Three Towns Neighbourhood Board

Meeting 3

Friday 25th September 2026 16.30-18.30

Hayocks Community Centre, Stevenston

Present:		
Irene Campbell	IC	Member of Parliament
Joseph Cullis	JC	Chair
Carol Boyd	CB	Community Link Up
Callie Rodgers	CR	Youth Community Representative
Jean Frew	JF	Stevenston Community Council
Charlie Gilmour	CG	SPLASH& Auchenharvie Swim Club
Tam McCann	TMcC	Independent
Glenn Turner	GT	Ripple Effect Saltcoats
Cllr John Sweeney	JS	NAC Elected Member
Apologies:		
Mark Boyd	MB	North Ayrshire Council
Glenn Turner	GT	Ripple Effect Saltcoats
Cllr Davina McTiernan	DMcT	NAC Elected Member
Cllr Stewart Ferguson	SF	NAC Elected Member
In Attendance:		
Colin Bradford	CWB	North Ayrshire Council
Grace Bremner	GB	UK Government MHCLG
Lynne Easton	LE	North Ayrshire Council
Claire Fitzsimmons	CF	North Ayrshire Council
Denise Fraser	DF	North Ayrshire Council

1. Welcome & Previous Minutes	**Action**
• JC began proceedings by welcoming members to the third meeting of the Board along with Grace Bremner from MHCLG UK Government. • Members of the Board and attendees introduced themselves to GB. • CB wished to correct the previous Minute statement which asserted the full cost of the survey maildrop was included in the Consultancy fee. The	

consultancy fee included an allowance against the mail drop cost which had now been exceeded. Please refer to the finance statement for details. • The minutes of the previous Meeting were accepted by the board as a true and accurate account. • The Minutes of Meeting 2 were proposed by JF and seconded JS.	
2. UK Government MHCLG	
• Grace Bremner introduced herself as relatively new in post and endeavouring to travel all over Scotland meeting people involved in the Pride in Place Programme. • She explained her and her team's role to understand problems and issues and provide context and support to the Board. • She assured the Board she was there to listen and not assess. • MHCLG have been discussing the programme with the Scottish Government in a Scottish context. • The Chair asked the Board if they had any questions for GB. • The previous and extended deadline for the Plan were discussed, and it was confirmed that the information contained therein provides MHCLG with a line in the sand and does not present a finalised inflexible plan for approval.	
3. Communications Proposals and Presentations	
• **<u>Limelight Media Ltd</u>** • Stewart, Robert & Christie. • Based in Irvine. • Already producing videos for the Board. • Business established during COVID pandemic. • Full creative service including marketing, communications and content creation. a) Content first – attention b) Marketing – target strategy c) Comms – right platforms d) Strategy – keep it going • Christie a primary school teacher in the community for ten years • Three Towns are communities which care for each other and welcome you in. • "Change happens when communities are involved." • Robert founded Ayrshire Daily News in 2014. • Limelight are a one stop shop for everything digital and websites etc. • Ayrshire Daily News provides a huge platform with 20 million views per month for your brand.	

- Mock-up provided **3Towns Together** ***"Together, we're shaping what's next."***
- "Your success is our success."

HATCH Creative Studios

- Lauren, MD, introduced herself and the business based in Ayr.
- 8/9 years old; re-branded 2 years ago; a team of 5 (incl George & Ian);
- Digital; social media; Meta; advertising; web-site design; motion graphics; for print or screen.
- Main clientele are private business with some charity work
- Core services – always look to meet client needs – refer to presentation.
- "US 3" given as draft brand.
- The emotional heart.
- Strength in simplicity.
- Shaping the shore together.
- Human, inclusive, local.
- "Tell us; show us; ask us; challenge us".
- Measure of success belongs to them.
- Awareness; participation; ownership.

- The Chair invited questions from the Board.

- JS queried workload and availability.

- Lauren confirmed that Hatch could easily manage to take on a new client but also need more detail from Board re detail of appointment and scope of service.

