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14 April 2025

**To: Councillors Cullen (Chair), Bell, Cochrane, Dixon, Lyons,
McGinley, Scott, and Weir**

All other Elected Members for information only

Dear Councillor

SERVICE AND PARTNERSHIPS PERFORMANCE PANEL

You are requested to participate in the above Panel to be held on **Tuesday, 22 April 2025 at 10.00 a.m.** for the purpose of considering the undernoted business.

This meeting will be held in the County Hall, County Buildings, Ayr on a hybrid basis for Elected Members, will be live-streamed and available to view at <https://south-ayrshire.public-i.tv/>

Yours sincerely

CATRIONA CAVES
Chief Governance Officer

B U S I N E S S

1. Declarations of Interest.
2. Minutes of previous meeting of 11 March 2025 (copy herewith).
3. Action Log, Petition Update and Work Programme (copy herewith).
4. Active Travel Strategy Performance Report – Submit report by the Director of Housing, Operations and Development (copy herewith).
5. South Ayrshire Inward Investment Strategy – Submit report by the Director of Communities and Transformation (copy herewith).
- 6./

6. Update on Business Relief Programme Approved in 2024 – Submit report by the Director of Communities and Transformation (copy herewith).

For more information on any of the items on this agenda, please telephone Andrew Gibson, Committee Services on 01292 272360, Wellington Square, Ayr or
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www.south-ayrshire.gov.uk

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Agenda Item No 2**SERVICE AND PARTNERSHIPS PERFORMANCE PANEL**

Minutes of hybrid webcast meeting on
11 March 2025 at 10.00 a.m.

Present
in County
Buildings: Councillors Chris Cullen (Chair), Brian McGinley, Gavin Scott and George Weir.

Present
Remotely: Councillors Kenneth Bell and Ian Cochrane.

Apologies: Councillors Mark Dixon and Lee Lyons.

Attending
in County
Buildings: M. Newall, Chief Executive; K. Anderson, Assistant Director – Corporate Policy, Strategy and Performance; L. Reid, Assistant Director – Transformation; W. McClean, Head of Community Health and Care Services; W. Carlaw, Service Lead – Democratic Governance; S. McCardie, Service Lead - Performance, Community Planning and Sustainability; S. McCall, Service Lead – Transformation; S. MacMillan, Transformation Co-ordinator; A. Gibson, Committee Services Officer; and C. McCallum, Clerical Assistant.

Chair's Remarks.

The Chair

- (1) welcomed everyone to the meeting, including Councillor McGinley, as this was his first meeting of this Panel. He also conveyed his thanks to Councillor Saxton for his contribution in the past; and
- (2) outlined the procedures for conducting this meeting and advised that this meeting would be broadcast live.

1. Sederunt and Declarations of Interest.

The Chair called the Sederunt for the meeting and having called the roll, confirmed that that there were no declarations of interest by Members of the Panel in terms of Council Standing Order No. 17 and the Councillors' Code of Conduct.

2. Minutes of previous meeting.

The Minutes of 14 January 2025 ([issued](#)) were submitted and approved.

3. Action Log and Work Programme.

There was submitted an update of the Action Log and Work Programme ([issued](#)) for this Panel.

Having heard the Chair, the Assistant Director – Corporate Policy, Strategy and Performance agreed to examine how the work programme could be updated and to discuss this with the Chair.

The Panel

Decided:

- (1) to agree the current position with regard to the Action Log; and
- (2) to otherwise note the current status of the Work Programme.

4. Joint Inspection of Adult Community Health and Care Services Update.

There was submitted a report ([issued](#)) of 3 March 2025 by the Director of Health and Social Care Partnership providing an update on progress made against the recommendations made in the Joint Inspection of Adult Services report published in 2023.

The Head of Community Health and Care Services gave an introduction to the report and conveyed his thanks to his team for their work but noted that more work was required to build on the positive outcomes from the Joint Inspection.

Having heard a Member of the Panel and the Head of Community Health and Care Services in response, it was noted that not all Councils in Scotland were assessed on the same areas, this Council had a full inspection across five domains, other councils' inspections were narrower as a result of a previous report.

It was noted, having heard a Member of the Panel, that there were no outstanding risks reported, as detailed in the report.

A Member of the Panel praised the outcome of the Joint Inspection and enquired what the outcome of "great" would look like and what now required to be focussed on or enhanced. The Head of Community Health and Care Services advised that he was confident that improvements would continue to be made with the evaluation of "very good" being made at the next inspection. He further advised that foundations were in place for improvement around both leadership and culture.

Following the issue of self-directed support being raised by a Panel Member, the Head of Community Health and Care Services advised that progress was being made in this regard. It was also noted that self-directed support had difficulties associated with it for some people.

Having heard a Member of the Panel enquire as to feedback from service users, the Head of Community Health and Care Services advised that information in this regard was completely transparent, with this information available online. It was further noted that this information was used within the performance update reports.

A Member of the Panel enquired if examples could be given where better outcomes arose from early intervention initiatives. It was noted that examples of this would be difficult to provide at present but that it was evident that, for example, GPs were now being accessed less frequently.

The Panel

Decided:

- (1) to note the sector leading work completed and that all actions were now complete against the recommendations; and
- (2) to agree the closure of the improvement action plan.

5. Ayrshire Shared British Sign Language (BSL) Local Plan 2024-2030 – Operational Action Plan.

There was submitted a report ([issued](#)) of 3 March 2025 by the Depute Chief Executive and Director of Education providing details on the co-produced operational action plan which had been developed by the Ayrshire Equality Partnership to support the Ayrshire Shared BSL Local Plan 2024-2030.

A Member of the Panel welcomed this report and the work behind it and stated that it was a timely reminder that many people in our society were disadvantaged. Following discussion, it was agreed that the Service Lead - Performance, Community Planning and Sustainability would provide Members with details of the Ayrshire Equalities Partnership's terms of reference; the current support for school pupils; access to interpretation services; and the use of modern technologies in this area.

Following a question from a Member, it was noted that in the Ayrshire BSL Operational Plan 2024-2030 (Appendix 2) the column with due dates that had passed were now completed. It was further noted that with regard to the strategic aim "Promote and support implementation of the identified solutions to specific barriers for BSL users to support an easy transition from school to positive destinations", advice on this was awaited from the Scottish Government.

Having heard a Member, it was agreed that the Chief Executive would, after discussing with colleagues, report back to the next Panel regarding how successful this Council's broadcasts were for the hearing impaired and BSL users.

A Member of the Panel enquired as to consultation sessions with the hearing impaired and BSL users, the Service Lead – Transformation advised that there had been extensive engagement in this regard.

The Panel

Decided:

- (1) to note the BSL Plan (2018-2024) Final Report (Appendix 1); and
- (2) to note the co-produced operational action plan to support the Ayrshire BSL Local Plan 2024-2030 (Appendix 2).

6. Shaping Our Future Council.

There was submitted a report ([issued](#)) of 4 March 2025 by the Director of Communities and Transformation providing a review of the South Ayrshire Way Strategic Change Programme and lessons learned and; an update on the progress of Shaping Our Future Council transformation activity.

A Member of the Panel praised the contents of the report and stated that it was ambitious and showed signs of progress and asked if it was more appropriate to have a six-monthly report instead of an annual report to this Panel. The Assistant Director – Transformation advised that there was a lot of information contained within the report and that some of this would not be reported again to Members and that she was glad to hear that members recognised that progress was being made.

