

South Ayrshire Economic Development Strategy 2013–2023



Working Together for a Better Future for the People of South Ayrshire

“South Ayrshire has an enterprising and sustainable economy where people are skilled, confident and successful in accessing employment.”



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Introduction

The South Ayrshire Economic Development Strategy (2013 to 2024) sets out the overall aims for economic development in the area and the high-level activities to be taken forward to create the right conditions for increasing competitiveness and securing a more sustainable economy. It includes planned activities by the Economic Development Partnership itself, as well as the anticipated input from public and private sector organisations at the regional and national level.

The Strategy has been informed by a detailed economic assessment of the socio-economic challenges and opportunities facing South Ayrshire, which can be found by clicking [here](#)¹. While it recognises national and regional economic development plans, the Strategy still remains essentially a response to local economic conditions and future economic prospects.

It also accepts that future economic development is not just about growth and employment. It is also about addressing economic inequalities and ensuring the viability and sustainability of local communities. So, in addition to traditional economic issues of business formation, inward investment and the availability of land for development, the strategy considers reinvigorating local town centres, neighbourhood renewal in our more deprived communities and improving access to jobs and services in rural communities.

For the local economy to sustain its resilience and to come through present and future economic difficulties strengthened, the key will be to help local communities, local businesses and employees to be flexible and responsive to change, willing and able to grasp economic opportunities and ready to innovate. Among other things, this means that the Partnership has to be proactive in assisting businesses to diversify and expand. It also means promoting a more entrepreneurial culture through working with young people, in terms of their learning, their experience of business and, crucially, their aspirations. Finally, the area needs to raise its profile and attractiveness in relation to capital investment, to upgrade local infrastructure and economic assets, and inject much needed private sector investment.

***Councillor Bill McIntosh,
Chairperson, South Ayrshire Community Planning Partnership
Leader, South Ayrshire Council.***

¹ Press Ctrl+return or type “[http://www.south-ayrshire.gov.uk/documents/The South Ayrshire Economy in 2011.pdf](http://www.south-ayrshire.gov.uk/documents/The%20South%20Ayrshire%20Economy%20in%202011.pdf)” into your browser

Key Economic Challenges Facing South Ayrshire

Improving Economic Growth

The total economic output from the South Ayrshire economy is a little under £2 billion or about 1.8% of the Scottish total. However, in recent years economic growth has lagged behind both the Scottish and UK averages. While the output per worker in local manufacturing businesses compares favourably with that in the UK as a whole, for service sector businesses, which account for 74% of local economic output, output per worker is below the Scottish and UK averages. Moreover, the gap in productivity is widening with time.

Diversifying the Economy

Of the 47000 jobs in South Ayrshire, 33% are in the public sector, 15% in the retail trade and 13% in tourism. Together these three sectors provide over 60% of local jobs. However, from 2012 to 2017 the public sector is facing further contraction as a result of budget reductions, while both retail and tourism businesses are facing challenging times as consumer confidence is low and discretionary spending is being curtailed.

Of greater concern is the evidence that the number of jobs locally has fallen by 4000 or 8% between 2007 and 2010. This reflects the contraction of existing firms at a rate that cannot be matched by the formation rate of new businesses and associated job creation. Compared to the UK as a whole, where there are 46 active businesses per 1000 adults, in South Ayrshire there are only 35.

There are also concerns about the economic resilience of the South Ayrshire economy. Only 22% of local employment is in the Scottish Government's six priority industries (life sciences, food & drink, financial services, energy, tourism and creative industries), compared to 31% nationally, making South Ayrshire one of the less resilient economies in Scotland. So diversifying the local economic base is critical.

However, the future of the area may depend on attracting families to live here as well as on local job creation. Just under one-third of those in work now travel to other areas for employment and the proportion is growing. Through their spending locally, they are increasing the employment opportunities in service industries.

Tackling Unemployment

In 2012 overall unemployment in South Ayrshire is somewhat above the Scottish average at around 8.9%. However, the problem is most acute for young adults, where unemployment among 16-24 year olds is more than 25%. At the same time, unemployment remains concentrated in the more deprived communities in Ayr North and Girvan. Although these communities contain around 10% of the working-age population, they have around a quarter of all the unemployed in South Ayrshire.

