Final Report for South Ayrshire County Council

8 October 2013

In collaboration with and

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Executive Summary

The Rural Studm: Rural Amrshire and the Isles of Arran &he Cumbraes was commissioned bm South Amrshire Council in December 2012 and completed bm EKOS Ltd, working in collaboration with ESEP and MCM Associates, in June 2013.

The main aimBT1 0the research was to provide an economic baseline BT8 0the rural areas and to review0the current strategic and policm context and to identiT22(m)18(ap)-7(propr)-2(i)-6(ate)4( )-10(de)-7(v)

Policy and Strategy Review

Socio-

- Improving awareness of educational and training offer + addressing barriers and transport issues.

The prime objective is to keep rural areas economically viable and sustainable and this was shared by all consultees. There was wide agreement that stronger emphasis needs to be placed on business support and economic development. This includes the wish for more geographic flexibility in terms of employment creation in rural areas and encouragement to locate and start up enterprises within rural settlements to avoid even further transport issues and to keep young families in the rural communities.

Renewables and biofuel production offer significant income generation opportunities for rural

¶ Id4ntifying key stakehold4rs and undertaking relevant consultations.

Based on comprehensive study evid4nce, 5(u-7(al)-16(y)30(s)-17(i)5(s)-5(a)-8(n)-9(d fu-7(i)5(nd)4(i)-6(

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rural development, including rural areas in general and LEADER areas in particular. The examples are summarised in Chapter 6.

¶ **Stage 3:** Primary Research - to add to our desk-based findings we have consulted with over 50 individuals across North, East and South Ayrshire including the Isles of Arran and the Cumbraes. The consultations have

Map 2: Rural and LEADER Datazones affected by Population Change 2001-11

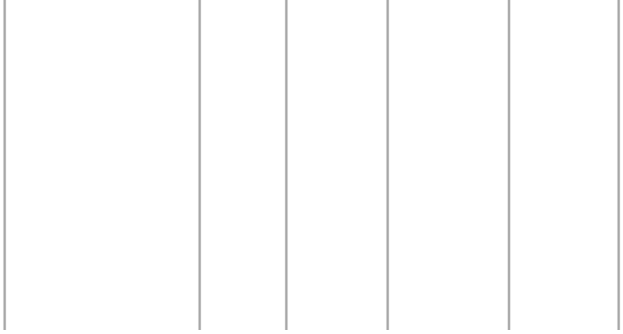
Skills, Qualifications and Quality of Employment

Qualifications, Below national average	

Comparator Region

4. Rural Characterisation and Asset Base

4.1



Rural Study: Rural Ayrsha4(reh)-3 ahdhl93ehohb : u Ayrsha4(reh)-3 Coh93uha4(l)]TJETBT1 0 0 1459.672 47.664 Tm[

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- *Business Accommodatio6* ï The review has highlighted the requireme6t for further developme6t of business accommodatio6 in key rural areas. This will include the developme6t of additio6al incubator space; accommodatio6 for SMEs/social e6terprise. Detailed feasibility workill be required, but there may be an opportunity to explore the developme6t of additio6al business accommodatio6 as part of the asset transfer approach and service re-provisioning by public bodies.
- *Broadband/Con6ctivity* ï Significa6t gaps in broadband coverage across

5.4 Transport is Reasonably Good, but Not Affordable for Many

Whilst it was widely acknowledged that transport in Ayrshire was good and had

Best

This approach has worked very effectively ir.82 Mo

The test shop as well as the weekly producers markets are very successful features of the

A positive message

7. Key Development Priorities

7.1 Regional Interdependencies and Development Opportunities

The study findings have showed that stakeholders clearly aware of the various