developer contributions | | | | Provision of Mauchline By-pass Provision of new indoor sports facilities | £9m £2.625m |
| Galston | Repair and re-use of key town centre properties | £0.02m | <ul style="list-style-type: none"> • Refurbishment of Local Office and Social Work Office • Provision of new community education facilities | £1.6m £1.5m | Improvements to Western Road Pavilion | £0.4m |
| Stewarton | | | <ul style="list-style-type: none"> • Provision of new indoor sports facilities | £4.3m | Stewarton Academy | £2.585m |

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| | | | <ul style="list-style-type: none"> • Development of a Park and Ride Facility • Stewarton Townhouse Refurbishment • Stewarton Academy Facilities | <p>£0.14m (total investment £0.7m)</p> <p>£0.2m (total investment £0.4m)</p> <p>£0.044m (total investment £3.560m)</p> | <p>Extension (Corridor wide investment project with the exception of Fenwick)</p> <p>Up-grading of B778 Fenwick to Stewarton Road</p> | £1.4m |
| Muirkirk | | | <ul style="list-style-type: none"> • Strategic Road Improvement Scheme included within the Roads and Infrastructure Capital Programme, to improve connectivity with M74 | Part of the £44m, 10 year Roads and Transportation Capital Programme | Improvements to pitches at Victory Park | £0.050m |
| Patna | | | <ul style="list-style-type: none"> • Production of an Options Appraisal to assess options for co-location of primary schools. Potential to integrate with other Council services. | £9m (set aside for co-location of Patna and St Xaviers Primary School) | Improvements to leisure facilities | £0.150m |
| Darvel | Darvel Coop Feasibility Study | £0.02m | <ul style="list-style-type: none"> • Major refurbishment of Darvel Primary School | £3m | Refurbishment of Morton Park | £0.250m |
| Hurlford | | | <ul style="list-style-type: none"> • Replacement of Hurlford Day Care | £2.5m | Improvements to Richardson Park | 0.1m |
| Crosshouse | | | <ul style="list-style-type: none"> • Development of Crosshouse Resource Centre | £0.7m (total investment £3.805m) | | |
| Dalmellington | | | | | Replacement sports pavilion | £0.250m |
| Dalrymple | | | | | New indoor sports facilities | £2.625m |

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| Crookedholm | | | | | Improvements to Crookedholm Park | £0.5m |
| Fenwick | | | | | Improvements to Fenwick Sport Pavilion | £0.150m |
| Kilmaurs | | | | | Extension/new park and ride facility | £0.3m |
| Drongan | | | | | Expansion/refurbishment of games hall | £0.5m |
| Newmilns | Newmilns Townscheme Improvement Repair Grants for Main St Conservation Area | 0.02m | | | | |
| Council-Wide Investment | | | <ul style="list-style-type: none"> • Investment across East Ayrshire communities through 10 year Roads and Transportation Capital Programme. • Public Art Initiative • New sports pavilions • Play Park Investment Programme • Schools Estate Refurbishment • Cemeteries Extension • Core Paths Plan • Regeneration • Flood Prevention • Development of Telecare | £44m £0.2m £1.2m £0.795m £9.625m £0.4m £0.15m £5m £0.5 £0.1m | Corridor Wide Improvements: <ul style="list-style-type: none"> • Irvine Valley – Improvements to A71 • Doon Valley – Improvements to A713 | £1m £0.7m |
| Total Investment | | £23.67m | | | £162.603m | £38.485m |
| Total Cumulative Investment £224.758m | | | | | | |

