

# Rural Study: Rural Ayrshire and the Isles of Arran & Cumbraes (Annex A)

Policy and Strategy Review

Prepared for South Ayrshire Council by



In collaboration with

  
Economic and Social Development

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## 1. Introduction

The Policy and Strategy Review represents one of the key study documents informing the research study: 'Rural Ayrshire and the Isles of Arran and Cumbraes' which has been commissioned by South Ayrshire Council in December 2012. The study is delivered by EKOS (lead consultant) in collaboration with MCM Associates and ESEP.

The Policy and Strategy Review has been undertaken in the period from January to February 2013 and presents the review of relevant local/regional strategies and current Scottish Government policies as well as the EU 2020 strategy, which are important to the key rural development priorities of Ayrshire.

A summary matrix of the above documents including their key priorities and targeted actions and/or development issues and opportunities is attached in [Appendix A](#).

## 2. The Local Strategy Environment

### 2.1 Reviewed Documents

The review commences with an analysis of the current local strategies, their aims and objectives and performance targets regarding the rural areas of Ayrshire. We have reviewed the following strategies and reports:

- Community Planning Partnership Community Plans (all three local authorities) and Single Outcome Agreements;
- South Ayrshire Economic Development Strategy (North Ayrshire and East Ayrshire's strategies where unavailable at this stage);
- The Rural Economy of South Ayrshire (Report);
- Economic Development and Regeneration Strategy for North Ayrshire'
- Ayrshire LEADER Local Action Group – Local Development Strategy and Business Plan;
- Argyll and Bute LEADER Local Development Strategy;
- Tourism Strategy for Ayrshire and the Cumbraes (2012-17);

- Ayrshire Joint Structure Plan.

## 2.2 Context - The Ayrshire Economic Partnership

In addition to the implementation of the various strategies at the individual local authority level, the Ayrshire Economic Partnership (AEP) has been set up to co-ordinate and collaborate across the three local authorities in Ayrshire.

The AEP is a collective body consisting of the three local authorities, Scottish Enterprise, Ayrshire Chamber of Commerce & Industry and Industry leaders, who are working collectively to provide a strategic direction and vision to the sustainable economic performance of Ayrshire & Arran. A Business Forum is responsible for implementing the vision of the AEP via Action Plans, communication and industry engagement. The development of a number of strategies is currently underway in the following key sectors which are considered Ayrshire-wide priorities:

- Food and Drink (East Ayrshire Council is leading in the drafting of a strategy);
- Engineering – including aerospace (South Ayrshire are drafting the strategy);
- Renewables (Scottish Enterprise have begun preparatory work on the strategy);
- Marine and Coastal (North Ayrshire Council is leading on developing the strategy)
- Tourism – Strategy completed and Ayrshire Tourism Team set up (see Appendix A).

## 2.3 Summary of Local Strategy Review Findings

As can be seen in more detail in [Appendix A](#), the local plans and strategies and their thematic focus are fairly in line with national and EU-agendas by promoting SME growth, particularly in the service industries and tourism, addressing limited employment opportunities, working in partnership/networking, building on natural assets and heritage, and fighting poverty and deprivation. Affordable housing and

sustainable transport infrastructure are also strong focus points of the local Community Plans in line with findings of key rural development reports (such as the Carnegie Report 'Future Directions').

Whilst recycling and energy consumption is earmarked by some local strategies, more emphasis might have been expected in all plans and strategies, particularly in relation to development opportunities in the renewable industries sector (which is a particular focus in the LEADER Local Development Strategy and the Joint Structure Plan). This is an interesting finding, as the EC Position Paper points out that Energy Efficiency is lagging behind in rural areas and in need of more focused development.

Apart from the LEADER Local Development Strategy and the paper on the Rural Economy of South Ayrshire which naturally focus on the rural areas, there is an interest and call by national strategies (e.g. Scottish Land Use Strategy) to bring the urban and rural areas closer together. There is acknowledgement of the strong interrelationships between the two areas and there is an interest to base future support on the development of a more cohesive approach for the benefit of urban and rural areas.

Although the ageing population is a focus of all three Community Plans, the lack of youth facilities as well as training and employment opportunities for the young is equally emphasised; with the latter - of course – reflecting the key concern of the national and European policies.

The need for improved digital infrastructure is strongly outlined, however, more often in national reports on rural development than in local plans.

In terms of economic sectors, the following have been identified for increased support and development by the various local strategies and plans:

- Tourism, including food tourism, green tourism;
- Services, including retail in relation to deprivation;
- Digital services, ICT;
- Care services;
- Creative industries; and
- Renewable/energy markets.

Overall, however, strategies and plans in Ayrshire (as well as on the national level) tend to be relative broad and all inclusive to allow for flexibility and adaptation for changing situations.

## 3. National and European Policy

### 3.1 Reviewed Documents

The policy review considered the close alignment of Ayrshire development opportunities with Scotland level policy objectives, UK-wide studies, and the European Union 2020 Strategy of Smart, Sustainable and Inclusive Growth. It also considered relevant programmes currently being planned and prepared by the Scottish Government for the next round of EU funded programmes post 2013.

The policy review included the following:

- The Government Economic Strategy (Scottish Government);
- Getting The Best From Our Land – A Land Use Strategy for Scotland;
- Scotland’s Digital Future. A Strategy for Scotland (Scottish Government);
- Final Report of the Rural Economy Working Group (Scottish Government);
- SRDP 2014-2020 LEADER Working Group Report (Scottish Government);
- Key Findings of the SRDP-Mid Term Evaluation (Scottish Government);
- Future Directions in Rural Development (Carnegie UK Trust);
- A Charter for Rural Communities (Carnegie UK Trust);
- Our Rural Future: The Scottish Government’s Response to the ‘Speak Up for Rural Scotland’ Consultation; and
- Position of the Commission Services on the Development of the Partnership Agreement and Programmes in the UK for the Period 2014-2020 (EC).

## 3.2 Summary of Findings - Key Issues and Drivers

Based on the review of the rural policy environment at the Scottish, UK and European level and in consideration of the local plans and strategies in Ayrshire, [Table 1](#) presents the key issues and drivers for forthcoming rural development strategies.

**The overriding principle of any rural plan or strategy is that it is founded on Sustainable Development Principles, linking the economic, social inclusion and environmental agendas and promoting integrated development.**

**Table 1: Key Drivers for Rural Development**

Key Drivers for Rural Development	Sub-Themes
Urban-Rural Interdependence	<ul style="list-style-type: none"> <li>- Commuting and Travel to Work Patterns</li> <li>- Reassessing/re-configuring the economic rationale for some rural settlements</li> </ul>
Diversifying the Rural Economy	<ul style="list-style-type: none"> <li>- Developing the potential of the social economy</li> <li>- Developing the potential of the Green Economy (renewables, biomass)</li> <li>- Tackling the overdependence on public sector employment</li> <li>- Promoting and exploiting the potential of land based businesses and ecosystem services</li> <li>- Farm businesses, such as farm shops, farmers markets and quality schemes for agricultural products and foodstuffs</li> <li>- Promoting Research and Development investment and the competitiveness of the business base</li> <li>- Encouraging Maritime Spatial Planning and Integrated Coastal Zone Management which can provide a platform for Blue Growth</li> </ul>
Exploiting Existing Assets: Physical and Natural	<ul style="list-style-type: none"> <li>- Land and the environment that it supports recognised as underpinning Scotland's economy</li> <li>- Productive re-use of vacant and derelict land</li> <li>- Developing the existing learning and research infrastructure</li> </ul>
Tackling Low Skills Base in Existing Workforce and Low Attainment in Young People	<ul style="list-style-type: none"> <li>- Addressing skills needs in certain sectors e.g. renewables</li> <li>- Reducing the high proportion of early school-leavers</li> <li>- Supporting vocational training in land based sectors</li> </ul>
Investing in Key Enabling Infrastructure	<ul style="list-style-type: none"> <li>- ICT (High Speed Broadband and digital services)</li> <li>- Transport Infrastructure and Services (Labour Mobility)</li> </ul>
Prioritising Key Growth Sectors	<ul style="list-style-type: none"> <li>- Tourism</li> <li>- Creative Industries</li> <li>- Renewables</li> </ul>

	<ul style="list-style-type: none"> <li>- Food and Drink</li> <li>- Marine and Maritime activities</li> </ul>
Strategic Collaboration	<ul style="list-style-type: none"> <li>- Working more proactively and productively with relevant national stakeholder bodies e.g. Forestry Commission, Visit Scotland</li> <li>- Effective linkages and coordination with local CPPs</li> <li>- Developing integrated regional strategies</li> <li>- Integrated EU Funding Programmes (Structural Funds/Agricultural Funds /Fisheries Funds)</li> </ul>