A Member of the Panel advised that as well as the four priority areas for transformation, the overall strategic priorities should be investigated. The Assistant Director – Transformation advised that the strategic objectives which drove these four areas had been identified. The Panel Member responded and advised that the framing of the work was important and that the strategic aims required to be clear.

The Chief Executive advised that he welcomed the Members' comments and that transformation took time and that he was grateful to the transformation team within the Council that was driving it.

Members discussed the need for there to be more regular updates to Members given the volume of work and pace of change, and whether this would be done through Elected Member updates or through more regular reports to Panel.

A Member advised that he had missed a recent briefing for Panel Members on this subject and asked that he be provided with a catch-up briefing. It was noted that briefings in this regard were beneficial and should continue for future reports on this subject to this Panel. The Assistant Director - Corporate Policy, Strategy and Performance advised that three-monthly updates on the Work of the Transformation Board could be sent to Members.

A Member of the Panel enquired as to the governance mechanism of the Transformation Board. The Service Lead – Transformation advised that there was a Delivery Group, which met regularly and that they looked at risks and that if any mitigating actions were required, these were reported to the Transformation Board. It was also noted that the Board comprised of the Corporate Leadership Team and other Members and that it was chaired by the Chief Executive.

Having heard a Member enquire how transparency and accountability was maintained in relation to the transformation projects, the Assistant Director – Transformation advised that each project had a benefits tracker and a business case.

Following a Member of the Panel raising if transformation proposals would require the Council's Standing Orders and Scheme of Delegation to be amended, it was reported that these were kept under review on a continuous basis.

The Panel

Decided:

- (1) to note the review of the South Ayrshire Way Strategic Change Programme and cashable benefits realised at Appendix 1i and the Lessons Learned at Appendix 1ii;
- (2) to note the baseline information provided against the Council's four priority areas for transformation at Appendix 2;
- (3) to note the update provided in the Shaping Our Future Council Dashboard Report at Appendix 3, including the most recent version of the transformation portfolio; Programme Plan and Portfolio Risk Register, and Benefits Report at Appendix 4; and
- (4) to agree a recommendation to the Cabinet that the reporting frequency to this Panel on the progress of Shaping Our Future Council's transformation activity be increased from yearly to six-monthly.

The meeting ended at 11.15 a.m.

SERVICE AND PARTNERSHIPS PERFORMANCE PANEL – ACTION LOG

No.	Date of Meeting	Issue	Actions	Assigned to	Update	Completed
1.	14 January 2025	Local Performance Report: Scottish Fire and Rescue Service	To arrange a showing of the new vehicle investments to Members.	Area Commander – Scottish Fire and Rescue Service	It is proposed to invite Panel members to Ayr Community Fire Station to view the new specialist vehicles. These include the new dedicated high-reach appliance, a wildland fire vehicle and a Rapid Response Unit equipped with an Ultra High-Pressure Lance. <i>(Invite was sent to all Members on 1 April 2025).</i>	Yes
2.	14 January 2025	Local Performance Report: Scottish Fire and Rescue Service	To provide an email response in relation to Deliberate Fire Setting and if there were trends/spikes in certain areas.	Area Commander – Scottish Fire and Rescue Service	A detailed analytical response is being developed and will be communicated to Panel Members by Friday, 14 March 2025 – Reminders to the Scottish Fire and Rescue Service have been sent	No
3.	11 March 2025	Ayrshire Shared British Sign Language (BSL)	To provide Members with information on matters raised at the meeting.	Service Lead – Performance, Community Planning and Sustainability	Response e-mailed to Members of the Panel on 7 April 2025.	Yes

PETITION UPDATE

Public Petition	Action	Update
<p>To request South Ayrshire Council to commit to stop purchasing “talking bins” without a clear financial business case demonstrating value for money.</p> <p>Lack of Road Safety in Dalblair Road</p>	<p>Petition refused in accordance with paragraph 2.5 of the Petitions Protocol – absence of twenty written signatures from different households and paragraph 2.6.7, as the accompanying correspondence contained two incomplete complaints, it involved a matter with its own procedure that required to be followed.</p> <p>Petition refused in the absence of accompanying correspondence demonstrating that steps had been taken to resolve the issue of concern prior to submitting the petition – paragraph 2.5 of the Protocol.</p>	<p>The Chief Governance Officer notified the lead petitioner that the petition application had been unsuccessful in terms of the Protocol.</p> <p>The lead petitioner had been notified that the petition application had been unsuccessful in terms of the Protocol, and that ARA had already planned a speed survey for Dalblair Road which will provide an evidence base for review and further action, in the event that the data demonstrated an underlying speeding issue.</p>

SERVICE AND PARTNERSHIPS PERFORMANCE PANEL – WORK PROGRAMME

	Issue	Actions	Assigned To	Due Date To Panel	Latest update
1.	Active Travel Strategy Performance Report	Annual report	Director of Housing, Operations and Development	22 April 2025	Report to this Panel
2.	Update on Business Relief Programme Approved in 2024	Update	Director of Communities and Transformation	22 April 2025	Report to this Panel
3.	South Ayrshire Inward Investment Strategy	Progress update	Director of Communities and Transformation	22 April 2025	Report to this Panel
4.	Fleet Strategy 2021-2026 Progress Report	Annual update	Director of Housing, Operations and Development	20 May 2025	Awaiting Report
5.	Waste Strategy 2021-2031 Progress Report	Annual update	Director of Housing, Operations and Development	20 May 2025	Awaiting Report
6.	Ayrshire Roads Alliance Service Plan 2025/26 and Performance Report 2024/25	Present the ARA Service Plan and performance report (prior to submission to Cabinet)	Director of Housing, Operations and Development	10 June 2025	Awaiting Report
7.	Complaints – Scrutiny Update – Period: 1 October 2024 to 31 March 2025	Provide stats for scrutiny (6-monthly report) to include information from SPSO annual statistics report	Chief Governance Officer	10 June 2025	Awaiting Report

	Issue	Actions	Assigned To	Due Date To Panel	Latest update
8.	Council Plan (2023-2028): Second Year: Quarter Four Update (2024/25)	Scrutiny	Depute Chief Executive and Director of Education	10 June 2025	Awaiting Report
9.	Financial Inclusion Projects 2024/25 and 2025/26	Annual progress report	Director of Communities and Transformation	10 June 2025	Awaiting Report
10.	Local Government Benchmarking Framework 2023/24	Advise Members re difference benchmarking is making within South Ayrshire	Depute Chief Executive and Director of Education	10 June 2025	Awaiting Report
11.	Local Performance Report: Scottish Fire and Rescue	Provide information about performance of the Scottish Fire and Rescue Service in South Ayrshire	Depute Chief Executive and Director of Education	10 June 2025	Awaiting Report
12.	Participatory Budgeting Activity 2024/2025 – April 2024 to March 2025 Update	Update report as part of regular community engagement reporting	Depute Chief Executive and Director of Education	10 June 2025	Awaiting Report
13.	Review of Local Fire Plan for South Ayrshire: Scottish Fire and Rescue Service	Advising Members of consultation process in relation to draft plan	Depute Chief Executive and Director of Education	10 June 2025	Awaiting Report
14.	UK Shared Prosperity Funding (UKSPF) Year 3 2024/2025 Progress Report	Year 3 progress report	Director of Communities and Transformation	10 June 2025	Awaiting Report

	Issue	Actions	Assigned To	Due Date To Panel	Latest update
15.	The Quay Zone Performance Report	Update Panel on the operation of The Quay Zone facility in Girvan	Director of Communities and Transformation	10 June 2025	Awaiting Report
16.	Cunningham Place Inspection	Scrutiny	Director of Health and Social Care	10 June 2025	Awaiting Report
17.	Local Performance Report: Police Scotland	Information about mid-year performance	Depute Chief Executive and Director of Education	20 August 2025	Awaiting Report

South Ayrshire Council

**Report by Director of Housing, Operations and Development
to Service and Partnerships Performance Panel
of 22 April 2025**

Subject: Active Travel Strategy Performance Report

1. Purpose

- 1.1 The purpose of this report is to provide an update on Active Travel projects and the changes to external grant funding.

