



## **'Your South Ayrshire' Consultation**

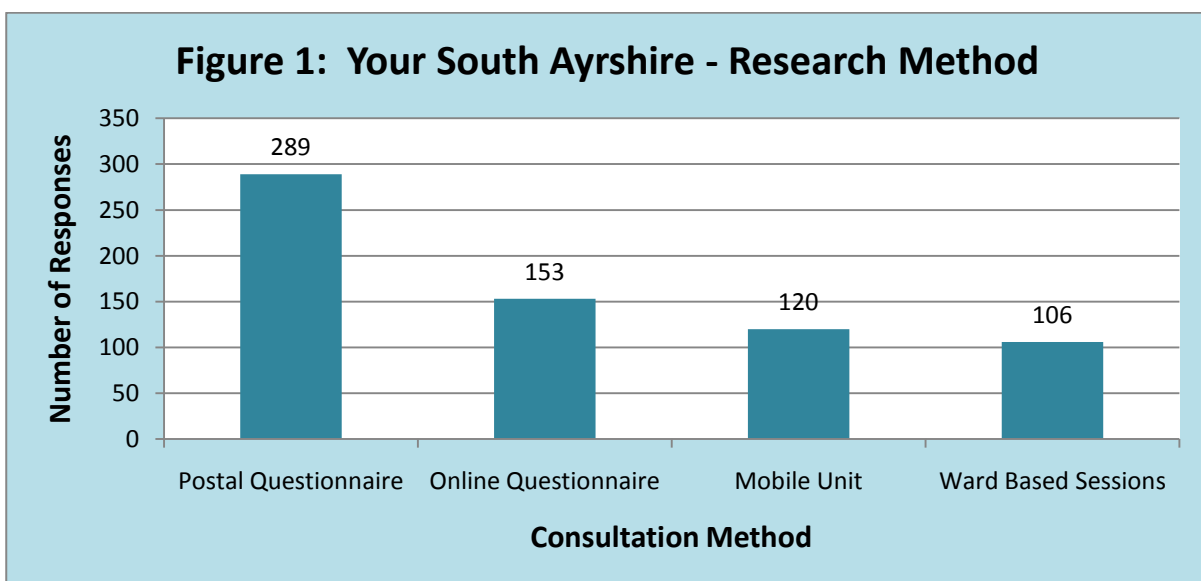
### **Summary of Findings**

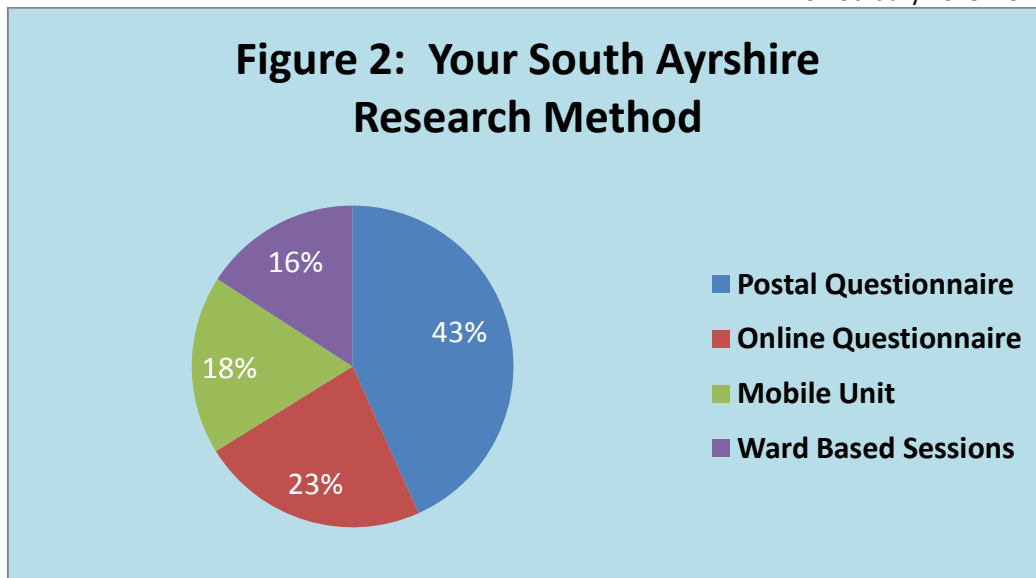
The 'Your South Ayrshire' consultation ran from 19 February 2013 until 31 March 2013.