Priority for Action 2: Supporting Our Economy

| Our Aim | Our Focus | Providing Support | Investment |
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| Business Support | | | |
| <p>To provide advice and funding support to businesses which make a contribution to the economy, to support their continued viability and where appropriate, their growth aspirations.</p> | <ul style="list-style-type: none"> • Businesses which are significant employers (or have the potential to be) within East Ayrshire; • Businesses which employ in excess of 2 people and which do not fall within the parameters of direct support from either Scottish Enterprise or Business Gateway; • Businesses with a significant impact in their local area, in terms of employment or service provision • Businesses with demonstrated growth potential in turnover, asset base or employment; • Businesses involved in or contribute to the development of tourism in East Ayrshire; • Businesses contributing to the diversification and sustainability of the rural areas of East Ayrshire ; • Businesses operating in the social economy sector, or projects which have the potential to develop into sustainable business ventures, operating on a social enterprise model; | <ul style="list-style-type: none"> • Business review and identification of business priorities and requirements; • Advice and signposting to appropriate forms of support and assistance • Assist businesses to apply for and maximise the amount of funding which can be secured for business development funding packages, from commercial funding organisations and other public sector sources • Loan funding through the West of Scotland Loan Fund to contribute towards new funding packages for consolidation or growth, capital investment or working capital; • Grant funding to support higher risk elements of funding requirements , within the context of an overall funding package; • Grant funding to support collaborative financial packages which lever significant funding from external sources; | <p>Loans of up to £30,000 for new start businesses and business trading less than 2 years and loans of up to £50,000 for businesses trading for 2 years or more</p> <p>Business Grants budget 2008/09 of £186,000. Grants of up to £30,000 can be approved in terms of the Scheme of Delegation. Grants are always a contribution towards the costs of an approved business development project and do not exceed 50%. Typically individual Business Grants are in the order of up to £5,000</p> |

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| | <ul style="list-style-type: none"> • Businesses which contribute to the “renewables agenda” | <ul style="list-style-type: none"> • Grant funding to support the transition between one stage of business activity and subsequent higher levels of activity; • Grant funding to support collaborative projects within a sector of business activity; • Grant funding to support collaborative projects involving businesses within a focussed geographical area; • Monitoring of impact and effectiveness of business support interventions and associated development of future engagement with and support to client businesses. | |
| Tourism | | | |
| <p>d To develop the tourism product within East Ayrshire, the marketing of it and the impact which the tourism industry has on the economy in terms of increasing visitor numbers, duration and frequency of visits, expenditure and employment .</p> | <ul style="list-style-type: none"> • Existing businesses in all tourism industry sectors which provide attractions and services for tourists and visitors – food & drink, accommodation, entertainment, visitor attractions; • Businesses, individuals and communities which have the potential and capacity to develop ideas, assets and facilities into viable and attractive visitor products; • Event promoters and organisers where the event has the capacity to attract people to visit East Ayrshire; • Agencies with a remit for the development of tourism – particularly VisitScotland; | <ul style="list-style-type: none"> • Implement the Tourism Strategy and Action Plan , once agreed; • Development and implementation of initiatives to raise awareness within the tourism industry and in local communities of the breadth and extent of the “tourism product” which East Ayrshire has to offer visitors and local people; • Development and implementation of marketing initiatives to promote East Ayrshire as a destination for tourist and visitors; • Engagement with other national and local agencies to ensure adequate and appropriate representation for East | <p>Budget in 2008/09 of £36,500. Used principally to support the cost of collaborative projects.</p> <p>Tourism businesses also eligible to receive loan funding support through the West of Scotland Loan Fund and grant funding through the Business Grants budget</p> |

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| | <ul style="list-style-type: none"> • Tourism industry groupings through which visitors can be attracted to the area. | <p>Ayrshire in the development and implementation of national and international marketing initiatives and strategies which set East Ayrshire within a wider geographical context or within a specific product marketing context;</p> <ul style="list-style-type: none"> • Supporting the development of new “tourism products” within East Ayrshire; • Encouragement of effective collaboration within the tourism industry to integrate the product offered to tourists and visitors and thereby secure added benefit for the economy; • Provision of specialist advice to tourist industry businesses; • Identification of specific business development needs and referral to appropriate sources of support; and • Assessment of economic impact of activity undertaken. | |
| <h3>Employability and Skills Development</h3> | | | |
| <p>To support the development of skills and employability levels within the resident population and workforce of East Ayrshire, to maximise employment opportunities for all.</p> | <ul style="list-style-type: none"> • People who have the greatest difficulty in securing employment, either through lack of skills or through other barriers to employment. • People within targeted groups in the existing workforce (e.g. young people in the age range of xx to yy) who require the development of existing and new skills to maximise their contribution to their employer and to the economy. | <ul style="list-style-type: none"> • The six step progression (employability); <ul style="list-style-type: none"> • Training • Work experience / shadowing; • Counselling / mentoring • Review | <p>Support funding from Skills Development Scotland for Skillseeker/Mod. Apprenticeships/ Training for Work and Get Ready for Work national training programmes; total £360K</p> <p>Fairer Scotland Funding of £823k</p> <p>All of these grants put forward as match funding to secure ESF/ERDF</p> |

