

Ayrshire Joint Structure Plan

MONITOR **2000**

**a set of baseline
indicators to monitor
structure plan policy**

Further copies of MONITOR 2000 are available from the

Ayrshire Joint Structure Plan & Transportation Committee
15 Links Road
PRESTWICK
KA9 1QG

Tel. 01292 476716
Fax. 01292 671455
e-mail AJSPmail@south-ayrshire.gov.uk
Website www.ayrshire-jsu.gov.uk



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

AYRSHIRE JOINT STRUCTURE PLAN

MONITOR 2000

Contents

Page No.

| | |
|--|----------|
| <u>CONTEXT - A VISION FOR AYRSHIRE</u> | <u>1</u> |
|--|----------|

| | |
|----------------|----------|
| <u>ECONOMY</u> | <u>3</u> |
|----------------|----------|

Ayrshire's Economic Resources

- Sustainable Growth - Economic Output
- Employment
- Competitive Infrastructure
- Enterprise & Innovation
- Economic Opportunity - Inclusion
- Image & Perception
- Adaptive Skills

| | |
|--------------------|----------|
| <u>ENVIRONMENT</u> | <u>9</u> |
|--------------------|----------|

Ayrshire's Environmental Resources

- Climate Change
- Energy Efficiency
- Renewable Energy
- Air Quality
- Water Quality
- Land & Soil Quality
- Landscape
- Biodiversity
- Waste
- Non-Renewable Resources – Minerals

| | |
|--------------------|-----------|
| <u>COMMUNITIES</u> | <u>17</u> |
|--------------------|-----------|

Ayrshire's Communities

- Poverty & Social Exclusion
- Town Centres
- Access to Facilities & Services - Accessibility
- Traffic Impact
- Environmental Quality - Revising Urban Land
- Minimising Greenfield Development
- Cultural Resources

| | |
|--|-----------|
| <u>SUMMARY – STRATEGIC BASELINE INDICATORS</u> | <u>22</u> |
|--|-----------|

| | |
|-------------------------|-----------|
| <u>ACKNOWLEDGEMENTS</u> | <u>23</u> |
|-------------------------|-----------|

Context

a vision for Ayrshire

Economic Growth and Environmental Quality achieved through a Balanced and Sustainable Strategy for the benefit of *Ayrshire* and Scotland.

Partnership & Shared Targets

The Ayrshire Joint Structure Plan provides a common framework by which private companies, public agencies and Councils in Ayrshire can prepare their individual resource programmes. The realisation of the plan therefore depends not just on the decisions taken by the planning authorities but on genuine partnership between a host of organisations and individuals working together toward common objectives.

Monitor 2000

The Ayrshire Joint Structure Plan was approved by the Scottish Ministers in January 2000. The plan sets out a vision which recognises that sustainable economic growth and environmental quality lie at the heart of the future well-being of all who live and work in Ayrshire. The realisation of this vision will depend on:

- The development of a business base that is innovative, entrepreneurial and highly skilled and is supported by high quality industrial and business locations;
- Enhanced protection for the environment and management of the natural and non-renewable resources in a way that future generations will be able to enjoy;
- Ensuring communities are able to benefit equally from increasing prosperity and that area differences are reduced; and
- The promotion of the principles of sustainable development.

These four interlinking themes lie at the heart of the policies within the plan and underlie the Statement of Strategic Intent on which the Ayrshire Development Strategy and all the plans' policies, is based.

STATEMENT OF STRATEGIC INTENT

- **Promotion of Economic Growth;**
- **Protection and Promotion of the Vitality and Viability of Existing Settlements;**
- **Protection and Enhancement of the Countryside and the Environment;**
- **Promotion of the Principles of Sustainable Development.**

Ayrshire Joint Structure Plan 1999






The Challenge

The challenge is to define a method of assessment for these strategic principles which allow for progress to be measured. This document, therefore, sets down the basis on which policies will be tested against a standard set of measurable criteria. These tests will be known as the “baseline indicators” and every two years will be assessed to check on progress. Over time it will be possible to identify whether the policies in the plan are succeeding in their desired effect, or whether they require modification. Where possible indicators have been chosen to be comparable on a national basis as well as reflecting the Ayrshire situation.

Whilst any group of indicators is undoubtedly arbitrary, the indicators within this document have been presented around the four statements of strategic intent:- economy, environment, the promotion and protection of the vitality and viability of existing communities and sustainable development. These elements underpin the basis of the Ayrshire Development Strategy. It is however recognised that there are significant linkages between indicators, for example, poverty and unemployment, and these will transcend the boundaries within which the indicators are presented.

Sustainable Development

Sustainable development underpins all other policy frameworks and is therefore included not as a separate chapter, but as direction for each objective. They are represented in the text by:

| | |
|---|---------------------------------|
|  | Moving towards sustainability |
|  | Moving away from sustainability |
|  | Could go in either direction |

Opportunity To Comment

The set of indicators presented in this report have been produced to establish a baseline by which to monitor progress made in the implementation of the Ayrshire Joint Structure Plan. Indicators inform us in ‘short hand’ which way the strategy is heading, and whether it is in the right direction. Inevitably there will be a need for the indicators themselves to evolve if the process is to remain relevant. It is hoped that this exercise will stimulate wider debate and comment on the issues raised, and over time the indicators will be modified and developed.

COMMENT SHOULD BE SENT TO:

Ian Johnson
Manager
Ayrshire Joint Structure Plan and Transportation
Committee
15 Links Road
Prestwick
KA91QG

An online discussion forum is also available on
web site www.ayrshire-jsu.gov.uk

Economy

OBJECTIVE: To promote a healthy, diverse and sustainable economy as a source of wealth and jobs for existing and future residents

Ayrshire's Economic Resources

“Our Vision for Ayrshire targets future generations as much as ourselves. It combines recognition of the long term prospects for prosperity with understanding of the deep seated problems that need to be addressed today. It is of Ayrshire as a dynamic economy, maximising its contribution to the wealth of Scotland”.

