AYRSHIRE JOINT STRUCTURE PLAN 2025:
CONSULTATION DRAFT

REPORT OF SURVEY
TECHNICAL REPORT TR04/2004
(INTERIM)
INVESTMENT CORRIDORS
AND CORE TOWN PROFILES

The Ayrshire Joint Structure Plan & Transportation Committee is a jointly funded partnership between East Ayrshire Council, North Ayrshire Council and South Ayrshire Council

FOREWORD

This technical report is part of the Report of Survey for the Ayrshire Joint Structure Plan. The full list of technical reports is appended to the back of this document. They are available on request, and in some instances will be subject to a minimum charge.

The purpose of these documents is to provide the reader with the evidence used in determining the policies that go to make up the structure plan. It is intended they will be updated as necessary.

Further information about the contents of this document, together with information about the Ayrshire Joint Structure Plan process and timescale can be obtained from the Ayrshire Joint Structure Plan & Transportation Committee at the address noted below.

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1 INTRODUCTION AND CONTEXT

The *spatial development strategy* contained within the consultation draft structure plan seeks to develop and strengthen the strategic role played by the principal towns of Ayr, Kilmarnock and Irvine within the Ayrshire economy and to promote *investment corridors* to balance the spread of development across Ayrshire's communities. At the heart of the plan is the principle of setting economic growth within the principle of sustainable development.

This technical note provides basic statistical information regarding the working age population, location of businesses, past and future housing investment and accessibility factors for the investment corridors and core towns.

A list of the settlements that make up the corridors and core towns is provided within Table 1.

2 POPULATION

Together, the corridors and core towns contain almost 90% of the working age population (Table 2). The core towns contain almost half of the Ayrshire population and the corridors contain around 40%. The largest concentration outwith the core towns is within the North Coast and Arran Corridor and the smallest is within the Glasgow Link. The distribution of numbers of employed and unemployed are broadly in line with the distribution of total working age population.

3 BUSINESSES

Information on numbers of businesses was derived from the Yellow Pages data source (1998) and covers approximately 90% of all businesses. This data indicates that 80% of all Ayrshire businesses are concentrated within the core towns and the investment corridors (Table 3). Approximately one third are located within the corridors and half within the core towns. Retailing is particularly well represented within the core towns, which contain more than half (52%) of all such businesses. Public administration is also concentrated within the corridors and core towns demonstrating the accessibility of these areas to key local services.

4 INVESTMENT IN NEW HOUSING

Between 1991 and 2003, ninety six percent of all new housing development took place within the corridors and core towns (Table 4). This investment was split more or less evenly between the core towns and the corridors. Projected completions for the period 2003 to 2010 indicate that these areas will remain as the key locations for new housing development with almost 100% of completions taking place in these areas.

5 ACCESSIBILITY

In overall terms, 43% of the population of the corridors live within reasonable walking distance of a railway station (800 metres). The proportion varies quite considerably between corridors with the Glasgow Link being particularly accessible by train whilst the Irvine Valley is not served at all. A quarter of the populations living in the core towns live within 800 metres of a station. Responses to the Scottish Household Survey in 2001/2002 indicate a high degree of satisfaction amongst Ayrshire residents generally regarding convenience of location of services and facilities.

6 CONCLUSIONS

Directing new development to accessible areas with concentrations of jobs and housing is a key factor in achieving sustainable development. The evidence gathered demonstrates the concentration of population, businesses and housing investment within the corridors and core towns and the accessibility of these areas.

Table 1
Settlements Contained Within Investment Corridors and Core Towns

Glasgow Link (Glasgow – Kilmarnock Rail and A71/M77)				
Kilmaurs	Stewarton	Dunlop	Fenwick	
Garnock Valley (Ayr/Irvine – Glasgow Rail and A737)				
Kilwinning	Kilbirnie	Beith	Dalry	
North Coast and Arran (Kilwinning – Ardrossan Rail and A78/Ferry)				
Brodick	Ardrossan	Saltcoats	Stevenston	West Kilbride
Fairlie	Largs	Skelmorlie		
Carrick (Ayr – Stranraer Rail and A77 (South))				
Maybole	Dailly	Girvan	Dalrymple	Crosshill
M74 Link (Kilmarnock – Dumfries/Carlisle Rail and A70/A76)				
Mauchline	Catrine	Auchinleck	Cumnock	New Cumnock
Ochiltree	Muirkirk	Drongan	Coylton	
Irvine Valley (A71)				
Galston	Newmilns	Darvel		
Core Towns				
Ayr	Prestwick	Symington	Irvine	Dreghorn
Springside	Kilmarnock	Hurlford	Crookedholm	Crosshouse
Troon	Loans	Dundonald	Annbank	Mossblown
Tarbolton				