Improving the Skill Base

The general level of skills in the local labour force has been shown to be a key driver of economic success. About 20% of the differences in output per worker internationally can be explained by differences in skill levels. As regards South Ayrshire, over the next ten years, it has been estimated that, through business growth, retirement and job turnover, there will be around 33000 job openings. Of these, 8000 will be for university graduates, 6000 for college graduates and 14000 for school leavers.

Neighbourhood Renewal

Economic development is more than simply growing the economy as a whole. It is about ensuring the benefits of growth are fairly distributed. Apart from the areas of high unemployment and low incomes in Ayr North and Girvan, South Ayrshire faces a number of other socio-economic challenges. In particular, the redevelopment of Ayr town centre is integral to the regeneration of the local and regional economy. It is the key location for retail and office-based activities. However, in recent years, it has experienced a sharp rise in shop vacancies to over 20% in 2012.

Just under one-third of the local population live in 'rural' areas. These areas are currently experiencing problems connected with poor transport links, shortage of affordable housing and lack of employment opportunities. This is leading to an out-migration of young people, which in turn is threatening the sustainability of many of the communities.

Looking to the Future

A recent review of the challenges and opportunities facing the South Ayrshire economy found that a desirable future outcome for it was for it to become:

- a knowledge-based economy;
- a place to live and visit; and
- a green economy.

The Knowledge Economy

While ensuring that the area retains its economic base is critical, we must strive to create a higher-value local economy, with more skilled and better-paid jobs. We will achieve this through a combination of growing the number of high growth businesses, expanding existing innovative firms and attracting new inward investment from value-adding businesses. In this way, we aim to expand the market for goods and services from South Ayrshire by assisting businesses to be active beyond local markets and to increase exports.

The review identified key growth sectors locally as aerospace, renewable energy and tourism. However, we recognise that it is important to encourage the development of small businesses centred on high-value niche markets. In this regard, activities connected with the 'creative industries', 'food tourism', 'life sciences' and 'digital services' have been identified as areas of opportunity. With nearly 30% of the population over the age of 60, there are also opportunities for promoting services connected with older people, notably care services.

However, if the local economy is to develop, then it must develop its knowledge base. This involves not only raising the skill base of local workers, but attracting more businesses involved in research and development. It also means creating an economic environment with a readiness to adapt to new market conditions by developing a stronger enterprise culture among local businesses and their employees.

A Place to Live, Work, Visit and Invest

Growing the local economy is also about making South Ayrshire an attractive area for people and businesses to locate and for tourists to visit.

Growing the local population by attracting professional families and skilled workers is an integral part of our economic strategy. While in-migrants may continue to commute to other areas for work, they will boost consumer spending locally. Such an aim will require a reversal of current population trends and will require investments in housing, schools, leisure and retail facilities to make the area an attractive one in which to relocate.

An increase in consumer spending power locally can also act as an attractor for the growth of retail and leisure sectors. In turn, growth in these sectors can attract business support services, while the demand for housing stimulates the construction industry. We are committed to growing the number of local businesses by ensuring:

- a good telecommunications infrastructure;
- an excellent transport network;
- comparatively cheap and available land for development;
- proximity to good schools and leisure facilities; and
- an attractive, clean environment.

Increasing the number of tourists who visit the area is also part of our vision for the area. This will mean finding new ways to encourage visitors to stay longer, offering new experiences and attracting new visitor groups. Central to this is changing the area's image, so that it is perceived as a tourism destination for the twenty-first century.

The Green Economy

Making South Ayrshire a 'green' economy is central to the ambition of being 'a place to live'. This will be achieved not only through protecting the natural heritage of our coastal and rural areas, but by developing 'green' economic activities, such as eco-tourism and outdoor recreation. There are also significant potential opportunities for building a new low carbon economic base around renewables and the supply of environmental technologies designed to minimise the impact of human activity on the environment and on climate change. Developing opportunities around the technologies that enable "smart communities" will also add to community sustainability and attractiveness.

Through 'greening' the local economy, we also aspire to increase the employment opportunities in the more rural parts of South Ayrshire. This will help to sustain the communities living in these areas and ensure that the young people can remain.

