

Discussion Session - Vision for the Local Development Plan (LDP)

The main discussion topic was the future Vision for South Ayrshire, which will guide the direction of the Local Development Plan. Four vision options were put forward, which attached different weighting to economic, social and environmental objectives. The Forum was split into 4 groups and each was given one of the visions to discuss. The aim of this open discussion session was for the members to think about the positives and negatives of the potential visions for South Ayrshire, in terms of what each vision would mean for the policies of the LDP and the type of development, land uses and locations that would be supported

Vision 1

The LDP will be a development strategy that maximises sustainable economic growth, underpinned by sound social and environmental objectives (Balanced) .

Advantages	Disadvantages
Promotes balance of economic, social and environment issues	May constrain short term economic growth
Allows long term economic growth	Is it meaningful to South Ayrshire?
Creates Opportunity	
Promotes attractiveness of South Ayrshire on all levels	



Vision 2

The LDP will prioritise the growth of South Ayrshire's economy.

Advantages	Disadvantages
Economic Growth with social benefits	Less attractive environment
Potential for coastal development	No underlying vision for economic development
Trigger for expansion of existing businesses	Blight on the landscape
Niche Markets	Financial constraints
Economic opportunities resulting from regeneration	

Vision 3

The LDP will focus on achieving social inclusion and integration.



Advantages	Disadvantages
Greater number of affordable houses delivered	Housing at expense of business
Preservation of local shops/ services	Dormant villages
Stimulation of local housing markets	Developers put off – unprofitable demands on developers
Increasing viability of brownfield sites	Planning perhaps the wrong tool for these goals
A thorough action plan process to encourage developers	
Promotion of opportunities for all sections of society	

Vision 4

The LDP will conserve the natural heritage of South Ayrshire and establish environmentally sustainable growth patterns.

Advantages	Disadvantages
Prevents inappropriate Greenfield development that might lead to inappropriate village boundaries/ribbon development	Prevents limited Greenfield development that could help to sustain communities, farms and local facilities.
Supports green tourism, sustainable economic development e.g. around biosphere reserve	Prevents development of Greenfield land to meet local needs or economic opportunities
Assist in protecting green spaces / corridors in urban areas	May prevent employment opportunities being provided in rural villages / areas
Helps to protect Greenfield land	May adversely affect long term sustainable economic development such as timber for biomass, windows and house frames as commercial forestry not appropriate
Protects road infrastructure from traffic generated from large scale developments	



Outcome

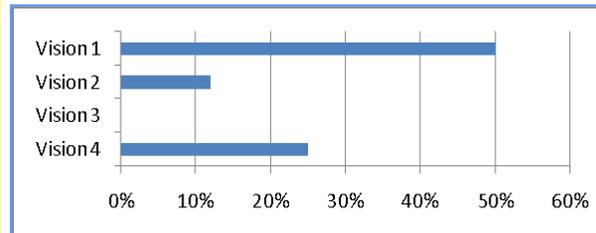
The Forum were then asked to vote on which Vision they believed most appropriate for South Ayrshire. Over 95% of the group agreed that the balanced vision (Vision 1) was the most appropriate, however this vision needed to be more tailored specifically to South Ayrshire. The remaining 5% believed that Vision 4: (Environment) should be pursued.

Non-attending Forum Members: Comments and Feedback

“Not able to distinguish between visions as all visions have merits and should be used to create an improved environment in South Ayrshire”

“Vision 4 is preferable providing the key agencies support the vision”

Which is your preferred vision option for South Ayrshire?



12% of votes could not prioritise a preferred Vision and felt that all held equal importance.

Learning Outcomes

A number of learning outcomes have been identified through the feedback forms. These will help improve the operation of the Forum in future, and the Local Development Plan Team will try to respond to as many of these outcomes as possible in future meetings:

- Not to pre-group individuals prior to the event as members may not be able to attend, and this cause issues for group numbers.
- The discussion groups were too small and many of the feedback forms suggested that members would prefer groups of approximately 10 people.
- Papers to be with Group one week prior to event
- The amount of Feedback received is still an issue for the Forum – need suggestions on how to ensure higher numbers are collected. Perhaps split feedback into two forms to give immediate comment on event itself and second form to collect feedback on documents etc., which regards more input.