

A Better Place
to Live

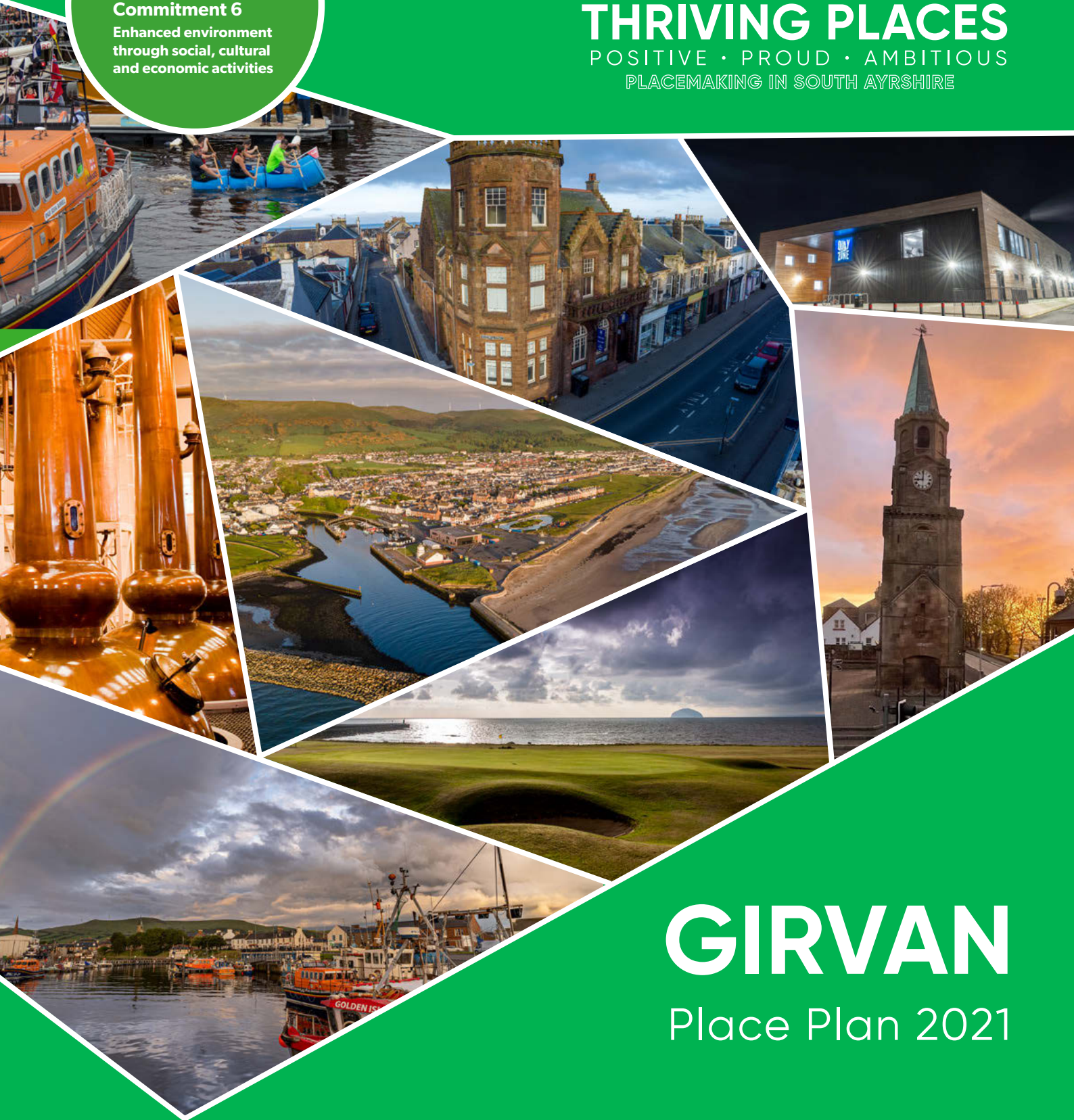
Commitment 6

Enhanced environment
through social, cultural
and economic activities



THRIVING PLACES

POSITIVE · PROUD · AMBITIOUS
PLACEMAKING IN SOUTH AYRSHIRE



GIRVAN

Place Plan 2021

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INTRODUCTION

This plan has been prepared by the community in Girvan, South Ayrshire Council and other partners. The plan sets out the local community's priorities and actions for making Girvan 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 conversation we had with 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 town of Girvan. The full long term 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.