Our Shared Vision

"South Ayrshire has an enterprising and sustainable economy where people are skilled, confident and successful in accessing employment."

How will we realise this?

We aim to increase the range of employment opportunities locally, strengthen local business networks, improve connections between the urban and rural areas and introduce measures to rediscover the distinctive characteristics of South Ayrshire as an attractive place to visit.

To this end, we will strive to ensure that South Ayrshire will have:

1. ***A MORE DIVERSIFIED ECONOMY*** where local employment opportunities are increased by building on the area's existing strengths in tourism and aerospace, using the area's engineering base to develop a renewable energy industry and attracting new emerging growth industries, connected with digital technologies and the media.
2. ***AN ENTREPRENEURIAL CULTURE*** in which existing businesses thrive and expand and the rate of start-up and survival of new business locally is increased.
3. ***EQUALITY OF ECONOMIC OPPORTUNITY*** by tackling the problems of poverty and unemployment through improving access to education, training and jobs, including in the more deprived communities, such as in Ayr North and Girvan, and among young unemployed adults.
4. ***AN ATTRACTIVE PLACE IN WHICH TO LIVE, WORK, VISIT AND INVEST*** by ensuring that the area has a good communications infrastructure, affordable and available land for development, good quality schools and leisure services and an attractive local environment.
5. ***VIBRANT AND DYNAMIC TOWN CENTRES, MOST IMPORTANTLY AYR,*** by strengthening the role of town centres as the economic hub of the area.
6. ***A MORE DYNAMIC RURAL ECONOMY*** by ensuring the sustainability of rural communities through improvements in employment opportunities, public transport and access to services.
7. ***HIGH QUALITY CONNECTIVITY*** by securing transport infrastructure and service improvements, developing the digital communications infrastructure and encouraging digital service access for all.

Why are these outcomes priorities and what do we intend to do?

South Ayrshire has a more diversified economy

Why is this a priority?

60% of jobs in South Ayrshire are in the public, retail and tourism sectors, all of which are facing challenging economic futures. The period 2004-10 saw a contraction of 6000 jobs locally, most of them in the private sector. This underlines the need to diversify the economic base and attract new dynamic industries to the area connected with renewables, digital technologies and media.

However, we must also sustain the area's existing economic base and build on its strengths in tourism, aerospace and engineering. We will do this through developing stronger links with local industries in key sectors and identify ways in which the Partnership can support and assist growth.

What are we going to do?

- We will promote the development of new businesses and industries by encouraging relocation to South Ayrshire and by identifying existing businesses with the potential to expand.
- We will raise the awareness of existing local businesses about the opportunities for business growth and assist them to recruit skilled staff, access finance, develop their supply chains and expand into new export markets.

South Ayrshire has an entrepreneurial culture

Why is this a priority?

While the rate of new business formation in the last 5 years has been similar to the Scottish average, nearly 50% of these new businesses last less than 3 years and the majority do not grow. To provide more jobs locally, it is insufficient to rely on inward investment. We need to increase the rate of new businesses, including social enterprises, formed by local people and ensure that more of them survive and expand. To realise this vision a more entrepreneurial culture needs to be fostered.

What are we going to do?

- We will make it easier to set up new enterprises, including social enterprises, through promoting entrepreneurship in schools and colleges and by enabling potential entrepreneurs to access information and support.
- We will enhance our business support services provided through Business Gateway and *Entrepreneurial Spark*.
- We will aim to help new entrepreneurs and strengthen business mentoring schemes.
- We will increase business networking opportunities.

South Ayrshire has equality of opportunity

Why is this a priority?

Economic growth is not solely about increasing wealth, but is also about improving the quality of life. The benefits of growth must be shared out fairly between communities and poorer and less affluent neighbourhoods must not be left behind nor young adults suffer disproportionately from unemployment.

What are we going to do?

- We will develop local programmes to help young unemployed adults to be motivated, flexible and job-ready and encourage the creation of social enterprises to provide jobs, notably in areas of high unemployment.
- We will work with local employers and training providers to develop relevant vocational courses, which will equip people for the jobs that become available in local industries.
- We will develop personalised, integrated programmes to ensure individuals are supported into work and receive help to stay in work.

