

**A Better Place
to Live**

Commitment 6

Enhanced environment
through social, cultural
and economic activities



THRIVING PLACES

POSITIVE • PROUD • AMBITIOUS
PLACEMAKING IN SOUTH AYRSHIRE



AYR NORTH

Place Plan 2021

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INTRODUCTION

This plan has been prepared by the Ayr North community, South Ayrshire Council and other partners. The plan sets out the local community's priorities and actions for making Ayr North a better place to live, work and visit.

The plan is the result of a new approach to placemaking in South Ayrshire, one that is embedded within, and driven by the community's own concerns and aspirations. At the core of this approach is comprehensive and effective community engagement, which is used to identify the actions that should be undertaken by all those with a stake in the place.

This plan has been prepared reflecting the conversations we had in the community in 2019, and early 2020. However, it's important to remember that the plan is flexible. At the time of writing we are in the midst of the COVID-19 pandemic, which has brought unprecedented challenges to the Ayr North community. The full impact of the pandemic is still unknown, and therefore, this document will change and evolve as the community faces new and unforeseen challenges.

The actions in the plan should be deliverable by the local community and partners, over the short to medium term.

The priorities will help to inform other plans and strategies going forward, such as the Council's Local Development Plan. There is no guarantee that all actions will be delivered, as in some cases, funding and commitment from partners will need to be secured. The plan should assist the local community and other delivery partners to access funding and support in order to deliver proposals. The plan will also represent the community's views and aspirations for the area. It can be used to inform other work of the Council and other partners in delivering services in the area.

Some parts of Ayr North have faced significant social issues and increasing levels of deprivation in recent decades. There is a role for all partners in tackling these issues to help build a better Ayr North. However, in many cases it's the community who know the area best, and it should therefore be the community that identifies priorities and works with partners to deliver real change.



PLACEMAKING IN SOUTH AYRSHIRE

We recognise that 'place' is where people, location and resources come together to create a sense of identity and purpose. Placemaking is at the heart of addressing the needs, and realising the full potential of communities. Places are shaped by the way resources, services and assets are directed and used by the people who live and invest in them. As part of the strategic objective "A Better Place to Live" the Council Plan commits to working with partners and communities to develop thriving places that are positive, proud and ambitious.

A more joined-up, collaborative, and participative approach to services, land and buildings, across all sectors within a place, enables better outcomes for everyone, and increased opportunities for people and communities to shape their own lives.

South Ayrshire Council has signed up to the Scottish Government Place Principle, which requests that:

"All those responsible for providing services and looking after assets in a place need to work and plan together, and with local communities, to improve the lives of people, support inclusive growth and create more successful places."

We are committed to a collaborative, place based approach. Our shared purpose is to

support a clear way forward for all services, assets and investments, to maximise the impact of their combined resources. As part of this, we are empowering local communities to prepare 'Place Plans' built on these placemaking principles.

A place plan is owned by its authors; and the Council, partners and communities, should collaborate on the content. The 'Place Standard' tool, which was developed by the Scottish Government, NHS and Architecture and Design Scotland, exists to be used for this type of engagement. It provides a simple framework to structure the community conversations around 14 key questions on the physical and social elements of a place, and to help identify areas of improvement, or priority actions, that everyone involved can sign up to. This process is supported by the use of robust evidence and data from a number of sources, and output from previous community projects on the place being evaluated.

Once drafted, the content of the place plan, and priority actions for improvements, should be agreed by all stakeholders, and ownership taken of the relevant areas for improvement. The place plan should be seen as a living document, one that may have to flex and adapt to influences and the current environment.



A Place Plan is the community's plan. It is prepared collaboratively by all groups who have a stake in a local area, but must be owned by the community. The successful delivery of actions will rely on strong community leadership and effective partnership working.



AYR NORTH TODAY

Ayr North covers an area of approximately 1240 acres, or 500 hectares, and encompasses the Ayr North; Wallacetown; Lochside; Braehead; Whitletts; Dalmlilling; and Craigie areas to the north and east of Ayr Town Centre.