2. Recommendation

- 2.1 It is recommended that the Panel notes this report and continues to commit to supporting Active Travel in South Ayrshire**

3. Background

- 3.1 The Leadership Panel approved the Council's Active Travel Strategy on 8 March 2022 and the strategy for the period 2022 - 2032 was formally launched on 14 March 2023.
- 3.2 The Cabinet approved the creation of an Active Travel Member/ Officer Working Group (MOWG) on the 20 June 2023, to complement the MOWG and provide a structured forum for stakeholders views to be heard, a Community Action Group (CAG) was established. Due to lack of Active Travel funding (see financial implications) in 2024/25 this group did not meet regularly every 6 weeks after June 2024 as planned however the group has been re-established with the first meeting held on the 13 February 2025.

4. Proposals

- 4.1 It is proposed that the Active Travel Strategy is reviewed annually, and any amendments be presented to the Active Travel MOWG for approval.
- 4.2 It is further proposed the ARA will review Cycling by Design and develop a Regional Variation, when complete the ARA will submit a further paper to Council seeking adoption of the new document as South Ayrshire Council's Active Travel Design Standard.
- 4.3 The Ayrshire Roads Alliance will submit a proposal to the MOWG for consideration, which identifies priority projects taken from the Active Travel Strategy and the Councils Place Plans, the aim of this priority list is to seek prior approval, which will streamline the process and assist in the quick delivery of the projects when funding becomes available.

4.4 The Ayrshire Roads Alliance will continue to explore alternatives to traditional construction materials and techniques to significantly reduce the carbon cost of improving/maintaining existing active travel routes and the during construction of new active travel routes which will assist the Ayrshire Roads Alliance in achieving Net Zero by 2030.

4.5 Projects noted in 6.2 Table 1 will be progressed through the RIBA stages at the earliest opportunity as funding permits.

5. Legal and Procurement Implications

5.1 There are no legal implications arising from this report.

5.2 The use of non-standard items with a lower embedded carbon content in the construction of Active Travel Routes has caused significant delays during the procurement process as these items are not included in the current in Minor Works Framework or any other approved framework such as Scotland Excel or Crown Commercial Services. To achieve Net Zero by 2030 greater flexibility is required in the procurement process during trials of alternative materials, the ARA will continue to work with procurement colleagues to resolve this issue.

6. Financial Implications

6.1 In 2024 the Scottish Government (SG) delayed the award of Active Travel funding to both partners and council's due to a range of factors, the overall Active Travel Budget from SG was then reduced significantly which resulted in projects being delayed or not funded at all.

6.2 South Ayrshire Council were successful in securing 50% of the required funding to deliver Accessible Ayr Route 1 in 2024/25, a verbal commitment has been given to provide further funding in 2025/26 to complete phase 1 to detailed design stage. A more detailed update on this project is provided in a separate report to Council.

6.3 Active Travel Infrastructure Funding (ATIF) was secured in November to remove the Japanese Knotweed from the Dundonald to Barassie Active Travel Route ahead of full construction in 2025/26.

6.4 Further ATIF Funding was also secured in November to signalise the A759/B730 junction in Dundonald, these works are currently underway and on schedule to complete late March 2025

6.5 Sustrans also awarded funding to SAC late 2024 to complete several projects to the end of relevant RIBA stages to ensure these projects meet the criteria for ATIF application for 2025/26

6.6 Several Active Travel funding applications have been submitted to both Sustrans and ATIF, these are detailed in table 1 below:

Table 1/

Table 1

Project Title	RIBA Stages	2024/25 Award (£)	Further 2025/26 funding applications submitted	Comments
Girvan to Grangeston	0-2	27,378 (Sustrans)	n/a	Application submitted to carry out RIBA Stage 2
Culzean Way	0-2	47,755 (Sustrans)	805,650 (Sustrans)	Application submitted to carry out RIBA Stage 2
Dundonald Staggered Junction Signalisation	5	80,000 (ATIF)	N/a	Signalisation of staggered junction currently under construction
Girvan Active Travel Town	0-2	0	332,592 (Sustrans)	Application submitted to carry out RIBA Stage 0-2 of new active travel within Girvan – project to compliment Girvan to Grangeston
Accessible Ayr	4	778,780 (Sustrans)	799,000 Route 1 (Sustrans) 827,775 Route 2 (Sustrans)	Route 1 currently being progress through detail design stage, application to complete Route 1 and to progress Route 2 submitted to ATIF
Ayr to Prestwick	0-2	0	212,000 (Sustrans)	Application submitted to complete RIBA Stage 2
Prestwick to Barassie	0-2	82,979 (Sustrans)	682,000 (Sustrans)	Application submitted to Sustrans to complete detailed design, construction application to be submitted to TS in January 2025
Loans to Troon – North Dr	0-2	0	378,000 (ATIF)	Application submitted to TS to construct active travel route along North Dr
Dundonald to Barassie	5	350,000 (ATIF)	3,000,000 (ATIF) 1,000,000 (LUF)	Levelling Up Funding secured in round 3 included an element of funding to deliver active travel improvements from Prestwick Train Station to Dundonald

Project Title	RIBA Stages	2024/25 Award (£)	Further 2025/26 funding applications submitted	Comments
River Ayr	0	0	175,000 (ATIF)	Application submitted to carry out feasibility review of a new MNU crossing of the River Ayr linking South Harbour St to North Harbour St
Dundonald to Crosshouse	0-2	0	252,000 (ATIF)	Application submitted to carry out RIBA Stages 0-2, this project is the final section in linking Ayr and Kilmarnock
Behaviour Change	n/a	225,000 (SPT)	225,000 (SPT)	Continued funding to promote active travel
Behaviour Change	n/a	92,402 (TS)	95,000 (TS)	Continued funding to promote active travel
Access for All – Coylton	6	27,378 (Sustrans)	n/a	Permanent counter to be installed
Loans to Troon Ph2 - Marr	6	24,500 (Sustrans)	n/a	Permanent counter to be installed
NCN7	n/a	113,500 (Sustrans)	n/a	Funding received to remove barriers from NCN7 in Ayr, Prestwick and Troon
Maybole Active Travel (MAT1)	4	n/a	261,000 Design (Sustrans) £2,500,000 Construction (ATIF)	Street trial currently underway, if successful construction will be progressed in 2025/26

6.7 Minor Projects: The financial implications that may be incurred from the short-term recommendations from the CAG and MOWG are currently unknown, should the recommendations be approved, an element of Tier 1 funding will be allocated to support quick wins, the level of funding and the projects to be undertaken will be presented to the MOWG for approval.

6.8 Existing Active Travel Route audits to identify any defect and/or improvements that can be implemented to enhance and encourage active travel will be undertaken in 2025, a report will be submitted to the MOWG once complete.

