

## National Outcome 10: We live in well-designed, sustainable places where we are able to access the amenities and services we need

Local context summarised from the Area Profile and demonstrating the local relevance of this National Outcome: (N.B. Links to other relevant National Outcomes may also be noted in this section)

- South Ayrshire's future rests on it remaining an attractive place to live in. As such it is vital to maintain the richness and diversity of its public, open spaces. There is also a need to create a positive image for our towns and villages by enhancing and maintaining the built environment. Rejuvenating its town centres is therefore important, as is maintaining access to public facilities, such as health services and sports and leisure facilities.
- The area has a good base on which to build with 63% of residents surveyed in 2005/06 rating their neighbourhood as a very good place to live, compared with 52% nationally. Recent surveys have shown the importance to residents of being able to access health and sports facilities. In terms of sporting, leisure and cultural facilities, the local authority only ranks 10<sup>th</sup> in Scotland for number of attendances per head of population for indoor facilities and 15<sup>th</sup> for attendance at swimming pools in 2006/07. Compared to Orkney, Moray and Highland Councils, which had attendances at pools of 5 to 5.8 per head of population, the figures was only 3.3 in South Ayrshire. Likewise for indoor facilities, Inverclyde, Midlothian and Orkney had attendance rates of 8.4 to 9.5, whilst the equivalent figure for South Ayrshire was only 4.8.
- Also in terms of libraries, South Ayrshire ranked 12<sup>th</sup> out 32 for number of visits per head of population and 24<sup>th</sup> in terms of borrowers as a percentage of the population.
- A third of the population of South Ayrshire (if Maybole and Girvan are included), live in rural areas. Recent research reveals that these rural communities have distinctive problems connected with limited employment opportunities, difficulty in accessing services arising from the paucity of public transport and the distances involved, and a shortage of affordable housing. Ensuring that these areas are not marginalised in any future development of South Ayrshire will be a major challenge.

Local Outcome	Strategic Objectives	Proposed Indicator	Baseline 2007 -08	'Progress' target/s to 2011-12	'End' target/s & timescale
<p><b>People in South Ayrshire have sustainable and accessible amenities and services to meet the needs of all communities</b></p>	<p><b>More effectively engage people and communities in the sustainability agenda</b></p>	<p>Percentage of the adult population who usually or always purchase locally sourced products when available (<i>Source: New Survey</i>)</p>			
		<p>Number of schools /churches achieving Eco-school / Eco Congregation status (<i>Source: Council data</i>)</p>			
	<p><b>Increase the energy efficiency of housing in South Ayrshire</b></p>	<p>Number of households in fuel poverty (<i>Source: Energy Agency</i>)</p>			
		<p>Annual electricity consumption of domestic users, Gwh per head (<i>Source: Dept of Business Enterprise &amp; Regulatory Reform</i>)</p>			
		<p>Annual gas consumption of domestic users, Gwh per head (<i>Source: Dept of Business Enterprise &amp; Regulatory Reform</i>)</p>			

	<b>Increase the number of properties, transport links and public amenities that are resistant to the impacts of climate change.</b>	Number of homes insulated under the Warm Homes Scheme <i>(Source: Energy Agency)</i>			
		Percentage of households liable to coastal or fluvial flooding <i>(Source: Scottish Neighbourhood Statistics)</i>			
Brief links to relevant plans or other commitments of the local partners to support delivery of these outcomes (with hyperlinks if possible)					

## National Outcome 12: We value and enjoy our built and natural environment and protect it and enhance it for future generations

Local context summarised from the Area Profile and demonstrating the local relevance of this National Outcome: (N.B. Links to other relevant National Outcomes may also be noted in this section)

- Surveys of the local community have shown that issues like litter, dog fouling, clean beaches, graffiti, the visual appearance of town centres and open spaces for recreation are very high on the public agenda of demands.
- Consultations undertaken on the priorities for the 2006-2010 Community Plan, *A Better Future Together*, indicated that cleanliness of the environment, in respect of litter, fly tipping, dog fouling, graffiti and clean beaches, were considered very important by the majority of respondents, as was the protection of green spaces.
- In contrast, conservation of the natural heritage, including the diversity of the areas wildlife and landscape, was rated as less important.
- In terms of the general cleanliness of the environment, the analysis of local trends suggests that, despite investment, the Council is currently waging a losing battle, with the Keep Britain Beautiful Cleanliness Index falling by falling 4% points in the last 3 years.
- In a recent follow-up conducted in autumn 2007, 46% of respondents stated that the cleanliness of our streets had got worse since 2005. In contrast, the cleanliness of beaches was perceived to be one of the areas where there had been an improvement in the last two years, with 41% of those responding to the survey considering the beaches were cleaner.
- However, despite this water quality remains a problem. In 2006 the Scottish Environmental Protection Agency considered that for 5% of all rivers in Ayrshire the water quality was poor and for a further 21% the quality was only fair; this compares nationally with 13% of rivers being rated fair or poor. The quality of the bathing water at beaches in South Ayrshire was also disappointing in 2007, with 3 out of the four beaches monitored being rated as poor by the Scottish Environmental Protection Agency.
- Nevertheless, despite these unpromising statistics, fewer residents than average in Scotland rate their neighbourhood as a poor place to live and a lower than average proportion (13.8%), compared to the national average (18.9%), claim that vandalism and graffiti is a common problem.