Source: Ayrshire Strategy for Jobs- Ayrshire Economic Forum

Today we live in a Global economy. This is bringing constant change in the way we work the skills that are required and in the type of work we do. Ayrshire's economy is increasingly becoming more open to international competition and influence by new information and communication technologies. These changes bring with them many opportunities and challenges if our economy is to remain competitive. In the future, prosperity and employment will be dependant on how we adjust to this rate of change, on how economic activities recognise the importance of innovation, invest in technology and develop world-class skills to compete internationally.

THE CHALLENGE

- promote a **diversified economy** with organisations committed to innovation and enterprise
- assist in developing Ayrshire as a **competitive business location**
- facilitate the **acquisition of new skills** to meet the challenges of a diverse economy
- address problems of **economic exclusion** by providing access to opportunity across all communities
- addressing **image perception and confidence** in the economy



OBJECTIVE: To promote sustainable economic growth

| Economic Growth (£ per head UK = 100) | | | | |
|--|------|------|------|-------|
| | 1994 | 1995 | 1996 | 1997* |
| Scotland | 99 | 100 | 99 | 100 |
| East Ayrshire/ North Ayrshire | 71 | 74 | 71 | N/A |
| South Ayrshire | 106 | 112 | 105 | N/A |
| Ayrshire | 80 | 84 | 80 | 85 |

Source: SLIMS
*Estimate

Economic Output

Growth in output (GDP) is the principal measure of the wealth created within an economy. It is a key indicator of economic prosperity. GDP is estimated to be around £3,764 million this represents 6% of the GDP for Scotland. In real terms the Ayrshire economy has grown by 25% during the last decade, slightly above the UK average of 21%, but GDP per head is a fifth below the UK average.

“The Economy is growing, people are wealthier but there are significant differences in the standard of living within Ayrshire”



| Employment Forecast for Ayrshire By Sector, 1999-2007 | | | |
|--|----------------------|----------------|----------------|
| Employment by industry | Employment Forecasts | | |
| | 1999 | 2000 | 2007 |
| Primary | 2,810 | 2,740 | 2,740 |
| Manufacturing | 29,670 | 28,530 | 25,740 |
| Utilities | 630 | 620 | 560 |
| Construction | 8,370 | 8,260 | 7,210 |
| Retail, Distribution, Hotels & Catering | 31,950 | 31,720 | 33,700 |
| Transport & Communications | 6,710 | 6,730 | 6,950 |
| Financial & Business Services | 10,690 | 10,830 | 12,690 |
| Public Admin, Education & Health | 35,270 | 35,170 | 36,180 |
| Other Services | 7,180 | 7,300 | 8,220 |
| TOTAL EMPLOYMENT | 133,280 | 131,890 | 133,980 |

Source: SLIMS Employment Forecasts

Employment

In common with many of the regional economies within Europe there has been a shift from traditional manufacturing and extractive industries as the major employers move toward an economy that is increasingly based on growing sectors such as micro-electronics, telecommunications, civil aviation, computers and the service sector including tourism.

In the future a diverse economy will be more robust to changes in the demand for goods and services, promote a wider base of skills and knowledge and create self sufficiency.

The table shows recent falls in employment and therefore the creation of additional jobs provides a challenge for the future.

“Manufacturing accounts for one in five jobs”



OBJECTIVE: To develop a physical environment which meets the needs of new and existing businesses

Capital Investment Programme

In a period of economic change, good communications and infrastructure are vital to the long term competitiveness of Ayrshire. Sustainable solutions to infrastructure provision will in the future be based on greater integration of land-use transport and economic resources. The Structure Plan has a key role in achieving this objective.

In recent years there has been a commitment to develop Ayrshire as a competitive place in which to do business. This is reflected on the on-going development of international passenger and freight services at Prestwick Airport, sea services from Troon to Belfast, improvement to motorway standard of the A77 and in the developing and up-grading of sites for business investment.

Strategic Infrastructure Priorities

In the future improvement will lie in investment, which will;

- promote further the international business links at Prestwick Airport
- address issues of capacity on the rail network, particularly as it effects freight
- secures improvements to rail services and journey times
- promote faster and more frequent public transport links between the major towns within Ayrshire
- secures investment in ICT infrastructure
- promote investment in sites and premises to meet the needs of the 'Knowledge Economy'.

“Over £162.1 million of capital has been invested or is programmed”



| Ayrshire – Major Infrastructure Improvements | |
|---|--------------------|
| | Capital Investment |
| Road | |
| Proposal for M77 Extension | £60m* |
| Ardrossan Bypass | £26m* |
| Rail | |
| Proposed Barrhead/Kilmarnock additional loop to increase capacity | £8.5m* |
| Ports | |
| Proposal for new terminal at Troon Harbour | £4.5m* |
| Water & Sewerage | |
| Ayr Sewerage Scheme | £45.6m |
| Industrial Sites | |
| Ardeer | £2m |
| Prestwick International Aerospace Park | £7.3m* |
| Rowallan, Kilmarnock | £2m |
| Riverside, Irvine | £6.2m |
| TOTAL | £162.1m |
| Source: Ayrshire Joint Structure Plan, Scottish Enterprise Ayrshire & West of Scotland Water, Railtrack | |
| *estimate, include proposals for future developments | |



OBJECTIVE: To increase the prosperity of businesses and enterprises

| VAT Registration Rate (Births) (% of existing companies 1998) | |
|--|------|
| East Ayrshire | 8.5 |
| North Ayrshire | 9.7 |
| South Ayrshire | 8.8 |
| Ayrshire | 9.0 |
| Scotland | 10.0 |
| UK | 11.5 |
| Source: SLIMS | |

| VAT Registration (per 10,000 head of population 1997) | |
|--|------|
| East Ayrshire | 18.1 |
| North Ayrshire | 16.8 |
| South Ayrshire | 23.1 |
| Ayrshire | 19.7 |
| Scotland | 24 |
| UK | 30.9 |
| Source: SLIMS | |

Business Vitality

An increase in the prosperity and number of businesses and enterprises within Ayrshire has a direct impact on the economic well-being of the community and in the growth of the economy.

A measure of the rate at which companies form and go out of business is an important indicator of vitality and performance within the economy. In general economies which have higher 'Birth Rates' are likely to be more successful and dynamic. The number of new VAT registration business registered in any one year was just under 10% of all registered companies.