The area spreads across both sides of Whitletts Road, the main thoroughfare from the A77 to the centre of Ayr. The River Ayr runs along the area's southern boundary.

The area is at the very heart of what makes Ayr the town it is, and is home to prominent local landmarks such as Ayr Racecourse, Ayr United Football Club's Somerset Park, and the University and College at Craigie.

It is predominantly residential, but it also has a wide range of other land uses. The area boasts industrial units at Heathfield and Braehead, and open green spaces along the River Ayr, Dalmlilling Golf Course and a network of parks.

North Ayr population
(NRS 2018 mid-year estimates)

13,360



49%
male



51%
female



18%
0-15yrs



65%
working age
(16-64 yrs)



17%
65+



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UNIVERSITY OF THE
WEST of SCOTLAND

UWS



SRUC

Employment (ONS Business Register & Employment Survey)

The largest employment sectors in the area are art, entertainment, recreation and other services, education and public administration and defence.



Approximately 10%

of people aged 16 and over claim out of work benefit (pre-pandemic)



Housing (Housing household tenure source: Census 2011)

North Ayr

Owned

41.2%

Council or Social Housing

45.6%

Private or other rented

13.1%



WHAT IS HAPPENING ALREADY IN AYR NORTH

Investment in affordable housing continues to be an important aspect for improvements in Ayr North, with the Council and registered social landlords developing several sites in recent years. Most notably at the former greyhound track at Whitletts (£10,000,000 investment), and the former Whitletts Primary School site (£4,500,000 investment). The Council has also worked in partnership with the Scottish Government and registered social landlords to develop an ambitious programme of new affordable housing up to 2025. This equates to an investment in new housing in the Ayr North area in excess of £30,000,000.

Education is also a significant area for investment by the Council. In recent years Ayr North has seen the completion of the new Ayr Academy in 2017 (£25,000,000 investment), and improvements to primary school and early years provision at Heathfield, Braehead and the Cherry Tree Early Years Centre. The Council has also committed £16,000,000 for the redevelopment of St Johns Primary School, and a new early years centre for Wallacetown.

Significant investments are planned for sport and recreation in Ayr North. Work is underway for the development of a new Athletics centre at Craigie Estate (£7,100,000), and the improvement of facilities at Whitletts Activity Centre (£400,000). The Council has also identified funding for improvements to play parks in Ayr North (£432,000), with a focus on Craigie Park, and improvements to Dalmling Golf clubhouse (£78,000).

Work is underway to undertake maintenance of the road network, which included improvement of the pedestrian and cyclist movement environment. The Council is also working in collaboration with SUTRANS on a

project which will improve walking and cycling in Ayr, and an application for funding is being progressed. If this funding is secured, it will bring £5,000,000 investment in pedestrian and cycle routes to areas of Ayr North.

The Council has identified £1,500,000 to deliver some of the priority projects identified in place plans across South Ayrshire. Some early projects have already taken place in Ayr North. These address some of the urgent priorities identified as part of the place plan consultations, particularly around cleaning and maintenance.





COMMUNITY PRIORITIES

The Community Voice

Engagement with the community is at the core of this plan. The community will be further empowered and enabled as the plan grows and evolves over the coming years. Community involvement and representation can increase and improve.

We utilised the Place Standard tool for the first stage of community engagement which involved conversations with a wide range of community groups and school pupils during the second half of 2019. Over 170 members of the community took part in these conversations, across a wide range of ages. The place standard tool was also made available to complete online for members of the community in Ayr North.

