

EAST AYRSHIRE COMMUNITY PLAN 2015-2030

ECONOMY AND SKILLS DELIVERY PLAN 2021-24: PARTNERSHIP ACTIONS

The actions in this plan have been identified to support the delivery of our shared strategic priorities for 2021-2024

AYRSHIRE GROWTH DEAL and CARING FOR AYRSHIRE

Inclusive Growth ◊ Community Wellbeing
 Covid19 Recovery ◊ Renewal and Transformation ◊ Poverty and Inequality
 Children and Young People ◊ Sustainability and the Environment

Action	Partnership Activity	Partners
ES1 Assist existing businesses to decarbonise and support the growth of high potential, sustainable and low carbon businesses.	<ul style="list-style-type: none"> • Clean Growth Workstream. Development of an Energy Masterplan for Ayrshire as a basis for identifying opportunities to support the transition to new, decarbonised energy systems. • Work with Zero Waste Scotland to provide advice to businesses on district heating, waste heat recovery and industrial decarbonisation opportunities. • Ayrshire Growth Deal - National Energy Research Demonstrator (NERD) Project. Establish a business support scheme with the assistance of NERD to support local companies develop expertise in renewable and green energy technology. 	<p>EAC; SE; UWS; AC; businesses.</p> <p>EAC; SE; Business Gateway; ZWS; businesses.</p> <p>EAC; SE; Strathclyde University; AC; businesses.</p>
ES2 Deliver new opportunities for apprenticeships across a range of emerging growth sectors, including ‘green apprenticeships’, which will help us to deliver on our net zero carbon aspirations.	<ul style="list-style-type: none"> • Green Jobs Fund. CPP needs to align itself to take full advantage of this to support recovery and renewal. • Ayrshire Growth Deal – all projects. Ayrshire College, EAC and private sector work together to identify green apprenticeship opportunities during both construction and delivery phases. • Skills and training. Ensure that our skills and training packages are linked to emerging opportunities within the green economy, and that sustainability is embedded within course content. Ensure the development of skills from early years, through primary and secondary education, connect learners with the world of work and future career aspirations. 	<p>EAC; SE; AC; SDS; businesses.</p> <p>AC; EAC; businesses.</p> <p>AC; EAC; SDS; universities; businesses.</p>

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<p>ES3 Deliver on Scotland's 2030 net zero carbon commitment by investing in the re-use of vacant and derelict land, forestry and woodland planting, peatland renewal, clean energy and transport, and digital technology.</p>	<ul style="list-style-type: none"> • Ensure that all our public buildings are compliant with the new Climate Change (Scotland) Act's Net Zero Carbon Standards (date TBC). • Put in place plans to replace all petrol and diesel vehicles from the public sector fleet by 2030. • Develop the infrastructure for electric vehicle charging across EA. • Ayrshire Growth Deal – National Energy Research Demonstrator (NERD). Testing and trialling of new technologies and use of low carbon technologies for powering and heating homes. • Housing to 2040 - work towards achieving the vision of a well-functioning housing system, the provision of high quality, sustainable homes, sustainable communities and access to homes that meet people's needs by adopting a place-based approach. 	<p>ALL</p> <p>ALL</p> <p>EAC/ARA</p> <p>EAC; AC; universities; community groups.</p> <p>EAC; ARA; HSCP; community groups.</p>
<p>ES4 Form strategic relationships with SEPA, Scottish Government and other partners to fully examine the issue of flood risk and associated implications for our communities, including our town centres.</p>	<ul style="list-style-type: none"> • Development of flood risk management schemes in appropriate locations, based on results of flood study work. 	<p>EAC; ARA; SEPA; Scottish Water; Community councils</p>
<p>ES5 Invest in new, sustainable transport infrastructure that improves the transport network and accessibility, particularly in our rural communities.</p>	<ul style="list-style-type: none"> • Continued development of the Active Travel Strategy, ensuring alignment with the National Transport Strategy. • Ayrshire Growth Deal – NERD project. Low carbon solutions for transport, including new cycle routes and paths. • Strategic Transport Projects Review (STPR2). Ayrshire & Arran Regional Working Group established. Number of themes identified, including 'supporting smart and sustainable travel'. • Review of the transport infrastructure at the Bellfield Interchange to identify constraints and proposals to increase the capacity of the roundabout to enhance economic activity within Ayrshire. 	<p>ARA; EAC; SPT; EALT</p> <p>EAC; ARA; EALT; community groups.</p> <p>ARA; EAC; AGD; SPT</p> <p>EAC; ARA</p>

