

AYRSHIRE
Joint Structure Plan

1999

A framework for the 21st Century

the approved Plan

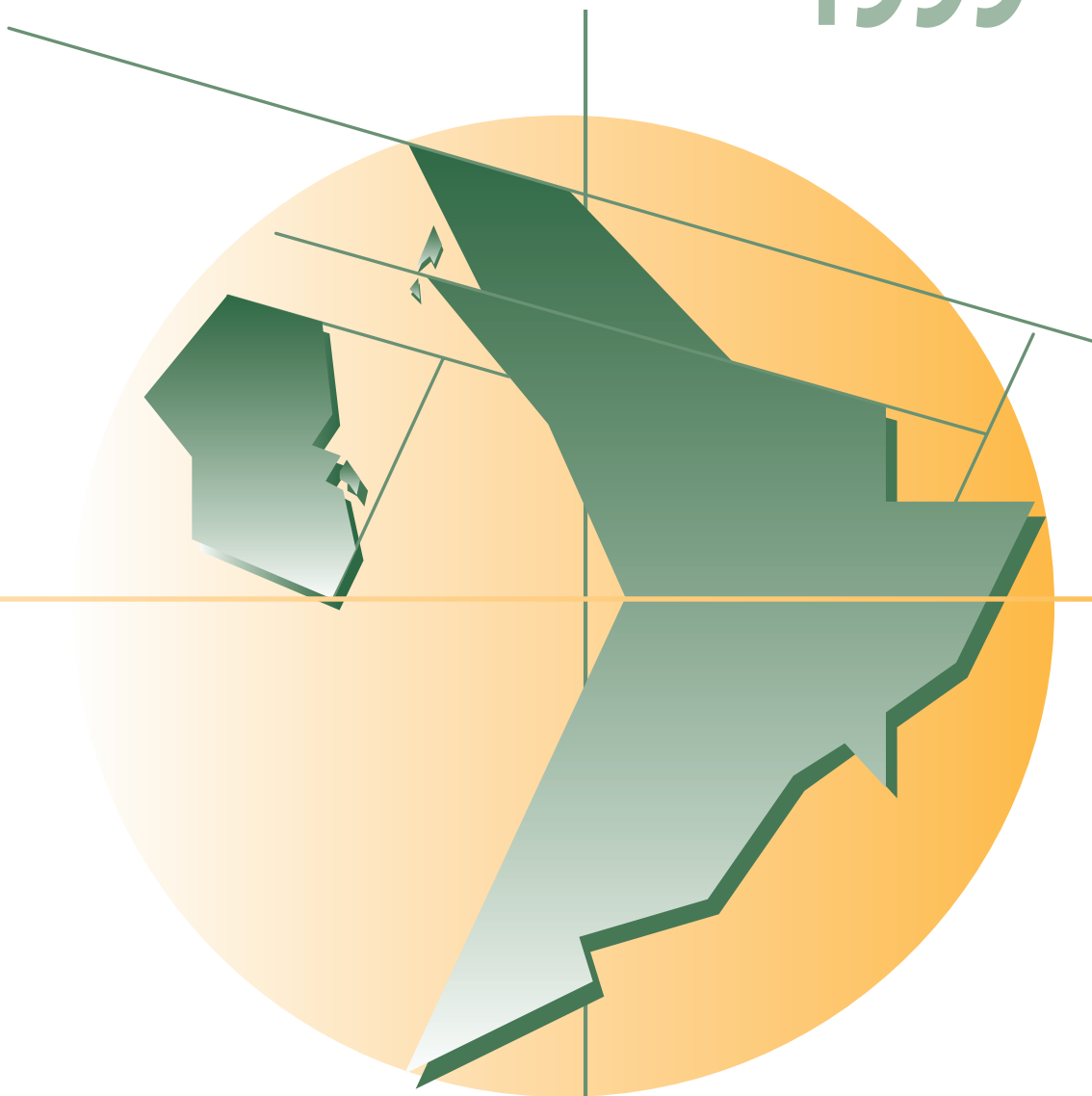


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Ayrshire Joint Structure Plan

1999



Ayrshire Joint Structure Plan
approved by Scottish Ministers
24th January 2000

a framework
for the
**21st
Century**

Ayrshire



AYRSHIRE JOINT STRUCTURE PLAN

WRITTEN STATEMENT 1999

A Framework for the 21st Century

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Foreword

We have great pleasure in presenting this foreword to the three Ayrshire Councils' Ayrshire Joint Structure Plan: the first structure plan prepared in partnership by neighbouring strategic planning authorities in Scotland. The plan sets the scene for our jointly held vision for the future of Ayrshire in the 21st. Century, whilst still respecting the differing needs and aspirations of each individual Council area, and our links to the wider Scottish community.

The plan has been prepared at a time of great change both in the governance of Scotland and in Government thinking on the whole planning process. Working with the communities, pressure groups and the key agencies responsible for service provision, we believe that it provides an innovative model for the delivery of strategic planning in the future, and we commend it to you.



Councillor Jim Collins
Convener of
Strategic Services Committee
South Ayrshire Council



Councillor Samuel Gooding
Chairman of
Infrastructure and
Environment Services Committee
North Ayrshire Council



Councillor Andrew MacIntyre
Chairman of
Development Services Committee
East Ayrshire Council

Context for the Structure Plan

A Process of Change

The only inevitability about the twenty-first century is that there will be change. In order to understand the processes which could influence that change it is simply necessary to look back at what has happened to Ayrshire in the last twenty years. Major industries have closed and new industrial opportunities created; towns and villages and in some instances the countryside itself have been modified, and those people who were able have sought new values, aspirations and opportunity. But the changes for some have also brought long-term unemployment, social concerns and a fragile industrial economy.

The Ayrshire Joint Structure Plan allows, for the first time in more than twenty years, those living and working in Ayrshire to express their views about the future development of their area. Produced in consultation with a wide number of agencies the plan has benefited particularly from the close working relationship developed with the Ayrshire Economic Forum and the Local Enterprise Companies and builds on the three great strengths of Ayrshire, the existing industrial and business community, the quality of the environment and the people themselves.

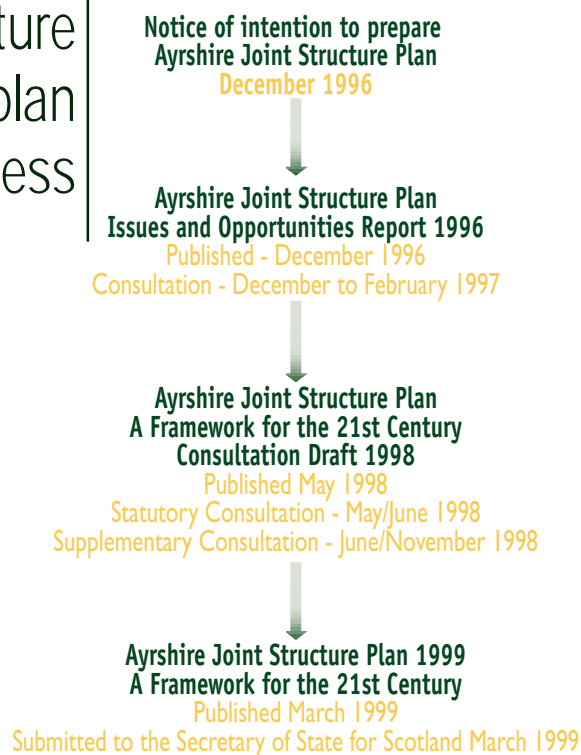
However, it would be wrong to suggest that a series of decisions taken now would guarantee a stable future, or that one document such as the Ayrshire Joint Structure Plan can achieve and sustain change by itself. If there is to be positive change within Ayrshire it will require concerted action by the many organisations involved in the development process and also the full support of the local community. A major concern of the plan therefore is to promote partnership with the development industry and the community to influence the direction of any strategic change.

The Planning Background

Planning legislation requires a local authority to prepare a development plan for the area of that authority comprising a structure plan and a local plan. Where indicated by the Secretary of State, a joint structure plan should be prepared by neighbouring authorities, and the three Councils in Ayrshire were directed to produce such a plan in 1995. The Ayrshire Joint Structure Plan has been prepared by the Ayrshire Joint Structure Plan Committee on behalf of the three Ayrshire Councils.

The preparation of the structure plan has provided the opportunity to integrate the plan process with five other key policy frameworks: European policy; national policy agenda; Enterprise Network strategies; corporate policy of the three Ayrshire Councils; and emerging local plans. Together these frameworks provide a platform on which to plan Ayrshire's future for the 21st century and replace the policies of the Strathclyde Structure Plan 1995.

the structure
plan
process



Purpose and Function of Structure Plan

Structure plans set out the strategic framework for the use of land and make an important contribution towards achieving sustainable development. They should provide:

- a framework for the promotion of development and regeneration through private and public sector investment
- a strategic approach to conserving and enhancing the quality of the natural and built environment
- the basis for decisions on planning applications and appeals which individually or cumulatively raise issues of more than local significance
- the context for local plans

Essentially structure plans should contain the land use planning policies and proposals which co-ordinate the requirements for development land with the protection of the environment at the strategic level.

Planning Advice Note 37
Structure Planning
Scottish Office 1996

Ayrshire Joint Structure Plan Objectives

- To obtain a robust and sustainable development strategy.
- To assist in the development of a healthy and diverse economy as a source of wealth and jobs.
- To meet both housing needs and provide for a growth in living standards.
- To conserve and enhance to natural and built environment and explore enhanced leisure opportunities.
- To maintain and secure improvements to infrastructure in order to sustain and enhance economic prosperity and "quality of life".

Ayrshire Joint Structure Plan Committee
May 1998.

Ayrshire and Scotland

Although perhaps best known both nationally and internationally for tourism through its association with Robert Burns and golf, Ayrshire plays a significant part in Scotland's export industry. Figures from the Scottish Council Development and Industry (SCDI) suggest that Ayrshire contributes over 16% of Scotland's exports while comprising only 7% of Scotland's population, and Ayrshire has a largely self-contained labour market. Moreover, Glasgow Prestwick International Airport, together with the surrounding aerospace industries, makes an enormous contribution to the economic performance of Scotland as a whole. The promotion and development of this economic growth potential will be of fundamental importance therefore to the future of both Ayrshire and Scotland.

There are also economic, educational, social and commercial links throughout Central West Scotland both to the Glasgow Conurbation and Dumfries and Galloway. As an example, whilst the major shopping centre of Glasgow influences retail expenditure patterns in Ayrshire, Ayr Town Centre has a corresponding impact over large areas of Dumfries and Galloway. Again although Ayrshire is a discrete geographical entity the area has strong physical, transportation and environmental links both to Dumfries and Galloway and to the Clyde Valley. The structure plan for Ayrshire therefore has addressed these wider economic and environmental characteristics of the area as an essential prerequisite of the strategic policy formulation of the plan.

Ayrshire and Europe

Perhaps the most significant impact on the planning process in recent years has been the growing influence of European policy, which has amongst its principal aims the development of the economic base, social progress, sustainable growth, respect for the environment and the raising of both standards of living and quality of life in member states. However, the free movement of capital, people, industry and services has made peripheral areas such as Ayrshire increasingly

sensitive to economic development in other parts of Europe. This has been recognised by the European Community which has developed special programmes in Western Scotland to counteract the adverse effects of peripherality.

Whilst European initiatives to date have been geared towards achieving economic and environmental objectives there are various land use planning implications of such approaches. As an example, in providing financial support for certain types of agriculture, the Common Agricultural Policy (CAP) plays a major part in maintaining the form of countryside seen and

appreciated today. In transport, the European Commission has also identified the A77 trunk road and the Dumfries-Kilmarnock-Glasgow and the Glasgow-Ayr-Stranraer railway lines as integral parts of the Trans-European Network and thus confirms their status as important elements in the overall structural framework of the European Community.

In addition there is now a European inter-governmental initiative, the European Spatial Development Perspective (ESDP), based on contributions from Member States and the European Commission, which aims to provide a shared vision of the future pattern of development in the European Community. A number of spatial issues identified by this document can be seen in Ayrshire. Whilst the ESDP will mainly be taken forward through dialogue and debate, various trans-national initiatives, for example under the INTERREG IIC programme, are beginning to promote greater co-operation of spatial planning in Europe and these programmes could have implications for the implementation of planning policy for Ayrshire in the future.

European Spatial Development Perspective

The European Spatial Development Perspective (ESDP) pursues three fundamental goals:

- Economic and social cohesion
- Sustainable development
- Balanced competitiveness of the European territory.

