

**EXCERPT FROM THE MINUTES OF
THE CABINET
OF 28 NOVEMBER 2023**

Corporate and Strategic/Finance, HR and ICT/Buildings, Housing and Environment.

C

Ayr Esplanade Strategy.

There was submitted a report (issued) of 22 November 2023 by the Depute Chief Executive and Director of Housing, Operations and Development

- (1) recommending a placemaking improvement strategy for Ayr Esplanade;
- (2) advising that the purpose of the strategy was to provide a coherent framework for the undertaking of Capital based improvements and investments in the area; and
- (3) intimating that the strategy followed consideration of the outcome of public consultation on a draft Ayr Esplanade Strategy undertaken in 2020/2021 on parts of the Esplanade area.

The Cabinet

Decided:

- (a) to approve the Ayr Esplanade Strategy, as set out in Appendix 1 of the report, as a basis for informing Capital investment in the area to commence in the period 2024/25;
- (b) to note that public feedback on the Esplanade Strategy would be considered in taking forward the longer term potential projects identified in the strategy; and
- (c) to note that the Ayr Esplanade Strategy would form a basis for considering external funding opportunities and for Thriving Communities to take forward further opportunities for Council led community initiatives to make greater use of the spaces and places for events and recreational activities.

**EXCERPT FROM THE MINUTES OF
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OF 28 NOVEMBER 2023**

Corporate and Strategic/Finance, HR and ICT.

C

Communications Strategy 2023-28 and Communications Team Staffing Proposals

There was submitted a report (issued) of 22 November 2023 by the Director of Strategic Change and Communities seeking approval for the Communications Strategy 2023-28; the Communications Team staffing required to deliver the service and the strategy; and approval for revised guidance on Managing Work Related Social Media and Media Relations.

The Cabinet

Decided:

- (1) to approve the Communications Strategy 2023-28 as detailed in Appendix 1 of the report;
- (2) to approve the conversion of two temporary Communications Assistant posts to permanent posts to support the delivery of this strategy and to ensure the continued delivery of the service;
- (3) to approve the Managing Work Related Social Media Guidance for Employees, as detailed in Appendix 4 of the report;
- (4) to approve the Media Relations Guidance, as detailed in Appendix 5 of the report; and
- (5) to agree that officers conduct a Review of the activities undertaken by the Communication Team and the evaluation of them, engage with Members and report back to Cabinet with the results of this Review within six months.

**EXCERPT FROM THE MINUTES OF
THE CABINET
OF 28 NOVEMBER 2023**

Finance, HR and ICT

C

Medium Term Financial Plan 2024-25 to 2028-29.

There was submitted a report (issued) of 17 November 2023 by the Head of Finance, ICT and Procurement seeking approval of the Council's updated Medium Term Financial Plan.

The Cabinet

Decided:

- (1) to approve the Medium-Term Financial Plan (MTFP), attached as Appendix 1 to the report;
- (2) to note that the potential cumulative five-year budget gap based on the assumptions contained in the plan was £45.9m.; and
- (3) to note the budget strategy, as contained in Section 4 of Appendix 1 of the report, developed to address the anticipated cumulative budget gap.