**Key Drivers for Rural Development Sub-Themes (cont.)**

Potential of Tourism to Sustain and Grow Rural Economy	<ul style="list-style-type: none"> <li>- Distinctiveness of region as a destination</li> <li>- Leadership within and across the industry</li> <li>- Quality of offering and excellence across all service providers</li> <li>- Integrated packages of activities and experiences that meet consumer expectations</li> <li>- Farm based and other tourist accommodation</li> <li>- Local communities and community groups as advocates and ambassadors of tourism offering in their locality</li> <li>- Encourage and facilitate collaboration among providers to fully exploit strengths of existing offering</li> <li>- Land use and landscapes are an integral part of Scotland's tourism industry</li> <li>- Development opportunities in activities linked to the natural scenery e.g. walking, cycling, sailing as well as eco-tourism</li> <li>- Exploiting the potential of the Biosphere (East Ayrshire, South Ayrshire, Dumfries and Galloway)</li> </ul>
Addressing Consequences of Demographic Changes	<ul style="list-style-type: none"> <li>- Ageing population</li> <li>- Outmigration of young people</li> <li>- Opportunities and challenges faced by the provision of local public services such as childcare and care of the elderly</li> <li>- Tackling the lack of affordable housing</li> <li>- Tackling fuel poverty and improved energy efficiency in rural housing stock</li> </ul>
Rural Community Development	<ul style="list-style-type: none"> <li>- Active engagement with, and participation of communities</li> <li>- Developing a more enterprising approach to community assets and services</li> <li>- Tackling disparities between rural settlements and addressing capacity issues</li> <li>- Community owned and managed local assets and services e.g. renewables/micro generation</li> <li>- Shift from grant funding to 'investment'</li> <li>- Exploiting the potential of innovative financing measures</li> <li>- Capacity building support for community groups and individuals</li> <li>- Linking with, and maximising potential of LEADER 2014-2020</li> </ul>

	<ul style="list-style-type: none"> <li>- Government as facilitator and enabler rather than provider and manager (e.g. procurement, planning policies and practices)</li> <li>- Community Led Local Development strongly promoted by the European Commission for the 2014-2020 period (LEADER)</li> </ul>
<p>Coherent and Integrated Strategy</p>	<ul style="list-style-type: none"> <li>- Distinctiveness of rural communities</li> <li>- Commonalities i.e. shared concerns and common interests</li> <li>- Interdependencies and need to take account of opportunities and synergies with neighbouring non-rural areas and main population centres</li> <li>- Complementarities between areas and communities</li> <li>- Potential benefits of inter-regional cooperation</li> </ul>

## Appendix A – Detailed Policy Review

### Ayrshire Rural Study - Policy Review

Strategy	Source	Period	Key Priorities	Targeted Actions/Issues Going Forward
<b>North Ayrshire Community Planning Partnership Community Plan</b>	North Ayrshire Council and Partners	2009 - 2012	Working and Training  Caring and Supporting  Learning and Taking Part  Clean and Green  Working Together	<ul style="list-style-type: none"> <li>♦ Transport links and services</li> <li>♦ Tourism</li> <li>♦ Business growth</li> <li>♦ The enterprise culture</li> <li>♦ Employment and training levels</li> <li>♦ Job value and wages</li> <li>♦ Positive destinations for school leavers</li> <li>♦ Levels of poverty</li> <li>♦ The quality of social housing</li> <li>♦ The availability of affordable housing</li> <li>♦ Support to vulnerable people living in the community</li> <li>♦ Opportunities for lifelong learning</li> <li>♦ Skills for people to get into work</li> <li>♦ Levels of educational attainment</li> <li>♦ Positive destinations for school leavers</li> <li>♦ Levels of voluntary action and community involvement</li> <li>♦ Transport links and services</li> <li>♦ The condition of roads, footways, path networks</li> <li>♦ The protection and enhancement of our environment</li> <li>♦ Recycling of waste and rates of waste going to landfill</li> <li>♦ Public sector carbon footprint</li> <li>♦ Partnership working between the public, the community and voluntary sector</li> <li>♦ The efficiency and effectiveness of public services</li> <li>♦ Partnership working</li> </ul>
<b>Issues:</b>				
<ul style="list-style-type: none"> <li>♦ <b>Labour markets are very limited necessitating the need to improve access to other areas with higher economic growth</b></li> <li>♦ <b>Business creation has traditionally been low in North Ayrshire in part due to poor economic growth and business confidence</b></li> <li>♦ <b>North Ayrshire's long history of high unemployment and a struggling economy has resulted in high levels of poverty. This includes financial poverty (income deprived)</b></li> <li>♦ <b>A similar concern is a 'poverty of ambition' within some groups in the population. In particular a key issue is the continuing high rate of 16-19 year olds not in employment, education or training</b></li> </ul>				

### Ayrshire Rural Study - Policy Review

Strategy	Source	Period	Key Priorities	Targeted Actions/Issues Going Forward
<b>East Ayrshire Community Plan</b>	East Ayrshire Council and Key Stakeholder Partners	2011 - 2014	<p>Promoting Lifelong Learning</p> <p>Delivering Community Regeneration:</p> <ul style="list-style-type: none"> <li>♦ The Economy</li> <li>♦ Connectivity</li> <li>♦ The Environment</li> </ul> <p>Poverty and Deprivation</p>	<ul style="list-style-type: none"> <li>♦ Within education, efforts and available resources are directed at providing sustained destinations for young people by strengthening the links between education and learning and employability</li> <li>♦ Working to build a strong partnership involving the University of the West of Scotland, the local colleges, secondary schools and business partners</li> <li>♦ The CPP is committed to developing the economy as a whole with a particular focus on business and industry as well as maximising the opportunities available to East Ayrshire in terms of its natural and built environment, its heritage and culture, and its location to regional assets, such as areas of business growth and new jobs</li> <li>♦ Tourism has a significant contribution to make to developing the East Ayrshire economy in terms of both revenue and jobs</li> <li>♦ The challenge in terms of transport infrastructure is to build on the good transport connections and develop an integrated and sustainable transport system to further improve accessibility to town centres, particularly Kilmarnock, and the road and rail links between East Ayrshire and beyond</li> <li>♦ East Ayrshire has a rich and varied landscape. The area has much to offer in terms of natural heritage and scientific interest and the built environment has a distinctive local character</li> <li>♦ There are sharp contrasts in the prosperity of communities across East Ayrshire, with some experiencing significant deprivation while others are relatively affluent. In the north, high levels of deprivation co-exist with the relatively wealthy commuting population, which continues to increase</li> </ul> <p><u>Changing Demographics:</u></p> <ul style="list-style-type: none"> <li>♦ East Ayrshire's population is ageing significantly, with the local working age population projected to fall by 6.6% between 2008 and 2033, compared with a 2.2% increase across Scotland</li> </ul>

### Ayrshire Rural Study - Policy Review

Strategy	Source	Period	Key Priorities	Targeted Actions/Issues Going Forward
<b>South Ayrshire Community Planning Partnership Single Outcome Agreement</b>	South Ayrshire Council and Key Stakeholder Bodies	2009 - 2012	<u>Themes:</u> <ul style="list-style-type: none"> <li>♦ Prosperous, Learning and Achieving</li> <li>♦ Children, Young People and Families</li> <li>♦ Healthy and Caring</li> <li>♦ Safe and Supported</li> <li>♦ Clean, Attractive and Sustainable</li> </ul>	<u>Strategic Objectives:</u> <ul style="list-style-type: none"> <li>♦ Promote business development generally by making it easier to set up and do business in South Ayrshire</li> <li>♦ Develop the skills, offices, transport and communications needed by service industries</li> <li>♦ Increase the opportunities for continuing learning beyond school for all adults</li> <li>♦ Develop more localised health and caring services</li> <li>♦ Increase the support and training designed to build up the confidence and ability of both young people and adults to participate fully in their community and in the planning and delivery of services</li> <li>♦ Ensure that everyone has an equal chance of benefitting from education and learning, especially those with disabilities and additional support needs</li> <li>♦ Increase the supply of affordable housing in both urban and rural areas</li> <li>♦ Support the development of sporting skills</li> <li>♦ Improve public transport</li> <li>♦ Maintain the quality of our countryside</li> <li>♦ Increase the proportion of household and industrial waste that is recycled</li> <li>♦ Combat climate change through adoption of less environmentally polluting forms of transport, promoting energy conservation and encouraging low environmental buildings</li> <li>♦ Promote tourism in the area using the natural advantages provided by our golf courses, the link with Robert Burns and Glasgow Prestwick Airport</li> </ul>