VAT registrations per head of population are also a useful measure of enterprise within the local economy. The number of business per head of population was 20 per 10,000 population. These figures suggest an entrepreneurial deficit within the economy.

“There are below average levels of self employment and business start ups within Ayrshire”



| High Technology Employment 1998 | | |
|---------------------------------|---------|---------------------|
| | Number | % of all employment |
| Ayrshire | 9,160 | 7.7 |
| Scotland | 67,600 | 3.4 |
| Great Britain | 654,400 | 2.9 |
| Source: SLIMS | | |

| Tradeable Employment (%) | | |
|--|------|------|
| | 1991 | 1997 |
| Ayrshire | 37 | 36 |
| Scotland | 37 | 33 |
| Great Britain | 38 | 35 |
| Source: SLIMS | | |
| *Tradeable' industries contain manufacturing, agricultural, hotels and the majority of professional and computing sciences | | |

High Technology/Tradeable Employment Sectors

If Ayrshire is to retain future competitiveness and prosperity it must continue to ensure a concentration of 'high technology' sectors such as pharmaceuticals, office machinery/computers, aerospace and electrical/electronic engineering as well as 'tradeable' sectors such as tourism/ cultural services, agricultural, professional and computing services.

High technology sectors *are often significant foci for investment in research and development and new businesses whilst tradeable sectors are important sectors of growth and income to the local economy.

Ayrshire currently has a high proportion of employees working in high technology sectors, almost 8% compared to under half this figure nationally. In addition the proportion of employment within 'tradeable' service sector remains above the national average.

“Ayrshire has a high proportion of key growth sectors”



*There is currently no R&D data for Ayrshire. The concentration of 'high technology' sectors is a proxy.

OBJECTIVE: To improve the economic well-being of existing and future residents

Employment Rate

Providing opportunities for employment ensures people can improve their living standards, meet their social needs and ensure they can participate fully in the community.

In contrast being without a job for long periods of time not only results in a loss of income but can lead to ill-health, stress and family breakdown. The 'employment' rate measures the proportion of the working age population who are actually in a job and is a key indicator of local economic prosperity.

Unemployment levels have in recent years been consistently higher than those in other parts of the country. Although unemployment has fallen during the last decade, the rate has been slower than Scotland as a whole and as a result is well above the Scottish average.

“More people are in work but unemployment remains high – 50% above the national average”



| Employment Rate (1998) % | |
|-----------------------------|----|
| East Ayrshire | 58 |
| North Ayrshire | 64 |
| South Ayrshire | 71 |
| Scotland | 72 |
| United Kingdom | 74 |

Source: SLIMS

| 3 year ILO Unemployment Average 1996-98 | |
|---|------|
| East Ayrshire | 15.4 |
| North Ayrshire | 11.8 |
| South Ayrshire | 9.4 |
| Ayrshire | 12.2 |
| Scotland | 8.1 |
| United Kingdom | 7.1 |

Source: SLIMS

Net Migration

Migration is an important indicator of the health of an economy and the aspirations of the community. Over a long period of time the impact of out-migration from an area can be significant, creating a downward spiral in the demand for local services and retail expenditure. This in turn can result in further job losses and out-migration. In recent years there has been a net loss of people from Ayrshire This is having a distorting effect on the population structure. The loss of population within the younger age groups not only reduces the potential future workforce but will also reduce future consumer expenditure, a sector with traditionally high levels of disposable income.

“People are still leaving Ayrshire to find jobs”



| Population Trends in Ayrshire ('000s) | | |
|---------------------------------------|------|------|
| Age Bands | Year | |
| | 1998 | 2016 |
| 0-44 | 222 | 184 |
| 45+ | 153 | 181 |
| Total | 375 | 365 |

Source: GRO Populations Projections Scotland (1998)

| Migration | | |
|----------------|---------------|-----------------|
| Council Area | Net Migration | % of Population |
| East Ayrshire | -3,100 | -2.5 |
| North Ayrshire | 400 | 0.3 |
| South Ayrshire | 3,200 | 2.8 |

Source: GRO (Scotland)
Net Migration by Unitary Authority, 1991-1998



| Qualifications Levels of the Employed and Unemployed in Ayrshire 1998 | | | | | |
|---|-----------------------|--------|-------------------|--------|--------|
| | NVQ Level 4 and above | | No Qualifications | | Total |
| | Employed | 32,578 | 21.8% | 20,108 | |
| Unemployed | * | 10.8% | 6,766 | 29.2% | 23,163 |

Source: SLIMS

* Figure is below the statistical reliability threshold of 6,000 (care should also be taken when interpreting percentages based on this figure)

| Qualifications in the Workforce 1998 | | | |
|--------------------------------------|---------------------|---------------------------|------------------|
| | NVQ Level 4 & above | Below NVQ Level 4 & Above | No Qualification |
| Ayrshire | 20 | 63 | 17 |
| Scotland | 27 | 61 | 12 |
| UK | 24 | 61 | 14 |

Source: SLIMS

Acquisition of New Skills

The development of a well educated highly skilled workforce offers many benefits. To an economy it is an important factor when attracting new investment to the area, to the individual education and training broadens the employment opportunities which may be available. Increasing the changing nature of employment and the growth in the 'knowledge' economy within Ayrshire will in the future demand a highly skilled workforce to ensure the economy can diversify and meet the challenges posed in the future. The current evidence suggests that Ayrshire falls behind Scotland in achieving a number of 'benchmark' qualifications.

“Skills within the workforce fall short of the national average”



Environment

OBJECTIVE: Protection and enhancement of the countryside and the environment

Ayrshire's Environmental Resources

"We cannot protect every bit of the environment for ever: in some cases, individual development decisions will require trade-offs between economic, social and environmental objectives. But it is important to seek opportunities to achieve objectives simultaneously, and to consider the cumulative impact of decisions on overall environmental capital".

Source: Sustainable Development – DETR

The quality of Ayrshire's natural and built environment is greatly valued by its residents. It is a principle factor in attracting investment to the area and a source of major enjoyment to tourists.

