

EAST AYRSHIRE COMMUNITY PLAN 2015-2030

Economy and Skills Delivery Plan 2024-2027



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PARTNERSHIP ACTIONS

PRIORITY 1: GROWTH		
Action	Partnership Activity	Partners
1.1: Supporting Inclusive Economic Growth through delivery of the Ayrshire Economic Strategy		
Provide a range of supports to enable business growth and align educational provision with business needs.	<ul style="list-style-type: none"> Continued support to businesses in key sectors via sector specific workstreams (including Food & Drink, Visitor Economy, Clean Growth, Digital and Aerospace). Deliver an effective system of co-ordinated support across the region to help promote more business start-ups and expansion, including better access to funding and finance. 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. 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; SE; AC; universities; VS; SDS.</p> <p>EAC; REP; SE.</p> <p>EAC; SE; Strathclyde University; AC; SDS.</p> <p>AC; EAC; SDS</p>
Attract more private sector investment into East Ayrshire, providing projects that generate jobs and wealth for our communities.	<ul style="list-style-type: none"> Implementation of Regional Economic Strategy Delivery Plan 2023-2033. Position East Ayrshire as a regionally and nationally significant destination for inward investment. Regional Economic Partnership will provide voice for Ayrshire to press the case for government intervention and investment, incentives and other assistance. 	<p>EAC; REP; AC; SE.</p> <p>EAC; AC; SE.</p> <p>REP</p>
Support the growth of the visitor economy in East Ayrshire	<ul style="list-style-type: none"> Work with partners to deliver the objectives of the Ayrshire and Our Islands Visitor Economy Strategy 2023 and to create a thriving and inclusive visitor economy. Build pathways into the sector from schools and colleges to encourage young people stay in our area and ensure a skilled workforce is in place. 	<p>VisitScotland; EAC; EALT; SE; Ayrshire CofC; Ayrshire & Arran Destination Alliance (AADA); Scottish Tourism Alliance.</p> <p>Visit Scotland; EAC; AC; SDS.</p>

Action	Partnership Activity	Partners
1.2: Growing the future workforce through skills and education reform		
Adapt the provision of employability services and provide re-training and upskilling opportunities for all our communities.	<ul style="list-style-type: none"> Continue to review provision through the Local Employability Partnership to ensure that we continue to respond effectively to identified need. Promote funded placements from externally funded sources including NOLB and SPF to maximise the number of people into sustainable employment, including Apprenticeships and Recruitment Incentive Grants. Develop and implement targeted employability activity to engage economically inactive residents and support them into appropriate further learning, training or employment. Provide lifeskills learning and volunteering opportunities for local people to help them play an active and productive role in their personal, community, family and working lives. 	<p>EAC; DWP; SDS; SE; AC; Third Sector</p> <p>EAC; AC; SDS; EACVO; Third Sector</p> <p>EAC; AC; SDS</p> <p>EAC; AC</p>
Expand provision of school, college and apprenticeship places to meet emerging demands in new and high-growth areas.	<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. Continue to develop bespoke Foundation Apprenticeship models, delivered in-house as part of senior phase curriculum in East Ayrshire Schools, that complement and enhance the existing college offer. 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. Jobs & Training Fund. Identify opportunities and provide placements for apprentices within the Business, social enterprise and third sectors via the Council's Jobs and Training Fund, SPF and other funding arrangements. 	<p>ALL</p> <p>AC; SDS; EAC</p> <p>EAC; SDS</p>

Action	Partnership Activity	Partners
1.3: Building community wealth		
Enable local businesses to take advantage of public sector procurement opportunities, helping to increase their competitiveness nationally and internationally.	<ul style="list-style-type: none"> • Ayrshire Growth Deal Community Wealth Building (CWB) Project. The Business Supplier Development programme aligned to CWB continues to focus on supporting local enterprises to tackle barriers (such as lack of tender experience and capacity) to securing contracts with anchor institutions. • 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. 	<p>EAC; SE; SDS; Fair Work Ayrshire; EACVO.</p> <p>ALL</p> <p>ALL</p>
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.	<ul style="list-style-type: none"> • Following a mid-term review, the Community Wealth Building project has been extended by one year to March 2025, recognising the achievements of the programme and the need for continued delivery. Funding in future years will be supported by SPF. Post 2025, the Regional Economic Strategy sets out the need for a mainstreaming approach which would contribute towards the achievement of a wellbeing economy for Ayrshire. 	EAC; SE; SDS; Fair Work Ayrshire; EACVO.