## Ayrshire Rural Study - Policy Review

Strategy	Source	Period	Key Priorities	Targeted Actions/Issues Going Forward
<b>South Ayrshire Community Planning Partnership (SoA)</b> <i>(continued)</i>	South Ayrshire Council and Key Stakeholder Bodies	2009 - 2012		<p><u>Issues - Sustaining Rural Communities</u></p> <p>1/3 of South Ayrshire population live in rural areas. An examination of deprivation and service needs in rural South Ayrshire has revealed that although these areas are neither more or less disadvantaged than urban areas, there were a number of distinctive 'rural' problems:</p> <ul style="list-style-type: none"> <li>♦ Limited employment opportunities, reflected in a high dependence on self-employment, a higher dependence on low paid, seasonal work in agriculture and tourism and a higher incidence of part-time working</li> <li>♦ Difficulties in accessing services, arising from the lack of public transport and the distances involved, especially for the 25% of rural households without a car</li> <li>♦ The availability of affordable housing, reflected in a higher dependence on the private rented sector and a greater tendency for young adults to remain in the parental home than in urban areas</li> </ul> <p>Rural deprivation has also been recognised in the Kyle area of South Ayrshire, particularly in the former mining communities of Tarbolton, Mossblown and Annbank</p> <p>Future projections indicate that the numbers of older people requiring some form of care in South Ayrshire, either at home or in an institutional setting will rise by 25% from 13,000 to 16,500 by 2020</p>

### Ayrshire Rural Study - Policy Review

Strategy	Source	Period	Key Priorities - Relevant to Rural Development	Targeted Actions/Issues Going Forward
<b>Draft South Ayrshire Economic Development Strategy</b>	South Ayrshire Community Planning Partnership/South Ayrshire Council	2013 - 2023	<ul style="list-style-type: none"> <li>♦ Fostering a more entrepreneurial culture</li> <li>♦ Equality of opportunity</li> <li>♦ Improving the attractiveness of South Ayrshire for people and businesses</li> <li>♦ Vibrant and dynamic town centres</li> <li>♦ A more dynamic rural economy</li> <li>♦ High quality connectivity</li> <li>♦ Diversified Economy</li> </ul>	<ul style="list-style-type: none"> <li>♦ Increase rate of new business formation and improve survival rate of businesses formed by local people. Also for social enterprises</li> <li>♦ Improving quality of life and tackling disparities between communities, especially support for unemployed young persons</li> <li>♦ Acknowledge role and value of commuters to local economy</li> <li>♦ Improve local amenities, services and business infrastructure</li> <li>♦ Interdependence with neighbouring rural areas</li> <li>♦ Key role as employment centres and tourism hubs</li> <li>♦ Provision of business services</li> <li>♦ Maintaining local employment opportunities</li> <li>♦ Ensuring access to key services</li> </ul> <p><u>Key Issues:</u></p> <ul style="list-style-type: none"> <li>♦ Employment dependent upon a limited number of key employers</li> <li>♦ Many jobs low paid and seasonal</li> <li>♦ Continuing out-migration of young people</li> <li>♦ Significant job losses with young people most affected</li> <li>♦ Improving transport links and service frequency (approximately 1/3 and growing of employed residents travel to work in other areas)</li> <li>♦ Competitive digital infrastructure and connectivity (also contributes to equality and well-being of communities)</li> <li>♦ Access for all to digital services</li> <li>♦ High dependency on public sector jobs</li> <li>♦ Development of SMEs in high value niche markets such as creative industries, food tourism, digital services and care services (ageing population)</li> </ul>

### Ayrshire Rural Study - Policy Review

Report	Source	Period	Key Priorities	Targeted Actions/ Issues Going Forward
<b>The Rural Economy of South Ayrshire</b>	South Ayrshire Council (Chris Doyle)	22 December 2011	Health check of rural economy of South Ayrshire. Also, examination of the resilience of the rural economy and the impact on the sustainability of rural communities in the area	<p><u>Key Issues:</u></p> <ul style="list-style-type: none"> <li>♦ Strong dependence on public sector employment (c. 50%)</li> <li>♦ Also significant dependence on small number of large companies (15-20)</li> <li>♦ 80% of all reported businesses employ &lt;10 people</li> <li>♦ Low skills base and below national average numbers of people with university level qualifications</li> <li>♦ Considerable turnover in population, in-migration and out-migration</li> <li>♦ Need to promote a more enterprising and innovative culture in rural South Ayrshire</li> <li>♦ Promotion of new business development and support for existing businesses</li> <li>♦ Greater presumption in planning policies in favour of development in rural areas</li> <li>♦ Improvements in the transport and communications infrastructure in rural areas, including improved broadband connectivity</li> <li>♦ Tourism development seen as a key opportunity for increasing employment opportunities particularly in those activities linked to the natural scenery e.g. walking, sailing, cycling, horse riding</li> <li>♦ Also Green or Eco-tourism offers real potential with regard to the proposed UNESCO Biosphere reserve on the borders of South Ayrshire and Dumfries and Galloway</li> <li>♦ Rural diversification also offers prospects for new and sustainable employment opportunities in rural areas. This largely applies to diversification of traditional farming and forestry activities and moving from primary production to new opportunities in downstream processing and related tourism activities (See SRDP/LEADER)</li> </ul>

## Ayrshire Rural Study - Policy Review

Strategy	Source	Period	Key Priorities	Targeted Actions/ Issues Going Forward
<b>Economic Development and Regeneration Strategy North Ayrshire</b>	North	2010 -	<u>There are eight <i>strategic objectives</i>:</u>	<u>There are 10 strategic projects.</u>
	Ayrshire Council	2020	<ol style="list-style-type: none"> <li>1. To increase the number of <i>jobs</i> through a coordinated approach that encourages start-up, supports existing business to grow and attracts businesses.</li> <li>2. To encourage the current <i>business base</i> to move up the value chain and to attract high value-added activities and jobs</li> <li>3. To provide an accessible and seamless pathway of <i>services to help workless residents</i>, including young people, into sustainable employment.</li> <li>4. To stimulate <i>demand for skills</i> and training amongst employers and residents.</li> <li>5. To <i>transform deprived areas</i> in North Ayrshire into strong, resilient and sustainable places by developing a customised approach for each area.</li> <li>6. To support the creation of <i>distinctive, vibrant town centres</i> and establish mechanisms to encourage spend in North Ayrshire.</li> <li>7. To improve North Ayrshire's <i>connections</i> to neighbouring areas, the West of Scotland, Scotland, the UK and internationally. This encompasses both physical connections (e.g. transport, ICT) and institutional and business links.</li> <li>8. To develop clear statements of <i>North Ayrshire's offer</i> and to ensure the area is <i>promoted effectively</i> to individuals,</li> </ol>	<ul style="list-style-type: none"> <li>• Develop a <i>Business Development Continuum</i> for businesses to access the services they need whether delivered by a local, pan-Ayrshire, regional or national organisation. A key element of this is a <i>Beyond North Ayrshire</i> programme to encourage local businesses to widen their markets.</li> <li>• Attract and retain high value businesses through developing <i>modern business facilities</i> and a <i>skilled and adaptable workforce</i> that builds on employment and skills pathways into key industries, promotes the benefits of training, and encourages employers to partner with schools.</li> <li>• <i>Improve the tourism offer</i> by addressing identified gaps and developing a cross-marketing campaign as used in Arran.</li> <li>• <i>Build on North Ayrshire's major assets, including Hunterston and the energetics cluster</i>, to help create skilled jobs.</li> <li>• Update the current Employability Strategy with the aim of developing an <i>Integrated Employability Pathway</i>.</li> <li>• Develop customised approaches for North Ayrshire's deprived areas – including the development of a small number of <i>Total Place pilots</i> (closer collaboration/alignment of services within a defined area, combined with innovative working on the frontline)</li> <li>• Achieve town centre regeneration by ensuring an <i>appropriate mix of retail, leisure and commercial facilities and services in each town centre</i>.</li> <li>• Encourage local businesses and the public sector to spend more locally through developing <i>business to business networking opportunities</i> and public sector <i>community benefit clauses</i> and <i>supplier development programmes</i>.</li> <li>• Continually <i>improve North Ayrshire's connections</i> to other areas by working with partners to overcome infrastructure problems faced by local businesses.</li> </ul>

businesses and Government.

- Develop *clear statements of North Ayrshire's offer* that are customised to the target audience – with regular major events or developments also delivered to help raise North Ayrshire's profile.

