



South Ayrshire Community Planning Partnership

**REPORT BY THE COMMUNITY PLANNING CO-ORDINATOR
TO THE MEETING OF THE COMMUNITY PLANNING PARTNERSHIP BOARD ON
20th MAY 2009**

**SUBJECT: THEME GROUP REPORT: ECONOMIC DEVELOPMENT & TRANSPORT
PARTNERSHIP**

1.0 PURPOSE OF REPORT

- 1.0 To inform members of the Community Planning Board of progress being made by the Economic Development & Transport Partnership (EDTP) in delivering the 'A Prosperous South Ayrshire' objectives and actions, as outlined in the Community Plan

2.0 RECOMMENDATION

2.1 Members of the Community Planning Board are asked to:

- 1. Note the information contained in the progress report**

3.0 BACKGROUND

- 3.1 The Community Planning Board agreed, at its meeting of 27th August 2008, that each community planning theme group would report progress, in relation to the relevant Community Plan objectives, at least once per year.

- 3.2 These objectives and actions have been pulled into a standardised progress reporting template which will be used by all the theme groups. This is attached as Appendix I and has been prepared by the members of the EDTP.

- 3.3 The main strategies and plans informing the work of the EDTP are:

- South Ayrshire Transport Strategy (2009 – 2012)
- Prestwick Airport Masterplan (2009 – 2031)
- Scottish Enterprise Business Plan (2009 – 2012)
- Ayr Renaissance Strategy
- Skills for Scotland: A Lifelong Skills Strategy
- Skills Development Scotland – Operating Plan 2008 - 2009
- University of the West of Scotland Strategic Plan (2008 -2015)
- Ayr College Strategic Plan (2008 – 2011)

- 3.4 Many of the partners attending the EDTP are also members of the pan Ayrshire Economic Task Force which has been established to address the impact of the economic downturn. The main tasks are:

- Creation of a single Taskforce database to share information on businesses and their current status
- Surveys of companies with 50+ employees to gather an informed picture of the current situation facing SME's,
- Organisation of roadshows, especially in more remote areas to provide information and support on what can be made available to unemployed persons
- Co-ordination of links/discussions with colleges' working group
- Development of a communications strategy to provide information on what support can be made available, along with a plan to promote positive business stories aimed at creating an "Ayrshire's still in business" image
- Sharing of information on notifications of potential redundancies and unemployment statistics
- A co-ordinated approach to utilising additional funding allocated to Colleges and Job Centre Plus

3.5 The EDTP meets six times per year and was formed in September 2008 as a result of the review of Community Planning. It is currently chaired by Graham Peterkin, Strategic Director, Development and Environment and comprises the following partners

Organisation	Name	Position
South Ayrshire Council	Mike Newall	Head of Enterprise & Property
	Lesley Cannon	Enterprise Manager
	Valerie Stewart	Community Planning Co-ordinator
	Gerry McCoy	Development Officer - Horizons
Scottish Enterprise – West	Joy Love	
Jobcentre Plus	Jim Burns	External Relations Manager
Ayr Renaissance	David Bell	
Strathclyde Partnership for Transport	Ian Catterson	
Glasgow Prestwick International Airport	Mark Rodwell	Chief Executive Officer
Associated British Ports	Colin Hume	
Visit Scotland	Sandi Hellowell	
Ayrshire Chamber of Commerce and Industry	Martin Cheyne	Chief Executive
Ayr College	Diane Rawlinson	Principal
University of the West of Scotland	Elizabeth Kennedy	Director of Campus
Skills Development Scotland	Gordon McGuinness /Joe Hoolaghan	