These three goals are different in nature and political meaning. In particular, economic and social cohesion is a central pillar of the Treaty of the Union and a major task for the various Community policies. The spatial approach not only confirms its absolute necessity, but should even be seen as a way to assist its progress. What is new is that these three goals are being pursued in combination, with attention also being paid to how they interact.

There are four main objectives of ESDP

- the development of a balanced and poly-centric urban system
- the creation of a new rural-urban partnership
- parity of access to infrastructure and knowledge
- the prudent management and sustainable development of the natural and cultural heritage.

European Spatial Development Perspective
Final Draft, Glasgow 1998.



Using the Ayrshire Joint Structure Plan

In all publications of the Ayrshire Joint Structure Plan the document produced is written in as accessible a form as possible to the widest community. Obviously some aspects of the plan are more statistically based than others, but the principle adopted has been one of including in the text only such information as is necessary to articulate the argument leaving the technical background to a series of reports which collectively make up the Report of Survey. These documents are available separately.

In order to aid clarity this Written Statement of the Ayrshire Joint Structure Plan is written with the same chapter headings as the Issues Report 1996 and the Consultation Draft 1998 to allow for continuity. There are four essential components to the plan; the Ayrshire Development Strategy, four topic sections on Working, Living, Environment and Transport in Ayrshire and a final section on Strategic Development Guidelines together with a Key Diagram.

The Ayrshire Development Strategy sets the long term strategic land use framework for Ayrshire for the next 20 years. The four topic sections detail strategic development policy for a period of at least 10 years, but this will be monitored on a regular basis to ensure that the future supply of industrial, residential and commercial land remains adequate for Ayrshire's needs, and that an appropriate environmental response to development remains in place. The Strategic Development Guidelines section details guiding principles to be used by the three Ayrshire Councils in the achievement of a strategic and sustainable approach to development applications. The Key Diagram is the visual representation of policies in the text.

The **Ayrshire** Development Strategy

together with the suggested industrial, residential, commercial, environmental and transport policies that support it and the Strategic Development Guidelines are inter-related and complementary.

It is vitally important to recognise that the objectives of one policy should not be achieved at the expense of another. The document has therefore to be read as a whole, and no one single part should be taken out of that context.

For ease of reference all policies are numbered and boxed in **amber**.

Text in a **green box** is provided for information only and as a context for the various chapters.

a vision for Ayrshire

Economic growth and environmental quality achieved through a balanced and sustainable strategy for the benefit of *Ayrshire* and Scotland.

Ayrshire development strategy

The Current Situation

Population projections for Ayrshire suggest a small overall decrease in population for the future and, in line with figures throughout Scotland, a corresponding decrease in the numbers of those economically active and the young. Future housing need will principally be influenced by rates of household formation within the existing population together with a limited level of in-migration to Ayrshire from outside. As the labour market in Ayrshire is relatively self-contained, and as there are already high levels of unemployment, unless new employment opportunities can be created, either by encouraging growth in existing business and industry or by the attraction of new inward investment, there will be cause for considerable concern. This situation could be exacerbated in the future by the perceived peripherality of Ayrshire in both the United Kingdom and Europe.

As noted before, Glasgow, or perhaps more accurately the Clydeside Conurbation already exerts a limited influence in employment, education and leisure for the residents of Ayrshire and will continue to do so. The issue of providing new housing land specifically for commuters to the Conurbation has also been debated as part of the structure plan process as a way of increasing economic activity, but this is not well received by most respondents. Whilst superficially attractive as a means of increasing rate support grant, the provision of additional housing land targeted at commuters would result in higher public sector costs for services and infrastructure, increase congestion, put further pressure on the environment, would be strongly resisted by local communities and would be contrary to the spirit of sustainable development underlying the plan.

STATEMENT OF STRATEGIC INTENT

It is recognised by the three Ayrshire Councils that economic growth must be the driving force of the Ayrshire Joint Structure Plan. The future needs of Ayrshire would be best served by a period of consolidation: to identify the strengths of the economy and build on them, to address any weaknesses and to ensure that adequate infrastructure is in place to accommodate future development opportunities. This must be achieved in such a way that provides existing communities, and particularly those considered as having economic disadvantage, with enhanced access to opportunity whilst ensuring that the environment so valued by all is protected and enhanced through a sustainable approach to development.

This approach underlies the four key statements of strategic intent on which the Ayrshire Development Strategy is based:

- **Promotion of economic growth;**
- **Protection and promotion of the vitality and viability of existing settlements;**
- **Protection and enhancement of the countryside and the environment; and**
- **Promotion of the principles of sustainable development.**

Each of these elements provides the policies that underpin the Ayrshire Development Strategy.

PROMOTION OF ECONOMIC GROWTH

In adopting the promotion of economic growth as a main focus of the structure plan the Ayrshire Councils have taken due regard of the trends underway, both within the labour market and the wider economy, and their implications for policy development. There are two key elements to the labour market in Ayrshire: it is largely self-contained, and there is evidence of extensive commuting links between each of the three unitary authority areas. Thus, economic growth in Ayrshire is most likely to be of most benefit to Ayrshire residents. Analysis of individual employment sectors, however, reveals that if current trends persist Ayrshire will continue to be over-represented in the future by industries such as engineering and manufacturing which are declining nationally, and under-represented in financial and business services, a more rapidly growing sector nationally. Unless this issue is addressed these projected trends could have significant adverse implications for the economic health of the area.

In seeking to deal with imbalance in the economy it must be recognised that the structure plan is but one vehicle by which economic growth can be generated. There is a complex inter-relationship between education and training, economic promotion, and the adequacy of sites and premises, as well as the more intangible impact of environment and quality of life, all of which require to be addressed. A partnership with all the agencies working together is seen as the key way forward, but the planning process must also play a part by promoting industrial and business development throughout Ayrshire in a variety of different contexts. This must not be done, however, at the expense of the environment.

ADS1

The three Ayrshire Councils shall promote sympathetic industrial and business development throughout Ayrshire in order to:

- A foster the growth of the local economy;
- B improve the economic well-being of existing and future residents;
- C increase the prosperity of its business enterprises.

PROTECT AND PROMOTE THE VITALITY AND VIABILITY OF EXISTING SETTLEMENTS

Settlement Strategy

The size of a settlement generally reflects its economic importance to the locality that it serves, and the extent of its accessibility to a wider community. Larger settlements have tended to attract investment in infrastructure to support the wide range of services they contain and this represents a massive investment in those specific locations. A comparative assessment of all settlements throughout Ayrshire has been undertaken in the preparation of the Structure Plan.

The main conclusion to be drawn is that outside Ayr/Prestwick/Troon, Irvine/Kilwinning and Kilmarnock there is a complex inter-relationship of settlements that fulfil a variety of different functions and provide support to a range of hinterlands. This pattern of development does not represent a coherent hierarchy of settlement and it is not felt appropriate to define types, ranges or categories of development that each settlement could accommodate. Nevertheless it is possible to identify the towns of Ayr/Prestwick/Troon, Irvine/Kilwinning and Kilmarnock as the main focus of activity in Ayrshire and, as such, these towns should generally be the recipients of most major development.

With sustainable development as a main element of the development strategy an important aspect of the plan is to ensure that development in general is directed to, and promoted in, all existing settlements. This encourages the reuse of land and maximises both the existing physical and social infrastructure. Most settlements have developed a range of neighbourhood facilities which serve the daily needs of the community and these should be supported, and, if necessary, improved. In the longer term this concentration of activity within settlements should also allow for easier resolution of the complex issues of accessibility through the provision and promotion of public transport. The role of settlements, therefore, will be to function as locations for a range of activities compatible with their character and size, and with their development being consistent with all other policies in the plan.

ADS2

The three Ayrshire Councils shall promote Ayr/Prestwick/Troon, Irvine/Kilwinning and Kilmarnock as the primary locations in Ayrshire for all major residential, economic, commercial, cultural, educational and community development.

ADS3

New residential, economic, commercial, cultural, educational and community development shall be directed to, and located within, settlements as defined by local plans.

Urban and Rural Regeneration

Significant parts of Ayrshire suffer from a concentration of economic, physical, social and environmental problems. This is both an urban and a rural issue. Unemployment is very high in parts of both North and East Ayrshire and many of the resident workforce lack appropriate job skills and experience. Some areas also suffer from a declining economic base and a failure to attract new investment.

In order to address these issues the Ayrshire Economic Forum has recently submitted a 5-year Strategy Document on Growth, Employment and Prosperity, on the request of the Minister for Business and Industry. All three Councils either have or are in the process of setting up major corporate initiatives to tackle the complex issues involved in economic and growth regeneration and have identified priority areas for action. More specifically some of these regeneration areas overlap with other physically run-down parts of Ayrshire, or with areas where access to jobs and industrial investment is limited. It has also to be recognised that the Islands of Arran and Cumbrae require special consideration because of the specific problems associated with living on an island. These areas should be recognised by the planning process and built into wider policy development.

ADS4

The three Ayrshire Councils shall work with other public and private sector agencies to target as a priority integrated action in the following areas:

East Ayrshire:	Kilmarnock Irvine Valley Upper Doon Valley Former Mining Settlements of the Cumnock area
North Ayrshire:	Ardrossan/Saltcoats/Stevenston Arran Cumbrae Garnock Valley Irvine/Kilwinning
South Ayrshire:	North Ayr Girvan Tarbolton/Mossblown/Annbank

PROTECT AND ENHANCE THE COUNTRYSIDE AND THE ENVIRONMENT

The countryside of Ayrshire is important. Not only does it provide the basis for a highly developed farming and forestry economy, it has a major recreational and leisure function and is a source of considerable public pride. The environmental quality of the coast and countryside is also seen as a major factor in attracting new industry. The principle of protecting the countryside for its own sake is therefore vitally important for the economic and social well-being of the area.

ADS5

The three Ayrshire Councils shall adhere to the guiding principle of protecting the countryside for its own sake.

Countryside Designations

It is recognised that most of Ayrshire comprises of countryside and has particular value in terms of its landscape character and quality. As a result, there is a need to ensure that any rural development is effectively managed. This is particularly the case in those areas considered to have high levels of accessibility to the Clydeside Conurbation, the broader commuter belt around Ayr and Kilmarnock as well as on the Islands of Arran and Cumbrae where there are tourist-related development pressures. In these areas there is a requirement to ensure that development pressure, particularly for housing, does not damage the overall landscape quality and a general policy of restricting development should apply. A Rural Protection Area for these parts of Ayrshire is proposed. However, it is recognised that rural land use is changing and the plan also proposes a more flexible approach to the release of land under certain circumstances (see Policy G5).

Green belt as a policy has existed around Ayr and Prestwick since 1965 and the principle has been extended to cover most of Troon (though not north of Barassie). Elsewhere in Ayrshire there has been no green belt control. Over time the green belt function has shifted from a protective measure largely for Glasgow Prestwick International Airport to the more recognisable protection for landscape, amenity and the prevention of neighbouring towns from merging. In accepting that the pressures on the countryside are of a different magnitude at Ayr, Prestwick and Troon to those in the rest of Ayrshire, it is concluded the principle of protection by green belt in that area is still warranted and appropriate policies put in place (see Policy G4). It is important that the appropriate local plan when preparing detailed policies, considers the landscape character of the green belt as well as putting forward pro-active policies to upgrade the area. The fact that a green belt is not suggested for other towns in Ayrshire, should not mean that effective planning of the urban edge is not necessary.

Large sections of rural Ayrshire, particularly in the south and east, are remote from the main commercial and employment centres. Although populations are small, many areas are characterised by inequalities in wealth, housing conditions and social circumstances and problems are exacerbated by distance, limited public transport and a need to access a private car for many requirements. This makes many of the more peripheral communities in the area vulnerable to out-migration and change. The diverse rural land use pattern supported by a largely agricultural employment base, however, maintains the landscape character of these areas and, therefore, it is considered appropriate to allow for a greater level of economic development and associated residential development than in the Rural Protection Area, whilst still protecting the general quality of the rural environment. A Rural Diversification Area for this part of Ayrshire is proposed and guidelines for development are proposed in Policy G6.

ADS6

The three Ayrshire Councils shall identify and promote three broad policy areas for the countryside which exhibit common characteristics in terms of their ability to accommodate land use change. These areas are defined on the Key Diagram as:

- A Green Belt at Ayr/Prestwick and Troon;
- B Rural Protection Area;
- C Rural Diversification Area.

Local plans shall bring forward specific policies for their identification, protection, management and development.