7. Human Resources Implications

7.1 Active Travel continues to grow in South Ayrshire, and this has an impact on ARA Officers, consultants are used extensively during the design stages and as the projects progress to construction continuing to deliver the quantity of projects may prove challenging. ARA officers are exploring available frameworks to engage contractors during the design stage to provide continuity and remove repetition, in

addition a programme of projects for 2025-30 will be produced and submitted to council for approval.

8. Risk

8.1 *Risk Implications of Adopting the Recommendations*

8.1.1 There are no risks associated with adopting the recommendations.

8.2 *Risk Implications of Rejecting the Recommendations*

8.2.1 The risk associated with rejecting the recommendations is that future applications to ATIF for both design and construction funding (Tier 2) will not be successful without Council approval

9. Integrated Impact Assessment (incorporating Equalities)

9.1 An Integrated Impact Assessment has been carried out on the proposals contained in this report, which identifies potential positive and/ or negative impacts and/ or areas that require further consideration. The IIA Summary Report is attached as [Appendix 1](#) which includes information on any mitigating or follow-up action required.

9.2 A copy of the fully completed IIA can be accessed [here](#).

10. Sustainable Development Implications

10.1 ***Considering Strategic Environmental Assessment (SEA)*** - This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

11. Options Appraisal

11.1 An options appraisal has not been carried out in relation to the subject matter of this report.

12. Link to Council Plan

12.1 The matters referred to in this report contribute to Priority 1 of the Council Plan: Spaces and Places/ Moving around and the environment (Outcome 1).

13. Link to Shaping Our Future Council Yes ☒ No ☐

13.1 The matters referred to in this report contribute to the Council's transformation priority area(s): our workforce; ; our assets; our delivery model and will deliver qualitative/ quantitative benefits.

14. Results of Consultation

14.1 There has been no public consultation on the contents of this report.

14.2 Consultation has taken place with Councillor Bob Pollock, Portfolio Holder for Economic Development, and the contents of this report reflect any feedback provided.

Background Papers **Report to Leadership Panel of 8 March 2022 - [South Ayrshire Council's Active Travel Strategy](#)**

Person to Contact **David Manson, Special Projects Officer – Ayrshire Roads Alliance**
Opera House, 8 John Finnie Street, Kilmarnock, KA1 1DD; or
County Buildings, Wellington Square, Ayr, KA7 1DR
Phone 01563 503164
E-mail David.Manson@ayrshireroadsalliance.org

Date: 9 April 2025

Integrated Impact Assessment Summary Report

The Active Travel projects in South Ayrshire are being assessed.

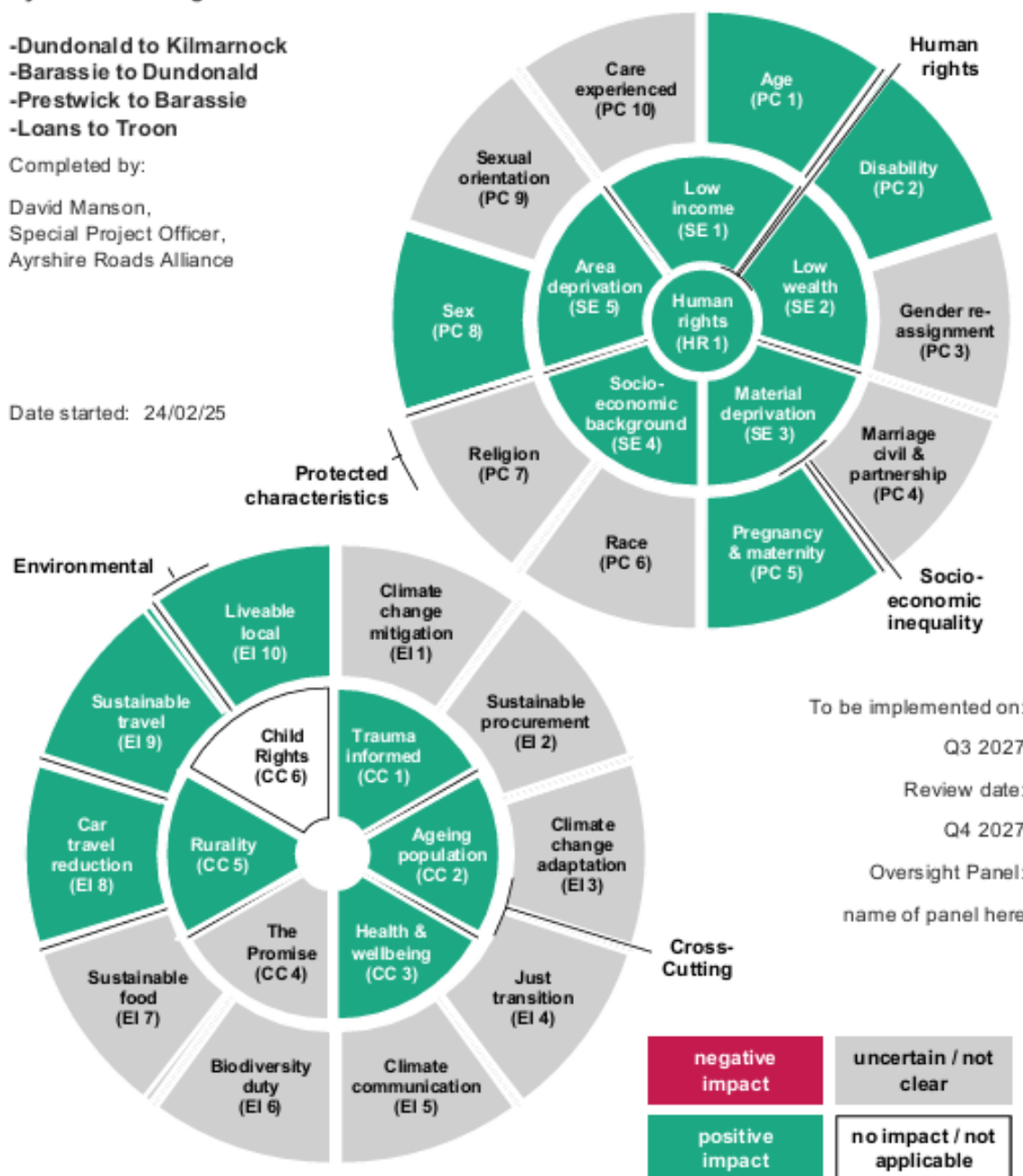


- Dundonald to Kilmarnock
- Barassie to Dundonald
- Prestwick to Barassie
- Loans to Troon

Completed by:

David Manson,
Special Project Officer,
Ayrshire Roads Alliance

Date started: 24/02/25



Public sector equality duty

Eliminating unlawful discrimination, harassment, and victimisation?

The projects actively support the Council's duty to eliminate unlawful discrimination, harassment, and victimisation by creating a more inclusive and accessible environment for all residents and visitors. By improving pedestrian infrastructure, accessibility features, and public realm enhancements, the project ensures that disabled individuals, older adults, and those with mobility challenges can navigate the town centre without facing physical barriers that could otherwise exclude or disadvantage them. Additionally, the enhanced public lighting, increased footfall, and improved visibility of public spaces contribute to a safer urban environment, reducing the risk of harassment and victimisation, particularly for women, LGBTQ+ individuals, and ethnic minority groups.

Advancing equality of opportunity?

The projects significantly advance equality of opportunity by removing accessibility barriers and improving transport equity. The introduction of wider footpaths, additional Blue Badge parking, better crossings, and cycling infrastructure ensures that people with disabilities, older people, and those from lower-income backgrounds can move freely and access services, employment opportunities, and leisure spaces. By reducing transport and mobility barriers, the project enables individuals who lack access to private vehicles or face financial constraints to participate more fully in economic and social activities. Furthermore, the improvements to public spaces and infrastructure enhance the experience of individuals from different backgrounds, making Ayr town centre a place where everyone can feel included and welcome.