South Ayrshire is an attractive place in which to live, work, visit and invest

Why is this a priority?

Growing the local economy is about making South Ayrshire an attractive area for people and businesses to relocate. Increasing the numbers of skilled workers and their families will increase local spending, even if they commute daily to other areas. Equally, providing the incentives for businesses to relocate by providing good schools, homes, public transport and leisure facilities will increase local employment opportunities.

What are we going to do?

- We will facilitate an expansion of affordable quality homes in South Ayrshire to attract working families to the area.
- We will lobby for a good communications infrastructure and ensure the supply of land for business development.
- We will work to ensure that South Ayrshire has a reputation for a clean and attractive environment.
- We will work with partners to ensure South Ayrshire residents have access to good quality education, health and leisure services.

Town centres, especially Ayr, are vibrant and dynamic

Why is this a priority?

As the historic county town and an important hub of economic activity, Ayr is an important driver of the local economy. However, in recent years, shop vacancies have risen sharply and both the northern and southern ends of the town centre are in need of redevelopment. The town is under-performing in its role as a tourism hub, with a need to improve its 'townscape', retail and evening entertainment and the quality of its accommodation. These challenges are reflected in our other main settlements, where regeneration activity is also required.

What are we going to do?

- We will develop a strategic vision for Ayr town centre to reverse the decline in the face of internet and out-of-town shopping developments.
- We will continue seeking investment to redevelop Ayr and our other town centres and improve their visual appearance.
- We will work with communities and the private sector to sustain existing business and seek to attract new retail and leisure businesses to our town centres.

South Ayrshire has a more dynamic rural economy

Why is this a priority?

Just under a third of South Ayrshire's population live in rural areas. The future of these communities is bound up with maintaining local employment opportunities and ensuring access to key services. More than in urban areas, employment is dependent on a handful of key businesses. Many jobs are also low-paid and seasonal and difficulty in finding work is leading to many young people leaving these areas.

What are we going to do?

- We will seek to expand the employment opportunities in rural areas, with a view to diversify the local economic base.
- We will work with other organisations to remove barriers to business development in rural areas arising from broadband provision, housing and transport links.
- We will work to improve access to public services and support social enterprises to maintain key private services.
- We will work with rural communities to develop local action plans as part of the Rural 21 initiative

South Ayrshire has high quality connectivity

Why is this a priority?

The development of the economy of South Ayrshire requires excellent transport options and services within the area to enable an efficient economy. However, South Ayrshire's future prosperity is increasingly dependent on its linkages to the central belt, to UK and Europe, and to the new regions of rapid growth in an increasingly globalised economy. To do this effectively will require competitive digital infrastructure and connectivity, something that will also play an important part in addressing equality and community well-being issues.

What are we going to do?

- We will work with partners to develop public transport services across South Ayrshire.
- We will identify and develop cases for transport infrastructure improvements that enable economic development.
- We will work with public sector, private sector and community partners to develop the digital infrastructure and service access across all parts of South Ayrshire.

Building a Better Future

In the light of this vision for the future, the Partnership has set out a number of key action areas, which are outlined below. For each action, the broad timeframe is indicated. The actions have been grouped by the Partnership's stated outcome, so that it is possible to see how they relate to the overall aims of the Economic Strategy.

Outcome	Action	Timescale		
		2013-2015	2016-2019	2020-2024
South Ayrshire has a more diversified economy	Develop three detailed action plans for creating strong aerospace, renewable energy and tourism sectors in South Ayrshire			
	Undertake a review of novel industries and niche markets, which have the potential to expand locally			
	Run workshops to increase business networking and raise awareness of new market opportunities			
	Assist local business to access finance, to develop supply chains and identify new markets			
	Undertake a mid-term review of the strategy to expand business numbers and create new jobs			