PROMOTE THE PRINCIPLE OF SUSTAINABLE DEVELOPMENT

Sustainable Development

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

As a main function of structure plans is to balance social, economic and environmental need they present a unique opportunity to direct 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.

Environmental Assessment is now part of planning legislation when considering major planning applications. Strategic Environment Appraisal of structure plans is an extension of that principle to highlight the likely effects of strategic decisions when set against a checklist of sustainable indicators now in common use. An appraisal procedure has been implemented throughout the structure plan preparation process and has been used in the development of policy. It will also be used as the basis for future monitoring of the plan. This is the subject of a separate technical paper available on request.

ADS7

The three Ayrshire Councils shall adhere to the principles of sustainability in considering significant development proposals and identifying sites for development in local plans.

What is Sustainable Development?

It is a pity that the issue which everyone on the planet will have to tackle as some point has acquired this impenetrable title. It is even more problematic that no definition exists which can be understood by everyone and built into their lives. What is clear is that it is about the relationship between the lives we live today and those which will be possible tomorrow.

Those who have thought about sustainable development realise that it is a complex of issues which cannot be reduced to a simple mechanistic process. It is not a free-standing subject. It is an approach to issues, problems and policies which is amongst the most powerful we have. If we take the social, economic and environmental consequences of an action and assess them together, that is more likely to lead to a durable outcome than any other. That is sustainable development.

Down to Earth
A Scottish Perspective on
Sustainable Development
Scottish Office January 1999.

A Balanced and Integrated Transport Strategy

With the publication of the White Paper on Travel Choices for Scotland, another element of the Government's sustainable strategy for the future has been put in place. Although some aspects will require approval by the Scottish Parliament, a framework for a new policy direction is already well defined. In order that the wider objectives of the Ayrshire Development Strategy can be fully implemented, the development of an efficient and integrated transport system is essential. This system should connect and serve both the rural and urban areas and allow choice for the movement of goods, services and people.

In line with the concept of sustainability there has been a call from Government for a range of measures to reduce the overall level of demand for travel. However, underlying much of the current debate is the fact that as individuals we are travelling further to carry out activities. The number of trips undertaken has increased steadily, but more significantly, changes in travel distance and reliance on the car have grown markedly. It is important therefore that future measures are put in place which reduce trip length and car dependency.

There is also an acceptance of the importance that integration of land use and transportation planning can have in achieving the objectives of sustainable development. Land use patterns determine the overall level and distribution of the demand for travel. The costs associated with travel and traffic growth are well recognised and there is a general concern about the level of air pollution generated by motor vehicle emissions, the unacceptable level of traffic passing through settlements, the higher levels of pedestrian casualties and the economic costs of traffic congestion to businesses.

ADS8

The three Ayrshire Councils shall implement a balanced and integrated transport strategy which seeks to:

- A improve accessibility for all;
- B give priority to transport proposals which encourage economic development;
- C contain, and if possible reduce, emissions, noise, danger, pollution and congestion caused by road traffic; and
- D promote the responsible and efficient use of motor vehicles for necessary journeys where there are no practicable alternatives.

The New Transport Agenda

Transport should serve a society, not shape it. It should reflect the way we wish to live and the environment in which we wish to do so. It should never be seen as an end in itself.

Travel Choices for Scotland
The Scottish Integrated Transport
White Paper
July 1998 .

A key goal of integrated transport policy is to bring consideration of transport, land use and the environment closer as an element in the creation of sustainable patterns of development. The planning system provides a statutory framework within which the competing demands for land use can be evaluated in relation to the objectives of sustainable transport policy.

Draft NPPG
Transport and Planning
Scottish Office August 1998.

Working

Strategic Industrial and Business Development Land Portfolio

A key role for the Ayrshire Joint Structure Plan is to provide a strategic framework for an industrial and business development land portfolio which will act as a major building block for future economic development in the area. In order to assist this process, a major review of industrial land has been carried out. Although not identifying any overall shortage of industrial land in Ayrshire as a whole, when assessed at an individual Council area there are certain problems with the supply of land, particularly regarding the quality, marketability, and location of some existing sites.

An analysis of major locations for inward investment has also identified a need for an upgraded portfolio of sites to assist long term investment in the economy. In order to provide maximum opportunity to the widest number of potential employees these sites should all be well related to the main settlements, have easy access to the main strategic transport network, assist regeneration and help reduce unemployment. Moreover, given the complex journey to work patterns throughout Ayrshire, each location should link with the others in providing the widest range of different development opportunities with maximum accessibility by both public and private transport.

The portfolio for industrial and business development land contains nine locations to which priority implementation and marketing should be directed by all agencies. The locations represent the main new economic drivers of the Ayrshire economy and should be targeted for European funding as a priority. In addition, these locations and their immediate environments should be protected against non compatible development. All locations are currently recognised in some way by the existing planning process except the site proposed at Prestwick/ Monkton. It is concluded, however, that it is in the best interests of the future economy of both Ayrshire and Scotland that a strategic industrial site is sought in the vicinity of Glasgow Prestwick International Airport to take advantage of both airport and aircraft related development opportunities.

W1

Local plans will safeguard and support the following strategic locations for industrial and business development.

- A Site protected in the National Interest
 - Hunterston
- B Large Single User Inward Investment Sites
 - Irvine Riverside
 - Kilmarnock North
- C Strategic Industrial and Business Development Sites
 - Ardeer, Stevenston
 - Irvine Riverside
 - Kilmarnock North
 - Cockhill, Ayr
 - Prestwick/Monkton
 - Glengarnock

The three Ayrshire Councils shall bring forward over time further high amenity sites for business and industry which meet national criteria.

The Ayrshire Economic Framework

The shared vision for Ayrshire sets the focus and the ambitious tone of Enterprise Ayrshire's strategic Approach. Our strategic objectives convey the four key tasks which need to be done to achieve the vision and are at the heart of the strategic framework.

- Competitive Companies* To enhance the performance, competitiveness and aspirations of companies, particularly in key sectors.
- Competitive People* To develop a culture of lifelong learning and competitive workforce skills at all levels.
- Competitive Places* To develop a physical environment which meets the needs of new and existing businesses.
- Access to Opportunity* To balance our focus on economic opportunity with activities to deliver direct economic benefit to priority individuals and communities.

Change for the Millenium
Enterprise Ayrshire Strategy 1996 - 1999.

General Industrial Land Shortfall

From the analysis carried out on the industrial land supply there is also a concern about the quality, marketability and location of land for general industrial use. In considering strategic industrial and business development land a distinction can be drawn between land for inward investment and general strategic industrial use. Companies and implementing agencies generally seek to differentiate between the two types of land by limiting inward investment sites to those types of industrial and business use requiring high quality, and thus higher cost, environments. This can leave general business and commercial expansion, often of local small and medium-sized enterprises (SMEs) with limited options for expansion or relocation.

From an analysis of both projected take-up rates and current industrial land supply in individual Council areas there is a shortfall of available and marketable general industrial land in both East and South Ayrshire. The shortfall in South Ayrshire has already been recognised by policies in the approved Strathclyde Structure Plan and this requirement is carried forward in the Ayrshire Joint Structure Plan. North Ayrshire has a relatively large supply relative to both take up and quality. The conclusion drawn is that in order to rectify deficiencies in the general industrial land supply, further industrial land should be found in the Kilmarnock and Auchinleck/Cumnock area in East Ayrshire and Ayr and Girvan in South Ayrshire. In Kilmarnock and Ayr industrial and business development land to a maximum of 30 hectares (gross) is required. At both Auchinleck/Cumnock and Girvan the land to be found is in the order of 10 hectares (gross).

W2

Local plans will identify and bring forward the following additions to the strategic industrial land supply:

Ayr	30 hectares (gross)
Kilmarnock	30 hectares (gross)
Auchinleck/ Cumnock	10 hectares (gross)
Girvan	10 hectares (gross)

Glasgow Prestwick International Airport and Environs

Glasgow Prestwick International Airport and its surrounding area is a major asset to both the Scottish and the Ayrshire economies. Since 1992 the airport has seen major growth in both passenger numbers and freight cargo by utilising its operational advantages. The airport has become a major focus for air freight and plays a very important role in meeting the requirements of the Scottish electronics and oil industries. In the future there are plans for expansion within the airport perimeter including the development of an inter-continental freight hub, which should enhance the airport's attractiveness in the air freight market and generate additional employment and investment both at the airport and within the surrounding areas.

However, any expansion of airport-related facilities at Glasgow Prestwick International Airport will impact upon the local environment. With the opening and possible extension of the second runway, there will be noise and safety issues to consider as well. Any future expansion, therefore, requires careful consideration and should be related to specific demands, and the prospects for growth at the Airport, as well as to the development of unused land both within the airport itself and in the surrounding area.

W3

The provision of airport-related facilities for Glasgow Prestwick International Airport shall be supported providing that adequate measures are taken to mitigate any harmful environmental consequences of the airport's operation. The local plan shall identify and safeguard land for the expansion of Glasgow Prestwick International Airport.

Local Industrial Land Supply

The strategic industrial and business development land portfolio and the general industrial land supply represent the major impetus for economic development. However, other industrial land is scattered throughout many communities. This land provides sites for the development of local business initiatives as well as providing yard and storage space and is vital to the long-term health of each community. It is not appropriate for the structure plan to consider this land in detail, but the management of an adequate supply is important, both to encourage local entrepreneurs and to improve the image of an area. Local plans should, therefore, seek to maintain an adequate supply of local industrial land within communities and to manage that supply through changing needs. Any surplus land should be reviewed for other uses.

W4

Local plans will identify, review and maintain an adequate supply of local industrial land to meet future needs and seek to review surplus industrial land for other uses.

Tourism in Ayrshire

Tourism is fundamentally important to the economy. Originally focused on the coast, tourist-related facilities have spread throughout the area in recent years. Analysis by the Ayrshire and Arran Tourist Board suggests that Ayrshire relies more heavily on holiday tourism than the rest of Scotland but underperforms the rest of Scotland in terms of business and conference tourism. Leisure day trips represent an extremely important sector over the whole area. As a result tourism is over-dependent on the day visitor and the short summer holiday period.

In the past few years there has been an increasing awareness of the potential effects of tourism on the environment and, at the same time, a realisation that management can provide real benefits in terms of jobs particularly for rural communities. This has led to what is known as “green” or sustainable tourism, with projects directly in harmony with, and capitalising on, the natural and built environment. In Ayrshire this is likely to be particularly important in the future and could encourage tourist development away from the coast, thus spreading tourism opportunity throughout the area.

Many of the coastal towns originated as seaside holiday locations in the 19th and early 20th century. With changes to holiday destinations over the years, accompanied by a general lack of investment, these settlements have suffered economic decline. However, they still meet the demand for a wide variety of both short and long term holiday requirements and provide opportunity for both living and working on the coast. Despite this general decline and a change to different types of holiday, development pressure on the coastal margins has continued.

In order to support economic growth, therefore, tourism proposals should generally encourage improvement of the quality of existing tourist locations, provide improved conference and business tourism facilities, encourage longer stays over an extended visitor season and encourage diversification to the non-coastal parts of Ayrshire through the development of green tourism initiatives. Positive planning policies can assist the process of tourism development by supporting applications which seek to improve facilities, and planning policy should be developed to facilitate new tourism development opportunities.

W5

The three Ayrshire Councils shall encourage development to increase the range and improve the quality of facilities, attractions and experiences for tourists and day visitors subject to other relevant policies in the Structure Plan and Local Plans.

Rural Economy

The quality and diversity of the countryside as well as the livelihood of many of its residents depends on a prosperous rural economy. Economic activity in the countryside is a necessity and there is a substantive issue in seeking to reconcile the exploitation of natural resources with conservation of the rural environment. Yet there is considerable scope to sustain and encourage productive social and economic activity, particularly in terms of rural business development, without compromising the natural and built environment and the landscape quality of the countryside itself.

Agriculture and forestry are by far the largest land user in Ayrshire. With the farming industry likely to enter a period of instability, brought about as much by policy restructuring in Europe as by locally derived constraint, there is a concern that the whole landscape character of parts of Ayrshire could be modified. This will require both sensitive handling and partnerships developed in conjunction with rural communities themselves to achieve a more flexible approach to rural development.

Policies throughout the Joint Structure Plan seek to protect the essential rural character of Ayrshire at a time of major change. However, electronic accessibility and new technology provide increasing scope for business and enterprise to be located in rural areas and there could be considerable economic benefit to rural areas offering this opportunity. Additionally, with the farming industry likely to enter a period of change there is a need to diversify the use of agricultural land and buildings to sustain employment and income.