Action	Partnership Activity	Partners
<p>ES6 Enable local businesses to take advantage of public sector procurement opportunities, helping to increase their competitiveness nationally and internationally.</p>	<ul style="list-style-type: none"> • Ayrshire Growth Deal Community Wealth Building Project. Appointment of CWB Business Locality Officers to work closely with local businesses and assist them to bid for AGD and other public sector contracts and increase business opportunities within Ayrshire. • Support inclusive growth by harnessing CPP (anchor organisation) spending power in terms of buying from local or socially progressive businesses. • Exploration of collaborative and joint capital funding ventures across the CPP. One such opportunity has been identified through the forthcoming Doon Valley Community Campus development in Dalmellington, which will be taken forward collaboratively with a range of partners including EAC Education, NHS Ayrshire & Arran, the Health and Social Care Partnership and East Ayrshire Leisure Trust. 	<p>EAC; SE; SDS; Fair Work Ayrshire; EACVO.</p> <p>ALL</p> <p>ALL</p>
<p>ES7 Provide a range of tailored support packages to nurture and develop the capacity of our businesses to grow.</p>	<ul style="list-style-type: none"> • Establishment of a number of sector specific recovery groups (Food & Drink, Visitor Economy, Clean Growth, Digital, Aerospace, Business, Skills and CWB). • Review of existing business support model in Ayrshire, to ensure that the same level of support is provided to businesses regardless of their location. • Ayrshire Growth Deal - Ayrshire Manufacturing Investment Corridor (AMIC). Establishment of a Centre of Excellence with on-site support and start-up units to support existing or new businesses adopt advanced manufacturing technology within the food and drink sector. 	<p>EAC; SE; AC; universities; VS; SDS.</p> <p>EAC; NAC; SAC; SE.</p> <p>EAC; SE; Strathclyde University; AC; SDS.</p>
<p>ES8 Attract more private sector investment into East Ayrshire, providing projects that generate jobs and wealth for our communities.</p>	<ul style="list-style-type: none"> • Implementation of Regional Economic Strategy. • Regional Economic Partnership will provide voice for Ayrshire to press the case for government intervention and investment, incentives and other assistance to complement the AGD. • Ayrshire Growth Deal - Ayrshire Engineering Park (Moorfield Phase 3). Provision of high-quality industrial premises for engineering and manufacturing companies to assist the expansion of the existing engineering base and attract inward investment. 	<p>EAC; NAC; SAC; AC; SE. EAC; NAC; SAC; AC; SE.</p> <p>EAC; SE.</p>