Fostering good relations?

The projects foster good relations within the community by creating a more connected, welcoming, and inclusive town centre where people of different ages, backgrounds, and abilities can interact and engage in public life. The improvements to public spaces, seating areas, and pedestrian zones encourage greater social interaction, reducing social isolation and creating a more vibrant, cohesive environment. By making town/village centres safer and more accessible, the projects also promote a shared sense of belonging, ensuring that people from different socio-economic and protected characteristic groups feel equally valued and able to participate in their community. Through continued public engagement and consultation, the project has actively listened to diverse voices, ensuring that it reflects the needs of all residents and

Consultation declaration

We confirm consultation has been carried out as part of this process.

Mitigating Actions Required (re negative / unclear impacts)

EQUALITIES: impact on protected characteristics

PC 3	Gender Reassignment	Further engagement with LGBTQ+ organisations and individuals in South Ayrshire could help assess whether additional measures, such as gender-neutral restroom facilities or inclusive wayfinding signage, would further improve inclusivity. Public safety enhancements, such as better lighting and visibility, indirectly contribute to reducing risks of harassment, but more targeted consultation is needed to fully
PC 4	Marriage and Civil Partnership	N/A

Mitigating Actions Required (re negative / unclear impacts)		
PC 6	Race (including Gypsy Travellers)	Further engagement with ethnic minority communities in South Ayrshire could help identify whether any cultural or language barriers exist regarding signage, accessibility, or wayfinding. Ensuring that public spaces reflect South Ayrshire's diverse community through culturally inclusive designs or community-led artwork could help make the town centre feel more welcoming.
PC 7	Religion or Belief	Efforts have already been made to increase Blue Badge parking and consider alternative transport arrangements. Continued dialogue with faith communities will be necessary to monitor whether access issues persist and whether further accommodations, such as designated drop-off areas, should be introduced.
PC 9	Sexual Orientation	To ensure the project is inclusive for all, consideration could be given to engaging with LGBTQ+ groups in Ayr to assess whether any additional safety concerns or accessibility issues exist for this community. Representation through inclusive public messaging, events, or artwork in newly designed public spaces could also help foster a more inclusive atmosphere.
PC 10	Care Experienced (SAC-specific)	Further engagement with care-experienced individuals or youth support organisations could help identify specific needs related to safety, accessibility, and social inclusion. Ensuring that public spaces feel welcoming and provide seating, gathering spaces, and wayfinding support could enhance the experience for young people navigating the town independently.

ENVIRONMENTAL IMPACTS

EI 1	Climate change mitigation	Further monitoring and data collection will be necessary to assess changes in travel behaviour post-implementation. South Ayrshire Council could consider incorporating low-carbon construction practices and sustainable materials to minimise emissions during delivery.
EI 2	Sustainable procurement	The projects should ensure that procurement prioritises sustainable, recycled, or locally sourced materials to reduce environmental impact. Waste management strategies should be included to minimise landfill use and encourage recycling during construction.
EI 3	Climate change adaptation	Consideration should be given to climate resilience measures, including drainage improvements, flood prevention strategies, and heat mitigation (e.g., urban tree planting and shading areas).
Does this proposal require a Child Rights and Wellbeing Impact Assessment (CRWIA)?		no

South Ayrshire Council

**Report by Director of Communities and Transformation
to Service and Partnerships Performance Panel
of 22 April 2025**

Subject: South Ayrshire Inward Investment Strategy

1. Purpose

- 1.1 The purpose of this report is to provide the Service and Partnerships Performance Panel with an update on the implementation of the [Inward Investment Strategy](#).

2. Recommendation

2.1 It is recommended that the Panel:

- 2.1.1 notes progress made with the South Ayrshire inward investment Strategy; and**
- 2.1.2 notes that annual progress reports will be provided to the Service and Partnerships Performance Panel in 2026.**

3. Background

- 3.1 The South Ayrshire Inward Investment Ambitions Plan, which supported the implementation of the Inward Investment Strategy, was approved by Cabinet on 23 April 2024.
- 3.2 This strategy outlined our new approach to inward investment, focusing on four key areas:
- attracting strategically aligned investors;
 - widening the benefits of inward investment across the region and demographics;
 - Developing the environment for investors through infrastructure and workforce development; and
 - taking a sector-led, cluster building approach to inward investment.
- 3.3 This report provides an update on progress and achievements across each of these four areas.

Attracting/

Attracting Strategically Aligned Investments

- 3.4 Over the last 12 months, the Economy and Regeneration service has continued to maintain and strengthen relationships with strategically important investors in the area. Working with these companies to develop growth strategies within South Ayrshire has proved effective in attracting significant potential expansion projects which, combined, offer the prospect of creating over 1,000 new jobs. It is anticipated additional projects still in development can expand this even further.

Widening the Benefits of Inward Investment across the Region and Demographics

- 3.5 The Inward Investment Strategy recognised an over reliance in the aerospace sector and Prestwick opportunities and highlighted a need to work more intensively with other sectors across a wider geographical spread. The recruitment of a temporary food and drink Sector Specialist is seeing positive progress in this respect.
- 3.6 Work to develop a greater focus on the Grangestone Industrial Estate in Girvan is underway, with initial steps taken to develop collaboration amongst the businesses currently operating within the estate ensuring that more people from across the region benefit from inward investment.

Developing the Environment for Investors through Infrastructure and Workforce Development

- 3.7 Working with internal and external partners, the Service has developed the New Prestwick Proposition to reprofile existing Ayrshire Growth Deal (AGD) funds to capitalise on new market opportunities, and facilitate and support growth at Prestwick, with a paper approved by Council on 6 February 2025.
- 3.8 In the global aircraft industry, demand for new aircraft has risen dramatically and is now outweighing supply. The shortfall in Maintenance and Repair Operations (MRO) supply chain capacity, is creating opportunities for South Ayrshire to attract increased investment in this area. The Service is working closely with industry partners to develop joint proposals and propositions to bring investment and new jobs to the area.
- 3.9 The New Prestwick Proposition focuses on three Missions to facilitate and support growth at Prestwick. Those Missions are to:
1. create commercial buildings to facilitate growth at Prestwick;
 2. develop skills and workforce to support growth by refocusing ASTAC; and
 3. develop roads infrastructure to enable growth.
- 3.10 Working with partners, the Service proposed a reprofiling of ASTAC to focus on skills, innovation and workforce development to support growth among aerospace companies located in Prestwick, with a paper approved by Cabinet on 21 January 2025.
- 3.11 In addition to the three AGD projects, the Service has been working with internal and external partners, and the private sector, to create competitive advantage through the development of an advanced digital infrastructure, to offer a more productivity-focused environment in attracting inward investment.

