

<b>Legislative requirements</b>	
<b>Considerations of development planning sections of the Act or the Regulations</b>	<b>Other statutory requirements</b>
<p><a href="#">Section 15(5)</a></p> <ul style="list-style-type: none"> <li>the principal cultural, social and built heritage characteristics of the district; and</li> <li>the desirability of maintaining an appropriate number and range of cultural venues and facilities (including in particular, but not limited to, live music venues) in the district.</li> </ul>	
<b>NPF4 policy advice - information likely required in taking account of NPF4 policy</b>	
<ul style="list-style-type: none"> <li>Opportunities for jobs and investment in the creative sector, culture, heritage and the arts.</li> </ul>	
<b>Relevant sources of information</b>	
<b>Policies / strategies / plans / guidance / designations</b>	<b>Data sets and tools / spatial data resources</b>
<ul style="list-style-type: none"> <li><a href="#">Creativity Learning Plan</a></li> <li><a href="#">education-action-plan-2022-23-final-.pdf</a></li> <li><a href="#">creative-scotland-and-education-scotland-action-plan-2021-2022.pdf</a></li> <li><a href="#">Creative Scotland and Education Scotland Action Plan   Creative Scotland</a></li> <li><a href="#">Leisure and culture - South Ayrshire Council</a></li> <li><a href="#">Culture - South Ayrshire Council</a></li> <li><a href="#">A Culture Strategy for Scotland</a></li> <li><a href="#">SAC Council Plan 2023-28 - v4 Feb 2023 for panel.pdf</a></li> <li><a href="#">sac_strategic_economic_plan_-_pdf_for_publishing.pdf</a></li> <li><a href="#">Ayrshire &amp; Arran   National Trust for Scotland</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Primary school contact details - South Ayrshire Council</a></li> <li><a href="#">Secondary school contact details - South Ayrshire Council</a></li> <li><a href="#">Hall bookings and lets - South Ayrshire Council</a></li> </ul>

- [The Gaiety - The Gaiety Theatre Ayr](#)
- [Merlin Cinemas - Homepage](#)
- [Maybole regeneration - South Ayrshire Council](#)
- [Girvan's Story - South Ayrshire Council](#)
- [Girvan's Story: A Community Film Project Celebrating Local Heritage — Girvan Town Team](#)
- [Projects : Maybole Towncentre Regeneration](#)
- [Our Story | The Broadway Prestwick](#)
- [Community councils - South Ayrshire Council](#)

**Key policy connections**

**1, 2, 7, 9, 12, 13, 14, 15, 20, 21, 23, 24, 25, 27, 29, 30.**

**Considerations**

South Ayrshire Council has examined a range of documentation and data presently available, and associated with the theme of 'CULTURE AND CREATIVITY for two specific and inter-related purposes.

- I. The first is to consider the appropriateness (or otherwise) of NPF4 policies in so far as they would be applicable for, and integral to South Ayrshire Council's Local Development Plan 3; and,
- II. The second is to consider the adequacy of information and data presently available to prepare the Evidence Report for LDP3, and consequently to facilitate the preparation of LDP3.

Relevant documentation and data sources have been identified (and listed above), in the 'Relevant Sources of Information' section of this paper. It is the Council's view that the following observations will help determine the appropriateness and adequacy of information that has been identified at the time of preparation.

**As part of this call for evidence we request that you highlight any information that you think is missing or, any documents or datasets that you believe have not been listed above but should form part of the evidence.**

## **PURPOSE AND SCOPE OF PAPER**

The purpose of this paper is to set out the situation as it is, relevant issues and emerging trends in relation to Culture and Creativity within South Ayrshire.

NPF4 Policy 31 Culture and Creativity sets out the requirements for the LDP regarding this topic. The policy is intended to encourage, promote and facilitate development which reflects our diverse culture and creativity, and to support our culture and creative industries. It sets out 3 outcomes:

- locally distinctive places reflect the diversity of communities and support regeneration and town centre vibrancy;
- cultural and creative industries are expanded, providing jobs and investments; and
- communities have access to cultural and creative activities.

NPF4 states that LDPs should recognise and support opportunities for jobs and investment in the creative sector, culture, heritage and the arts.

The Council acknowledges that while the council holds list of publicly run community spaces, there will be others that are privately run, or are more informal and run on an ad hoc basis, and do not form a part of an official list. As there is no recognised list for some of these venues, we would like to hear from you of any venues or community groups (including pubs, hotels) which may host cultural events so that our data is as accurate as possible.

## **SOUTH AYRSHIRE'S CULTURE AND HERITAGE**

In this section we will look at culture and heritage in South Ayrshire, including historic and natural heritage assets, a brief overview of South Ayrshire's history, and contemporary cultural events and regeneration projects.

