

South Ayrshire Council

**Joint Report by Director of Communities and Transformation
and Director of Housing, Operations and Development
to South Ayrshire Council
of 12 December 2024**

**Subject: Outcome of Public Consultation - Heritage Proposals
Submitted by Prestwick Civic Pride**

1. Purpose

1.1 The purpose of this report is to:

1.1.1 confirm the outcome of the public consultation on the submissions made by Prestwick Civic Pride (PCP) to the Council, involving a range of potential development projects on Prestwick Promenade and the Freemans Hall, Prestwick and the Salt Pans Houses.

1.1.2 seek approval of the next steps in developing a masterplan to inform the regeneration projects for Prestwick.

2. Recommendation

2.1 It is recommended that the Council:

2.1.1 **requests officers to undertake a scoping exercise for a masterplan to regenerate Prestwick with a focus on improvements to the Promenade;**

2.1.2 **agrees that a workshop will be held with Ward Members and local community stakeholders to present the strategic purpose, objectives and priorities of the emerging masterplan; and**

2.1.3 **requests that a further report be submitted to Council outlining the results of the scoping exercise and the workshop with Ward Members and local community stakeholders with a draft masterplan which will be used as the basis of a further public consultation.**

3. Background

3.1 Cabinet on 23 April 2024 approved the undertaking of a public consultation on the heritage proposals formed by PCP on the basis of seeking initial views on the proposals to assist in informing the development of a masterplan for Prestwick. The proposals presented had not been developed by the Council and had not gone through Council diligence requirements so the public consultation made clear that

the proposals had not been developed by the Council and as a result of this the Council could not, at that stage, endorse the proposals.

3.2 The proposals involved:

- i) Reinstatement of a steeple at Freeman’s Hall together with proposed changes of use of the Hall and adjacent cottage and an extension to the building;
- ii) Proposals to conserve the Salt Pans Houses in association with St Nicholas Golf Club; and
- iii) Improvements to Prestwick Seafront.

3.3 A consultation was undertaken throughout May and ended on 3 June 2024. The consultation asked 7 questions on the PCP proposals. 357 responses were received. The outcome of the consultation is set out in Appendix 1.

3.4 A summary of the consultation responses is provided below:

Question	For	Against	Qualified support	No answer
What are your views on the proposals for the Freemans Hall and Cottage	38%	43%	9%	10%
What are our views on the proposals to reinstate the steeple	31%	61%	1%	7%
What are your views on the enhancements for Prestwick Promenade	67%	15%	13%	5%

Which of the Two Studies Would You Say is the Most Important?

Freemans Hall	Promenade	No Preference	Broadway
12%	62%	25%	1%

Of the potential Prestwick Seafront or Promenade projects the former bathing lake was the top favoured project, followed by central activity area, the arrival points to the Promenade, signage strategy then Promenade art.

For those that disagreed with the proposed theme of the Promenade a wide range of alternatives were suggested, with the most popular being repurposing the derelict building adjacent to the sailing club. Key themes related to the need for improvement, practical improvements that attract visitors, redevelopment, and the importance of maintenance with a desire for more facilities.

The top 10 alternative spending suggestions were: Broadway former cinema, the derelict gym, improved food/drink, town centre modernisation, free parking, improve safety, support water sports, road improvements, free public toilets, outdoor pool.

- 3.5 The Council-approved Capital Investment Programme 2023-24 to 2034-35 includes funding for £2m for Prestwick regeneration/ heritage.
- 3.6 Regeneration projects are usually progressed through the development of a masterplan for the relevant regeneration area. Masterplans provide a cohesive framework for projects, ensuring that the objectives of regeneration are met. Masterplans also consider priorities and the phasing of development. The identification of projects within a masterplan front loads the diligence regarding the inception and approval of projects required to meet with Audit Scotland requirements.
- 3.7 A key requirement of Capital projects is the undertaking of options appraisals and business cases to ensure that the Council is utilising its resources efficiently. Masterplans also efficiently manage public consultation requirements and ensure that wider legal requirements such as Equality Impact Assessments are undertaken as part of the identification of projects.
- 3.8 A separate report on this Council agenda sets out approved and recommended Capital project for Prestwick as part of the Ward and Promenade/Seafront budget projects. It should be noted that within this list there are projects related to Prestwick promenade.

