



**AYRSHIRE**  
**Joint Structure Plan**  
Growing a Sustainable Ayrshire



Further copies of the Ayrshire Joint Structure Plan  
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# Ayrshire Joint Structure Plan

## Growing a Sustainable Ayrshire



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# Foreword

We have great pleasure in presenting this foreword to the second Ayrshire Joint Structure Plan.

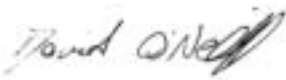
Reflecting on the challenges to be faced in the future, we recognise that sustainable economic growth must continue to be the driving force of the second Ayrshire Joint Structure Plan, as it was the first. However, circumstances have changed. The Government has launched a number of key initiatives in the social, economic and environmental fields that should bring increased prosperity to Scotland.

We wholeheartedly support these initiatives, and have sought to engage positively with national policy agendas as they relate to improvement of economic competitiveness and sustainable levels of population. Our shared view is that Ayrshire has significant human and natural resources that can create the conditions on which economic growth can be built and which, importantly, can also benefit both the West of Scotland and the broader Scottish economy. We recognise the importance of looking outward to embrace the challenges and opportunities of globalisation.

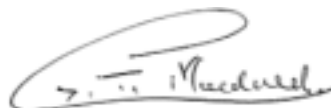
The Joint Structure Plan therefore seeks to support and develop land use elements that are important to the economy, removing constraints and filling gaps in what Ayrshire has to offer, as well as seeking to strengthen and modernise infrastructure. It is recognised that this must be achieved in ways that provide existing communities, and particularly those considered to have economic disadvantage, with improved accessibility both within, and to opportunities outside Ayrshire whilst also ensuring that the natural and built environment on which future economic investment will most certainly depend is protected and enhanced.



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# Ayrshire



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# AYRSHIRE JOINT STRUCTURE PLAN

## Growing a Sustainable Ayrshire

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# Introduction

1. The Ayrshire Joint Structure Plan “*Growing A Sustainable Ayrshire*” establishes a framework that brings together the aspirations of communities with those of business and industry, and the area’s many supporting agencies and organisations, to provide a strategic land use context to the year 2025. The plan identifies where priorities lie and seeks to co-ordinate delivery through specifically agreed action and investment. To guide this process the plan sets a shared vision for progress to 2025 and seeks to achieve strong and vibrant communities, a sustainable and growing economy a good quality of life and a healthy environment which together will make a positive contribution to the well being of Ayrshire, the wider Glasgow City Region and Scotland as a whole.

2. This plan supersedes the approved Ayrshire Joint Structure Plan “A Framework for the 21st Century” approved by Scottish Ministers on January 2000 and builds on subsequent Monitoring Statements prepared in 2002 and 2004. It seeks to develop ideas and concepts that have emerged in a number of key Ayrshire documents since 2000 and links to the community planning process emerging in all Councils. In addition, the preparation of the Structure Plan has provided the opportunity to integrate the planning process with the many European, National and Regional policy frameworks and directives that have emerged since January 2000. This is particularly the case with the National Planning Framework published in 2004 by the Scottish Executive that provides the national context for change.

3. Included as an appendix is an Action Plan that is seen as fundamental to the implementation of the policies in the plan. Whilst not part of the statutory process, the Action Plan will be reviewed on a biennial basis to ensure both currency and appropriate policy development. A Sustainability Appraisal of the plan has also been carried out by an external working group and is also published with the Structure Plan. This appraisal assesses the strategic policy approach advocated in the plan and provides a set of criteria by which the plan will be monitored, again on a biennial basis. Through the Action Plan and a refocused biennial Monitoring Report starting in 2006, the policies should continue to remain relevant well beyond the approval date of the plan. It is intended that the plan itself should be reviewed within five years of its approval.

# Challenges

Ayrshire has a population of 368,000 people, a coastline of 240km and covers some 3,500sq km. It is an area of great social, economic and environmental diversity. Although best known nationally and internationally for tourism, particularly through its association with Robert Burns and golf, Ayrshire continues to play a significant part in the broader aspects of Scotland's economy and there are strong cultural and economic linkages to the Glasgow City Region.

Nevertheless the area faces considerable future challenges.

## Supporting Scotland's Cities as Growth Centres

Considerable economic change, founded on the growth of the knowledge economy and an expanding service sector, is being experienced throughout Scotland. Ayrshire, together with the wider Glasgow City Region, will be competitively disadvantaged if it fails to attract and retain those individuals, households and businesses, key to future growth in those sectors. In the longer term this will be of detriment to the wider Scottish economy. The challenge is to create places that are aspirational and competitive.

## Sustainable Growth and Diversification of the Economy

In common with much of the United Kingdom, changes in technology and increasing global competition have impacted adversely on many local economies and communities. In Ayrshire, despite strenuous efforts and some notable success there remain persistent and unacceptable problems of a falling population, unemployment and social disadvantage. The challenge is to maintain population at or about existing levels to support services and to provide access to further job opportunities by creating competitive business environments and locations.

## Strengthening Internal and External Links

Many key development opportunities are hampered by poor accessibility to the national motorway network. Persistent constraint problems are experienced in relation to the Glasgow to Ayr electrified rail service, to the Glasgow to Dumfries line via Kilmarnock and to the efficient running of freight services. The challenge is to improve connectivity so that Ayrshire can compete effectively with the rest of Scotland.

## Community Regeneration

All three Councils have identified specific regeneration priorities through their own Community Planning processes, and have sought to provide co-ordinated funding and action. The challenge for the joint structure plan is to give further support to community regeneration by providing both the economic and development context within which this regeneration can take place.

## Environmental Stewardship

A unique blend of geology, habitats and human activity has shaped the landscape character of Ayrshire. The area contains national and internationally protected assets, which bring with them responsibilities for guardianship, but also environmental concerns resulting from development pressure and dereliction. The landscape is also seen as a considerable economic asset and positive protective and enhancement policies must be established to safeguard, protect and enhance landscape and cultural assets.

## Climate Change

In recent years the rate of climate change has been significant and constitutes a perceived threat to the way we will live in the future and to the economy and the environment. New attitudes towards development must start to mitigate the effects of climate change.

## Infrastructure

Past under-investment in water supply and service infrastructure has created widespread problems leading to significant development constraint.

## Moving Forward

4. The Councils have identified six elements to be addressed in the new Structure Plan and these have been the subject of an initial consultation exercise with key stakeholders and the communities to confirm their validity.

**Economic Prosperity:** how the planning system should respond to the requirements of future economic development.

**A Future for Communities:** what is the future role for communities and how will they respond to changing lifestyles.

**Housing Land Investment:** where further allocations of housing land should be made and what type of housing should be built.

**Transport and Public Service Infrastructure Support:** how to improve accessibility and develop the capacity of current water and sewerage systems.

**A Green Future:** what practical steps can be taken to develop the principles of sustainable development and to improve the quality of life.

**Rural Ayrshire:** how can the profound changes affecting the countryside best be addressed.

5. There is a broad measure of agreement that the six elements represent the foundations on which any replacement joint structure plan should be based. However, there is a need to see these elements as part of a coherent and integrated package of measures to be addressed in the plan rather than as separate, unrelated items.

## FIVE KEY OBJECTIVES OF THE PLAN ARE IDENTIFIED

**To stabilise the population in 2025 at current levels.**

**To support measures that encourage economic development underpinned by a sustainable population.**

**To seek improved accessibility both within, and to opportunities outside, Ayrshire.**

**To develop strong and vibrant communities by realising their potential for regeneration and growth and through the promotion of appropriate development for rural areas.**

**To safeguard and enhance the quality of the environment.**

# A Vision for Ayrshire in 2025

Ayrshire will be a competitive place contributing to a thriving Scotland, that is receptive to change, open and welcoming to new people, new ideas, new activities and new ways of living: with strong vibrant communities: a well-connected, growing, diversified and sustainable economy: an excellent quality of life and healthy environment: with all people enjoying the highest levels of prosperity, choice and accessibility in partnership with the wider West of Scotland.



# Delivering the Vision

6. Ayrshire has great assets, having a skilled labour force, successful businesses, a high quality environment, natural resources, and a good quality of life - all of which offer tremendous potential for development. Being strategically positioned on the western edge of Lowland Scotland's major population and market centres provides key locational potential that can be promoted for economic benefit.

7. To realise this potential and to contribute fully to sustainable growth a plan is proposed which protects, enhances and capitalises on human and natural assets, regenerates communities, sets out a proactive economic agenda to grow and diversify the local economy and seeks to achieve closer integration with the Glasgow City Region.

8. For Scotland's economy to perform at its best requires Ayrshire to maximise its contribution and perform to its potential. The plan therefore seeks to maintain a sustainable level of population and create economic prosperity by:

- utilising the potential of the environment and human resources to stimulate change and growth;
- supporting closer integration with the Glasgow City Region and the role of Glasgow as a driver of the future economy;
- creating opportunities to invest, live, work in and visit Ayrshire;
- improving accessibility, both nationally and internationally through major transport and port investment, offering new housing and employment opportunities;
- delivering the environmental economy through emerging green technologies and more efficient resource use; together with jobs and investment based on the quality of the environment.

Delivery will be through the promotion of sustainable development and the establishment of an overall development framework for communities together with a discreet set of topic initiatives designed to help promote and stimulate the broader economy.

## Promoting Sustainable Development

9. Sustainable development is enshrined in international and national policy. It touches all aspects of policy and action. On a global scale it embraces issues such as climate change and the exploitation of non-renewable resources. At an Ayrshire level the concept of sustainable development requires the promotion of development that meets the needs of today, respects the limits of ecology and safeguards options for future generations. It is not just a concept about the environment but about economic growth, social development - about the type of society in which we wish to live.

10. Sustainable development requires co-ordinated action, combining economic competitiveness and social justice with environmental quality, design and integrated transport. The plan promotes the integration of these objectives and directs development and policy initiatives in a sustainable way encompassing the health and integrity of the natural environment, the precautionary principle, concern for the well being of future generations, social inclusion, participation and economic opportunity within the planning process at all levels.

11. Accordingly, the principles established in STRAT 1 and Schedule 1 will be prime considerations in framing planning policy and the preparation of future local plans. The principles established should also be applied in site selection and the safeguarding of resources. In addition to providing this framework, additional mechanisms to support sustainable forms of development can be introduced through supplementary guidance.

### STRAT 1 Sustainable Development

The three Councils shall regard the Guiding Principles of Sustainable Development as identified in Schedule 1 as prime considerations in preparing local plans/local development plans.

## SCHEDULE 1

### GUIDING PRINCIPLES FOR SUSTAINABLE DEVELOPMENT

#### ECONOMIC RESOURCES

Strategic locations for economic development will be safeguarded and enhanced.

An effective supply of land for economic development to meet future investment needs will be identified.

Existing business and industrial land allocations considered surplus to requirements will be reviewed and reallocated to alternative uses.

#### COMMUNITY REGENERATION

Efficient use will be made of vacant and derelict land and buildings.

Previously developed land will be promoted in preference to greenfield land.

Recreational and amenity open space will be safeguarded and enhanced.

Sites for local community needs will be identified and promoted.

Developments will require to be of good quality design and reflect where appropriate local character and materials.

#### ENVIRONMENTAL QUALITY

The quality of the natural and built heritage will be conserved and enhanced.

Important cultural heritage resources will be safeguarded.

Development will require to respect the landscape character of the area and not result in visual damage or intrusion.

Development should not lead to unacceptable damage to priority species and habitats.

New development will be expected to take account of the impact of climate change.

New development will be located where there is no unacceptable risk from flooding, tidal inundation, coastal erosion or ground instability.

Development proposals should not have an adverse effect on land, air and water quality or nuisance by way of smell, noise or light.

New development should not intrude into Health and Safety Executive safeguard zones if this would lead to increased risk or hazard.

The assets and amenity of the coast and coastal waters shall be protected from harmful development.

Non renewable resources will be used prudently.

Proposals that promote the reuse and recycling of resources will be encouraged.

#### IMPROVING ACCESSIBILITY

Areas of economic development will require to be accessible by a range of transport modes.

Increased use of public transport will be promoted and encouraged through the development of public transport corridors.

The use of non- road based freight transport will be encouraged.

Traffic relief to communities on main routes will be promoted.

In the selection of locations for future development preference will be given to areas that are, or have the potential to be, well integrated with walking, cycling and public transport networks.

Transport Assessments/Green Travel Plans will be required for all significant trip generating land uses.

#### DEVELOPMENT OBLIGATIONS

Developers will be expected to mitigate any adverse impacts of their developments and to ensure the costs involved are not borne locally.

New investment should maximise the use of existing service infrastructure.

Where new developments are proposed, developers will be expected to contribute towards overcoming any existing infrastructure constraints.

Developers will be encouraged to apply the principles of energy efficiency and to utilise renewable energy sources within the layout and design of proposals.

Developers should consult with Architecture & Design Scotland and all appropriate amenity bodies on any significant development proposals.

Developers will require to show that environmental thresholds have not been exceeded.

Significant developments should be accompanied by an assessment of the economic, social and environmental implications of the proposal.

## Development Framework

12. The Development Framework sets the long term strategic land use framework for the next twenty years and recognises that in order to maximise potential all parts of Ayrshire have a vital contribution to make to the area's future prosperity and quality of life. The framework comprises three inter-related elements:

- Developing and strengthening an identified strategic **Core Investment Area** and focussing future transport, population, economic activity, infrastructure and service proposals in the major towns of Ayr, Irvine and Kilmarnock.
- Promoting future development within a series of **Investment Corridors** along main transport routes and consolidating and strengthening the strategic economic and service role of key towns in these corridors as **Service Centres**.
- Realising the potential of **Local Communities** both within and outside the Core Investment Area and Investment Corridors, and communities within **Rural Areas**, to meet local needs.

13. The Development Framework seeks a balance between capitalising on the established potential for growth in the Core Investment Area and spreading growth and economic development opportunities at a more local level throughout the Investment Corridors, Local Communities and Rural Areas. Maximising the potential of all parts of Ayrshire in this way will increase the area's competitive position, its prosperity and quality of life and contribute more fully to Scotland's growth. A community hierarchy is proposed to inform levels of development that can be expected.

14. A further four topic sections of the plan show how specific actions relating to the economy, communities, environment and transport will support the principles enshrined in the Development Framework. The topic sections detail policy but will be monitored on a regular basis to ensure they remain relevant, that future supplies of land remain adequate for future needs and that an appropriate framework for development remains in place.

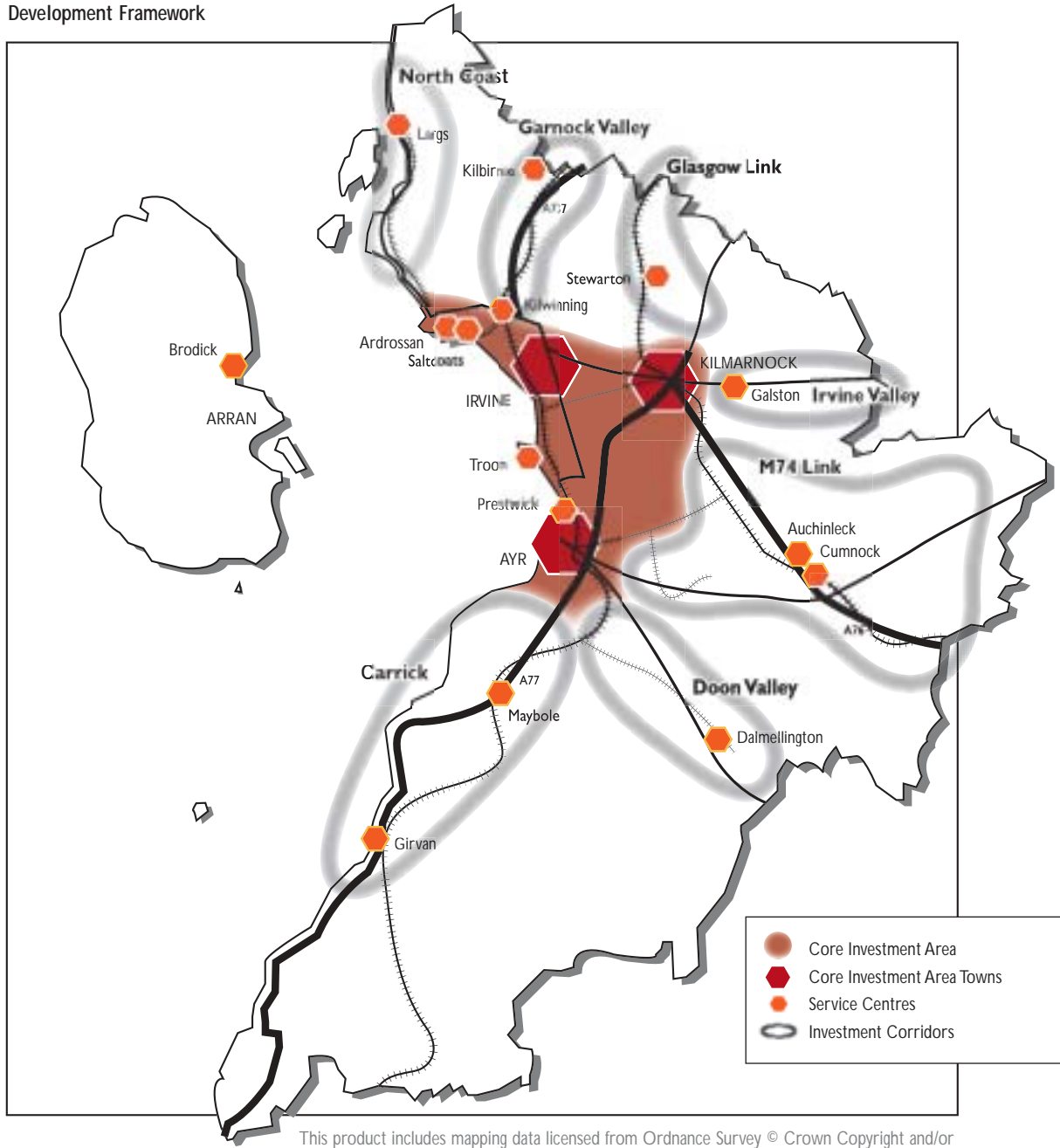
## Core Investment Area

15. The towns of Ayr, Kilmarnock and Irvine and their associated communities form a closely inter-related urban network at the very heart of Ayrshire. This grouping contains the majority of the area's population, economic activity and services, and, as the focus of the transport network, has clear accessibility, scale and commercial advantages. The surrounding land and seascape setting is both distinctive and attractive. Together these three towns comprise the key communities within the Core Investment Area but, having no one single dominant centre, this creates a lack of focus, scale and mass, resulting in less economic, business, civic and cultural assets than a single urban area of similar population and size would possess.