The Structure Plan seeks to provide an integrated approach to the management of the environmental resources within Ayrshire.

THE CHALLENGE

- Reduce the consumption of energy through greater **energy efficiency** and support for the development of **renewable energy** resources.
- Improve the urban and rural environment of Ayrshire by reducing the adverse effects of pollution of **Air, Water** and **Land**.
- Protect and conserve the **landscape** of Ayrshire and conserve the assets and amenity of the coast.
- Conserve and enhance the **biodiversity** of Ayrshire and promote a more diverse **habitat** environment.
- Manage **forests and woodlands** in a way that sustains environmental qualities as well as their environmental potential.
- Promotes the efficient use of **non-renewable** resources such as minerals and land.



OBJECTIVE: To reduce CO₂ emissions and promote more efficient use of energy

| Sea Level Change within Ayrshire | |
|----------------------------------|--|
| Period | Guage Measurements Recorded Tide (mm – Millport) |
| 1960's– 70's | 7033 |
| 1980's | 7049 |
| 1990's | 7062 |

Source: Permanent Service for Mean Sea Level

Sea Level Change

“The climate of the UK is changing and it is already having subtle effects on aspects of our environment. As greenhouse gas concentrations continue to rise we can expect more change in future”.

Source: (Indicators of Climate Change in the UK 1999)

Climate change will have wide ranging implications for the economy, the built and natural environment and peoples lives. The impacts of climate change have been highlighted in recent government publications. These include the increasing frequency of very severe gales, annual rainfall increases of between 5% to 20% with autumn and winter seeing the biggest increases. An average temperature rise of between 1.2 and 2.6 degrees centigrade is also forecast. The risks associated with these changes will require to be assessed and minimised. The movement to a low carbon economy will however require action across a number of sectors.

“Climate change is having an impact on Ayrshire”



| Thermal Efficiency of Housing Stock in Ayrshire NHER Energy Ratings (%) | |
|---|----|
| Rating | % |
| 0 | 1 |
| 1 | 4 |
| 2 | 8 |
| 3 | 15 |
| 4 | 26 |
| 5 | 24 |
| 6 | 17 |
| 7 | 4 |
| 8 | 1 |

Source: Scottish Homes

Energy Efficiency

“Improved energy efficiency is generally agreed to be the most cost effective way of reducing energy demand and in turn the emissions of carbon dioxide”

Source: Scottish Climate Change – Programme Consultation

Improvements to the thermal efficiency of housing not only reduces the energy required in their heating but also addresses related issues such as 'fuel poverty' and subsequent CO₂ emissions from power generation. Under current building regulations a property is expected to achieve a National Energy Rating (NHER) of around seven. Currently 30% of households in Ayrshire spend more than 10% of their income on fuel.

“Only one in twenty homes meet modern building standards in terms of energy efficiency”



OBJECTIVE: Promotion of renewable sources of energy provided there is no loss of amenity

Energy Generation from Renewable Sources

Ayrshire has the potential to generate energy from a wide variety of renewable resources. The development of these alternatives to energy supply could bring significant economic and social benefits. Current Government policy, through the Scottish Renewable Obligation(SRO) and National Planning Policy Guideline (NPPG6), has sought to stimulate this sector where it can be shown to be economically attractive and environmentally acceptable. Substantial expansion of this sector is likely with the introduction of the Climate Change Levy which will be introduced on company energy use in 2001 and increased national targets for the use of renewables in energy production.

“The use of Renewable Energy is Forecast to Grow”



| Renewable Energy in Ayrshire | | | |
|------------------------------|---------------|------------------------------|-----|
| Council | Technology | Location/Project Name | MW |
| North Ayrshire | Biomass | Burnside Farm, Brodick Arran | 2 |
| | Wind | Kaim Hill | 5.1 |
| East Ayrshire | Land Fill Gas | Dunlop Power | 2.4 |
| | Land Fill Gas | Garlaff Landfill | 1.3 |
| | Small Wind | Little Kilmain | 1 |
| South Ayrshire | Wind | Benan Hill | 4.5 |
| | Wind | Barbae | 6.5 |

Source: Scottish Executive
 Planning applications have not as yet been approved for any of the above schemes

OBJECTIVE: To seek to improve the urban & rural environment by reducing the adverse effects of pollution of the air

Concentration and Emissions of Air Pollution

The Environment Act of 1995 established the requirement for a National Air Quality Strategy as a framework for air quality. This was published in March 1997. The strategy proposed standards for eight major pollutants comprising Benzene, 1,3-Butadiene, Carbon Monoxide, Lead, Nitrogen Dioxide, PM10 (particulates) and Sulphur Dioxide. Part IV of the act also requires local authorities to assess the air quality of their area. Where levels of air pollution exceed or are likely to exceed specific standards Local Air Quality Management Areas and Action Plans must be introduced.

“Air Quality is Improving”



| Air Quality in Ayrshire | | | |
|-------------------------|----------------|---------------|----------------|
| Indicators | North Ayrshire | East Ayrshire | South Ayrshire |
| Benzene | ↑ | ↑ | ↑ |
| 1,3 Butadiene | ↑ | ↑ | ↑ |
| Carbon Monoxide | ↑ | ↑ | ↑ |
| Lead | ↑ | ↑ | ↑ |
| Nitrogen Dioxide | – | * | ↑ |
| PM10 | ↑ | * | ↑ |
| Sulphur Dioxide | ↑ | ↑ | ↑ |

Source: East Ayrshire, North Ayrshire and South Ayrshire Councils

↑ Meeting or Moving towards the National Quality Strategy Objective level
 – Progressing to a second stage review
 * Additional information being obtained



OBJECTIVE: To seek to improve the urban and rural environment by reducing the effects of development on the water resource

| River Water Quality (%) | | | | | | | | | |
|-------------------------|------|------|------|--------------------|-----------|------|------|------|--------------------|
| Scotland | | | | | Ayrshire | | | | |
| Excellent | Good | Fair | Poor | Seriously Polluted | Excellent | Good | Fair | Poor | Seriously Polluted |
| 73.8 | 17 | 6.6 | 2.3 | 0.3 | 5 | 40 | 43 | 12 | 0 |

Source: Scottish Environment Protection Agency

Water Quality

River and loch water quality can be indicators of the human pressures on Ayrshire’s water resources and aqueous habitats. Structure Plan policy seeks to safeguard water quality from the harmful effects of new development. The Scottish Environment Protection Agency has specific responsibilities for improvements to existing water quality and proposes specific targets for water quality improvement.