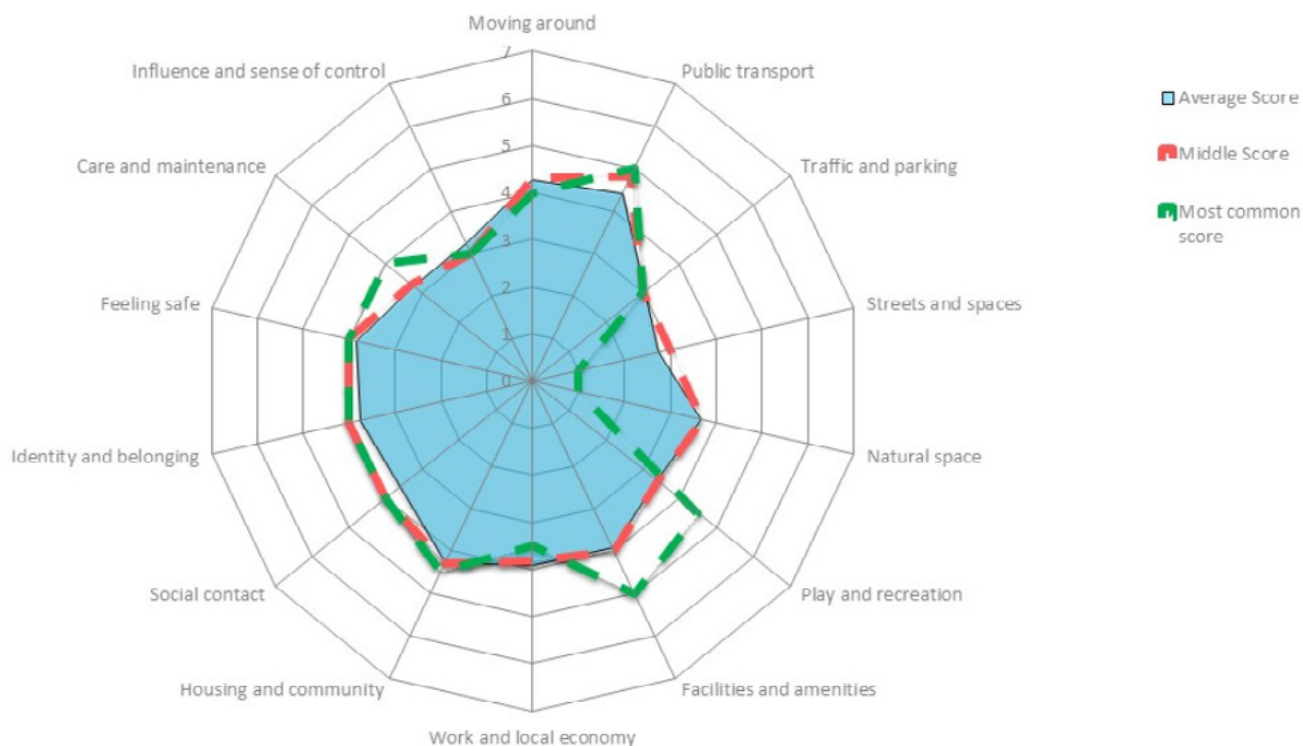
As part of the consultations, one of the top issues raised by the community was concern

over the level of influence and control they have in their own area, and the issues it faces. It is for this reason that one early action will be to seek to empower local people to take a more active role in future versions of this plan, and ownership of any actions that arise from it.

The Place Standard sees a score awarded for each of the identified topics. This ranges from 1, where most improvement is needed, to 7, where no improvement is needed. The scores given by each member of the community who took part were averaged to give an indication of priorities. The community conversations identified five areas with an average score below the median score of 3.5, suggesting more improvement is required in these areas in particular.

Topic	Average
Streets and spaces	2.7
Traffic and parking	3.0
Influence and sense of control	3.2
Care and maintenance	3.2
Play and recreation	3.4
Social contact	3.6
Natural space	3.7
Identity and belonging	3.8
Feeling safe	3.9
Work and local economy	3.9
Facilities and amenities	3.9
Moving around	4.3
Housing and community	4.3
Public transport	4.4

PLACE PLANNING : AYR NORTH



Following the community conversations, two public drop in events were held for the wider community to allow them to give their views, with a particular focus on the priority issues raised at the first stage. These events, which were attended by around 90 people, took place at Lochside Community Centre on Wednesday 19 February and at Ayr Academy on Saturday 14 March. In addition, the Place Standard tool was made available online for those who were unable to attend the events. These open events largely reiterated the priorities raised at the first stage community conversations, however 'Influence and Sense of Control' was seen as less of a concern.