Strategy quotes regarding rural topics:

- *Rural, Coastal and Island Development* - These will not be areas of major change but, where development is proposed, it is important that the diversity of the environment is valued as an economic asset and key to the area's attractiveness.
- The main weakness of the Opp2mise programme was considered to be that the range of organisations eligible for assistance is wide. A focus on social enterprises (rather than social economy organisations as a whole) may be more effective.
- Similarly, focus groups with communities flagged up a desire for residents to be involved in regenerating their areas. This must go beyond 'consultation' – which is often tokenistic – with residents having a role to play in identifying the key problems and designing the solutions that will most effectively address these. Examples include developing social enterprises that can address two issues at once – e.g. providing social care and creating jobs for local people.

## Ayrshire Rural Study - Policy Review

Strategy	Source	Period	Key Priorities	Targeted Actions/ Issues Going Forward
<b>Ayrshire LEADER Local Development Strategy</b>	Fraser Associates and the Rural Development Company	May 2008	Theme 1: Rural Development Capacity  Theme 2: Revitalising Rural Communities	<p><u>Underlying Issues:</u></p> <ul style="list-style-type: none"> <li>♦ The specific scope for intervention under the two themes are demonstrably compatible with Scottish and local policy orientation</li> <li>♦ However, while most consultees viewed positively the areas strengths and assets there was less consensus and/or understanding of the relative importance of the LEADER themes. Not surprisingly the key strategic stakeholders such as the LAs were able to comment meaningfully while more locally based organisations displayed significant knowledge gaps</li> <li>♦ Of note was a general view that rural development was new in Ayrshire and that South East Ayrshire was primarily focused on urban and coastal areas</li> </ul> <p><u>Perceived Strengths and Assets:</u></p> <ul style="list-style-type: none"> <li>♦ The natural beauty and diversity of the area with its varied landscape and associated high quality natural environment is a strongly identified asset</li> <li>♦ The existing tourism and leisure offer with scope for further development in aspects such as outdoor activities, particularly golf, sailing and walking</li> <li>♦ The cultural heritage extending beyond Burns</li> <li>♦ The industrial and built heritage with associated local traditions providing development potential</li> <li>♦ Area relatively well served with good hotels and restaurants</li> <li>♦ The proximity of the area to Glasgow and accessibility to large markets especially for tourism and leisure related products and services</li> <li>♦ The residential offer with improving transport links to the rest of Scotland and a perceived good living environment has driven a combination of in-migration, house building (see reference date)</li> <li>♦ Trunk road, rail, sea and air connections service and facilitate tourism and recreational activities in rural Ayrshire. Those connections link the areas producers to markets and complement the locational advantage in its proximity to Glasgow and other large population centres</li> <li>♦ The rural people of the area, their drive to improve their lot was seen as an asset</li> </ul>

## Ayrshire Rural Study - Policy Review

Strategy	Source	Period	Targeted Actions/Issues Going Forward
<b>Ayrshire LEADER Local Development Strategy (continued)</b>	Fraser Associates and the Rural Development Company	May 2008	<p><u>Perceived Weaknesses:</u></p> <ul style="list-style-type: none"> <li>♦ The limited scale and narrow business base in rural Ayrshire and associated constraints on the volume and quality of employment opportunities. Also impacts disproportionately upon young people</li> <li>♦ Transport infrastructure and services within the rural area, including transport supporting travel-to-work and transport linking services for those who did not have access to a car</li> <li>♦ Services and community infrastructure in the rural area are seen to be challenged and to require improvement</li> <li>♦ Health inequalities between rural and urban areas were highlighted and linked to variable access to health care</li> <li>♦ The level of incomes to the rural areas was seen as contributing to housing pressures and to be impacting on demand for services</li> <li>♦ The economic rationale for some villages was seen to be challenged with derelict shops, business closures and communities becoming less cohesive and self-sufficient. Increases in dormitory populations and commuting were perceived as being associated with this issue</li> <li>♦ In some areas concern over depopulation, population retention and local concentration of deprivation</li> <li>♦ Small business sustainability was said to be challenged by changes in local population and markets. The range of local business opportunities was considered to be constrained</li> <li>♦ The youth offer was perceived to be poor notwithstanding investments in sports facilities in some locations. Weak public transport outside peak periods was highlighted as a problem in North Ayrshire</li> <li>♦ Engagement of communities in local development issues was limited while many community based organisations have limited experience of working in partnership with strategic issues</li> <li>♦ A history of inter-village rivalries and an associated lack of co-operation</li> </ul> <p><u>Opportunities:</u></p> <ul style="list-style-type: none"> <li>♦ <b>Growing demand for tourism and recreation in regional, national and international markets seen as representing a key opportunity with golf, sailing, walking and green tourism identified as growing segments</b></li> <li>♦ <b>Further housing development, leading to the attraction of additional residents to the area was seen as a source of increased demand for local services and to represent an opportunity to internalise the spending power of residents</b></li> <li>♦ <b>General consumer awareness of food quality and environmental issues, coupled with demand from visitors were perceived as opportunities for premium and local food production</b></li> <li>♦ <b>Regulation and consumer awareness were seen as creating opportunities in renewable energy markets, notably wind farms and cultivation of biomass</b></li> <li>♦ <b>Social economy models were perceived as an opportunity to improve local services and to provide more employment opportunities in rural Ayrshire</b></li> </ul>

## Ayrshire Rural Study - Policy Review

Strategy	Key Priorities	Period	Targeted Actions/Issues Going Forward
<b>Argyll and Bute LEADER - Local Development Strategy</b>	<i>Revitalising Communities</i>  <i>Progressive Economy</i>	2006-2013	<p>Socio-economic development needs of the area are identified for the key sectors of the area:</p> <p><b>Tourism</b> - to develop natural and cultural heritage tourism in tandem and to strengthen tourism within the area by supporting projects which encourage co-operation between tourist providers, develop trails, interpretation signs/leaflets, marketing and promotional activities, development of small scale community-based tourist facilities including heritage centres, community museums, related cultural activity, information points and public toilets. Cooperative projects that increase the availability of local produce and allow the co-ordination of activity which will enable maximum benefit from initiatives such as Homecoming Scotland and Quality Argyll are also required as is the development of partnerships between local groups and national bodies and agencies to attract capital investment.</p> <p><b>Agriculture</b> - The Argyll and Bute Agricultural Forum, an industry group set up in March 1999 to raise awareness of agricultural issues, promotes the development of agriculture and crofting and encourages and facilitates co-operation and collaboration between the land-based agencies. The forum developed <i>An Agricultural Strategy for the Argyll Area</i>, which was launched in 2005. The forum is now preparing to enter into Phase 2 of the strategy. There is a growing demand for local food within the area. However, although there is high quality produce available, there is a need for greater co-operation between businesses to increase the efficiency of the local food supply chain and to encourage new enterprises to fill gaps in the existing supply chain.</p> <p><b>Forestry</b> - There is a strong community woodland sector within Argyll and the Islands, involved in many different types of activity ranging from running small sawmills, through increased recreational use and public access to woodlands, to community buy-outs of woodlands for social and economic purposes. Development work has taken place within the area related to the establishment of Forest Villages – a new approach to providing housing within forest areas and this is set to continue. The use of biomass/wood as a renewable energy source has been developed extensively in Argyll and the Islands and has the potential to provide a valuable resource in the future.</p> <p><b>Fishing and Aquaculture</b> - There is a growing demand for local food within the area, however although there is high quality produce available, there is a need for greater co-operation between businesses to increase the efficiency of the local food supply chain and to encourage new enterprises to fill gaps in the existing supply chain</p>

Social Communities in Argyll and the Islands area are among the most fragile within rural Scotland. Support for existing voluntary activity is essential as „volunteer burnout“ is an ever present danger. There is also a need to recognise that rural deprivation exists within the area and needs to be tackled. The lack of affordable housing within Argyll and the Islands is a major issue which requires an innovative approach. The strategy highlights the difficulties of geographic remoteness from services and markets, outward migration and low wage economy and demonstrates that these difficulties may be mitigated by a culture of self-help and innovation and a strong history of partnership working.

### **Issues**

The main issues to be tackled by the Argyll and the Islands LEADER Local Development Strategy are summarised below.