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| | | | <p>Support funding for East Ayrshire Community Planning Employability for 2008/2010. (ERDF Grant £282,416 & ESF Grant £1,015,080).</p> <p>Budget allocation of £30k budgeted over two years to help sustain people in employment.</p> <p>£250K budgeted over two years for Childcare projects</p> <p>£128K budgeted over two years for childcare through ESF</p> |
| External Funding | | | |
| <p>To identify sources and develop policy to implement the maximisation of the amount of external funding which can be secured to support the achievement of the objectives of the Economic Development Framework and also, external funding to support community based development and regeneration initiatives.</p> | <ul style="list-style-type: none"> • To secure funds from the following sources : • European Union; • National Government; • National Lottery • Developers; • Locally based and topic focussed charitable trusts. | <ul style="list-style-type: none"> • Research on currently available funding sources; • Dissemination of information on currently available funding sources; • Advice on appropriate sources of funding for specific projects; • Assistance in preparation of funding applications; | <p><u>EUROPEAN UNION</u></p> <p>Skills Development and Employability Service has staff for investigation and applying for European Union funding through the ESF and ERDF routes. Current secured funding is for the period from 1 April 2008 to 31 March 2010 - total amount for the East Ayrshire CPP partnership £3.1m (ESF £2,828,134 & ERDF £282,416).</p> <p>European funding applications will be submitted at appropriate intervals and where any new initiatives become available</p> <p><u>NATIONAL LOTTERY</u></p> <ul style="list-style-type: none"> • Newmilns Snow and Ski Complex – Overall project circa £3.5m – |

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| | | | <p>received £150,000 for full technical impact study from BLF</p> <ul style="list-style-type: none">• Crosshouse Parish Church – Overall project £200,000 – received £93,000 from HLF• Woodroad Park Regeneration Forum – Overall project Phase 1 and 2 completed- Phase 3 – Capital Build – Cost circa £250,000 – received £10,000 for Feasibility and Technical Study• An range of smaller community based projects (social, sport, arts/culture, environment, heritage and health based) have recently received £35,000 from Awards for All – Big Lottery Fund <p><u>GOVERNMENT FUNDING</u></p> <ul style="list-style-type: none">• Taiglum Burn – Drongan – Overall project circa £274,000 – received £5000 for feasibility study through the SOA <p><u>DEVELOPERS FUND</u></p> <ul style="list-style-type: none">• Darvel Skateboard Club – Phase 1 and 2 total £75,000 – received £43,000 for Phase 1 – applying for £32,000 towards Phase 2 via Developers Fund <p>There are quite a few on-going Sports, Leisure and Recreational based projects which are currently going through the assessment and decision making</p> |
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| | | | <p>processes within EAC. There are also a number of projects who have received offers of grant and will be moving to implementation in due course</p> <p><u>LOCALLY BASED AND TOPIC FOCUSED CHARITABLE TRUSTS</u></p> <p>There are over 4,500 UK based charitable trusts. Lloyds TSB Foundation for Scotland, BBC Children in Need and the Robertson Trust are prominent across East Ayrshire with the Lighthouse Foundation and the Holiday Project examples of successful beneficiaries, Within East Ayrshire the locally based charitable trusts include the Cumnock and Doon Valley Minerals Trust and the Coalfields Regeneration Trust and they receive many applications, in the main for revenue costs but also for capital expenditure.</p> <p>Many charitable organisations with the 'capacity' to deliver and sustain activities apply directly and we have to contact the Trusts directly or view their websites to identify external funding associated with East Ayrshire based projects.</p> |
| <p>Advocacy and Representation</p> | | | |
| | <ul style="list-style-type: none"> • Advocacy and representation through: | <ul style="list-style-type: none"> • Maintain active membership of and | |