4. Proposals

- 4.1 Given the outcome of public consultation, it is recommended that the Council commences the preparation of a regeneration masterplan for Prestwick with a focus on improvements to the Promenade.
- 4.2 To provide a strategic purpose to the masterplan and to identify key objectives and priority projects, it is recommended that a workshop be held with Ward Members and local community stakeholder groups. The output from the workshop will be collated and officers will follow the required governance process which includes consideration by the Capital Asset Management Place Planning Group, and the completion of business cases where required to evidence Best Value and the undertaking of a Strategic Environmental Appraisal and an Equalities Impact Assessment of the emerging proposals. A draft masterplan will then be submitted to Council for approval incorporating all these elements and it is intended this draft masterplan will be used as the basis of a further public consultation.

5. Legal and Procurement Implications

- 5.1 There are no direct legal or procurement implications arising from this report. The development of a subsequent Prestwick Masterplan will require to comply with a range of legal requirements, including provision of a Strategic Environmental Appraisal, Equalities Impact Assessment, and statutory processes applying to Common Good property. If either Prestwick Promenade or the proposals for the Freeman's Hall and adjoining Cottages were to be developed by the Council, then as they include common good property there may be a requirement for the following statutory processes to be undertaken before progressing further: (1) under section 104 of the Community Empowerment (Scotland) Act 2015, the Council must, before

making a decision to dispose of change the use of these areas, publish details of the proposed disposal or change of use, notify any community council whose area includes all or part of the former burgh area and any community body known by it to have an interest in the areas, invite representations in respect of the proposals and the Council must have regard to any representations made about the proposals in deciding whether to proceed; (2) as the common good subjects include inalienable common good property, in terms of section 75 of the Local Government (Scotland) Act 1973 the Council is also required to obtain authority from the Sheriff Court for any proposed appropriation or disposal of the inalienable property, and (3) as the proposals include areas which are open spaces and used for public recreation, under Sections 24(2A) & 27(2A) of the Town and Country Planning (Scotland) Act 1959 the Council must also publish a notice of any proposed appropriation or disposal in a newspaper circulating in the area for at least 2 consecutive weeks; and consider any objections made in response before deciding whether to proceed. Further legal advice will be required in due course to ensure full compliance with legal procedures and statutory processes undertaken.

5.2 The Freeman's Hall is a grade B listed building and is located within Prestwick Conservation Area. Any proposals to the Freeman's Hall would require both Listed Building Consent and a Planning Permission.

6. Financial Implications

6.1 There are no direct financial implications arising from this report. Projects that are developed through the Prestwick Masterplan will require to be approved by the CAMG to ensure all statutory diligence has been satisfied, before coming back to Council for approval. Approved projects will be funded through the £2m Regeneration Fund for Prestwick.

7. Human Resources Implications

7.1 None.

8. Risk

8.1 Risk Implications of Adopting the Recommendations

8.1.1 There is a risk that some or all of the projects set out in Appendix 1 do not fulfil diligence requirements. In such a scenario the community may have had raised expectations on the deliverability of projects.

8.2 Risk Implications of Rejecting the Recommendations

8.2.1 The studies set out in Appendix 1 have been professionally developed and have been the subject of consultation arranged by PCP. Not taking these projects forward through the recommendations in this report would mean that these studies are not being taken forward by the Council.

8.2.2 The identification of all Capital projects requires the undertaking of diligence to meet with Audit Scotland requirements. The identification of projects outwith the masterplan will require carrying out diligence on a project-by-project basis with no opportunity to provide a cohesive, integrated improvement to Prestwick.

9. Equalities

9.1 The masterplan will fully consider equalities, and an Equalities Impact Assessment will inform the proposals that develop.

10. Sustainable Development Implications

10.1 **Considering Strategic Environmental Assessment (SEA)** – An SEA has not been developed for this report. An SEA will be developed for a Prestwick Masterplan and will inform the proposals that development

11. Options Appraisal

11.1 An options appraisal has not been carried out in the preparation of this report. An options appraisal will inform the capital projects set out in a Prestwick Masterplan.