Revitalising Communities	Progressive Rural Economy
<ul style="list-style-type: none"> <li>• Improving Accessibility</li> <li>• Supporting Voluntary Activity</li> <li>• Enhancing Quality of Life</li> <li>• Enhancing the Rural Environment</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthening the Rural Economy</li> <li>• Improving Collaboration</li> <li>• Building Capacity</li> <li>• Research and Development</li> </ul>

### **Objectives**

- **community-based initiatives which will improve and/or retain access to services for those living within rural areas**
- **the delivery of community-based initiatives by voluntary activity**
- **networking activities and encouraging co-operation between the voluntary and public sector**
- **community-based initiatives which will improve the quality of life in rural areas**
- **cooperative initiatives that will enhance the rural environment**
- **strengthening the rural economy through a partnership approach to local development**
- **collaboration on a cross-sectoral basis to increase opportunities for sustainable growth**
- **capacity-building, training and skills development in pursuit of economic and community sustainability**
- **research and development across all sectors**

These objectives are cross-cutting throughout the programme and will be delivered through a wide range of activities focusing on the key sectors of tourism, agriculture, forestry and fishing and aquaculture.

### Ayrshire Rural Study - Policy Review

Strategy	Source	Period	Key Priorities	Targeted Actions/ Issues Going Forward
<b>Tourism Strategy</b>	Ayrshire Economic Partnership	2012 - 2017	<ul style="list-style-type: none"> <li>♦ Promote distinctiveness of region as a destination</li> <li>♦ Participation of local communities</li> <li>♦ Quality of offering and service excellence across all service providers</li> <li>♦ Encourage and facilitate collaboration among providers that better exploit strengths of existing offerings</li> <li>♦ Marketing</li> </ul>	<ul style="list-style-type: none"> <li>♦ Cultural, historical and natural assets need to be better marketed and exploited</li> <li>♦ Role of local community groups can be key in branding and marketing localities</li> <li>♦ Consistent excellent service</li> <li>♦ Consistent, reliable delivery of the basics e.g. accommodation, transport, skills and product knowledge</li> <li>♦ A year-long programme of events and festivals that showcase the very best Ayrshire has to offer</li> <li>♦ Innovative funding initiatives in order to invest in improved quality offering and premium products.</li> </ul> <p><i>(Also cross-reference with support for improved environmental performance. Also cross-reference with diversification of rural economy and creation of farm based and other tourist accommodation in rural areas)</i></p> <ul style="list-style-type: none"> <li>♦ Integrated packages of activities and experiences that meet consumer expectations</li> <li>♦ Consumers seeking local produce and authentic food as part of overall visitor experience</li> <li>♦ Promote connected experiences in heritage, culture and ancestry alongside complementary aspects such as food and drink</li> <li>♦ Ensuring coherence, consistency and quality to destination branding and marketing materials</li> <li>♦ ICT is a key driver in marketing a destination and in growing tourism businesses (digital services and availability of high speed broadband)</li> <li>♦ key role of community groups in marketing localities and adding value e.g. strong product knowledge</li> </ul>

### Ayrshire Rural Study - Policy Review

Strategy	Source	Period	Key Priorities Relevant to Rural Development	Targeted Actions/ Issues Going Forward
<b>Ayrshire Joint Structure Plan</b>	North Ayrshire East Ayrshire South Ayrshire	2006		<ul style="list-style-type: none"> <li>♦ Proposed that for rural areas it might be more realistic to link business development to the area's natural assets and to the opportunities for renewables, tourism and rural diversification</li> </ul>

## Ayrshire Rural Study - Policy Review

Report	Source	Period	Key Priorities/Relevant to Rural Development
<b>Rural Economy Working Group – Final Report</b>	Scottish Government and Key Stakeholders	April – July 2012	<p><u>Working Group Remit:</u></p> <ul style="list-style-type: none"> <li>♦ Review of current SRDP articulation with SG policy objectives and priorities and performance against outcomes</li> <li>♦ Gather the evidence base for the effectiveness of current measures for delivering these priorities</li> <li>♦ Identify strengths, weaknesses, gaps and redundancies in the existing Programme</li> <li>♦ Identify overlaps with and feed into other working groups</li> <li>♦ Maintain awareness of developments and initiatives on rural economies in the rest of the UK and Europe</li> <li>♦ Draft proposals and recommendations on how to take forward the rural economy elements of the new SRDP</li> </ul>
<p><b><u>Key Issues:</u></b></p> <ul style="list-style-type: none"> <li>♦ Policy linkages all relevant, however some doubt as to whether they fully reflected all SG objectives and priorities for rural communities and the rural economy</li> <li>♦ Lack of hard clear outcome data in relation to much of the expenditure. Need to improve for next Programme</li> <li>♦ Lack of hard output and outcome data made evaluation of the effectiveness of the contribution of the current Programme to the rural economy difficult. This is particularly so with regard to jobs created and maintained and the impact on rural businesses</li> <li>♦ The size of SRDP investment in rural Scotland was welcomed, and particularly that it was a Scotland wide integrated rural development Programme. There was much that was good about the Programme that should not be lost going forward.</li> <li>♦ SRDP had played an important role in supporting the rural economy, but could play an even stronger role in the future</li> <li>♦ SRDP helps a wide range of Scottish Government objectives. This is both a strength and weakness. Further consideration should be given on whether to continue with a broad and shallow approach, or seek a deeper impact across fewer objectives</li> <li>♦ SRDP should be focused on rural businesses, not just agricultural businesses, but reflect the fact that other EC funding opportunities are available to non-agricultural businesses. Tourism businesses are obvious non-agricultural beneficiaries, but we should go wider than that</li> <li>♦ Support for the rural economy under Rural Priorities should dovetail more effectively with that provided through LEADER and EC Structural Funds to eliminate gaps or duplication. For example, support for SMEs might potentially best be done through LEADER, provided that it was set up to deal effectively with micro-businesses. Farm diversification programmes might perhaps be better done through LEADER</li> </ul>			
<p><b><u>Key Priorities For The Future Were:</u></b></p> <ul style="list-style-type: none"> <li>♦ Knowledge transfer and information</li> <li>♦ Farm and business development</li> <li>♦ Cooperation</li> <li>♦ Investment in physical assets</li> <li>♦ Basic services and village renewal in rural areas</li> <li>♦ Quality schemes for agricultural products and foodstuffs</li> </ul>			

## Ayrshire Rural Study - Policy Review

Report	Source	Period	Key Priorities/Relevant to Rural Development
<b>SRDP 2014-2020 LEADER Working Group</b>	Scottish Government and Key Stakeholder Organisations	2012	<u>Working Group Remit:</u> <ul style="list-style-type: none"> <li>♦ The progress made, lessons learned and gaps identified in LEADER 2007-2013</li> <li>♦ What the objectives of a future LEADER Programme should be, how it might operate and where elements of the LEADER approach might be used on a wider basis</li> <li>♦ Where links can be made to the CSF 2014-2020 and the rest of the CAP 2014-2020</li> </ul>
<b>Key Issues:</b>			
<ul style="list-style-type: none"> <li>♦ <b>A stronger strategic overview should have been put in place from the start of the Programme so that SG and LAGs were clear about what was expected to be achieved</b></li> <li>♦ <b>There needs to be a clear demarcation between the LEADER Programme and wider Rural Priorities (SRDP) intervention from the start of the Programme so that administrators and applicants are sure about which projects go where</b></li> <li>♦ <b>Lead partners are a crucial element of the LEADER system but their role, input and recognition of their responsibilities varies from area to area</b></li> <li>♦ <b>Networking and inter-regional cooperation has had much less emphasis in the current Programme</b></li> <li>♦ <b>There is a clear opportunity to move towards a more outcome-oriented delivery, management and evaluation in the future. This needs to be clearly defined from the start of the Programme</b></li> <li>♦ <b>LEADER needs to link not only to EU policy requirements e.g. climate change, social inclusion, but also to the National Performance Framework (NPF). The co-financing component provided by SG needs to deliver to Scottish policy targets</b></li> <li>♦ <b>Robust local development strategies (LDS) are central to delivering an effective LEADER Programme. This requires improved guidance on the nature and extent of LDS and the level of socio-economic profile analysis required</b></li> <li>♦ <b>There is a strong desire that LEADER better serves innovation and that it becomes 'cutting edge' again. There needs to be good risk management that facilitates bottom-up decision making and innovation in the next Programme</b></li> </ul>			