- 3.12 Work is continuing to jointly deliver, in conjunction with our partners, the Ayrshire 5GIR Innovation Regions Project. Following a successful bid to DSIT, the project has been extended to September 2025, with additional funding to support existing projects and maximise the delivery benefits. This will improve South Ayrshire's attractiveness for new and existing investors and enable promotion of South Ayrshire as a digitally advanced region. The project includes the creation of an Ayrshire Innovation Hub (Digital Connectivity Innovation Centre – DCIC) at the University of the West of Scotland; support for Ayrshire College to develop immersive learning tools to explore alternative methods of training delivery to students; and the creation of a public WiFi event space across Low Green/Ayr Esplanade, as approved by Cabinet on 23 October 2024.
- 3.13 The Service has been working with the National Manufacturing Institute Scotland (NMIS) to identify new technically ready product developments in South Ayrshire to transition into commercially manufactured products. This engagement with NMIS has resulted in two inward investment enquiries which are currently being explored.
- 3.14 Lack of available commercial buildings remains a significant barrier to attracting inward investment. Without suitable modern space to offer potential investors, South Ayrshire is restricted to working with investors who are willing to progress into new build facilities; this has resulted in potential opportunities with investors requiring immediate commercial space being lost. The Ayrshire Growth Deal new Prestwick Proposition, with increased funding towards the Commercial Build project, will help address this issue. The Service, however, will continue to work with public and private sector partners to drive further investment in the development of new commercial build.

Taking a Sector-Led, Cluster Building Approach to Inward Investment

- 3.15 Two temporary Sector Specialists were appointed through the UK Shared Prosperity Fund to develop existing, mature sectors and emerging sectors, with the aim of achieving effective clusters in South Ayrshire. These roles are supported until end September 2025.
- 3.16 A Food & Drink Manufacturing Strategy is currently being progressed, which includes the development of the Grow Ayrshire Food & Drink Support Programme. Initially planned as a South Ayrshire programme, this has attracted the interest of East and North Ayrshire, as a means of developing the food manufacturing sector across the whole of Ayrshire. The Service has been collaborating with external partners to support the development of the Programme, as well as the sector, including with Scottish Enterprise, Scottish Manufacturing Advisory Service, Scotland Food and Drink, Ayrshire Chamber of Commerce, Ayrshire College, Skills Development Scotland, Business Energy Scotland and NMIS.
- 3.17 To support the growth of the Prestwick Aerospace Cluster, the Service re-established the Prestwick Aerospace Operational Group (PAOG), with quarterly meetings taking place with cluster organisations, educational partners, Scottish Enterprise, Ayrshire Chamber, the Ayrshire local authorities and other partners. Four sub-groups, led by industry, have also been formed namely Innovation, Skills & Workforce, Infrastructure, and Lobbying and Communications.
- 3.18 The Service continues to work closely with Scottish Development International (SDI) to develop inward investment activities. This follows the production of an

interactive map and promotional video for Prestwick Aerospace, led by SDI and supported by the Service, which can be viewed at [Media | Prestwick Aerospace](#).

Ayrshire Regional Inward Investment

- 3.19 The Ayrshire Growth Deal and the Ayrshire Regional Economic Strategy (ARES) highlight the need for coordinated efforts across the three local authority areas to attract inward investment that aligns with the Community Wealth Building (CWB) principles to drive sustainable economic growth.
- 3.20 Led by SDI, the Service has supported the development of a new Ayrshire Regional Inward Investment Proposition to showcase the Ayrshire region as a premier investment destination for inward investors. The Service will be working with East and North Ayrshire Councils, and Scottish Enterprise/SDI, to develop an Ayrshire Inward Investment Protocol to supplement the Ayrshire Proposition. This protocol will provide a structured approach to securing investments across East, North and South Ayrshire, ensuring local economic benefits are maximised and cross boundary economic development is delivered to support the Ayrshire Region.

4. Proposals

- 4.1 It is proposed that Members:
 - 4.1.1 note progress made with the South Ayrshire inward investment Strategy; and
 - 4.1.2 note that an annual progress report will be provided to the Service and Partnerships Performance Panel.

5. Legal and Procurement Implications

- 5.1 There are no legal implications arising from this report.
- 5.2 There are no procurement implications arising from this report. Though any future works identified would be subject to tender rules and procedures and subject to approval.

6. Financial Implications

- 6.1 Not applicable.

7. Human Resources Implications

- 7.1 Not applicable.

8. Risk

Risk Implications of Adopting the Recommendations

- 8.1.1 There are no risks associated with adopting the recommendations – update only.
- 8.2/

8.2 ***Risk Implications of Rejecting the Recommendations***

- 8.2.1 There are no risks associated with rejecting the recommendations – update only.

9. **Integrated Impact Assessment (incorporating Equalities)**

- 9.1 The proposals in this report have been assessed through the Equality Impact Assessment Scoping process. There are no significant positive or negative impacts of agreeing the recommendations and therefore an Equalities Impact Assessment is not required.

10. **Sustainable Development Implications**

- 10.1 ***Considering Strategic Environmental Assessment (SEA)*** – This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

11 **Options Appraisal**

- 11.1 An options appraisal has not been carried out in relation to the subject matter of this report, as the report is an update asking to Note progress only.

12. **Link to Council Plan**

- 12.1 The strategy supports regional economic growth in line with the Ayrshire Regional Economic Strategy (ARES) and our own Council Plan (2023 - 2028), especially in respect of Priority Two 'Live, Work, Learn' where 'Everyone benefits from a local economy that provides opportunities for people and helps our businesses to flourish'.

13. **Link to Shaping Our Future Council** Yes ☐ No ☒

- 13.1 Not applicable.

14. **Results of Consultation**

- 15.1 Consultation has taken place with Councillor Bob Pollock, Portfolio Holder for Economic Development, and the contents of this report reflect any feedback provided.

Background Papers Report to Cabinet of 23 April 2024 - [South Ayrshire Inward Investment Ambitions Plan](#)

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Date: 8 April 2025

South Ayrshire Council

**Report by Director of Communities and Transformation
to Service and Partnerships Performance Panel
of 22 April 2025**

Subject: Update on Business Relief Programme Approved in 2024

1. Purpose

- 1.1 The purpose of this report is to provide an update on the Business Relief Programme approved by the Cabinet on 12 March 2024.

2. Recommendation

2.1 It is recommended that the Panel:

2.1.1 reviews progress and notes achievements in relation to the implementation of the programmes that were approved by Cabinet on 12 March 2024; and

2.1.2 endorses the approaches and activities set out within the report.

3. Background

- 3.1 On 28 November 2023, the Cabinet agreed to utilise £750,000 of former Covid 19 discretionary funds originally received to support businesses affected by Covid 19 and any subsequent economic uncertainty, to fund various activities and a business relief programme to deliver support to Ayr town centre following the fire at the former Station Hotel in September 2023.

- 3.2 On 12 March 2024, the Cabinet approved the allocation of the remaining balance of £417,000 business relief programme funding to be used to support a range of town centre projects.

- 3.3 Approval was given to support the following Ayr town centre projects:

- Gateway to Ayr Town Centre Shopfront Improvement Programme £222,000;
- Burns Statue Square – Merlin Cinema £70,000;
- Newmarket Street Regeneration/ Business Support £90,000; and
- Cutty Sark/ Grain Exchange £35,000.

- 3.4 The projects are aligned with the core town centre regeneration objectives within the Ayr Town Centre Framework, which was also approved on 12th March 2024.