Outcome	Action	Timescale		
		2013-2015	2016-2019	2020-2024
South Ayrshire has an entrepreneurial culture	Work with Children & Communities' Directorate to increase the exposure of S3-S6 pupils to the world of business through the expansion of enterprise-related studies and through encouraging work placements			
	Strengthen Business Gateway's role in providing guidance and support to new business start-ups, and make maximum use of the <i>Entrepreneurial Spark</i> approach in incubation, outreach activity and education.			
	Initiate a personal enterprise show, ' <i>Start Your Own Business</i> ', to enable potential entrepreneurs to access information and support at a single event			
	Strengthen business mentoring schemes, in which experienced business managers provide support and encouragement to promising new entrepreneurs			
	Promote business networking opportunities, where businesses can identify new markets and new partners			

Outcome	Action	Timescale		
		2013-2015	2016-2019	2020-2024
<i>South Ayrshire has equality of opportunity</i>	Identify the most deprived communities and groups that should be targeted for employability support and how this will be delivered			
	Implement an integrated approach to ensuring that the unemployed, especially the long-term unemployed, are helped into employment and are supported once in work			
	Ensure that Community Planning Funds are used to support employability-related projects			
	Ensure that local Community Learning & Development (CLD) Partnerships are informed by local labour market trends and work closely with Job Centre Plus			
	Develop a continuum of support for post-school young people, using Get Ready for Work, Modern Apprenticeships and Activity Agreements			
	Work with local employers to develop vocational courses, which will equip people for the jobs that become available in local industries.			

Outcome	Action	Timescale		
		2013-2015	2016-2019	2020-2024
<i>South Ayrshire is an attractive place in which to live, work, visit and invest</i>	Work to ensure the Ayrshire Structure Plan target of 8600 new homes between 2012 and 2025 is achieved			
	Ensure that the whole of South Ayrshire has access to Next Generation Broadband by 2020			
	Work to ensure that South Ayrshire has a reputation for delivering high quality and high attainment education through our schools			
	Work with Glasgow Prestwick Airport and Associated British Ports to ensure a good infrastructure for freight handling			
	Work with partners to ensure South Ayrshire has a clean and attractive environment and good quality education, health and leisure services.			

Outcome	Action	Timescale		
		2013-2015	2016-2019	2020-2024
<i>Our town centres are vibrant and dynamic</i>	Develop the strategic vision for Ayr town centre to renew the role of the town in the face of internet and out-of-town shopping developments.			
	Reduce town centre retail vacancy rates by working with the private sector to attract new retail and leisure businesses.			
	Secure the investment needed to deliver the regeneration of our town centres.			
<i>South Ayrshire has a more dynamic rural economy</i>	Develop a detailed action plan in relation to increasing the number and diversity of jobs in the rural areas of South Ayrshire			
	Improve access to key business services in the rural communities by finding novel ways of taking the services to the communities			
	Work with other agencies to remove barriers to business development in rural areas, including limited broadband provision, affordable housing and poor transport links			
	Work with rural communities to develop local action plans as part of the Rural 21 initiative			

Outcome	Action	Timescale		
		2013-2015	2016-2019	2020-2024
South Ayrshire has high quality connectivity	Work to Transport Scotland and others to identify key transport developments that will help unlock new economic opportunities for South Ayrshire and develop the associated business cases for investment.			
	Work with transportation companies to ensure that there is greater integration between different modes of transport			
	Work with Glasgow Prestwick international Airport and Associated British Ports to ensure a good infrastructure for freight handling			
	Collaborate with Scottish Government, telcos and communities to ensure that all main settlements have access to Next Generation Broadband by 2015, and all communities have access to high-speed broadband by 2020.			
	Research the opportunities that Next Generation Broadband can offer in relation to other forms of improvement, for example, alternative approaches to public service delivery, or the development of “Smart Communities” technologies.			

Measuring Success

To assess whether the actions have been successful in delivering the stated outcomes, we have set out a series of 11 targets, towards which will monitor progress over the life of the Strategy.