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| <p>To ensure that at regional and national levels, there is recognition of the importance of East Ayrshire in terms of the contribution which it can make to the Scottish economy and to the achievement of the strategic priorities of government and also to ensure that the case is made to secure the necessary level of resources to effectively address the economic issues confronting the area, in the context of competing support bids from other areas.</p> | <ul style="list-style-type: none"> • European Government • UK Government • Scottish Government; • Scottish Enterprise; and • VisitScotland. | <p>participation in The Alliance;</p> <ul style="list-style-type: none"> • Develop and implement a programme of regular engagement with significant local businesses to understand their issues and seek views on current concerns; • Maintain and develop regular contact with representative bodies of business and commerce in Ayrshire; and • Participate with the business community and other public agencies in developing and representing the case for Ayrshire in current issues of concern in the local economy. | <p>£0.360m</p> |
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Appendix 2

Town Centre Regeneration Fund – Summary of Fund Bidding Criteria

| Issue | Criteria/Guidance |
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| <p>Bid Assessment and Appraisal process</p> | <p>A four stage appraisal and assessment process for bids has been put in place:</p> <ul style="list-style-type: none"> • Stage 1 - Initial sift to ensure the bid is eligible • Stage 2 - Scoring of all applications • Stage 3 - Independent Assessment Panel consider geographic and organisational spread of bids, and by size of town together with ranking information and make recommendations to Ministers • Stage 4 - Consideration and final decision by Ministers <p>The criteria used at stage 2 of the appraisal and assessment process will be a follows:</p> <ul style="list-style-type: none"> • Criterion 1 - We live in a Scotland that is the most attractive place for doing business in Europe • Criterion 2 - We realise our full economic potential with more and better employment opportunities for our people • Criterion 3 - We live in well designed, sustainable places where we are able to access the amenities and services we need • Criterion 4 -We value and enjoy our built and natural environment and protect and enhance it for future generations • Criterion 5 - Project can be delivered and within the accelerated timescale of the Fund • Criterion 6 - Strategic impact and long term sustainability |
| <p>How Much is available?</p> | <ul style="list-style-type: none"> • £60m capital is available from April 2009 to March 2010 (no revenue funding). • No minimum or maximum award levels set although bids of less than £100k or in excess of £3m may require additional scrutiny. |
| <p>What will the Fund support?</p> | <ul style="list-style-type: none"> • All capital activity in town and district centres identified in local authority development plans will be considered, including for example: <ul style="list-style-type: none"> • Improving pedestrian or vehicle access • Improving parking provision • Attracting increased footfall |

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| | <ul style="list-style-type: none"> • Service and amenity diversification • Gap site or vacant property purchase for redevelopment • Streetscape improvements of sufficient scale and ambition • Remediation of vacant and derelict sites to fit them for retail, business or recreation • Remodelling of property to provide a suitable mix of retail, business, residential or recreational use or comply with DDA legislation • Evidence that the investment is needed, complements planned spend, generates leverage and has potential to attract future investment. • Inclusion in local plans and evidence of support from local partners and the business community important. • Creation of employment opportunities important. • Bids for thematic multiple town centres will be welcomed. |
| What will the Fund not support? | <ul style="list-style-type: none"> • Non investment activity, including revenue costs, marketing activity, consultancy costs and partnership engagement activity cannot be supported. • Capital investments already made or committed. • Compliance with State Aid rules must be adhered to. |
| Who can apply? | <ul style="list-style-type: none"> • Local authorities, Community Planning Partnerships, Town Centre Management organisations, Business Improvement Districts, local Chambers of Commerce, Urban Regeneration Companies, businesses, Registered Social Landlords and third sector groups. • Applicant organisations must be: <ul style="list-style-type: none"> • Established organisations with an appropriate legal personality • Located or operating/trading in a town centre • Organisations with appropriate management and governance arrangements in place |