



North Ayrshire
Community Planning Partnership

Three Towns Locality Partnership Planning Sub Groups – Briefing paper

Following the Locality planning Partnership meeting of 19th December 2017, it was decided to review current priorities and re-state them as follows;

- Economy and Tourism
- Community Regeneration
- Environment (including civic pride, community engagement)

The Partnership agreed to establish three sub groups to address each of the above priorities and each group would be representative of the three town's wards.

It would be for each sub group to decide upon a chair, who could be appointed from either the elected members or community representatives within the group.

Initial Meeting of the Sub groups

Councillor Tony Gurney as Chair of the LPP will be ex-officio to all sub groups.

We would suggest that to get the planning phase completed as soon as practicable and move toward a period of action, that the Sub groups agree to meet prior to the 30th January to conclude the following actions:

- ✓ Agree the membership of each sub group
- ✓ Appoint a chair responsible for managing the process and feeding back
- ✓ Presenting a written plan of actions with timescales
- ✓ Submitting a proposal(s) for making use of the Community Investment Fund with partners

Our Locality Coordinator Shirley Morgan, will contact the members to agree a suitable date, time and venue to undertake the above actions.

Terms of Reference:

Chairs of the sub groups will be responsible for guiding their LPP members through the planning process with the assistance of a member of the Community Empowerment Team staff from within the locality. Shirley will notify the groups of the person responsible for providing guidance and support.

Defining the issues:

The recent *Charrette* findings highlighted the following themes

- ✓ **Active Shoreline**
- ✓ **Centres and Hubs**

✓ **Expanding Food production**

The work of the Ayrshire *Inclusive growth* deal (North Ayrshire Pilot) highlights as areas for attention;

- **Employability (helping people into work)**
- **Community regeneration (Improving people's lives)**
- **Developing community assets (starting with the great things we already have)**

For the purpose of helping each group to address the key issues, we have provided some initial thoughts specific to each priority as set out more fully below.

Sub Group 1 (Economy/Tourism)

A simple definition of economy would be, the management of local resources to best effect. The Economy is a complex inter-relationship between local and natural resources, the skill to identify and make capital from those resources and how we benefit from marketing our resources.

Most people locally would define the aims of improving the economy as providing job specific training, helping to create conditions that make it attractive for employers to come to the three towns and create jobs for all our working age residents.

As the Three Towns have a beautiful stretch of coastline with views over to Arran, friendly local people, a range of leisure sites and facilities and a number of routes leading to other sought after areas of natural beauty e.g. The Isles of Arran, Cumbrae and the Western Coast of Scotland, there is great potential to increase visitor numbers, particularly with road equivalent tariff now in place.

Visitors need access to services for food, drink, accommodation, travel, places to see and things to do. Camper vans need access to hard standing with electricity and water if they are to stay overnight.

Large volumes of visitors increase the level of spending on local services, leading to more services, more training, more jobs and more money into the local economy.

We need to begin to think about how we can make the three towns a better place to visit, with more things to do, see and enjoy, as this in turn will improve the local economy, increase investment in new things and help create demand for trained staff in paid work.

Working with Local Communities to develop Tourism

Sustainable tourism is dependent upon the tourist industry taking into account the views and aspirations of the host community. Residents support for tourism development and promotion is essential and community involvement, can enrich the visitor experience.

When a community is involved in the direction of tourism development it is more likely to become an active partner and take a particular stake in the development of the area as a tourist destination.

A few ideas for encouraging the development of the Tourist Economy

- ✓ Local people can support conservation goals - the work to discover, interpret and conserve Ardrossan Castle for example, could lead to modern apprenticeships for young people and jobs into adulthood as the interpretation of the site expands and adapts as a visitor experience.

- ✓ Improving the Economic partnership between local communities and businesses, can create the fertile ground required to germinate new ideas, to make the three towns more sustainable, as a tourist destination. Cunninghame Housing Association has been able to create lots of jobs and services for their tenants and residents.
- ✓ Shop local – Be smart, encourage people to buy locally produced goods and services
- ✓ Develop training programs covering basic skills and those necessary for supervisory roles, so that local people are job ready e.g. offer work experience for residents and certificated training and provide advice on how to use their training to find work.
- ✓ Encourage the employees of large local employers e.g. Council and Health Service, to volunteer in local communities and contribute to building the asset base for encouraging tourism across the 3 Towns
- ✓ Provide high quality digital information to guests on the area's historic and cultural offer as well as local walks and areas of interest.
- ✓ Work with local partners to support projects that increase community well-being.
- ✓ Provide support for local schools and community organisations to become ambassadors for tourism
- ✓ Incorporate regional food as part of the product experience.
- ✓ Purchase materials needed for construction and maintenance from local sources to help local business
- ✓ Provide encouragement for not-for-profit organisations to contribute to the range of festivals and events, that help build the attractiveness of the area as a holiday destination throughout the year and attract people into our Towns for services
- ✓ Offer funding for the development of Festivals and Events, for the re-instatement of putting greens, pitch and put or crazy golf attractions or for the provision of beach infrastructure that helps make the area a family destination.