The consultation asked for your views on the priorities and outcomes the Council and South Ayrshire Community Planning Partnership believe will make a difference for you and your community over the next 3-10 years.

### **Consultation Methods**

The consultation exercise was heavily promoted through multi-media channels. A variety of opportunities for public engagement were provided including postal questionnaire, web based questionnaire, mobile trailer that visited rural villages and a variety of urban locations, together with drop in sessions in each multi-member ward. Overall, 668 responses were received. Figures 1 and 2 below show the number and percentage of respondents for each consultation method. The most popular method was leaflets, with 289 (43%) of respondents choosing this method.





### Priorities and Outcomes

You were asked how important you think the priorities and outcomes relating to a number of areas are.

Our main areas of focus were:

- Maximising our local economy by focusing on employment and on economic recovery and growth;
- Supporting our children and families with a particular focus on early years and on reducing health inequalities and increasing physical activity;
- Caring for our older people so that they are supported to enjoy full and positive lives within their own community;
- Strengthening our communities so that communities feel confident and empowered and that people feel safe and that alcohol and drug misuse is reduced;
- Caring for our environment so that South Ayrshire is clean and attractive and that we are working towards a low carbon future.

Responses to the importance of the above priorities and outcomes ranged between 497 and 517 (see Table 1 below).

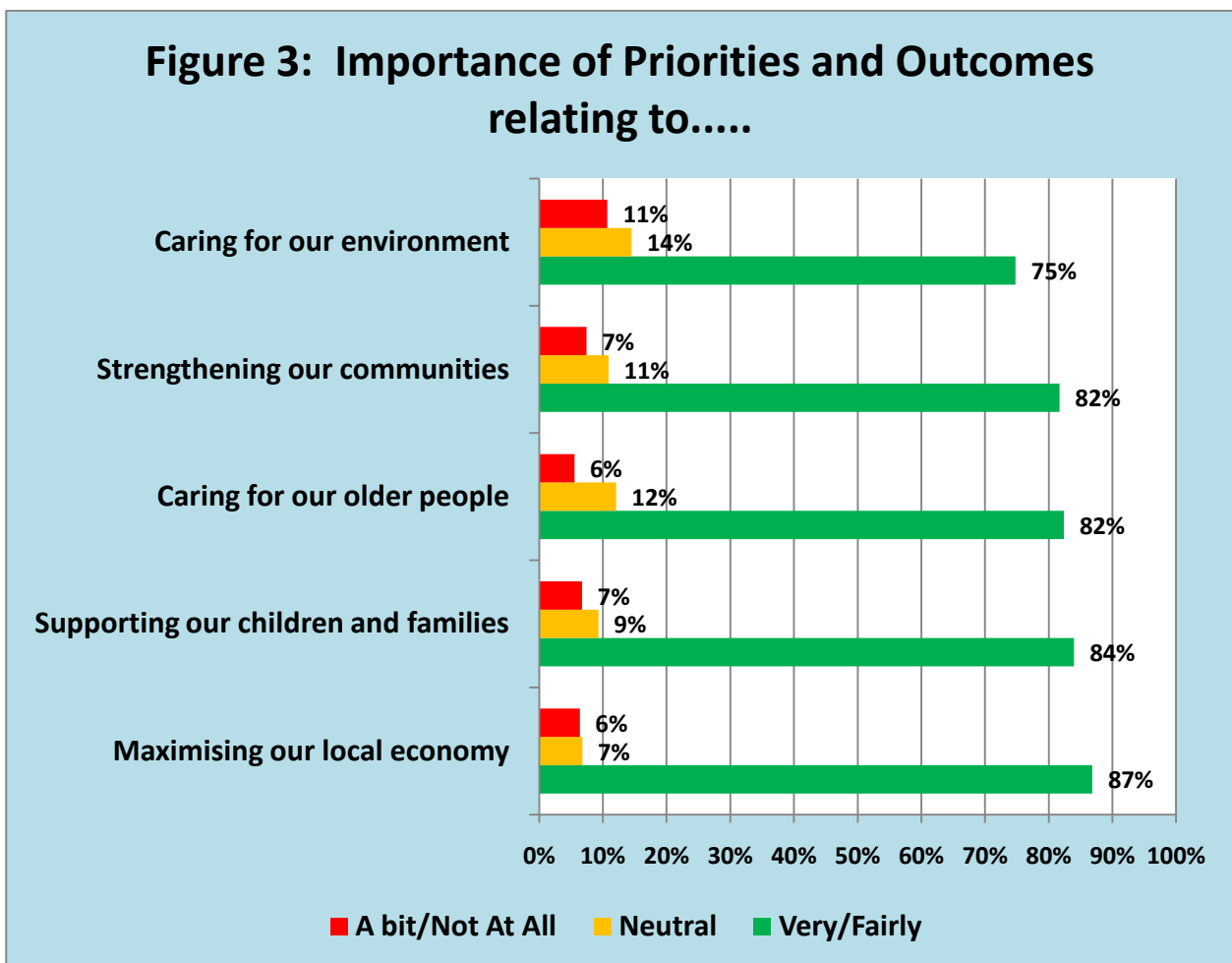
Table 1: Number of responses to questions relating to importance of listed priorities and outcomes