### *A Brief History of South Ayrshire*

South Ayrshire has a rich and varied history which influences cultural heritage today, and which is reflected in the different communities and settlements across the Council.

Evidence of settlement of South Ayrshire goes back to the third Millenium BC, and there was evidence of Roman camps in the south of the Council Area during the first century AD. During the early middle-ages Ayrshire was part of the British Kingdom of Strathclyde, and in the later Middle Ages Ayr was established as a royal burgh and market town in 1205, and was the chief port on the western coast of Scotland until the development of the river Clyde ports. South Ayrshire was the location for several events in the Wars of Scottish Independence, William Wallace began the struggle to regain Scotland's independence in Ayr in 1297, while Robert the Bruce held parliament in Ayr in 1315. In the early modern period Scotland was occupied under Oliver Cromwell and a citadel was built in Ayr in 1654, parts of which remain standing today.

During the 18<sup>th</sup> and 19<sup>th</sup> Centuries Ayr was a prosperous town, however a significant part of the wealth of Ayr was built on the labour of slaves and the exploitation of subject peoples according to the [Council's webpage](#), and this is reflected in many of its monuments, public buildings and

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parks, and street names. Further information on this subject can be found on the Council's Culture webpage. During the same period the first deep coal mines were sunk in Ayr in the early 1780s, and ironworks and textile industries followed, with further coal mines established at Tarbolton, Mossblown and Annbank in the North-East of the Council Area in particular. Simultaneously the agricultural revolution brought enclosures, draining, and crop rotation, with South Ayrshire becoming an important and highly developed agricultural area.

Following the development of the rail network and connections to Glasgow in the 19<sup>th</sup> Century, the South Ayrshire coastal towns, including Troon, Prestwick, Ayr and Girvan, became popular holiday destinations during the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, transforming what were in some cases coastal fishing villages into the towns of today.

#### *Historic and Natural Heritage Assets*

The [Evidence Report Topic Paper on NPF4 Policy 7 Historic Assets and Places](#) (published) contains lists of listed buildings, conservation areas, scheduled monuments, gardens and designated landscapes, archaeological and battlefield sites, and registered buildings at risk. The Topic Paper on NPF4 Natural Places (to be published) provides information on natural heritage in South Ayrshire, while landscape areas are available to view on the [Council's Mapping Portal](#).

#### *Contemporary Cultural Events*

South Ayrshire is the birthplace of Robert Burns, Scotland's National Bard, and as such is home to several Robert Burns related museums. South Ayrshire Council also supports the Robert Burns Humanitarian Award, which is awarded to a selected group or individual each year. The award celebrates Robert Burns' dynamic vision inspiring founders of socialism and liberalism by bestowing the award on a group or person that has demonstrated selflessness and dedication in a bid to save, enrich or improve the lives of others through the protection and promotion of human rights and work to deliver social reform.

South Ayrshire is home to eight golf courses including Royal Troon and Turnberry, both of which host the Open golf tournament, with Royal Troon hosting the event most recently in 2024. The courses form an important component of tourism in modern day South Ayrshire.

Ayr Racecourse is Scotland's premier racecourse and only Grade One track. The first official meeting was held in 1771, with the first Ayr gold Cup run in 1804. Races are held throughout the year, with flat racing running from May to October and Jumps racing from November to April.

In line with Ayrshire's rich agricultural heritage the Ayr County Show is held every year in May at the Ayr Racecourse, and include exhibitions, farming animals, trade stands, food and craft stalls, and family entertainment.

The International Ayr Show is held annually on the first weekend of September. The show includes an air show with flying displays, and food and music entertainment along with fairground attractions.

Other cultural events include the Prestwick Promenade Celebrations, the Ayr Fayre, Tamfest (Ayr), Girvan Folk Festival, Winterstorm Rock Weekend (Troon) and some of the villages also have important and popular cultural events, such as the Ballantrae food festival, Dunure Festival of the Sea and Dundonald Highland Games.

#### *Media*

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Clyde 1 Ayrshire radio is broadcast from Ayr, with the station's local news, travel, weather and local business involvement remaining important.

A number of TV and films have used South Ayrshire locations for filming including most recently the Outlander and Buccaneers series. Film locations include Culzean Castle, Dunure harbour and the Heads of Ayr.

There are a few local newspapers serving South Ayrshire, including the Ayr Advertiser and Ayrshire Post.

The University of the West of Scotland (UWS) offers postgraduate level courses in the creative arts, including filmmaking, sound production and creative media practices with potential spin off for the local economy through collaboration and the encouragement of post qualification establishment of associated start up enterprises.