W6

The countryside will be sustained as a place of varied and productive social and economic activity, whilst safeguarding and managing natural and built environmental resources. Accordingly, the three Ayrshire Councils shall seek:

- A a partnership with rural communities and key support agencies to manage and promote economic, social and environmental change;
- B to promote business in rural areas; and
- C encourage farming and forestry where this is sympathetic to the environment.

Living

Assessing Housing Requirements

The Ayrshire Joint Structure Plan has used recently published household projections prepared by the Scottish Office to assess future housing requirements. These are based on the Registrar General for Scotland's (GRO(S)) 1996-based population projections. This common Scottish base allows for compatibility across the Ayrshire Councils and with other parts of Scotland. The household projections are calculated by applying trends in the formation of households between 1971 and 1991 and are therefore indicative of what might happen if past trends were to continue. On this basis between 1998 and 2010 households are projected to increase by 10,700. This is primarily accounted for by a growth in smaller households, particularly single person households and households with two adults and no children.

In considering the actual requirement for future housing, projected changes in households have been refined through an assessment of out-migration, and likely changes to the existing stock of housing, principally due to demolition, vacancies and transfers to second homes (refer to Figure 4.1).

This further calculation gives a total assessed housing requirement between 1998 and 2010 of 15,300 and is equivalent to the construction of about 1,300 houses per annum, a similar rate of building to that which has been experienced in Ayrshire in the last few years. In the past, however, almost a quarter of new houses built have been by the public sector and there is now some doubt whether this past scale of public provision can be maintained. It should also be noted that no distinction has been made in calculations of future housing needs between public and private sector requirements. This is a matter for individual Councils to deal with in the context of their housing and local plans.

Government advice on a methodology for the estimation of future housing requirements in any area is to be found in National Planning Policy Guideline: Land for Housing (NPPG 3) and Planning Advice Note: Structure Plans: Housing Land Requirements (PAN 38). This advice requires that planning authorities should provide a minimum five year supply of housing land against a background of a longer term provision. Policy L1 gives effect to this requirement in Ayrshire.

L1

The three Ayrshire Councils shall work in conjunction with public and private agencies to ensure sufficient effective land is available for housing to 2005 and to set the context for annual roll forward to meet the forecast requirement to 2010. Councils shall aim, in conjunction with the housebuilding industry and other public housing agencies to maintain as a minimum a five year effective land supply.

Figure 4.1 - Ayrshire Housing Requirement 1998-2010

Projected Households	1998	2010	Net Change 1998-2010
Projected Households	157,700	168,400	10,700
Allowances for Vacancies	5,203	5,559	356
Allowances for Second and Holiday Homes	2,536	2,767	231
Allowance for Demolition	0	1,392	1,392
Flexibility Allowance (+10%)			1,268
Adjustment for out migration			1,350
Total Assessed Housing Requirement (1998-2010)			15,297
Housing Need 1998-2005 (pro-rata)			8,923
Housing Need per Annum			1,275

Source: Scottish Office and Ayrshire Joint Structure Plan Committee.

Housing Market Areas

The strategic assessment of demand for housing requires the projected level of demand for housing in Ayrshire to be assigned within a Housing Market Area framework. For the purpose of the structure plan, each of the three Ayrshire Council areas are treated as individual and separate Housing Market Areas. All three areas have a high degree of self-containment, being areas within which the majority of those moving house without changing job would stay and are also areas in which the majority of the employed population both reside and work. There are also nine sub Housing Market Areas, the characteristics of which require to be addressed within the context of local plan housing provision. The distribution of demand for these areas has been expressed on the basis of Council areas as shown in Figure 4.2 and within Policies L2, L3 and L4.

Figure 4.2 - Ayrshire Housing Requirement by Housing Market Area 1998-2010

	1998-2005	2005-2010	1998-2010
East Ayrshire	2,289	1,636	3,925
North Ayrshire	4,318	3,085	7,403
South Ayrshire	2,315	1,654	3,969
Ayrshire	8,922	6,375	15,297

Source: Ayrshire Joint Structure Plan Committee.

L2

In assessing the supply and demand for housing the three Ayrshire Councils shall:

- A treat each of East, North and South Ayrshire Council areas as Housing Market Areas; and
- B be guided by forecasts of demand in the Structure Plan, or its reviews.

Housing Land Supply in Ayrshire 1998-2005

The three Ayrshire Councils in conjunction with the house building industry and Scottish Homes undertake an annual audit of available land for housing within Ayrshire. The audit completed at the end of March 1998, identified a supply of sites with a capacity for 14,565 housing units. Of this supply some 7,400 housing units are expected to be built by 2005. This is known as the “effective supply” of future housing sites. Comparing the effective supply with the forecast housing requirement to 2005 at a Council area level, indicates a shortfall which requires to be met by the identification of further housing land.

These figures represent the number of houses that are required to meet demand in any one area over and above the current effective supply. The allocation of housing sites within these areas is the responsibility of each Council's local plan, and will require to conform to other policies in the structure plan as well as be derived from a detailed assessment of local circumstance. This will include a preference for allocating new housing sites to brownfield land and should allow for choice in terms of location, size and type of development. Policy L3 identifies the housing shortfall by Housing Market Area and its distribution by sub area for the period 1998-2005.

L3

In addition to the effective housing land supply at March 1998, local plans shall allocate sufficient land to meet the following housing shortfall for the period 1998-2005:

Housing Shortfall 1998-2005

East Ayrshire	210
Cumnock and Surrounding Areas	0
Ayr, North Carrick and Doon (part)	0
Kilmarnock & Loudoun	210
North Ayrshire	450
Isle of Arran	0
North Coast and Cumbraes	0
Garnock Valley	0
Irvine and Kilwinning	350
Ardrossan/Saltcoats/Stevenston	100
South Ayrshire	860
Ayr, North Carrick and Doon (part)	780
Girvan and South Carrick	80

Note: Distribution by sub-market area is provided for guidance to local plans only.

Housing Land Supply in Ayrshire 2005-2010

Policy L4 sets out the additional housing provision that may be required in the period 2005-2010. These figures are provided as guidance for local plan preparation and infrastructure provision only and will require to be monitored on an annual basis and reviewed in accordance with Policy L1.

L4

The following additional housing provision for the period beyond 2005 up to 2010 is provided for strategic guidance. The housing provision will be subject to regular monitoring and review in accordance with Policy L1.

Additional Housing Provision Possible Requirement 2005 - 2010

East Ayrshire	1,640
Cumnock and Surrounding Areas	0
Ayr, North Carrick and Doon (part)	0
Kilmarnock & Loudoun	1,640
North Ayrshire	3,085
Isle of Arran	100
North Coast and Cumbraes	300
Garnock Valley	300
Irvine and Kilwinning	1,985
Ardrossan/Saltcoats/Stevenston	400
South Ayrshire	1,650
Ayr, North Carrick and Doon (part)	1,550
Girvan and South Carrick	100

Note: Distribution by sub-market area is provided for guidance to local plans only.

Housing Land Release Criteria

As discussed above, Policies L3 and L4 provide an assessment of housing requirement to the year 2010 as a basis for strategic policy and local plan preparation. Nevertheless, the preferred method for measuring supply and demand for housing, as defined by Scottish Office Planning Advice Note: Structure Plans: Housing Land Requirements (PAN 38) suggests an annual audit to ensure a minimum 5 year effective land supply at any time. Although the Councils will continue to conduct the annual audit, consultation and approval processes of both structure and local plans can be longer than one year. In order to provide flexibility in the process, and to create a degree of certainty for the construction industry, Policy L5 is included which seeks to provide a context for greenfield housing land release at any stage in the structure and local plan process.

L5

Proposals to extend the greenfield supply of land for residential development shall require to:

- A demonstrate clear evidence of shortfall in effective land supply in the relevant Housing Market Area;
- B demonstrate effectiveness and output contribution during the shortfall period; and
- C be fully justified against the criteria identified in Policies G1 - G8.

Affordable and Special Needs Housing

The availability of social and affordable housing also requires to be addressed when considering future housing land allocation. The Ayrshire Development Strategy has outlined an approach for the creation of sustainable and balanced communities within which it is important to recognise the needs of the old, disabled, homeless and young as well as those who cannot afford to buy their own home.

It is clear the operation of the housing market is not responding adequately to these needs in some parts of Ayrshire where there are high demands for affordable housing with limited opportunities for housing to rent and an under supply of housing for people with community care needs. The solution to these issues does not lie solely with land use planning but will require innovative initiatives by the public and private sectors targeting expenditure to areas of greatest need. Proposals for meeting requirements for affordable and special needs housing should be brought forward within the overall strategic context for housing land release as part of local plan preparation.

L6

The three Ayrshire Councils shall ensure the availability of sites for affordable and special needs housing in local plans.

Structure Plan Policy Response for Housing

Policies For Housing in Structure Plans should cover

- develop an effective housing land supply for each Housing Market Area;
- set out for each housing market area the new requirement of the plan;
- explain the basis on which the requirement for new housing has been modified;
- set out phasing over 5 year periods;
- set out general locational criteria;
- set out how allocations are to be implemented;
- set out public and private mechanisms for site delivery;
- set out strategic qualitative advice; and
- set out mechanism for an annual audit of effective housing land.

Planning Advice Note 38
Structure Plans: Housing Land Requirements.
November 1996.

TOWN CENTRES AND RETAILING

Town Centres

The town centres of Ayrshire are focal points for a range of community, leisure, and commercial activity and are well placed to make an important contribution to the wider objectives of the plan. They are generally located at nodal points on the transportation network and contain significant elements of built heritage in terms of both individual listed buildings and conservation areas. Focusing demand for services toward these centres will ensure continuing investment in the urban fabric. It will also present the opportunity for public transport services to compete effectively and help reduce the demand for travel by private car.

However, in some centres changing lifestyles and shopping patterns have resulted in a loss of shopping floorspace that has not been replaced, particularly above ground floor level. Given the new retail shopping patterns that have emerged, it is unlikely this floorspace will ever be replaced. In these locations, planning policy will require to encourage and facilitate non-retail use of this vacant property if the overall appearance, vitality and viability of town centres is not to be blighted.

Increasing importance is now attached to the management and promotion of town centres. At Ayr and Kilmarnock a town centre manager co-ordinates a multi-disciplinary approach involving retailers, Enterprise Ayrshire, property owners and the Local Authority. In these circumstances a positive vision, an agreed strategy and associated action plan accompanied with the ongoing monitoring of the commercial performance of the centre are essential. It is recognised, however, that not all centres requiring action can support a town centre manager but the principle of town centre management should be applied generally to town centres throughout Ayrshire and appropriate policies incorporated into local plans or other corporate policy documents.

L7

The three Ayrshire Councils shall bring forward proposals to promote and enhance town centres in Ayrshire through measures that:

- encourage a wide range of retail, commercial, leisure, business, culture and arts facilities and residential uses;
- encourage partnership with Enterprise Companies, Scottish Homes etc. and the community;
- promote environmental improvement;
- improve pedestrian and cycle access, improve public transport links and provide for appropriate levels of car parking.

Vibrant town centres are characterised by a range of economic activity of which retailing is of primary importance. The existing centres offer a range of other commercial, residential and community services and provide opportunities for enhanced accessibility by public transport and on foot. They also play an important role in defining the character of an area and are important assets in attracting inward investment and tourists to an area. In contrast, out-of-centre locations, whilst offering advantages in terms of site layout and development costs, are less well positioned to serve the wider interests of the community and do not generally incorporate other facilities normally associated with town centres.

It is considered that an approach which directs new retail, commercial and leisure investment toward existing town centres, offers the best opportunity to provide for the needs of the whole community as well as giving support to the wider policy objectives of the plan. Accordingly it is proposed that policy will be directed toward providing a viable framework for future investment within the town centres of Ayrshire.

L8

The viability, vitality and design quality of existing town centres as defined by local plans shall be maintained and enhanced. Accordingly:

- A new investment in retailing and commercial leisure facilities shall be directed first to town centres, and then to the edge-of-centres, in preference to out-of-centre locations;
- B applicants proposing retailing, commercial and leisure developments in out-of-centre locations shall need to demonstrate that no suitable site can be found, firstly, and preferably, within existing town centres, or secondly on the edge-of-centre; and
- C development should be of a size and scale appropriate to the function of the centre and should serve the needs of town and its catchment.