Throughout the process, ideas for specific actions that could address some of the priority issues put forward by the community were noted. These ideas have informed the actions that are set out in this plan.

In April 2021 the draft place plan was published for community feedback. This feedback has informed the finalised version of the plan and resulted in additional actions. Where very specific issues were raised, and have not been identified as an action in the plan, these have been notified to the relevant service area for addressing.



PRIORITY PROJECTS

Through community conversations, a number of priority project themes emerged that could contribute to an improved place for those who live and work in Ayr North. Within each theme sits a number of actions that

can be undertaken by the community, the Council and other partners. Details of these actions, and how they contribute to making a successful place, is shown in a table at the end of the plan.

Streets and Moving Around



Ayr North should be a place that is safe and welcoming to move around on foot and by cycle. Traffic and parking arrangements should allow people to move around safely. It should have a public transport network that meets the needs of the community.

Action	Timescales	Responsibility
Progress the Accessible Ayr Project, which will bring streetscape improvements to John street and the underpasses, and improve the environment for pedestrians and cyclists	Sustrans Funding submission – December 2021	Ayrshire Roads Alliance South Ayrshire Council Sustrans South Ayrshire Paths Initiative Community Groups Accessibility Groups
Implement rotation of traffic enforcement personnel to areas where illegal parking is an issue	June 2021	Ayrshire Roads Alliance
Investigate improvements to streets around schools to improve safety particularly during school drop off times	October 2021	Ayrshire Roads Alliance
Review parking arrangements on residential streets in Ayr North focusing on those with identified parking issues on bus routes	October 2021	Ayrshire Roads Alliance Stagecoach
Develop a map for walking and cycling routes within Ayr North and improve communication of these routes to the community.	October 2021	South Ayrshire Council Ayrshire Roads Alliance Sustainable Transport partners Community Interest Groups
Complete a programme of maintenance of existing walking and cycling routes.	Complete by Summer 2022	Ayrshire Roads Alliance South Ayrshire Council



RESPECT SOUTH AVENUE
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Clean and well kept



The buildings, streets and public spaces in Ayr North should create an attractive and welcoming environment.

The maintenance and cleanliness of public spaces and buildings in some areas of Ayr North were raised as a concern during the community conversations. An Environmental Improvements Group has been established

within the council to address some of the specific issues raised. This group will continue to meet regularly to identify and address issues that require urgent non-routine cleaning or repair.

Action	Timescales	Responsibility
Identify problem areas for fly tipping and implement a programme of re-deployable CCTV	June – August 2021	South Ayrshire Council Community representatives
Assist and promote community clean ups where appropriate	June – August 2021	South Ayrshire Council Community representatives
Work with tenants and other residents to review the use of bin stores taking account of health and safety	October 2021	South Ayrshire Council Community Representatives
Undertake a preventative dog fouling campaign	June – August 2021	South Ayrshire Council Community Representatives
Continue the work of the Environmental Improvements Group	Ongoing	South Ayrshire Council
Consider repainting properties at Oakwood Avenue and Westwood Avenue	August 2021	South Ayrshire Council Tenants and Owners of properties
Undertake an audit of derelict spaces in Ayr North and consider opportunities for improvement	Audit with recommendations – October 2021	South Ayrshire Council
Undertake a review of the reporting process for repairs to council properties and improve on the tracking and monitoring of reports	August 2021	South Ayrshire Council