16. The three towns act as key focal points attracting the largest proportion of new development and have the greatest potential for attracting new investment in the future. Government policy recognises this and identifies a Central Ayrshire Economic Development Zone as a priority in the National Planning Framework. The Core Investment Area is based on this Development Zone and within this area the plan promotes the inter-dependence of good transport links, modern infrastructure with residential and business opportunities and an upgraded landscape setting. This establishes a new vision for the towns in the context of their immediate area and, in this regard, there will be clear competitive advantage to be had from their collective integration and interdependence. Importantly the plan recognises that it does not imply a physical coalescence of individual communities within the area but allows each town a distinct identity and complementary role.

17. Co-ordinated activity can be achieved in a number of ways, from landscape management, green network and regeneration initiatives to improved public transport and road links, through the concentration of service infrastructure and complementary measures which increase housing choice, leisure facilities and business development opportunities. Identifying and recognising the collective potential of the Core Area will raise the areas profile and enhance overall performance.

Development Framework



Investment Corridors

18. Investment Corridors provide the link between the Core Investment Area, the main urban centres of Scotland and beyond to national and international markets (see Schedule 2). It is generally along these main road and rail corridors, which contain much of Ayrshire's concentrations of population, activities and services, that accessibility to both employment and to markets is best afforded. Developing economic opportunities in the Investment Corridor communities will capitalise on the accessibility advantages and existing services they offer. This will, in turn, contribute to sustainable development and improve public transport options, social and economic inclusion, quality of life and competitiveness and help stimulate infrastructure investment.

19. However, Investment Corridors are more than just platforms for the promotion of business and housing development. In pursuing economic growth recognition is increasingly being given to the need to provide a clean, safe, healthy and attractive living environment. Attractive areas of open and green space both within and around small towns can help facilitate economic development. Where corridors of green space link parts of towns, or where they link different communities, they can also provide opportunities for encouraging travel by means other than the car. New development also benefits from well-managed structural landscape proposed as part of an overall framework.

## SCHEDULE 2 INVESTMENT CORRIDORS

### Investment Corridors

Corridor	Rail Links	Road Links
Glasgow Link	Kilmarnock-Glasgow	A735/M77
Garnock Valley	Ayr/Irvine-Glasgow	A737
North Coast	Kilwinning - Ardrossan/Largs	A78/ferry
Carrick	Ayr-Stranraer	A77 (south)
M74 Link	Kilmarnock-Dumfries/Carlisle	A70/A76
Doon Valley		A713
Irvine Valley		A71

20. The opportunity therefore exists within the Investment Corridors to link investment in housing and business development to improvements in accessibility, community upgrading and renewal and to the creation of habitat networks and green-space in a co-ordinated way. It is proposed this can be achieved by the development of detailed improvement programmes for the corridors concerned through the next round of local plans/local development frameworks.

### Service Centres

21. Within the Investment Corridors there are a number of key towns that serve more localised communities and act as a focus for development. All of these towns, except Brodick, have a secondary school serving a broad catchment area, and provide a mixed range of commercial and small-scale business interests. These Service Centres are of fundamental importance to the economy of Ayrshire and lie on easily accessible transport routes. By anchoring development opportunities in these Service Centres their potential for long term stability will be improved and development within the Investment Corridors can be stimulated by their growth.

22. Whilst it would be appropriate to accommodate additional development provision in these communities, the scale of provision has to take account of their individual circumstances and characteristics. In terms of the plan however, a degree of positive encouragement for development is appropriate to maintain and broaden the economic base. In this regard, these communities will provide additional choice options and support the Core Investment Area as locations for economic investment and more limited housing expansion.

### Local Communities

23. In addition to the Service Centres there is a wide range of Local Communities, which, whilst not providing the facilities of Service Centres, still have the capacity to accommodate certain levels of development. It is important that any future development activity within these communities should be based on their ability to provide the level of services required to support development whilst at the same time recognising a range of possible development constraints related to their historic importance and landscape setting. Two distinct types of Local Communities are identified to give local plans an early indication of the levels of development expected and are identified in Schedule 3.

- Local Communities with Significant Development Opportunities.
- Local Communities with Small-Scale Development Opportunities.

24. It is important to note that the communities listed are those within the Core Investment Area and Investment Corridors and the schedule seeks to identify the scale of development opportunity within those areas. It is not the intention to exclude opportunities for appropriate development occurring in other communities outside the main development areas, but any development is likely to be very limited in nature in a twenty year period. For the avoidance of doubt, opportunities referred to are for all forms of development and do not solely refer to housing.

## Rural Communities

25. Ayrshire has an extensive and diverse rural area that encompasses island, agricultural, industrial and service communities. The landscape is equally varied and much is of a high quality. Accessibility to jobs and services and a high quality of environment have ensured that some rural communities have experienced sustained demand for development. In other instances, however, the decline of agriculture, extractive and manufacturing industries, compounded by isolation has also resulted in social and environmental decline. Profound changes in agriculture and funding under the Common Agricultural Policy reforms have also encouraged diversification of farming activities.

26. The plan recognises that special needs exist within rural communities and that integrated action is necessary to diversify the economy, address social issues, provide adequate levels of housing and tackle environmental dereliction. Many of these actions will be taken forward through the community planning process, local planning and the actions of other agencies. Nevertheless, it is important that the Development Framework is supportive of proposals that consolidate services in existing communities, accommodate the needs of local business, promote new business and leisure opportunities and improve accessibility.

### STRAT 2 Development Framework

The three Ayrshire Councils, working in conjunction with public and private sector agencies, will seek to increase the attraction of Ayrshire as a place to live, work, visit and invest by:

- A) Providing for integrated and complementary development within the Core Investment Area and promoting the area as the primary focus for all major development;
- B) Supporting an appropriate scale of residential, business and environmental action in the Investment Corridors;
- C) Supporting the Service Centres as the primary focus for development in the Investment Corridors;
- D) Providing for an appropriate level of development commensurate with capacity to accommodate growth in Local Communities; and
- E) Supporting Rural Areas through measures that seek to diversify the rural economy and facilitate appropriate new rural business and industry.

## SCHEDULE 3 COMMUNITY HIERARCHY

### Major Towns

Irvine	Kilmarnock	Ayr
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### Service Centres

Largs	Stewarton	Girvan
Kilwinning	Auchinleck	Prestwick
Kilbirnie	Galston	Troon
Ardrossan	Dalmellington	Maybole
Saltcoats	Cumnock	
Brodick		

### Local Communities with significant development opportunities

Dalry	Kilmaurs	Coylton
Dreghorn	Drongan	Monkton
Beith	Crosshouse	Tarbolton
West Kilbride	Patna	Mossblown
Springside	Mauchline	Dundonald
Stevenston	Catrine	Symington
Glengarnock/	Dalrymple	
Longbar	Hurlford/Crookedholm	

### Local Communities with small-scale development opportunities

Skelmorlie	Dunlop	Annbank
Lamlash	Muirkirk	Crosshill
Fairlie	Fenwick	Dailly
Millport	Sorn	Maidens
Drybridge	New Cumnock	
Barrmill	Ochiltree	
Gateside	Newmilns	
	Darvel	
	Knockentiber	

# Economy

27. Growing and diversifying the economy in Ayrshire, as well as developing closer integration with a reinvigorated Glasgow City Region economy, will be fundamental to enhancing access to opportunity, to underpinning regeneration and to creating sustainable prosperity. Ayrshire offers an attractive environment for business with a wide range of opportunities, locations and sites to meet the changing needs of existing and new business, inward investors and public sector relocations. More competitive business environments in the form of efficient, high quality, attractive locations and premises will underpin future economic performance.

28. To strengthen the Core Investment Area and promote further investment in Investment Corridors, a portfolio of economic opportunities for future servicing, implementation and promotion are identified and safeguarded. The plan seeks to focus major employment generating development on a limited number of key Gateway locations and strategic business locations with good accessibility and market appeal. In order to broaden the economic base and to seek to open the opportunity for new initiatives, the development of a range of industries associated with the environmental economy is proposed.

## Gateway Locations

29. Pivotal to the success of Ayrshire's economy are a number of key Gateway Locations. These Gateway Locations offer key international connectivity and competitive advantage for industrial and business development, and have the potential to be of considerable benefit to Scotland and the United Kingdom as a whole. Support for these gateways is a key feature of the plan and it is recognised that further transport infrastructure enhancements to improve access to the Gateways should be addressed as a priority. The Gateway Locations are identified as Glasgow Prestwick Airport, Hunterston, the ports of Ayr and Troon and Ardrossan Harbour.

30. Hunterston combines the opportunity for a globally significant deep-water terminal capable of taking the very largest marine freighters with a major rail connected site. With its landward connections to United Kingdom and European markets and proximity to the air-freight facilities at Glasgow Prestwick and Glasgow Airports, Hunterston is uniquely placed to act as a deep water transshipment hub on a truly international scale and requires both road and rail improvements if it is to be developed successfully. In the longer term there is an opportunity to develop further business and industrial growth. Within the plan period it is expected additional surface access links will be required to support the operation and growth of Hunterston and these should be safeguarded from future development.

31. The UK Government's 2003 Aviation White Paper has formally confirmed Glasgow Prestwick Airport as West Central Scotland's "second runway". By 2030 the three airports of Glasgow Prestwick, Glasgow and Edinburgh are projected to handle in excess of 41 million passengers each year, with Glasgow Prestwick expected to account for at least 6 million passengers per year. Only Glasgow Prestwick has substantial existing spare runway capacity and together with its specialisms in freight, and maintenance and repair operations has the potential to remain one of Ayrshire's main sources of growth. In these circumstances areas likely to support further expansion of the airport should be identified.

32. The scale of potential development at Glasgow Prestwick Airport is such that an Action Plan is required to link both on and off airport development. This would need to show how the proposals relate to overall development within the area and the timing of infrastructure investment. It is recognised that for Glasgow Prestwick Airport there may be considerable opportunities to be had by seeking to extend and rationalise land in the wider Monkton area in conjunction with proposals for airport development.

33. The ports of Ayr and Troon and Ardrossan Harbour are major national and international entry and exit points to the transport network and thus the wider economy of Ayrshire and beyond. With their location on the United Kingdom's western marine seaway and their road and rail connections they are a potential key resource for coastal and short sea shipping giving competitive advantage and potential for future economic development together with the growth of passenger and freight movement. All three locations currently have poor or limited local access from the trunk road system. Measures to improve access should be investigated as a priority in conjunction with improvement to the local environment and the safeguarding of future potential development opportunities.

### ECON 1 Gateway Locations

The three Ayrshire Councils shall, in conjunction with other agencies, support the Gateway locations as key drivers of the economy through proposals which:

- A) promote the development of an international transshipment hub requiring deep water for sea freight movement at Hunterston and safeguard existing rail and road access in the vicinity against adverse development;
- B) promote the expansion of airport and runway facilities for Glasgow Prestwick Airport, provided that adequate measures are taken to limit any harmful environmental consequences of the airport's operation; and
- C) promote the development of the ports of Ayr and Troon and Ardrossan Harbour including the safeguarding of land for port-related activities, the development of related opportunities and enhanced surface access links.

South Ayrshire Council in conjunction with public and private sector agencies shall prepare an Action Plan for Glasgow Prestwick Airport and the surrounding area.

## Strategic Business Locations

### The Existing Portfolio

34. The approved joint structure plan contains a list of six strategic industrial and business development sites and for the current plan these have been reviewed. It is now proposed that the existing strategic industrial sites at Rowallan and Kilmarnock Mosside, Riverside/Irvine and Prestwick Aerospace Park will continue to be supported as Strategic Business Sites capable of accommodating major development proposals, with the Kilmarnock Mosside and Irvine sites offering potential for large scale single user and long term expansion potential. As part of the review of surplus industrial land, Glengarnock, Cockhill and Ardeer are deleted from the current list of strategic industrial sites and should be examined for options related to more mixed-use development which may include more limited or specific business opportunities. Supporting infrastructure for the Strategic Business Sites, including improved public transport access, should continue to be developed and expanded.

### Business Sites in Core Investment Area Town Centres and Service Centres

35. There is an emerging shortage of certain types of modern industrial and business floorspace associated with many of the main towns in Ayrshire. New accessible business locations in the town centres of Ayr, Irvine and Kilmarnock and the Service Centres identified in Schedule 3 require to be brought forward to encourage new business formation, indigenous business growth and inward investment. These locations should primarily be well related to the main public transport network, particularly the main rail stations, and opportunities should be taken to utilise brownfield sites, particularly in town centres for service sector, commercial leisure and office-based activities. Recent developments adjacent to Saltcoats and Kilwinning town centres are examples of what can be achieved.

36. Sites for service sector, commercial leisure and office based activities within and immediately adjacent to the three town centres of Ayr, Kilmarnock and Irvine and the Service Centres should be identified within local plans. However, major development proposals shall continue to be focused on the three main towns in order to maintain and enhance their function with opportunities for consolidation and expansion in the Service Centres limited to a scale commensurate with their role and capacity.

### Business Sites elsewhere in the Core Investment Area

37. In addition to emphasising major business opportunities within or in close proximity to town centres, it is also recognised that there is a shortage of suitable available sites in some other locations. Sites already identified at Moorfield, Kilmarnock, Tournament Park, Irvine and Corton, Ayr should be confirmed. The site at Corton, Ayr should be integrated with a future rail station in this area. The existing strategic business site at Prestwick Aerospace Park has a planning consent limiting its use to those associated with the airport, but the general area is a key strategic location in Ayrshire. Opportunities for further business use in the Monkton area, therefore, should be identified as part of an integrated rationalisation of land in this area accompanying any long term proposals for the development of the Glasgow Prestwick Airport.

### Bulk Freight Locations

38. A number of locations combine good rail accessibility with large scale material handling potential. Currently, coal and timber are the main bulk freight commodities offering processing potential for Ayrshire. Timber, in particular, is already well established and, in order to maximise the potential for the existing forestry industries to expand and to attract additional industrial processes, a number of wood processing locations with good rail access have been identified. Whilst it is recognised that these locations may be suitable for further developments associated with the timber industry, other types of development, including renewable energy generation and waste recycling, which can take advantage of the bulk transportation and processing potential provided by these locations will be encouraged.

## ECON 2 Strategic Business Locations

The three Ayrshire Councils shall safeguard, enhance and promote the following locations for major industrial and business development:

### Existing Strategic Business Sites:

Irvine Riverside  
Kilmarnock Mosside and Rowallan  
Prestwick Aerospace Park

### Business Sites in Core Investment Area Towns Centres and Service Centres:

Kilmarnock Town Centre  
Irvine Town Centre  
Ayr Town Centre  
Service Centres identified in Schedule 3

### Business sites elsewhere in Core Investment Area

Irvine Tournament Park  
Kilmarnock Moorfield  
Ayr Corton  
Monkton

### Bulk Freight Locations

Ardeer  
Hunterston  
Irvine: Meadowhead  
Auchinleck: Barony  
Girvan: Grangestone  
Barrhill

## Local, Rural and New Business Development Opportunities

39. In addition to the strategic locations for business and industrial development, there is likely to be a need for additional opportunities both to meet local business requirements and any unforeseen demands that may emerge. Local Plans should therefore seek to maintain an adequate supply of attractive business sites to meet local needs within communities and to allow for diversification in rural areas. Any surplus land should be reviewed for other uses. New employment opportunities which may arise from time to time and which cannot be accommodated by the supply in the strategic business locations will be assessed against the Guiding Principles of Sustainable Development detailed in Schedule 1.

## ECON 3 Local and Other Business Opportunities

The three Ayrshire Councils shall make provision for an adequate supply of land for office, business and industrial use throughout their areas to cater for locally based services and other business development opportunities providing the development is small in scale and in keeping with the character of the surrounding area.

## Reallocation of Surplus Industrial Land

40. Existing sites and floor-space, which are surplus to requirements and have qualitative issues related to location, obsolescence, marketability, environment, accessibility or infrastructure require to be reviewed with a view to possible release and re-allocation to other land use. This will have the benefit of not only removing the negative market impact of an ineffective oversupply but of creating new opportunities and potential for housing, business and mixed use development.

## ECON 4 Reallocation of Surplus Industrial Land

The three Ayrshire Councils shall identify and review all surplus industrial land at the earliest opportunity for reallocation to other uses.

## Knowledge Economy

41. Ayrshire must be in a position to take advantage of the increasing rewards to be had from advances in the knowledge economy. Innovation and the education and skills that support it are critical to development enabling people to access the opportunities it provides. Higher education and research facilities have key roles as drivers of the knowledge economy within a strong city-region dimension. Universities in particular are global institutions, offering access to the knowledge economy and increased flows of ideas, technology and people. At a West of Scotland level this needs more explicit recognition. As well as its local facilities, Ayrshire must take advantage of its accessibility to the universities in the Conurbation. In addition as a long term aim Councils should work together to identify an appropriate university campus development opportunity in the Core Investment Area.