Our Targets – Outcomes 1 & 2

Outcome	Target	2010 Baseline	Benchmarks for Measuring Progress	
			2018	2024
South Ayrshire has a more diversified economy	Restore local employment opportunities to the 2006 levels by 2021, numbers employed	47000	49500	52000
	Increase the number of jobs in aerospace, renewable energy and tourism, numbers employed	11500	13250	15000
	Identify new business opportunities in 'niche' markets and expand employment , growth in jobs	Not known	Extra 725 jobs	Extra 1500 jobs
South Ayrshire has an entrepreneurial culture	Increase the rate of new business formation to 85% of the UK 2010 average, number formed each year per 1000 population	2.8	3.0	3.2

Our Targets – Outcomes 3 & 4

Outcome	Target	2010 Baseline	Benchmarks for Measuring Progress	
			2018	2024
South Ayrshire has equality of opportunity	Reduce the percentage of the adult (16-64) population in the most deprived areas (15% most deprived according to SIMD) to 150% of South Ayrshire average in 2006, % of 16-64 population	11.2%	6.8%	4.4%
	Reduce the percentage of economically active young adults (16-24), who are unemployed according to the ILO definition, to the 2006 Scottish average, % of all 16-24 year olds	25%	19%	12%
South Ayrshire is an attractive place in which to live, work, visit and invest	Reverse the decline in the working-age population and Increase the 16-64 population by 7% back to the 2001 level, numbers of people aged 16-64	67250	69600	72000
	Return expansion of housing stock to rate prevailing in the mid-2000s of 1% per year, stock of dwellings	53900	56500	59000

Our Targets – Outcomes 5, 6 & 7

Outcome	Target	2010 Baseline	Benchmarks for Measuring Progress	
			2018	2024
Ayr town centre is vibrant and dynamic	Reduce the shop vacancy rate back to the level prevailing around 2004 , % of units (sub-measures for other settlements also)	24%	19%	15%
South Ayrshire has a more dynamic rural economy	Raise number of jobs per person of working age (16-64) in rural areas to 90% of the South Ayrshire 2009 average	0.57	0.60	0.63
South Ayrshire has high quality connectivity	Percentage of premises in South Ayrshire that have access to Next Generation Broadband (40-80 Mbps)	0	80%	100%

Economic Health Check

While we have set ourselves a series of specific targets to determine whether we are making progress towards our stated aims, the intention is also to monitor the 'health' of the local economy against a set of eight indicators, recommended by the Scottish Local Authorities Economic Development Group. These will provide an indication of whether the overall economy of South Ayrshire is improving. In each case, the indicator has been expressed as a percentage of the Scottish average at the baseline date (typically 2010 or 2011). While no specific targets have been set for these indicators, we would expect to see improvements in these indicators of economic health.

Indicator	Baseline date	Value	Direction of improvement
Gross Value Added per head of population, expressed as a percentage of the Scottish average	2009	89.3%	
Gross median weekly earnings per full-time employee living in South Ayrshire, expressed as a percentage of the Scottish average	2011	112.6%	
Proportion of 16-64 year olds in employment, expressed as a percentage of the Scottish average	2010	94.6%	
Number of new business start-ups per 10000, expressed as a percentage of the Scottish average	2010	83.3%	

Indicator	Baseline date	Value	Direction of improvement
Proportion of new businesses still in existence three years later, expressed as a percentage of the Scottish average	2007	102.2%	
Proportion of 16-64 population in receipt of key benefits, expressed as a percentage of the Scottish average.	2010	104.2%	
Proportion of the 16-64 population with low or no qualifications, expressed as a percentage of the Scottish average	2010	96.6%	
Carbon dioxide emissions per head of population, expressed as a percentage of the Scottish average	2009	82.8%	

Management and Delivery Arrangements

Consulting on the Strategy

A broad-based public consultation exercise was conducted over July to September 2012. This resulted in a range of amendments to the strategy, most notably the addition of a further priority outcome area focussing on high quality connectivity.

Management of the Strategy

The Economic Development Partnership (EDP) will report to the Planning Board of the South Ayrshire Community Planning Partnership.