Sport and Recreation

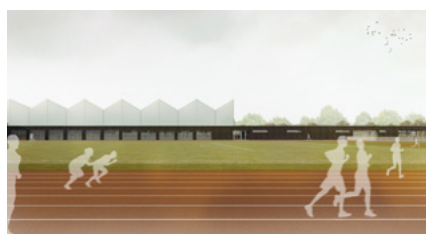
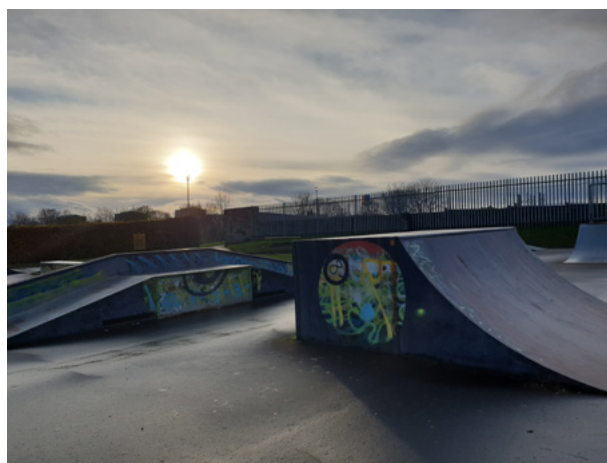


The community in Ayr North should have access to good quality natural spaces and a range of opportunities for play and recreation to improve health and wellbeing

Ayr North has a number of attractive parks and open spaces that form the basis of formal and informal sport and recreation for residents and visitors alike. There are opportunities to build on these resources to improve facilities for the local community.

At the forefront of these improvements will be the continued improvements to the Craigie area with a new national grade athletics arena which will bring wide ranging sport and physical health opportunities to improve health and wellbeing in the community.

Action	Timescales	Responsibility
Develop sports facilities at Craigie Campus	May 2022	South Ayrshire Council Community representatives
Improve the Craigie Skate Park and Play Area	Tender for play area due to be issued by May 2021. Designs are being prepared for the Skate Park which will be shared with skate groups when complete.	South Ayrshire Council Community representatives
Install adult gym equipment within Craigie	May 2021	South Ayrshire Council
Review management of pitches and multi-use games areas	August 2021	South Ayrshire Council
Invest in Whitletts activity centre all weather pitch to bring back into use	June 2021	South Ayrshire Council



Empowered and Involved Community



The community should feel able to take part in decisions, and help change things for the better. Facilities and amenities need to meet the needs of the community, and a range of spaces and opportunities for people to meet should be available.

One of the central principles of place plans is that they are owned and led by the local community. A comprehensive engagement exercise has been undertaken to inform the plan, but we know that more can be done to reach members of the community who may not feel involved in their local areas. The actions raised by the community sit with many

partners to deliver, however it's only through community leadership that the benefits can be maximised for those within the community.

The Council will continue to work with existing community groups to empower and enable them to take a greater role in the improvement of their areas.

Action	Timescales	Responsibility
Support and empower existing community groups by improving knowledge and skills.	Established and ongoing	South Ayrshire Council Community groups
Establish and maintain a database of local groups and ensure this is publicised to the wider public	September 2021	South Ayrshire Council Community groups
Work with the community to maximise the use of the community room at Newton Primary	September 2021	South Ayrshire Council Community Representatives
Review community facilities to identify improvements for disability access	September 2021	South Ayrshire Council



Healthy and safe



Ayr North should feel safe to move around and live in

The community has raised the issue of feeling safe in some areas of Ayr North. There can be many reasons for this, including issues with the built environment, or a prevalence of anti-social behaviour.

Many of the issues in Ayr North are deep rooted, and require a long term, multi-agency approach to community safety and healthcare. A multi-agency group was recently established for Wallacetown to work with the community to establish ways that the area can be improved.

Action	Timescales	Responsibility
Undertake an audit of lighting in Ayr North, making repairs and improvements where required	October 2021	South Ayrshire Council Ayrshire Roads Alliance
Maintain and develop the multi-agency approach to the major issues that are driving antisocial behaviour	Ongoing	South Ayrshire Council South Ayrshire Health and Social Care Partnership Police Scotland



Access to jobs



Ayr North should be part of an active local economy, and the community should have the opportunity to access good quality jobs.