Parts of Girvan have suffered from social issues and increasing levels of deprivation in recent decades, the town centre has also suffered with the reduction of tourism in the town and the increasing prevalence of online shopping. There is a role for all partners in tackling these issues to help build a better Girvan. 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.



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GIRVAN TODAY

Girvan is the largest town in the historic district of Carrick. Sitting at the mouth of the Water of Girvan, the town occupies a picturesque location beside the popular beach with views to Ailsa Craig and Arran. Girvan was first established as a port with the Water of Girvan acting as a natural harbour, the town subsequently grew with its wealth coming from shoemaking, weaving and fishing. With the arrival of the railway in 1860 the town flourished as a seaside resort with visitors from Glasgow flocking to the coast. With a population of around 6,700 Girvan

acts as a key service and retail centre for the rural villages in South Carrick. Dalrymple Street is the main shopping street in the town, with many independent retailers. The main route from the north to the ferry ports in the South runs through the town.

The town is predominantly residential, however also includes key local services such as the Girvan Community Hospital and the Quay Zone leisure centre. There are also several key employers in or close to the town such as the William Grant & Sons distillery and Nestle.

Girvan population
(NRS 2018 mid-year estimates)

6,455



49%
male



51%
female



16.2%
0-15yrs



58%
working age
(16-64 yrs)



25.8%
65+



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WASH STILL W2

Employment (ONS Business Register & Employment Survey)

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



Approximately 3.4%

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



Housing (Housing household tenure source: Census 2011)

Girvan 

Owned

61.7%

Council or Social Housing

24.8%

Private or other rented

8.5%



WHAT IS HAPPENING ALREADY IN GIRVAN

Investment in affordable housing and housing for communities with additional needs has been an important element of improvements in Girvan, with notable examples including the housing at North Park Court (£1,300,000) and the new modern facility for the local travelling community (£1,540,000).

Education provision is a significant area for planned investment by the Council in the coming years, with a new Girvan Primary (£22,000,000) and Sacred Heart Primary (£3,900,000) planned.

Girvan harbour has seen many improvements in recent times with the development of new

pontoons and landside facilities to further enhance the marina. A further £300,000 investment has been identified for the repair of the harbour facilities to ensure the maintenance of this important facility.

The biggest change to the town in recent years has been the opening of the Quay Zone leisure centre, which has become an important community facility since it opened its doors in 2017 after an investment of £5,400,000. The Council has set out a future investment of £965,000 to deliver a new all weather pitch in the town and improvements to the shorefront play area and the play area at Linden Avenue.





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 175 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 Girvan.