PRIORITY 2: FAIRNESS		
Action	Partnership Activity	Partners
2.1: Promoting equity and inclusion across the life cycle		
Support social enterprises and the third sector to provide facilities and employment, and deliver inclusive growth.	<ul style="list-style-type: none"> Improved support for the third sector to deliver community wealth via the development of social, family owned and employee-owned and co-operative enterprises and the promotion of opportunities for employee ownership. The creation of a strengthened network of employability hubs in Kilmarnock, Cumnock, Dalmellington and Darvel will provide additional facilities for social enterprises to work with young people. 	<p>EAC; SE; SDS; Fair Work Ayrshire; EACVO.</p> <p>EAC; EACVO.</p>
Invest in new, sustainable transport infrastructure that improves the transport network and accessibility, particularly in our rural communities.	<ul style="list-style-type: none"> Delivery of the Active Travel Strategy (2022-32), identifying and delivering improvements for journeys undertaken in East Ayrshire by walking and cycling. Ayrshire Growth Deal – all projects. Creation of low carbon solutions for transport and active travel connections, including new cycle routes and paths. Continue to make the case for infrastructure investment at Bellfield Interchange, recognising its strategic importance to the long-term economic regeneration of East Ayrshire and the wider region. 	<p>ARA; EAC; SPT; EALT</p> <p>EAC; ARA; EALT; community groups.</p> <p>EAC; ARA; Transport Scotland</p>
2.2: Tackling the Cost of Living		
Continued partnership approach to the Cost of Living crisis, ensuring that resources are focussed to areas of greatest need.	<ul style="list-style-type: none"> Adoption of a joined up approach to external funds where appropriate to support place-based investment via SPF, Levelling Up and other Scottish Government funding sources. 	EAC; AC; SE; EACVO

Action	Partnership Activity	Partners
2.3: Ensuring that all children and young people in East Ayrshire get the best start in life		
Provide a range of educational opportunities to improve outcomes for children and young people impacted by poverty and tackle the poverty related attainment gap	<ul style="list-style-type: none"> • Support all children and young people, particularly those most at risk to make best use of our support pathways for learning, work and wellbeing. • Maintain the emphasis on improving the attainment gap and achievement outcomes for children and young people. Life chances for communities & families etc. • Provide opportunities for children and young people where poverty is a barrier to learning to engage in activities within and beyond their communities which increase positive achievements and outcomes. 	<p>EAC; AC; SDS; DWP; NHSAA; EACVO/wider Third Sector</p> <p>EAC; SDS; AC; EACVO/wider Third Sector</p> <p>EAC; AC; SDS; DWP; NHSAA; EACVO/wider Third Sector</p>

PRIORITY 3: SUSTAINABILITY

Action	Partnership Activity	Partners
3.1: Acting in partnership to support environmental sustainability		
Help 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. Delivery of the Ayrshire Energy Masterplan to complement the Local Heat and Energy Efficiency Strategy (LHEES), currently under development. At CPP level, 'cluster' opportunities should be identified which will help to create economies of scale. • East Ayrshire Net Zero Support Grant. Provision of assistance to SMEs with the implementation of energy and resource efficiency improvements. Can be used for green skills training, equipment purchase, renewable energy installations, etc. • Ayrshire Growth Deal – HALO. The Council and SE have established a net zero centre of excellence to support local businesses at HALO. The Net Zero Accelerator Pilot Programme has entered a second round which is being fully funded by the Council. 	<p>EAC; SE; UWS; AC; businesses.</p> <p>EAC; SE; Business Gateway; ZWS; businesses.</p> <p>EAC; SE; AC; businesses.</p>
Deliver new opportunities across a range of emerging growth sectors, including 'green apprenticeships', which will help deliver our net zero carbon aspirations.	<ul style="list-style-type: none"> • Ayrshire Skills Investment Fund. Launched in 2023, the £3.5m fund is available to employers across Ayrshire. They can apply for funding of up to £3,000 per person. Target groups include females, young people, people with long term health conditions and the low paid. The Fund has a sectoral focus and targets engineering, digital, visitor economy, food and drink and clean growth. • Regional Skills Investment Plan (RSIP). The 3 year plan (2022-25) ensures that pathways aligned into sectors aligned to the regional economy such as manufacturing, tourism and engineering are clearly defined throughout skills provision. • Ayrshire Growth Deal – CoRE. CoRE to act as a catalyst to provide an employability pipeline creating long-term sustainable jobs. Work, training and apprenticeship programmes will be developed in collaboration with academic and business partners. • Skills and training. Ensure that employability support provision is linked to green growth opportunities, and that sustainability is embedded within early years, school and college education. 	<p>EAC; SE; AC; SDS; businesses, social enterprises and Third Sector.</p> <p>AC; EAC; UWS; SDS; businesses.</p> <p>ALL</p>