12. Link to Council Plan

12.1 Spaces and Places.

13. Results of Consultation

13.1 Appendix 1 provides a report on the outcome of public consultation on the PCP proposals.

13.2 Consultation has taken place with Councillor Martin Kilbride, Portfolio Holder for Buildings, Housing and Environment, and the contents of this report reflect any feedback provided.

14. Next Steps for Decision Tracking Purposes

14.1 If the recommendations above are approved by Members, the Director of Communities and Transformation and the Director of Housing, Operations and Development will ensure that all necessary steps are taken to ensure full implementation of the decision within the following timescales, with the completion status reported to the Cabinet in the 'Council and Cabinet Decision Log' at each of its meetings until such time as the decision is fully implemented:

Implementation	Due date	Managed by
Stakeholder Workshop	30 April 2025	Assistant Director Communities
Draft Masterplan for Prestwick Regeneration	30 September 2025	Assistant Director Communities

Background Papers Capital Programme 2024/25

Report to Cabinet of 23 April 2024 - [Heritage Proposals Submitted to the Council by Prestwick Civic Pride](#)

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Date: 5 December 2024

Prestwick Regeneration Consultation Analysis July 2024

streets-uk



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Tel: 07771 978577

Background

In May 2024, a consultation was undertaken by South Ayrshire Council in relation to plans to develop a masterplan for Prestwick town centre.

A total of 357 responses were received. This report provides a summary of the consultation responses.

Questions asked are shown opposite.

The screenshot shows the 'Prestwick Regeneration Consultation form' on the South Ayrshire Council website. The page header includes the council logo and navigation links: 'My South Ayrshire', 'Pay', 'Report', and 'Contact us'. The breadcrumb trail indicates the location: 'Prestwick Masterplan and Regeneration'. The form contains seven questions:

- Question 1 - What are your views on the proposals for Freemans Hall and Cottage?** (Text input field)
- Question 2 - What are your views on the proposals to reinstate the steeple? Are there any designs that you favour?** (Text input field)
- Question 3 - What are your views on the enhancements for Prestwick Promenade?** (Text input field)
- Question 4** (A selection of themes or areas have been suggested for improvement at the promenade. How would you rate these themes or areas in order of priority? (Please rank in order of preference, where 1 is your favourite suggestion and 5 is your least favourite suggestion))
 - Theme 1 - The former bathing lake:
 - Theme 2 - The arrival points to the promenade:
 - Theme 3 - The central activity area:
 - Theme 4 - Signage Strategy? General Promenade Improvements?:
 - Theme 5 - Promenade Art Strategy:
- Question 5 - If you disagree with the proposed themes for the promenade, what other suggestions would you be supportive of?** (Text input field)
- Question 6 - Which of the two studies would you say is most important? Would you prioritise one set of works over the other?** (Text input field)
- Question 7 - Are there any other ideas or proposals not set out in these studies, that you think should be included in the masterplan?** (Text input field)

Each question is followed by a text input field and a note: 'You can enter up to 1500 characters'.

Ayrshire Live • Prestwick

Prestwick heritage plans set for public

Proposals constructed by the town's Civic Pride group will now go before resident

By **Kevin Dyson** Local Democracy Reporter
15:01, 25 APR 2024



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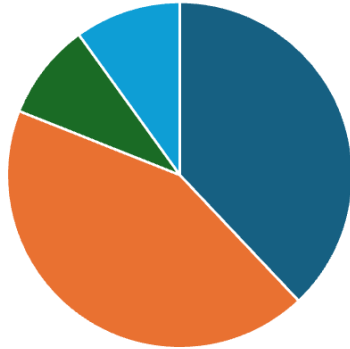
Our community members are treated to special offers, promotions and adverts from us and our partners. You can check out at any time. [More info](#)

Ambitious heritage plans put together by Prestwick Civic Pride (PCP) will go out to public consultation.

South Ayrshire Council's cabinet agreed to undertake a consultation on proposals that have been put together for the town by the local group. But there was some debate around the funding of one part of the proposals - the reinstatement of the steeple at Freeman's Hall.

Consultation Results

Q1 - WHAT ARE YOUR VIEWS ON THE PROPOSALS FOR FREEMANS HALL AND COTTAGE?



■ Support proposals ■ This isn't a priority ■ Conditional support ■ No opinion

- 38% support the proposals
- 9% offered qualified support
- 43% don't support the proposals
- 10% didn't answer or had no opinion

Key themes:

Support for Modernisation and Restoration:

- Several respondents express strong support for the proposals, particularly the aspects related to modernising and restoring the buildings.