Access to good quality jobs and a strong local economy is an issue that has been raised by the community. The COVID-19 crisis will have exacerbated these issues placing new and significant pressures on our local economies and already struggling town centres. South Ayrshire Council has recently adopted its Strategic Economic Plan, Vision 2030. Vision 2030 recognises that there are opportunities to make the aftermath of the pandemic and the economic recovery effort

a reformative moment for a new kind of local economy.

Community led local economic development and a place based economic strategy is a core driver in the Strategic Economic Plan. It seeks to create vibrant communities and economic growth that is inclusive, enabling as many people as possible to contribute to, and benefit from, economic growth.

Action	Timescales	Responsibility
Begin implementation of Vision 2030 by building capacity around Community Wealth Building	March 2022	South Ayrshire Council Local Business Community
Implement place based business support services	March 2022	South Ayrshire Council Local Business Community
Ensure outreach and signposting of employability and skills programmes reach those in need in Ayr North	Ongoing	South Ayrshire Council Local Business Community
Develop a programme of investment to utilise opportunities for funding presented by the forthcoming UK Shared Prosperity Fund	March 2022	South Ayrshire Council
Develop projects that could be delivered in Ayr North through the UK Community Renewal Fund	June 2021	South Ayrshire Council Community Representatives



Long term renewal



Housing in Ayr North should support the needs of the community, and should create a high quality environment which is safe and welcoming for all.

This plan has focused on the delivery of effective short and medium term solutions for the issues raised by the community. However, it is recognised that Ayr North has some

deep rooted issues relating to high levels of deprivation. To resolve these, a long term approach and potential significant capital investment is required.

The following actions have been identified:

- Develop a multi-agency team for Ayr North, and Wallacetown in particular, to undertake a strategic review of how services should be delivered in Ayr North, with a focus on public health and safety, and housing led regeneration. This will continually be monitored and reviewed to reflect the emerging challenges around Covid19.



HOW TO MAKE IT HAPPEN

Collaboration

The local community, the Council and other stakeholders will need to work together to deliver any of the priorities outlined in this plan. Both the local authority and local community groups have pivotal roles in facilitating delivery, so it's particularly important that they support each other. The formation of groups, such as the Council Environmental Improvements Group, and the Multi Agency Working Group on Wallacetown, are a step towards improved partnership and collaboration. However, there is still a lot of

work to be done to empower the community to take its place alongside the Council and other partners. There are many community groups in Ayr North who undertake some fantastic work to improve the local area, although many of these groups' focus is on individual locations or topics. There is a real opportunity, as part of the Place Plan, to bring these groups together to form a strong and effective voice and delivery vehicle for change in Ayr North.

Leadership

This plan has to be 'owned' by the local community and the local authority. They should work together to establish an effective

partnership which is proactive in achieving these ambitious plans.

Flexibility

The priorities in this plan should be seen as a framework for action. How each priority is delivered may need to flex over time in response to the opportunities and support available. However, the basic aims of the priorities should form a robust framework for action over next two to five years.

change. The COVID-19 pandemic is an example of this. At the time of writing the long-term impacts of the pandemic, and associated lockdowns, is not fully known. Whilst many of the actions identified in this plan have been prepared to move towards an inclusive and resilient community, there will inevitably be significant new pressures that will need to be considered at the appropriate time, and an updated plan delivered.

The plan should be seen as a living document, and be updated and amended as the community's pressures or opportunities

Delivery

The delivery of the actions in this plan will fall to a number of groups, including the Council, community and partners. The community needs to take ownership of the effective delivery of the plan, not just in identifying priorities, but also in addressing issues where

appropriate. As part of the final consultation in approving this plan, we will ask members of the community to identify areas for action where they would be willing and able to contribute to, or lead on.

Funding

The Council has identified some capital funding for the delivery or development of some actions, however for others alternative funding opportunities from other sources will need to be identified. The Place Plan will act as the basis for applications for funding from

partner organisations such as the Scottish Government or lottery funding, providing a clear indication of the priorities of the community. The Place Plan will inform future Council and partner organisations when allocating future capital budgets



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