Action	Partnership Activity	Partners
3.2: Building resilience across our communities		
Deliver the Just Transition to a low carbon society by repurposing the area's existing assets (industrial and natural) to create energy self-sufficient communities.	<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 by 2045. • Decarbonisation of community buildings is being taken forward via the Council's Climate Challenge Fund. • Ensure the replacement of all petrol and diesel vehicles from the public sector fleet by 2030. • Innovative biodiversity and nature-based solutions, including tree planting and peat restoration. • Use the increased income from electric vehicle charging to develop the infrastructure for EVs. The aim is that 99% of properties without off-street parking will be within a 10 minute drive of a charge point. • Ayrshire Growth Deal – Community Renewable Energy (CORE) Project. 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. • Identification of an East Ayrshire Climate Action Hub to provide a strategic regional approach to climate change action. 	<p>ALL</p> <p>EAC; community groups</p> <p>ALL</p> <p>EAC; community groups; AC</p> <p>EAC; ARA</p> <p>EAC; AC; universities; community groups.</p> <p>EAC; ARA; HSCP; community groups.</p> <p>EAC; community groups</p>
Continued collaboration 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.	<ul style="list-style-type: none"> • Development of flood risk management schemes in appropriate locations, based on results of flood study work. • Continue to explore the possibilities for the redevelopment and regeneration of South Central Kilmarnock in a responsible manner which minimises the potential for flooding. 	<p>EAC; ARA; SEPA; Scottish Water; Community councils</p> <p>EAC; Key Agencies Group</p>

Action	Partnership Activity	Partners
Invest in town centres to encourage the return of visitors by day and night, and reimagine our vacant shops and public buildings as housing, business or community space.	<ul style="list-style-type: none"> Support delivery of infrastructure projects to support growth in housing, business and activity within our town centres throughout the day and evening. Implement a range of strategies and plans (Regional Spatial Strategy, NPF4 and LDP) to encourage town centre living and 20 minute neighbourhoods. Work with the Kilmarnock Strategic Group to take forward the strategic vision and action plan for the town. Develop a 10 year plan for the delivery of the £20 million investment in Kilmarnock via the UK Government's Long Term Plan for Towns. 	<p>EAC; EALT; CVOEA; KBA; Ayrshire Chamber</p> <p>EAC; community groups</p> <p>EAC; KSG</p> <p>EAC; SE; AC; NHSAA;CoC; SDS</p>
3.3: Innovating to ensure sustainability in partnership services		
Accelerate the digital transition to promote equality, counter social isolation and unlock access to education, healthcare and employment opportunities.	<ul style="list-style-type: none"> Raise awareness of the digital skills offer including AI, qualifications and automation to enhance employability. Ayrshire Growth Deal – utilise 5G Innovation Region funding to build on technologies at the Ayrshire Innovation Park and to assist existing businesses within the Moorfield industrial zone, maximising the site's investment potential. 	<p>EAC; AC; SDS</p> <p>EAC; private sector.</p>
Support the delivery of community ambitions as articulated in Placemaking Plans, Local Place Plans and Community Led Action Plans.	<ul style="list-style-type: none"> The Council is actively engaging with a number of communities to advance Placemaking Plans, including Mauchline and Kilmaurs. With the new legislative footing for Local Place Plans, the Council is reviewing its processes in order to ensure that moving forward, support is targeted to where it is most required. 25 Community Led Action Plans have been facilitated by Vibrant Communities with an additional five partner plans that have been launched across East Ayrshire. Vibrant Communities will provide continued support to any community who wants to develop a plan. 	<p>EAC; community groups.</p> <p>EAC; community groups</p> <p>EAC community groups</p>

PRIORITY 4: WELLBEING		
Action	Partnership Activity	Partners
Sub priority 4.1: Supporting a holistic life cycle approach to health and wellbeing		
Maximise the health and wellbeing benefits of an inclusive local economy	<ul style="list-style-type: none"> Continued delivery of the Working for a Healthy Economy project to help individuals manage and improve their health to progress or sustain employment. Explore ways to maximise programme reach across our business base. Ensure multi-agency approaches and pathways align with the holistic life cycle approach, eg in education in ensuring effective practices in transition pre to school to post –school for all ages and abilities. Develop and sustain opportunities for volunteering in a range of areas including active schools, adult learning, community health and digital skills. 	<p>NHSAA; DWP; EAC</p> <p>ALL</p> <p>EAC; CVO; community groups</p>
Work to engage a wider range of organisations to take responsibility for delivering wellbeing across East Ayrshire	<ul style="list-style-type: none"> Encourage anchor organisations to take a more active role in developing new relationships and facilitating wellbeing across public, private, academic and societal players. Development of policy framework across organisations that supports fair work in its broadest context and incorporates a robust staff consultation process, giving the workforce an active voice. Recognise inequalities arising throughout the workforce and proactively delivering interventions to address these through the application of wellbeing. 	<p>EAC; Community Groups; E&S Anchors</p> <p>EAC, SE, Fair Work and Skills Ayrshire, CWB Commission</p> <p>EAC, NHSAA</p>