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<p>ES9 Provide specific innovation and entrepreneurial skills to support emerging growth sectors via skills partners.</p>	<ul style="list-style-type: none"> The Regional Skills Investment Plan will be published in 2022, setting out the demand for skills and people in Ayrshire over the short and medium-term, and will highlight what skills priorities are needed to support economic development and the AGD projects. Ayrshire Growth Deal - HALO Kilmarnock. Enterprise and Innovation Hub scheduled to open in April 2021. This will establish an 'entrepreneurial ecosystem' to stimulate innovative business practices between new and established businesses and link with the existing Business and Employability Support provided by the Council to create the opportunity for an employability pipeline. Ayrshire Growth Deal – Ayrshire Skills Fund. £3.5 million has been allocated for the establishment of a responsive skills fund to drive Inclusive Growth to support skills interventions and associated management costs. The fund will have core themes including: digital skills; in-work progression; route ways into Fair Work for excluded groups; skills support for inward investors; skills support for redundant workers; skills support aligned to AGD projects to ensure residents benefit; responses to demand identified in Regional Skills Assessment; and capacity building for innovation in skills sector. 	<p>AC; SDS; UWS; RES Skills Group</p> <p>EAC; SE; AC; SDS; UWS.</p> <p>EAC; AC; SE; SDS</p>
<p>ES10 Support social enterprises and the third sector to provide facilities and employment, and deliver inclusive growth.</p>	<ul style="list-style-type: none"> Establish and implement the Ayrshire Growth Deal Community Wealth Building project. Key actions include the stimulation of social entrepreneurship, the development of social, family owned and employee-owned and co-operative enterprises and the promotion of opportunities for employee ownership. 	<p>EAC; SE; SDS; Fair Work Ayrshire; EACVO.</p>
<p>ES11 Work with employers to ensure that opportunities created locally adhere to the principles of Fair Work, including payment of the Living Wage and high standards.</p>	<ul style="list-style-type: none"> Ayrshire Growth Deal Community Wealth Building project. £3 million has been allocated to take forward specific work streams, of which Fair Work is an integral part. Dedicated Fair Work Ayrshire team currently being recruited. CPP pledge to promote the dimensions of Fair Work within local workplaces with the aim of achieving the ambition for Kilmarnock to become a Fair Work Town by 2025. Living Wage accreditation. CPP commitment for their respective organisations to become Living Wage employers. 	<p>EAC; SE; SDS; Fair Work Ayrshire; CVOEA.</p> <p>ALL</p> <p>ALL</p>

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<p>ES12 Invest in town centres to encourage the return of visitors, and reimagine our vacant shops and public buildings as housing, business or community space.</p>	<ul style="list-style-type: none"> Continued promotion of the EA Virtual Mall and EA Gift Card sales. Accelerate delivery of capital works and infrastructure projects to support growth in housing, business and activity within our town centres throughout the day and evening. 	<p>EAC</p> <p>EAC; EALT; CVOEA; KBA; Ayrshire Chamber</p>
<p>ES13 As anchor organisations, design and build local economic and community wealth building solutions in conjunction with local people.</p>	<ul style="list-style-type: none"> Partners have signed up to the Ayrshire CWB Anchor Charter and are working towards achievement of the aims underpinning its 6 pillars. Maximise the impact of combined partnership resources in support of CWB. Ayrshire Growth Deal: a regional community benefits tracker has been developed to monitor the delivery of community benefits and capture CWB pledges. 	<p>EAC; NHSAA; SE; Ayrshire Community Trust</p> <p>ALL</p> <p>AGD PMO.</p>
<p>ES14 Work alongside our communities to deliver Placemaking and Local Place Plans which set out proposals for development of land and assets.</p>	<ul style="list-style-type: none"> Newmilns, Catrine & Ochiltree Placemaking Plans complete. NW Kilmarnock, Cumnock and Dalrymple awaiting approval. 6 others in early development. 	<p>EAC; community groups.</p>
<p>ES15 Strengthen community led regeneration through the development of community led action plans</p>	<ul style="list-style-type: none"> Offer communities the opportunity to create their first community led action plans to reflect local priorities and support other communities to develop second generation five year plans. 	<p>EAC; community groups.</p>