### **ECON 5 Knowledge Economy**

The three Ayrshire Councils shall

- A) Support proposals which expand or consolidate existing higher educational facilities, including associated research and development facilities and/or which enhance closer integration with the universities in the Conurbation; and
- B) Work together to identify a suitable location for a potential future university campus for Ayrshire within the Core Investment Area.

## Promoting the Environmental Economy

42. Given Ayrshire's extensive environmental assets the environmental economy offers considerable potential for economic growth, diversification and support for regeneration. The employment opportunities and business potential offered by renewable energy, waste recycling and resource efficiency that is now accessible via new and emerging technologies, together with jobs and investment based on the quality of the environment itself, will create significant opportunities for the area. Key sectors that emerge are the development of a more broadly based renewable energy industry, the promotion of new and alternative technologies, an improved tourism product and a revitalised rural economy.

## Renewable Energy

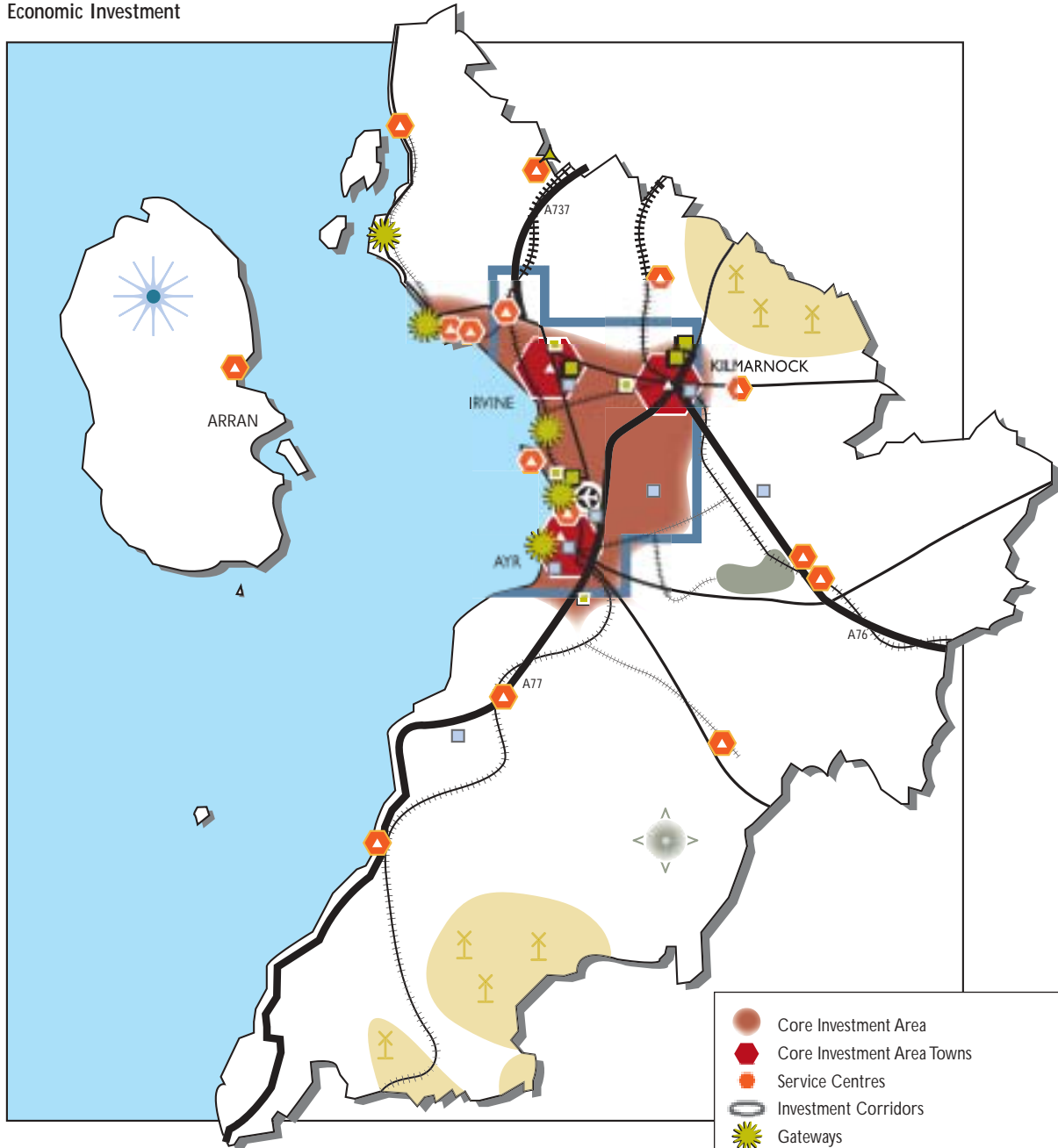
43. Ayrshire has significant renewable energy resources and is well placed to exploit its generation and use. A portfolio of different technologies and solutions will have a significant local role to play in meeting the global challenge of climate change with potentially greater contributions to national capacity from a diverse range of renewable energy proposals, energy efficiency and clean fuel technology. The plan, therefore, seeks to facilitate the development of renewable energy and energy saving within communities and act as an economic and sustainable driver of local economies for the future. This can be achieved through the introduction of innovative forms of technology, design and construction methods and in ways and at scales that will allow it to play a major role in the regeneration of communities.

44. Integration of small scale and micro renewable energy generation into existing and new developments will be supported and in particular encouragement should be given to community owned wind turbine, hydro-power, combined heat and power plants and space heating developments which could help spread the benefits of this activity and potentially reduce energy costs.

### **ECON 6 Renewable Energy**

Proposals for the generation and utilisation of renewable energy should be promoted and will conform to the plan both in stand alone locations and as integral parts of new and existing developments where it can be demonstrated there will be no significant adverse impact, including adverse cumulative impact or infrastructure constraints, and where the design of the development is sensitive to landscape character, biodiversity and cultural heritage.

Economic Investment



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- Core Investment Area
- Core Investment Area Towns
- Service Centres
- Investment Corridors
- Gateways
- Glasgow Prestwick Action Plan
- Existing Strategic Business Sites
- Other Business Sites
- Bulk Freight Locations
- Town Centre Business Locations
- Coastal Recreational Development
- Areas of Search for Large Scale Commercial Windfarms
- Co-fired Power Plant Search Area
- Joint Waste Facility Search Area
- Environmental Business Village
- Potential UNESCO Designations
- World Heritage Sites
- Biosphere
- Geopark

## Wind Energy

45. Ayrshire has above average mean wind speeds and as such is attractive for wind energy generation and, in particular, as a location for wind farm development. The Government has set targets for Scotland of 18% of electricity demand from renewable energy by 2010 and 40% by 2020. To achieve these targets at a local level a significant expansion in the number of wind turbines may be required.

46. Given the Government's targets, there is an onus to find wind farm locations that would contribute to the overall national supply, but this cannot be at the expense of the environment. It is also recognised, however, that local benefits arising from wind farms can be important to the future economic regeneration of rural communities. To guide wind farm development in a manner that maintains landscape and biodiversity value and safeguards the operational needs of Glasgow and Glasgow Prestwick Airports, two areas of search for large-scale commercial wind farm development have therefore been identified. Outside these two areas commercial wind energy proposals will be judged against the criteria established in Policy ECON 7 B.

### ECON 7 Wind Farms

- A) Development proposals for large scale wind farm development shall be directed, firstly to the Preferred Areas of Search as identified on the Key Diagram.
- B) Outside the Preferred Areas of Search, proposals for wind farm development, including their construction, siting, access and transmission links to the grid shall conform to the plan only where it can be demonstrated there is no significant adverse effect on:
  - i) communities
  - ii) landscape character and visual amenity
  - iii) natural environment
  - iv) built and cultural heritage
  - v) telecommunications, transmitting or receiving systems
  - vi) operational requirements of Glasgow Prestwick and Glasgow Airports

When assessing proposals, account will be taken of existing sites with planning permission and the cumulative impact of known development proposals.

## Biomass

47. In the drive to achieve the national targets for renewable energy, types of energy generation other than wind power may also contribute to meeting renewable energy targets. Of the alternative energy sources most likely to contribute to meeting those targets in the near future, the generation of electricity and heat from biomass is the most significant.

48. In Ayrshire, there is a significant resource of co-products from timber harvesting and processing and large areas of degraded former industrial land are available for growing energy crops. As a result, power plants related to the use of biomass and timber co-products should be located as close to the source of their raw material as possible to reduce impact on infrastructure.

49. Development can be at scales suited both to demand and available resources with small scale, medium or large biomass plants designed to fit their immediate environment. Moreover with supplies of coal in the vicinity there is an opportunity to develop co-firing of any associated power plant based on clean coal technology. The coalfield area of East Ayrshire is recognised as having particular opportunities for this type of energy production.

### ECON 8 Biomass

Biomass power generation, co-fired power plants and combined heat and power plants shall conform to the plan where it can be demonstrated that:

- A) fuel sources, processing, bulk freight facilities and energy generating plant can be co-located;
- B) generating plant can be co-located with a significant energy user to meet on site requirements or where the users of surplus heat or power are in close proximity; and
- C) there are no unacceptable, significant adverse impacts on communities, landscape character and visual amenity, natural environment, and the built and cultural heritage.

A search area for a co-fired power plant is identified on the Key Diagram.

## Waste

50. Effective waste management is a significant element in contributing to a more sustainable future and is being promoted at national level through the National Waste Strategy. Current policies for municipal waste, already developed through the Area Waste Plan are already leading to a reduction in the volume of waste disposed to landfill. However in order to achieve the government target figures for diversion increasingly less reliance will be placed on landfill options and significantly more emphasis placed on re-use, recovery and treatment. This could, potentially, have significant additional economic benefits through the establishment of downstream industrial and renewable energy opportunities.

51. Further work on potential waste streams has been carried out since the publication of the Area Waste Plan. In the short term it is likely that current working arrangements will allow compliance with existing standards of waste treatment and fall within government guidelines. In the short/medium term analysis indicates a need for additional facilities at individual Council level. Even with a further recycling initiative to remove all valuable resources from the waste stream, however, a joint remedial waste treatment facility serving all three Councils at one location will be required in the medium/long term. This is most likely to be in the form of a thermal treatment or combined heat and power plant. An assessment has been made on the optimum location and the plan identifies a search area for such a facility.

52. However, not all waste streams are dealt with by Councils. In some parts of Ayrshire the private sector has taken the opportunity to set up a variety of different commercial waste operations, including landfill sites, some working under contract for the Councils themselves. This has already created a series of linked additional job opportunities based on the treatment of waste that helps to support the local economy and aid diversification. Nevertheless, with the government drive to reduce landfill and increasingly to treat waste as close as possible to source, the onus must increasingly be to limit further landfill sites, to seek locations for waste treatment plant for both the public and private sector as close as possible to the source and that can also create opportunities for developing the local economy.

### **ECON 9 Strategic Waste Management Facility**

The three Councils shall provide an integrated network of waste management facilities to comply with government guidance and will identify through a local plan or subject plan a site for a joint waste treatment plant in the search area identified for this purpose on the Key Diagram.

### **ECON 10 Waste Locations**

In identifying locations for new waste management facilities the three Councils shall, in the first instance, give preference to new facilities within or immediately adjacent to existing waste management sites. Where this is not possible, Councils should explore the possibility of accommodating new facilities within existing industrial sites or on other, suitably located areas of brownfield or previously contaminated land. All potential new locations will be assessed against proximity to the waste source, the Ayrshire and Dumfries and Galloway Area Waste Plan, physical and environmental constraints including the effect on community well-being, ground and surface water conditions and the capacity of transport systems.

## Environmental Business Village

53. The potential exists to develop dedicated locations to meet the requirements of business engaged in or seeking to exploit opportunities in the environmental economy. Many of these business opportunities will have specific locational criteria in relation to resource supplies or markets and others will be accommodated within the Strategic Business Locations. However there will be service and knowledge based environmental businesses that would benefit from common business infrastructures and services and from co-location with similar or related activities, end users and possible environmental demonstration projects. Locations which can combine these benefits with market potential and opportunities for remediation and regeneration would be well placed to meet the needs of the sector.

54. Whilst there are potentially several options for this type of development, in the immediate future Glengarnock/Lochshore offers a well located large scale brownfield regeneration opportunity with good rail access and which has established market potential for housing and as a location for environmental services. A sustainable project of neighbourhood scale could be integrated with the existing community structure developing novel residential, workplace, leisure, environmental and infrastructure opportunities.

### **ECON 11 Environmental Business Village**

The three Ayrshire Councils shall explore the opportunities for the creation and promotion of integrated business and residential villages based on sustainable technologies and aimed at facilitating and accommodating indigenous business growth and demonstration projects in the environmental sectors of the economy - focused initially on the regeneration and remediation potential of Glengarnock in conjunction with North Ayrshire Council.

### **Tourism, Leisure and Recreation**

55. Tourism already makes a significant contribution to the economy. In seeking to build on this resource, development should continue to focus on the area's strengths in terms of its improved connectivity with Scotland, the rest of the UK and Europe, the quality of the environment and the promotion of its cultural, natural resources and green tourism markets and their associated attractions and accommodation. Tourist-related assets, - including golf, sailing, the coast and its communities, the landscape and natural habitats and the area's cultural heritage - linked with the potential offered to attract visitors through the Gateway Locations - offer a considerable platform and potential for growth.

56. However, as well as a general presumption in favour of tourism development, there are specific areas where development of a tourist-related nature might be encouraged. Much of the countryside is easily accessible and the general growth in recreational use has produced a wide range of social benefits from health and fitness to economic gain for communities. New legislation on access and the appointment of access officers by each Council should ensure continued recreational growth in the rural areas. Formal footpath and cycle links are currently being developed, but it is important that a less controlled but more open form of access is encouraged over broader areas, particularly in the upland areas.

57. Ayrshire contains some of the best and most accessible coastline and islands in Scotland with internationally renowned links golf and major sailing and other leisure and recreational opportunities. The coastline has excellent accessibility from the main population centres in Central Scotland and is served with excellent links to passenger ferry ports and a growing international airport. The opportunity exists, therefore, to develop a major coast-based maritime recreational area focused on the Firth of Clyde stretching out to include Arran and the other islands. There is merit in developing an integrated approach to the coast and maritime-related development as an asset of considerable economic potential both to Ayrshire and the West of Scotland.

58. Cultural heritage, including historical figures and their local associations, is an important and growing sector of the tourism market. Robert Burns' association with Ayrshire is particularly renowned and the value of Burns as an international icon of Scotland's creative and literary tradition already brings substantial economic benefit to Ayrshire and Scotland as a whole. Burns has associations with many communities across Ayrshire, often with a building, location or landscape linked to events in his life or his works. The 250th anniversary of Burns birth in 2009 gives a tremendous opportunity to safeguard and enhance the sites, promote locations associated with his life and work to a wider audience and to explore their potential as a World Heritage Site under the auspices of ICOMOS (International Council on Monuments and Sites) and UNESCO.

59. The natural environment also presents major opportunities for the development of green tourism and increasing interest is being shown at both national and international level for developing these opportunities. The Government is actively pursuing marine spatial planning and marine national parks that may well provide further opportunities for tourism based on the natural environment of the Firth of Clyde. UNESCO is developing two further initiatives at an international scale; Biosphere Reserves to promote the principles of sustainable management of land and Geoparks to recognise areas of world importance for earth sciences. Early indications suggest there are opportunities to develop a Biosphere Reserve in southern Ayrshire linked with Dumfries and Galloway and a Geopark on Arran, though much work still needs to be done. Evidence from other countries suggests considerable social and economic benefit can be derived from their establishment.

### ECON 12 The Tourism Resource

The three Ayrshire Councils shall, in conjunction with other agencies, promote the development of tourism to increase the range, geographic spread and quality of accommodation, facilities, attractions and supporting infrastructure where it contributes to environmental quality, extends the visitor season, provides further job opportunities, supports communities and encourages rural diversity.

### ECON 13 Tourism Opportunities

The three Ayrshire Councils shall, in conjunction with other agencies:

- A) Support the development of outdoor access tourism, together with associated accommodation and infrastructure;
- B) Support proposals that would contribute to the development of a major integrated coast based tourist, leisure and recreational area focused on the Firth of Clyde and the Islands of Arran, the Cumbraes and Ailsa Craig in the context of ENV 10;
- C) Safeguard and promote the locations, landscapes and buildings associated with Robert Burns and seek designation of these locations as a possible World Heritage Site; and
- D) Explore the potential offered by the natural environment in developing marine-based tourism opportunities in the Firth of Clyde, a Biosphere Reserve in southern Ayrshire and a Geopark on Arran.

### Rural Diversification

60. Ayrshire's rural areas offer great potential to sustain and encourage rural business development and diversification without compromising the environmental quality of the countryside itself. As the rural economic base and particularly agriculture are undergoing a period of considerable change it is essential that rural areas increase their capacity to adjust to and accommodate this change while protecting and enhancing environmental quality. This will be particularly necessary if local benefits such as new and higher quality jobs are to be created and rural communities regenerated.

61. Policies throughout the plan are aimed at protecting and enhancing the essential rural character of Ayrshire at a time of increasing change. Environmental quality is itself a key economic driver that increasingly underpins the future of the countryside and must be protected and enhanced. While change must be anticipated and accommodated this must be in the form of a managed evolution and not at the expense of the environment. This does not mean that the appearance of rural areas will remain exactly as they are today.