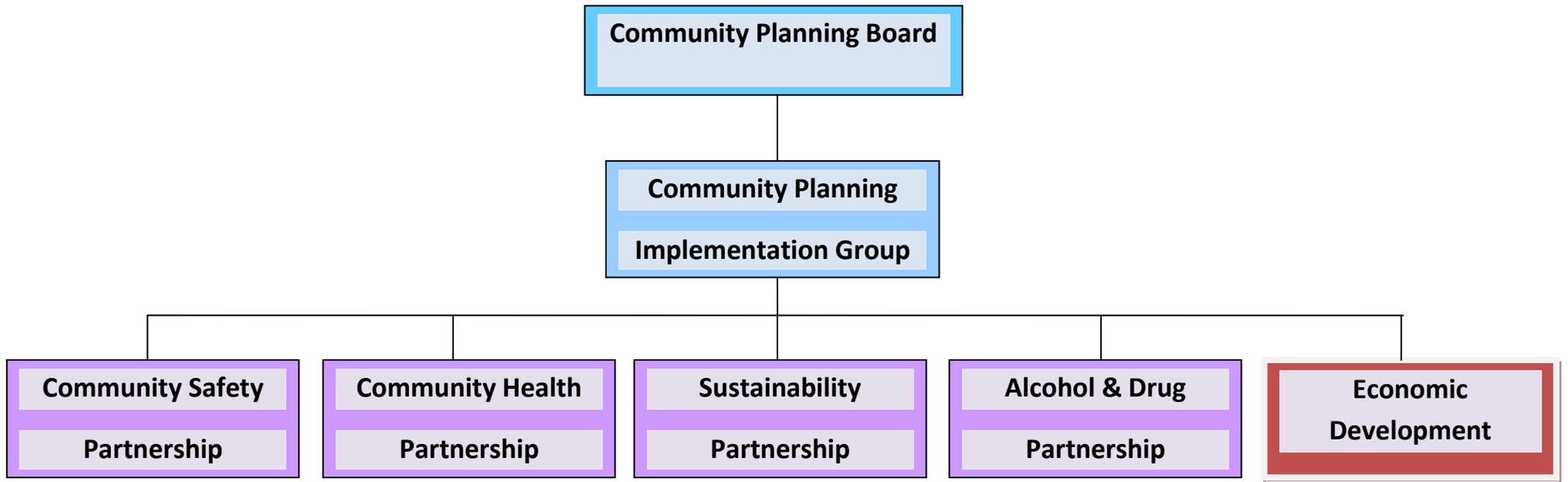
The EDP will develop and implement a rolling two-year action plan as the main under-pinning mechanism to drive strategy implementation across all of the partner organisations. This will include the use of more specific outcome areas and associated performance measures/targets. The EDP will report annually on progress and performance to the Community Planning Partnership Board.

South Ayrshire Community Planning Partnership

The Community Planning Partnership is currently preparing a new ten-year Community Plan and associated Single Outcome Agreement.

The EDP will adjust the strategy, if necessary, to ensure full alignment with this new overall framework for Community Planning. Additionally, in 2013, the implications of proposed reforms to further strengthen Community Empowerment should become clearer, as should the priority themes and approach to the next EU Structural Funds programme (2014-2020). These will be significant developments and of influence on both *what and how* economic development is delivered.

South Ayrshire Community Planning Partnership Structure



Membership of the Economic Development Partnership

The membership of the Economic Development Partnership includes:

- South Ayrshire Council
- Ayrshire Chamber of Commerce and Industry
- Ayr Renaissance
- Scottish Enterprise
- Skills Development Scotland
- Jobcentre Plus
- VisitScotland
- Strathclyde Partnership for Transport
- Associated British Ports PLC
- Glasgow Prestwick International Airport (Infratil Airports Europe)
- Ayr College
- University of West of Scotland
- Voluntary Action South Ayrshire
- The Mirrored Theme Group for Economic Development

The involvement of the 'Third Sector', namely voluntary organisations and community development groups, in the workings of the Partnership is addressed through a 'mirrored' or parallel partnership involving voluntary and community groups. The interests of these groups on the Economic Development Partnership will be represented by Voluntary Action South Ayrshire and a representative of the Economic Mirrored Theme Group.

Reporting on Our Performance

The Economic Development Partnership will be responsible for monitoring progress against the seven outcomes of the Economic Strategy and will publish an annual report on progress in relation to the stated actions and targets.

For further Information

Please contact Mark Hastings, Enterprise Service, South Ayrshire Council, 5th Floor Burns House, Ayr KA7 1UT or email mark.hastings@south-ayrshire.gov.uk.