Valerie Stewart, Community Planning Co-ordinator
May 2009

Appendix 1

A Prosperous South Ayrshire		
Community Plan Objectives	Actions	Progress
<p>To promote business development generally by making it easier to set up and do business in South Ayrshire</p> <p>KEY</p>	<p>Increase new business start-up</p>	<p>ECODEV</p> <ul style="list-style-type: none"> • Three Ayrshire Local Authorities now jointly responsible for managing Business Gateway – start up numbers on target, formal referral process in place. • Withdrawal of SE young persons start-up grant will have negative impact
<p>ECODEV Economic Development</p> <p>AC Ayr College</p> <p>UWS University of the West of Scotland</p> <p>SAC Scottish Agricultural College</p> <p>SPT</p> <p>Strathclyde Partnership for Transport</p> <p>REGEN Regeneration Partnership</p>	<p>Develop a centre of excellence for the aerospace industry at Prestwick Airport</p>	<p>ECODEV</p> <ul style="list-style-type: none"> • Aerospace Park established – speculative build units available • Ayr College actively working to support relevant industry training skills • Transfer of responsibility from SE to SAC under discussion as part of transfer of Regeneration responsibility <p>AC</p> <ul style="list-style-type: none"> • Ayr College and UWS have submitted a proposal to the Scottish Funding Council to build a shared Aeronautical Engineering training facility to expand specialist training locally to degree level. Collaborative training provision begins in September 2009 with the new facility planned to open in September 2010. • Ayr College is working in partnership with two Irish colleges to develop its expertise in non-destructive testing of composite materials to support the local Aeronautical industries. • Aeronautical engineering training provision has expanded by 45% between 2005 and 2008 to total 148 students. With the introduction of HND and BEng study a further 70 training places will be offered

	Actions	Progress
	Help existing manufacturing and processing firms in South Ayrshire to develop foreign markets	<p>ECODEV</p> <ul style="list-style-type: none"> • SAC export development support grant in place • Work underway with ACCI to explore opportunities for trade missions. <p>AC</p> <ul style="list-style-type: none"> • Ayr College is working in partnership with BAe (supported by UKIERNI funding) to improve skills levels in India by designing training programmes for Hindustan Aeronautics Ltd. <p>UWS</p> <p>Further development and recruitment of international students especially within leadership and business management programmes.</p>
To develop the skills, offices, transport and communications needed by service industries	Create a centre for excellence for training around South Ayrshire's universities and colleges to provide the graduates needed by new science and office based industries	<p>ECODEV</p> <ul style="list-style-type: none"> • Ayr College delivering wide range of industry training schemes, joint promotion and referral system with SAC and BG under discussion. • UWS development under discussion <p>AC</p> <ul style="list-style-type: none"> • Ayr College and UWS are working collaboratively to establish firm articulation routes to encourage student progression to undergraduate and graduate level study, maximising South Ayrshire's skills base and the earning potential of the local population. A complementary curriculum is being offered by each institution to avoid competitive activity and ensure best use of public resources. • A collaborative international marketing project has been agreed (attracting additional SFC funding) to increase overseas student recruitment thereby increasing investment in local facilities. • The planned shared Aeronautical Engineering facility will complement the planned new University campus. <p>UWS</p> <p>Partnership with local Colleges to enable articulation activities and increase capacity for individuals to progress to graduate status e.g.</p>

<p>To develop the skills, offices, transport and communications needed by service industries</p>	<p>Create a centre for excellence for training around South Ayrshire's universities and colleges to provide the graduates needed by new science and office based industries (contd)</p>	<ul style="list-style-type: none"> • with Ayr College - working to develop/adapt our business to produce graduates to meet the needs of aero-engineering, businesses and ICT . • with Kilmarnock College – planning articulation programmes to produce graduates in Accounting <p>SAC</p> <ul style="list-style-type: none"> • SAC provides education and training programmes specifically focussed on the land-based and rural sector industries; that are supported by applied research and consultancy services to ensure graduates are equipped to meet the challenges faced by today's middle and senior managers.
	<p>Encourage businesses to invest more in training and promote Modern Apprenticeships</p>	<p>AC</p> <ul style="list-style-type: none"> • Ayr College's training unit works with local employers to encourage take up of training (both bespoke and off the shelf) and MAs. The training unit continues to work with Skills Development Scotland and access European Structural Funds to maximise funded training available to local employers. • In 2007 Ayr College, funded through ESF, provided training to 226 employees from large companies and 357 employees from SMEs (working with 276 SMEs). To date in 2008 Ayr College has provided training for 14 employees of large companies and 219 employees of SMEs(working with 162 SMEs).
	<p>Ensure an integrated approach to land use planning, which facilitates development in designated areas, but preserves the environment of South Ayrshire</p>	<p>UWS</p> <ul style="list-style-type: none"> • Planned campus development designed to maximise environmental preservation and maintain accessible resource for community. <p>SAC</p> <ul style="list-style-type: none"> • SAC's Consultancy, Research and Development and Education and Training Divisions provide expertise in environmental services which cover a wide range of work related to land use planning and protection of the environment. The key themes of SAC's work in this area are: <ul style="list-style-type: none"> • Meeting the challenge of climate change; • Maintaining biodiversity; and