62. While many traditional rural activities in agriculture and forestry will continue to develop and diversify, many new business opportunities will either be in the service sector or have a high service and knowledge content. These activities tend to be much less visibly intrusive and may, therefore, be accommodated with less obvious impact. Many of these activities can be located within the service centres and other local communities where accessibility is at its highest and, provided this meets operational and market requirements, should be supported by the provision of suitable accommodation.

### ECON 14 Rural Diversification

The three Ayrshire Councils shall

- A) Support the principle of rural diversification, particularly through proposals for small scale renewable energy; forest-based products and industries; leisure, recreation and tourism; non-food crops and local quality food initiatives; appropriate rural housing and small business development; and
- B) Identify appropriate criteria for the assessment of proposals related to the diversification and growth of existing rural businesses and for the establishment of appropriate new business development in rural areas.

# Communities

## Regeneration and Urban Renewal

63. A prime objective of the plan is to ensure that Ayrshire is an attractive place in which to live, work, visit and invest. All areas have to maintain and improve their assets if they are to continue to be attractive, produce valuable outputs in the form of quality of life and be able to attract investment on a continuing sustainable basis. Without continued public and private sector investment urban areas become degraded and less able to provide a good quality of life and attract the required level of investment for sustainability.

64. Many areas in Ayrshire are attractive to people, activities and new investment. There are however a few areas where the market has been failing to bring forward sufficient investment to regenerate and renew itself and where under investment may be gathering pace and cumulative. All three Councils have, through the community planning process, developed initiatives to tackle the many complex issues involved in regeneration. Regeneration Outcome Agreements have recently been published and these set out in more detail local priorities and action, and, in addition Councils have been involved in physical regeneration projects. Whilst much of this regeneration activity must of necessity take place at local level in conjunction with the community, the plan can assist by providing the strategic land use context for further specific actions on the ground.

### National Regeneration Priorities

65. It is recognised in the National Planning Framework that small coalfield communities in southern Ayrshire area present a particular problem for regeneration. The deep mining industry on which these communities were based has long since gone and their relative isolation is such they are unable to attract new investment and do not have easy access to alternative sources of employment. There is a strong case for public sector investment to support regeneration as a priority in this area and for the adoption of flexible planning policies to stimulate investment. Action to support a significant improvement in environmental quality is also recognised.

66. The Irvine Bay communities are beset by social economic and environmental problems of a considerable magnitude and which act as a deterrent to future economic investment. The resolution of these problems will require financial resources and funding over a long period, yet the regeneration of the Irvine Bay area can also offer advantage to the wider Ayrshire and Scottish economy. North Ayrshire Council is drawing up a regeneration framework for action in conjunction with community plan partners.

### Other Regeneration Opportunities

67. During the period of the plan further regeneration opportunities will emerge through the redevelopment of obsolete housing and industrial property or through a reassessment of the marketability of industrial land. Already a number of local regeneration priorities have been identified. These include regeneration around the harbours of Girvan, Troon and Ardrossan and the former strategic industrial site at Glengarnock/Lochshore. Town centre regeneration initiatives have also been identified for Kilmarnock, reflecting its historic core; for Ayr, including the Fort and harbour areas and for Irvine and Kilwinning also including the harbour area and the opportunities presented by surplus industrial land.

### COMM 1 Regeneration

The three Ayrshire Councils shall

- A) give priority to proposals that regenerate existing communities;
- B) keep under review the opportunities that urban renewal and regeneration sites can make towards meeting future land requirements; and
- C) promote the Coalfield Communities Initiative Area and Irvine Bay as national regeneration priorities.

## Delivering Housing Investment

### Future Housing Demand

68. As economic change increases, Ayrshire cannot be competitively disadvantaged by inadequate housing resources and living environments which fail to attract and retain those individuals, households and businesses, key to the development of the economy. The plan therefore, needs to anticipate and facilitate those key housing aspirations associated with the development of a modern economy.

69. Fundamental to this, housing and residential environments are required which are competitive and respond to changing needs and aspirations. Transport improvements are improving accessibility between Ayrshire and the Conurbation. By building on location and environmental assets, and by extending lifestyle choices through enhanced housing opportunity, Ayrshire can increase its own capacity to accommodate these changes and can help capture niche markets essential for the modernisation of the wider area.

70. This will not only help to stabilise the population and sustain growth locally, it will create an additional dimension to the housing stock in the West of Scotland. In particular it will improve the overall attractiveness of Ayrshire as a place to live and improve its capacity to retain and attract population and investment in the face of strong national and international competition - thereby contributing to Scotland's economic growth.

71. Table 1 details the housing requirement that the stabilisation of the population at current levels, estimated currently at 368,000, would necessitate by the year 2025. In addition to the construction of an additional 29800 new houses, changes in the existing housing stock, principally due to demolition, vacancies and transfers to second homes means that some 37200 houses will be required by 2025, equivalent to the construction of 1850 new houses each year against a current rate of 1250. These requirements have been allocated to each Council area for 2017 and as a target for 2025 and this is illustrated in Table 2.

Table 1 - Ayrshire Housing Requirement 2005 - 2025\*

	2005	2025	Net Change
Projected Households	161500	191300	29800
Allowance for Vacancies and Second and Holiday Homes	6000	7100	1100
Allowance for Demolition		2900	2900
Flexibility (10%)			3400
Total Assessed Housing Requirement 2005-2025			37200

\*Figures rounded

Table 2 - Housing Requirement by Council Area 2005 - 2025\*

	Allocation		Indicative Target
	2005 - 2012	2005 - 2017	2005 - 2025
East Ayrshire	3600	7300	12100
North Ayrshire	4800	8300	13800
South Ayrshire	2700	6800	11300
Ayrshire	11100	22400	37200

\*Figures rounded and cumulative

Table 3 - Future Housing Requirements 2005 - 2025\*

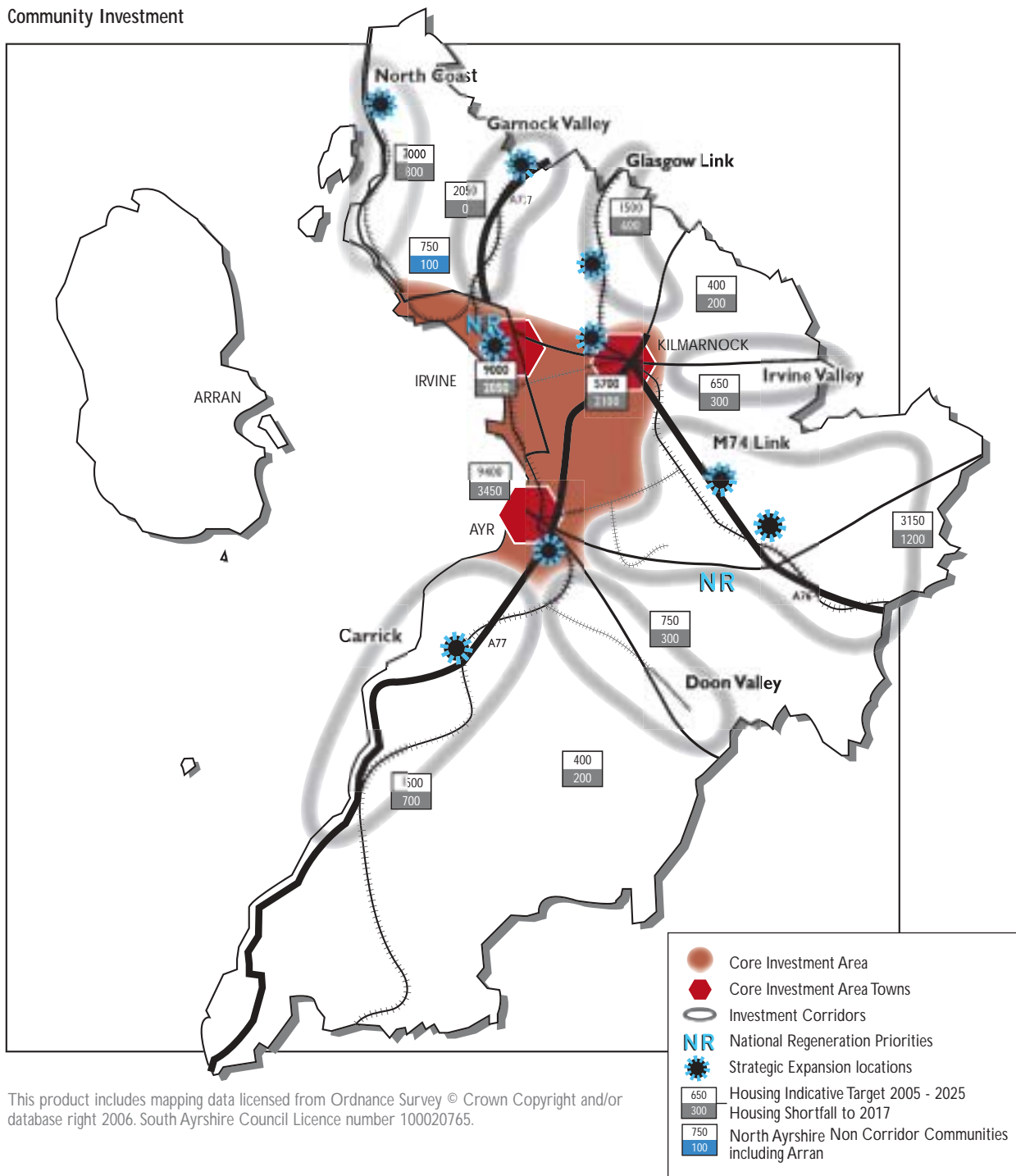
	Indicative Target 2005 - 2025	Housing Opportunities 2005+	Indicative Shortfall* 2005 - 2017	Indicative Shortfall 2005 - 2025
<b>Core Area</b>				
Ayr Areas	9400	3650	3450	5750
Kilmarnock Area	5700	2250	2100	3450
Irvine Area	9000	5600	2050	3400
<b>Total Core Areas</b>	<b>24100</b>	<b>11500</b>	<b>7600</b>	<b>12600</b>
<b>Corridors</b>				
Glasgow Link	1500	450	600	1050
M74 Link	3150	1100	1200	2050
Irvine Valley	650	200	300	450
Doon Valley	750	200	300	550
Garnock Valley	2050	2050	0	0
North Coast	2000	700	800	1300
Carrick	1500	400	700	1100
<b>Total Corridors</b>	<b>11600</b>	<b>5100</b>	<b>3900</b>	<b>6500</b>
<b>Non Corridors</b>				
East Ayrshire	400	50	200	350
North Ayrshire	750	550	100	150
South Ayrshire	400	100	200	300
<b>Total Non-Corridor Communities</b>	<b>1500</b>	<b>700</b>	<b>500</b>	<b>800</b>
<b>Ayrshire</b>	<b>37200</b>	<b>17300</b>	<b>11900</b>	<b>19900</b>

#Figures rounded and additive

\* Shortfalls to be met locally.

+Scale of shortfall to be confirmed through local plan assessments and urban capacity studies

Community Investment



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Managing Housing Investment

72. The plan identifies a target housing requirement of some 37200 houses to be built in the period to 2025 on both brownfield and greenfield land. The Councils intend to meet this provision in full but recognise that identifying sufficient land for residential development will not, in itself, be sufficient and that significant support from infrastructure providers and the development industry is necessary to facilitate this scale of development and tackle regeneration

priorities. To ensure that these targets are met provisions will be monitored annually and to accord with national policy a minimum five-year effective housing supply will be maintained at all times in each Council area. The requirements for housing within each five-year cycle will be set against a background of the longer-term provision detailed in Tables 1, 2 and 3 and the periodic reviews carried out. Future allocation of housing land beyond 2017 will be subject to review.

73. It is recognised that in some cases it may be a number of years before regeneration packages and the investment necessary to deliver them is in place. It is therefore important that future greenfield release is managed and phased in ways that will maximise the development of brownfield land, but which still allows for housing growth on greenfield sites to take place to meet identified shortfalls. Whilst the balance between brownfield and greenfield land will be addressed at the local plan stage, it is recognised that, in order to achieve the target figures identified in the plan substantial greenfield release will be required. It is therefore considered beneficial in terms of future service and infrastructure provision for the plan to clearly identify preferred expansion areas to which large scale strategic residential development will be directed.

74. The preferred locations for strategic expansion are identified in Schedule 5. It is not expected that these locations will meet all of the future long term housing requirements, but they do represent those particular locations where strategic land release is considered to be best able to stimulate the overall housing market, contribute toward meeting local shortfalls and provide an opportunity for early land assembly and any potential service infrastructure upgrading. Local plans will be the means of delivery and shall confirm the scale and phasing of land release in these areas. These allocations are in addition to the effective land supply and some urban capacity opportunities identified in current local plans.

75. The scale of opportunity and infrastructure requirements will require clarification through the preparation of master plans and all proposals will be required to show how they comply with the policies in the plan. A number of the locations proposed will require to have agreements for significant strategic infrastructure improvements in place prior to approval; this may involve partnership agreements between developers and the relevant planning authority. Importantly the locations have been chosen to indicate where housing development could play a part in stimulating the overall economy or could act as a driver for enhanced investment in the Core Investment Areas and the Investment Corridors.

### COMM 2 Housing Investment

The three Councils shall work with public and private sector agencies to:

- A) Identify sufficient land to meet future housing land requirements for each Council area for the period 2005 to 2017 identified in Tables 2 and 3 through local plans or local plan alterations. The allocation of housing land beyond 2017 will be subject to review and figures for the period to 2025 are given for strategic guidance only;
- B) maintain as a minimum a five year effective housing land supply at all times, with figures being reviewed annually for each Council area;
- C) facilitate the levels of development proposed within the strategic expansion locations identified in Schedule 5.

## SCHEDULE 5 STRATEGIC EXPANSION LOCATIONS

	2005 - 2012	2012 - 2017	2017 - 2025
North West, West and South Kilmarnock	700	1100	1000
South East Ayr	700	750	1250
Irvine Bay	600	1200	1200
Kilbirnie/Lochshore	300	400	400
Largs	100	300	
Stewarton	100	200	100
Mauchline	100	250	450
Cumnock/Auchinleck	100	250	150
Maybole	100	250	150

### COMM 3 Housing Land Release

In allocating sites the three Councils shall:

- A) manage and programme any greenfield housing land release so as not to prejudice development of brownfield land;
- B) not transfer from the areas specified the future housing targets identified in Table 3;
- C) specify the sequence in which sites will be released for development taking into account the phasing of any future infrastructure investment;
- D) identify those sites where an appropriate mix of housing tenures and housing types, including affordable and special needs housing will be considered appropriate;
- E) give preference to the residential development of sites within those communities located on key public transport corridors, and particularly along rail lines to Glasgow; and
- F) ensure that any significant new housing land release is achieved through the preparation of an appropriate masterplan incorporating the principles of Schedule 1 and seeking financial or other contributions from developers to address any shortfalls in community infrastructure and/or to mitigate against any adverse impact brought about by their development.

### Affordable Housing

76. Affordable housing is broadly defined as housing that is of a reasonable quality and affordable to those on lower incomes and in recent years there has been an increasing use of the planning system to secure additional investment. It is recognised that the provision of affordable housing will be improved by the increased provision of a range of house types at different prices and tenures. However housing needs vary across Ayrshire.

77. In some areas such as Arran and South Ayrshire the demands for affordable housing exceed the supply and the availability and costs of sites is an issue. In other parts there is a surplus of public rented housing stock which manifests itself in vacant, derelict property and difficult to let areas. This, however, does not necessarily mean the provision of affordable housing in these areas is not required. Indeed new affordable housing in conjunction with private led schemes can complement the regeneration of the community and stimulate diversity of housing types.

78. Local housing strategies identify the needs within a local area for affordable housing taking into account local circumstance and appropriate mechanisms for delivery. No additional affordable housing provision is identified in the plan as provision is already identified in the overall housing allocations. However it is expected that any master plans proposed will be required to incorporate a range of housing type and tenure, including forms of affordable housing. To address deficiencies, affordable policies in local plans should be prepared, and in general all local plans should seek affordable housing contributions consistent with local housing strategies.

### COMM 4 Affordable Housing

The three Councils shall prepare and implement policies through their local plans that require the provision of affordable and special needs housing where it is justified by housing needs assessment and in accordance with the Councils local housing strategy.

## Housing Development in the Countryside

79. Housing represents the single most significant development that takes place within the countryside. While existing towns, villages and hamlets are the preferred locations for the majority of new housing it is recognised that, outside existing communities there is also scope to allow for further expansion of housing. This should generally comprise the re-use of existing buildings, the provision of replacement housing, infill development within existing clusters or groups of housing, the development of new small groups and possibly, in appropriate cases, the development of individual plots. Wherever possible, the development of brownfield, derelict or degraded land for such purposes is advocated in preference to the development of greenfield sites.

80. The overall appearance of the countryside is an important factor in the economic development of the area and any proposed development in the countryside will require to be considered carefully. It is not considered appropriate to allow a free-for-all approach to development in the countryside. However, there is evidence of a strong market for housing in the countryside throughout Ayrshire and an increase in provision would support the overall aim of increasing housing choice and satisfying demand for individually designed homes and second and holiday homes.

81. To meet the objectives of sustainability, the provision of new housing in the countryside would need to be integrated with accessibility, landscape protection and maintaining the role of communities. In this regard the design and energy efficiency of the development will be a significant factor in determining its acceptability. Councils will also need to assess the capacity of the rural landscape to absorb new housing development that may be proposed.

82. Planning policies that positively promote new rural housing development of high quality within appropriate areas shall be incorporated within local plans or supplementary planning guidance. In these areas of the countryside positive consideration will be given towards the provision of housing to meet the operational requirements of rural businesses and towards development that will facilitate significant environmental improvements or the establishment of new innovative businesses.