Priority	Very/Fairly	Neutral	A Bit/Not	Total Responses
Maximising our local economy	449	35	33	517
Supporting our children and families	424	47	34	505
Caring for our older people	416	61	28	505
Strengthening our communities	406	54	37	497
Caring for our environment	377	73	54	504

The findings revealed broad based support for the outcomes with:

- 87% stating that maximising the local economy is very or fairly important;
- 84% stating that supporting our children and families is very or fairly important;
- 82% stating that caring for our older people is very or fairly important;
- 82% stating that stronger communities is very or fairly important;
- 75% stating that caring for our environment is very or fairly important.

The graph shown in Figure 3 below summarises the findings.



Helpful detail about what matters to you within the key areas was categorised and grouped into a variety of themes. The themes for each of the key areas are shown in Tables 2 to 6 below.

## **Maximising the Local Economy**

A total of 333 points were received in relation to key actions needed to maximise the South Ayrshire economy. These points have been grouped into a range of themes which are summarised in Table 2 below.

Actions which received the largest number of responses were:

- Improve town centres;
- Support and encourage businesses;
- Improve education and skills; and
- Employment opportunities.

Table 2: Key Points Identified in Relation to Maximising the Local Economy

Key Actions to Maximise Economy	%
Improve Town Centres	21.0%
Support/Encourage Businesses	15.3%
Improve Education & Skills	6.9%
Employment Opportunities	6.9%
Tourism	6.0%
Prevention of Wind Farms	5.4%
Improve Condition of our Roads	3.6%
Improve Public Transport	3.6%
Council Strategy	3.0%
Broadband	2.7%
Road Network	2.7%
Parking	2.7%
Need for Rural Focus	2.4%
Prestwick Airport	2.1%
Tackle Litter	2.1%
Improve Infrastructure	1.5%
Improve Sport & Leisure Facilities & Opportunities	1.5%
Council Employment	1.2%
Housing	1.2%
Funding Availability	1.2%
Council Management	0.9%
Community Support	0.9%
Importance of Arts & Culture	0.9%
Welfare Reform	0.9%
Creative Opportunities	0.6%
Diverse Economy	0.6%
Improve Health	0.6%
Support Young	0.3%
Railhead & Dredging	0.3%
Other Environment	0.3%
Partnership Working	0.3%
Road Signage	0.3%
<b>TOTAL</b>	<b>100%</b>

## **Supporting our Children and Families**

A total of 231 points were received in relation to key actions needed to support children and families in South Ayrshire. These points have been grouped into a range of themes which are summarised in Table 3 below.