***Gateway to Ayr Town Centre Shopfront Improvement Programme (GATCSIP)
£222,000***

- 3.5 The Gateway to Ayr Town Centre Shopfront Improvement Programme offers grants for eligible businesses, property owners, and tenants, with priority given to projects that enhance both the shopfront and surrounding streetscape. Eligible businesses must meet specific criteria and comply with any Conservation Area requirements.
- 3.6 Following approval of this programme a shopfront design guide was created in collaboration with SAC Planning, together with applicant criteria, an approvals process and an Officer recruited to develop and progress this initiative.
- 3.7 The GATCSIP was opened on 3rd February 2025. Applications for grant support from £1,000 to £12,000 are invited from eligible business property owners and tenants within the 'Gateways' to Ayr Town Centre (See [Appendix 1](#) for defined areas). The grant will cover 100% of the cost of improvements, depending on the size and scale of the work and the benefits of making the improvements. Applications cannot be made retroactively for works already undertaken.
- 3.8 Full-scale shopfront renovations and creative signage – especially hand-painted – are encouraged, as these improvements can greatly enhance the area's character, civic pride, and community wellbeing. A Shopfront Design Guide (see [Appendix 2](#)) has been developed in coordination with Planning to provide guidance and will be used as an assessment tool for applications. There is no guarantee that all applicants will be successful in securing funding, but the aim is that funding will support those businesses looking to invest in the town centre by making it a more attractive place.
- 3.9 An information session, with eligible businesses invited, was held at the Cutty-Sark on 19 March. A significant number of businesses attended the session, where business and property owners were given the opportunity ask questions and get more information about the grant and processes involved.

Burns Statue Square – Merlin Cinema - £70,000

- 3.10 £70,000 was provided to Merlin Cinemas Limited as a contribution towards the cost of external refurbishment of the former Odeon cinema facility. Work was successfully completed in July 2024. The Cinema has since gone on to trade successfully, with the owners reporting better than forecasted performance. The project has served to enhance the visual appearance of the main gateway to Ayr.

Newmarket Street Regeneration/ Business Support - £90,000

- 3.11 As identified in the Ayr Town Centre Framework Newmarket Street Regeneration/Business Support is being developed in the form of 'Town Centre Dressing' proposals. Proposals have been presented to Newmarket Street Traders to identify and prioritise improvements.
- 3.12 Feedback and priority projects from Newmarket Street Traders, a Consortium Cooperative with a regeneration focus, were identified in 2024, including a deep clean of the street, decorative street lighting, street furniture, signage, etc.

- 3.13 The development of decorative lighting design work is in progress in collaboration with Ayrshire Roads Alliance.
- 3.14 A deep clean of the surface materials/paving, including weed removal, is being advanced through Thriving Communities and Neighbourhood Services.
- 3.15 Projects for Newmarket Street are expected to be implemented by Summer 2025, subject to any statutory processes that may be required.

Cutty Sark/ Grain Exchange – £35,000

- 3.16 The approved funding supported the delivery of several events in Cutty Sark and Grain Exchange, throughout 2024-25.
- 3.17 Events and activity generated a 100% increase in footfall through the Cutty Sark seeing an increase from 15,000 to 30,000 visits.
- 3.18 The funding allowed the space to deliver a summer holiday programme of engagement activities, including collaboration with local partners to deliver crafts, film workshops, the Glasgow Science Museum on Tour, circus workshops and outdoor adventure. This was duplicated in the Grain Exchange during the October holidays with Halloween Crafts and activities.

4. Proposals

- 4.1 It is proposed that updates are provided to Members on progress made against planned activity in regard to the GATCSIP and Newmarket Street Regeneration/ Business Support projects by Responsible Officers on a bi-annual basis now reporting from the Housing, Operations and Development Directorate.

5. Legal and Procurement Implications

- 5.1 There are no legal implications arising from this report.
- 5.2 There are no procurement implications arising from this report.

6. Financial Implications

- 6.1 In regard to the GATCSIP, £2,950 has been spent to develop the Shopfront Design Guide and to hold the information session with local businesses. £219,050 remains available to be distributed through the grant programme.
- 6.2 In regard to Newmarket Street, £5,400 has been spent to develop concept designs and £84,600 remains available to implement priority projects.

7. Human Resources Implications

- 7.1 Not applicable.

8. Risk

Risk Implications of Adopting the Recommendations

- 8.1.1 There are no risks associated with adopting the recommendations.

8.2 ***Risk Implications of Rejecting the Recommendations***

- 8.2.1 Rejecting the recommendations will have a negative impact on the town centre regeneration programme related to the Ayr Town Centre Framework.

9. **Integrated Impact Assessment (incorporating Equalities)**

- 9.1 The proposals in this report allow scrutiny of performance. The report does not involve proposals for policies, strategies, procedures, processes, financial decisions, and activities (including service delivery), both new and at review, that affect the Council's communities and employees, therefore an equality impact assessment is not required.

10. **Sustainable Development Implications**

- 10.1 ***Considering Strategic Environmental Assessment (SEA)*** - This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

11. **Options Appraisal**

- 11.1 An options appraisal has not been carried out in relation to the subject matter of this report.

12. **Link to Council Plan**

- 12.1 The matters referred to in this report contribute to Priorities 2 and 3 of the Council Plan: Live, Work, Learn/ Work and economy (Outcome 2); and Civic and Community Pride/ Community Engagement (Outcome 2).

13. **Link to Shaping Our Future Council** Yes ☐ No ☒

- 13.1 Not applicable re benefits.

14. **Results of Consultation**

- 14.1 There has been no public consultation on the contents of this report.
- 14.2 Consultation has taken place with Councillor Bob Pollock, Portfolio Holder for Economy Development, and the contents of this report reflect any feedback provided.
- 14.3 Consultation has taken place with Local Members and the contents of this report reflect any feedback provided.

Background Papers Report to Cabinet of 28 November 2023 – [Business Relief Programme](#)

Report to Cabinet of 12 March 2024 - [Business Relief Programme – 2024 Funding Proposals](#)

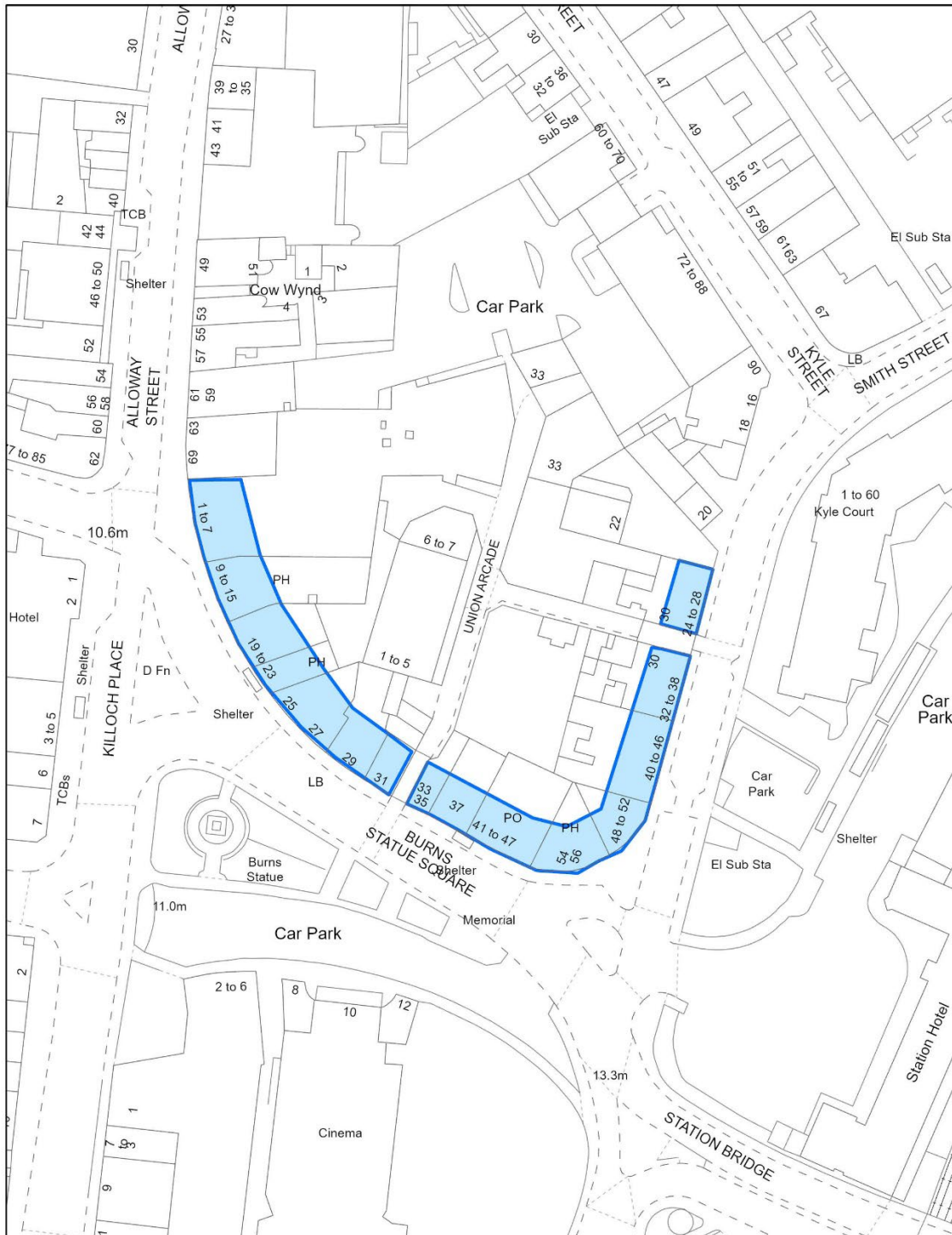
Report to Cabinet of 12 March 2024 – [Ayr Town Centre Framework](#)

