

County Buildings
Wellington Square
AYR KA7 1DR
Tel No: 01292 612436

7 January 2025

To: Councillors Cullen (Chair), Bell, Cochrane, Dixon, Lyons, Saxton, Scott and Weir

All other Elected Members for information only

Dear Councillor

SERVICE AND PARTNERSHIPS PERFORMANCE PANEL

You are requested to participate in the above Panel to be held on **Tuesday, 14 January 2025 at 10.00 a.m.** for the purpose of considering the undernoted business.

This meeting will be held in the County Hall, County Buildings, Ayr on a hybrid basis for Elected Members, will be live-streamed and available to view at <https://south-ayrshire.public-i.tv/>

Yours sincerely

CATRIONA CAVES
Chief Governance Officer

B U S I N E S S

1. Declarations of Interest.
2. Minutes of previous meeting of 19 November 2024 (copy herewith).
3. Action Log and Work Programme (copy herewith).
4. Local Performance Report: Scottish Fire and Rescue – Submit report by the Depute Chief Executive and Director of Education (copy herewith).
5. The International Ayr Show - Festival of Flight 2024 – Submit report by the Director of Communities and Transformation (copy herewith).

For more information on any of the items on this agenda, please telephone Kayley Hancox, Committee Services on 01292 612724, Wellington Square, Ayr or
e-mail: kayley.hancox@south-ayrshire.gov.uk
www.south-ayrshire.gov.uk

Webcasting

Please note: this meeting may be filmed for live and subsequent broadcast via the Council's internet site. At the start of the meeting, it will be confirmed if all or part of the meeting is being filmed.

You should be aware that the Council is a Data Controller under the Data Protection Act 2018. Data collected during this webcast will be retained in accordance with the Council's published policy, including, but not limited to, for the purpose of keeping historical records and making those records available via the Council's internet site.

Generally, the press and public will not be filmed. However, by entering the Council Meeting, you are consenting to being filmed and consenting to the use and storage of those images and sound recordings and any information pertaining to you contained in them for webcasting or training purposes and for the purpose of keeping historical records and making those records available to the public. In making use of your information, the Council is processing data which is necessary for the performance of a task carried out in the public interest.

Live streaming and webcasting takes place for all public South Ayrshire Council meetings. By entering a public Council meeting you are consenting to the possibility that your image may be live streamed on our website, be available for viewing online after this meeting, and video and audio recordings will be retained on Council Records. Further information on how we process your personal data can be found at: <https://south-ayrshire.gov.uk/59239>

If you have any queries regarding this and, in particular, if you believe that use and/or storage of any particular information would cause, or be likely to cause, substantial damage or distress to any individual, please contact Committee.Services@south-ayrshire.gov.uk

Copyright

All webcast footage is the copyright of South Ayrshire Council. You are therefore not permitted to download footage nor upload it to another website nor take still photographs from this footage and distribute it without the written permission of South Ayrshire Council. Please be aware that video sharing websites require you to have the permission of the copyright owner in order to upload videos to their site.

SERVICE AND PARTNERSHIPS PERFORMANCE PANEL

Minutes of hybrid webcast meeting on
19 November 2024 at 10.00 a.m.

Present
in County
Buildings: Councillors Philip Saxton (Chair), Chris Cullen, Gavin Scott and George Weir.

Present
Remotely: Councillors Ian Cochrane and Mark Dixon.

Apologies: Councillors Kenneth Bell and Lee Lyons

Attending
in County
Buildings: J. Bradley, Director of Communities and Transformation; K. Braidwood, Director of Housing, Operations and Development; M. Inglis, Head of Children's Health, Care and Justice Services; K. Anderson, Assistant Director – Corporate Policy, Strategy and Performance; C. Cox, Assistant Director – Planning and Development; G. Hunter, Assistant Director – Communities; P. Bradley, Service Lead – Professional Design Services; T. Burns, Service Lead – Asset Management and Community Asset Transfer; W. Carlaw, Service Lead – Democratic Governance; S. McCardie, Service Lead – Performance, Community Planning and Sustainability; A. Mutch, Service Lead – Destination South Ayrshire; M. Scott, Service Lead – Economy and Regeneration; D. McVey, Co-ordinator – Registration, Records and Information; R. Jamieson, Co-ordinator – Asset Management; R. Queen, Team Leader – Information and Governance; R. Higgins, Chief Superintendent – Police Scotland; S. Dougan, Chief Inspector – Police Scotland; K. Hancox, Committee Services Officer; and E. Moore, Clerical Assistant.

Attending
Remotely: M. Alexander, Service Lead – Housing Services; F. Ross, Service Lead – Neighbourhood Services; and M. Towle, Co-ordinator – Benefits.

Chair's Remarks.

The Chair

- (1) welcomed everyone to the meeting; and
- (2) outlined the procedures for conducting this meeting and advised that this meeting would be broadcast live.

1. Sederunt and Declarations of Interest.

The Chair called the Sederunt for the meeting and having called the roll, confirmed that there were no declarations of interest by Members of the Panel in terms of Council Standing Order No. 17 and the Councillors' Code of Conduct.

2. Minutes of previous meeting.

The Minutes of 22 October 2024 ([issued](#)) were submitted and approved.

3. Action Log and Work Programme.

There was submitted an update of the Action Log and Work Programme ([issued](#)) for this Panel.

Having heard the Assistant Director – Corporate Policy, Strategy and Performance speak in relation to the Action Log and Work Programme,

The Panel

Decided:

- (1) to agree the current position with regard to the Action Log; and
- (2) to otherwise note the current status of the Work Programme.

4. Local Performance Report: Police Scotland.

There was submitted a report ([issued](#)) of 7 November 2024 by the Depute Chief Executive and Director of Education providing Members with information about the mid-year performance (quarter two) of Police Scotland in South Ayrshire for 2024/25.

Chief Superintendent Raymond Higgins advised that he would be leaving his current position, and that Suzanne Chow would take up the role from 25 November 2024.

Following questions and comments from Members including

- (1) requesting information in relation to road safety in regard to speeding and how reports of speeding were logged, the Chief Superintendent advised that all reports were reviewed and logged and that would then be reflected in the patrol plan when necessary;
- (2) seeking clarification regarding the incidents recorded and if they were counted in multiple categories within the Summary Report in Appendix 1, the Chief Superintendent advised that this was correct;
- (3) why there had been a decrease in warrants executed, the Chief Superintendent advised that reasons could include intelligence reports, cycles, evidence required and demand;
- (4) what age range was represented in the antisocial behaviour figure under youths, the Chief Superintendent confirmed that the term youths represented those under eighteen years old;
- (5) what action had been taken to deal with increased shoplifting incidents, the Chief Inspector advised that work ongoing included the use of the intelligence network throughout Ayrshire, locality teams supporting retailers, researching

trends and confirmed there would be an increased police presence over the festive period;

- (6) if the number of police officers employed had decreased, the Chief Superintendent advised that although they had recently lost officers with significant experience due to changes in pension legislation, they were currently working to upskill new staff. They were fortunate regarding their youth volunteers, and their excellent special constables. There had been no change in the overarching figures and there had been a reduction in absences; it had also been noted that Police Scotland were looking to recruit additional volunteer Special Constables;

Councillor Dixon joined the meeting at 10.20 a.m.

- (7) if officers were affected by an overtime ban, the Chief Superintendent advised that the Police Federation were in dispute in relation to the pay settlement and that officers within South Ayrshire had not seen the impact of this;
- (8) what the impact had been from early police intervention in schools, the Chief Superintendent advised that there had been positive benefits seen from campus police officers working with youths;
- (9) information in relation to the ongoing issues with the 101 non-emergency contact number, the Chief Superintendent advised that there was a focus currently to improve the service and that work had been ongoing locally and nationally to improve communication with the public;
- (10) the impact of the anti-terrorism bollards installed in Ayr, the Chief Superintendent advised that the equipment was to act as a deterrent and showed that proactive measures were in place to prevent incidents; and
- (11) in relation to the figures for Fraud under Acquisitive Crime remaining the same and what Other Thefts included, the Chief Superintendent advised that it was a coincidence the Fraud figures were the same and that an example of Other Thefts could be fuel theft.

An update was provided to Members by the Chief Inspector in relation to the Golf Open at Troon. It was advised that the event had been successfully policed and they had prevented protestors. It was noted that there had been a few minor arrests and there had been a thorough de-brief with partners on what went well and future planning.

Having scrutinised the performance report of Police Scotland in South Ayrshire, the Panel

Decided: to note the performance report of Police Scotland and to provide feedback to the Area Commander.

5. Council Plan (2023-2028): Second Year: Quarter Two Update (2024/25).

There was submitted a report ([issued](#)) of 7 November 2024 by the Depute Chief Executive and Director of Education advising Members on progress that had been made during the second year of the new Council Plan.

A Member of the Panel enquired about the action to “Collaboratively develop and deliver Place Plans and other Place-based Strategies for town centres” which was shown at 50% progress and when it would be determined as complete. The Service Lead – Economy and Regeneration advised that it would be hard to monitor the percentage; as place plans were informed by communities, however, confirmed that work had been ongoing across various departments, including Thriving Communities and Planning.

Having heard a Member of the Panel request if there would be a business case produced and when there would be a consultation on the redevelopment of the two priority golf courses, Darley and Belleisle, the Service Lead – Destination South Ayrshire confirmed that a business case would be developed to identify any commercial opportunities and that it would later be presented to Council.

Following a query from a Member of the Panel in relation to the work ongoing at the Citadel Leisure Centre, the Service Lead – Destination South Ayrshire provided an overview of all work underway and advised that the contractors were now on site with internal work starting in March 2025 and that the expected completion date was mid 2026. (I have noted that initial works would start in March 2025 – please check)

Further questions and comments from Members included –

- (1) a request for an update regarding the progress of the action “Work to procure a site and licence for the treatment of all SAC green/garden waste” and the Service Lead – Neighbourhood Services advised that the site was being evaluated in order to finalise the business case;
- (2) if the progress of the housing developments at Riverside New Build and Mainholm New Build had been on schedule and the Service Lead – Professional Design Services advised that the Mainholm New Build Housing Development was on track for completion in February 2025, however, the Riverside New Build Housing Development had been delayed to September 2025;
- (3) regarding the stakeholder involvement and if Elected Members were included in relation to the action “Develop a Data Strategy for the Council” and the Assistant Director – Corporate Policy, Strategy and Performance advised there would be a Members' Briefing to provide further information;
- (4) if the funding for the Shop Front Improvement Project included the cost of consultants, the Assistant Director – Communities advised that the funding would be for developing shops and not consultancy fees;
- (5) what projects were included in the action to “Deliver place-based investment fund (PBIF) Capital projects” and the Assistant Director – Communities advised that he would report back after discussion with the Service Lead – Economy and Regeneration and that the PBIF had been discontinued by the Scottish Government for 2025;
- (6) information on the projects included in the action “Delivery of the General Services Capital Programme for 2024/25 and future years” and the Service Lead – Professional Design Services provided an update on the Capital Programme and advised that a report on period six would be provided and advised that there were many projects both at tender stage and under development;
- (7) information on the action to “Plan and deliver Troon Early Years Centre” and the Service Lead – Professional Design Services advised that the work on Troon Early

Years Centre was underway, and that the expected completion date was towards the end of 2025;

- (8) clarification on the action “Maybole Regeneration Project” in regard to whether Maybole Castle was a privately owned building and what the cost of modifications and repairs was and the Assistant Director – Communities advised that Maybole Castle had been owned by Cassillis Estate and that work had currently stopped until approval had been received from Cabinet and stakeholders; and that he would report back on the costs; and
- (9) when a report would be available in relation to the action “Review and make recommendations on the current Roads Operating Model” and the Director of Housing, Operations and Development advised that there was a 10 year review of Ayrshire Roads Alliance underway and the report would be submitted to the Joint Committee and Council meetings for consideration.

The Panel

Decided: to note the Second Year: Quarter Two (2024/25) progress of the Council Plan (2023-2028) attached as Appendix 1.

6. Complaints – Scrutiny Update – Period: 1 April to 30 September 2024

There was submitted a report ([issued](#)) of 7 November 2024 by the Chief Governance Officer providing Members with complaints performance information for the period from 1 April to 30 September 2024 and compared performance to the same reporting period in 2023. The report reflected the statutory reporting categories required by the Scottish Public Services Ombudsman (SPSO) and included information on how services had improved following Stage 2 and Ombudsman complaints.