Actions which received the largest number of responses were:

- Improve sport and leisure facilities and opportunities;
- Encourage and promote healthy eating and lifestyle;
- Support parents and families; and
- Improve educational provision.

Table 3: Key Points Identified in Relation to Supporting Children & Families

Key Actions to Support Children & Families	%
Improve Sport & Leisure Facilities & Opportunities	30.3%
Encourage and Promote Healthy Eating & Lifestyle	12.6%
Support Parents and Families	12.6%
Improve Educational Provision	12.6%
Improve Provision of Nursery & Child Care	4.8%
Prevention of Wind Farms	4.3%
Improve Employment Opportunities & Business Support	2.6%
Preserve & Improve Open Spaces	2.6%
Improve Partnership Working	2.6%
Support for Vulnerable	2.2%
Reduce Inequalities	1.7%
Improve Housing	1.7%
Council Strategy	1.3%
Need for Rural Focus	0.9%
Broadband	0.9%
Promotion of Outdoor Activities	0.9%
Improve Condition of Roads	0.9%
Work to Develop Confidence of Young Adults	0.9%
Council Employment	0.4%
Tackle Bullying	0.4%
Encourage More Families to the Area	0.4%
Improved Health Services	0.4%
Review Housing Allocation	0.4%
More Links Between Schools and the Home	0.4%
Improve Road Network	0.4%
Provide Fair Benefits	0.4%
Empower Community	0.4%
<b>TOTAL</b>	<b>100%</b>

## **Caring for our Older People**

A total of 198 points were received in relation to key actions needed to care for our older people. These points have been grouped into a range of themes which are summarised in Table 4 below.

Actions which received the largest number of responses were:

- High quality care support to live in the community;
- Improve partnership working;
- Available, quality, suitable housing; and
- Provision of social activities.

Table 4: Key Points Identified in Relation to Caring for Older People

<b>Key Actions to Care for our Older People</b>	<b>%</b>
High Quality Care Support to Live in Community	23.2%
Improve Partnership Working	11.6%
Available Quality Suitable Housing	7.1%
Provision of Social Activities	6.6%
Part of Community	6.1%
Trained Carers	4.0%
Improve Health Provision	4.0%
Provision of Public Transport	4.0%
Prevention of Wind Farms	3.5%
Monitoring of Quality of Care	3.0%
Provision of Day Care	2.5%
Provision of Disabled Parking	2.5%
Provision of Quality Residential Care	2.5%
Welfare & Benefits	2.0%
Treat with Dignity & Respect	2.0%
Focus on Health and Wellbeing	2.0%
Council Strategy	1.5%
Feeling Safe	1.5%
Need for Rural Focus	1.0%
Adjustments to Service Provision for Older People	1.0%
Condition of Pavements	1.0%
Listening to People's Wishes	1.0%
Encourage Physical Activity	1.0%
Council Management	0.5%
Access to Parks and Open Spaces	0.5%
Efficiency Measures	0.5%
Broadband Provision	0.5%
Identify Vulnerable Elderly	0.5%
Deal with Other Four Priorities	0.5%
Quality of Life	0.5%
Condition of Roads	0.5%
Regenerate Ayr	0.5%
Provision of Local Shops	0.5%
<b>TOTAL</b>	<b>100%</b>



## **Strengthening our Communities**

A total of 240 points were received in relation to key actions needed to strengthen our communities. These points have been grouped into a range of themes which are summarised in Table 5 below.

Actions which received the largest number of responses were:

- Address drugs and alcohol;
- Improve roads and pavements;
- Visible police presence; and
- Tackle anti-social behaviour.