Concerns About Historical Preservation:

- Some respondents are concerned about maintaining the historical integrity of Freemans Hall and Cottage.

Environmental and Sustainability Considerations:

- A few respondents highlight the need for the proposals to include environmentally sustainable practices.

Need for Clear Communication and Transparency:

- Several responses mention the importance of clear communication and transparency throughout the project. Respondents want to be kept informed about the progress and any potential disruptions.

Mixed Feelings on Modern Design Elements:

- There are mixed feelings about the introduction of modern design elements. While some appreciate the blend of old and new, others worry that it might clash with the traditional aesthetic of the existing structures.

Suggestions for Additional Facilities:

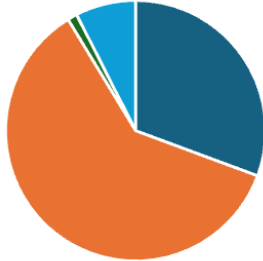
- Some respondents provide suggestions for additional facilities, such as study spaces, communal areas, and improved accessibility features.

Financial Considerations:

- There are concerns about the financial implications of the proposals. Respondents want to ensure that the project is cost-effective

Consultation Results

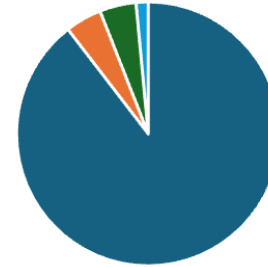
Q2 - WHAT ARE YOUR VIEWS ON THE PROPOSALS TO REINSTATE THE STEEPLE?



■ Support proposals ■ This isn't a priority ■ Conditional support ■ No opinion

- 31% support the proposals with a further 1% offering qualified support
- 61% don't support the proposals
- 7% didn't answer or had no opinion

Q2 - ARE THERE ANY DESIGNS THAT YOU FAVOUR?



■ Original ■ Modern ■ In keeping with building ■ Stand up to storms

Key themes:

The majority of responses express strong opposition to reinstating the steeple. The main reasons cited include:

- Waste of money/better uses for the funds (e.g., community projects, infrastructure)
- Lack of practical benefit to the community
- Concerns about ongoing maintenance costs

A smaller number of responses support reinstating the steeple. Their reasons include:

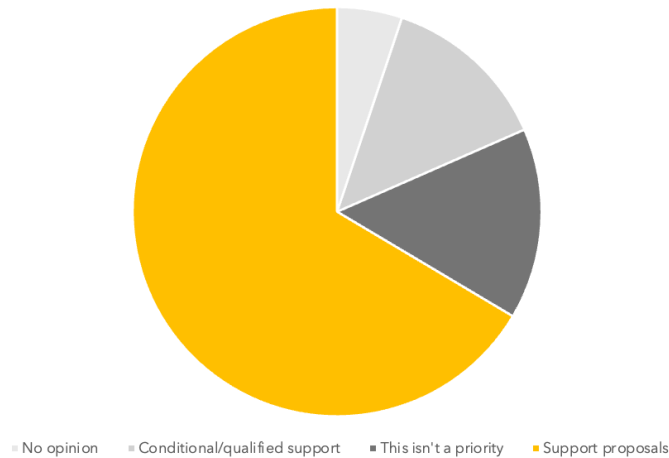
- Historical preservation
- Aesthetic value
- Restoring the building's original character

Design preferences (among those who support reinstatement):

Most supporters prefer a design close to the original, often including a clock.

Consultation Results

Q3 - WHAT ARE YOUR VIEWS ON THE ENHANCEMENTS FOR PRESTWICK PROMENADE?