Having heard a Member of the Panel seek information on the parking strategy for the Ayr Show – Festival of Flight, the Director of Communities and Transformation advised that improvements had been made including the use of a parking management company for the car parks, alterations to the traffic management plan, and Transport Scotland remained within the Multi-Agency Control Centre for the duration of the day.

A Member of the Panel expressed concerns in relation to the Scottish Public Services Ombudsman Improvement Case regarding the delay of several years for a kinship carer and the Head of Children’s Health, Care and Justice Service explained that this had been a complex situation with the child’s best interests considered and apologies were made to the family for the failings.

Having scrutinised the contents of the report, the Panel

Decided: to request a further report to a future meeting of the Panel providing an update on the Council’s complaints performance during the period 1 October 2024 to 31 March 2025.

7. FOISA/EIR Annual Report 2023/24.

There was submitted a report ([issued](#)) of 7 November 2024 by the Chief Governance Officer updating Members on the Council’s response times and the volume of requests made under the Freedom of Information (Scotland) Act 2002 (FOISA) and the

Environmental Information (Scotland) Regulations 2004 (EIRs) by subject matter and type of requester during the period 1 July 2023 to 30 June 2024.

A Member of the Panel requested information regarding FOIs received by MSPs/MPs and queried that if these came in a different format to an official FOI would this help to reduce the number of FOI requests; and the Co-ordinator – Registration, Records and Information advised that these enquiries often requested statistical information and that receiving these requests in the FOI format provided valuable timescales.

Having heard a Member of the Panel enquire as to how information was provided to the public and if improving this would reduce FOI requests, the Co-ordinator – Registration, Records and Information advised that requests increased regardless of information provided to the public domain, however, noted that the searchability could be improved and that this was being investigated.

Having scrutinised the contents of the report, the Panel

Decided: to request a further report to a future meeting of the Panel providing an update on the Council's FOISA/EIR performance during the period 1 July 2024 and 30 June 2025.

8. **Business Support – Refreshed Ambition Programme Update.**

There was submitted a report ([issued](#)) of 7 November 2024 by the Director of Communities and Transformation providing the Panel with an update on the delivery of the revised Ambition Programme, approved by Cabinet on 28 November 2023.

Following a query from a Member of the Panel in relation to the Ambition Programme Budget Summary and the overspend shown for this, the Assistant Director – Communities advised that the funds had been allocated as required and that the funds would require to be realigned from elsewhere in the Ambition Programme. A Member further enquired as to what the sum would amount to for rebalancing the overspend and the Assistant Director - Communities advised that a report containing the information regarding the budget would be provided.

A Member of the Panel requested information in relation to the 117 businesses that were seeking support to start in business, and how many of these received the support sought; and the Assistant Director – Communities advised that five businesses had started through the Ambition Programme and that many other businesses had been sign-posted on to other funding areas. It was also noted that there was an overlap between the Business Support Ambition Programme and the Business Gateway; and that it would be beneficial to merge these reports together in future.

The Panel

Decided: to note the progress of the revised Ambition Programme since its relaunch in April 2024.

9. **Common Good Fund Update.**

There was submitted a report ([issued](#)) of 7 November 2024 by the Director of Housing, Operations and Development providing the Panel with an update on the Common Good Funds for Ayr, Prestwick, Troon, Girvan and Maybole.

A Member of the Panel expressed concerns regarding the rent received through the Common Good Fund in relation to the Ayr Show – Festival of Flight and the Service Lead – Asset Management and Community Asset Transfer advised that the rent had increased from 2023 to 2024 due to a larger space used and that the rent had been independently valued. The Director of Communities and Transformation further advised that the rent costs assisted with keeping the event free to attend and sub-letting the ground did not generate direct profit for the Council.

The Panel

Decided:

- (1) to note the current financial position of Ayr Common Good Fund, Prestwick Common Good Fund, Troon Common Good Fund, Maybole Common Good Fund and Girvan Common Good Fund as highlighted in Appendix 1 to the report;
- (2) to note the long-term trend in Common Good Funds (Appendix 2); and
- (3) to note that, in response to (1) and (2), and as per Leadership Panel of 8 March 2022, Asset Management would submit a report to Council in December 2024 containing a long-term strategic review of all assets held within the Common Good Funds and proposals to place the Common Good Funds on a more sustainable footing in the medium to longer term.

10. **Ayrshire Regional Economic Strategy (ARES).**

There was submitted a report ([issued](#)) of 12 November 2024 by the Director of Communities and Transformation providing the Panel with an update on the progress of the Ayrshire Regional Economic Strategy (ARES) and resourcing of the year two ARES action plan; and advising on changes to the regional economic development structure.

A Member of the Panel requested information on what work had been delivered involving the three authorities (East, South and North Ayrshire) and the Assistant Director – Communities advised that partners and authorities reflected Ayrshire working collaboratively, for example - jobs supported within the Aerospace Sector by South Ayrshire Council were beneficial to the wider region. This was also the case for life sciences in North Ayrshire and manufacturing in East Ayrshire Council areas. It was advised that a report would be provided in the future to highlight ARES progress.

Having heard a Member of the Panel seek information on how the ARES related to the Ayrshire Growth Deal, the Assistant Director – Communities advised that the Ayrshire Growth Deal aimed to drive economic growth which had been beneficial to the wider Ayrshire.

The Panel

Decided:

- (1) to note the progress of the Regional Economic Strategy Year 1 Delivery Plan;
- (2) to note the one-year shared regional resource to support the delivery of the Ayrshire Regional Economic Strategy priorities through a Year 2 Delivery Plan;
- (3) to note the successful State of the Regional Economy event which showcased regional working to businessmen and stakeholders; and
- (4) to note the financial commitment required to further develop and deliver year two ARES actions from within the Council's Economy and Regeneration operational budget.

The meeting ended at 12.00 p.m.

SERVICE AND PARTNERSHIPS PERFORMANCE PANEL – ACTION LOG

| No. | Date of Meeting | Issue | Actions | Assigned to | Update | Completed |
|-----|------------------|---|--|----------------------------------|--|-----------|
| 1. | 20 August 2024 | Local Performance Report: Police Scotland | To provide an update in relation to the policing at the Golf Open in Troon. | Chief Superintendent | Update provided to Service and Partnerships Panel 19 November 2024. | Yes |
| 2. | 19 November 2024 | Council Plan (2023-2028): Second Year: Quarter Two Update (2024/25) | To provide an update on the funding for “Deliver Place Based Investment Fund (PBIF) Capital Projects”. | Assistant Director – Communities | When the Service Plan was developed earlier in 2024 there was an expectation that there would be 2024-2025 PBIP Funding, however, no PBIP funding has been announced within the current financial year to date. | Yes |
| 3. | 19 November 2024 | Council Plan (2023-2028): Second Year: Quarter Two Update (2024/25) | To provide cost figures in relation to modifications and repairs of Maybole Castle (Maybole Regeneration Project). | Assistant Director – Communities | <p>The SAC contribution towards the castle is £0.</p> <p>SAC is one of a number of partners and funders contributing to the overall Maybole Regeneration project.</p> <p>Maybole Castle is a project under development through a private company, Cassillis and Culzean Estates.</p> <p>As the Castle is not a SAC regeneration project we do not have access to cost information.</p> | Yes |

SERVICE AND PARTNERSHIPS PERFORMANCE PANEL – WORK PROGRAMME

| | Issue | Actions | Assigned To | Due Date To Panel | Latest update |
|----|---|--|--|--------------------------|----------------------|
| 1. | Local Performance Report: Scottish Fire and Rescue | Provide Members with information about performance of the Scottish Fire and Rescue Service in South Ayrshire | Depute Chief Executive and Director of Education | 14 January 2025 | Report to this Panel |
| 2. | The International Ayr Show – Festival of Flight 2024 | Annual report providing overview of delivery | Director of Communities and Transformation | 14 January 2025 | Report to this Panel |
| 3. | Ayrshire Shared British Sign Language (BSL) – Joint Action Plan | Update | Depute Chief Executive and Director of Education | 12 February 2025 | Awaiting Report |
| 4. | Joint Inspection of Adult Community Health and Care Services Update | 6-monthly update | Director of Health and Social Care | 12 February 2025 | Awaiting Report |
| 5. | Business Relief Programme – 2024 Funding Proposals | Update | Director of Communities and Transformation | 11 March 2025 | Awaiting Report |

| | | | | | |
|----|----------------------------|-----------------------------|---|---------------|-----------------|
| 6. | Shaping Our Future Council | Update (including benefits) | Depute Chief Executive and Director of Education/Director of Communities and Transformation | 11 March 2025 | Awaiting Report |
|----|----------------------------|-----------------------------|---|---------------|-----------------|

South Ayrshire Council

**Report by Depute Chief Executive and Director of Education
to Service and Partnerships Performance Panel
of 14 January 2025**

Subject: Local Performance Report: Scottish Fire and Rescue Service

1. Purpose

- 1.1 The purpose of this report is to provide members of the Panel with information about the mid-year performance (quarter two) of Scottish Fire and Rescue Service in South Ayrshire for 2024/25.

2. Recommendation

- 2.1 **It is recommended that the Panel scrutinises the performance report of the Scottish Fire and Rescue Service in South Ayrshire and provides feedback to the Local Senior Officer.**

3. Background

- 3.1 The Police and Fire and Rescue Reform (Scotland) Act 2012 created a national police force and a national fire and rescue service. The implications of the legislation for local authorities are that the Council will:

- Comment on SPA and SFRS Strategic Plans;
- Contribute to the preparation of the local plan for police and local fire and rescue plan and approve the plans;
- Monitor the delivery of police and fire and rescue functions in the area and make recommendations for improvement; and
- Provide feedback to the Local Police Commander and the Fire and Rescue Service Local Senior Officer.

- 3.2 The Local Fire Plan for South Ayrshire was agreed at [Leadership Panel on 19 September 2017](#). Performance is reported twice yearly, and this report relates to quarter two performance for the period 2024/2025.

4. Proposals

- 4.1 The Local Senior Officer has provided the attached performance report (Appendix 1) which Panel members are invited to scrutinise and provide feedback on.

5/

5. Legal and Procurement Implications

5.1 There are no legal implications arising from this report.

5.2 There are no procurement implications arising from this report.

6. Financial Implications

6.1 Not applicable.

7. Human Resources Implications

7.1 Not applicable.

8. Risk

8.1 *Risk Implications of Adopting the Recommendations*

8.1.1 There are no risks associated with adopting the recommendations.

8.2 *Risk Implications of Rejecting the Recommendations*

8.2.1 If the recommendation is rejected then there is a risk that the Council is considered to not have discharged its responsibility under the Police and Fire and Rescue Reform (Scotland) Act 2012 in terms of scrutinising local performance

9. Equalities

9.1 The proposals in this report allow scrutiny of performance. The report does not involve proposals for policies, strategies, procedures, processes, financial decisions and activities (including service delivery), both new and at review, that affect the Council's communities and employees, therefore an equality impact assessment is not required.

10. Sustainable Development Implications

10.1 **Considering Strategic Environmental Assessment (SEA)** - The proposals in this report do not represent a qualifying plan, programme, policy or strategy for consideration for SEA. There exists therefore no obligation to contact the Scottish Government Gateway and no further action is necessary. An SEA has not been undertaken.

11. Options Appraisal

11.1 An options appraisal has not been carried out in relation to the subject matter of this report.

12. Link to Council Plan

12.1 The matters referred to in this report contribute Priority 3 of the Council Plan: Civic and Community Pride.

13/

13. Results of Consultation

- 13.1 There has been no public consultation on the contents of this report which relates to the performance of an external organisation.

Background Papers **Report to Leadership Panel of 19 September 2017 - [Local Fire and Rescue Service Plan for South Ayrshire](#)**
[Scottish Fire and Rescue Service Strategic Plan 2022-2025](#)

Person to Contact **Kevin Anderson, Assistant Director Corporate Policy, Strategy and Performance**
County Buildings, Wellington Square, Ayr KA7 1DR
Phone 01292 612982
E-mail kevin.anderson@south-ayrshire.gov.uk

Date: 23 December 2024

SOUTH AYRSHIRE COUNCIL

**SERVICE AND PARTNERSHIPS PERFORMANCE PANEL
14 JANUARY 2025**

Scottish Fire and Rescue Service performance and service updates

Report by Area Commander Ian McMeekin – Local Senior Officer for Ayrshire

1. PURPOSE

- 1.1 To advise members of the South Ayrshire Service and Partnerships Performance Panel to the progress against the priorities contained within South Ayrshire's Local Fire and Rescue Plan, and to provide committee members with other key fire and rescue service updates.