Assessing Major Shopping Proposals

The forecast growth in retail expenditure is principally centred on the non-food sector. Assessments undertaken for the principal retail centres in Ayrshire indicate substantial opportunities to contain this future demand within or adjacent to town centres. In order to ensure these opportunities are not prejudiced by the impact of out-of-centre development, it is not considered appropriate to allocate further land for commercial retail development outwith these areas. Therefore, proposals for retail developments above 1,500 square metres shall require to be justified against a series of criteria which examine whether or not the applicant has followed a sequential test in the approach to site selection, the effect on town centres and other shopping facilities, the accessibility to that location by means other than the private car and the how well the proposals integrate food and non-food floorspace.

L9

Proposals for a retail development above 1500 square metres gross floorspace shall require to be justified against the following criteria:

- A whether the applicant adopted a sequential approach to site selection considering fully alternative sites in, and then adjoining, existing town centres;
- B effect on the viability, vitality and character of existing town centres either as an individual development or cumulatively with similar existing or approved developments (including those in adopted local plans);
- C existing and proposed floorspace that can be supported;
- D accessibility to the public transport network;
- E accessibility by means other than the private car;
- F effect on important neighbourhood retail facilities and small shops; and
- G the potential to integrate convenience and/or comparison goods floorspace.

Retail Warehouse Development

A significant change in retail provision in recent years has been the demand by retailers for out-of-centre locations. Higher levels of car ownership have enabled more consumers to travel further to shop and efficiencies in the retail sector have encouraged the search for lower cost development options outwith city and town centres. In addition, with an increased loss of food shopping from existing centres to out-of-centre supermarkets and with the parallel movement of “bulky goods” to out-of-centre locations, town centres have become increasingly focused on a more limited range of goods. For a variety of wider social and economic reasons, however, retail development in town centre locations must be encouraged as the main economic focus of the town.

Current structure plan policy indicates a preference for limiting the type of goods sold in out-of-centre retail warehouse developments to the “bulky goods” categories of DIY, furniture, carpets, electrical and gardening goods. If the “bulky goods” restriction on retail warehouse development were to be extended to other categories of shopping such as computers, clothing etc. this would create a further diminution of these sectors in town centres, reducing further the amount of overall expenditure to improve facilities. In addition, a flexible policy on the occupation of out-of-centre retail warehouses could see a displacement of traditional “bulky goods” as leases are renewed or sub leases are let. It is therefore appropriate that further protection is given to town centres by continuing to restrict the type of goods sold at out-of-centre retail warehouse development.

L10

The three Ayrshire Councils shall restrict the type of retail floorspace at existing and proposed out-of-centre retail warehouse developments to the sale of DIY, furniture, carpets, electrical and gardening goods.

Environment

Landscape

Landscape is more than just a combination of land form and vegetation, it also embodies the culture, history and land use of a community, the interaction of geology, climate and plant life, and the existence of various building styles, settlement form and materials. All of these elements combine to create a sense of place, or local distinctiveness. In Ayrshire the landscape is also seen as a major asset in economic development, tourism, leisure and recreation as well as a source of pride and pleasure for residents. Public awareness of changes to the landscape brought about by development proposals is increasing and there is a growing recognition that traditional forms of landscape designation perhaps no longer do justice to its diversity.

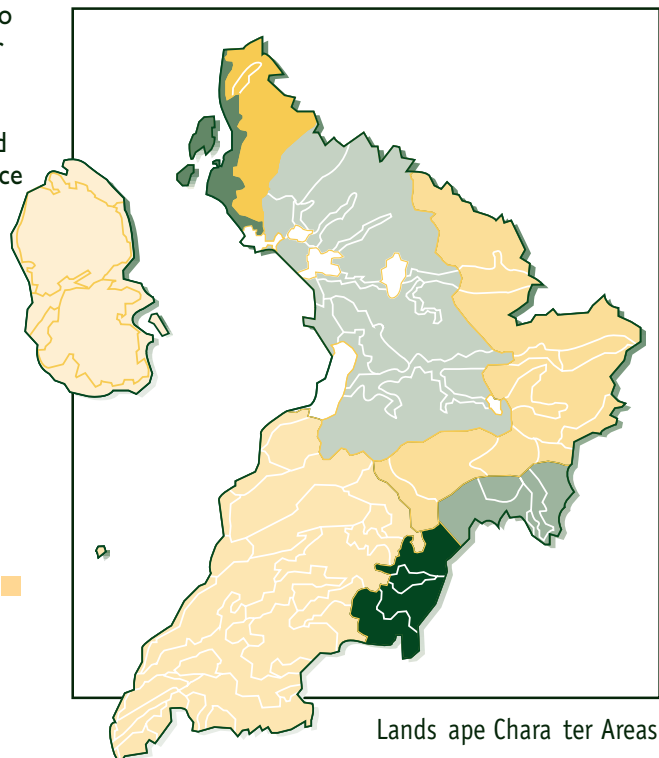
For these reasons, a Landscape Character Assessment has been completed which provides information on basic landscape character types across Ayrshire, identifies potential pressures for landscape change and assists in developing guidelines for landscape conservation, enhancement or restructuring. In all, eight Regional Character Areas have been identified incorporating twenty-two distinct landscape types. Each landscape type has a distinct and relatively homogenous character influenced by geology, drainage, landform, land cover and land use. A commitment to sustainable development requires that the character and qualities of the landscape are maintained in all their richness and diversity. This requires the evolution of landscape policies in both structure and local plans that respect the ordinary or commonplace as well as the special or rare.

E1

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 the settings of settlements and buildings within the landscape;
- B the patterns of woodland, fields, hedgerows and tree features;
- C the 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 criteria should be established for the assessment of the sensitivity of local landscape type to different categories of development.



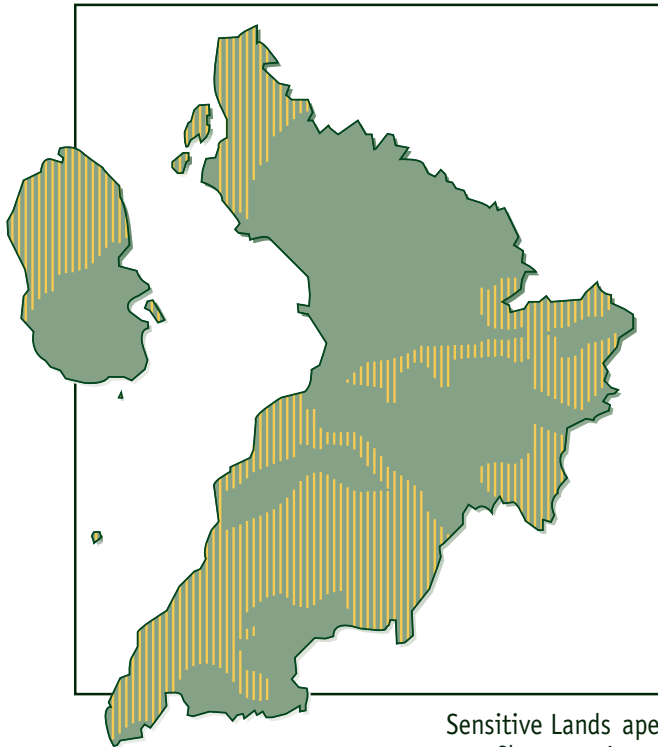
Arran ■ Ayrshire Basin ■ Ayrshire Rim ■ Carrick Hills and Valleys ■
 Galloway Uplands ■ Inner Firth of Clyde ■ Renfrew Heights ■
 Southern Uplands ■

Landscape Character Areas

Sensitive Landscape Character Areas

Whilst bringing forward a general recognition of landscape character as an element to be addressed in structure planning policy, it must also be recognised that, in some areas, landscape is more prone to unsympathetic development by nature of its range, diversity and complexity. At the present time, the only statutory recognition given to landscape quality is through designation as a National Scenic Area (NSA) which comprises areas “..... of unsurpassed attractiveness which must be conserved as part of our natural heritage”. In Ayrshire the only designated NSA is North Arran, and this area will require specific policy recognition. However, the recognition of landscape that is sensitive to change requires further analysis.

Using the Landscape Character Assessment, therefore, each landscape category type has been assessed against a series of criteria which together define relative importance and sensitivity to change. This is explained more fully in a technical paper available on request, but includes such considerations as the rare and/or representativeness of the landscape character type in Ayrshire, the overall scenic quality, the unspoilt nature and conservation interest of the area and its contribution towards a definite sense of place. In these defined areas the protection and enhancement of landscape shall be given priority, and local plans are required to identify boundaries and detail specific policies for their protection.



Sensitive Landscape Character Areas

E2

In the National Scenic Area and the Sensitive Landscape Character Areas defined on the Key Diagram the protection and enhancement of the landscape shall be given prime consideration in the determination of development proposals. Local plans shall identify boundaries, where appropriate, and specific policies for their protection and enhancement.

Forestry

Forestry plays an important role in the overall economy of Ayrshire and in some areas also has a significant impact on the visual quality of the landscape. During the plan preparation period there has been an ongoing dialogue between the Forestry Authority and other agencies on the nature and extent to which forestry should be addressed as an issue for consideration in such documents as structure plans. Earlier in 1998 this resulted in a re-affirmation of the requirement to prepare Indicative Forestry Strategies for the whole of Scotland, and for their inclusion in structure plans as well as for the introduction of a draft set of principles on which they can be developed. Given the clearer Government view on Forestry, the principle of preparing an Indicative Forestry Strategy for Ayrshire is now accepted.

E3

The three Ayrshire Councils, together with the Forestry Authority and other relevant agencies, shall prepare an Indicative Forestry Strategy for Ayrshire.



Coastal Management

Ayrshire's coast has played a vital role in shaping the economy of the area through industry, fishing and latterly tourism. In recent years there has been increasing recognition of the recreational value of the coast, particularly for links golf and for general leisure. At the same time there are rising concerns about water quality, wider issues relating to safeguarding the coastal environment from development pressure and the potential impact of a rise in sea-level accompanying global warming.

The coastal zone is a dynamic system whose form is strongly influenced by both natural and human factors. In some parts of the coast development pressure is intense, particularly for commercial and recreational use, and already some 20% of the Ayrshire coast is affected by urban development. With the high landscape quality of the coast seen as an important factor in attracting inward investment, pressure on the coastal margin is likely to continue. Certain parts of low-lying coast also experience flooding on a regular basis and there is evidence of erosion over a wide area. This is allied to limited funding for sea-defences. In August 1997 the Scottish Office issued a National Planning Policy Guideline on Coastal Planning (NPPG 13), which identifies a variety of positive planning measures that might be introduced to protect the current and future well-being of the coast, and which gives a methodology for defining different categories of coast. Authorities are also urged to work together on coastal planning at a strategic level and to take a long term view of the potential impact of natural processes on existing and future development as well as on the natural and cultural heritage. Accordingly, the Ayrshire coast has been categorised into three discrete types as suggested by Scottish Office, Planning Advice Note: Classifying the Coast for Planning Purposes (PAN 53), namely developed, undeveloped and isolated coast. Local plans shall be required to bring forward proposals for their protection, conservation, enhancement and management.

E4

The three Ayrshire Councils shall ensure that the assets and amenity of the coast and coastal waters shall be conserved and enhanced. Accordingly three distinct types of coast are recognised; viz. developed coast, undeveloped coast and isolated coast, as identified on the key diagram. Local plans shall bring forward proposals for the protection, conservation, enhancement and management of the three types of coast identified.

Countryside Access and Recreation

Access to the Ayrshire hills, coast and river valleys is of fundamental importance to the community and an important element of the tourism industry. Most access, however, takes place over land already in use for other purposes such as farming or forestry. Care is, therefore, required to avoid adverse impact on existing rural activities, and to ensure that access does not destroy the very characteristics that make the visit worthwhile.

All three Ayrshire Councils are working to improve outdoor recreation facilities. Notably, the establishment of Clyde-Muirshiel Regional Park in the Renfrew Hills has opened up large areas of upland landscapes, and there are many examples of smaller scale, but no less important improvements throughout Ayrshire. Whilst capital expenditure on countryside management is limited, it is often possible to achieve much by negotiation and agreement. There are also significant benefits in seeking to link individual schemes to an overall strategic framework not least because of the possibility of attracting improved grant-aid.