- JF asked if they have any involvement with or connection to the Three towns.

- Previously engaged by James Frew.

- CF confirmed that a third company submission may be required to meet procurement rules for Quick Quote route to facilitate speed and efficiency.

- The Chair offered to organise via a Teams call.

- The Chair asked the Board how quickly they want to move with the Comms appointment?

- Current branding will require to be transitioned over to the new branding.

- A brief needs to be produced for the scope of works asap.

- The Board agreed it would be prudent to launch the new brand at the Community Event on the 28th October.

4. **Update on Preparation of Regeneration Plan and Community Consultation**	
• 3 events are organised at three local secondary schools. • The Chair proposed that from these meetings are a sub-group of young people led by CR to ensure consistent engagement with young people going forward. • CR agreed to this proposal. • GB confirmed that engagement looks different in every area with some Boards devolving power to make it accessible to all including marginalised groups. **Eugene - Engagement update: -** a) Events b) Conversations c) Survey • The Survey closes this coming Sunday with the final pick-up of hard copies still to be done. • Analysis to be published on the website. • Re the Royal Mail and anecdotal evidence of non delivery, it is not possible to track deliveries and SSM have raised a complaint. **Nick – Drop-In Event and One-to-One discussions: -** • Drop-ins began at the end of August with the biggest community event in Saltcoats Town Hall at the end of October (28th) and other smaller ones around that date. • 2 Neighbourhood Board Members are expected to attend each small drop in event. Further dates to be fixed for: - • Ardeer Community Centre • Argyle Community Centre • Beach House Café Ardrossan • CLASP Resource Centre • Beach Hub Ardeer • Menshed • West Coast Crucible Hub • Melbourne Café • Allotments	

CF suggested the Board also consider areas of high footfall such as local supermarkets, sports facilities, other retail locations and workplaces for greater success. Make use of locations that are already busy.

One to Ones: -

- Nick has spoken with 40 groups with +30 specific projects that they are already implementing.
- A huge amount of information has already been generated and relayed into diagrammatic format for the website and for discussion at the community events.
- JS asked how the Board can counteract the negative feedback from the community vis a vis the plan is “fait accompli”.
- Nick advised that “the proof is in the pudding” – the conception of ideas will be clearly documented and transparent along with the process.
- The Board will have to identify the mix of themes in the plan and how it is structured.

Actions for next month: -

a) Survey analysis and web update.
b) Survey report and drop-ins.
c) More 1 to 1s.

- Nick extended his thanks to Denise and her team for their assistance.
- Community Event – important to have all Board Members in attendance and agree what you want to the event to look like.
- IC confirmed she would have staff members attend and assist.
- The survey analysis shall be provided in a variety of formats
- The Board requires to start considering their approach to the plan and what the plan is aiming for – what is the vision and overarching themes identified?
- Themes and suggestions under each theme.
- UK Government have provided a checklist for the submission.

  Broad brushstrokes of where you are going with the plan and turning raw data into detail and costings.
- Engagement needs to continue throughout programme – discuss/report/ question.

Approach to the Plan: - • You are required to submit the Plan by a deadline, but the Plan should continue to develop. • How will the investment be dispersed without causing division? • Will it be easy to access? • There will be criticism, but Nick's experience is there is already lots of positive support. • How can you maximise the investment? Ensure community led best value and attract match-funding. • How do you target those in need? • How do you determine what gets funding? • How are you going to progress as a Neighbourhood Board – do you need paid support for tasks going forward?	
5. Any Other Business	
The Chair raised the following: - a) PiPP Webinar on 7th October for all Board Members to join if possible – the Chair has distributed link to all Board Members by e-mail. b) Board members to volunteer for attendance at Drop-Ins to raise the profile of the Board and the Programme c) Board Members to consider how they wish to communicate with each other going forward.	
6. Dates of next meetings	
• Friday 23rd October 2026 4.30pm-6.30pm. Ardrossan Civic Centre. • Friday 20th November 2026 4.30-6.30pm. Saltcoats Town Hall.	