In collaboration with North and East Ayrshire Councils and Creative Scotland, South Ayrshire Council runs a local combined Visual Artist and Craft Maker Awards (VACMA) Scheme. The VACMA offers fixed bursaries, the purpose of which is to support visual artists and craft makers in the creative and professional development.

#### *Regeneration Projects in South Ayrshire*

Regeneration projects are one of the means through which culture and heritage are promoted in South Ayrshire. The projects not only maintain and improve the physical heritage of South Ayrshire but also promote culture and creativity through opportunities for community participation, learning and activities, or boosting employment through traditional skills training.

There are a number of regeneration projects at various stages in South Ayrshire. These include the Maybole Regeneration Project which includes priority building improvements, shop front improvements, as well as activities such as training in traditional building techniques, and an arts programme. Other regeneration projects include Girvan's Story, which includes a Girvan Academy produced documentary on Girvan's built heritage as part of a media project for students.

Other examples of community lead regeneration projects include the Broadway Cinema regeneration project in Prestwick, by Friends of the Broadway Prestwick. As part of the regeneration project a Gaelic Language Plan is under development with the intention of the Broadway becoming a Gaelic hub within Ayrshire, playing a key role in the preservation of the language. Other projects include the Prestwick Academy Film Society, which aims to introduce pupils to the technical side of cinema operations, and careers in film and media.

#### *South Ayrshire Cultural Spaces and Venues*

South Ayrshire Council's [hall bookings and lets webpage](#) lists a total of 70 venues available to let. These include 40 primary schools, 8 secondary schools, 9 village or town halls and 13 community centres.

South Ayrshire Council's [Culture webpage](#) lists libraries, museums and galleries in South Ayrshire. It lists 12 libraries and 1 mobile library across South Ayrshire. It lists the following galleries and museums: The Cutty Sark Centre (Ayr), The Grain exchange (Ayr), The Heritage Hub (Ayr), Rozelle House Museum and Galleries (Ayr), The Maclaurin Art Gallery (Ayr), and McKechnie Institute (Girvan).

[The National Trust for Scotland](#) lists 4 sites in South Ayrshire. These are: Bachelor's Club (Tarbolton), Robert Burns Birthplace Museum (Alloway), Culzean Castle, and Souter Johnnie's Cottage (Kirkoswald).

Ayr is home to the Ayr Gaiety Theatre which was built in 1902 and has a capacity of just under 500 seats.

The Astoria Cinema is also located in Ayr, with the (then Odeon) cinema first opening in 1938 and continuing to operate in the original art deco building. The Broadway Cinema in Prestwick is currently undergoing renovation and is also in the art deco style, dating from 1935.

Within Ayr there is also the Ayr Cultural Quarter which focuses on arts, culture and community events.

The Council is aware that the above list of venues is primarily related to those in ownership or run by the council, and would like to invite you to notify us of any venues you believe should be added, this can include any pubs, clubs or spaces that host music events, stand-up comedy, dance classes, or other cultural and creative events.

## **RELEVANT PLANS AND STRATEGIES WITH REGARDS TO CULTURE AND CREATIVITY**

In the following sections we will look at different plans and strategies at both national level and local level, and how these look to impact on culture and creativity.

### *Scotland's Creative Learning Plan (Creative Scotland)*

First published in 2013, Scotland's Creative Learning Plan sets out the shared vision for the importance of creativity in education, with the primary objective of a more creative Scotland – resulting in a rich, varied and stimulating culture. To achieve this the Plan sets out four Workstreams.

As part of the Creative Learning Plan, Creative Scotland and Education Scotland have developed an Action Plan, the most recent being 2022-23, in which it sets out five outcomes and a programme for work in 2022-23 including nine actions to achieve these outcomes. The outcomes seek to build on the Creative Learning Plan and are based on the changes that the Plan aspires to over a 3-year period.

We will consult schools and the South Ayrshire Youth Council on any plans they have with regards to the above and any potential implications with regards to the next Local Development Plan.

### *A Culture Strategy for Scotland (2020)*

A Culture Strategy for Scotland sets out the Scottish Government's strategy with regards to Culture in Scotland. It includes 3 ambitions: strengthening culture; transforming through culture; and empowering through culture. Each ambition includes a series of actions, with 19 actions in total.

Its aims include placing culture as a central consideration across all policy areas including; health and wellbeing, economy, education, reducing inequality and realising a greener and more innovative future.

In preparing the next LDP the Council should work to identify how culture can impact on the above listed areas, and we will consult the different national organisations and local organisations with regards to these points as part of the evidence gathering.

#### *South Ayrshire Plans and Strategies*

The South Ayrshire [Strategic Economic Plan Vision 2030](#) sets out the strategy for a decarbonised and sustainable future for business, people and the environment. One of the objectives of the strategy is to create vibrant communities and inclusive growth by, among other actions, promoting the cultural environment.