Various elements of the countryside act as natural magnets for tourism and leisure pursuits, including the coast and the existing Regional and Forest Park together with other country parks and woodland initiatives. In order that the widest benefit can be derived from these facilities, there are a number of opportunities to link linear features, such as the coast and river valleys, into a wider strategic framework to provide walking and cycling routes which access the main recreational areas. These are already partly developed through the "Paths for All" Partnership and the creation of the Ayrshire section of the National Cycle Route proposed for the Year 2000 by Sustrans, and link to wider Scottish initiatives. Their further development and promotion is seen as important, not only for leisure and recreational activity, but also in some instances, to promote small-scale tourist activities or to act as wildlife corridors linking habitats.

E5

The three Ayrshire Councils, with other relevant agencies, shall make provision for leisure, recreation and sporting facilities which:

- A develop and enhance the existing recreational infrastructure including Clyde-Muirshiel Regional Park, Galloway Forest Park, other Country Parks and Woodland Initiatives;
- B maximise access at the coast;
- C support the rural economy;
- D promote a strategic network of walking and cycling routes;
- E achieve co-ordinated tourism, environmental and access initiatives along the valleys of the River Garnock, Irvine, Ayr, Doon, Stinchar and Girvan;
- F develop opportunities for access linked to environmental improvements at the edge of settlements.

Biodiversity

Biodiversity encompasses the whole variety of all life, not just rare or threatened species and habitats. It is critical in 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. In Ayrshire 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 will now be developed, giving particular recognition to species and habitats identified through the audit.

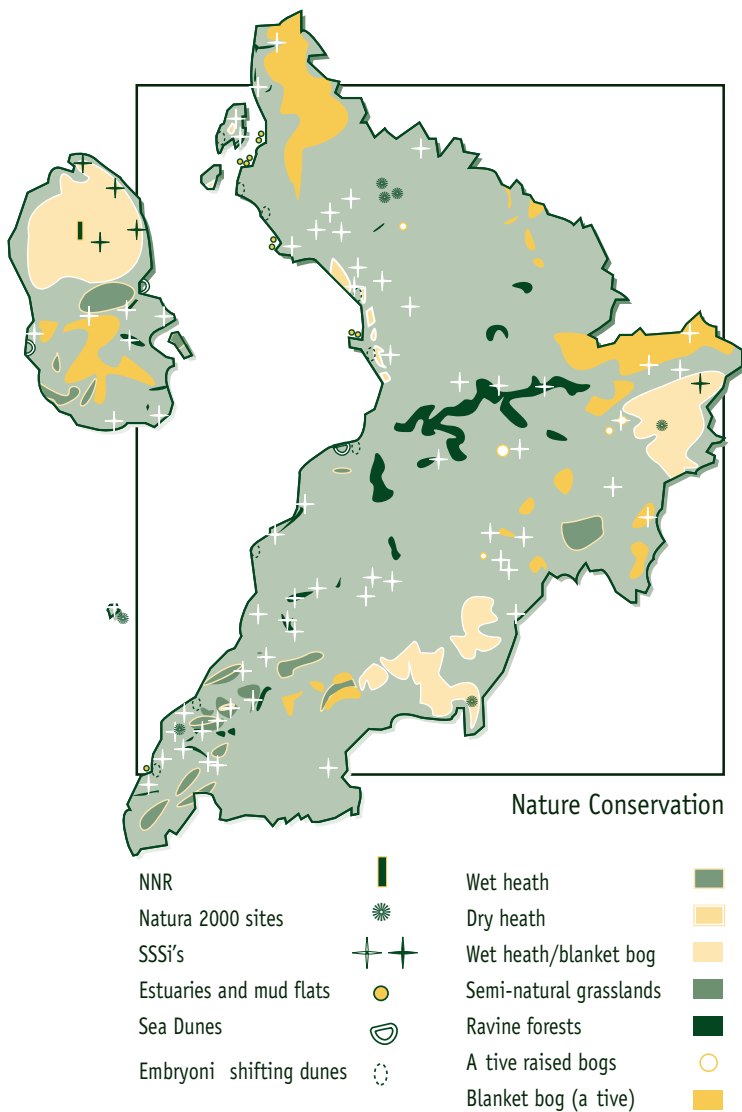
Ayrshire Joint Structure Plan Committee.

Biodiversity

The United Kingdom "Action Plan on Biodiversity" was published by the Government in 1994 and set out the broad strategy and targets for conserving and enhancing wild species and wildlife habitats for the next twenty years. One of the main outcomes of the UK Action Plan was the setting up of the UK Biodiversity Steering Group to ensure that the national strategy is translated into effective action at the local level. As a consequence, a Local Biodiversity Action Plan (LBAP) for Ayrshire is currently being developed. This plan identifies and sets quantifiable targets for local species and habitat protection, seeks to develop effective partnerships to ensure biodiversity conservation is maintained in the long term and explores options for the restoration, enhancement and management of habitats.

E6

Local plans shall have regard to the principles of biodiversity as set out in the Local Biodiversity Action Plan for Ayrshire and special attention shall be given to the maintenance of biodiversity, whenever reasonably practical, including provision for the migration of flora and fauna.



Nature Conservation

Ayrshire's natural heritage resource is composed of a wide range of animal and plant species as well as earth science features. These are protected through European and United Kingdom legislation and by a variety of non-statutory designations. Increasingly, this protection is being achieved through the protection of habitats.

At a national level protection is offered by designation of a site as a National Nature Reserve (NNR) or as a Site of Special Scientific Interest (SSSI) and there is a requirement through legislation to protect these from adverse development. Overlaying these designations, however, is protection now offered to sites promoted through the European Commission. These are known as Special Areas of Conservation (SAC) under the Habitats Directive and Special Protection Areas (SPA) under the Birds Directive. Collectively these are known as Natura 2000 sites. The Habitats Directive also promotes other measures for the management of the countryside outwith designated sites. Features of concern are those which, because of their linear nature, function as stepping stones or wildlife corridors and are essential for migration, dispersal or genetic exchange.

E7

Development likely to have a significant effect on a Natura 2000 site will be subject to an assessment of the implications for the site's conservation objectives. The development will only be permitted where the assessment indicates that:

- it will not adversely affect the integrity of the site; or
- there are no alternative solutions, and there are reasons of over-riding public interest, including those of a social or economic nature.

E8

Development which would affect:

- A National Nature Reserves;
- B Sites of Special Scientific Interest;

shall conform to the structure plan only where any objectives of designation and the overall integrity of the site will not be compromised, or where any significant adverse effects on the qualities for which the site has been recognised are clearly outweighed by social or economic benefits of national importance.

E9

In assessing the likely effects of development on the natural heritage value of sites which are not of national or international importance, the three Ayrshire Councils shall have regard to the need to manage features of the natural heritage which are of importance for habitats and species, with a view to complementing the Natura 2000 network.

Renewable Energy

The production of energy affects the environment in a number of ways, but most readily through pollution or visual intrusion. The Government is committed to a significant reduction in the emissions of “greenhouse gases” by 2010 and recognises that the promotion of renewable energy can make a significant contribution to that reduction. Whilst such energy sources may well be more environmentally benign in global terms than fossil fuels, their development can also have an environmental impact.

The National Planning Policy Guidelines on Renewable Energy (NPPG 6) aims to stimulate the development of renewable energy where it is economically attractive and environmentally acceptable throughout Scotland and the Government has introduced the Scottish Renewables Obligation (SRO) which requires that both Scottish Power and Scottish Hydro-Electric obtain an increasing percentage of electricity from renewable sources. Whilst there are opportunities to explore solar power, farm wastes, and landfill gases at a local scale, the most economic forms of renewable energy in Ayrshire are wind energy, the growing of biomass in the form of coppiced tree crops and forest residues. It is considered that the principle of supporting alternative energy supplies should be encouraged where there would be no loss of amenity.

E10

Proposals for renewable energy development shall conform to the structure plan where it can be demonstrated that:

- A there are likely to be no significant adverse environmental impacts or infrastructure constraints; and
- B the design of the development is sensitive to the landscape character and appropriate to the local circumstances.

Wind Energy

There is a national debate about windfarms for energy production, and wide ranging and often polarised views about whether they are acceptable in the landscape. It is recognised that Ayrshire is ideally placed for the location of windfarms, especially on the summits of prominent hills, upland moorland areas and the coastal zone, all of which experience sufficiently high wind speeds.

NPPG 6 states that wind turbines should only be permitted where they would not be significantly detrimental to the landscape, would not create noise problems, would not interfere with aircraft activity, would not interfere with the flight paths of migratory birds or would not result in “shadow flicker” or driver distraction. Within this general guidance, however, there are many more localised issues to be addressed and particularly the issue of cumulative impact of several wind farm locations in a small area and their impact on local landscape character.

Windfarms provide a highly sustainable form of renewable energy and as the main thrust of the structure plan is to achieve a more sustainable policy base, there is a general case for encouraging and supporting windfarm development in Ayrshire. This would of course be subject to any policy restrictions identified by this plan - for example Natura 2000 sites - and would also be subject to adequate safeguards being made to minimise any adverse localised environmental effects.

E11

Proposals for wind turbine and windfarm development, including their construction, siting, access and transmission links to the grid shall conform to the structure plan where it can be demonstrated there is no significant adverse effect on:

- A local communities;
- B landscape character and visual amenity;
- C natural environment;
- D built heritage;
- E telecommunications, transmitting or receiving systems; and
- F prime quality, or locally important good quality agricultural land.

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

Mineral Resources

Natural resources have historically played and continue to play a major role in the economic development of Ayrshire. Aggregates (sand, gravel and hard rock) are required for the construction industry and demand has risen over the last ten years. Coal production is concentrated in East Ayrshire and supplies almost 30% of Scotland's open cast coal. Limestone resources at Beith are of sufficient thickness to be economically viable for cement making and this is recognised in National Planning Policy Guideline: Land For Mineral Working (NPPG 4) which requires that they are safeguarded. Peat is found throughout Ayrshire, but in line with national policy, commercial extraction of the material should be resisted where there are nature conservation and archaeological resources, which remain relatively undamaged.

Within the context of sustainability and environmental impact Government policy is being reshaped. In his decision letter on the Strathclyde Structure Plan in October 1997, the Secretary of State raises the questions about the scale of opportunity in the sand and gravel search areas and suggests clarification of the search area for hardrock quarries to the west of Glasgow as a result of representations received from operators. In addition, in March 1999, the Government published National Planning Policy Guideline 16 - Opencast Coal and Related Minerals. This sets down parameters for dealing with opencast coal operations. A policy framework for minerals has been developed, therefore, which firstly identifies a general protection policy for specialised minerals and a further policy to define criteria for considering development proposals. Thereafter there are specific proposals for opencast coal extraction and for other minerals.

E12

The three Ayrshire Councils shall protect, where practicable, economically important mineral resources including aggregates, limestone and coal, from sterilisation by permanent development. Local plans shall bring forward specific policies for the protection of these resources.

In addition local plans shall identify areas of low conservation or archaeological interest which might be suitable for peat extraction.

E13

Proposals to extend the supply of land with planning consent for the winning and working of minerals shall be considered against the following criteria:

- A whether the proposal conforms to Policies E14 and E15;
- B availability of alternative supplies;
- C 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 extent of directly related community benefit derived, such as the enhancement and creation of landscapes and habitats, and removal of dereliction;
- G opportunity to maximise transport by rail and sea;
- H other inward investment opportunities in the area;
- I cumulative impact of proposals in one area; and
- J the extraction period.

Opencast Coal

Opencast coal provides employment in parts of Ayrshire where upland farming and forestry provides few jobs and also plays a role in clearing dereliction. With the extraction process, however, comes a potential for environmental and community disruption both at the site itself and through the transportation of the material. Recent Government advice contained in the NPPG 16, has now indicated that where the working of opencast coal would cause demonstrable harm to the environment, or amenity of the local community, then permission should not be granted.

The previous structure plan introduced a policy of identifying preferred areas for opencast coal working and the Ayrshire Councils see considerable merit in continuing this principle which creates certainty for investment and can bring some environmental benefit. In assessing possible areas for opencast coal extraction an exercise has been concluded which identifies sensitive environment, landscape, transport and natural resources and matches them against both coal reserves and potential damage to communities. The three areas identified as “Preferred Areas of Search”, which are all located in East Ayrshire, represent those areas which have few environmental constraints, are isolated from most local communities and are close to the existing coal railheads. Outwith these areas, in North and South Ayrshire and the remaining part of East Ayrshire, it is not considered appropriate to allow further opencast operations except where there is a clearly recognised environmental benefit through the removal of dereliction by small scale extraction.