A national comparison shows that Ayrshire is well below the national average with 40% of river quality being classified as “good” against a Scotland figure of 91%. In terms of poor river water quality, Ayrshire is 10% above the national figure of 2.3%. Ayrshire has no seriously polluted rivers.

“Improvements to water quality are required”



OBJECTIVE: To protect the countryside for its own sake

| Land Capability for Agriculture Within Ayrshire | | |
|---|----------------|-------------------------|
| Class | Base Area (ha) | % Land Area of Ayrshire |
| Up to 3.1 | 15,656 | 4.4 |
| Up to 3.2 | 45,834 | 13.1 |

Source: Ayrshire Joint Structure Plan & Macaulay Land Use Research Institute

Land and Soil Quality

Land and soil are valuable resources as their quality largely dictates the nature of the habitats and types of crops that can be supported. Safeguarding good quality and locally important agricultural land and extensive hill-grazing areas is of vital importance. The pressures on this resource are substantial. In some areas this has resulted in a change of the use of land as farming practices are adapting to change and existing farm uses are becoming more economically marginal. In other areas, particularly around our communities there is a demand for ‘greenfield’ land to satisfy demands from housing and industry. There is therefore a continuing need to reconcile requirements for additional land with a desire to minimise the long-term impact on this resource.

“Soil is a valuable resource and an important eco-system”



OBJECTIVE: To protect and conserve the landscape of Ayrshire

Land Cover Change

Ayrshire's landscape has many distinctive elements ranging from the low dune backed and higher cliff stretches of the coast, to heather covered uplands. These create a high quality environment for residents and provide a resource for the tourist industry. Indiscriminate or insensitive development can result in the loss of an irreplaceable resource. The Structure Plan provides a framework for the protection of the landscape which requires the evolution of landscape policies that respect the ordinary or commonplace as well as the special or rare. Quantifying the impact of change on the landscape is however difficult. The main drivers of change have been urbanisation, agricultural and afforestation. The indicator, land cover change, sets a baseline within which future impacts within the countryside can be measured.

“Conifer planting has been the most significant land-use change within Ayrshire”



| Land Cover in Ayrshire | | |
|------------------------|--------------------|------|
| | % Area of Ayrshire | |
| | 1940 Base | 1980 |
| Grassland | 38 | 37 |
| Mire | 24 | 8 |
| Heather Moorland | 3 | 4 |
| Arable | 21 | 14 |
| Woodland | 4 | 24 |
| Fresh Water | 3 | 2 |
| Urban/Built & Bare | 4 | 5 |
| Bracken & Scrub | 1 | 5 |

Source: Scottish Natural Heritage

| Significant Changes in Land Cover (km ²) | | |
|--|-----------|------|
| | 1940-1980 | % |
| Conifers Plantation | 680 | +436 |
| Bracken | 106 | +204 |
| Intermediate Grassland | 98 | +63 |
| Smooth Grassland | 78 | +16 |
| Rough Grassland | -212 | -31 |
| Arable | -272 | -36 |
| Blanket Mire | -550 | -65 |

Source: Scottish Natural Heritage



OBJECTIVE: To conserve and enhance the biodiversity of Ayrshire and promote a more diverse habitat environment

| Ayrshire's Habitats | |
|---------------------|-----------------|
| Habitat | Key Species* |
| Coastal | 90 |
| Wetland | 82 |
| Farmland | 17 ⁺ |
| Grassland | 26 |
| Urban | 11 |
| Woodland | 63 |
| Upland | 103 |

Source: Ayrshire Local Biodiversity Action Plan

- * key species defined by LBAB species of conservation concern that are globally threatened/declining
- + includes species of local significance
- some species can be found in more than one habitat

Habitat and Species

Biodiversity encompasses the variety of all life, not just rare or threatened species and habitats. It is critical to the natural processes that sustain everyday life and it can also enrich our lives socially and culturally. Local Biodiversity Action Plans (LBAPs) are seen as being a principal process in promoting biodiversity at the local level. The local authorities, wildlife agencies and other organisations are working together to progress an Ayrshire wide LBAP through the Ayrshire Biodiversity Group. An initial audit of wildlife in Ayrshire has been compiled containing species of national and local conservation concern, and seven broad habitat groupings considered to be characteristic of Ayrshire. A rolling programme of individual action plans is now being developed, giving particular recognition to species and habitats identified through the audit.

“There continues to be a loss of habitat and species within Ayrshire”



| UK Species of Concern in Ayrshire | | | | | | | | |
|-----------------------------------|-------------|---|---|---|----|----|-----------------------|--------------------------|
| Action Plan Species | Habitats(s) | | | | | | UK Status | Ayrshire LBAP Status |
| | C | W | F | G | Ur | Wo | | |
| Brown Hare | | | F | G | | | Priority | Priority |
| Hen Harrier | C | W | | G | | Wo | Conservation Concern | International Importance |
| Concrake | | | F | | | | Priority | Local Priority Species |
| Oyster Plant | C | | | | | | Not listed in UK LBAP | Local Priority Species |
| Pipistrelle Bat | | W | F | G | | Wo | Priority | Priority |
| Song Thrush | | | F | | Ur | Wo | Priority | Priority |
| Water Vole | | W | F | | | | Priority | Priority |

Source: Ayrshire Local Biodiversity Action Plan

- C Coastal/Marine Ur Urban
- W Wetland Wo Woodland
- F Farmland U Upland

OBJECTIVE: To reduce waste streams and dispose as close to the point at which waste is generated

Waste Recycled

“Reducing waste and making better use of resources will bring economic as well as environmental benefits” (National Waste Strategy- SEPA)

The Scottish Environmental Protection Agency (SEPA) which has a responsibility for waste regulation and pollution controls produced a National Waste Strategy 1999. The strategy sets down a number of targets that will require to be met by local authorities. One of which is to reduce biodegradable municipal waste going to landfill to 75% of baseline (1995) levels by 2006.