2. BACKGROUND

- 2.1 The Scottish Fire and Rescue Service (SFRS) is legally obliged to produce Local Fire and Rescue Plans for all thirty-two local authorities across Scotland. The Local Fire and Rescue Plan for South Ayrshire was developed and, following a public consultation, was presented to South Ayrshire Council for formal approval.
- 2.2 All progress against the priorities contained within the previously mentioned document is now subject to monitoring by South Ayrshire Council's Service and Partnerships Performance Panel.

3. PERFORMANCE SUMMARY

- 3.1 An analysis of operational responses within South Ayrshire for 1 April to 30 September 2024 identified a 24.4% decrease in activity levels across the local authority when compared to the previous year. A further review of the rolling three years average indicated a 11.2% decrease in overall operational activity.
- 3.2 In reviewing operational activity on a broader level, false alarms accounted for 51.3% of operational demand within South Ayrshire, with fire related and special service activity accounting for 26.4% and 22.3% respectively.
- 3.3 For the period 1 April to 30 September 2024, overall progress is being monitored across six indicators, using the three-year rolling average as a basis of measuring performance. Year on year and rolling three-year average figures are also used to review short-and long-term changes in demand and trends.
- 3.4 Using the defined approach in Section 3.3, review of performance against these six indicators identified four are below and two are above the three-year average.
- 3.5 Further analysis of this performance is provided within the associated performance report (Appendix A).

4. CURRENT POSITION – SCOTTISH FIRE AND RESCUE SERVICE UPDATES

4.1 The Scottish Fire and Rescue Service (SFRS) has appointed a new Chief Officer and Deputy Chief Officer to drive the organisation forward. Stuart Stevens has been named Chief Officer, succeeding Ross Haggart, who retired in November 2024. Meanwhile, Andrew Watt has been appointed Deputy Chief Officer, stepping into the role previously held by Stuart Stevens.

4.2 The SFRS has partnered with Ayrshire College as the accrediting body for its national FireSkills programme. This collaborative initiative is designed to support young people aged 12-18 by offering essential life and employability skills, such as leadership, teamwork, communication, and problem-solving, through the delivery of FireSkills courses at local community fire stations.

As part of this partnership, Ayrshire College will award all successful participants the SCQF Level 4 Employability Award. It is estimated that more than 400 young people across Scotland will benefit annually from this partnership arrangement.

4.3 The SFRS is commencing its process to review the current Strategic Plan. This process will involve a public consultation to ensure a wide range of input from stakeholders. A new Strategic Plan will be published next year based on the outcomes of this review. Following the publication of the new Strategic Plan, a review of all Local Fire and Rescue Plans will be initiated to ensure alignment with the revised national strategic objectives and local priorities.

4.4 The Scottish Fire and Rescue Service (SFRS) continues to take part in working groups and activities to improve how services are delivered to communities across South Ayrshire. This includes participating in Radical Place Leadership development events. The ideas and decisions from these discussions will shape the next version of the Local Fire and Rescue Plans for the local authority area.

5 CONCLUSIONS

5.1 Fire and rescue service activity is subject to regular monitoring and review and the Local Fire and Rescue Plan priorities identified within the report forms part of this monitoring process.

5.2 Members of the Service and Partnerships Performance Panel will be kept up to date as to progress against the Local Fire and Rescue Plan and to any future fire and rescue service updates as they arise.

6 FINANCIAL IMPLICATIONS

6.1 Nil

**7 LEGAL/POLICY/COMMUNITY PLANNING/ HUMAN RESOURCES/RISK/EQUALITIES
IMPACT IMPLICATIONS**

7.1 Nil

8 RECOMMENDATIONS

8.1 It is proposed that members of the Service and Partnerships Performance Panel:

- i. Note the content of the performance summary for the period 1 April to 30 September 2024.
- ii. Note the SFRS updates.

Area Commander Ian McMeekin
Local Senior Officer
Scottish Fire and Rescue Service

For further information, please contact Area Commander Ian McMeekin 01294 607000



**South Ayrshire Performance Report
1st April 2024 - 30th September 2024**



**SCOTTISH
FIRE AND RESCUE SERVICE**

Working together for a safer Scotland

**Working together
for a safer Scotland**

south
AYRSHIRE
COUNCIL

South Ayrshire Performance Report

Table of Contents

| | |
|---|----|
| Local Fire and Rescue Service Plan Priorities | 3 |
| South Ayrshire Activity Summary | 4 |
| Domestic Safety - Accidental Dwelling Fires | 5 |
| Domestic Safety - Accidental Dwelling Fire Casualties | 6 |
| Unintentional Injury and Harm | 7 |
| Deliberate Fire Setting | 8 |
| Non-Domestic Fire Safety | 9 |
| Unwanted Fire Alarm Signals | 10 |
| Prevention & Protection | 11 |
| Retained Duty System | 11 |
| Glossary of Terms | 12 |

Local Fire and Rescue Service Plan Priorities

The Local Fire and Rescue Service Plan has been developed to set out the priorities and objectives within South Ayrshire and allows our local authority partners to scrutinise the performance outcomes of these priorities. We will continue to work closely with our partners in South Ayrshire to ensure we are all “**Working Together for a Safer Scotland**” through targeting risks to our communities at a local level.

The plan has been developed to complement key partnership activity embedded across South Ayrshire's Community Planning Partnership. Through effective and co-ordinated partnership working we will seek to deliver continuous improvement in our performance and effective service delivery in our area of operations.

The Local Fire and Rescue Plan for South Ayrshire identified six areas for demand reduction and is subject to regular monitoring and reporting through the Partnership Panel. A summary of the priorities and current activity is detailed below with further detail and analysis contained within this performance report.

| | Accidental Dwelling Fires | Accidental Dwelling Fire Casualties | Unintentional Injury and Harm | Deliberate Fire Setting | Non-Domestic Fire Safety | Unwanted Fire Alarm Signals |
|----------------------------------|---------------------------|-------------------------------------|-------------------------------|-------------------------|--------------------------|-----------------------------|
| Ayr East | 3 | 2 | 4 | 6 | 0 | 2 |
| Ayr North | 13 | 3 | 4 | 29 | 1 | 6 |
| Ayr West | 6 | 1 | 3 | 16 | 0 | 14 |
| Girvan & South Carrick | 4 | 0 | 8 | 5 | 4 | 14 |
| Kyle | 0 | 0 | 3 | 6 | 1 | 8 |
| Maybole, North Carrick & Coylton | 1 | 0 | 15 | 3 | 1 | 31 |
| Prestwick | 4 | 0 | 2 | 22 | 1 | 19 |
| Troon | 3 | 0 | 4 | 17 | 1 | 11 |
| Total Incidents | 34 | 6 | 43 | 104 | 9 | 105 |

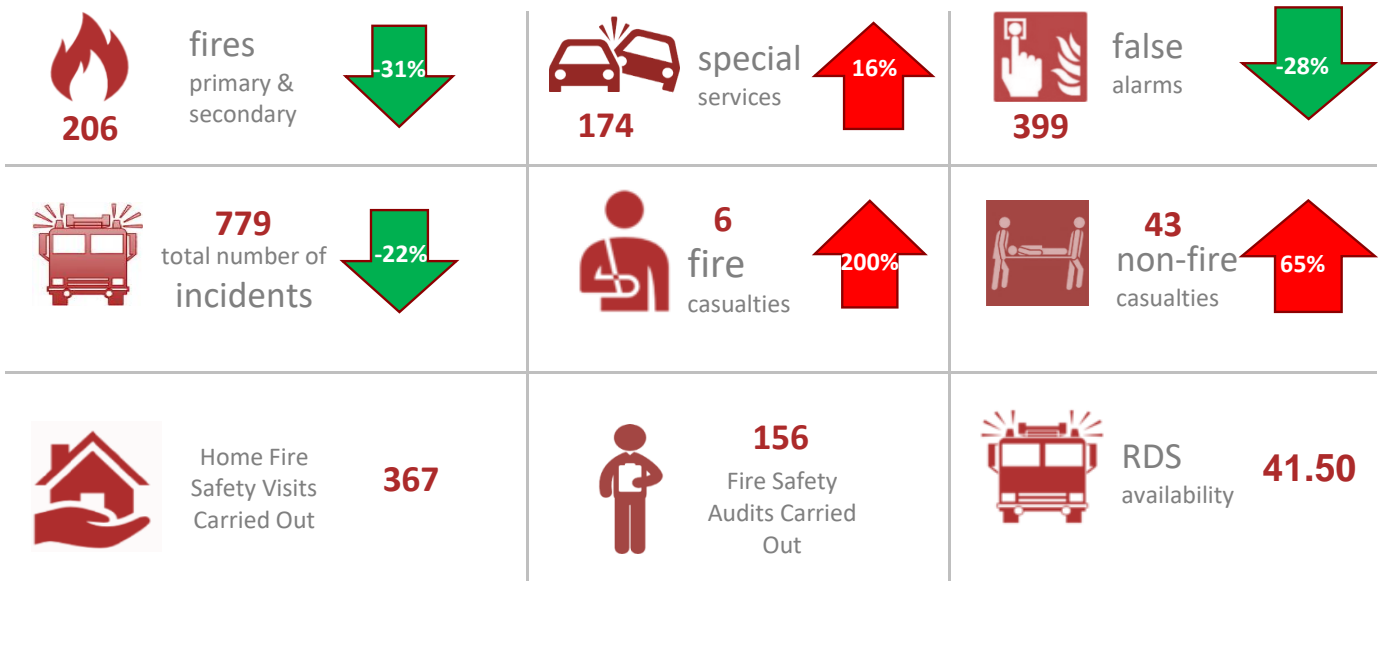
| | | | | | | |
|------------------------------|------|------|-----|------|------|------|
| Year on Year Change | -21% | 200% | 65% | -44% | -40% | -61% |
| 3 Year Average Change | -3% | 8% | 9% | -20% | -23% | -22% |
| 5 Year Average Change | -5% | -5% | -6% | -7% | -19% | -18% |

About the statistics within this report

The activity totals and other statistics quoted within this report are published in the interests of transparency and openness. They are provisional in nature and subject to change as a result of ongoing quality assurance and review. Because all statistics quoted are provisional there may be a difference in the period totals quoted in our reports after local publication which result from revisions or additions to the data in our systems. The Scottish Government publishes official statistics each year which allow for comparisons to be made over longer periods of time.