E14

- A Development opportunities for opencast coal working shall be directed to Preferred Areas of Search in East Ayrshire identified on the Key Diagram. Local plans shall bring forward detailed policies and proposals for opencast coal working within these areas.
- B In North and South Ayrshire, and the remaining parts of East Ayrshire outwith the Preferred Areas of Search, opencast coal working shall not conform to the structure plan except where there is a clearly demonstrated environmental benefit achieved through the removal of existing areas of dereliction, and there is an overall benefit for communities affected, including local employment. In these circumstances, proposals for small-scale, short-term extraction shall be supported.

Any proposals will be considered against the criteria in Policy E13.

N.B. “Small-scale” relates to proposals of less than 25ha. of total size area; “short-term” relate to proposals with a total extraction and restoration period of less than 2 years.

Aggregate and Other Minerals

Outwith potential opencast areas there are a number of other natural resources which could provide economic benefit to parts of Ayrshire. The mechanism for their analysis, however, is not yet in place. It would not be appropriate, therefore, to define further search areas for materials such as sand and gravel and hard rock, until such time as a process has been agreed with the mineral operators and other relevant agencies. In the interim, proposals to extend the supply of any mineral should not conform to the structure plan except at existing workings.

E15

The three Ayrshire Councils, in conjunction with mineral operators and relevant agencies, shall identify and agree a 10 year landbank of permitted reserves for the supply of aggregate minerals. In the interim, proposals to extend the supply of land with planning consent for the winning and working of aggregate minerals shall not conform to the structure plan except:

- A at existing workings; or
- B for special local need in the Rural Diversification Area.

Any proposals will be considered against the criteria in Policy E13.

E16

The three Ayrshire Councils, in conjunction with mineral operators and relevant agencies, shall bring forward proposals for the identification, protection and exploitation of other minerals considered to be of strategic significance.

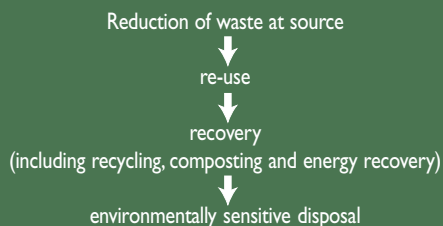
Waste Management

On average, in excess of 600,000 tonnes of waste is produced annually in Ayrshire with approximately half of this figure being industrial waste and the rest comprising household and commercial waste. The most common method of waste disposal is through landfill. In recent years, recognition of the potential damage caused by various methods of waste disposal has resulted in the tightening of control over dumping at sea and pressure for higher standards at landfill sites. Government advice in the National Planning Policy Guideline: Planning and Waste Management (NPPG 10) requires planning authorities to achieve waste management without endangering human health or harming the environment. The national waste regulation authority, Scottish Environment Protection Agency (SEPA) have produced a draft national waste strategy, which Councils will require to implement in place of existing waste disposal plans. Alterations to structure plan policy will be considered in the light of the National Waste Strategy.

Waste management strategy requires co-ordinated action to reduce the production of landfill waste by promoting a wide range of different treatments. Most are outwith the scope of planning legislation, but eventually the residue finds its way to a landfill site. However landfill is likely to continue to be the main method of waste disposal for the near future, and there will be a continued need to identify further landfill disposal sites. In addition criteria for the handling of both landfill sites and other waste materials, such as the solid by-products of water and sewage treatment, are required. These are based on the twin principles of proximity to the point of production, and a shift towards greater self sufficiency.

The Waste Hierarchy

Under the Environment Act (1995) the Scottish Environment Protection Agency (SEPA) is responsible for waste regulation and for producing a National Waste Strategy. A Draft Strategy was issued in 1997 and outlines a framework for achieving a more sustainable approach to the effective management of waste. It includes the concept of the waste hierarchy, a framework which can provide a series of prioritised options for the effective management of waste.



The Strategy has been designed to encourage waste management that moves through this hierarchy and promotes reduction for all waste streams. Although the Strategy is not a land use planning document, the National Planning Policy Guideline; Planning and Waste Management (NPPG 10) requires statutory planning documents to reflect the objectives it sets out.

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E17

The three Ayrshire Councils shall require to make provision for sites of sufficient capacity for the safe management and disposal of the residues of domestic and industrial waste within Ayrshire, as close as possible to the point at which waste is generated.

E18

Sites for the treatment and disposal of waste from outwith Ayrshire shall not conform to the structure plan unless they can be justified by the proximity principle or by an over-riding environmental benefit to the host authority, and subject to the criteria outlined in Policy E19.

E19

Proposals to handle, treat or dispose of waste and the handling of liquid and solid by-products of water and sewage treatment shall require to be justified against the following criteria:

- A the need to avoid air, surface and groundwater pollution;
- B the effects of traffic movement on the road network;
- C the safeguarding of landscape character, residential amenity and the avoidance of conflict with other uses;
- D the avoidance of areas of flood risk and potential sea-rise change;
- E damage to the natural and built environment; and
- F intrusion into areas of high visibility particularly in road and rail corridors.

Built Heritage

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.

E20

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;
- D archaeological locations.

Local plans shall prepare detailed policies for their protection and enhancement.

Archaeological Landscapes

The principle of protecting both internationally and nationally important archaeological landscapes has been recognised through previous structure and local plans for the area. Unlike the Natura 2000 concept for nature conservation, there is no European or UK government legislation that adequately protects this important resource. It is, therefore, important that the measure of protection afforded through a structure plan is continued. The three areas identified represent a major heritage resource in Ayrshire and could have considerable tourism potential which should be explored.

E21

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

- A Machrie Basin, Arran: Prehistoric Settlement Pattern
- B Muirkirk: Remains of Tar, Coalmining Industries and Infrastructure
- C Upper Doon Valley: Remains of Ironworks, Supporting Industries and Infrastructure

The Ayrshire Councils shall work with relevant agencies to bring forward as appropriate proposals for their interpretation and promotion.

Transport

Transport Strategy

The development of an efficient and integrated transport system is essential to ensure long term social and economic prosperity. Without the requirement to move large numbers of commuters daily to one central location and without the general congestion caused by large cities, Ayrshire has developed a transport system that relies as much on the private car as on public transport for the movement of people. Commerce and industry also relies heavily on the transportation of goods by road.

In addition, settlement structure is characterised by a large number of dispersed communities. This can make public transport provision to key services such as education and health care, and access to employment opportunities more difficult to achieve economically. Car ownership is generally high in the rural areas though not in urban areas which in many cases are below national average particularly for the old, young and unemployed, with accessibility to services for them dependant on public transport provision.

In July 1998 the Government published a White Paper "Travel Choices for Scotland" indicating the new approach to integrated transport. This was followed in August 1998 by a draft National Planning Policy Guideline on Transport and Planning. Both these documents represent a new direction for transport policy based on integration within and between different modes, with the environment, land-use planning and policies on such aspects as education, health and wealth creation. A key element of the policy redirection is to focus on a balanced, as well as an integrated, transport strategy which links transport policies to the wider sustainability agenda. This aspect of transport has been developed as part of the Ayrshire Development Strategy (Policy ADS8).

As part of the White Paper, the Government has identified Local Transport strategies as the building block on which future local authority transport policy will be based. Conceived as a partnership with relevant outside bodies, these strategies will set out in detail the authority's plans and priorities for development. With the new integrated approach there will require to be fundamental links into the development planning process and the new transport policies in the Ayrshire Joint Structure Plan represent the basis on which the local transport strategy can be developed.

T1

Working in partnership, the three Ayrshire Councils shall prepare Local Transport Strategies that integrate different modes of transport and link transport to social and economic policy, land-use planning and the environment. Accordingly, the councils shall seek to:

- A ensure adequate access for all forms of transport to areas of economic opportunity;
- B encourage new development in locations which are accessible by means other than the private car;
- C minimise the demand for travel by private car;
- D maximise the use of public transport through the development of public transport corridors;
- E maximise facilities for walking and cycling as an alternative means of transport;
- F protect the environment and promote traffic relief to communities on main routes;
- G improve and enhance access to town centres by all forms of transport and provide for appropriate levels of parking;
- H maximise the use of non-road based freight transport; and
- I improve facilities for disabled access.

Local Transport Strategies

We shall therefore be encouraging each local authority to develop a Local Transport Strategy. Co-operation and partnership with the relevant outside bodies such as local public transport operators is likely to be crucial to the successful implementation and operation of a Local Transport Strategy. We envisage a Local Transport Strategy being a comprehensive document prepared with input from all local authority departments, and drawing on all forms of local authority provided transport. The strategy will set out the authority's plans and priorities for the development of an integrated transport policy within its area, designed to serve people in that authority in a way which is consistent with our overall sustainable development objectives.

Travel Choices For Scotland
The Scottish Integrated Transport White Paper
July 1998

Cycling and Walking

Both cycling and walking are regarded by government as integral components of transport policy.

Improvement of pedestrian access is now generally accepted as being important to the long term vitality and viability of town centres and research in Ayrshire shows this is reflected in improved commercial performance. In 1996 the Government produced a National Cycling Strategy which seeks to bring cycling priority on to the highway network, in town centres, for journeys to work and for new developments. The importance of walking has also been re-emphasised in the Government's White Paper.

Cycling, like walking, has a clear role to play in providing a sustainable and integrated approach to transport need. If used effectively, both can offer practical alternatives to trips by private car. Not only do they provide accessible, convenient and environmentally friendly means of making local journeys, they are a healthy, enjoyable, economic and efficient means of travel. Given the emphasis on a balanced and integrated transport strategy there is clearly an advantage to increase walking and cycling journeys and to encourage more energy-efficient and less resource-consuming means of transport. In the development of local plans, therefore, a number of measures could be introduced to effect an increase in journeys by cycle and on foot. These might include:

- promotion of development patterns and location of developments which ensure that short trips to work, education and local facilities can be made safely by cycle or on foot;
- provision of safe pedestrian and cycle routes into town centres and the creation of dedicated cycle parking space;
- encouragement of employers to introduce schemes for reducing car use for journeys to work;
- establishment of a network of routes that is both promoted and widely published;
- to engineer priority for foot and cycle traffic in local road improvements;
- to seek integration with other means of public transport;
- targeting of specific markets e.g. a school transport policy; and
- ensuring that development does not sever routes used by cyclists and pedestrians or unjustly prejudice accessibility by walking and cycling.

As collectively part of wider analysis of travel patterns for a community, these measures could bring about a reduction in the use of the car.

T2

Local plans shall bring forward proposals that encourage cycling and walking as a means of transport by:

- A ensuring that all significant new development provides convenient and attractive facilities for pedestrian and cycle access; and
- B promoting new and attractive pedestrian and cycle priority routes.



Ayrshire Passenger Rail Network

Public Transport

The last ten years has seen a significant organisational change in the provision of public transport. Continued investment by Strathclyde Passenger Transport and Local Authorities in the rail network has seen substantial increases in rail patronage, but this has been offset by reduced bus patronage. Bus service deregulation has also led to many changes in the operating structure. Throughout Ayrshire buses are likely to remain the main form of public transport for those without access to a car, with Councils' subsidising non-profitable routes and services for social objectives. However, public transport will come under increasing pressure if car ownership, already higher in the countryside than in the town, continues to grow.

It is considered that an effective and efficient public transport system will make an important contribution to future prosperity, and the long-term viability of the wider public transport network must be protected at all times. It must also be realised that an integrated transport system, to which everybody ultimately aspires, will take a very long period to develop and it is considered imperative that the principles on which it is to be based must be established without delay.

Within the context of a balanced transport strategy there is a requirement to promote measures to develop an efficient and integrated public transport system. This should meet the economic, social and environmental needs of the community. Changes at local government reorganisation mean that responsibility for both the development of strategy and the funding of the transport system currently rests with Councils working in tandem with the Strathclyde Passenger Transport Authority and to a limited number of private sector service providers. In this situation it is important that a clear message on future service provision, and the parameters for the development of that service provision, is established. Measures to direct development to existing settlements will contribute significantly towards a future land use pattern that is sympathetic to journeys by public transport and steps require to be taken in local plans to ensure that priority is given to further improvement to the existing public transport infrastructure.

T 3

The three Ayrshire Councils shall work with the Strathclyde Passenger Transport Authority and other appropriate bodies to improve public transport by:

- A the retention and improvement of rail services and commercial bus services;
- B the retention and improvement of bus services serving rural communities;
- C promoting access to areas of job opportunity particularly from areas of high unemployment;
- D the encouragement of interchange between different types of transport and the development of innovative information and through-ticketing systems;
- E encouraging priority to bus services in urban areas;
- F the consideration of further investment in the rail network to increase capacity;
- G the identification, development and promotion where considered feasible of new stations and park-and-ride facilities; and
- H protecting important former rail solums and potential station sites for possible future use.