To develop the skills, offices, transport and communications needed by service industries		<ul style="list-style-type: none"> Improving water quality. <p>SPT</p> <ul style="list-style-type: none"> Early discussions – Park and Ride at Monkton
	Develop the transport links to the rest of the UK with Prestwick Airport and the ports of Troon and Ayr	<p>ECODEV</p> <ul style="list-style-type: none"> Regular discussions taking place with GPA and ABP Lobby opportunities taken with First Minister and Cabinet Secretary to highlight requirements <p>Planning Department also involved in this through consultation response on NPF II</p> <p>SPT</p> <ul style="list-style-type: none"> Initial preparation - Project Ayr: Developing transport links – Ayr, Prestwick & Troon to Kilmarnock, Glasgow etc. (SPT)
	Improve the A77 and the links to the M74 from South Ayrshire	<p>SPT</p> <ul style="list-style-type: none"> Early work - Park and Ride adjacent to A/M77 (SPT)

Community Plan Objectives	Actions	Progress
<p>To promote tourism in the area, using the natural advantages provided by our golf courses, the link with Robert Burns and Glasgow Prestwick International Airport</p>	<p>Develop a fresh image for South Ayrshire around Burns, golf and tourism</p>	<p>ECODEV</p> <ul style="list-style-type: none"> • South Ayrshire Council Tourism and Events Strategy approved July 2008 • Necessity for a marketing and brand strategy identified as one of the actions within Strategy • Progress hampered by wind up of Ayrshire Tourism Partnership along with reorganisation of SE and VS • Partnership working taking place around opportunities through year of Homecoming 2009 • SAC tourism and events advertising refreshed • Promotional opportunities taken at Seniors Open Golf and planned for Open Golf 2009 • Detailed discussions underway with new owners of Turnberry • BNHP development plans approved – work to commence October 2008 – concluding 2010 <ul style="list-style-type: none"> • Ayr College makes a significant contribution to training in the Tourism and Hospitality industry, working closely with local restaurateurs to promote its reputation for excellence. Ayr College has been awarded the Brakes UK Team Chef Challenge gold award for three years in the past four. Hospitality training has been expanded to include school/college skills for work provision and further training in Cumnock Community College. • In summer 2008 Ayr College ran a Tourism and Marketing training course to a group of Nigerian visitors based on the local area and local attractions. Plans are underway to repeat this in 2008. • Ayr College was a key partner in the DART project promoting tourism through provision of training materials and presentations to local hoteliers on receiving international visitors. • This year Ayr College is lead Scottish partner for the DARE project supporting training for SMEs in the Prestwick International Airport