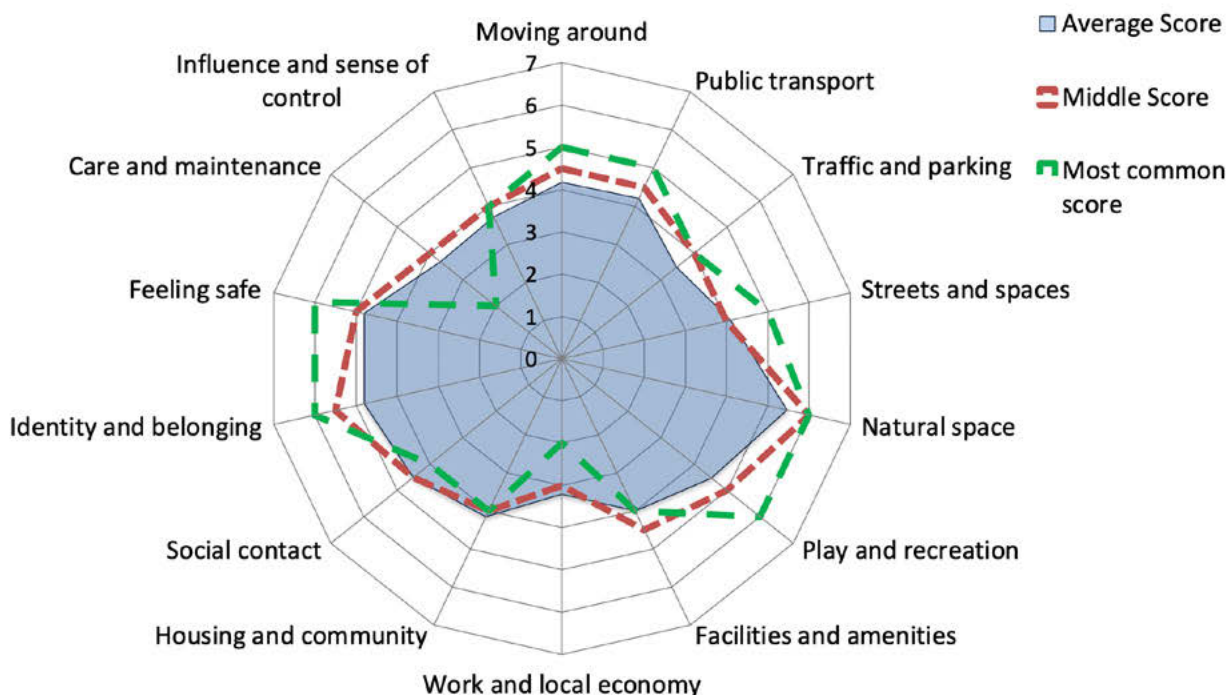
As part of the consultations, one of the top

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
Work and local economy	3.2
Traffic and parking	3.5
Care and maintenance	3.7
Influence and sense of control	3.7
Facilities and amenities	4.0
Streets and spaces	4.1
Housing and community	4.1
Moving around	4.2
Public transport	4.2
Social contact	4.5
Play and recreation	4.5
Identity and belonging	4.8
Feeling safe	4.8
Natural space	5.5

Place Planning Girvan



Following the community conversations, three 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 over 100 people, took place at Carrick Opportunities on Wednesday 19th February at Girvan Academy Sports Hub on Friday 21st February and at the Quay Zone on Saturday 22nd February. 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 'Care and

Maintenance' was seen as the number one 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 Girvan. 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



Girvan 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
Investigate improvements to streets around schools to improve safety particularly during school drop off times	October 2021	Ayrshire Roads Alliance South Ayrshire Council Community Representatives
Implement rotation of traffic enforcement personnel to areas where illegal parking is an issue	June – August 2021	Ayrshire Roads Alliance
Review car parking facilities in Girvan targeted at providing local, tourist, lorry and campervan facilities that are fit for purpose	Review complete by October 2021	Community Representatives Ayrshire Roads Alliance, South Ayrshire Council
Work with Network Rail to improve lighting at the train station	Autumn 2021	Network Rail
Develop a map for walking and cycling routes within Girvan 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
Establish stakeholder group of partners to work towards improving public transport provision in Girvan and to the surrounding villages and Ayr	October 2021	SPT Abellio Scotrail South West Scotland Community Rail Partnership South Ayrshire Council Ayrshire Roads Alliance
Consider potential for new walking and cycling routes in and around the town including to key destinations such as the trains station, hospital and Grangestone Industrial Estate.	Summer 2022	South Carrick Community Leisure, South Ayrshire Council, Community Representatives. Ayrshire Roads Alliance



Clean and well kept



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

The maintenance and cleanliness of public spaces and buildings in some areas of Girvan 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	Community Representatives South Ayrshire Council
Assist and promote community clean ups where appropriate	June – August 2021	South Ayrshire Council Community representatives
Undertake a preventative dog fouling campaign	June – August 2021	Community Representatives South Ayrshire Council
Continue the work of the Environmental Improvements Group	Ongoing	South Ayrshire Council
Undertake an audit of derelict spaces in Girvan 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
Demolish the derelict Bingo Hall	June 2021	South Ayrshire Council



Sport and Recreation



The community in Girvan should have access to good quality natural spaces and a range of opportunities for play and recreation.