South Ayrshire's [Council Plan 2023-2028](#) sets out three priorities and associated outcomes which provide a common framework for services and partners to work collaboratively. Notably priority 3 'civic and community' pride places an emphasis on celebrating Ayrshire's culture and heritage.

[Community Councils in South Ayrshire](#) are also preparing Action Plans and Local Place Plans. The Council will consult Community Councils and take into consideration any plans relating to culture and creativity that these plans may contain.

### **OPPORTUNITIES FOR JOBS AND INVESTMENT IN THE CREATIVE SECTOR, CULTURE HERITAGE AND THE ARTS**

NPF4 states that LDPs should recognise and support opportunities for jobs and investment in the creative sector, culture, heritage and the arts, tying in with 'A Cultural Strategy for Scotland's' aims with regards to placing culture at the heart of all policy areas. In this paper we have identified certain areas where there are existing opportunities for jobs and investment, and the potential for links and added value with, for example, the established postgraduate/university training and education courses offering potential for collaboration and talent retention.

The Planning Service is also aware of the importance of pubs, clubs and the nighttime economy more generally, for culture and creativity, where live music or other live events may take place. While the Council does not have a comprehensive list of all venues, it is noted that they are potential centres for employment and investment in the creative sector, and their potential importance with regards to meeting the objectives of the South Ayrshire Economic Plan Vision 2030 and South Ayrshire's Council Plan 2023-2028, as spaces working towards the creation of vibrant communities through the cultural environment.

LDP2 has a supportive policy framework towards the retention of cultural and creative venues, and an equally supportive series of policies which would be sympathetic to the creation of new facilities, particularly within town centre locations. Recognition of the potential benefits to both daytime and night-time town centre economic regeneration. Consideration of how this support can be enhanced, and more effective will be an important consideration in the preparation of LDP3.

***As part of this Evidence Gathering Report we invite information on cultural events, spaces or other which we have not identified here, and with potential for jobs and investment in the creative sector, culture heritage and the arts.***

### **SOUTH AYRSHIRE COUNCIL OPINION ON ADEQUACY OF EVIDENCE**

- ***Is there a requirement to prepare a specific Evidence Report Topic Paper on Culture and Creativity?***

Based on the evidence available (including evidence to be obtained through consultation), referenced and considered above, South Ayrshire Council does not expect that the theme of “Culture and Creativity” will be a separate specific topic paper in the Evidence Report.

- ***Is LDP3 likely to deviate from the provision of NPF4 Policy 31 “Culture and Creativity”?***

At this point in time, based on the evidence available (including evidence to be obtained through consultation), South Ayrshire Council does not anticipate that LDP3 will deviate from the provisions of the NPF4 policy on Culture and Creativity.

- ***Is there enough information on Culture and Creativity to facilitate the preparation of relevant associated Evidence Report(s)?***

The Council has identified a potential gap in the data with regards to cultural venues and spaces in South Ayrshire, in particular spaces that are not Council owned or run. However, subject to consultation (and additional data gathering detailed above), South Ayrshire Council considers that the evidence and information available about ‘Culture and Creativity’ will be satisfactory for the preparation of the following Evidence Report topic paper(s) listed in [section 15\(5\)](#) of the 1997 Act, as amended.

1. the principal cultural, social and built heritage characteristics of the district; and
2. the desirability of maintaining an appropriate number and range of cultural venues and facilities (including in particular, but not limited to, live music venues) in the district.
- 3.

#### **STAKEHOLDERS AND CONSULTEES, THE OPINIONS OF WHOM WILL BE SPECIFICALLY SOUGHT**

- South Ayrshire Council (Environmental Health, culture, business, economic development, licensing teams)
- Creative Scotland
- Inspiring Scotland
- Ayr Gaiety Theatre
- Astoria Cinema (Merlin Cinemas)
- National Trust for Scotland

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- Historic Environment Scotland
- Community councils
- Hipshot Theatre Productions
- Ayr Fort Players
- Livewire Theatre Co
- Ayr Community Theatre
- Ayrshire Philharmonic Opera Society
- New Road Academy of Dance
- Dansarena Studios
- LJM Dance
- Rennie Dance Academy
- Team Ash Studios
- Debut Dance
- Studio 24
- Scottish Beer and Pub Association
- Gigs in Scotland
- South Ayrshire Youth Forum

***South Ayrshire Council is particularly interested to hear opinion as to whether this is an appropriate list of consultees on the issue of 'Sustainable Transport' or of others should be added, together with any suggested or preferred methods of consultation.***

**SUBMIT YOUR COMMENTS ONLINE**

[HERE](#)