Table 5: Key Points Identified in Relation to Stronger Communities

Key Actions to Strengthen our Communities	%
Address Drugs and Alcohol	13.8%
Improve Roads and Pavements	12.9%
Visible Police Presence	12.1%
Tackle Anti-Social Behaviour	9.2%
Strengthen & Empower our Communities	8.8%
Facilities and Opportunities For All	7.1%
Prevention of Wind Farms	6.7%
Facilities and Opportunities for Young People	4.2%
Council Strategy/Operations	3.3%
Alterations to Justice System	3.3%
Tackle Litter	2.9%
Improve Partnership Working	2.1%
Improve Town Centres	2.1%
Visible/Provision of Community Officers	1.3%
Pride in Community	1.3%
Dog Fouling	0.8%
Invest in Education	0.8%
Need for Rural Focus	0.8%
Address Poverty	0.8%
Improve Consultation	0.8%
Improve Green Areas	0.8%
Council Management	0.4%
Council Employment	0.4%
Reduce Planning Restrictions on Housing	0.4%
More Stringent Housing Allocations Policy	0.4%
Arts & Culture	0.4%
Improve Broadband	0.4%
Music in Schools	0.4%
Improve Housing	0.4%
improve Safety of Sheltered Housing	0.4%
Welfare Reform	0.4%
<b>TOTAL</b>	<b>100%</b>

## **Caring for our Environment**

A total of 268 points were received in relation to key actions needed to care for our environment. These points have been grouped into a range of themes which are summarised in Table 6 below.

Actions which received the largest number of responses were:

- Tackle litter and cleanliness;
- Prevention of wind farms;
- Tackle dog fouling; and
- Continue with recycling.

Table 6: Key Points Identified in Relation to the Environment

Key Actions to Care for our Environment	%
Tackle Litter and Cleanliness	18.3%
Preventions of Wind Farms	17.2%
Tackle Dog Fouling	8.2%
Continue with Recycling	6.7%
Improve Condition of Roads & Pavements	6.3%
Promote & Encourage Energy Efficiency Measures	4.9%
Increase Environmental Awareness	4.5%
Council Strategy/Operations	4.1%
Encourage & Improve Public Transport	4.1%
Encourage Alternative Energy Sources	3.0%
Encourage & Support Walking and Cycling	2.2%
Protect & Improve Green spaces	2.2%
Improve Town Centres	2.2%
Retain Walkways & Footpaths	1.9%
Road Safety	1.5%
Biosphere	1.1%
Improved Grounds Maintenance	1.1%
Preserve Wildlife/Habitats	1.1%
Tourism	1.1%
Improved Sports and Leisure Facilities	1.1%
Close Polluting Factories	0.7%
Better Building Practices	0.7%
Local Jobs	0.4%
Better Facilities for Schools to Access Transport for Outside Visits/Activities	0.4%
Better Policing	0.4%
Community Organic Vegetable Gardening	0.4%
Cost of Energy	0.4%
Encourage People to Keep their Gardens	0.4%
Local Shops	0.4%
Protect Unesco Status	0.4%
Seagulls	0.4%
Small Businesses Should Be Supported	0.4%
Tackle Noise & Pollution	0.4%
Upgrade Roads	0.4%
Viability of Community Facilities	0.4%
Outdoor Leisure Industry	0.4%
Empower Communities	0.4%
<b>TOTAL</b>	<b>100%</b>

## **Next Three Years**

When asked about the most important things to be achieved over the next three years, the top four messages were:

- Develop the local economy and creating more jobs;
- Improve our town centres;
- Improve sport and leisure opportunities; and
- Maintain our roads.

In total, 460 points relating to the most important things the Council and the South Ayrshire Community Planning Partnership should achieve in the next three years were received.

Table 7: Most Important Things in Next Three Years

<b>What is the most important thing to you that we should achieve in the next 3 years?</b>	<b>% of responses</b>
Develop the Local Economy & Creating More Jobs	21.5%
Improve our Town Centres	14.8%
Improve Leisure Opportunities	11.5%
Maintain our Roads	7.4%
Council Strategy and Operations	5.7%
Improve our Schools & Support for Learners	5.2%
Improve our Safety (incl. drugs & alcohol)	5.0%
Protect our Environment	4.8%
Improve the Cleanliness of the Area	4.8%
Look after our Children & Families	4.1%
Strengthen our Communities	4.1%
Support our Older People	3.0%
Improve our Health	2.2%
Council Management	1.3%
Address Equalities Issues	1.1%
Tackle Poverty	1.1%
Improve the Availability of Housing	0.9%
Address Transport Issues	0.9%
Council Employment	0.7%
<b>Totals</b>	<b>100.0%</b>

## **Next Ten Years**

When asked about the most important things to be achieved over the next ten years, the messages which received the largest percentage of responses were:

- Develop the local economy and creating more jobs;
- Improve sport and leisure opportunities;
- Improve our town centres; and
- Improve our safety (incl. drugs & alcohol).