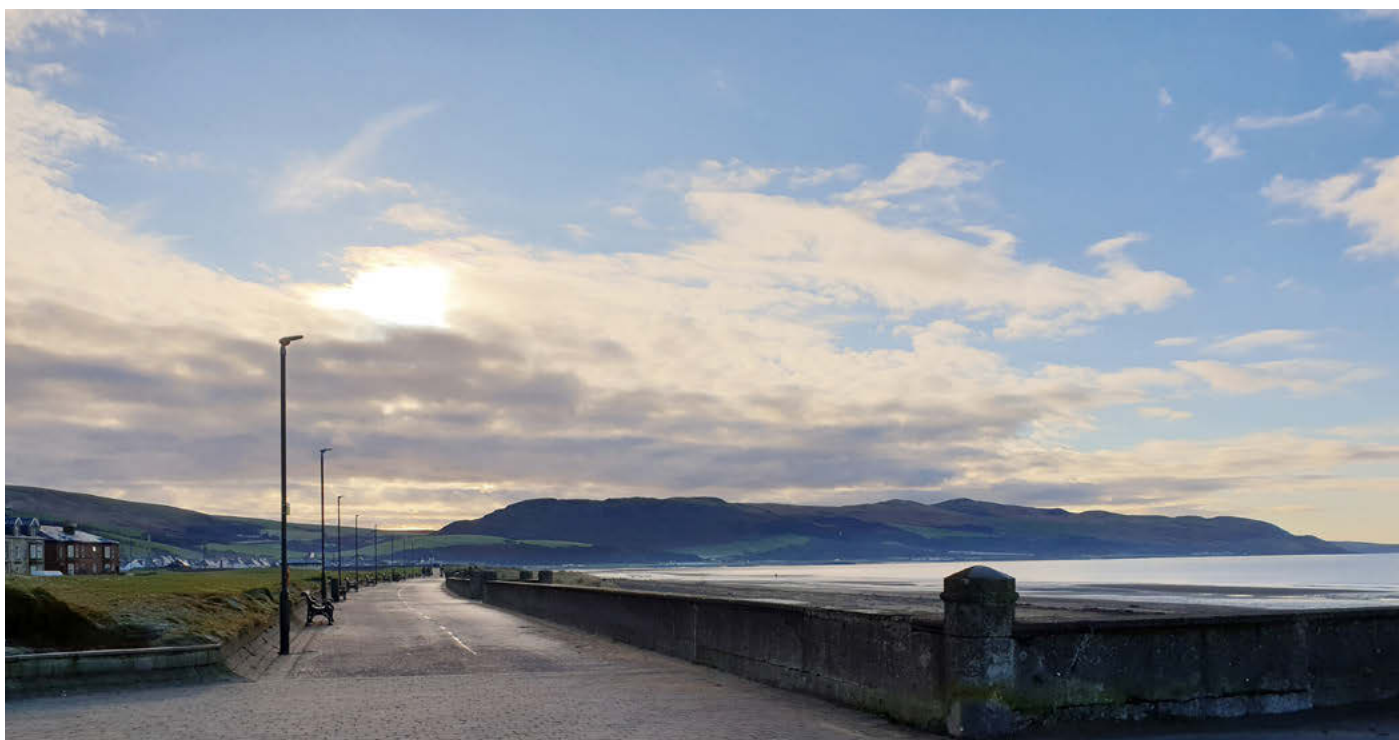
Girvan is blessed with attractive parks and open spaces that form the basis of formal and informal sport and recreation for residents and visitors alike. There are opportunities to build on these resources to improve facilities for the local community and develop an attraction for visitors to the town. At the forefront of this is the promenade, beach and harbour areas which are so prominent in the character of the town.

On the promenade there is opportunities to introduce new fixtures such as lighting, shelters, seating, signage and information boards; as well as improving disability access to the beach itself. There is also a number of assets and areas of opportunity that need a plan to maximise their potential, such as the boating pond, bandstand and car park area at the Quay Zone. The opportunity also exists to make more of the heritage of the town and

capitalise on its relationship and unparalleled views towards Ailsa Craig.