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ES16 Adapt the provision of employability services and provide re-training and upskilling opportunities for people whose work or learning has been affected by the Covid-19 pandemic and for those most at risk of poverty.	<ul style="list-style-type: none"> • Review the number of partnership groups and project boards established in East Ayrshire to support employability. • Support applications to the UK Government's Levelling Up Fund and Community Renewal Fund, and ensure that Partnership resources are mobilised to take advantage of new investments in skills. • Support the over-25s to take up a range of opportunities, including the National Transition Training Fund as an integral part of our economic recovery. 	EAC; DWP; SDS; SE; AC ALL AC; SDS
ES17 Reduce the incidence of ill health and fuel poverty as a constraint to an inclusive economy for individuals and businesses	<ul style="list-style-type: none"> • Ayrshire Growth Deal – Working for a Healthy Economy project. £5 million investment in occupational health services with a specific emphasis on health related barriers to participation in the labour market. Project will be delivered by NHS Salus. • Ayrshire Growth Deal – NERD. Reduce fuel poverty through implementation of NERD demonstrator projects including advanced retrofit technologies. 	NHSAA; DWP; EAC. EAC; SE; Strathclyde University; AC.
ES18 Tackle digital exclusion to promote equality, counter social isolation and unlock access to education, healthcare and employment opportunities.	<ul style="list-style-type: none"> • Recognise the impact of digital poverty and ensure there is a focus on digital access, literacy, numeracy and inter-personal skills via community-based learning for all age groups. • Ayrshire Growth Deal – Digital Infrastructure Project. Complete 4G coverage for rural Ayrshire. Overall aim – make Ayrshire a world-class digitally connected region. 	EAC; AC; EALT; NHSAA; Third Sector. EAC; SE; private sector.
ES19 Support all our businesses through recovery from Covid-19 and the UK's departure from the EU, and into a longer-term renewal.	<ul style="list-style-type: none"> • CPP to develop links and work together with the Ayrshire-wide sector-specific recovery groups. • Assist in the co-ordination and integration of individual partners' Brexit preparedness plans and ensure integration as they continue to evolve. 	ALL ALL

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<p>ES20 Invest in hospitality and tourism as part of economic recovery from Covid-19 and reposition East Ayrshire as a destination for responsible tourism in alignment with national and pan-Ayrshire tourism strategies.</p>	<ul style="list-style-type: none"> Establishment of new Ayrshire-wide Tourism Strategic Group and Covid-19 Recovery Road Map. 	<p>VisitScotland; EAC; EALT; SAC; NAC; SE; Ayrshire CofC; the Coig; Scottish Tourism Alliance.</p>
<p>ES21 Accelerate the transformation of key digital public services, recognising the transformation that has taken place as a result of Covid-19.</p>	<ul style="list-style-type: none"> Utilise learning and good practice from the pandemic to deepen collaboration and partnership working, and strengthen place and systems-based working across East Ayrshire. Invest in sustainable and resilient workforces through recovery, learning from Covid-19 to embed flexible working, promote wellbeing and develop new ways of working. 	<p>ALL</p> <p>ALL</p>
<p>ES22 Support the Young Person's Guarantee by ensuring that every young person has access to a job, education, training or development programme.</p>	<ul style="list-style-type: none"> Establishment of a Young Person Guarantee Board in East Ayrshire. This Board will have responsibility for an immediate funding allocation and over the longer term is expected to develop its remit to take on a broader 'No One Left Behind' umbrella approach to all employability activity in East Ayrshire. Development of innovative new courses in growth areas including engineering, computing, digital, education and social care, which are linked to employers and developed with industry partners. 	<p>EAC; AC; SDS; SE</p> <p>AC; EAC; SDS; universities.</p>
<p>ES23 Expand provision of school, college and apprenticeship places to meet emerging demands in new and high-growth areas.</p>	<ul style="list-style-type: none"> Workforce Strategies. Enhanced focus on succession planning, including an increase in the numbers of apprenticeships. Foundation, Modern and Graduate Apprenticeships. Embed Foundation Apprenticeships within the core senior phase curriculum offer in East Ayrshire Schools. Offer and ensure pathways to Modern Apprenticeships specifically highlighted as areas of significance for the Ayrshire region. Embed Graduate Apprenticeships within the core further and higher education curriculum offer from 2021/22. 	<p>ALL</p> <p>AC; SDS; EAC</p>