### COMM 5 Housing in the Countryside

Throughout the rural areas there shall be a general presumption in favour of housing development within existing communities, the reuse and redevelopment of redundant buildings for housing, the development of infill sites within existing housing groups and clusters and the development of housing to meet the operational requirements of agriculture and other rural businesses.

The three Councils shall identify in local plans or supplementary planning guidance policies where various types of residential development in the countryside would be considered acceptable, and establish criteria against which single or small scale residential development in the countryside can be assessed.

Town Centres

83. Town centres play an important role in communities, with vibrant town centres being characterised by a range of commercial, residential and community services of which retailing is of primary importance. In contrast, out-of centre locations, whilst offering some advantages in terms of site layout and development costs, are less well positioned to serve wider community interests and do not generally incorporate the facilities found within town centre locations.

84. In order to ensure that the main centres are attractive and competitive, it will be necessary to seek the promotion of Ayr, Kilmarnock and Irvine town centres through major regeneration initiatives. At the moment all three centres are showing signs of distress and, over the plan period, it is expected they will all require substantial renewal and upgrading. Retail competition with surrounding areas is fierce and it may be that as well as introducing qualitative improvements and new commercial uses into the centres the land use base will need to be expanded to include further business development in the form of offices and new areas of housing.

85. As well as the three main towns there are a number of other smaller town and district centres that provide an important retail, business and leisure function. In these centres, small-scale additions to the current retail floorspace and further business and leisure opportunities to meet the needs of these local communities will be supported, particularly where there will be qualitative improvements in shopping facilities. Such additions shall be of a scale appropriate to the size of the local catchment served by these town centres.

86. In the plan period retail expenditure is expected to grow largely as a result of increased expenditure on non-food items. Capacity studies undertaken for each Council area indicates there will be moderate growth in spending on convenience goods and significant growth in comparison expenditure. Schedule 6 details the emerging surpluses of expenditure over the turnover of existing floorspace and indicates the level of expenditure likely to be available to support new retail development in the medium term. There are a number of development sites either with planning permission or allocated in local plans that are likely to be available to meet some of the new demand. However, there is potential for additional sites to be identified in response to the growth in comparison expenditure, particularly with respect to bulky goods and these should be brought forward.

**SCHEDULE 6 AYRSHIRE RETAIL CAPACITY ASSESSMENT: SURPLUS EXPENDITURE 2012**

Council Area	Convenience		Comparison			
			Bulky Goods		Non-bulky Goods	
	Surplus £million*	Indicative Net Floor Area m <sup>2</sup>	Surplus £million*	Indicative Net Floor Area m <sup>2</sup>	Surplus £million*	Indicative Net Floor Area m <sup>2</sup>
East Ayrshire	-15	na	+30	10,800	+15	3,300
North Ayrshire	+28	4,500	+78	27,800	-49	na
South Ayrshire	-4	na	+63	19,300	+44	9,300

\*2001 constant prices

NB. These figures EXCLUDE turnover for non-completed retail development as at September 2005, unimplemented planning consents and sites already allocated in local plans for potential retail use.

87. Within the context noted above, it is expected that the larger towns will become increasingly more important as centres for future retail expenditure. Directing new retail investment toward the main centres will continue to reinforce their strategic role as a focus for both retail and employment activity and as locations for mixed-use development. Accordingly it is proposed that structure plan policy will continue to promote town centres as the preferred locations for retail investment.

88. A sequential approach to retailing and town centre uses shall, therefore, be adopted with new investment directed first to town centres and then to edge-of-centre. Further protection is given to town centres by limiting the goods sold in out-of-centre locations to Do-It-Yourself goods, furniture, carpets, electrical and gardening goods. Where the expansion of bulky goods can be justified in terms of Schedule 6 they shall be directed to locations identified in local plans for that purpose.

### COMM 6 Town Centres

The three Councils shall promote the viability and vitality of town centres by proposals that:

- A) encourage a wide range of retail, commercial, business, entertainment and leisure and residential opportunities;
- B) provide development of a size and scale appropriate to the function of the centre and serve the needs of its catchment;
- C) identify sufficient land to accommodate development to meet the projected growth in surplus retail expenditure set out in Schedule 6 having regard to extant planning permissions for retail development, land allocated through local plans and the level of vacant premises;
- D) adopt a sequential approach to the approval of retail and commercial leisure development with new investment directed first to town centres and then edge-of-centre locations;
- E) restrict new retail floorspace at out of centre locations to the sale of Do-It-Yourself, furniture, carpets, electrical and gardening goods; and
- F) keep under review the retail capacity assessment and have regard to any revised figures when identifying land in accordance with (C) above.

# Environment

89. Ayrshire benefits from having an attractive and high quality environment and the landscape character, biodiversity, natural environment, historic and cultural heritage of the area all provide a sense of place and local distinctiveness. The care of the processes that contribute to excellence in the environment, such as good air and water quality, can cumulatively also support quality of life. As pressures on the environment evolve and increase, the need to manage change requires a more direct approach to safeguard and enhance the rich diversity of local environments. In some areas the countryside can also deteriorate through a lack of human intervention just as much as from development pressures.

90. In recognition of increasing environmental change there requires to be an extension to the concept of value as applied to the whole of the environment. This means that although statutory designations are important it is necessary to go further and develop policies to embrace the totality of environment and promote quality of life. Areas of change should be recognised as opportunities within which future natural, built and cultural environments of quality can be created.

## Landscape Protection

91. The landscape of Ayrshire is a valuable resource and makes a significant contribution to the economic, environmental and cultural life of the area. The landscape of the north of Arran enjoys national designation, whilst much of Ayrshire is valued for its scenic and environmental qualities. Landscape character is therefore recognised as a key element in promoting development, providing an attractive setting for existing communities and new investment.

92. The landscape will continue to evolve as changes in agricultural practices, renewable energy developments, improvements to infrastructure, recreational activities and climate change continue to impact on landscape character and appearance. It is essential therefore that positive landscape management is carried out throughout Ayrshire to achieve improved landscape quality as well as landscape protection.

93. Additionally, the plan provides protection for those landscape areas that make a particularly important contribution to the landscape quality. There will be a continuing need to recognise the National Scenic Area identified on Arran. Also, because of the importance of providing protection for high quality landscapes, the Sensitive Landscape Character Area designation developed for the previous Ayrshire Joint Structure Plan will be retained (see Key diagram).

## ENV 1 Landscape Quality

The quality of Ayrshire's landscape and its distinctive local characteristics shall be maintained and enhanced. In providing for new development, particular care shall be taken to conserve those features that contribute to local distinctiveness including:

- A) settings of communities and buildings within the landscape;
- B) patterns of woodland, fields, hedgerows and tree features;
- C) special qualities of rivers, estuaries and coasts;
- D) historic landscapes; and
- E) skylines and hill features, including prominent views.

Local plans shall seek to protect and enhance landscape character and establish criteria for the assessment of future development proposals in the context of the particular local landscape type within which the development is proposed.

## ENV 2 Landscape Protection

In the National Scenic Area and the Sensitive Landscape Character Areas, the protection and enhancement of the landscape shall be given prime consideration in the preparation of local plans and the determination of development proposals.

## Core Investment Area Landscape

94. As the plan moves forward to 2025 and identifies areas for potential urban expansion, greater emphasis is required to be placed on the landscape setting of communities and to identify areas where expansion should be resisted. In some areas, protection of the landscape setting has already been strengthened by the establishment of greenbelt policy or specific landscape designations. As the protection of the character and setting of communities is of economic as well as environmental significance, and thus important to long-term prosperity of the area, it is proposed that strategic and coherent landscape protection measures should be developed jointly in the Core Investment Area to:

- ensure planned growth is directed to the most appropriate locations;
- protect and enhance the character, landscape setting and identity of communities; and
- protect and give access to open space within and around communities as part of the wider structure of green space.

95. In order to provide an appropriate policy context for the landscape setting of the Core Investment Area any proposal should also explore the concept of whether a joint greenbelt may be an appropriate vehicle for delivery. Any proposed landscape protection measures are not intended to prevent the expansion of communities within the area but to guide development through the development plan process to locations within it that are appropriate in environmental terms.

### ENV 3 Core Investment Area Landscape

A greenbelt at Ayr, Prestwick and Troon is confirmed.

In addition, the three Councils together shall explore the concept of a landscape protection area for the Core Investment Area including the possibility of defining a joint greenbelt.

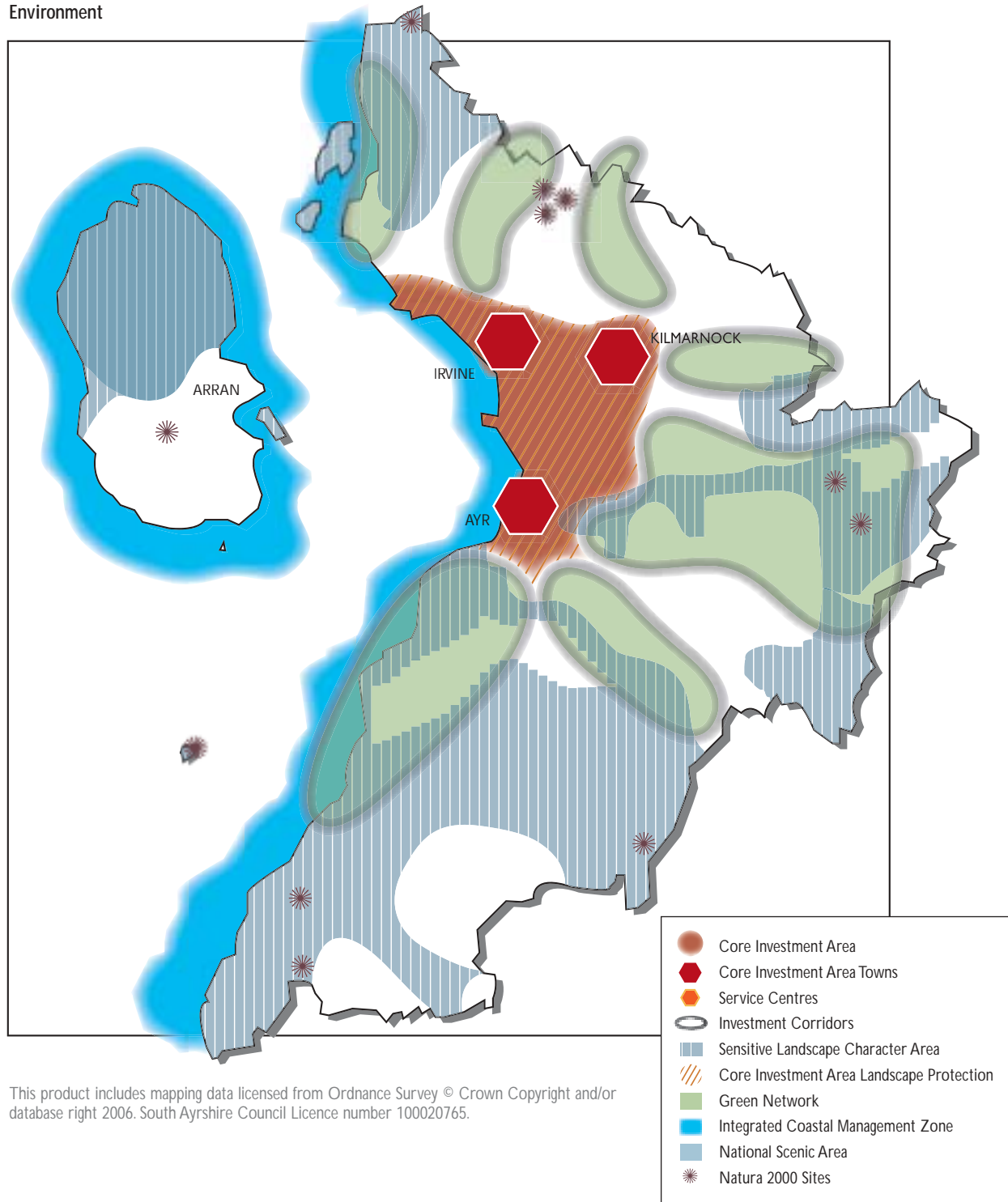
## Landscape Enhancement

96. Although discrete areas are proposed for landscape protection through the introduction of Greenbelt and Sensitive Landscape Character Areas, the concept of landscape protection and enhancement within Investment Corridors can only be realised by adopting an integrated approach to the environment, with the landscape providing the setting for improved business and enhanced housing opportunities. This would see the improvement of the local landscape and internal open space setting for communities in the corridors as drivers for the local economy and improving quality of life.

### ENV 4 Green Network

- A) The three Ayrshire Councils shall develop and promote a Green Network for Ayrshire.
- B) Development within, adjacent to or affecting the areas identified in the Green Network should be designed to enhance the landscape quality and expand the habitat potential of the areas concerned.
- C) Within the Investment Corridors the three Councils shall ensure the landscape setting of communities, and the opportunities to link green spaces within and outside communities, shall be an integral consideration in the assessment of all local development proposals
- D) The three Councils shall prepare a Woodlands In and Around Towns Initiative to promote environmental regeneration and recreational access, especially within and between communities in the Core Investment Area and Investment Corridors.

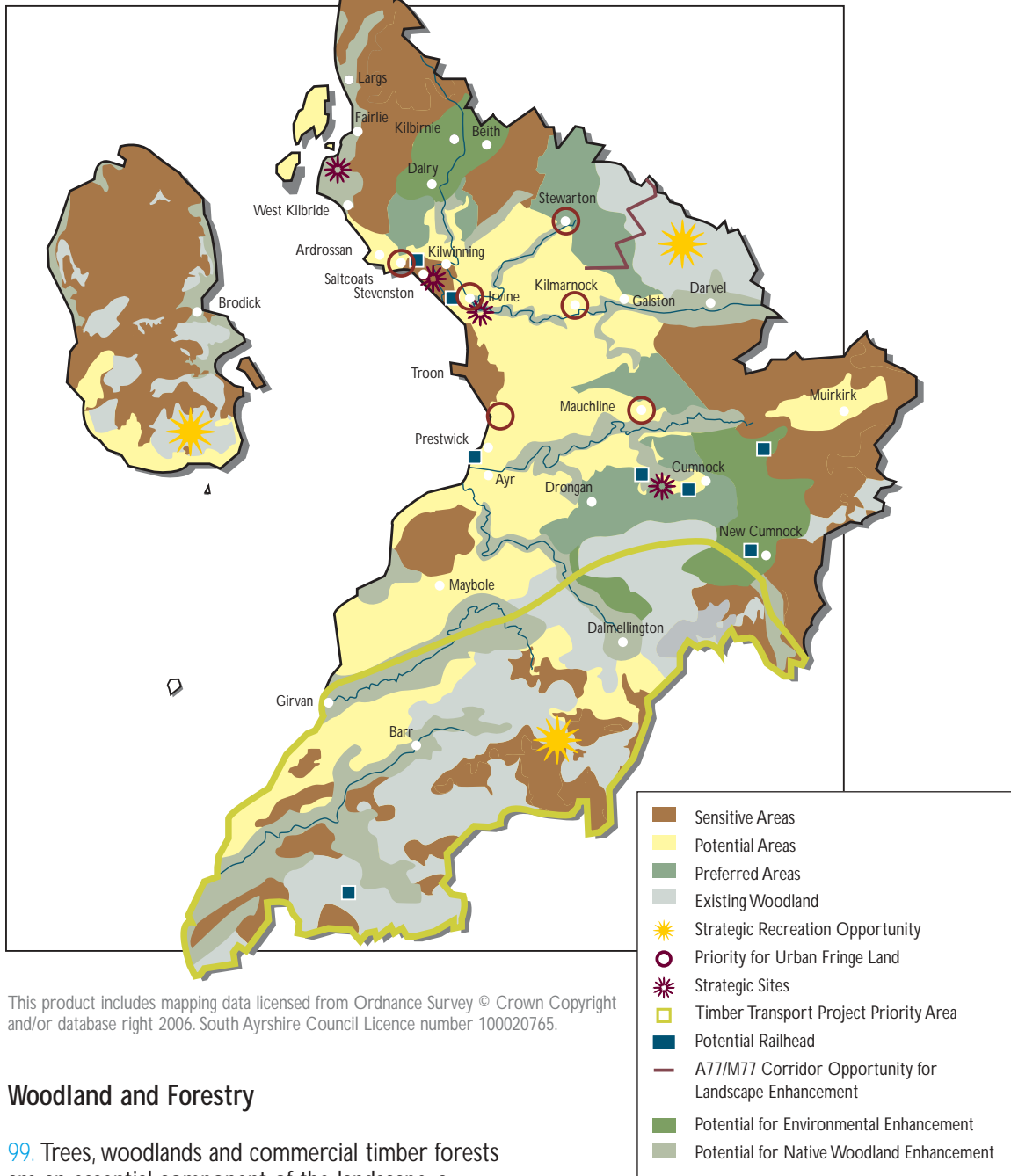
Environment



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97. The plan therefore proposes the development of a Green Network to link the proposed Greenbelt, Sensitive Landscape Character Areas and Investment Corridors together to facilitate the development of sustainable communities, to protect and enhance their environmental assets and visual appearance and, where appropriate, to increase accessibility for both residents and visitors.

98. This Network will also enable environmental, access and habitat network linkage to be made between the coast and the wider countryside, incorporating the area's major regional and country parks, historic gardens and landscapes, green areas within towns and the national cycle network and core path networks, adding to the benefits that they provide. The Network will also act as a focus for a major initiative for Woodlands In And Around Towns (WIAT) currently being promoted by Forestry Commission Scotland.