<p>To promote tourism in the area, using the natural advantages provided by our golf courses, the link with Robert Burns and Glasgow Prestwick International Airport</p>		<p>cluster, working with similar partners based near airports in Germany (lead partner), France, Ireland and England.</p> <p>UWS</p> <ul style="list-style-type: none"> • Offer of expertise in Tourism events management • Participation in delivery of Homecoming activity outwith Ayrshire. • Preparation of graduates and delivery of post-graduate and continuing professional development programmes, thus enabling not only increased availability of “fresh-blood” to support objective and action but also Knowledge Transfer Partnership activity <p>SAC</p> <ul style="list-style-type: none"> • SAC’s education provision in Ayr has a particular focus on Rural Tourism with an emphasis on Activity, Food and Nature. • The staff within the Tourism and Leisure Curriculum Group have recently developed a flexible learning toolkit for use by tourism practitioners which promotes Burns as a tourism product. This toolkit is currently being considered for use by VisitScotland. • Proactive within the Burns Homecoming and Tourism programmes within South Ayrshire • SAC is currently exploring the possibility of developing a joint programme in Golf Course Management with Elmwood College in Fife.
	<p>Increase number of flights into Glasgow Prestwick International Airport</p>	<p>ECODEV</p> <ul style="list-style-type: none"> • Withdrawal of Route Development Fund will hinder this objective • Lobbying opportunities taken as above • Airport Masterplan out for consultation – responses due by 19th December 2008

Community Plan Objectives	Actions	Progress
<p>To narrow the differences in the opportunities for employment between town and country and between the poorer and richer parts of South Ayrshire</p>	<p>Target support for skills training on the poorer neighbourhoods through the Regeneration Outcome Agreement</p>	<p>REGEN</p> <ul style="list-style-type: none"> • Research on barriers to employment completed. • Access to Employment service in place. • Implementation of South Ayrshire Council as an employer supporting improved access to opportunities underway. • Dialogue with local employers on access to opportunities underway. Employability partnership with Job Centre Plus and other partners- Wallacetoun pilot project implemented. • Step Programme in place. • Implementation of more choices more chances more chances delivery plan for 15-19 year olds underway. <p>AC</p> <ul style="list-style-type: none"> • Ayr College participates in Access to Employment meetings in North Ayr, provides training through Lochside Learning Centre and part-funds staff within the learning centre. The College has supported courses in Care in Carrick joint funded through rural priority funding. • Throughout South Ayrshire the College has worked in partnership with South Ayrshire Council, Careers Scotland and Job Centre Plus to support those in need of More Choices and More Chances and school groups, expanding school/college provision by 66% from 2005/06 to 2006/07. •
	<p>Encourage the development of social ('not for profit') businesses in neighbourhoods with high unemployment</p>	<p>REGEN</p> <ul style="list-style-type: none"> • Compact between community planning partners and third sector at final draft stage. • Implementation plan, supported by funding from Local Social economy partnership underway- website, directory of third sector provision.

<p>To narrow the differences in the opportunities for employment between town and country and between the poorer and richer parts of South Ayrshire</p>	<p>Widen the range of job opportunities in the rural areas of South Ayrshire and improve access to work</p>	<p>ECODEV</p> <ul style="list-style-type: none"> • Application for LEADER funding submitted – including target of supporting rural business formation and skills training <p>REGEN</p> <ul style="list-style-type: none"> • Ailsa Horizons economic development service in place • Outreach services available from Access to employment and Step programmes. • Employment initiatives delivered from Carrick buildings in Girvan <p>AC</p> <ul style="list-style-type: none"> • Ayr College works collaboratively with employers (e.g. Asda in Girvan) to develop employability skills and improve access to work. • Non-advanced programmes have been re-designed for 2008/09 to fully embed the development of essential skills including core, employability, citizenship, as well as develop vocational skills to improve access to sustainably employment. <p>SAC</p> <ul style="list-style-type: none"> • SAC's visit is to be a leader of innovation and sustainable developing in the rural sector. It has a number of aims which specifically underpin its vision in respect of the rural sector: <ul style="list-style-type: none"> • Improve the rural economy and quality of life; • Deliver an improved environment and rural landscape; and • Develop the skills of the rural workforce. • We also offer training programmes and flexible learning courses which help people in South Ayrshire improve opportunities for access to work.
<p>To increase the supply of affordable housing in both urban and rural areas</p>	<p>Maintain the number of Council and other forms of social housing by increasing the supply of new affordable homes</p>	<p>REGEN</p> <ul style="list-style-type: none"> • Local Housing Strategy and Strategic Housing Investment Plan in place.