67% support the proposals
 15% don't support the proposals
 13% conditionally support the proposals
 5% didn't answer or had no opinion

Key Positive Themes:

1. General support for improvements and modernisation
2. Belief that enhancements will attract more visitors
3. Enthusiasm for redeveloping the former bathing lake area
4. Support for making the area more accessible and family-friendly
5. Desire for more amenities like cafes, restaurants, and toilets
6. Appreciation for proposed art installations and landscaping

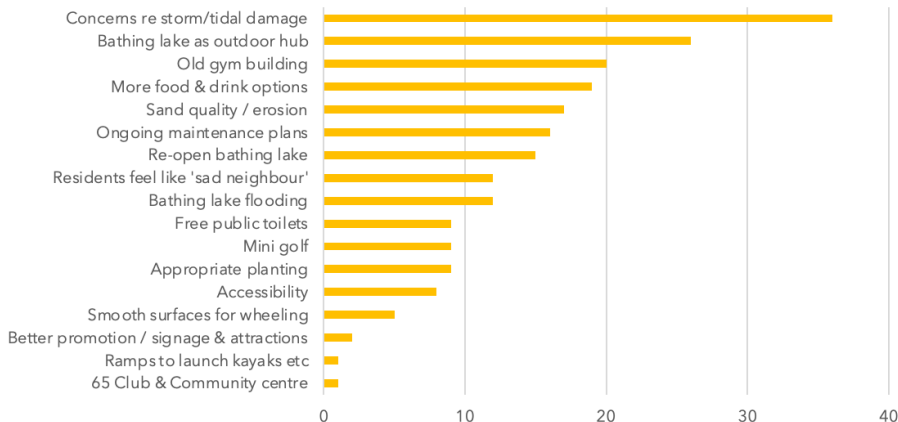
Key Concerns/Negative Themes:

1. Worries about maintenance and durability of improvements, especially given harsh weather conditions
2. Concerns about flooding and storm damage, particularly for the bathing lake area
3. Scepticism about the practicality of some proposed features
4. Desire for focus on basic repairs and cleanliness over aesthetic enhancements
5. Concerns about cost and whether the money could be better spent elsewhere
6. Worries about overcommercialisation or losing the area's natural charm

Neutral/Mixed Themes:

1. Suggestions for alternative improvements or priorities
2. Requests for more information or specific details about plans
3. Comparisons to other nearby coastal towns (both positive and negative)

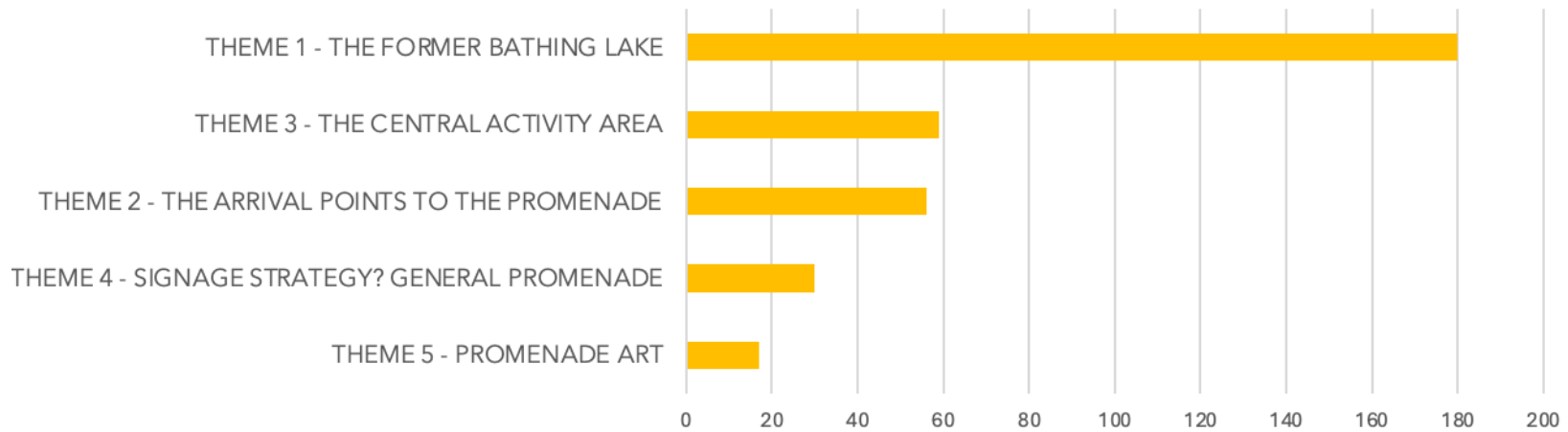
Q3 - BREAKDOWN OF COMMENTS / QUALIFIED SUPPORT



Consultation Results

Q4 - A SELECTION OF THEMES OR AREAS HAVE BEEN SUGGESTED FOR IMPROVEMENT AT THE PROMENADE. HOW WOULD YOU RATE THESE THEMES OR AREAS IN ORDER OF PRIORITY? (PLEASE RANK IN ORDER OF PREFERENCE, WHERE 1 IS YOUR FAVOURITE SUGGESTION AND 5 IS YOUR LEAST FAVOURITE SUGGESTION).