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### Woodland and Forestry

99. Trees, woodlands and commercial timber forests are an essential component of the landscape, a significant economic resource and provide considerable opportunities for recreation. This was recognised in 2003 by the launch of an Ayrshire and Arran Woodland Strategy and a subsequent Ayrshire and Arran Woodland Partnership - in essence a new type of Indicative Forestry Strategy. The Strategy directs new woodlands to locations where there are opportunities for further planting or where opportunities are limited and sets woodland in the context of broader economic, social and environmental initiatives.

100. In order to provide both the status and authority to the Woodland Strategy required by Government advice the Ayrshire and Arran Woodland Strategy Diagram is reproduced here in the text,

together with Policy ENV 5. The Woodland Strategy with the landscape character and transport policies in the plan will be taken into account when commenting on woodland planting proposals.

#### ENV 5 Woodland and Forestry

Proposals for woodland and forestry will be supported where they are consistent with the objectives and key actions of the Ayrshire and Arran Woodland Strategy and consistent with policies in both the structure plan and local plans.

## Protection of the Built Heritage

101. The built heritage provides a background against which we live and work, a link between ourselves and the past and helps define our sense of place and belonging. It comprises a wide range of conservation areas and historic settlements, historic and architecturally important buildings, scheduled ancient monuments, archaeological locations and landscapes, historic gardens and designed landscapes. Much of the resource is already protected by statutory legislation or through government policy and local plans shall ensure that detailed policies are prepared for their protection and enhancement. Development having an adverse effect on built heritage resources will not be supported.

### ENV 6 Protection of the Built Heritage

Development proposals considered to have an adverse effect on the following heritage resources shall not conform to the structure plan.

- A) listed buildings of architectural and historic interest;
- B) designated conservation areas;
- C) historic gardens and designed landscapes; and
- D) archaeological locations and landscapes.

Local Plans shall prepare detailed policies to protect and enhance built heritage resources.

## Protection of the Natural Heritage

102. The natural heritage comprises a wide range of habitats containing important animal and plant species as well as geological features. These are protected through European and United Kingdom legislation and by a variety of non-statutory designations. This has been strengthened by the Nature Conservation Act 2004 requiring Councils to further the concept of biodiversity.

103. At a national level protection is offered by the designation of a wide range of sites as Sites of Special Scientific Interest (SSSIs). Overlaying this designation, European Commission legislation offers further protection to sites of international importance. These are designated as Special Areas of Conservation (SACs) under the Habitats Directive and Special Protection Areas (SPAs) under the Birds Directive. Collectively they are part of the Natura 2000 network and there are nine such sites in Ayrshire.

104. In addition to statutory obligations to conserve and enhance wildlife habitats and species, the EU Habitats Directive also requires the planning system to look beyond designations and encourage positive management of features of the wider countryside that form a network to support the survival of important species. An increase in the number of Local Nature Reserves and planting of woodlands in line with the provisions of the Ayrshire and Arran Woodland Strategy will play a part in improving this network and protecting habitats of importance.

105. Arising out of the UK Biodiversity Steering Group's task to have nationwide coverage of Local Biodiversity Action Plans (LBAP), Ayrshire now has in place an LBAP in which the Councils are key partners. The LBAP's Action Plan identifies a series of actions for key species and seven broad habitat types requiring protection and enhancement.

### ENV 7 Natural Heritage Designations

The three Ayrshire Councils shall:

- A) recognise international and national natural heritage designations and the statutory protection afforded by them;
- B) support the identification of additional Local Nature Reserves and continue to work with other stakeholders to implement the Ayrshire Local Biodiversity Action Plan.

Local plans shall prepare detailed policies for the protection of all sites of recognised international and national natural heritage importance.

## Natural Resource Management

### Flooding

106. The threat of flooding at the coast and in river valleys due to climate change is recognised as a matter of impending and serious concern. It is anticipated that significant impacts from climate change will be felt within the next 50 years or so. For example, rises in sea level may put at risk low-lying coastal areas and the habitats and species found at the coast, and there may be increased flood events in river basins.

107. For Ayrshire, sea level rise is likely to be small but is predicted to be accompanied by an increasing number of storms. This could affect tide levels that may give rise to more and higher floods and an increased risk of wind damage in coastal communities. By the end of the plan period at 2025 the first implications for communities and other forms of development at the coast and in the main river valleys could begin to be felt and it is prudent to consider early appropriate action to offset the worst effects of such a situation arising.

108. It is also recognised that development can influence the rate of run-off to water courses and that increased flood risk can be brought about by development and catchment management practices. Sustainable Urban Drainage Systems can help reduce this risk and associated problems by minimising the quantity and improving the quality of runoff before it is discharged from a development. Accordingly, development proposals will require to be supported with drainage impact statements to address any potential drainage issues through the inclusion of appropriate mitigation measures.

109. The detailed impact of these measures on the coast and in river valleys will need to be explored through both the Water Framework Directive and Integrated Coastal Zone Management.

### ENV 8 Flooding

- A) New development will only be permitted where the probability of watercourse, tidal or coastal flooding lies within 0.1% - 0.5% (1:1000 - 1:200) flood event period. There will be a presumption against land raising except in exceptional circumstances and, only then, on brownfield sites and in situations where this would not increase the risk of flooding within the area.
- B) The three Ayrshire councils shall take into account the need to preserve, enhance and create water storage areas, such as flood meadows, to reduce the risk of flooding in built up areas.

### Water Framework Directive

110. Rivers, lochs and other water resources are important ecological features and the Water Framework Directive will establish a new framework for their management and protection. Recent tests have shown that rivers in Ayrshire are generally of good or fair water quality but, in some instances, their biodiversity continues to be threatened by a number of factors. For example, the upper Girvan, Stinchar and particularly the Doon catchments are prone to acidification for geological reasons and this problem has been aggravated by extensive coniferous afforestation. The discharge of mine water from abandoned deep coalmines has also visibly affected river quality in such areas as Muirkirk and Dailly.

111. The legislation giving effect to the provisions of the Water Framework Directive provides an opportunity to consider wider catchment management planning initially through river basin management at strategic level with translation into schemes at the local level. It is proposed that during the plan period a pilot exercise will be developed for the River Irvine above Kilmarnock to test the effectiveness of the legislation within the planning process.

### ENV 9 Water Framework Directive

The three Ayrshire councils shall work with other agencies to introduce the Water Framework Directive into planning policy.

### Integrated Coastal Zone Management

112. The coastal zone is a complex and integrated system of landforms, formed as a result of various processes of change. It encompasses important habitats for a variety of species, provides significant maritime transportation and is an economic, recreation and tourism resource for local communities and visitors. The forthcoming European Directive on the Integrated Coastal Zone will place more emphasis on protection of this rich asset. A long-term view of the coast is required to determine future ecological conservation measures and to maximise the social and economic opportunities it offers. This should be taken forward as a priority together with the development of the coast based sustainable recreational area identified in ECON 13(B).

#### **ENV 10 Integrated Coastal Zone Management**

North and South Ayrshire Councils shall bring forward proposals for a coastal zone management plan for the Ayrshire coastline.

### Air, Noise and Light Pollution

113. Air, noise and light pollution can have serious impacts on health and well-being. Rather than attempting to mitigate these impacts after a development has taken place, it is considered more effective to avoid locating development in areas where these problems could occur. Consideration must be given both to the location of sources of pollution, which are likely to require Environmental Impact Assessments, and to the siting of new development close to existing sources of pollution such as a motorway or industrial site. In addition, it is important to recognise that there are areas where pollution problems already exist and which require to be addressed.

#### **ENV 11 Air, Noise and Light Pollution**

The three Ayrshire councils shall not be supportive of new development that would expose large numbers of people to unacceptable levels of air, noise and light pollution.

### Mineral Resources

114. The extraction of coal by open cast methods is an important economic activity within East Ayrshire and is likely to remain so over much of the plan period. The previous structure plan identified preferred areas for open cast coal extraction and this remains relevant. A subject plan has been prepared by East Ayrshire Council and approved. This will guide development over the next 10 years, and no further preferred areas require to be identified. In addition to coal, there are general-purpose aggregate reserves at various locations, including a specialised limestone reserve at Beith, and the plan seeks to protect these specialised and economically important mineral resources.

115. Current national planning guidance requires an adequate and steady supply of aggregate for construction industries with a landbank in permitted reserves equivalent to at least 10 years extraction at all times within appropriate market areas. Within Ayrshire the mechanism for the analysis of this issue is not in place and is complex because of the inter-relationship with the conurbation market. In addition, given the commitment to sustainable development, the recycling and reuse of construction, demolition and other waste streams must be part of any future solution, as must the increased build rate for housing development proposed by the plan.

116. It is recognised that aggregates can only be worked where they are found, and although reserves can be found throughout Ayrshire the quality and viability of many of the sources is unknown. In the circumstances, therefore, it is not possible to identify an appropriate landbank, nor given potential market areas, may it be considered necessary. Sources of aggregates will, however, still be an essential part of the economy and their identification and promotion must take place in the context of an appropriate development framework. Consequently proposals to extend the current supply of land with planning consent for the winning and working of aggregates shall required to be considered against criteria defined in policy ENV 12 and ENV 13, and included in any future local plans as necessary.

#### **ENV 12 Mineral Resources**

The three Ayrshire councils shall safeguard specialised and economically important mineral resources from sterilisation by permanent development.

#### **ENV 13 Aggregates**

Proposals to extend the supply of land with planning consent for the winning and working of aggregates shall accord with the provisions of the structure plan at existing workings. Extraction at other locations will only be considered acceptable:

- A) if it can be clearly demonstrated there is a specific need for the mineral within Ayrshire or where the resource is required to meet the needs of an adjoining area which cannot be met more locally; and
- B) where the development proposal will have no significant adverse impact on local communities or the environment.

#### **ENV 14 Locational Criteria for Aggregates**

All applications for the winning and working of aggregates shall be considered against the following criteria:

- A) whether the proposals is the extension of an existing consent;
- B) the availability of alternative supplies, including supplies from recycled or secondary sources;
- C) the impact on the countryside, landscape character, visual amenity and the natural and built environment;
- D) the impact caused by noise, dust and the contamination of ground and surface water;
- E) any adverse effect on communities within Ayrshire;
- F) the extent of directly related community benefit derived, such as the enhancement and creation of landscapes and habitats, and removal of dereliction;
- G) opportunities to maximise transport by rail and sea;
- H) other inward investment opportunities in the area;
- I) any cumulative impact of proposals in one area; and
- J) the extraction period.
- K) the suitability of restoration and aftercare proposals

Local Plans shall prepare detailed policies for the extraction of aggregate minerals as appropriate protection of all sites of recognised international and national natural heritage importance.

# Transport

## LAND USE AND TRANSPORTATION

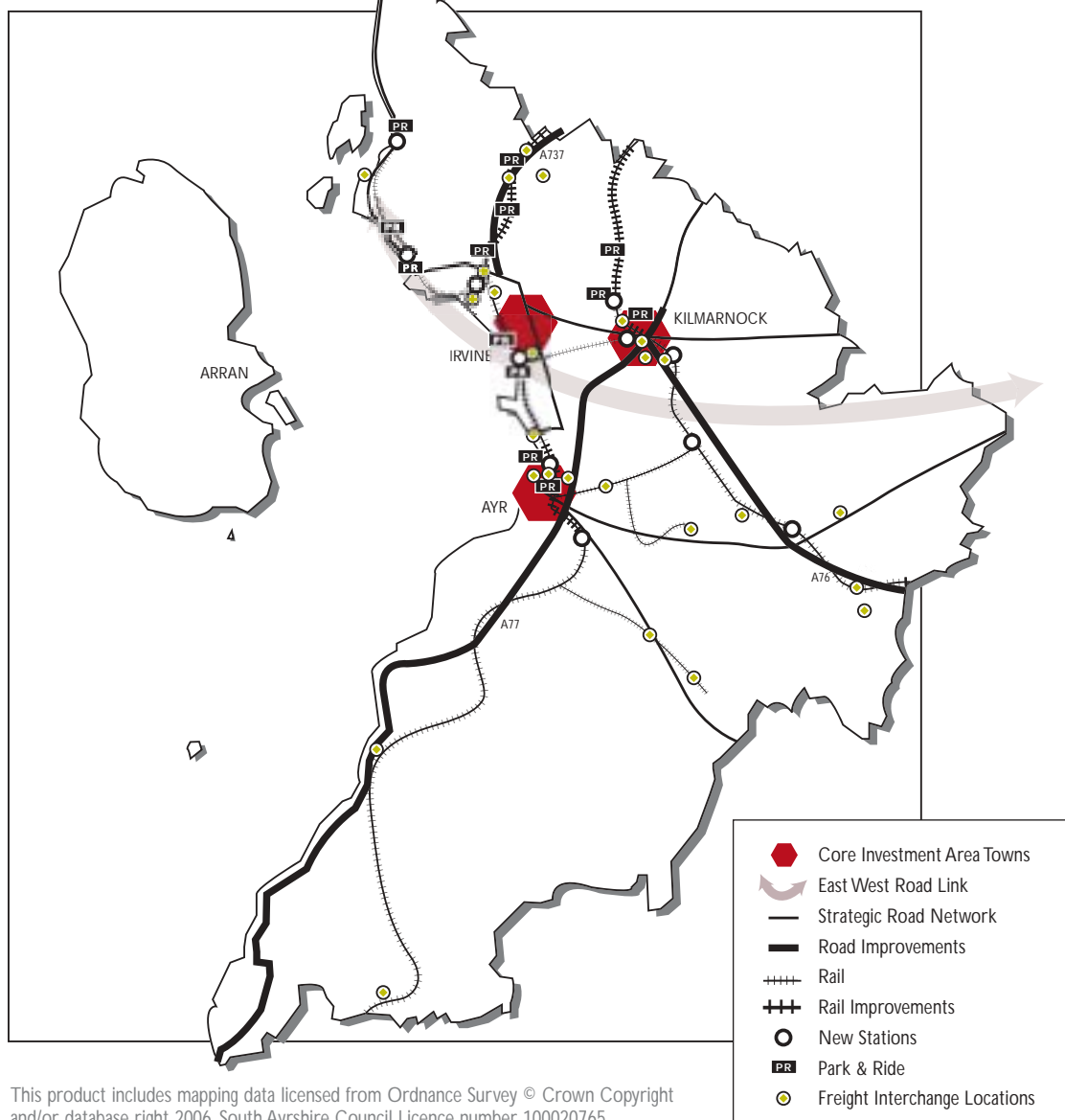
117. Land-use and transport are inextricably linked and exert a considerable influence upon each other. Increasing mobility of people and goods is placing greater demands on transport infrastructure, often resulting in localised congestion on transport networks. Co-ordinated planning of land use and transport can reduce the need to travel and encourage modal shift. To facilitate this it is essential that transport is considered comprehensively and from the outset as part of the land-use development process. Promoting new developments in locations that are accessible to a range of transport modes will not only ensure services are accessible but also help strengthen communities and their centres.

118. The environmental impacts associated with road transport including air and noise pollution are widely acknowledged as contributing to localised and wider scale pollution problems. Consequently, it is important that co-ordinated action to decrease dependence on the private car is pursued wherever possible. Nonetheless, the role of the car remains essential for some journeys that cannot be undertaken by other modes.

### TRANS 1 Land Use and Transportation

The three Ayrshire Councils shall ensure that

- A) all significant new trip generating development is closely linked to existing and proposed walking, cycling and public transport networks;
- B) adequate access is provided for a range of transport modes to areas of economic opportunity and particularly to the Gateway and strategic business locations identified in ECON 1 and ECON 2;
- C) all appropriate measures are promoted to minimise any negative environmental impacts of road traffic;
- D) essential use of the private car is accommodated within the context of an integrated approach to transport;
- E) accessibility to local services is maintained and improved by the integration of transport networks linking services to local communities; and
- F) costs of new transport infrastructure and services incurred as a result of development proposal are met by developers



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## Rail Investment

119. The rail network in Ayrshire is operating at capacity. Extensively used for both freight and passenger services and without significant investment, its ability to assist in the process of economic development is seriously constrained. Many of the significant capacity constraints on the rail network are not, however, within the Ayrshire boundaries and it is consequently important that partnership working with relevant transport bodies is undertaken to resolve capacity problems.

120. In some locations new stations and associated line improvements will be required to release the development potential of sites and it will important to protect all existing rail solums from further development. Opportunities for new stations have

been identified within new and existing developments and these have been outlined on the Key Diagram. It is subsequently important to ensure these opportunities are maintained and progressed as and when appropriate. Capacity enhancements to existing station facilities, including park and ride provision and platform lengthening at selected stations to accommodate longer trains, offer the potential to encourage greater public transport usage. New and enhanced services linking parts of Ayrshire directly by rail will improve integration and promote modal shift. In the medium term, rail services that link Ayrshire more effectively to services and opportunities across the Central Belt and to Edinburgh are desirable.

121. The need to develop the rail network for enhanced rail passenger services is most acute for the Kilmarnock to Glasgow line where service frequency is limited by capacity constraints. Enhanced services to and from Kilmarnock would provide a viable alternative to the M77 whilst also promoting regeneration and further housing opportunity. Engineering work to enable the improvement of this rail service is regarded as an immediate priority.

122. Investment in the rail network to accommodate the ever-increasing amount of freight being conveyed by rail is also a necessity. In particular, engineering measures to rationalise the movements of freight traffic and release capacity for additional services are a key requirement. The Kilmarnock to Carlisle rail line is of vital importance for freight traffic but suffers from capacity restrictions as a result of long signal sections and lengths of single track. Co-ordinated action with relevant stakeholders will be progressed in the pursuit of improvements to the line in order to resolve constraints on the rail network for freight travelling south and open up opportunities for enhanced public transport services. Engineering enhancements to this line could also allow it to act as an alternative route to the West Coast Main Line for long-distance services.