Person to Contact

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Date: 8 April 2025

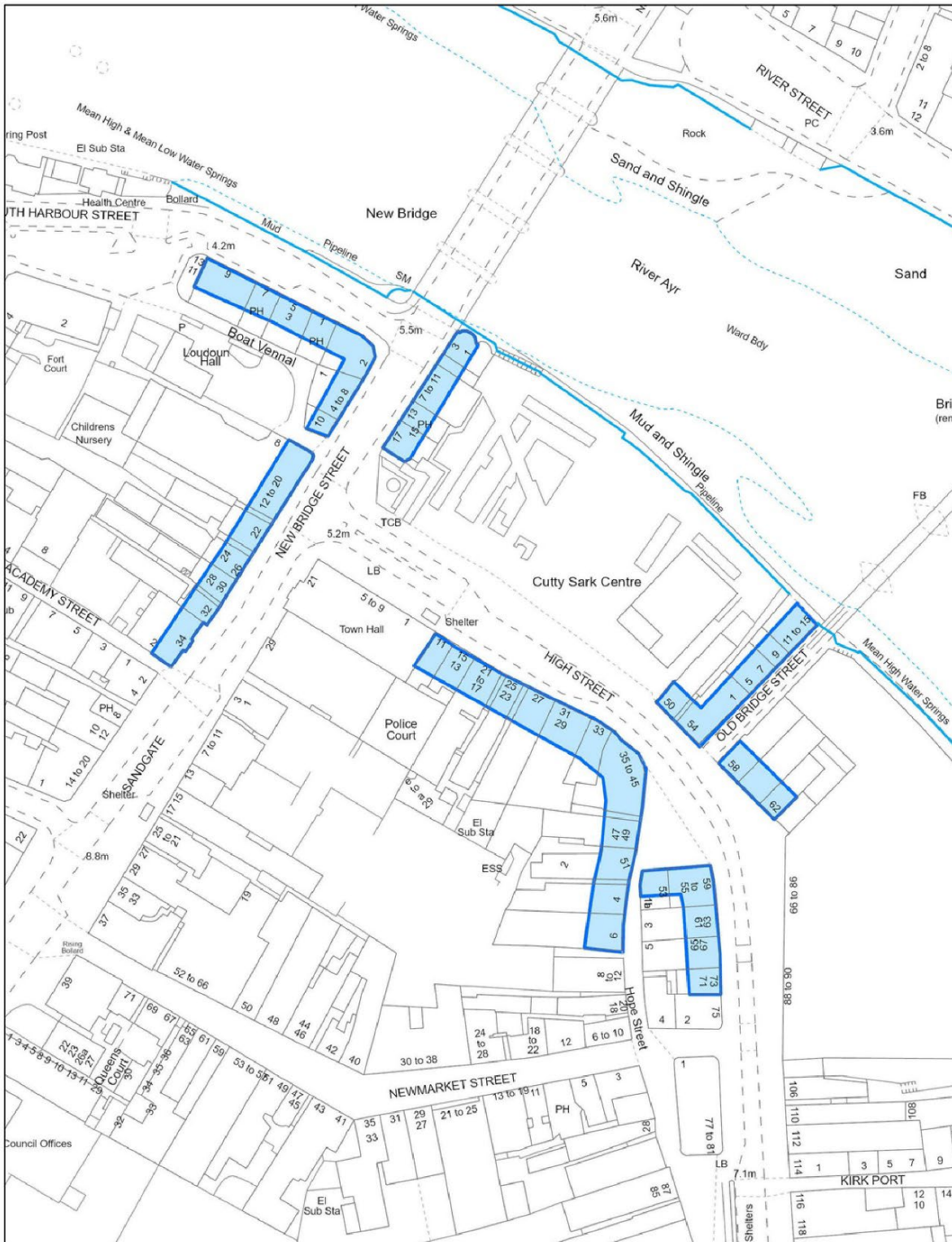
Appendix 1 – Gateway to Ayr Town Centre Shopfront Improvement Programme



Shopfront Improvement Programme in Ayr

Scale 1:1,000





Appendix 2: Ayr Town Centre Shopfront Design Guide

The design guide can be found here: [Ayr shop front design guide final-31012025.pdf](#)

Extract from the design guide:

Good examples of this approach can be seen at The Grain Exchange at Nos. 77-81 High Street, and No. 71 Newmarket Street, where decorative detail is sparing, but proportions, colour and use of traditional materials is tastefully used. While there are few properly Art Deco frontages surviving in Ayr, these normally make use of granite and Vitrolite, and often have zig-zag decoration and splashes of bright colour.

THE COMPONENT PARTS OF A SHOPFRONT

Since shops on main shopping thoroughfares normally occupy the ground floors of taller buildings (quite often, tenements), there is usually a strong horizontal subdivision between the retail unit and the floors up above. This is typically expressed in the form of a **fascia**, which might have some decoration above (called a **cornice**) and brackets at either end (called **console brackets**). The console brackets often

correspond to a vertical feature called a **pilaster** (effectively a column). **Fascias** are important since it is here that lettering and branding can be displayed: they are high enough to be visible from a distance. Traditional shopfront **fascias** are mostly timber, and often the **fascia** will incorporate an **awning**, or sunblind, to protect the goods on display from sunlight and shoppers outside from inclement weather.

There will be an entrance door, sometimes with a **fanlight** (often designed to be openable for ventilation). These are normally recessed but can be flush, such as designed during the Georgian era. Where set back from the frontage, there are sometimes attractive lobbies that are decorative. The windows next to an entrance door provide display areas: following the invention of plate glass in the 1830s, these tended to become larger and with fewer subdivisions, allowing for a greater opportunity for promotion of goods and services (not to mention more daylight