INVESTMENT CORRIDORS & CORE TOWN PROFILES

Table 1
Settlements Contained Within Investment Corridors and Core Towns

Other Settlements (not allocated to Corridors or Core)				
Patna	Dalmellington	Lamlash	Millport	

Table 2 - Population and Workforce

Area	Population Age 16-74 In 2001		Population Aged 16 to 74		Unemployed	
	Number	Share of Ayrshire Population (%)	Number who are in employment	Share of Ayrshire Population Aged 16-74 who are in employment	Number aged 16to74 who are unemployed	Share of Ayrshire total unemployed age 16 to 74
Glasgow Link	7968	3	4766	3	323	2
Garnock Valley	25619	9	14,185	10	1403	10
North Coast & Arran	36179	13	18,293	12	2162	15
Carrick	9934	4	5309	4	549	4
M74 Link	21788	8	11,206	8	1281	9
Irvine Valley	8351	3	4842	3	402	3
Core Towns	127531	47	71,209	48	6758	48

Source: Census 2001

Table 3 - Businesses

Area	Number of Businesses (1998)	Share of All Businesses In Ayrshire (%)	Share of All Retail* Businesses In Ayrshire (%)	Share of All Manufacturing Businesses In Ayrshire (%)	Share of All Public Administration Businesses** In Ayrshire(%)
Glasgow Link	261	3	2	5	2
Garnock Valley	599	6	6	8	7
North Coast & Arran	1177	12	14	9	14
Carrick	367	4	5	3	5
M74 Link	552	6	6	6	8
Irvine Valley	264	3	2	5	3
Core Towns	4301	46	52	48	48

Source: Yellow Pages 1998
*Retail includes retail, distribution, hotels and catering
** Public Administration includes public administration, education and health service

Table 4 - Housing Investment

Area	New Houses Constructed Between 1991 and 2003*		Established Housing Land Supply 2003** (under 2000 Approved Structure Plan)		Projected New House Completions 2003 to 2010**	
	Number	Share of Ayrshire Total (%)	Number	Share of Ayrshire Total	Number	Share of Ayrshire Total
Glasgow Link	444	3	299	2	256	3
Garnock Valley	1552	10	1463	10	543	7
North Coast and Arran	2255	15	2725	18	1065	14
Carrick	348	2	565	4	293	4
M74 Link	1013	7	906	6	473	6
Irvine Valley	258	2	307	2	156	2
Core Towns	8332	57	7507	50	4380	57

Source: Ayrshire Joint Structure Plan and Transportation Committee Housing Land Supply Audit 2003 to 2010 Post Audit Version
* does not include completions on sites of less than four dwellings
** see Housing Land Supply Audit for definition of terms

Table 5 - Accessibility

Area	Population Living Within 800 metres of a Rail Station	% of Corridor Population
Glasgow Link	9964	91
Garnock Valley	14,645	42
North Coast and Arran	27,410	54
Carrick	7328	53
M74 Link	4428	15
Irvine Valley	0	0
Core Towns	41,063	24

Source: Ayrshire Joint Structure Plan and Transportation Committee 2004

Table 6 - Convenience of Facilities and Services

Access to Facilities & Services % of population who consider services and facilities to be conveniently located (2001/2002)				
Facility	**North Ayrshire**	**East Ayrshire**	**South Ayrshire**	**Scotland**
Post Office	92	93	91	90
Bank	72	78	82	75
Grocery/Food	92	93	92	91
Chemist	88	88	91	87
Out-patients	60	75	75	60
Doctors	85	86	85	81

Source: Scottish Household Survey 2001-2002

INVESTMENT CORRIDORS & CORE TOWN PROFILES

Table 7 - Summary

Area	Share of Working Aged Population (16-74) (%)	Share of All Businesses (%)	Share of Land Supply for Housing (%)	Proportion of Population within 800 metres of Rail Station (%)
Corridors	40	34	42	43
Core	47	46	57	24
Total	87	80	99	32

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REPORT OF SURVEY - TECHNICAL WORKING NOTES
LIST OF PAPERS AVAILABLE @ JUNE 2004

1 Report of Survey Technical Report 1 (Interim)
Strategic Assessment of Housing Land Requirements

2 Report of Survey Technical Report 2 (Interim)
A Study of Urban Capacity within Ayrshire

3 Report of Survey Technical Report 3 (Interim)
Renewables

4 Report of Survey Technical Report 4 (Interim)
Investment Corridors and Core Town Profiles