## Ayrshire Rural Study - Policy Review

### Key Issues

#### SRDP 2014-2020 LEADER Working Group (*continued*)

- ♦ There is a need for renewal and refreshment of Local Action Groups (LAGs) to ensure that all relevant stakeholders are enfranchised and that private sector participation in partnerships is strengthened. The next Programme should encourage a much more outward focussed approach that includes stronger elements of networking and cooperation. The Programme needs to be designed to facilitate projects that cross territorial boundaries
- ♦ In developing local projects the LAG should focus on the projects contribution to the LDS and in an integrated and sustainable sense on its economic, community and environmental outputs and results
- ♦ LAGs should operate in close cooperation with local Community Planning Partnerships. This happens in some areas already and should be strengthened in any future Programme
- ♦ In view of the prevailing economic and fiscal conditions it was noted that there may be a need to shift the focus of a future LEADER Programme towards the economy, with less emphasis on the community than has been apparent in the current Programme
- ♦ The suggestion was made that LEADER could be used to deliver Article 20 (EAFRD Reg) Farm Diversification and Farm Business Development (the non-agricultural element) due to perceived weakness of current Rural Priorities (SRDP) approach. Article 21, Basic Services and Village Renewal in rural areas had a strong resonance with LEADER and certain elements could also be delivered through LEADER Programmes in the future
- ♦ Possibility of redirecting small amounts of mainstream agri-environment funding for LAGs to use locally to encourage certain types of innovative and collaborative environmental projects
- ♦ The Working Group agreed that at its core, the main focus for a LEADER Programme should be Priority 6 of the six EC Rural Development Priorities i.e. promoting social inclusion, poverty reduction and economic development in rural areas. This would be within a framework of a sustainable, integrated approach that can respond to the needs and opportunities facing local communities

### Ayrshire Rural Study - Policy Review

Report	Source	Period	Key Priorities Relevant to Rural Development	Targeted Actions/ Issues Going Forward
<b>Mid Term Evaluation of Scotland Rural Development Programme (SRDP)</b>	Scottish Government	December 2010	<ul style="list-style-type: none"> <li>♦ SRDP is an outcome driven Programme</li> <li>♦ Responding to EU strategic imperatives in seeking transformative change in relation to the competitiveness, environmental management and quality of life outcomes in Scotland’s rural and land based sector</li> <li>♦ Integrative approach to agriculture and rural development in order to better connect business and farm development activities to wider regional and national objectives</li> <li>♦ To achieve more balanced economic, social and environmental outcomes</li> </ul>	<p><u>Main Findings:</u></p> <ul style="list-style-type: none"> <li>♦ Significant progress in creating rural jobs and sustaining employment</li> <li>♦ Substantial areas of rural Scotland are now under positive environmental management regimes</li> <li>♦ Progress in terms of cooperation and complementarity e.g. in developing links within and between holdings</li> <li>♦ Data deficiencies limited the scope for basing the evaluation on administrative data. There were gaps in the administrative data held by SG and inconsistent reporting of data across the various schemes</li> <li>♦ Some schemes e.g. LFASS were relatively weakly geared to enhancing the delivery of environmental benefits at sub-regional scale</li> </ul>

## Ayrshire Rural Study - Policy Review

Strategy	Source	Period	Key Priorities - Relevant to Rural Development
<b>Getting The Best From Our Land – A Land Use Strategy for Scotland</b>	Scottish Government	17/3/11	<p>“The use of Scotland’s land resources in the future will be critical to Scotland’s economic performance; the environment; sense of place and community and to quality of life”</p> <p><u>Objectives:</u></p> <ul style="list-style-type: none"> <li>♦ Land based businesses working with nature to contribute more to Scotland’s prosperity</li> <li>♦ Responsible stewardship of Scotland’s natural resources delivering more benefit to Scotland’s people</li> <li>♦ Urban and rural communities better connected to the land, with more people enjoying the land and positively influencing land use.</li> </ul> <p><u>10 Principles For Sustainable Land Use Defined:</u></p> <ol style="list-style-type: none"> <li>1. Opportunities for land use to deliver multiple benefits should be encouraged</li> <li>2. Regulation should continue to protect essential public interests whilst placing as light a burden on businesses as is consistent with achieving its purpose. Incentives should be efficient and cost-effective</li> <li>3. Where land is highly suitable for a primary use (for example food production, flood management, water catchment management and carbon storage) this value should be recognised in decision-making</li> <li>4. Land use decisions should be informed by an understanding of the functioning of the ecosystems which they affect in order to maintain the benefits of the ecosystem services which they provide</li> <li>5. Landscape change should be managed positively and sympathetically, considering the implications of change at a scale appropriate to the landscape in question, given that all Scotland’s landscapes are important to our sense of identity and to our individual and social well-being</li> <li>6. Land use decisions should be informed by an understanding of the opportunities and threats brought about by the changing climate. Greenhouse gas emissions associated with land use should be reduced and land should continue to contribute to delivering climate change adaptation and mitigation objectives</li> <li>7. Where land has ceased to fulfil a useful function because it is derelict or vacant, this represents a significant loss of economic potential and amenity for the community concerned. It should be a priority to examine options for restoring all such land to economically, socially or environmentally productive uses</li> <li>8. Outdoor recreation opportunities and public access to land should be encouraged, along with the provision of accessible greenspace close to where people live, given their importance for health and well-being</li> <li>9. People should have opportunities to contribute to debates and decisions about land use and management decisions which affect their lives and their future</li> <li>10. Opportunities to broaden our understanding of the links between land use and daily living should be encouraged</li> </ol>

**A Strategic Approach To Land Use Will Help Bring About The Following Multiple Benefits:**

- ♦ Land and the environment that it supports will be recognised as underpinning Scotland's economy and society
- ♦ Land use won't be seen as just a rural issue – it will be seen as important for everyone wherever they live
- ♦ Land based businesses will have seized the opportunities introduced by changing circumstances, working in partnership with nature to build stronger and more sustainable businesses that provide more of the goods and services that Scotland requires
- ♦ Land use will be fulfilling its potential to contribute to a prosperous low-carbon economy with land managers playing an active and considerable role in helping Scotland adapt to a changing climate
- ♦ Land managers will be factoring a wider range of concerns and values into decisions about land use, and impacts on the environment will have reduced as the costs of wasteful and damaging practices are taken into account
- ♦ Everyone should understand the impacts of their consumption and lifestyle choices on the land and the way it is used, and will feel a deeper sense of connection to the land, recognising that its well-being is crucial to our own

**Issues Going Forward:**

- ♦ The disconnection between urban and rural communities. Urban and rural communities support and rely upon each other, needing what the other provides, and land use is a key component of this
- ♦ The long term viability of many rural communities is heavily dependent upon the ability of people to find work and a place to live. Yet in many rural communities there is a lack of affordable housing. This often has a knock-on effect on schools and other community facilities, compromising the demand for and provision of services and infrastructure
- ♦ Vacant and derelict land should be brought back into productive use for housing, for economic purposes and to create attractive environments (see NPF). Even without remediation work, vacant, derelict and even contaminated land can often have greenspace and natural heritage value while initiatives such as the Central Scotland Green Network are enhancing such land as part of a strategic approach to improving the environment, increasing biodiversity and providing a variety of forms of public access
- ♦ Land use and landscapes are an integral part of Scotland's tourism industry providing a range of opportunities for ecotourism, outdoor pursuits and visiting historic sites
- ♦ Community woodland ownership under the National Forestland Scheme has helped to build community participation and capacity while forms of tenure such as community land ownership help to sustain local skills and expertise, strengthen community networks and enrich cultural heritage
- ♦ Community ownership is augmented by other community projects that are land based, some of which have the potential to generate income for communities e.g. new renewable energy generation supported by the Climate Challenge Fund and the opportunities that have been supported by SRDP community development options

### Ayrshire Rural Study - Policy Review

Report	Source	Period	Key Priorities	Targeted Actions/ Issues Going Forward
<b>Our Rural Future: The Scottish Government's Response to the 'Speak Up for Rural Scotland' Consultation</b>	Scottish Government	2011	Infrastructure Priorities	<ul style="list-style-type: none"> <li>Higher speed broadband for businesses and for individual, community and social well-being</li> </ul>
			Land Use Priorities	<ul style="list-style-type: none"> <li>An improved supply of affordable housing in the places where it is needed using designs which are appropriate and sustainable</li> <li>Affordable motor fuel and the effective use of public transport</li> <li>Improving rural healthcare services</li> </ul>
			Community Participation Priorities	<ul style="list-style-type: none"> <li>Better partnership working to coordinate and agree on land use purpose and priorities</li> <li>Renewable energy developments with shared benefits for communities, commercial developers and land managers</li> </ul>
			Community Enterprise Priorities	<ul style="list-style-type: none"> <li>A more effective partnership between communities and Community Planning Partnerships/Local Authorities</li> <li>Capacity and skills development for communities</li> <li>More community control of assets/resources</li> <li>Promotion of Development Trusts and Social Enterprises</li> </ul>
			Business and Skills Priorities	<ul style="list-style-type: none"> <li>Local business growth making best use of local resources</li> <li>Skills training based on the needs of the local economy</li> <li>Public procurement opportunities for local businesses</li> </ul>