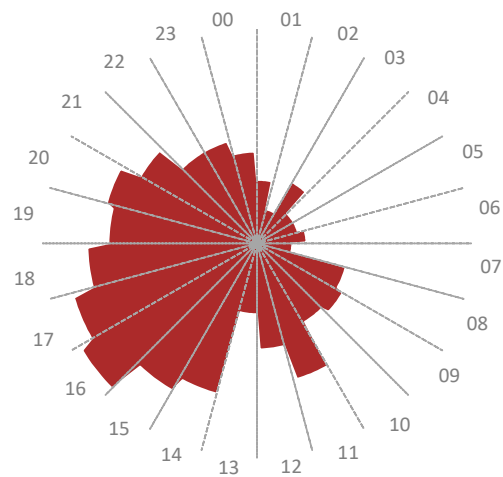
- Activity levels have reduced by more than 5%
- Activity levels have reduced by up to 5%
- Activity levels have increased overall

South Ayrshire Delivery Activity Summary

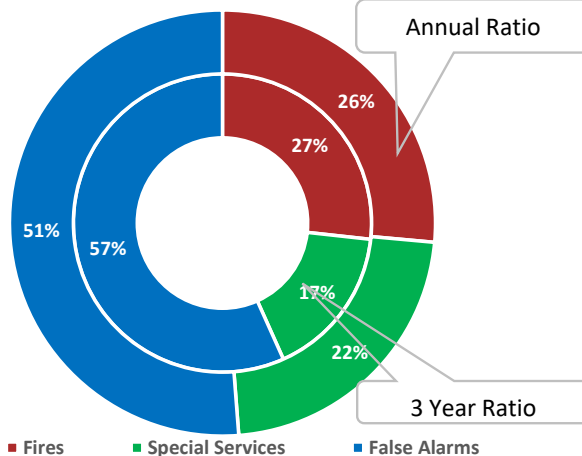


Activity by Time of Day

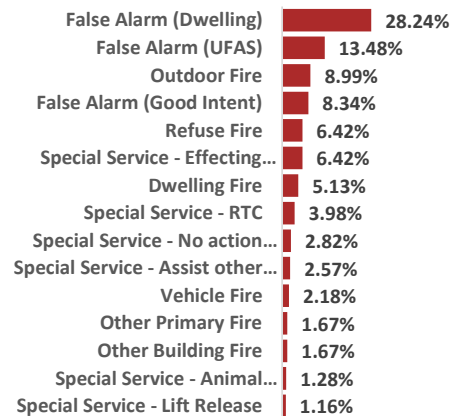
| Hour (am) | Total | Hour (pm) | Total |
|-----------------|-------|----------------|-------|
| Midnight | 13 | Mid-day | 15 |
| 1am | 9 | 1pm | 10 |
| 2am | 5 | 2pm | 22 |
| 3am | 10 | 3pm | 24 |
| 4am | 6 | 4pm | 29 |
| 5am | 6 | 5pm | 27 |
| 6am | 7 | 6pm | 24 |
| 7am | 5 | 7pm | 21 |
| 8am | 13 | 8pm | 22 |
| 9am | 14 | 9pm | 19 |
| 10am | 13 | 10pm | 15 |
| 11am | 20 | 11pm | 15 |



Incidents by Classification



Top 15 Incident Types by % of Total



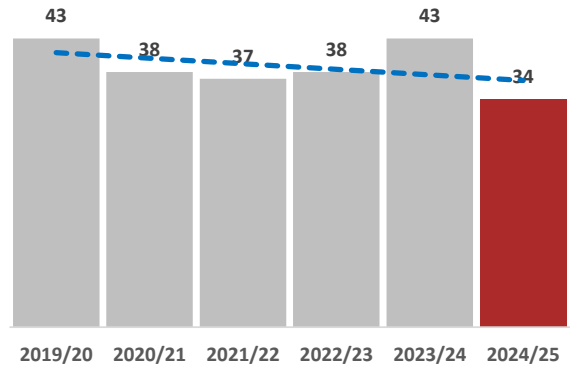
Domestic Safety - Accidental Dwelling Fires



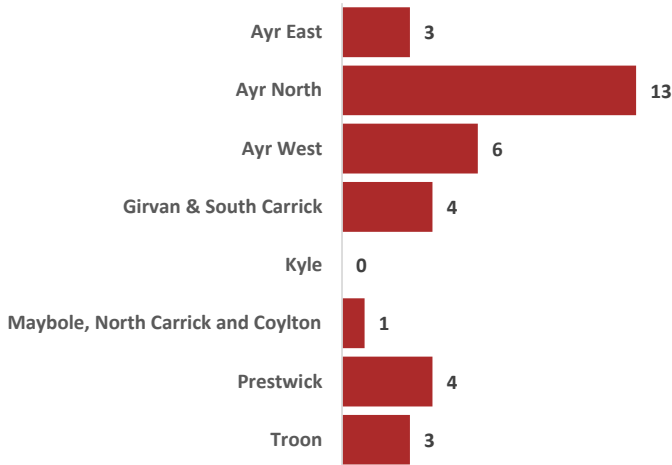
Performance Summary



Accidental Dwelling Fires to Date



Accidental Dwelling Fires by Ward Area



Severity of Accidental Dwelling Fires



No Firefighting Action

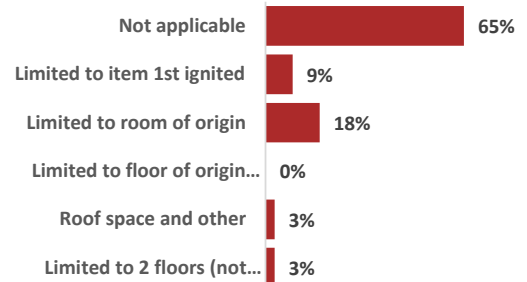
56%



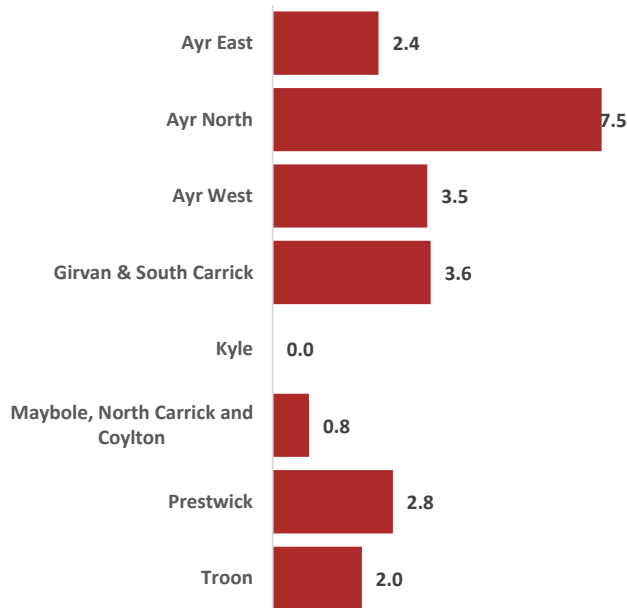
Direct Firefighting

21%

Extent of Fire Damage



Incidents Per 10,000 Population - South Ayrshire



Automatic Detection & Actuation



Detection Present

79%



Detection Actuated

81%



Calls Made via Linked Alarms

18%

Incidents Per 10,000 Population - Ayrshire



Human Factors



Distraction

24%



Alcohol/Drug Impairment

15%



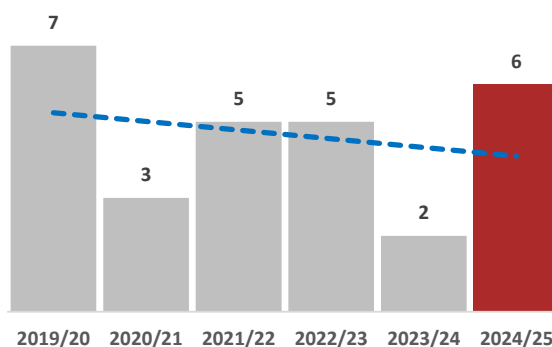
Domestic Safety - Accidental Dwelling Fire Casualties



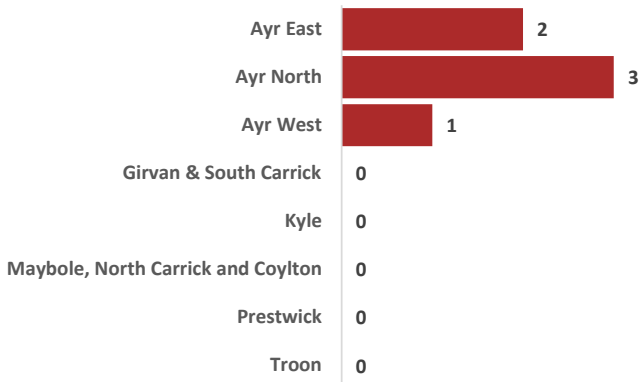
Performance Summary

Year on Year **200%** 3 Year Average **8%** 5 Year Average **-5%**

Accidental Dwelling Fire Casualties Year to Date



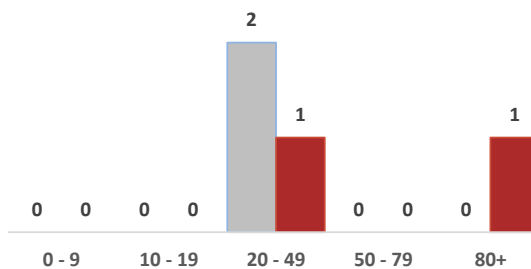
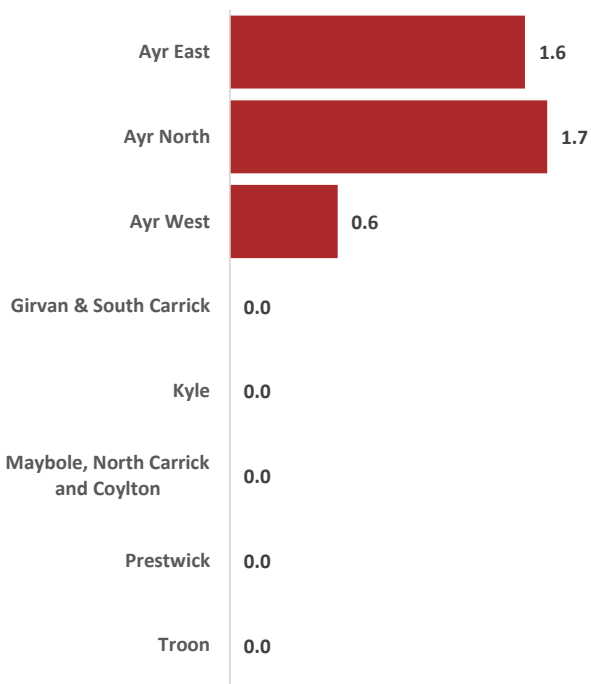
Fire Casualties by Ward Area



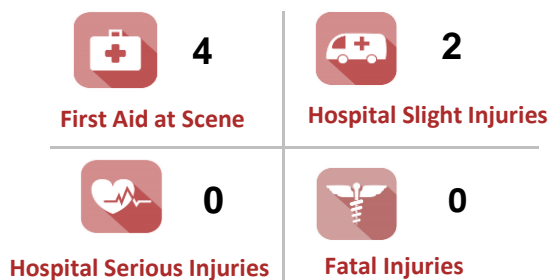
Age / Gender Profile



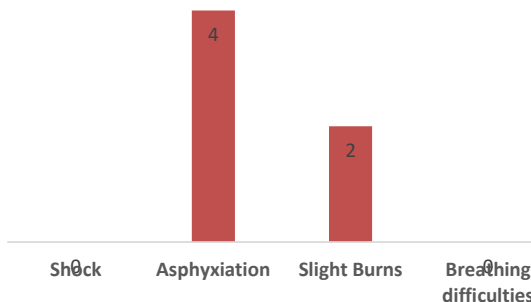
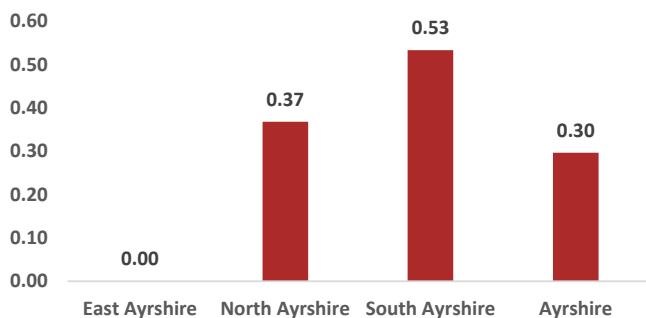
Casualties Per 10,000 Population - South Ayrshire