“Ayrshire recycles less waste than the national average”



| Waste Management in Ayrshire (1998/99) | | |
|---|----------------|----------------------------|
| Tonnage (Collected Waste) by Local Authority | Tonnage | % Household Waste Recycled |
| East Ayrshire | 75,919 | 1.3 |
| North Ayrshire | 99,814 | 3.2 |
| South Ayrshire | 97,706 | 5.46 |
| Total | 273,439 | 3.3 |
| Comparators of Recycled Waste in Scotland | | |
| Ayrshire | 3.3% | |
| Scotland | 3.5% | |
| Sources: East, North & South Ayrshire Councils and Scottish Environment Protection Agency | | |

OBJECTIVE: To safeguard and conserve existing resources as far as possible while ensuring an adequate land bank exists to meet the needs of the economy. To promote extraction in a way which will minimise environmental and social impacts

Mineral Depletion

The geology of Ayrshire has provided opportunity for the supply of minerals over many centuries. In the future, efficient management of this resource will provide opportunity for sustained growth and employment. There are currently three significant resources that are developed commercially. These are:-

- Coal worked by opencast method
- Aggregates (hardrock and sand and gravel)
- Other specialised products such as Bauxitic clay, Limestone and Hydrofacturing Sands.

The contribution to the economy is significant. Recent figures demonstrate that 2.9m tonnes of open cast coal was produced in Ayrshire in 1999 amounting to 40% of Scotland’s total production. 3.5 million tonnes of aggregates are mined annually.

“Existing consented reserves meet forecast needs”



| Consented Reserved in Ayrshire – Coal | | | |
|---|--------------------------------|------------------------|---------------------------------------|
| No. of Sites | Consented Reserves (m. tonnes) | Land Take (Ha) | Production 1999/2000 (m. tonnes) |
| 13 | 25.6 | 3669 | 2.9 |
| Source: The Coal Authority | | | |
| Consented Reserves – Aggregates + Sand & Gravel | | | |
| Aggregate Reserves ⁱ | Consented Reserves (m. tonnes) | Production (m. tonnes) | Life Expectancy (years) ⁱⁱ |
| Hard Rock | 69.4 | 2.8 | +24 |
| Sand and Gravel | 205 | 0.5 | +6 |
| Other | 3.4 | 0.2 | +17 |
| Totals | 75.3 | 3.5 | +22 |
| Source: Ayrshire Joint Structure Plan Committee | | | |
| ⁱ Based on Recent Production figures | | | |
| ⁱⁱ Survey Date 1998 | | | |





Communities

OBJECTIVE: “Protection and promotion of vitality and viability of existing communities”

Communities in Ayrshire

“Thriving...towns, villages and neighbourhoods are fundamental to quality of life. Strong economies, employment opportunities, good access to services and attractive and safe surroundings are vital for their sustainable development. We need to achieve these in ways which make good use of natural resources, protect the environment and promote social cohesion”.

(Sustainable Development- A Better Quality of Life)

The promotion and viability of communities within Ayrshire lies at the centre of Structure Plan policy. This requires to be achieved in a way that provides existing communities, particularly those suffering economic disadvantage, with enhanced access to employment opportunities and economic investment whilst safeguarding environmental qualities.

The concentration of activity within settlements should promote a more inclusive society, promote the renewal and recycling of urban land, enhance environmental quality, sustain key services, make travel distances shorter and help protect the wider rural landscape. The indicators chosen reflect these priorities.

THE CHALLENGE

The promotion of the vitality and viability of communities within Ayrshire is a key aim of the Structure Plan. This is achieved in a number of ways:

- Tackling poverty and social exclusion by targeting investment in a number of key areas
- Promoting better environmental quality by making the efficient use of vacant and derelict land and property
- Minimising the use of greenfield land by promoting investment within urban areas while also avoiding the loss of existing recreational and amenity open space
- Ensuring facilities and services are well-related to public transport routes
- Promote less use of the car when accessing basic services and facilities
- Re-enforcing town centres as the primary focus for retail and commercial investment.



OBJECTIVE: To promote a more inclusive society and reduce levels of poverty

| Benefit Dependency | Tenure | | Total Dwellings |
|------------------------|------------|------------|-----------------|
| | Owners % | Renters % | % |
| High dependency | 7 | 42 | 23 |
| Moderate Dependency | 11 | 25 | 17 |
| Low Dependency | 12 | 12 | 12 |
| Independent | 68 | 19 | 46 |
| Unavailable | 2 | 3 | 2 |
| Total Dwellings | 100 | 100 | 100 |

Source: Scottish Homes House Condition Survey 1996

Social Inclusion

Too many people within Ayrshire are excluded by virtue of poverty, unemployment, low skill levels, bad health, poor housing and other factors from participating fully in the economic, social and cultural life of the community. It is wasteful of human talent and costly. The causes of poverty in Ayrshire are many but are often related directly to long term changes in the structure of the local economy. Many of the specific factors such as poor educational attainment, homelessness, unemployment and poor health can however be perpetuated through generations. Breaking down the barriers to opportunity lie at the centre of a range of jointly funded initiatives within Ayrshire. These seek to promote greater social and economic cohesion within the community and include spatially targeted programmes which seek to deliver comprehensive and integrated solutions to the needs of people within specific areas.

“14% of children in Ayrshire live in families of low income. One fifth of the population live within national priority areas”



| Areas Based Priority Areas | | |
|----------------------------|---|-------------------------------------|
| Council Area | Structure Plan | Social Inclusion Partnership (SIP)* |
| East Ayrshire | Kilmarnock | |
| | Irvine Valley | |
| | Upper Doon Valley | *East Ayrshire Coalfield Area |
| | Former Mining Settlements of Cumnock Area | *East Ayrshire Coalfield Area |
| North Ayrshire | Ardrossan/Saltcoats/Stevenson | *North Ayrshire |
| | Arran | |
| | Cumbrae | |
| | Garnock Valley | *North Ayrshire |
| | Irvine/Kilwinning | *North Ayrshire |
| South Ayrshire | North Ayr | *North Ayr |
| | Girvan | *Girvan Connections |
| | Tarbolton/Mossblown/Annbank | |

Source: Ayrshire Joint Structure Plan Committee

19.8% of the population of Ayrshire fall within the national social inclusion partnership areas.