BREAKDOWN OF VOTES FOR FAVOURITE CHOICE

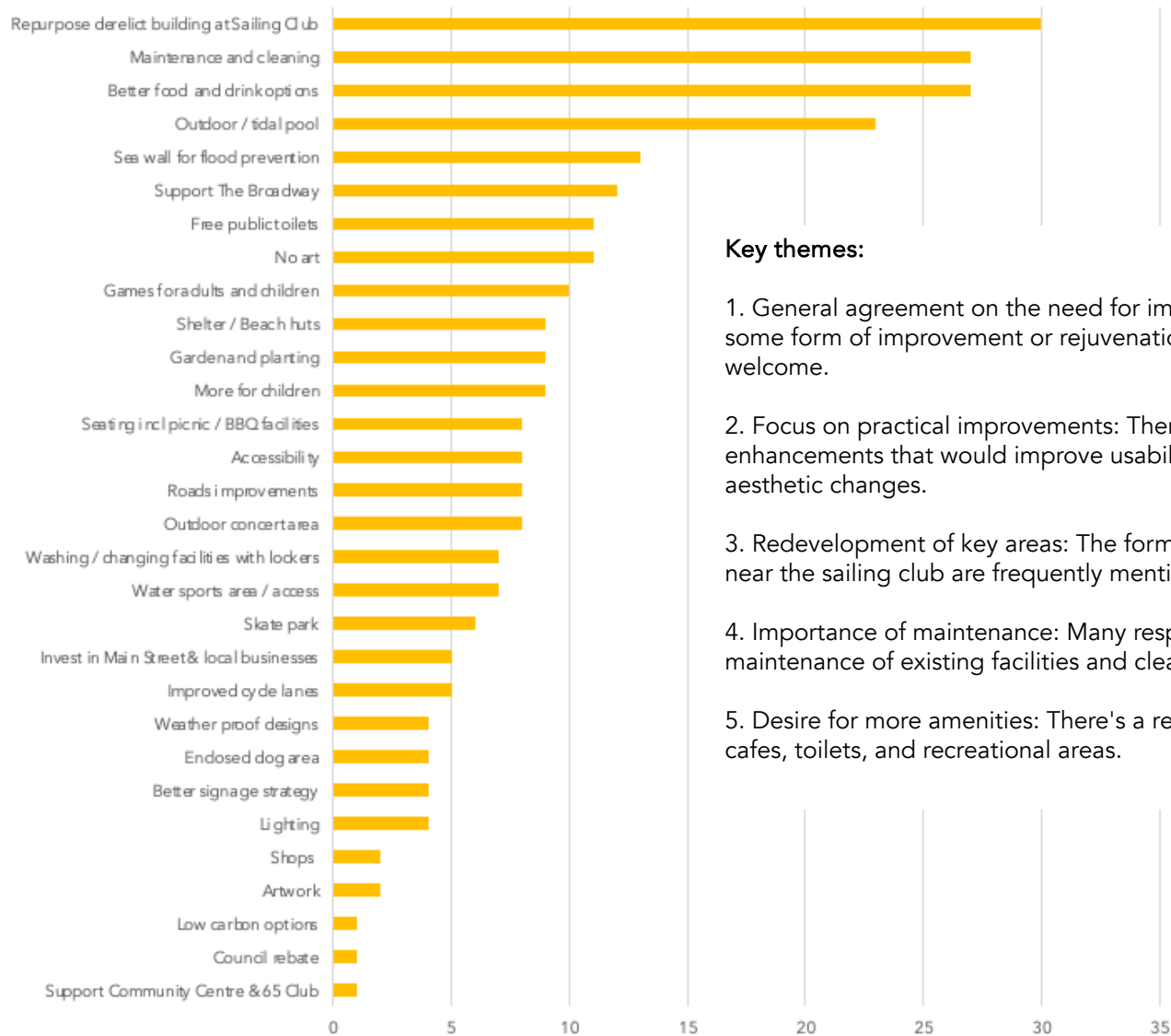


Respondents were asked to allocated points to their most favourite and least favourite theme. The allocation of points in the original question was somewhat counterintuitive with 1 point allocated to favourite and 5 to least favourite. To make the analysis easier to understand we reallocated 1 point to least favourite and 5 to most favourite and the table opposite summarises the total points allocated overall.