A community steering group has recently been established to prepare a community led tourism action plan for the town, the Council will work with the group as its plans come forward.

The Stumpy Corner is another important and prominent point in the town, and an asset that could be improved. The community led Stumpy Corner Steering Group has been developing plans for the improvement of this area, and has recently obtained planning permission to refurbish the area into a town square suitable for markets and events. The Council will work with the steering group to identify potential sources of external funding to take the project forward.



Sport and Recreation

Action	Timescales	Responsibility
Develop 3G sports pitch at Victory Park	2022	South Ayrshire Council
Improve the playparks at the shore front and at Linden Avenue	Design work and ground works summer 2021, play equipment installed by end 2021	South Ayrshire Council
<p>Girvan Promenade and Beach</p> <p><i>The Promenade</i> – Improve shelter, seating, lighting, signage and opportunities for interpretation boards.</p> <p><i>Beach Accessibility</i> – Improve disability access to the beach.</p> <p><i>Boating Pond</i> – Work with partners to improve the use of the boating pond.</p> <p><i>Car Park</i> – develop options for the redevelopment of the beach car park at the Quay Zone.</p> <p><i>Heritage</i> – Develop heritage at the seafront, initially through interpretation signage. Develop options for further development including Ailsa Craig interpretation area within the Quay Zone.</p> <p><i>Bandstand</i> – With partners, consider the future of the bandstand and opportunities for external funding to take the project forward.</p>	The Council will work with the community to confirm initial priorities for action – July 2021. Medium term options confirmed in liaison with the Girvan Community Led Tourism Steering Group – October 2021	South Ayrshire Council Girvan Community Led Tourism Steering Group Girvan Town Team Girvan Attractions Girvan Youth Trust The Quay Zone
<p>Girvan Community Led Tourism Action Plan</p> <p>The Council will work with the steering group as it develops the plan and as actions emerge</p>	Ongoing	Girvan Community Led Tourism Steering Group South Ayrshire Council
<p>Stumpy Corner Regeneration</p> <p>The Council will work with the Steering group to identify potential sources of external funding to take the project forward</p>	Review of funding opportunities – August 2021	Stumpy Corner Steering Group South Ayrshire Council
Work with South Carrick Community Leisure to consider ways that more of the community can make the most of the Quay Zone facilities, including the potential for outreach activities taking place within the Girvan community and wider South Carrick.	Summer 2022	South Carrick Community Leisure, South Ayrshire Council, Community Representatives.



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.

Girvan has a strong community spirit, exemplified by through existing its network of community groups including, but not limited to, the Town Team, the Youth Trust and Girvan Attractions. 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	Community groups South Ayrshire Council
Work with the Girvan Youth Trust to investigate ways that we can improve opportunities for young people in Girvan	September 2021	South Ayrshire Council Girvan Youth Trust
Review community facilities to identify improvements for disability access	September 2021	Accessibility groups South Ayrshire Council
Work with the Glendoune Association to improve facilities and to identify funding opportunities	September 2021	South Ayrshire Council Glendoune Association



Access to jobs



Girvan 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 was the number one issue raised by the community. The COVID-19 crisis has laid bare the fragilities and failings of our national and local economies, and has placed new and significant pressures on our already struggling town centres. South Ayrshire Council has recently adopted its Strategic Economic Plan, Vision 2030. Vision 2030 recognises that there is an opportunity 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	Local business community South Ayrshire Council
Implement place based business support services	March 2022	Local business community South Ayrshire Council
Explore with the community and local businesses the future role of the Town Centre	March 2022	Community representatives Local business community South Ayrshire Council
Ensure outreach and signposting of employability and skills programmes reach those in need in Girvan	Ongoing	Local business community
Develop a programme of investment to utilise opportunities for funding presented by the forthcoming UK Shared Prosperity Fund	March 2022	Community representatives Galloway and Southern Ayrshire Biosphere South Ayrshire Council
Develop projects that could be delivered in Girvan through the UK Community Renewal Fund	June 2021	Community representatives Galloway and South Ayrshire Biosphere South Ayrshire Council

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, is 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 Girvan 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 Girvan.

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. The plan

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

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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