OBJECTIVE: To promote town centres as the focus of commercial and retail activity

Retail Expenditure in Town Centres

Town centres play an important role in our community. They offer a wide range of services to the community, to the visitor and provide a focus for employment, shopping and leisure facilities. Within Ayrshire the town centres are generally well integrated with transportation network. However they often display characteristics of physical decline, a poor range of shops and services and poorly managed and maintained public areas. Focusing demand for these services and facilities toward town centres, as well as promoting integrated management of them, will ensure continuing reinvestment in the urban fabric.

Vibrant town centres are characterised by a range of economic activity, including a mix of retailing opportunities, cultural and leisure opportunities within close proximity. They are highly accessible by a variety of transport modes and offer an attractive amenity in terms of the built environment and townscape, reflect the character of the area and offer and public open spaces and streets that are safe and clean.

| Retail Household Expenditure in Ayrshire* | | | | | | |
|---|-----------------|------|--------------|------|---------|------|
| | Convenience (%) | | Clothing (%) | | DIY (%) | |
| | 1991 | 1998 | 1991 | 1998 | 1991 | 1998 |
| In Town Centre* | 81 | 66 | 84 | 79 | 41 | 24 |
| Out of Town Centre | 19 | 34 | 16 | 21 | 59 | 76 |
| Totals | 100 | | 100 | | 100 | |

Source: Ayrshire Joint Structure Plan Committee

* based on survey of residents

| Retail Patterns on Clothing Expenditure 1998 | |
|--|-----|
| % | |
| Spent in Ayrshire | 89% |
| Spent outwith Ayrshire Boundary | 11% |

Source: Ayrshire Joint Structure Plan Committee

“Over £500 million is spent within town centres in Ayrshire”



OBJECTIVE: To promote better access to facilities and reduce the impact of traffic on the community

Access to Basic Services

In recent years we have seen changes in personal travel patterns which have been driven by changes that have taken place generally within society and the economy. Historically, rising car ownership reflecting in part higher income levels and a growth in the economy, have driven up usage by this mode of transport. Changes in land-use patterns have also had a significant impact. Within Ayrshire, for example, in 1991 one in five trips to the shops for food items was undertaken by foot, by the end of the decade this had fallen to one in ten.

Access to basic services such as a local supermarket, post office, medical facilities are essential if the basic needs of the community are to be met. Providing these services in a way which is accessible to all members of the community is therefore essential.

We are travelling further for basic services and using the car more often.

| Access to Facilities & Services within Ayrshire | |
|---|---------------------|
| | Resident's Surveyed |
| | % |
| Well-placed | 71 |
| Neither well nor poorly placed | 21 |
| Poorly placed | 8 |

Source: Scottish Homes

“Over 71% of Ayrshire residents perceive that they have well placed facilities and services”



| Road Traffic Flow | | |
|-------------------|-----------------------------|------------------------|
| Traffic Cordon | 1999 Volume (5 day average) | Annual Growth 95-99(%) |
| Ayrshire | 84,225 | 2.5 |
| Kilmarnock | 87,683 | 2.1 |
| Ayr | 83,128 | 3.8 |
| *North Ayrshire | 106,699 | 2.2 |

Source: Ayrshire Joint Structure Plan Committee
*7 day average flow

Traffic Volumes

The costs on the community of road traffic through air pollution, accidents noise, and other factors are substantial. In Ayrshire these combined costs could be as high as £400 million per annum. Reducing these costs through integrated action is a key priority being addressed jointly in Ayrshire by the preparations of Local Transport Strategies.

“Traffic on roads is growing at over 2% per annum”



OBJECTIVE: To enhance the environment and reduce levels of vacant and derelict land

| Vacant and Derelict Land (1998) in Hectares | | |
|---|----------|--------|
| | Derelict | Vacant |
| | Area | Area |
| East Ayrshire | 453 | 114 |
| North Ayrshire | 230 | 153 |
| South Ayrshire | 28 | 123 |
| Ayrshire | 711 | 390 |
| Scotland | 7,787 | 4,425 |

Source: Scottish Executive

Re-using Urban Land

The pace of change and the diversification that has taken place in the economy has had a direct impact on the fabric of the urban areas. The re-use of ‘brownfield’ land within our urban areas for housing and commercial uses has therefore many advantages. It not only reduces the pressure for these forms of development to be accommodated in areas of countryside but it can also assist in the redevelopment of the built fabric within communities. Re-using urban land which is vacant also offers the opportunity for improvement to the general quality of life by promoting a clean and healthy local environment and by promoting development which can offer the opportunity to sustain and widen the range and access to services that can be provided locally.

Recent legislation now requires local authorities to undertake a strategic approach to the assessment of land that is contaminated, identifying and concentrating resources in areas of priority. This qualitative assessment of land will in the future be reflected as an indicator of progress.

“77% of vacant land has been vacant for over 10 years or more”



OBJECTIVE: To minimise the use of greenfield land by investment in urban areas

Minimising Greenfield Development

In Ayrshire demand for housing constitutes the main pressure for development on ‘greenfield’ sites. This is driven by a range of social and economic factors, which has seen an increase in households of over 5% since 1991 in spite of no substantial growth in the population. During the last 10 years over 6,000 houses have been built on re-cycled land. This represents an investment by public and private agencies of over £340m.

“49% of Ayrshire’s new housing is on brownfield land”



| House Completions 1990-1999 | | |
|-----------------------------|--------------|--------------|
| | Brownfield % | Greenfield % |
| East Ayrshire | 54.9 | 45.1 |
| North Ayrshire | 45 | 55 |
| South Ayrshire | 49.8 | 50.2 |
| Ayrshire | 49.2 | 50.8 |

Source: Ayrshire Joint Structure Plan Committee

OBJECTIVE: To safeguard and enhance the natural and built environment and enhance settlement ‘liveability’

The Environment

The natural and built environment provides an important background against which we live and work, it reinforces local distinctiveness and defines a link between past and present. It is a finite, non-renewable resource, only partly protected by statutory and non-statutory designations. At this stage the impact of development is impossible to measure, except for the “buildings at risk” indicator used as an example. Work is being put in hand to see whether a more coherent set of indicators can be developed for the future.