Extent of Harm



Casualties Per 10,000 Population - Ayrshire



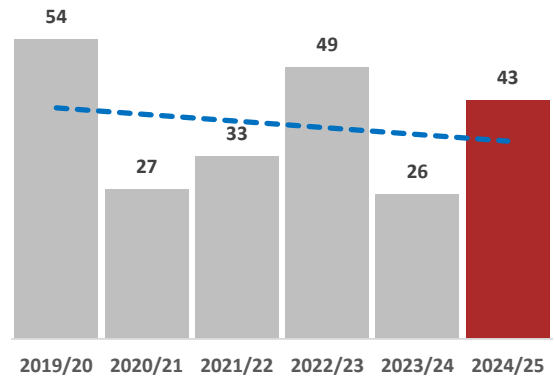
Unintentional Injury or Harm



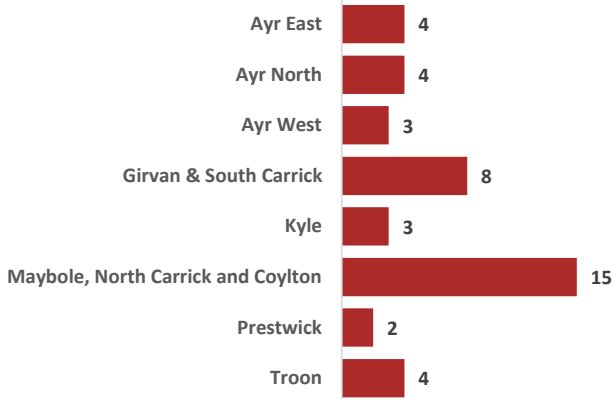
Performance Summary

Year on Year **65%** | 3 Year Average **9%** | 5 Year Average **-6%**

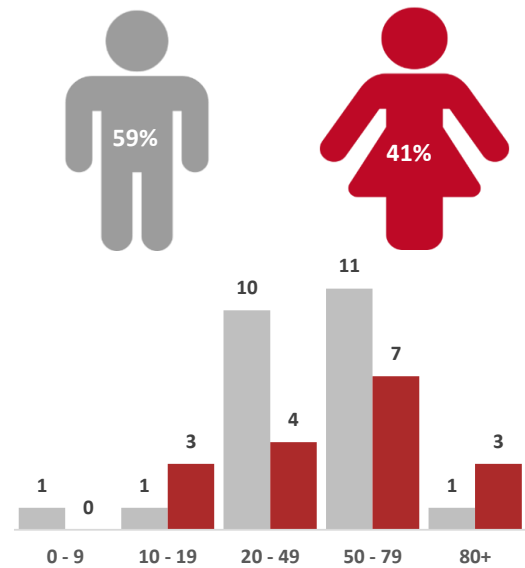
Special Service Casualties Year to Date



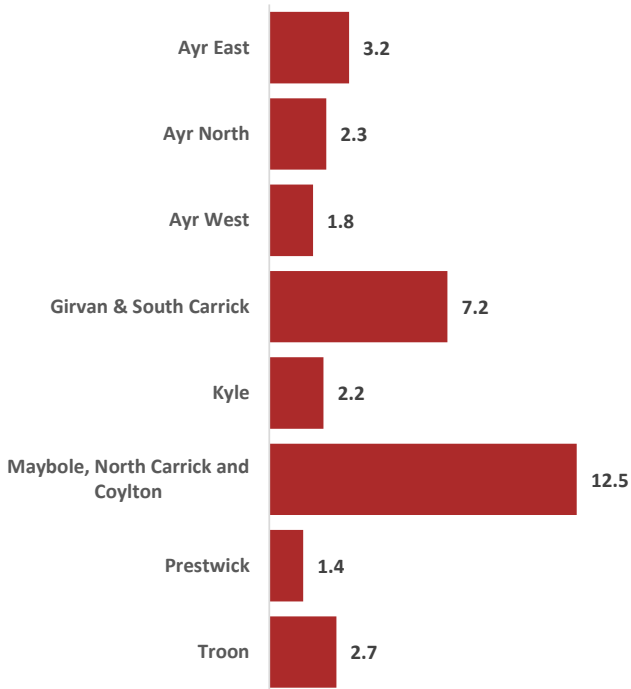
Non-Fire Casualties by Ward Area



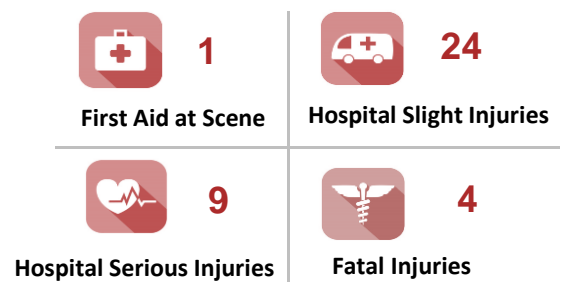
Age / Gender Profile



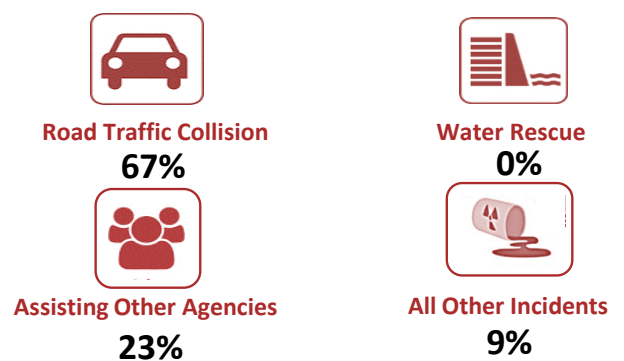
Casualties Per 10,000 Population - South Ayrshire



Extent of Harm



Non-Casualties Per 10,000 Population - Ayrshire



Deliberate Fire Setting

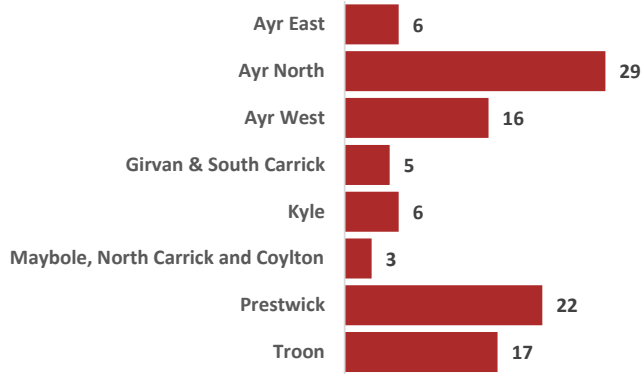


Performance Summary

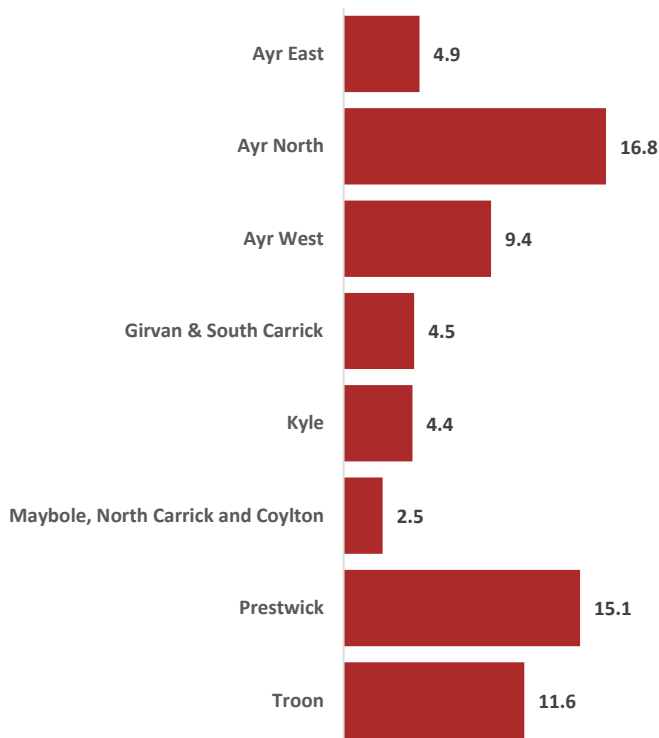
Year on Year 3 Year Average 5 Year Average

● -44% ● -20% ● -7%

Deliberate Fires by Ward Area



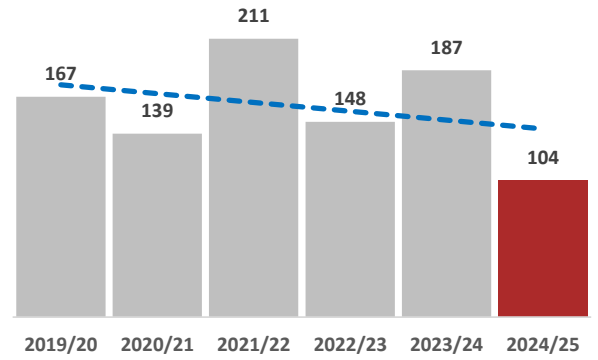
Incidents Per 10,000 Population - South Ayrshire



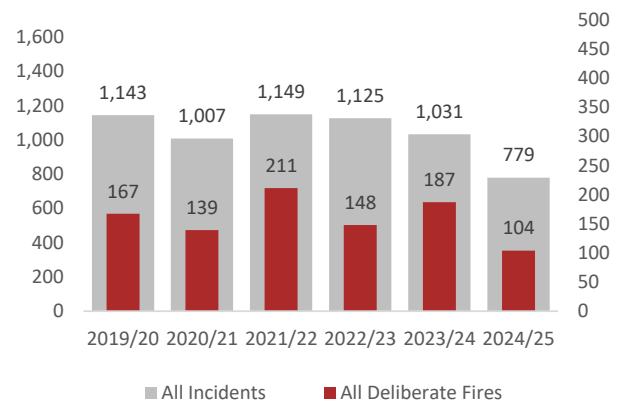
Incidents Per 10,000 Population - Ayrshire



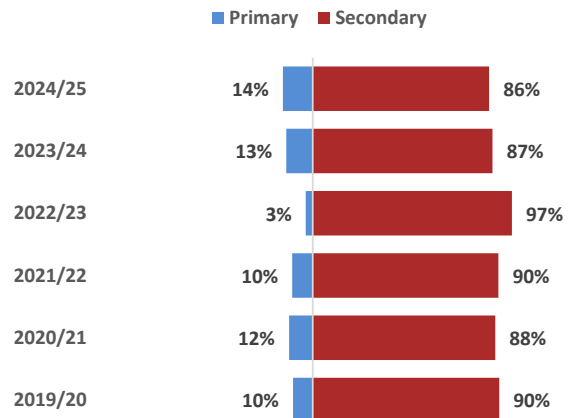
Deliberate Fires Year to Date



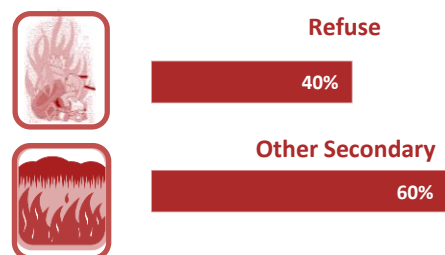
Deliberate Fires Compared to Operational Activity