Sub Group 2 (Community Regeneration – What is it?)

It is an approach to improvement of the lives of people living in areas suffering from deprivation and it must be a community based partnership involving residents and agencies within social, economic, physical and environmental regeneration.

Stewart Murdoch Director of Leisure and Culture in Dundee defines Community Regeneration as

“To work with those who are excluded from the mainstream, to come up with visions of the future which people feel a part of and which hold out the prospect of a more just economic, more engaging social and more inclusive political future for communities.

Ian Manson Chief Exec of Clyde Gateway said of Community Regeneration;

“How on earth can we expect to turn back decades of neglect, de-investment, stigma, in a couple of years? You have to commit, you have to do it for a long-term”.

North Ayrshires approach to Regeneration;

The Strategy of the **North Ayrshire Economic Development Regeneration Board** has a series of targets it is seeking to meet, some of which our Three Towns Communities have a role in helping to deliver;

SO4 - To stimulate demand for skills and training amongst employers and **residents** by having fewer residents with no qualifications, more residents with Level 3/4 qualifications and more Higher qualifications levels for 16-24yrs.

SO5 - Transform **deprived** areas in North Ayrshire by developing a customised approach for each area. Customised approaches could include '**Total Place**' pilots and an enhanced employability offer.

SO6 - Support the **creation of distinctive, vibrant town** centres and establish mechanisms to encourage spend in North Ayrshire with an improved **Tourist** Offer leading to more jobs/businesses, more visitors to North Ayrshire and greater business-to business trading.

What can the LPP do?

- ✓ Help to promote a culture of family learning to promote achievement and attainment
- ✓ Bring businesses, schools and college together to encourage local entrepreneurialism
- ✓ Provide a learning pathway and information on the learning opportunities available to help people into training, further education and work
- ✓ Encourage micro –finance initiatives similar to “Grameen – Scotland”
- ✓ Identify, promote and support new tourist initiatives by local people e.g. Ardrossan Castle/ the link to the early Bronze Age and Iron Age people at Montfode and Knockrivoch and Stevenston.
- ✓ Take ownership of and manage local assets – priorities identified within Charrette report
- ✓ Engage widely with the community, plan and set a vision for regeneration (Charrette report and other reports available for stimulating planning ideas).

Sub Group 3 (Environment, Civic Pride and Community engagement)

Civic pride and engagement, refers to the ways in which citizens participate in the life of a community in order to improve conditions for others or to help shape the community's future.

This priority relates to the original Place Standards exercise, where people felt that there was little opportunity to influence what happens locally, giving them little sense of control and clearly people want to participate in decisions and help change things for the better.

A few ideas for encouraging the development of this theme;

- ✓ Further develop the work of the 3 Towns Growers to encourage environmental awareness and increase the level of community involvement in growing fresh produce for food
- ✓ Re-establish the local Community Councils that remain dormant e.g. Stevenston and Ardrossan
- ✓ Take forward the work that has been agreed within the Street scene PB event
- ✓ Arrange to undertake three further Place Standards exercises across the three towns to gauge progress and measure improvement
- ✓ Create a sub group with responsibility for the digital promotion of the work of the LPP
- ✓ Help community groups to address “land blight” across the three towns i.e. plots of land that are unsightly and not being developed. This could involve community planting of waste ground, guerrilla gardening or making use of the Scottish Land Fund.

This paper has been produced to help people to begin to expand their thinking around the themes and does not cover everything in any great depth.

We hope it is helpful for the groups to get the work underway and append the suggested group make up (open to discussion at the first joint planning meeting) below.

For further assistance contact; Shirley Morgan Co-ordinator Tel: 01294 475900

Economy – Tourism	Community Regeneration	Environment including civic pride and community engagement
Membership (suggested)	Membership (suggested)	Membership (suggested)
Cllr Timothy Billings Cllr Ronnie McNicol Pat Breen Alan Rice	Cllr Jim Montgomerie Cllr Davina McTiernan Cllr Jimmy Miller Craig Mochan	Cllr Jean McClung Cllr John Sweeney Frances Rennie Denise Gilmour
Facilitator	Facilitator	Facilitator
TBC	Jim McHarg	Shirley Morgan

- The Chair – Cllr Tony Gurney will be ex officio to all three sub groups.
- Groups can call upon any expertise from Community Planning Partners or from wherever required to assist them in their planning. Shirley our Coordinator will organise whatever is requested.