

Response to Ayrshire Joint Structure plan 2025

On behalf of Ayrshire Chamber of Commerce & Industry
Patricia A Kennedy
Kersland Farm, Potter Hill
Near Sundrum, By Ayr KA6 5JS

Overall Comment

Thank you for the opportunity to respond to the draft plan. I can only imagine the work that went into this difficult task so let me begin by saying “well done”. The comments that follow are intended to build on your admirable efforts. Let me start by making a few more overall comments.

The whole plan seems to be overly broad and “more of the same”. On the plus side, it does mesh well with Ayrshire’s Western Gateway”. However, given the timeframe of this document, I think if Ayrshire is to progress, the plan (and the partners behind the plan) need(s) to be bolder and more focussed.

Apologies that at the current moment, I can not download and respond using the format used on the web site.

Questions –

1. Vision
 - a. The vision strikes me as a “me too” vision. What part of Scotland would not want this? I think the vision needs to be more specific to Ayrshire and should galvanise hearts, minds and lead to action.
 - b. And it needs a comma after “communities”
 - c. Section 2.4 Description is rather high level and to me, does not describe the real challenges or situation, which is less positive.
 - d. Section 2.7 What evidence exists that the past investment into these areas has resulted in more significant benefit than another approach?
 - e. Section 2.9 – Do the projections take into account the completion of the M77?
2. Not sure that population is the issue. Seems to me that the route to increasing population is increasing the # of businesses and jobs.
3. Include something about increasing the # of businesses and jobs.
4. Agree with Gateway locations (and connections beyond to GLA & Stranraer) and we need to develop the infrastructure between the gateways, along the coast, roads, etc.
5. Not sure. Ref article from Economist 8/7, “Just the place to plant a new town”
 - a. Several examples cited in this article perhaps offer another route for Ayrshire
6. Basically same as Q5
7. Although the trend started with Question 4, as of #7 I now find these questions far too large to respond to in this format.
8. Seems consistent with your approach so far
9. See Q 7
10. Probably not. In my view, one of the most attractive features of Ayrshire is the opportunity to live in a high quality rural location with easy access to airports

& cities. I suspect that we have insufficient ability to both develop & protect this asset.

11. See Q7
12. See Q7
13. See Q5
 - a. Ref my answer to Q3 - Where will the jobs be?
 - b. Re 3.15 – Do not agree with brownfield priority over greenfield locations.
14. See Q7
15. Not sure what supports this assessment but it appears OK
16. Not sure I can totally agree with this. In town commercial rents are described as too high, quality of property is often poor, parking is limited. I suspect that “edge of town” developments like those along Heathfield Rd in Ayr are more successful in many ways. Perhaps some we should carefully explore the possibilities of “out of town centre” developments.
17. See Q7
18. See Q7
19. Not sure re future developments. See Q10
20. Insufficient knowledge of this area but re community benefit, I wonder if a community ownership approach might work for this.
21. Absolutely - One of the largest opportunities for Ayrshire and one I think we still don't have a handle on. Whole area needs to be “joined up”.
 - a. 3.45 Needs more promotion
 - b. Historical trails (battles of Bruce & Wallace, Burns, discoverers/inventors/scientists etc)
 - c. Rural assets
22. See Q7
23. Not sure really given the span of this plan. Does this approach leave Ayrshire open to loss of a significant asset?
24. Not sure what the answer is but green space seems to have been eaten up in town & on the edge of town by the development of very small, uninteresting houses on small lots.
25. See Q7
26. See Q7