Deliberate Fires by Classification



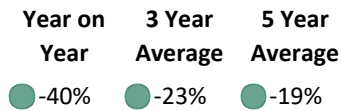
Secondary Fire Ratio by Activity Type



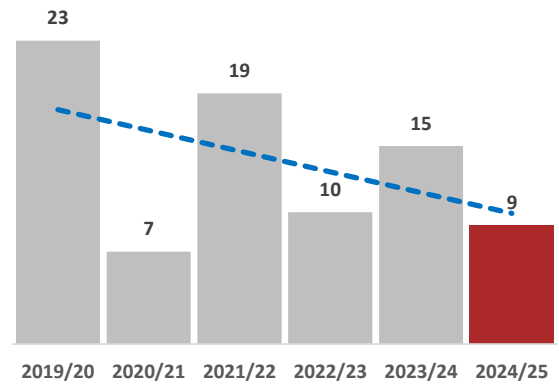
Non-Domestic Fire Safety



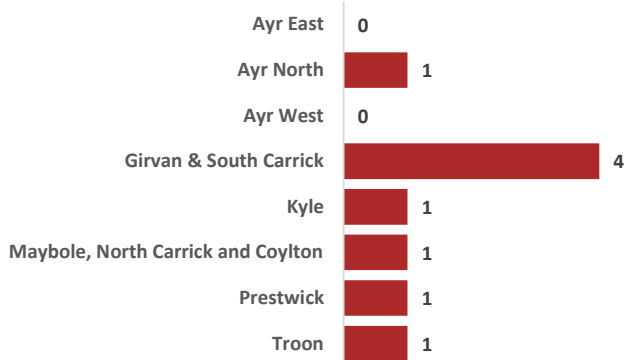
Performance Summary



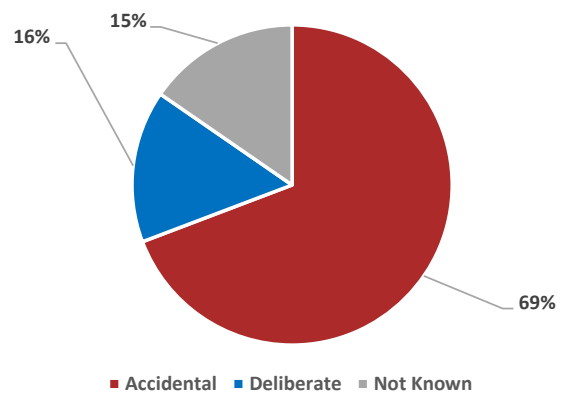
Non-Domestic Fires Year to Date



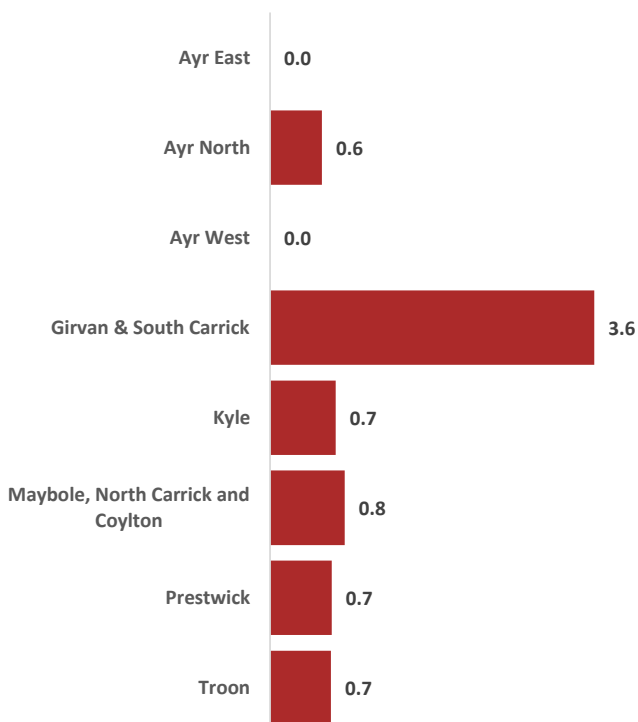
Non-Domestic Fires by Ward Area



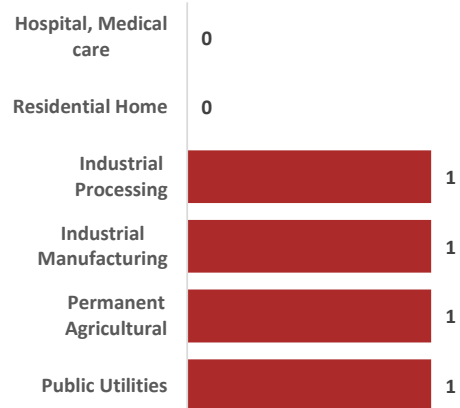
Non-Domestic Fires by Nature of Origin



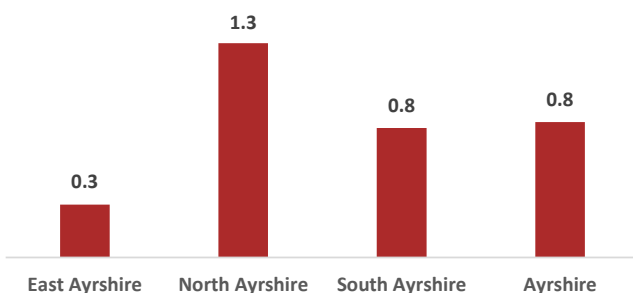
Incidents Per 10,000 Population - South Ayrshire



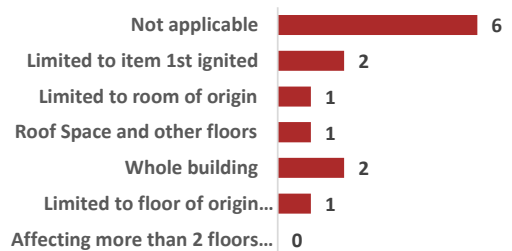
Non-Domestic Fires by Premises Type



Incidents Per 10,000 Population - Ayrshire



Extent of Fire Damage



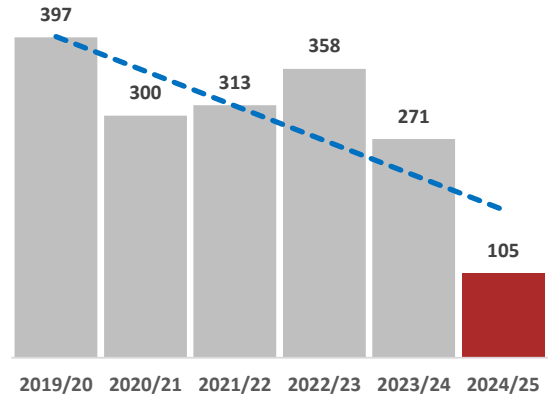
Unwanted Fire Alarm Signals



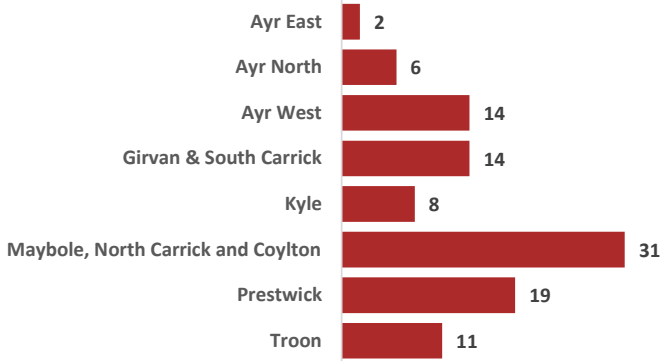
Performance Summary

Year on Year: -61%
 3 Year Average: -22%
 5 Year Average: -18%

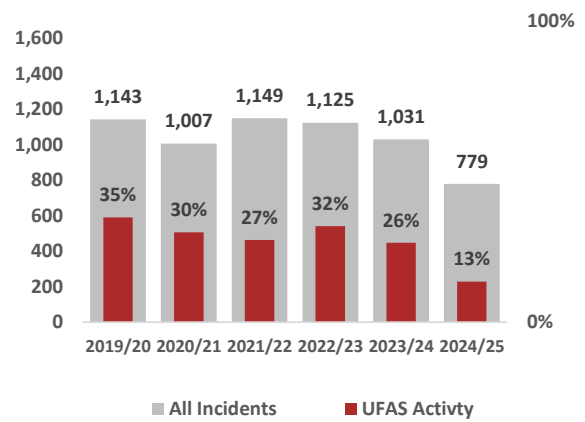
Unwanted Fire Alarm Signals Year to Date



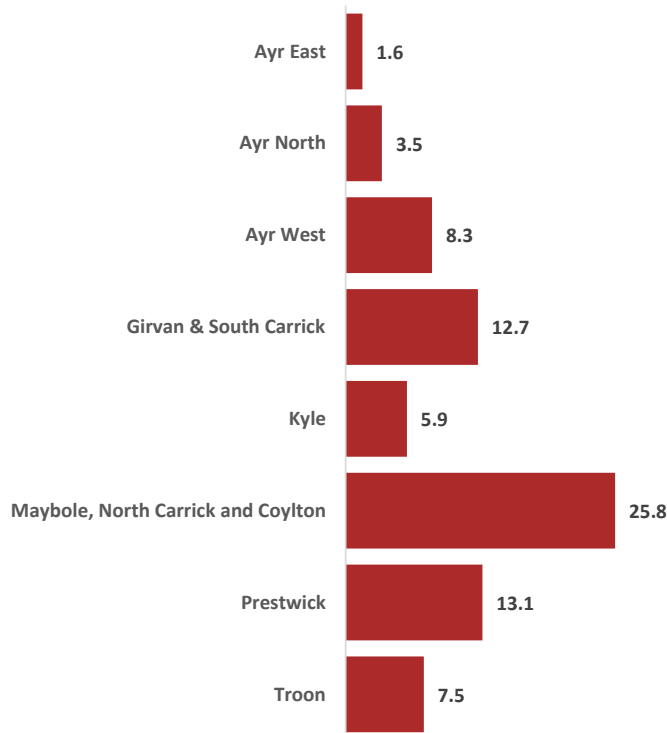
Unwanted Fire Alarms Signals by Ward Area



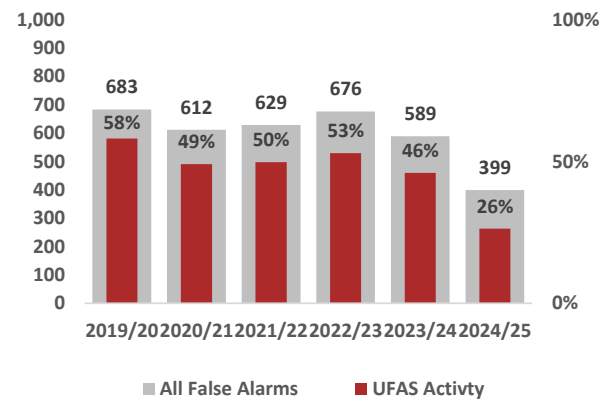
UFAS Percentage Against all Incidents



Incidents Per 10,000 Population - South Ayrshire



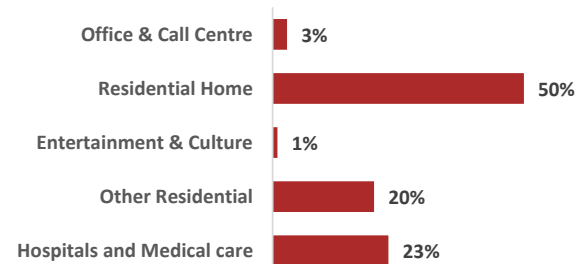
UFAS Percentage Against all False Alarms



Incidents Per 10,000 Population - Ayrshire



Unwanted Fire Alarm Signals - Top 5 Premises



Home Fire Safety Visits



367
Home Fire Safety Visits Carried Out

Smoke Detectors Fitted During Home Fire Safety Visits

Percentage of High Risk Home Fire Safety Visits Carried Out
38%

Percentage of Visits Carried Out Following Attendance at an Incident
43%

Fire Safety Audits



Fire Safety Audits Carried Out
156



New Audits
96%



Re-Audits
2%



Post Fire Audits
2%



Complaint Audits
1%



Broadly Compliant **19%**



Areas of Improvement **78%**



Notice of Deficiencies **3%**



Enforcement Notice **0%**



Prohibition Notice **0%**

Retained Duty System

| Appliance Availability | Mon - Fri (08:00 - 18:00) | Mon - Thu (18:00 - 08:00) | Weekend (Fri 18:00 - Mon 08:00) | Total |
|------------------------|---------------------------|---------------------------|---------------------------------|---------------|
| Ayr | 79.93% | 95.70% | 88.63% | 88.10% |
| Maybole | 70.48% | 93.71% | 83.78% | 83.13% |
| Girvan | 59.24% | 69.29% | 47.83% | 58.41% |
| Colmonell | 1.32% | 72.26% | 68.01% | 49.54% |
| Troon - 1 | 62.61% | 95.43% | 88.86% | 83.23% |
| Troon - 2 | 0.99% | 52.02% | 23.06% | 26.17% |
| South Ayrshire | 35.85% | 64.48% | 50.48% | 41.50% |
| Ayrshire | 70.18% | 96.28% | 90.41% | 86.36% |

| Total Mobilisations | Total Time Deployed | No. of Personnel | Contracts |
|---------------------|---------------------|------------------|-----------|
| 100 | 86:43:00 | 11 | 775% |
| 113 | 86:46:34 | 11 | 850% |
| 69 | 60:06:10 | 7 | 525% |
| 27 | 25:08:01 | 5 | 450% |
| 141 | 87:04:45 | 14 | 10.25 |

Glossary of Terms

Term - What it means

ADF

Accidental Dwelling Fire

CSET

Community Safety Engagement Toolkit is an internal IT system used to record home fire safety visits and community safety activities

FSET

Fire Safety Experiential Training is a bespoke training programme developed by the Scottish Fire and Rescue Service in Ayrshire and delivered to community planning partners to raise awareness of fire safety within the domestic environment

HFSV

Home Fire Safety Visit

PDIR

Post Domestic Incident Response, a term used by Prevention and Protection Directorate to indicate actions taken following attendance at a fire or other incident in the home. PDIRs include amongst things the offer of a free follow-up home fire safety visit

Primary Fires

These include all fires in buildings, vehicles and outdoor structures or any fire involving casualties, rescues or fires attended by five or more appliances

RDS

Retained Duty System. Professional on call firefighters who may have other primary employment responsibilities outside the Fire and Rescue Service but respond to emergency calls within their local area as and when required

RTC

Road Traffic Collision

Secondary Fires

These are the majority of outdoor fires including grassland and refuse fires unless they involve casualties or rescues, property loss or fire or more appliances attend. They include fires in single derelict buildings

Special Service

Calls to incidents which are not fires or false alarms such as RTCs, rescues, flooding, incidents involving hazardous materials or the provision of assistance to other agencies

UFAS

Unwanted Fire Alarm Signals. When an automatic fire detection and alarm system is activated as a result of anything other than an actual fire the activation is classed as a false alarm. If an attendance is made to such an event by the Scottish Fire and Rescue Service, then the event is recorded as an UFAS incident

South Ayrshire Council

Report by Director of Communities and Transformation
to Service and Partnerships Performance Panel
of 14 January 2025

Subject: The International Ayr Show – Festival of Flight 2024

1. Purpose

- 1.1 The purpose of this report is to provide an update to the Service and Partnership Performance Panel regarding the delivery of The International Ayr Show – Festival of Flight 2024.