## Ayrshire Rural Study - Policy Review

Strategy	Source	Period	Key Priorities Relevant to Rural Development	Targeted Actions/ Issues Going Forward
<b>The Government Economic Strategy</b>	Scottish Government	September 2011	<p><u>Supportive Business Environment:</u></p> <ul style="list-style-type: none"> <li>♦ The ability to promote prosperity and jobs depends on the performance of Scottish businesses – large and small, in particular growth companies, growth markets and growth sectors</li> </ul> <p><u>Transition to a Low Carbon Economy:</u></p> <ul style="list-style-type: none"> <li>♦ Securing investment and jobs from this growth sector in order to ensure that this transformational change will bring benefits to all communities</li> </ul> <p><u>Learning Skills and Well-being:</u></p> <ul style="list-style-type: none"> <li>♦ A skilled, educated and creative workforce is essential to create a</li> </ul>	<ul style="list-style-type: none"> <li>♦ Establishing 4 Enterprise Areas in Scotland via;               <ol style="list-style-type: none"> <li>1. Life Sciences (North Ayrshire)</li> <li>2. Low Carbon Renewables (North Ayrshire)</li> <li>3. Low Carbon Renewables (East Ayrshire)</li> <li>4. General Manufacturing/Growth Sectors (South Ayrshire, Aerospace)</li> </ol> </li> <li>♦ Providing advice and support to help SMEs grow, to hire staff and take on apprentices</li> <li>♦ Promoting Scottish exports to capitalise on the significant opportunities in growth markets</li> <li>♦ Continuing to deliver the Small Business Bonus Scheme</li> <li>♦ Strengthening levels of innovation and commercialisation, including improving the links between universities and private sector companies</li> <li>♦ Using the Scottish Investment Bank to support early stage innovative technology based businesses, and growth and exporting companies</li> <li>♦ A £70m National Renewables Infrastructure Fund to help leverage private sector investment to develop the infrastructure across the country to support offshore renewables</li> <li>♦ Positioning Scotland as a world leader in low carbon activities – a sector with the potential to support 130,000 jobs by 2020</li> <li>♦ Investing in further improving the quality of Scotland’s housing stock, including initiatives to improve energy efficiency and tackle fuel poverty</li> <li>♦ Through ‘Opportunities for All’ we will ensure that every 16-19 year old in Scotland who is not in work, a Modern Apprenticeship or education will be offered a place in education or training</li> <li>♦ A commitment to deliver 25,000 Modern Apprenticeship opportunities in each</li> </ul>

<p>more competitive and resilient economy</p> <p><u>Infrastructure Development and Place:</u></p> <ul style="list-style-type: none"> <li>♦ Harnessing the strengths and qualities of Scotland’s cities, towns and rural areas and promote the digital economy</li> </ul>	<p>year of the Parliament and maintain bursary support to help young people to remain engaged in college and training</p> <ul style="list-style-type: none"> <li>♦ Reforming post-16 learning to deliver a system-wide focus on employability and growth</li> <li>♦ A commitment to investment in Higher Education so that Scotland remains an international centre of excellence for learning and creative thinking whilst ensuring that access is based upon ability to succeed rather than ability to pay</li> <li>♦ Commitment to prioritising spend on capital [infrastructure] to maximise the impact on jobs and the economy</li> <li>♦ Boosting investment in Scotland’s infrastructure by working with Scottish Futures Trust to roll out a £2.5 billion programme of NPD investment, maximising investment from the Rail Regulatory Asset Base and leverage new investment from innovative measures such as Tax Incremental Financing, the National Housing Trust and the JESSICA Fund</li> <li>♦ Setting out plans for a Next Generation Digital Fund to accelerate the delivery of superfast broadband across Scotland. Introducing a Cities Strategy to support cities and their regions, maximising their potential as engines of growth in the Scottish economy</li> </ul>
<p><u>Effective Government:</u></p> <ul style="list-style-type: none"> <li>♦ Ensuring the actions of the public sector are fully coordinated and aligned in order to maximise Scotland’s potential</li> </ul> <p><u>Equity – Social, Regional and Inter-Generational</u></p> <ul style="list-style-type: none"> <li>♦ Only by ensuring that everyone has an opportunity to succeed will we fully maximise the nation’s potential</li> </ul>	<ul style="list-style-type: none"> <li>♦ Increasing the public sector’s direct contribution to the economy through smart use of public procurement in order to promote jobs and growth; encourage innovation; boost training and apprenticeship opportunities; and help Scottish firms especially SMEs compete effectively for contracts</li> <li>♦ Ensuring that Scotland’s public services remain fit for purpose and affordable in these challenging times and into the future</li> <li>♦ A commitment to further improving the efficiency of the public sector</li> <li>♦ A focus on preventative spend to tackle the social and health problems which prevent people from realising their potential</li> <li>♦ Delivering with key commitments including prioritising health budgets, abolishing tuition fees, and continuation of concessionary travel</li> <li>♦ Supporting the development of an enterprising Third Sector in Scotland</li> </ul>

## Ayrshire Rural Study - Policy Review

Strategy	Source	Period	Key Priorities	Targeted Actions/Issues Going Forward
<b>Scotland's Digital Future. A Strategy for Scotland</b>	Scottish Government	2011	To deliver next generation broadband availability to all	<ul style="list-style-type: none"> <li>♦ We will work with industry to carry out more detailed analysis of the extent of the current and planned next generation broadband network across Scotland to identify priority areas for future intervention</li> <li>♦ We will carry on a more detailed financial analysis to understand better the costs of rolling out next generation broadband across Scotland</li> <li>♦ We will work with industry to assess the potential for a range of different demand stimulation models and how they might achieve greater private sector investment in next generation broadband</li> <li>♦ Over the course of 2011, we will work with the industry and Ofcom over 2011 to identify barriers to increased mobile coverage and assess how these may be overcome. We will make appropriate representation to the UK Government and Ofcom to ensure that forthcoming spectrum auctions maximise the potential impact on future mobile broadband</li> <li>♦ In order to secure the best possible share from the £530 million allocated at UK level for broadband delivery, we will work with Scottish Enterprise, Highlands and Islands Enterprise, local authorities and other stakeholders to collectively develop a strategic infrastructure plan for Scotland which will comprise regional broadband strategies</li> <li>♦ We will work with Pathfinder partners to design and implement a pilot project by March 2012 to explore how Pathfinder might be utilised to deliver next generation broadband to rural communities</li> <li>♦ We will work with public sector partners and industry to improve our understanding of the scope to maximise the benefits of existing public sector infrastructure. We will commence discussions by May 2011 and we will take full account of the recommendations from the forthcoming McClelland Review on this issue, the work being carried out at a UK level through the Public Service Network Strategy and we will learn lessons from elsewhere e.g. the PSBA (Public Sector Broadband Aggregation) Network in Wales</li> <li>♦ We will explore how we can further support rural communities to develop sustainable models for delivery of broadband infrastructure and services. We will look at areas where we have already made significant impact in communities e.g. renewables, and outline how we plan to take this forward by July 2011</li> </ul>

## Ayrshire Rural Study - Policy Review

Report	Source	Period	Key Priorities Relevant to Rural Development	Targeted Actions/Issues Going Forward
<b>The Carnegie Commission for Rural Community Development – A Charter for Rural Communities</b>	Carnegie UK Trust	June 2007	The Carnegie Commission for Rural Community Development has over the period 2005-2007 undertaken one of the most comprehensive consultations on the challenges and opportunities facing local rural communities across the UK and Ireland in recent years. The intention was to make a serious assessment of the state of the UK and Ireland’s countryside communities	<p><b>“Dynamic, vibrant and sustainable communities need creative people working together, assets to support their aspirations and agencies and local people collaborating to an agreed plan. All three are needed”.</b></p> <p>The Commission defined 10 characteristics of dynamic, vibrant and sustainable rural communities:</p> <ul style="list-style-type: none"> <li>♦ <u>Optimising Assets</u>: The vibrant rural community of the future will display an assets-based approach rather than concentrating simply upon needs, will use financial and other instruments to take ownership of community assets and will manage assets responsibly and actively over time for public benefit</li> <li>♦ <u>Achieving Fairness For Everyone</u>: The vibrant rural community of the future will be open, diverse, inclusive, demonstrating a concern for equity and care for each other. It will work to redress and alleviate poverty and disadvantage</li> <li>♦ <u>Empowering Local Governance</u>: The vibrant rural community of the future will have the capacity to play an active role in shaping its own future through a revitalised system of elected and participative governance at local community level</li> <li>♦ <u>Increasing Financial Resources For Community Benefit</u>: the vibrant rural community of the future will have the capacity to access investment from the EU, central and local government, the business sector, lottery distributors and trusts and from a directly raised precept</li> <li>♦ <u>Enjoying Locally Relevant Services</u>: The vibrant rural community of the future will enjoy equity of access to essential services and have the ability to shape additional public, private and third sector services that are locally relevant</li> <li>♦ <u>Valuing Local Distinctiveness</u>: The vibrant rural community of the future will thrive on its local distinctiveness; the attractiveness of its landscape and culture encouraging people to stay in a place they love and to be welcomed to the area</li> <li>♦ <u>Developing Reliable Infrastructure</u>: The vibrant rural community of the future will play a role in the development of a reliable infrastructure including transport, broadband, connectivity, energy and water, and a range of affordable housing to rent or buy</li> </ul>