BREAKDOWN OF OVERALL TOTAL OF VOTES	
THEME 1 - THE FORMER BATHING LAKE	1268
THEME 2 - THE ARRIVAL POINTS TO THE PROMENADE	987
THEME 3 - THE CENTRAL ACTIVITY AREA	1043
THEME 4 - SIGNAGE STRATEGY/GENERAL PROMENADE	792
THEME 5 - PROMENADE ART	670

Consultation Results

Q5 - IF YOU DISAGREE WITH THE PROPOSED THEMES FOR THE PROMENADE, WHAT OTHER SUGGESTIONS WOULD YOU BE SUPPORTIVE OF?

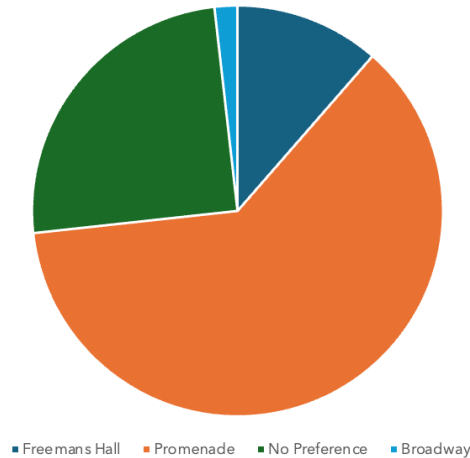


Key themes:

1. General agreement on the need for improvement: Most respondents agree that some form of improvement or rejuvenation of the promenade area is necessary and welcome.
2. Focus on practical improvements: There's a noticeable emphasis on practical enhancements that would improve usability and attract visitors, rather than purely aesthetic changes.
3. Redevelopment of key areas: The former bathing lake and the derelict building near the sailing club are frequently mentioned as areas needing attention.
4. Importance of maintenance: Many responses stress the need for better maintenance of existing facilities and cleanliness of the beach and promenade.
5. Desire for more amenities: There's a recurring theme of wanting more facilities like cafes, toilets, and recreational areas.

Consultation Results

Q6 - WHICH OF THE TWO STUDIES WOULD YOU SAY IS THE MOST IMPORTANT? WOULD YOU PRIORITISE ONE SET OF WORKS OVER THE OTHER?



- 12% stated Freemans Hall most important
- 62% stated promenade most important
- 25% didn't answer or had no preference
- 1% suggested Broadway

1. Strong preference for the promenade/seafront development. Many view the promenade as more important for several reasons:

- It would benefit a wider range of residents and visitors
- It could attract more tourists and boost the local economy
- It's used more frequently by people for recreation, health, and enjoyment
- It's seen as having more potential to improve Prestwick's appeal as a destination

2. Concerns about the steeple project:

Many respondents view the steeple reinstatement as unnecessary or a "vanity project." There are frequent comments about it being a waste of money or less beneficial to the community compared to other potential improvements.

3. Focus on community benefit:

Respondents often emphasise the importance of projects that will benefit the most people or have the broadest positive impact on the community. This aligns with the preference for the promenade, which is seen as more accessible and useful to a wider range of people.

4. Economic considerations:

There's a recurring theme of wanting to prioritise projects that could boost tourism and local businesses. The promenade development is frequently cited as having more potential economic benefits for the town.

5. Desire for alternative projects:

Some respondents express dissatisfaction with both proposed projects and suggest alternatives, such as supporting the Broadway Cinema project or focusing on other community needs.

Overall, while there is some diversity in opinions, the most common idea across the responses is a clear preference for prioritising the promenade and seafront development over the Freeman's Hall and steeple project, primarily due to perceived broader community benefits and potential economic impact.

Consultation Results

Q7 - SUMMARY OF TOP TEN SUGGESTIONS FOR ALTERNATIVE SPENDING