In total, 418 points relating to the most important things the Council and the South Ayrshire Community Planning Partnership should achieve in the next ten years were received.

Table 8: Most Important Things in Next Ten Years

<b>What is the most important thing to you that we should achieve in the next 10 years?</b>	<b>% of responses</b>
Develop the Local Economy & Create More Jobs	26.3%
Improve Sport & Leisure Opportunities	7.7%
Improve our Town Centres	7.4%
Improve our Safety (incl. drugs & alcohol)	6.9%
Protect our Environment	6.5%
Look after our Children & Families	5.7%
Strengthen our Communities	5.5%
Council Strategy and Operations	5.3%
Improve our Schools & Support for Learners	5.0%
Improve the Cleanliness of the Area	4.1%
Support our Older People	4.1%
Improve our Health	3.6%
Maintain our Roads	2.9%
Improve the Availability of Housing	2.4%
Address Equalities Issues	2.2%
Council Management	1.7%
Address Transport Issues	1.7%
Tackle Poverty	0.7%
Council Employment	0.5%
<b>Total</b>	<b>100%</b>

## Other Strategic Issues

When asked about any other strategic issues you think the Council and the South Ayrshire Community Planning Partnership should be working together to tackle, the top four messages were:

- Develop the local economy and create more jobs;
- Improve safety (including drugs & alcohol);
- Improve the cleanliness of the area; and
- Improve sport & leisure opportunities.

In total, 415 points were received in relation to this question.

Table 9: Other Strategic Issues

Are there any other strategic issues which you think South Ayrshire Council and the Community Planning Partnership should be working together to tackle?	% of responses
Develop the Local Economy & Create More Jobs	13.5%
Improve our Safety (incl. drugs & alcohol)	12.3%
Improve the Cleanliness of the Area	12.0%
Improve Sport & Leisure Opportunities	9.6%
Protect our Environment	7.5%
Maintain our Roads	7.2%
Strengthen our Communities	6.7%
Council Strategy & Operations	4.8%
Improve our Town Centres	4.6%
Improve our Schools & Support for Learners	2.9%
Improve the Availability of Housing	2.7%
Look after our Children & Families	2.2%
Address Transport Issues	2.2%
Improve our Health	1.9%
Council Management	1.7%
Council Employment	1.2%
Welfare Reform Support	1.2%
Support our Older People	1.2%
Support Addicts (drugs, alcohol, gambling)	1.2%
Address Equalities Issues	1.2%
Support for All	0.7%
Tackle Poverty	0.7%
Airport Passengers Parking in Residential Areas	0.5%
More Cat Shelters	0.2%
<b>Total</b>	<b>100%</b>

### **Words Describing South Ayrshire in the Future**

Respondents were asked to provide three words or phrases they would like to see to describe South Ayrshire in the future. The three most popular words received were:

- Clean
- Safe
- Vibrant

Table 10 below provides a summary of other words chosen by nine or more respondents.

Table 10: Words Describing South Ayrshire in the Future

<b>Word to describe South Ayrshire</b>	<b>Number of Responses</b>	<b>% of Responses</b>
Clean	66	20.8%
Safe	61	19.2%
Vibrant	44	13.9%
Sustainable	29	9.1%
Caring	25	7.9%
Dynamic	23	7.3%
inclusive	22	6.9%
Attractive	20	6.3%
Healthy	18	5.7%
Prosperous	16	5.0%
Welcoming	15	4.7%
Friendly	12	3.8%
Beautiful	11	3.5%
Fair	9	2.8%
Innovative	9	2.8%
Thriving	9	2.8%

Outcome delivery plans are now being developed which sit below the strategic priorities and the outcomes we want to achieve in the next 10 years.

In the meantime, thank you for your interest in 'Your South Ayrshire'.