- ♦ Enhancing Environmental Capacity: The vibrant rural community of the future will adapt to the needs of a low carbon economy by reducing its carbon footprint, nurturing its biodiversity assets and reaping the potential of community owned renewable energy generation
- ♦ Supporting a Dynamic Local Economy: The vibrant rural community of the future will see farming integrated into a wider and more diverse rural economy, a breaking out of the low skills low wages loop – in part through the growth of local social enterprises and the entrepreneurial development of local assets

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<b>Future Directions in Rural Development</b>	Carnegie UK Trust (Author: Professor Mark Shucksmith, Centre for Rural Economy, Newcastle University)	Autumn 2012	<u>Study Remit:</u> <ul style="list-style-type: none"> <li>♦ An investigation of the futures facing rural communities in the UK and Ireland</li> <li>♦ Two visions postulated:               <ol style="list-style-type: none"> <li>1. The retrenchment of the state and its impacts on rural communities. Unequal distribution of wealth and risk of leaving rural communities to 'get on with it'</li> <li>2. Recognising and supporting rural areas as economic resources in their own right, not merely as recipients of urban growth</li> </ol> </li> </ul>	<u>Key Findings:</u> <ul style="list-style-type: none"> <li>♦ The rural economy has shifted towards manufacturing, the services sector and quality food products</li> <li>♦ The public sector continues, in many areas, to be the biggest employer and source of income, and rural areas are therefore particularly negatively affected by the decrease in public sector spending</li> <li>♦ Most rural businesses are micro-businesses or SMEs and there are high levels of innovation and entrepreneurship</li> <li>♦ Accessible and 'attractive' rural communities have seen an in-migration of young families, retirees and commuters reversing the trend of net out-migration from the countryside to urban areas</li> <li>♦ Overall across rural areas the population is ageing faster than the urban population</li> <li>♦ Rural communities are not homogenous and the disparities between the accessible, better-off rural communities and the more remote less well-off rural areas have become more pronounced. There is a growing inequality in capacity between people and places</li> <li>♦ These changing patterns in the rural demography are placing new demands and pressures on local public services and creating new community dynamics and opportunities</li> <li>♦ Classic 'top-down' models of rural development have proven to be ineffective and fail to recognise considerable potential for growth in rural areas</li> <li>♦ The new focus on an alternative 'bottom-up' development models, however such locally-led place-based development centred on the mobilisation of community assets is not enough but also requires action from government as facilitator and enabler rather than provider or manager</li> </ul>

- ♦ To be successful, rural communities need networks that extend beyond their locality, include diverse partners and provide access to all government levels
- ♦ The challenge is to help all rural communities successfully take part in networked development, whatever their existing local capacities and resources. This will require action from national, devolved and local government (also EU) on two levels;
  - Investment in capacity building in communities to support networked action at a local level
  - Rural proofing of national devolved and local policies to address persistent patterns of structural differentiation
- ♦ New technology such as superfast broadband provision and renewable energy present both challenges and opportunities for rural communities. Business and community benefits can only be realised if market, community and infrastructural barriers to roll out these technologies can be reduced.
 

*“If we fail to extend access to all rural communities, they will suffer a profound and permanent structural disadvantage. Governments at all levels should make this a priority area for rural development in the next five years”.*

*(Martyn Evans, Chief Executive, Carnegie UK Trust, Foreword)*

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<b>Position of the Commission Services on the Development of the Partnership Agreement and Programmes in the UK for the Period 2014-2020</b>	European Commission	8 Nov 2012	<p><u>Overarching EU Priorities For The Common Strategic Framework Funds (CSF Funds):</u></p> <ul style="list-style-type: none"> <li>• A general refocusing of spending towards research and innovation; support for SMEs, quality education and training; inclusive labour markets fostering quality employment and social cohesion; maximising of productivity gains; mainstreaming of climate change to achieve the 20% objective (MFF) and shifting to a resource-efficient low carbon economy</li> <li>• To develop a strong integrated approach for mobilising synergies and achieving optimal impact both within countries and across borders, particularly in the context of strategies such as the Atlantic Strategy for Maritime Policy.</li> </ul> <p><i>(Note: The Atlantic Strategy covers the UK's Western Seaboard. The trans-national dimension of the Atlantic Strategy can bring new dynamism to the maritime economic</i></p>	<p><u>Commission's Priorities for the UK:</u></p> <ul style="list-style-type: none"> <li>• Increasing labour market participation through improved labour market and education policies and reducing the risk of social exclusion. Specific reference to rural and coastal development</li> <li>• Improving the employability of young people, not in employment, education or training should remain the main focus of CSF funding</li> <li>• Particular attention should be given to equipping NEETs with higher and more relevant skills and key competencies to improve their employability</li> <li>• CSF Funds should focus on creating jobs by supporting employers and self-employment</li> <li>• Particular CSF support is needed to improve labour market mobility in rural and coastal areas</li> <li>• The high numbers of low-skilled workers with very poor basic literacy and numeracy skills and shortage of workers with high quality vocational and technical skills needed for the manufacturing sector need to be tackled</li> <li>• Facilitating the labour market participation of women and lone parents should remain a priority by facilitating access to childcare services</li> <li>• Reducing the number of early school-leavers, enhancing access to lifelong learning, vocational training and apprenticeships</li> <li>• In areas affected by the restructuring of the agricultural and fisheries sectors, of the CSF Funds should support diversification into non-farming activities and marine and maritime activities other than fishing to create new sources</li> </ul>

<p><i>sectors, and improve their economies of scale)</i></p> <ul style="list-style-type: none"> <li>♦ The Europe 2020 objectives must be mainstreamed across the different CSF Funds, each of them contributing to smart, sustainable and inclusive growth</li> </ul>	<p>of employment</p> <ul style="list-style-type: none"> <li>♦ Reducing poverty and social exclusion should be a particular priority in some remote rural and coastal areas in Scotland, Wales and Northern Ireland</li> <li>♦ Promoting Research and Development Investment and the competitiveness of the business sector. Specific reference to rural/coastal development</li> </ul>
	<ul style="list-style-type: none"> <li>♦ The promotion of cooperation with a view to creating and developing Regional Maritime Clusters and the transfer of maritime knowledge and technology to industry (Blue Growth)</li> <li>♦ Support for innovative production and consumption patterns that minimise the negative impact on the environment, particularly among SMEs, including in the agriculture, fisheries and aquaculture sectors, and promote innovative ways of using ecosystem-based approaches to improve the competitiveness of SMEs</li> <li>♦ Strengthened support should be provided for business development, business skills and entrepreneurship in the fisheries and agriculture sectors to develop new products and processes</li> <li>♦ For the agricultural and fisheries sectors insufficiently consolidated supply structures should obtain proper support to create new producer groups and strengthen existing ones</li> <li>♦ Increase SME competitiveness and back entrepreneurship through the provision of funding, in particular non-bank finance (FEIs) and business advisory services</li> <li>♦ Promoting an environmentally friendly and resource efficient economy. Specific references to rural/coastal development</li> <li>♦ The CSF Funds should support improvement of the management and environmental protection of natural resources in order to move towards a greener economy</li> </ul>

and meet the major environmental policy challenges, such as halting biodiversity loss by 2020 or achieving good status for all EU waters, including surface and ground water by 2015

- ♦ Rural development funding will be central to the delivery of environmental and climate change policies and priorities for sustainable land use, as this creates jobs and conditions for economic growth
- ♦ The encouragement of Maritime Spatial Planning and Integrated Coastal Zone Management, aiming to curb demand and reduce the pressure on existing resources should be a priority