### TRANS 2 Rail Investment

The three Ayrshire Councils shall work in partnership with relevant transport bodies to:

- A) increase capacity on the rail network including those sections beyond the boundaries of Ayrshire which affect the operational requirements for Ayrshire's network of freight and passenger services;
- B) encourage greater use of rail services in general by measures to improve facilities at existing stations, and, where appropriate, identify, safeguard and promote new rail station locations particularly as an integral part of new developments as identified in Schedule 7 and on the Key Diagram; and
- C) safeguard existing rail freight facilities and former rail solums from adverse development.

### SCHEDULE 7 NEW STATION LOCATIONS

Altonhill (Kilmarnock)

Cumnock

Heathfield (Ayr)

Hurlford

Largs Marina/Kelburn

Mauchline

Montfode (Ardrossan)

Queens Drive (Kilmarnock)

South-East Ayr

South Gables

Ardeer

## Strategic Road Development

123. The economy is heavily dependent upon the movement of freight by road. As such, the strategic road network is of fundamental importance in linking Ayrshire to the wider economy. Capacity restraints on the network produce unreliable journey times and competitive disadvantage for businesses. The resolution of specific constraints at key locations has the potential to unlock development opportunities and contribute to economic growth as well as to reduce problems of road safety and localised air and noise pollution.

124. In particular this relates to the need for the prioritisation of further improvements to four strategic roads which act as links between the Gateway Locations identified in ECON 1 and key markets. These are:

(i) An improved east-west route between the Core Investment Area and the M74, including in particular improved A 78 links to Hunterston and to Glasgow Prestwick Airport, in order to improve access to UK and European markets.

(ii) Enhancement of the A737 to improve the link between the Gateway Locations and their markets in the Conurbation and to provide an improved link between Glasgow Prestwick Airport and Glasgow Airport. There is also a strong environmental and social case for improving the A737 because of adverse impact on communities along the route.

(iii) Upgrading the A77 between Kilmarnock and Stranraer that is experiencing increasingly high volumes of traffic and traffic safety issues on many parts of the route. If the potential from new development opportunities is to be realised, together with the development of a new port facility at Cairnryan, improvements over several stretches of this road are required.

(iv) Enhancement of the A76 between Kilmarnock and Dumfries that currently has unacceptably long and unreliable journey times. The road passes through a number of communities causing traffic disruption together with associated health, safety and environmental problems. It consequently fails to perform adequately its current role as a key strategic link to England and must be seen in the context of an enhanced link to the M74 as noted in (i) above.

125. In the Investment Corridors there are communities located on the strategic road network that suffer economic, amenity and social disadvantage from through traffic resulting in community severance, localised air and noise pollution as well as road safety issues. Reducing these barriers through integrated action is seen as part of the overall improvement to the environment in these areas. As such, working with other agencies to develop cost effective solutions to the various problems is regarded as a key element of the overall improvement. In addition, and in order to foster economic development, the enhancement of links to the strategic road network is supported.

### TRANS 3 Strategic Road Development

The three Ayrshire Councils shall work in partnership with relevant transport bodies to:

- A) ensure that strategic traffic flows will be channelled on to the strategic road network as defined by the Key Diagram;
- B) give priority to the study, promotion and development of:
  - i) an enhanced east-west link to the M74 motorway including A78 improvements to Hunterston
  - ii) upgrading the A737 between Kilwinning and Howwood
  - iii) improvements to A77 between Kilmarnock and Stranraer
  - iv) improvements to the A76 between Kilmarnock and Dumfries
- C) develop and promote improvements to other parts of the strategic road network in the investment corridors, including traffic relief for communities and the safeguarding of land for strategic road network enhancement where appropriate;
- D) support measures to improve safety on the strategic road network and ensure it is maintained to a suitable standard to accommodate long distance traffic and freight movements.

## Improving Local Transport

### Public Transport

126. Efficient and effective public transport linking communities internally within Ayrshire and to the wider city region will be fundamental in ensuring prosperity and development. High quality public transport is also vital in encouraging modal shift from the private car. It is thus important that measures continue to be pursued to maintain and enhance both rail and road based public transport services and to improve ancillary infrastructure such as bus priority measures and interchange facilities at existing stations. New transport infrastructure including further park and ride facilities should be promoted in a number of locations identified in Schedule 8 and on the Key Diagram.

### TRANS 4 Public Transport

The three Ayrshire Councils shall work in partnership with relevant transport bodies to:

- A) maintain and enhance local rail and road based public transport services;
- B) develop appropriate ancillary transport infrastructure, including bus priority measures, interchange facilities and through ticketing;
- C) identify, develop and promote new and enhanced park and ride facilities identified in Schedule 8 and on the Key Diagram.

### SCHEDULE 8 PROPOSED PARK & RIDE LOCATIONS

Ardossan South Beach

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Ayr

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Barassie

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Dalry

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Glengarnock

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Irvine

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Kilmarnock

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Kilwinning

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Largs

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Prestwick Town

---

West Kilbride

---

Stewarton

---

Kilmaurs

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## Freight Transport

127. Road haulage is likely to remain the dominant mode of freight transport in the future, nevertheless, opportunities presented by a network of rail lines and yards and proximity to the sea exist to encourage the movement of freight by alternative means. Realising these opportunities will require the identification and promotion of appropriate facilities. Integration between different modes is the key to developing options and should be focused on those locations where this type of opportunity can readily be established. A number of locations where interchange facilities between differing forms of transport can be supported are identified in Schedule 9 and on the Key Diagram. Where changing modes is not practicable, the identification of preferred routes for heavy goods vehicles offers the potential to mitigate some of the impacts of road haulage.

128. Timber is an increasingly important component of the overall economy but it brings with it problems associated with timber extraction and transportation. The location of the timber resource is such that extraction often involves road haulage on minor public roads that frequently pass through local communities and this, in turn, has implications of localised air and noise pollution, congestion, community severance and road safety issues. As a substantial increase in the volume of commercially grown timber reaching maturity is forecast over the next two decades, these problems are likely to be exacerbated. Encouraging a shift to other forms of transport and developing innovative means of transporting timber is crucial and suitable opportunities require to be investigated accordingly. In particular, there is considerable opportunity to develop a rail freight interchange in the vicinity of Barrhill to service local timber suppliers in the area.

### TRANS 5 Freight Transport

The three Ayrshire Councils shall work in partnership with relevant agencies to:

- A) encourage the movement of freight by alternative means to road haulage where practicable by supporting, developing and promoting proposals for rail and sea transit;
- B) identify as appropriate preferred routes for heavy goods vehicles;
- C) promote road freight movement in a manner that minimises disruption to local communities and the use of inappropriate public roads; and
- D) support the development of multi-modal interchange facilities at the locations identified by Schedule 9 and the Key Diagram.

### SCHEDULE 9 FREIGHT INTERCHANGE LOCATIONS

Ardeer	Auchincruive	Ayr Falkland Yard
Ayr Harbour	Barleith (Hurlford)	Broomhill (Patna)
Chalmerston	Dalry Swinlees	Glengarnock
Giffen (Beith)	Girvan Grangestone	Hunterston
Irvine Bogside	Irvine Meadowhead/Shewalton	Killoch
Kilmarnock Hill St	Kilmarnock (Hunslet Barclay)	Kilwinning (West Byrehill)
Knockshinnoch	New Cumnock (Garleffan)	Newton on Ayr/S. Sanquhar
Prestwick Airport	Riccarton (Kilmarnock)	Barony
Powharnal (Muirkirk)	Barrhill	

### Town Centre Traffic Management Initiatives

129. The towns of Ayr, Irvine and Kilmarnock are to be the focal points for economic growth as they offer the potential to integrate a variety of land-uses in locations that afford the highest degree of accessibility by a range of transport modes. Promoting enhanced accessibility by a variety of modes will require a package of complementary measures that provide additional facilities for alternative modes to the car, appropriate demand management measures and an integrated approach to parking. In particular it will be important to limit long-stay commuter parking and encourage short-stay parking in areas adjacent to key retail locations. It is crucial that this is undertaken within the context of a co-ordinated approach to parking that applies maximum parking standards and supports the roles of town centres.

130. Where proposals are deemed to have implications for car parking beyond the boundaries of the site itself that cannot be resolved by enhancing access by sustainable modes, consideration should be given to supplementing the overall supply of parking within the town centre. Accommodating non-retail land-uses within town centres is vital to promote their economic vitality and competitiveness and as such appropriate consideration should be given to the degree of parking provision required to do this. Similar measures may be extended to other towns where action is deemed necessary by local authorities.

### TRANS 6 Town Centre Traffic Management

Within the town centres of the Core Investment Area and Investment Corridors where appropriate, the three Ayrshire Councils shall:

- A) introduce measures to facilitate accessibility by a range of transport modes giving priority to walking, cycling and public transport where possible;
- B) discourage long-stay commuter parking within town centres and give priority to short-stay parking in areas adjacent to key retail locations;
- C) apply maximum parking standards as appropriate with regard to new development proposals;
- D) seek developer contributions, as appropriate, to supplement the overall supply of parking and improve transport services in town centres; and
- E) consider the needs of non-retail land-uses within the context of an integrated approach to parking.

# Implementation, monitoring and review

## Implementation

131. The implementation of the plan will depend upon the actions of many different bodies and agencies both public and private. The plan provides the common framework against which private companies, agencies and the individual Councils are likely to prepare their resource programmes. However it is important to recognise the plan is not a resource document of itself. Approval of policies and actions does not guarantee their implementation, or that funds will automatically be available.

132. The realisation of the plan therefore will depend not just on decisions taken by planning authorities, but by a host of other organisations, companies and individuals. However, successful implementation of the plan does depend fundamentally on the improvement of key service infrastructure and the provision affordable housing through Communities Scotland. In Ayrshire's case there is a particular requirement to upgrade the rail system, improvements to the road system and enhanced water and sewerage facilities.

133. All of the public transport improvements outlined by the plan are consistent with the Joint Transport Strategy for Western Scotland produced by the West of Scotland Transport Partnership (WESTRANS) and Strathclyde Passenger Transport. The Transport Scotland Act 2005 creates the provision for statutory regional partnerships throughout Scotland. These proposed changes provide for a West of Scotland partnership comprising the Councils within the area and should ensure that the integrated transport system already envisaged by the Joint Transport Strategy can continue to develop. Policies TRANS 4, TRANS 5 and TRANS 6 recognise the need to work with all agencies in partnership to deliver this broader transport agenda. The speed and extent to which proposals will be delivered, however, will be in the hands of the new regional partnership and will need to take their place in the broader scale of priorities across the West of Scotland.

### IMP 1 Strathclyde Partnership for Transport

The three Ayrshire Councils shall work with the Strathclyde Partnership for Transport to promote and develop strategic transport improvements for Ayrshire.

134. Scottish Water is responsible for the delivery of water and sewerage services to the area and is crucial to the delivery of the strategy, particularly for the development of potential new housing locations. However, whilst it is important that development is not constrained by the availability of services, it is also important that new development is directed to locations that maximise the use of existing capacity, or are developed in such a way and at an appropriate scale to facilitate new capacity.

135. During the plan preparation there has been a close working relationship with Scottish Water. This has included a joint exercise to identify the key constraints on the main sewerage systems to confirm the locations identified. It is recognised that in some areas new capacity will be needed beyond that contained in current capital programmes, and there are options as to how that might be delivered. The key to this delivery is to continue the dialogue between Scottish Water, Scottish Environmental Protection Agency and Councils on the priority afforded in national programmes and also to recognise that the development industry itself will require to contribute substantially towards the development of their sites.

### IMP 2 Water and Sewerage Infrastructure

The three Ayrshire Councils in partnership with Scottish Water and Scottish Environmental Protection Agency will ensure that:

- A) The use of existing water and sewerage infrastructure is maximised;
- B) Scottish Water programmes for infrastructure improvements are planned in line with the proposals in the plan; and
- C) In areas subject to new development initiatives there will be a general presumption the private sector will be required to fund the servicing of their sites, except where it can be demonstrated there is a broader community interest.

136. In the coming years the provision of affordable housing will become an increasingly important component of overall housing land allocation. The housing land allocation figures in the plan take account of the total anticipated allocation of land required for all forms of new housing, including affordable housing. Local housing strategies and housing needs assessments have not been completed for all three Ayrshire Councils. It has therefore not been possible in this joint structure plan to indicate generally the scale and location of any specific shortage of affordable housing. Given the diverse nature of the issue throughout Ayrshire, however, policy generalisation is difficult. Nevertheless the Councils recognise the importance of appropriate measures to allocate specific need (see Policy COMM 4) and to work with Communities Scotland to deliver the appropriate mechanisms.

### IMP 3 Affordable Housing

The three Ayrshire Councils shall work with Communities Scotland to deliver the appropriate levels of affordable housing in each of the three Council areas dependent on need.

## Monitoring and Review

137. The publication of the second Ayrshire Joint Structure Plan comes at a time of fundamental change in the planning process. All efforts have been made to ensure that the plan, although compliant with existing legislation, looks to the future and to the intended changes to the form and function of future development plans. Government advice also is that plans are monitored on a regular basis and any material produced should be circulated to all parties involved. The three Ayrshire Councils concur with this view.

138. The current plan is designed to be flexible and policies will require to be reviewed in response to changing circumstance. To be successful, therefore, the plan will require to be monitored on a regular basis to reflect changes to such aspects as the wider policy environment, development pressures and political priorities. The first joint structure plan has been monitored every two years since 2002 and gives a picture of how well Ayrshire is both responding to policy change and how successful or otherwise the area has been in moving towards a more sustainable future. It is expected this process will continue in the future, with subsequent decisions on whether to alter policies or proposals in the plan taken as a result of this monitoring process.

139. Predicting with accuracy the pace of development or the adequacy and availability of resources to achieve the full implementation of the plan is difficult. The plan is not generally specific about the timing of many of the policies and proposals it contains. Nevertheless, accompanying the submitted document is an Action Plan identifying where key actions by all involved in the development of Ayrshire require to be focused in the early years. Much of the work to implement the proposals in the plan will require the preparation of further local plans. As such there is a limit in the extent to which detailed and definite the identification of specific actions can be at this stage. It is important to recognise, however, the plan puts forward a change in direction for development in Ayrshire and this new activity will require to be addressed at an early stage and should be reviewed in line with the monitoring processes established.

## APPENDIX PROPOSED ACTION PLAN

With the introduction of the new Planning Bill it is likely that all development plans including strategic plans will require to prepare an Action Plan and that the plan should be updated every two years. The aim is to improve the level of commitment to the plan by the bodies expected to deliver the plan.

Clearly, until such time as the plan is approved by Scottish Ministers any actions deemed necessary must be of an interim nature. Nevertheless an Action Plan can be used to indicate the priority actions that require to be taken in the first years of the plan and to establish negotiations both within and between Councils and externally with public and private sectors as to how the policies deemed to be a priority can be delivered.

This Appendix to the plan, which is not part of the formal submission of the plan to Scottish Ministers, describes a list of potential candidates for inclusion in an Action Plan, together with the policies to which they relate and their relative priority. It is intended these actions identified will be developed into a formal work programme within 12 months from submission of the plan.

Policy	Action	Lead Agent(s)	Priority
ECON 1(A)	Seaport Freight Study - Hunterston	CPA/NAC	High
ECON 1	Glasgow Prestwick Airport & Environs Action Plan	SEA/GPA/SAC	High
ECON 2	Promote Strategic Business Locations	Councils+	High
ECON 4	Reallocation of Surplus Industrial Land	Councils	Medium
ECON 5	University Campus in Core Investment Area	SAC	Medium
ECON 9/10	Future Waste Plant Locations	Councils	High
ECON 11	Development of Environmental Business Village: Glengarnock	SEA/NAC	High
ECON 13(B)	Develop Integrated Coast-based Initiative	SEA/Councils	Medium
ECON 13	Promote UNESCO "World" designations Location Potential	Councils+	Medium
ECON 14	Criteria for Rural Business Diversification	Councils	Medium
COMM 1	Coalfield Communities Initiative	SAC/EAC	High
COMM 1	Irvine Bay Regeneration	NAC	High
COMM 2/3	Land Allocation for Housing through Local Plans/Alterations	Councils	High
COMM 5	Criteria for Housing in the Countryside	Councils	Medium
ENV 3	Explore landscape protection area at Core Investment Area	Councils	Medium
ENV 4(A)	Development of Green Network	Councils+	Medium
ENV 4(D)	Develop WIAT Initiative	AAWP/EAW	Medium
ENV 9	River Irvine Pilot Study for WFD	SEPA/EAC	Medium
ENV 10	Integrated Coastal Zone Initiative Management	NAC/SAC+	High
TRANS (General)	Work with SPT to Develop Priorities	Councils/WSPT	High
TRANS 1(B)	Identify access deficiencies in ECON 1 and 2 locations	Councils	Medium
TRANS 2(A)	Promote rail capacity issues	Councils	High
TRANS 2(B)	Identify and promote new rail investment	Councils/SPT	Medium
IMP 3	Develop Partnership Initiative with SW/SEPA	Councils	High

Abbreviations: SPT - Strathclyde Partnership for Transport, AAWP - Ayrshire & Arran Woodland Partnership, WFD - Water Framework Directive, SEPA - Scottish Environmental Protection Agency, SAC - South Ayrshire Council, EAC - East Ayrshire Council, NAC - North Ayrshire Council, EAW - East Ayrshire Woodlands Partnership, CPA - Clyde Port Authority, GPA - Glasgow Prestwick Airport, SEA - Scottish Enterprise Ayrshire, WIAT - Woodlands in and around towns initiative.

## GLOSSARY

This Glossary defines some of the terms used in the text of the Written Statement. For convenience they are broadly in the order they appear within the various chapters.

### DELIVERING THE VISION

#### Sustainable Development

Development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs.