2. Recommendation

2.1 It is recommended that the Panel:

2.1.1 notes the progress made by officers in the delivery of The International Ayr Show – Festival of Flight 2024 (a detailed report is outlined in [Appendix 1](#));

2.1.2 notes the Economic Impact Assessment Report for the International Ayr Show - Festival of Flight 2023 (this report is outlined in [Appendix 2](#)); and

2.1.3 notes the income and expenditure report contained in [Appendix 3](#).

3. Background

3.1 In March 2022, the Leadership Panel approved the [Tourism and Events Strategy](#). The strategy is driven by a clear focus on eight key offers, one of which is events and festivals.

3.2 In March 2023, the Council agreed a budget which included funding to deliver The International Ayr Show – Festival of Flight. We also attracted a range of sponsors who provided funding and in-kind support for the event.

3.3 The inaugural International Ayr Show - Festival of Flight, was delivered successfully on Friday 8, Saturday 9 and Sunday 10 September 2023. The event was well attended, with around 240,000 visitors in total across the three days.

3.4 A report was presented to Cabinet in November 2023 which recommended that an annual report on The International Ayr Show would be presented to the Service and Partnership Performance Panel. It also proposed that the annual report would include the Economic Impact Assessment from the previous year's event.

4. Proposals

- 4.1 The International Ayr Show - Festival of Flight, was delivered successfully on Friday 6, and Saturday 7 September 2024. The event was well attended with over 250,000 visitors in total across the two days.
- 4.2 The cost to deliver the Ayr Show was £1,185m. The allocated budget this year was £395,000 (£250,000 was allocated as the core budget; £145,000 was allocated from events budgets) we received £154,000 from Sponsorship income and £200,000 from the UK Shared Prosperity Fund to support local traders. Further costs were offset by income totalling £193,000. The unbudgeted costs of £243,000 for this year's air show will be covered by an over-recovery of payroll turnover within the Directorate. Details of the income and expenditure are attached at [Appendix 3](#).
- 4.3 The cost to deliver the air show in 2024 was higher than projected. This can be attributed to a few different factors. 1) Significant increases in supplier costs. 2) 2024 was a larger site with more infrastructure requirements. 3) The introduction of new charges, which were not included in 2023, such as Police Scotland costs.
- 4.4 However, The International Ayr Show - Festival of Flight delivered significant economic benefit to Ayr by attracting over 250,000 people into the area and it put South Ayrshire in the spotlight by highlighting the area as a destination of choice. A full economic impact assessment is underway to measure the event's impact on the local economy.
- 4.5 The 2023 Economic Impact Assessment for The International Ayr Show estimated total gross expenditure in South Ayrshire at over £7m.
- 4.6 Officers were able to attract more sponsorship this year and increased the financial contributions by 3% and in-kind by 20%. They continue to identify sponsors to raise funding for next year's event.
- 4.7 Three key areas for improvement were set out in the 2023 report. These were Car Parking and Traffic Management, Toilets, and Community Engagement. Significant improvement was made in all areas and these are outlined in [Appendix 1](#).

5. Legal and Procurement Implications

- 5.1 There are no legal implications arising from this report.
- 5.2 The recommendations in this report are consistent with procurement requirements and we are working with procurement to deliver the optimal procurement journey for an event of this nature.

6. Financial Implications

- 6.1 All unbudgeted costs will be covered by over-recovery in Directorate payroll turnover targets.

7. Human Resources Implications

- 7.1 Not applicable.

8. Risk

8.1 ***Risk Implications of Adopting the Recommendations***

8.1.1 There are no risks associated with adopting the recommendations.

8.2 ***Risk Implications of Rejecting the Recommendations***

8.2.1 There are no risks associated with rejecting the recommendations.

9. **Equalities**

9.1 The proposals in this report allow scrutiny of performance. The report does not involve proposals for policies, strategies, procedures, processes, financial decisions and activities (including service delivery), both new and at review, that affect the Council's communities and employees, therefore an equality impact assessment is not required.

10. **Sustainable Development Implications**

10.1 ***Considering Strategic Environmental Assessment (SEA)*** - This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

11. **Options Appraisal**

11.1 An options appraisal has not been carried out in relation to the subject matter of this report.

12. **Link to Council Plan**

12.1 The matters referred to in this report contribute to Priority 2: Live, Work, Learn: Work and Economy and Priority 3: Civic and Community Pride: Pride in South Ayrshire.

13. **Results of Consultation**

13.1 There has been no public consultation on the contents of this report.

13.2 Consultation has taken place with Councillor Alec Clark, Portfolio Holder for Tourism, Culture and Rural Affairs, and Councillor Brian Connolly, Portfolio Holder for Sport and Leisure and the contents of this report reflect any feedback provided.

Background Papers **Report to Cabinet of 1 November 2022 - [Proposal to Deliver an Airshow in September 2023, 2024, 2025, 2026 and 2027](#)**

[General Services Revenue Budget 2023-24 and Capital Investment Programme 2023-24 to 2034-35 – Proposals of the Conservative and Independent Members – 1 March 2023](#)

Report to Cabinet of 28 November 2023 – [The International Ayr Show – Festival of Flight 2023](#)

Person to Contact **Heather Murphy – Acting Service Lead – Destination South
Ayrshire
County Buildings, Wellington Square, Ayr, KA7 1DR
Phone 01292 272231
Email heather.murphy@south-ayrshire.gov.uk**

Date: 23 December 2024

Delivery of The International Ayr Show – Festival of Flight 2024 Update

1.1 Audience and Engagement

Over 250,000 people attended the Low Green and the surrounding area between Friday 6 and Saturday 7 Sept 2024.

The social media and marketing campaign for the event resulted in the following:

- 11,314,807 in reach
- 105,717 in engagement
- 305,246 views to the Ayr Show Website from June to Sept.
- Planes TV viewership was over 70,000, with 30% from an international audience.

1.2 Charity Partner – The Royal Air Force Benevolent Fund

The RAF Benevolent Fund's welfare purpose for the Ayr Show was to use the event to reach and inform the RAF Family in Ayrshire, the West of Scotland and Northern UK in order to increase support for those in need. With 2 new Fund case workers recruited in Scotland and a model for engagement that was devised with South Ayrshire Council, the Ayr Show has played a significant part in reaching the aim.

1.3 Flying Display Programme

The flying display programme was developed in partnership with our strategic partner, theSKYLAB, and Flying Display Director Les Garside-Beattie OBE (Group Captain Retired). In addition to securing military air displays and civilian aircraft, flying safety, logistics and legislative aspects were put in place to deliver the programme, as noted in [Annex 1](#).

1.4 The Festival Village

In addition to the flying display programme, there was a festival village at the Low Green with a wide range of activities, as detailed in [Annex 1](#), many of which were free for families to participate.

1.5 Science, Technology, Engineering and Mathematics (STEM)

Science, Technology, Engineering and Mathematics (STEM) was a key focus for the Ayr Show. TheSKYLAB, delivered a week-long set of activities at Prestwick Airport in the run-up to the Ayr Show, which enabled pupils to understand what a STEM career at Prestwick aerospace hub would look like. In an innovative approach, all aerospace companies worked collaboratively to generate a set of workshops that represented how important STEM is in the work they do, what they do with it and how pupils could do the same.

The initiative was then moved to the STEM Marquee for Saturday at the festival.

Stem activities continued on Sunday in Ayr Town centre, where the Grain Exchange and Cutty Sark hosted the Glasgow Science Centre travelling exhibitions.

1.6 Sponsors and Supporters

We worked with a wide range of sponsors, supporters, partners and suppliers and they provided invaluable support in making The International Ayr Show - Festival of Flight possible. These are also detailed in [Annex 1](#).

1.7 Planning Group Partners

Logistics and safety are paramount in holding an event of this scale. A wide range of agencies and organisations assisted with this through a range of planning groups. Partners are listed in [Annex 1](#).

1.8 Volunteers

100+ volunteers gave up their time to help run this event by assisting across a variety of roles throughout the weekend. There will be ongoing opportunities throughout the year for the volunteers to network, develop their skills and become involved in other SAC events, including future International Ayr Shows.

1.9 SAC Staff

Staff from many of our services were involved in organising the event, led by the Destination South Ayrshire team. All services went 'the extra mile' to ensure a superb experience for all our visitors and participants.

1.10 Health and Safety

There were 43 medical referrals during the event which were reported to our medical provider with the majority being minor in nature. Of these referrals, 42 were dealt with on-site, and one had to be referred to hospital.

1.11 Economic Impact

We are currently gathering and collating economic impact data from audiences and local businesses from across South Ayrshire, and a full report will be produced. However, anecdotal feedback provided shows that a number of accommodation providers have already sold-out rooms for 2025.

1.12 Improvements from 2023

The first year the Council organised an Ayr Show was in 2023; it was a non-ticketed, free, outdoor event which meant that planning was challenging. The attendance was double the projected numbers which impacted provisions such as traffic management measures, car parking and toilets.

Debriefs were conducted with our planning partners, and feedback from attendees was also reviewed. Several areas for improvement were identified for future events. Below is a high-level summary of changes made this year:

- Car Parking and Traffic Management:

A need was identified for increased and improved car parking provision and traffic management measures to support the flow of traffic – particularly at the Whitletts roundabout, and greater enforcement of parking restrictions within local communities. The traffic and transport sub-group met regularly to develop robust plans for the Ayr Show. These included:

1. Increasing the car parking on Saturday by adding Rozelle as a second park and ride site.
2. Appointing a car parking management company to support the planning and delivery of the carparks.
3. Increased parking attendants and appointing a tow company to enforce parking restrictions.
4. A more robust traffic management plan, using all four lanes on Whitletts Road and closing all left turns to the beach from Belleisle Drive to Citadel Place to anyone without a permit.

The overall result was a much-improved ingress and egress customer experience.

- Toilet Provision

The number of public toilets on site significantly increased and volunteers were brought in to help manage queues. This improved the overall experience. We received no complaints regarding the toilets this year.

- Resident Engagement

We continued to work with This is EventoS to support community engagement for the Ayr Show. Community engagement events took place in November 2023 and in August 2024.

While significant improvements were made engaging residents and businesses, there is still work to be done on our communications strategy and around the dissemination of parking passes.

1.13 Areas for Improvement in 2025

While the event was overall a success, there are a few small areas that we will look to improve next year.

- Permit allocation and information sharing for residents.

Officers are working with communications on a plan to ensure that information is provided early and updated regularly on the traffic plans. Due to a number of factors the TTRO was late in being publicised this year. We plan to share this information significantly earlier this year.

- County Building Gardens – Saturday

Officers are undertaking a review of how to use the county building garden space on Saturday. Hospitality, while quite popular, has not delivered the numbers we would like to see. A debrief has taken place and we are reviewing other options.

- Savings

Officers are working with procurement to deliver the optimal procurement journey for an event of this size. We continue to review requirements with a review to reduce costs.

- PA System

There was feedback that the PA system did not reach the length of the site. This presents a potential safety issue. This will be looked at next year, while also taking into consideration environmental health regulations.