“The natural and built environment is a finite, non-renewable resource”



| Buildings at Risk | | | | | | |
|-------------------|----------|-----------|-----------|-----------|-----------|-----------|
| Council | Category | | | | 1998 | 1996 |
| | A | B | C | Unlisted | Total | Total |
| East Ayrshire | 1 | 16 | 5 | 12 | 34 | 41 |
| North Ayrshire | 1 | 11 | 3 | 2 | 17 | 15 |
| South Ayrshire | 5 | 4 | 5 | 6 | 20 | 23 |
| Total | 7 | 31 | 13 | 20 | 71 | 79 |

Source: Scottish Civic Trust



Monitor 2000 – Strategic Baseline Indicators

| ECONOMY | | | | |
|----------------------------|--|---|--|---------------------------|
| Economy | Key Objectives and Issues Addressed by Policy | Baseline Indicators | Structure Plan Policy | Sustainability Indicators |
| Sustainable Growth | To promote sustainable economic growth | Gross Domestic Product per head (£) Employment | ADS1 W1-W6 | ↑ ↔ |
| Competitive Infrastructure | To develop a physical environment which meets the needs of new and existing businesses | Capital Investment Programme | ADS2,ADS3,W1-W6, ADS8,T1, T3-T9 | ↑ |
| Enterprise & Innovation | To increase the prosperity of businesses and enterprises | Business Vitality – VAT registration rate Employment in High Technology Sectors (%) Employment in Tradeable Sectors (%) | ADS1,W1-W6 ADS1,W1-W6 | ↓ ↑ |
| Economic Opportunity | To improve the economic well-being of existing & future residents | Working age population in employment (%) 3 year ILO Unemployment Average (%) Net Migration Qualifications of workforce (NVQ Level 4 and above) | ADS1,W1-W6 ADS1,W1-W6 ADS1,W1-W6 | ↔ ↔ ↔ |

| ENVIRONMENT | | | | |
|-----------------------------------|---|---|---|---------------------------|
| Environment | Key Objectives and Issues Addressed by Policy | Baseline Indicators | Structure Plan Policy | Sustainability Indicators |
| Climate Change & Renewable Energy | Reduce CO2 emissions and promote more efficient use of energy Promotion of renewable sources provided there is no loss of amenity | Sea level change Thermal efficiency within housing stock (NHER energy ratings) Energy generation from renewable sources | ADS7,G2 ADS7 E10,E11 | ↓ ↓ ↔ |
| Air Quality | To seek to improve the urban & rural environment by reducing the adverse effects of pollution of the air | Concentrations and emissions of air pollutants | ADS7,ADS8,G2 | ↑ |
| Water Quality | To seek to improve the urban & rural environment by reducing the effects of development on the water resource within Ayrshire | River water quality | ADS7,G2 | ↔ |
| Land & Soil | To Protect the countryside for it's own sake | Land & Soil Quality – Land area Macaulay Class 1,2 & 3.1 | ADS7,G2 | ↔ |
| Landscape | To protect and conserve the landscape of Ayrshire | Land Cover Change | ADS5,ADS6,ADS7,E1-E5,E21,G1,G3 G4-G8 | ↑ |
| Biodiversity | To conserve and enhance the biodiversity of Ayrshire & promote a more diverse habitat environment | Extent of key habitats UK species of concern in Ayrshire | ADS7,E1,E4,E6,E7-E9, G2,G7,G8 | ↑ |
| Waste | To reduce waste streams in Ayrshire and dispose as close to the point at which waste is generated | Waste recycled (% of collectable waste) | ADS7,E17-E19 | ↔ |
| Non Renewable Resources Minerals | To safe-guard and conserve existing resources as far as possible while ensuring an adequate land bank exists to meet the needs of the economy. To promote extraction in a way that will minimise environmental and social impacts | Consented reserves - Coal - Aggregates | ADS7,E12-E16 | ↓ |

| COMMUNITIES | | | | |
|---------------------------------|---|---|--|---------------------------|
| Communities | Key Objectives and Issues Addressed by Policy | Baseline Indicators | Structure Plan Policy | Sustainability Indicators |
| Poverty & Social Exclusion | To promote a more inclusive society & reduce levels of poverty | Benefit Dependency (households) | ADS1,ADS4,ADS7,W1-W7 | ↔ |
| Town Centres | To promote town centres as the focus of commercial & retail activity | Household Expenditure within town centres (%) Household Expenditure spent outwith Ayrshire (%) | ADS2,ADS3,L7-L10, | ↔ |
| Access to facilities & services | To promote better access to facilities and reduce the impact of traffic | Access to basic services(% well placed) Traffic growth (%) | ADS2,ADS3,ADS7, ADS8,L1-L10, E13,T1-T10,G1,G8 | ↔ ↓ |
| Environmental Quality | To enhance the environment & reduce levels of vacant & derelict land To minimise the use of greenfield land by investment in urban areas | Land vacant(Ha) Houses built on greenfield land (%) of total built | ADS2-4,ADS7,W4,L1-L10,E13,G1,G2,G4-G8 ADS2,3,6,7L1-L6,T1, G1,G4-G8 | ↔ ↑ |
| Cultural resources | To safeguard & enhance the natural & built environment & enhance settlement liveability | Buildings at risk | ADS2-4,ADS6-7,L1-L10, E1,E20,T1-T3,G8 | ↔ |



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Scottish Executive

Scottish Homes

Scottish Natural Heritage

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The Coal Authority

West of Scotland Water

¹With reference to the table of water quality on Page 12 it should be noted that the Scottish Environment Protection Agency (SEPA), have stated that straight comparisons of water quality do not represent the full picture. For example, in Ayrshire there are a significant number of smaller tributaries, which are not routinely sampled but will exhibit excellent or good quality water.