Local Outcome	Strategic Objectives	Proposed Indicator	Baseline 2007 -08	'Progress' target/s to 2011-12	'End' target/s & timescale
<b>South Ayrshire has attractive built and natural environments, appreciated by its citizens and visitors</b>	<b>Improve the local environment of urban and rural areas</b>	Percentage of the population rating their neighbourhood as very good <i>(Source: Scottish Household Survey)</i>			
		Cleanliness of local streets (SAC – Overall cleanliness index achieved) <i>(Source: Council's own data)</i>			
	<b>Develop and support the regeneration Ayr Town Centre</b>	Annual investment in Ayr town centre redevelopment by Ayr Renaissance LLP <i>(Source: Council's own data)</i>			
	<b>Improve the quality of air, rivers and seawater</b>	Number of sampled coastal waters meeting 'good' bathing quality. <i>(Source: SEPA Bathing Water Quality)</i>			
	<b>Improve biodiversity</b>	Percentage of protected nature sites (eg SSSIs and other designated sites) in a favourable condition <i>(Source: Site Condition Monitoring Reports?)</i>			

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcomes (with hyperlinks if possible)



## National Outcome: National Outcome 14: We reduce the local and global environmental impact of our consumption and production

Local context summarised from the Area Profile and demonstrating the local relevance of this National Outcome: (N.B. Links to other relevant National Outcomes may also be noted in this section)

- Current lifestyles pose a threat to the sustainability of our environment, especially with regard to man-made changes in the global climate. Under the *Kyoto Agreement* the UK government has committed itself to reducing greenhouse gas emissions by 12.5% of the 1990 figure between 2008 and 2012. In Scotland, according to *Changing Our Ways*, between 1990 and 2003 greenhouse gas emissions fell by 14%. Almost all of this was entirely due to better energy use in the public and business sectors and better waste management.
- In comparison, residential emissions actually increased by 2% in this period. Accordingly, in Scotland as a whole, the immediate targets for a reduction in greenhouse gas emissions have been achieved. Because the Department for the Environment and Rural Affairs only started publishing estimates of greenhouse gas emissions by local authority in 2003, it is impossible to assess the equivalent improvements in South Ayrshire over the same period. However, expressed per head of population, in 2003 total domestic and industrial emissions were only just over 80% of the Scottish average, although emissions by homeowners in the area were 10% higher than the national average. While this is promising in terms of meeting future national targets for reducing greenhouse gas emissions, much more will need to be done in terms of improving energy conservation in both homes and businesses in South Ayrshire, if the more ambitious national target of reducing emissions by 60% by 2050 is to be achieved.
- Municipal waste deposited in landfill sites is a contributor to greenhouse gas emissions and so reducing the amounts going to landfill is important. However, it is also critical from the viewpoint of conserving natural resources. The *National Waste Plan* of 2003 set targets of 25% and 55% of municipal waste being composted or re-cycled by 2006 and 2020 respectively. In 2006/07, South Ayrshire re-cycled or composted just under 40% of municipal waste, a proportion which is well ahead of the national targets. However, to achieve the 2020 targets will require a further quantum leap in the management of domestic and industrial waste in the area.

Local Outcome	Strategic Objectives	Proposed Indicator	Baseline 2007 -08	'Progress' target/s to 2011-12	'End' target/s & timescale
<b>South Ayrshire's carbon emissions are substantially reduced</b>	<b>Persuade people and businesses to reduce their energy usage</b>	Carbon footprint for South Ayrshire, tonnes per head of population ( <b>Source: Stockholm Environment Institute</b> )			
		Annual carbon emissions from energy use in Council and NHS premises (potentially other partners) ( <b>Source: Partners' own data</b> )			
	<b>Persuade households and businesses to take up appropriate renewable sources of energy</b>	Number of households and businesses, which have installed solar panels, ground source heat pumps or wind generator ( <b>Source: New Survey</b> )			
		Number of households and businesses that purchase 'green' electricity ( <b>Source: New Survey</b> )			
	<b>Increase the sustainability of properties through refurbishment and better design and construction</b>	Number of homes insulated under the Warm Homes Scheme ( <b>Source: Energy Agency</b> )			

		Percentage of households with cavity wall insulation <i>(Source; New Survey)</i>			
	<b>Encourage the reduction and reuse of waste products</b>	Amount of biodegradable municipal waste going to landfill, tonnes <i>(Source: Council's own data)</i>			
		Percentage of waste recycled or composted <i>(Source: Council's own data)</i>			
	<b>Persuade people to adopt less environmentally polluting forms of transport, including walking and cycling</b>	Percentage of adults that travel to work or education other than by car <i>(Source: Scottish Household Survey)</i>			
		Percentage of adults that share a car to travel to work or education <i>(Source: New Survey)</i>			
		Percentage of passengers satisfied with the public transport system <i>(Source: Scottish Household Survey)</i>			

	<b>Increase sustainable and local procurement of goods and services</b>	Percentage of people that purchase food from a farm shop or farmer's market at least once a month <i>(Source: New Survey)</i>			
		Percentage of people that purchase organic food products at least once a month <i>(Source: New Survey)</i>			
		Percentage of people that purchase fair-trade products at least once a month <i>(Source: New Survey)</i>			
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