#### Development Plan

A Structure or Local Plan. On its approval by the Scottish Ministers the Ayrshire Joint Structure Plan-2005 will become part of the Development Plan for Ayrshire and will replace the 1999 Structure Plan- a Framework for the 21st Century.

#### Structure Plan

The strategic policy framework for the development and the use of land. Prepared by Local Authorities for submission to Scottish Ministers, who may modify the plan after public consultation.

#### Local Plan

Site specific development guidelines prepared by local authorities as the basis for development control. Local Plans must conform to the approved Structure Plan.

#### Development Framework

The broad direction and approach within which the future physical development of Ayrshire should take place.

### ECONOMY

#### Environmental Economy

A variety of economic activities that are either concerned with the management and enhancement of the environment or that benefit from the quality of the environment.

#### Knowledge Economy

The term "knowledge economy" is used to describe an emerging economic structure that is based on the use of intangible assets such as knowledge, skills and innovation to secure competitive advantage.

#### Environmental Business Village

Aimed at both accommodating the needs of businesses engaged in or seeking to exploit opportunities in the environmental economy and at accommodating business in a sustainable way. It would comprise a mixed use neighbourhood scale development based around sustainable infrastructures and delivering integrated sustainable social, environmental and economic regeneration in a commercial setting.

#### Renewable Energy

A term to cover energy flows that occur naturally and repeatedly in the environment for example from the sun, the wind, the oceans or the fall of water. Heat from the earth (geothermal energy), combustible or digestible industrial, agricultural and domestic waste materials as well as the use of plant material (energy crops) are also considered to be other important sources of renewable energy.

#### Bio-mass

Bio-mass is a renewable fuel based on plant and animal materials. A number of different forms of biomass can be burned or digested to produce energy in the form of electricity or as a form of direct heat. Two main sources of biomass are woodfuel (forestry residues; co-products from wood processing and recycled timber) and specialized energy crops. These sources are considered to be carbon neutral.

#### Wind farm

An installation that comprises of more than 2 turbines.

Large Scale wind farms - developments, of either five or more turbines or more than 5 MW of generating capacity, whichever is the greater, and whose power generation is for use off site.

#### Waste Management

Includes the handling, treating and disposal of waste including recycling and reuse of materials, and the handling of liquid and solid by-products of water and sewerage treatment.

#### Landfill Site

The deposits of waste onto and into land in such a way that pollution or harm to the environment is prevented and through restoration, to provide land which may be used for another purpose.

#### Biosphere Reserve

Areas, recognised by the United Nations Educational, Scientific and Cultural Organisation (UNESCO), which promote solutions to reconcile the conservation of biodiversity with its sustainable use (UNESCO definition).

#### World Heritage Site

Cultural or natural sites recognized by UNESCO as having cultural or natural heritage of outstanding universal value (Dept Culture Media and Sport).

#### Geopark

A site endorsed by UNESCO for its geological heritage of particular importance in terms of its scientific quality, rarity, aesthetic appeal and educational value (European Geoparks Network).

#### CHP- Combined Heat and Power

An installation where there is simultaneous generation of usable heat and power (usually electricity) in a single process.

### COMMUNITIES

#### Environmental Assessment (EA)

A process by which information about the environmental effects of a project are collated.

#### Household Projections

The Scottish Executive produce on a bi-annual basis household projections. The projections are not forecasts but give an indication of possible future numbers of households if trends observed in the past continue. The calculation of projected household numbers involves two main sources of information;

- Historic information from previous Censuses of Population to identify trends in the formation of households within the population. (These trends have in the past shown a growth in one person households).
- Population projections produced by the General Register Office for Scotland, the most recent being those with a base year of 2004.

#### Existing stock of Housing

For planning purposes there is a need to make a distinction between the total stock of housing and the effective, that is, usable dwellings. Adjustments to the housing stock total take account of vacancies, that is uninhabitable housing stock that is awaiting demolition or modernisation, and second homes or holiday accommodation. Other frictional turnover including rented dwellings being re-let, newly built dwellings awaiting occupation and owner-occupied housing awaiting a new owner is also considered as is the cumulative loss as a consequence of demolitions within the existing stock over time.

**Effective housing land supply**

That part of the housing land supply that is free of availability, physical, infrastructure and marketable constraints.

**Affordable Housing and Special Needs Housing**

A segment of the housing market where a proportion of the housing is targeted or reserved for those people who require special housing requirements and/or who are unable to compete in the existing market for housing. It covers a spectrum of providers and tenures including housing association, joint ventures, public sector and owner occupation.

**Greenfield Site**

Land outwith the settlement boundary, in use, or generally capable of being brought into active or beneficial use for agricultural (including forestry) purposes.

**Countryside**

All land outwith settlements of 3000 people or more.

**Town Centre**

Generally areas within towns which are the focus of commercial and retail activity and which fulfill a function as a focus for both the community and public transport.

**Edge of Centre**

A location within easy walking distance of the town centre, and usually adjacent to the town centre, and providing parking facilities that serve the centre as well as the store, thus enabling one trip to serve several purposes.

**Convenience Goods**

Broadly defined as food shopping, drinks, tobacco, newspapers, magazines, confectionery, purchased regularly for relatively immediate consumption.

**Comparison Goods**

Shopping where the purchaser will compare prices, quality and quantity before a purchase is made. e.g. clothes, fashion merchandise, electrical goods, furniture.

**Retail Capacity Assessment**

An assessment of the quantitative need for additional retail floorspace, derived by comparing the total available expenditure projected to occur in an area with the projected retail turnover.

**Out-of-Centre**

Describes a site outwith a recognised town centre.

**Sequential Test**

A process for the assessment of development options. This means that where there is a choice, there is a presumption in favour, of the reuse of previously developed brownfield locations as opposed to greenfield locations, to a protection of the more valuable, natural environments and within the context of retail development, to the use of town centre and edge of centre sites before other locations are considered.

**Retail Warehouse**

Single storey retail unit generally over 1000 square metres selling non-food household goods such as carpets, DIY, electrical and furniture.

**Retail Warehouse Park**

A group of three or more retail warehouses, selling non - food goods, with a shared car park.

**Bulky Goods**

Goods, generally sold from retail warehouses, and of a size that they would normally be taken away by car and not be manageable by customers travelling by foot, cycle or bus (flatpack), or that large, flat areas would be required to display them, for example, furniture in room sets.

**Vitality and Viability of Town Centres**

Vitality is a reflection of how busy a centre is in different parts and at different times. Viability is a measure of its capacity to attract ongoing investment, for maintenance, improvement and adaptation to changing needs.

**ENVIRONMENT****Landscape Character**

The combination of the scenic, visual, physical and human dimensions of an area, and its historical and cultural associations, perceived and experienced by people as an entity.

**National Scenic Area**

An area designated as being of national importance for its scenic quality.

**Indicative Forest Strategies**

A strategy prepared, and incorporated within a Structure Plan, which seeks to accommodate future forest planting in an environmentally acceptable way.

**Listed Buildings of Architectural and Historic Interest**

The Planning (Listed Buildings and Conservation Areas) Act 1997 requires the compilation of a list of buildings of special architectural or historic interest. This list is divided into three categories A, B, or C. The purpose of listing is to ensure that a building's special architectural and/or historic interest is fully recognised and that any demolition, alteration or repair that would affect its character is brought under statutory control.

**Cultural Heritage**

The elements of the built and natural environment that together combine to create a sense of place for an individual. Examples of cultural heritage would include historic buildings, sites of archaeological value, conservation areas and other historic features.

**Conservation Areas**

Areas of special architectural or historic interest, the character of which it is desirable to preserve or enhance.

**Historic Gardens and Designed Landscapes**

Areas of significant parkland and woodland, generally centred on a house or castle, which have been laid out for artistic effect, a number of which are identified in the Scottish Inventory of Gardens and Designed landscapes.

**Archaeological location**

Known sites and areas of potential archaeological interest.

**Biodiversity**

Genetically determined variability amongst living organisms, including the variability within species, and of ecosystems.

**Local Biodiversity Action Plan**

A framework for conserving biodiversity including detailed programmes of action for individual species and habitats.

**Natura 2000**

A network of marine and terrestrial areas designed to conserve natural habitats and species of plants and animals that are rare, endangered or vulnerable in the European Community.

**Special Area of Conservation (SAC)**

Strictly protected sites of European importance designated under EC Directive on the Conservation of Natural Habitats and of Wild Fauna and Flora Directive (92/43/EEC). Together with SPA's, SAC's form a network of European sites known as Natura 2000 (Joint Nature Conservation Committee definition).

### **Special Protection Area (SPA)**

Strictly protected sites of European importance, designated under the EC Directive on Conservation of Wild Birds. They are classified for their rare and vulnerable birds and for regularly occurring migratory species. Together with SAC's, SPA's form a network of European sites known as Natura 2000 (JNCC definition).

### **Green Network**

Creates a linkage between green and civic space through the provision of cyclepaths, footpaths and managed and unmanaged open space with the aim of:

- contributing to the framework of development
- maintaining and enhancing environmental qualities
- providing a range of opportunities for recreation and leisure
- link and create wildlife habitats and
- encourage walking and cycling and reduce car use, in the context of local transport strategies.

### **Greenspace**

A vegetated area of land or structure water or geological feature within an urban area, often used for recreation.

### **Green Belt**

An area of countryside where strict planning controls apply in order to:

- control the growth of built-up areas and complement the process of urban renewal;
- prevent neighbouring towns from merging;
- preserve the character of towns including their landscape setting;
- protect agricultural land from development and create stability for its productive use;
- preserve landscape character and provide the necessary stability for its enhancement; and
- provide for the enjoyment of the countryside.

### **Woodlands In and Around Towns Initiative**

A Forestry Commission Scotland initiative that aims to create and enhance woodlands so that they contribute to the regeneration of the urban environment and improve the quality of life of people living and working in urban areas (Forestry Commission Scotland definition).

### **Environmental Impact**

The effect of a development proposal on people, buildings and infrastructure, natural resources and wildlife, in terms of health, safety and amenity.

### **Habitat Directive**

EC Directive (92/43/EEC) on the Conservation of Natural Habitats and of Wild Fauna and Flora. Implementation of this directive into British legislation is through the Conservation (National Habitats, and etc.) Regulations 1994.

### **Birds Directive**

EC Directive (79/409/EEC) on the conservation of wild birds. The Directive provides a framework for the conservation and management of, and human interactions with, wild birds in Europe.

### **Site of Special Scientific Interest**

SSSI's are designated by Scottish Natural Heritage under the provisions of the Wildlife and Countryside Act 1991 and are representative or contain the best examples of particular species, habitats, geology or geomorphology. The special interest of the sites are the subject of specific guidelines to protect the interest of the site from damage or deterioration.

### **National Nature Reserve**

Site of national nature conservation importance, managed or owned by Scottish Natural Heritage and established under the Natural Parks and Access to the Countryside Act 1949 and Wildlife and Countryside Act 1981. Ayrshire has one National Nature Reserve on Arran.

### **Habitat**

The natural environment for flora and fauna.

### **Sustainable Urban Drainage Systems**

Describes a range of techniques for managing the flow of water run-off from a site by treating it on site and so reducing the loading on conventional piped drainage systems.

### **Land raising**

Works which permanently elevate a site above the functional flood plain of a watercourse, or elsewhere if flooding is an issue (part SPP7).

### **Water Framework Directive**

EC Directive (2000/60/EC). Implementation of this directive into Scottish law is through the Water Environment and Water Services (Scotland) Act 2003.

### **Integrated Coastal Zone Management**

Creates a framework that brings together all those involved in the development, management and use of the coast in a way that facilitates the integration of their interests and responsibilities (DEFRA).

### **Climate change**

Changes in the average weather over a long period - typically 30 years. Recently some changes in the climate have been attributed to gases (known as 'greenhouse gases') released as a result of certain human activities such as the burning of fossil fuels.

### **Local Nature Reserve**

A site designated by the local authority usually for its high natural heritage interest and its particular value for education and informal enjoyment of nature by the public (PAN 65).

### **Environmental Impact Assessment**

A process that identifies the environmental effects (both negative and positive) of development proposals.

## **TRANSPORT**

### **Local Transport Strategies**

A comprehensive document prepared with an input from all local authority departments setting out the authority's plans and priorities for the development of an integrated transport policy within its area. With a formal life span of three years, the local priorities set out in the document should be consistent with the Governments overall sustainable development objectives.

### **Strategic Road Network**

This includes trunk roads and other important main roads of regional significance identified on the Key Diagram.

### **Travel Plans**

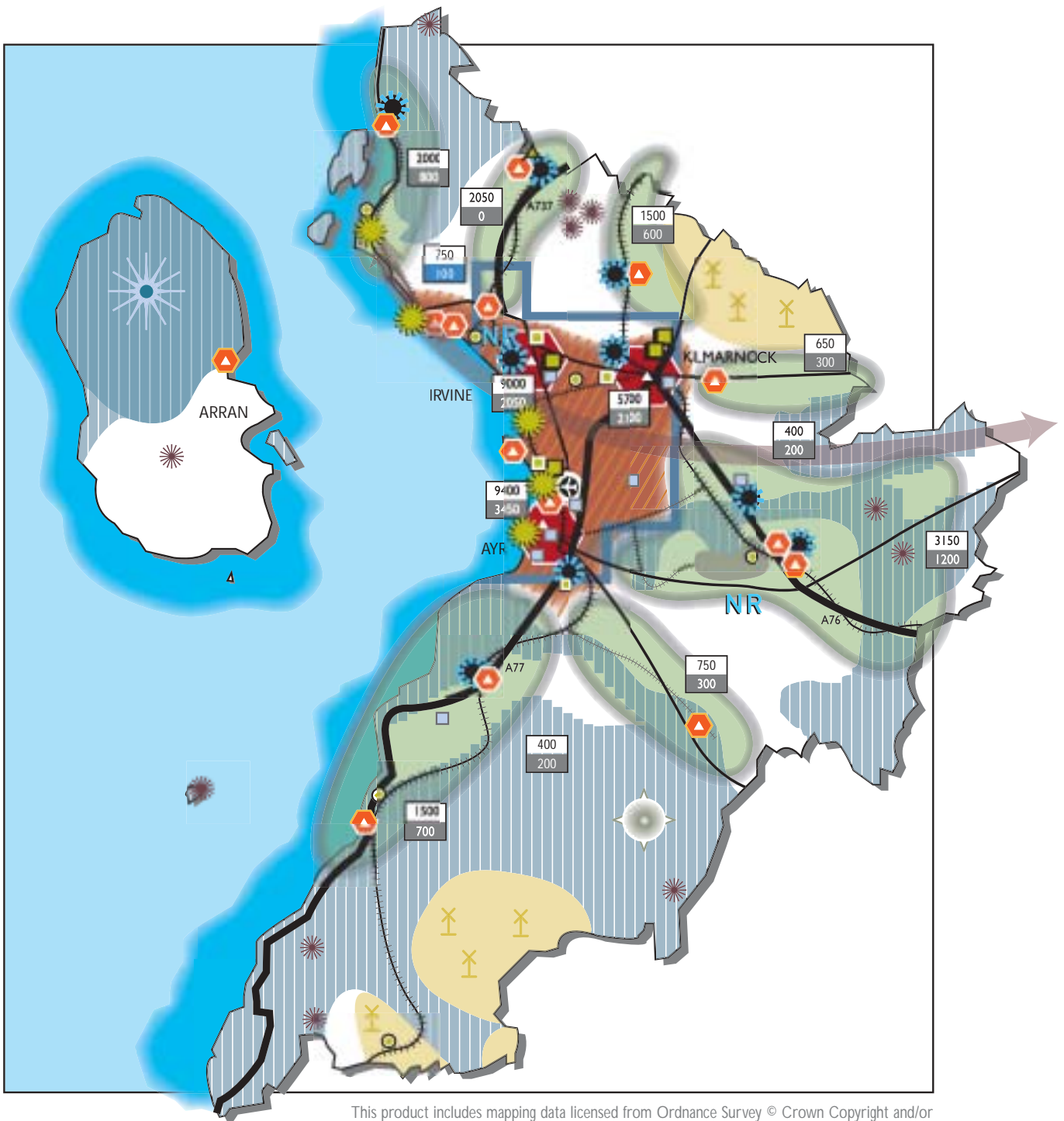
Travel Plans are documents that set out a package of positive and complementary measures (for example targets and measures) for the overall delivery of more sustainable travel patterns for a specific development. Their ability and success in influencing travel patterns is dependent upon the commitment of the developer and occupier of a development. Measures provided by the developer could include car pooling/cycle leasing, flexi time, parking management, company buses, marketing e.g. leaflets/posters to disseminate information.

## KEY

Core Investment Area	
Core Investment Area Towns	
Service Centres	
Investment Corridors	
Gateways	
Glasgow Prestwick Action Plan	
Existing Strategic Business Sites	
Other Business Sites	
Bulk Freight Locations	
Town Centre Business Locations	
Coastal Recreational Development	
Areas of Search for Large Scale Commercial Windfarms	
Co-fired Power Plant Search Area	
Joint Waste Facility Search Area	
Environmental Business Village	
Potential UNESCO Designations	
World Heritage Sites	
Biosphere	
Geopark	
National Regeneration Priorities	
Strategic Expansion Locations	
Housing Indicative Target 2005 - 2025	
Housing Shortfall to 2017	
North Ayrshire Non Corridor Communities including Arran	
	
Sensitive Landscape Character Area	
Core Investment Area Landscape Protection	
Green Network	
Integrated Coastal Management Zone	
National Scenic Area	
Natura 2000 Sites	
East West Road Link	
Strategic Road Network	
Road Improvements	
Rail	
Rail Improvements	



# AYRSHIRE JOINT STRUCTURE PLAN THE KEY DIAGRAM



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