2024 FLYING DISPLAY PROGRAMME

Friday Night

RAF Falcons
Jet pitts
Vampire
wing walkers
BBMF (Lancaster only)
Typhoon
Airborne Pyro

Saturday Day

RAF Falcons
RN special flypast
NW Wasp
NW Reliant
NW Harvard
Wingwalkers
Vampire
RCAF130 flypatst (INT)
Gazelle Sqn
BBMF (Lancaster only)
Jet Pitts
Starlings (we had one of them)
Wee dram
USAF C130J (INT)
Airborne pyro
Typhoon

2024 FESTIVAL VILLAGE ACTIVITIES

Friday & Saturday:

RAF Benevolent Fund Merchandise Selling Points
Trade Area
Army Village
Veterans Meet and Greet
RAF Village
Royal Navy Village
VIP Bar & Bleacher Seating Area
Food vendors
Family Creative & Fun Zone
Children's fun activities
Funfair
Accessible Viewing Platforms
Just Dive Scuba Experience
Classic Cars Exhibitions
Destination South Ayrshire Information Stands
RAF Benevolent Fund Welfare Area
Food and Drink Village
STEM Village
Sponsors Exhibition Area
Ayrshire Food Village

Local Trade Area
Public bar
Scottish Fire and Rescue Heritage Trust Exhibition
Dumfries and Galloway Aviation Museum Exhibition
Scottish Aeromodellers Association Exhibition
Laser Tag
Abseiling Wall
Royal Highland Fusiliers Exhibition
Solway Aviation Exhibition
Audio Description for the visually impaired
Rafale Flight Simulator
Jane McCarry (Isa in Still Game) – Ayr Show Roving Reporter
Band of the RAF Regiment Performances
RAF Central Scotland Pipes and Drums Performances

Sponsors Trade Village:

Ayrshire College
BAE Systems (Operations) Limited
Glasgow Genesis
Park's Renault Ayr
Regency
Rohr Aero Services Ltd trading as Collins Aerospace
Spirit AeroSystems (Europe) Limited
Thales
Woodward Inc

Sunday Funday:

Family creative and fun activities and farmers market in Cutty Sark
Family creative and fun activities at Ayr Central outdoor area
3 X Aviation-themed films curated by Ayr Film Society in Ayr Town Hall
Art exhibition in Grain Exchange

STEM PARTNERS

Airport STEM Week

Collins
GE
Spirit
NATS
Woodward
Storm
BAE Systems
Thales
Leonardo
Ryanair PAM
Ayrshire College
Navy STEM Team
RAF STEM Team
THE SKYLAB
RAF Falcons

STEM Tent Low Green

Collins
GE
Spirit
NATS
Woodward
Storm
BAE Systems
Prestwick Airport
Thales
Leonardo
LOP
Ryanair PAM
GSC
RAF Falcons
RAES
Ayrshire College
Prestwick Aerospace Operations Group

SPONSORS AND SUPPORTERS

ABP
Ashleigh (Scotland) Ltd
Ayr Racecourse
Ayrshire College
Ayrshire Magazine
BAE Systems (Operations) Limited
Billy Bowie Tankers
Coalhill Farm Holiday Cottages
GE Caledonian
Glasgow Genesis
Glas-Tec (Scotland) Ltd
Hannah's Taxis & Minibuses
James Frew Ltd
JST Services (Scotland) Ltd
Lawrie (furnishings) Ltd
Leonardo UK
MCW (SCOTLAND) Ltd
Minuteman
Montgreenan Property Group
Park's Renault Ayr
Regency
Rohr Aero Services Ltd trading as Collins Aerospace
Ryanair - Prestwick Aircraft Maintenance Ltd
Spirit AeroSystems (Europe) Limited
Stagecoach
Thales
The Double A Trading Company Ltd
Thistle Cabs
Trump Turnberry
West Coast Tree Surgeons
Wm Grant & Sons Ltd
Woodward Inc

PLANNING GROUP PARTNERS

Amey

Associated British Ports Ayr

Ayrshire Civil Contingencies Team

Ayrshire Roads Alliance

Ayr Show Health & Safety and Site Team

British Transport Police

Car Park Management Company

Flying Display Director: Les Garside-Beattie OBE (Group Captain Retired) and his team

Glasgow Prestwick Airport

Maritime and Coastguard Agency

NHS Ayrshire & Arran

Police Scotland

RAF Benevolent Fund

ScotRail

Scottish Ambulance Service

Scottish Passenger Transport

Scottish Fire and Rescue Service

Security Partner

Stagecoach

The SKYLAB

This is EventoS

Traffic Scotland

Traffic Management Company



The International Ayr Show Festival of Flight 2023

Economic Impact Assessment

Contents

1. Summary of Key Findings
2. Introduction
3. Methodology
4. Economic Impact Findings
5. Visitor Feedback
6. Conclusion

1. Summary of Key Findings

- 1.1 The event had an attendance of **240,000** people over the weekend. According to the visitor survey, each person attended the event for an average of 1.89 days, meaning that the overall event attendance was approximately **126,984** unique visitors.
- 1.2 37% of attendees were from South Ayrshire, with 57% travelling from elsewhere in Scotland, 4% from the rest of the UK and 2% from overseas.
- 1.3 We asked 74 businesses from Troon, Prestwick and Ayr if they believe the Ayr Show holds economic legacy for the area and 67% agreed.
- 1.4 99% of visitor survey respondents reported that following their experience in South Ayrshire, they would return to the area.
- 1.5 The event was rated: excellent and very good 93%, average 6% and poor 1%.
- 1.6 The estimated number of bed stays directly linked to the event is 6,349.
- 1.7 The estimated total gross expenditure is £7,173,324.

2. Introduction

- 2.1 This report presents an economic impact assessment of the International Ayr Show - Festival of Flight. The event took place on Ayr Low Green from Friday 8 September to Sunday 10 September 2023 with an impressive attendance of 240,000 people over the weekend.
- 2.2 Through analysis and assessment of key metrics and data points, this report provides stakeholders with insights into the financial contributions of attendees and the overall economic benefits generated by the event.
- 2.3 It should be noted that an economic impact assessment is not a perfect or definitive tool for economic analysis and decision-making, as there are some challenges and limitations that need to be considered. This approach relies on several assumptions and observations to generate the analysis.

3. Methodology

- 3.1 A comprehensive approach combining both fieldwork and desk research was employed to delineate the economic impact of the Ayr Show. Fieldwork involved direct interaction with event attendees, supplemented by desk research to gather additional data and contextual information. Central to our methodology was the administration of a structured questionnaire to visitors, aimed at capturing key insights into spending patterns, travel behaviours, and overall satisfaction levels.
- 3.2 Despite initial expectations, a total of 140 responses were gathered from the questionnaire—a figure slightly lower than anticipated. This deviation can be attributed to the unexpectedly larger audience size, necessitating the reallocation of resources during the event. However, considering the sample size in relation to the overall audience size, our analysis maintains a confidence level of 75%, with a margin of error of approximately $\pm 5\%$ around the measured/surveyed values.
- 3.3 In addition to the survey data collected from event attendees, supplementary information was extracted from car park booking records, offering valuable insights into transportation patterns and visitor demographics. By analysing car park utilisation, we were able to discern trends in travel distances, modes of transportation, and visitor origins.
- 3.4 Furthermore, to gain a comprehensive perspective on the economic impact, in-depth discussions were held with 74 businesses spanning the regions of Ayr, Troon, and Prestwick. These consultations provided first-hand accounts of the event's influence on local commerce, ranging from increased foot traffic and sales to operational challenges and opportunities for growth.

4. Economic Impact Findings

Visitor Survey Feedback

- 4.1 The event had an attendance of **240,000** over the weekend. According to the visitor survey, each person attended the event for an average of 1.89 days, meaning that the overall event attendance was approximately **126,984** unique visitors.
- 4.2 37% of attendees were from South Ayrshire, with 57% travelling from elsewhere in Scotland, 4% from the rest of the UK and 2% from overseas.
- 4.3 Based on the visitor survey, 19% of visitors had an overnight stay as part of their visit to the event. 73% stayed with friends and family, 13% stayed in a caravan or campsite, and 14% stayed in a hotel or guest house. We estimate that around 5% of the total number of visitors to the event stayed overnight in paid hotel or guest house accommodation locally, for approximately 1 night. Therefore, the estimated number of bed stays directly linked to the event is 6,349.

4.4 Gross expenditure, in the context of this economic impact assessment, is the total amount of money spent by visitors during the event in South Ayrshire. This encompasses various categories of expenditure, including but not limited to accommodation, dining, transportation, retail purchases, and entertainment expenses. Gross expenditure serves as a fundamental metric for assessing the economic impact of an event, as it reflects the magnitude of economic activity generated by visitor spending. By aggregating individual expenditure data from survey responses, we calculated the overall gross expenditure associated with the event.

We have estimated the average expenditure for visitors as follows:

| | Event | Wider Town | Accommodation, Hospitality etc Based on 5% |
|---|-------------------|-------------------|---|
| Average Spend Per Person | £45 | £11 | £9.80 |
| Gross Spend For Audience of 126,984 Unique Visitors | £5,714,280 | £1,396,824 | £62,220 |
| Total Gross Expenditure | £7,173,324 | | |

Car Park Data

4.5 A sample of 426 bookings shows the following locations:

- Glasgow and East Kilbride – 39%
- Wider Ayrshire – 34%
- South Ayrshire - 7%
- Edinburgh – 7%
- Other – 13%
- Inc Inverness, Durham, Falkirk, Lancaster, Dundee, Aberdeen, D&G, Motherwell, Fife and Ilford.

Business Feedback

4.6 We asked 74 businesses from Troon, Prestwick and Ayr if they believe the Ayr Show holds economic legacy for the area and 67% said yes.

Comments from businesses:

'100% - some people are coming back. We need to build upon these - and celebrate it more. Especially for businesses that could benefit.' Business in Ayr

'I think so. Yes. We had it - a big group from the other side of Glasgow came for the Ayr Show and then two weeks later came back down and spoke about their day. It was their first time

in Troon a few weeks ago and they enjoyed coming back when it was quieter.’ – Business in Troon

‘Great place that can be viewed by visitors to encourage people to come back’ – Business in Ayr

‘Good for the locals. Helps out certain businesses.’ – Business in Ayr

4.7 Businesses suggested initiatives to increase the economic impact, examples include:

- QR Codes – on posters with a link to the website for information regarding the Ayr Show.
- Programme/ Flag – entering a local business that would have discounts if they had any of these products. This would be listed on the website of the businesses that are providing ‘offers’.
- Showcase – On the Saturday announcements over the PA are mentioning about checking out the local high street.
- Planning your day at Ayr – showcase businesses for ‘having meals’, ‘having a drink’ etc.
- Business Bingo – Get businesses to have a stamp that participants go around the businesses and have to get a stamp.
- Pop Up – Markets in different areas of the town – to encourage people to ‘meander’.
- Shop Window Competition.

Media Coverage

4.8 The publicity and promotion provided by the Council’s Communications Team and wider media reporting can bring unaccounted economic benefits to both the event being reported on and the town and region where it is taking place.

4.9 Our comprehensive coverage of the event via social media, press, radio and advertising campaigns saw a reach in excess of 15.5 million.

5. Visitor Feedback

5.1 99% of visitor survey respondents reported that following their experience in South Ayrshire, they would return to the area.

5.2 The event was rated: excellent 59%, very good 34%, average 6% and poor 1%.

5.3 When asked how they heard about the event, some visitors provided more than one answer. There were a total of 179 responses, broken down as follows:

- Word of mouth – 36%
- Social media – 33%
- Facebook – 6%
- Radio – 5%
- SAC Magazine – 5%
- Signage / billboards – 4%
- Other – 7% (advert – 4, all over- 4, newspaper – 4, google – 4, did not state – 3, online – 3, Sky TV – 3, been before – 2, was in the area – 2, locally – 2, letter -1, High St window – 1, ex-RAF 1, shop advertising – 1, Stagecoach signs – 1, list of air shows – 1, road closed – 1, SAC poster – 1, through work -1).

6. Conclusion:

- 6.1 The International Ayr Show Festival of Flight plays a significant role in the local economy, with attendees contributing substantial expenditure during the event. Additionally, out-of-town visitors provide an added boost to the economy through their spending on travel-related expenses.
- 6.2 Hosting the event in Ayr is an excellent platform for promoting South Ayrshire as a visitor destination to audiences via the extensive coverage achieved by the Council's communication team, and the reach of the Destination South Ayrshire website and app.
- 6.3 Beyond the direct financial impact, the event serves as a catalyst for tourism promotion and brand exposure, positioning Ayr as a desirable destination for future visitors. Continued support and investment in events like the International Ayr Show Festival of Flight are crucial for sustaining economic growth and enhancing the vibrancy of the local community.

Appendix 3

| Income and Expenditure | |
|-------------------------------|-----------------------|
| Core budget | £ 250,000.00 |
| Event Funding | £ 145,000.00 |
| Sponsorship | £ 154,000.00 |
| UK Shared Prosperity Fund | £ 200,000.00 |
| Income | £ 193,000.00 |
| | £ 942,000.00 |
| Total Spend | £ 1,185,000.00 |
| Unbudgeted Costs | -£ 243,000.00 |