Freight Transport

Much of the economy of Ayrshire currently relies on an efficient road haulage system for the movement of goods. However, road transport can no longer be seen as the only means of transporting freight in the future. Major opportunities are beginning to emerge to develop new methods of transportation, including the opportunities to integrate road and rail, or to make transport by rail and by sea more competitive. Irrespective of these changes however, the primary movement of freight will still be by road transport. It is therefore suggested that a number of working principles be adopted for policy development for the movement of goods and that these should be encompassed in a freight transport strategy for Ayrshire.

T4

The three Ayrshire Councils, through the development of a freight transport strategy for Ayrshire, shall consider:

- A limiting the use of unsatisfactory routes by road freight transport and directing it to the strategic network;
- B supporting and developing proposals for the transportation of freight by rail and sea;
- C bringing forward proposals to allocate land for freight transfer facilities, rail sidings and transshipment depots at convenient and accessible points on the rail network; and
- D the logistics of freight movement as it affects Ayrshire business.

Air Freight

Glasgow Prestwick International Airport and the surrounding area is a major asset for the future of the Ayrshire and Scottish economies. This has already been recognised by Policy W1 and W3. As the prime freight airport in Scotland, particularly as a focus for the dispatch of goods and materials for Scotland's oil and electronics industries, and with a large potential capacity for the expansion of freight services, the airport is well placed to play a major part in the future economy of the area. There are already close links with the Airport's owners about the development of airport-related facilities, but this applies equally to the movement of freight to and from the airport.

T5

The three Ayrshire Councils shall work with the owners of Glasgow Prestwick International Airport to promote the development of freight movement through the airport.

Ports and Harbours

Ports and harbours fulfill an important role in the economy and this is likely to grow in the future as transport by sea increases. Hunterston, with its deep water facility capable of accommodating the largest vessels, presents a unique opportunity for the development of the import and trans-shipment of goods in Scotland. This is recognised in government policy for the area. Hunterston, Ardrossan, Troon, Ayr and Girvan are identified as the main strategic ports offering opportunities for further growth both in terms of trade and development land. Their integration into the strategic transport network is of prime importance. All the ports identified offer opportunities for further growth, and should be safeguarded against inappropriate development. Similarly, port-related development should not be constrained by the inappropriate use of land immediately adjacent to the port areas and local plans should reflect this accordingly. It is important that the island ferry links both to Arran and Cumbrae are provided with an appropriate land use development context.

T6

Local plans shall incorporate proposals for:

- A the development and promotion of the unique deep water port at Hunterston, and the strategic ports at Ardrossan, Troon, Ayr and Girvan together with their associated land uses and links to the strategic transport network.
- B the development and promotion as necessary of the ferry services from Ardrossan to Brodick and from Largs to Cumbrae.

Rail Freight

In the past, transport of goods by rail has been an important element in the development of the Ayrshire economy. Even today Ayrshire is well served by a network of routes both electrified and non-electrified routes and both the Glasgow-Ayr-Stranraer and the Dumfries-Kilmarnock-Glasgow are classified as a Trans-European Network link. Although languishing for some time after the Beeching closures in 1967, today there is evidence of a significant shift in movement of goods to rail. This is particularly evident in Ayrshire with the bulk handling of coal and timber and the building of transfer points at key locations on the supply system. If the transportation of goods by rail is to increase, additional interchange facilities will require to be provided and current capacity restrictions on lines both within Ayrshire and South West Scotland will require to be addressed with the surrounding authorities and other agencies.

T7

The three Ayrshire Councils shall work with the surrounding authorities and supporting agencies to improve rail freight links to and from Ayrshire.

The Strategic Road Network

The Structure Plan promotes the requirement to reduce travel and seek opportunities to explore the principle of increasing the use of non road-based freight movement. Because of past trends, however, it will be sometime before changes can be brought into effect, particularly as the best means of achieving this policy switch is through the gradual restructuring of land use in and around settlements through the implementation of sympathetic planning policies. In the interim it is considered important that the strategic road network is maintained and supported for the wider economic benefit of Ayrshire.

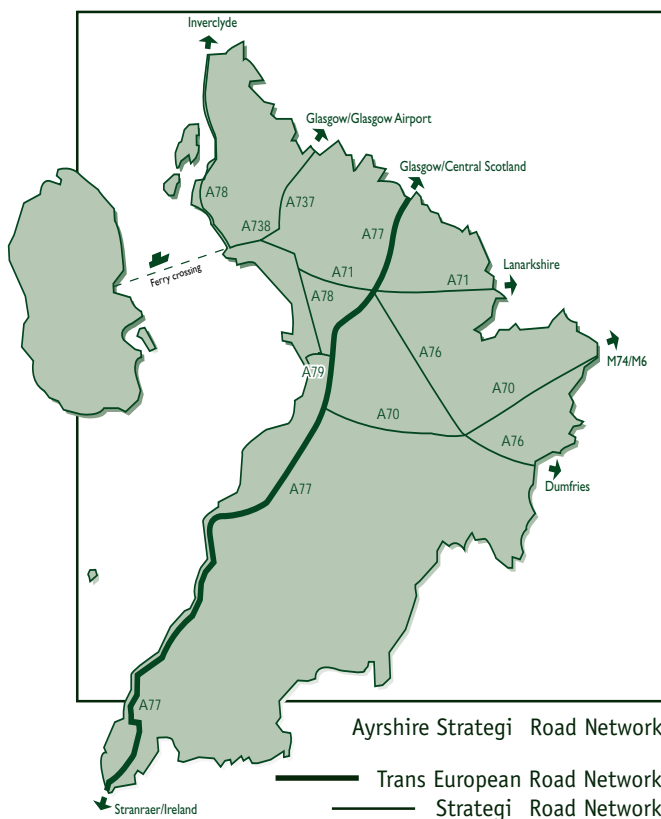
T8

The three Ayrshire Councils shall ensure that:

A main traffic flows shall as far as possible be channelled on to the Strategic Road Network comprising:

- A76(T) Kilmarnock-Dumfries & Galloway;
- A77(T) Newton Mearns-Kilmarnock-Ayr-Stranraer (Trans-European Network);
- A78(T) Inverclyde to Dutch House Roundabout;
- A79 Monktonhill to Prestwick;
- A737(T) Johnstone By-pass to Kilwinning;
- A738(T) Kilwinning to Pennyburn Roundabout;
- A70 Ayr to M74/M6;
- A71 Irvine to South Lanarkshire (link to Mossend); and

B roads forming the strategic road network shall be brought to a basic acceptable standard to attract long distance and commercial movements away from less suitable roads.



Traffic and the Environment

Whilst recognising the need to reduce travel as part of the achievement of a balanced and integrated transport strategy, the Ayrshire Councils realise that there are still many settlements experiencing unacceptable levels of traffic. This is likely to detract from the competitiveness of shopping centres, to be a disincentive for passing traffic to stop and to detract from the living and working environment of the settlements concerned through high levels of noise and air pollution. Most of these settlements lie astride the strategic road network where the responsibility for funding lies with the Government. Although the Ayrshire Councils will continue to explore alternative ways of funding the key strategic links to the east via A70 and A71, improvements to the rest of the network will require Government action and early implementation will be encouraged.

As part of the Strategic Roads Review, the Scottish Executive announced in November 1999 that the following road improvement schemes in Ayrshire would proceed to construction over the next three years:

M77	Fenwick - Malletsheugh; and
A78	Ardrossan - Saltcoats Bypass.

The remaining schemes listed in Policy T9 are not included within the Scottish Executive road improvement programme.

T9

A The three Ayrshire Councils shall encourage the early construction of the following Scottish Executive Trunk Road Improvement Schemes:

A76	Mauchline By-pass New Cumnock By-pass
A77	Newton Mearns - Kilmarnock Upgrading Maybole By-pass Ayr/Prestwick Junction Improvements
A78	Three Towns By-pass
A737	Kilwinning By-pass Dalry By-pass The Den By-pass

Local plans shall safeguard the proposed lines of the routes identified.

B Funding shall be sought for the upgrading and improvement of the A70 and A71 as an integral part of the Strategic Road Network.

C Working in partnership with the surrounding authorities and the Scottish Executive, the three Ayrshire Councils shall explore the options for linking Ayrshire more effectively to the national motorway system.

Parking

Parking policy is an integral component of wider transport policies. Its regulation and management in the larger towns is therefore seen as an important mechanism for wider economic activity. As yet only Ayr has had substantive analysis of parking supply and demand but all three Councils are looking at ways to manage the supply in town centres. In order to ensure that parking is managed for the benefit of the wider strategy additional demand management will be required.

T10

The three Ayrshire Councils shall ensure that demand for public parking space will be managed by:

- A regulating the overall supply with the aim of encouraging alternatives to the private car;
- B giving priority in town centres to short stay parking; and
- C ensuring that a balance in parking supply exists between neighbouring town centres to avoid competitive disadvantage.

Strategic development guidelines

This section sets down a general approach to dealing with development proposals and provides a context for identifying future development sites in local plans. Its purpose is, in part, to provide clarity in the guidance given to developers but the policies also express a locational aspect of the strategy's attempt to make development more sustainable.

Settlement Strategy Implementation

The overall policy objectives of the Joint Structure Plan will be achieved primarily through the three Ayrshire Councils' development promotion/control responsibilities, with new land allocations being identified in local plans. The concept of a built-up area boundary is fundamental to the implementation of many of the structure plan policies. Already defined by existing local plans and currently under review in new local plans, the definition of settlement boundary within which development is in principle acceptable, and areas of countryside within which, with certain exceptions, development is not acceptable, is a key element of planning strategy. The primary purpose of Policy G1 is to give priority in providing for new development within existing settlements, and also to give further support to Policies ADS2 and ADS3.

G1

The three Ayrshire Councils shall, in providing for new development, give priority to the use of land within existing settlements. Any proposed development outwith settlement boundaries shall not conform to the structure plan except:

- A where it specifically accords with other policies in the structure plan;
- B in locations identified in local plans for that specific development purpose; and
- C where the proposed development meets appropriate development criteria as defined by the structure and local plan.

Development proposals in settlements not delineated with a settlement boundary in local plans will be treated as development in the countryside and Policies G4, G5 or G6 shall apply.

Environmental Impact

The urban and rural environment of Ayrshire is important for both residents and tourists and is an important factor in the attraction of inward investment and overall economic growth. Throughout the plan, policies seek to improve the overall quality of the environment and Policy G2 details a list of environmental criteria against which significant development proposals shall be assessed. Policy G3 supports Policy E2 in ensuring that the Sensitive Landscape Areas identified are protected from inappropriate development by giving priority consideration to the environment.

G2

The three Ayrshire Councils shall actively seek to improve the urban and rural environment of Ayrshire, and, subject to other policies in the structure plan, shall not be supportive of development proposals which have significant adverse effects by means of :

- A unacceptable visual damage or intrusion;
- B unacceptable pollution of air, water or land, or nuisance by way of smell, noise and light;
- C unacceptable danger by means of flooding or erosion;
- D prejudicing the use and enjoyment of natural environment and built heritage locations;
- E the loss of prime quality, or locally important good quality, agricultural land; and
- F unacceptable damage to existing species and habitats.

G3

In the Sensitive Landscape Character Areas as defined on the Key Diagram, development shall not conform to the structure plan except where it would:

- A protect and maintain, enhance or restore the scenic beauty, natural systems, wildlife and cultural heritage; and
- B promote the social and economic well-being of communities.

Development in the Countryside

Policy ADS6 requires the three Ayrshire Councils to identify and promote three broad policy areas for the countryside, viz; a Green Belt at Ayr/Prestwick and Troon, a Rural Protection Area and a Rural Diversification Area, with local plans bringing forward specific proposals for their identification, protection and enhancement. In order to provide a context for dealing with development proposals a series of policies is identified which seek to address the type of development acceptable in each area. As a general principle, policies for the three areas reflect the varying degrees of development pressure experienced by their area and its impact, thus Policy G4 for the Green Belt is most restrictive as here development pressure is greatest.

Development pressure is also evident in the Rural Protection Areas. Whilst these pressures are not of the same magnitude as the problems associated with the Green Belt there is a general requirement for general development constraint in these areas, limiting development in the countryside to that for which there is a specific local requirement. In limiting development, however, due account has to be taken of the social, economic and other needs of resident populations, both in the smaller settlements and the countryside. In this regard, whilst there is a general presumption against development in the countryside there are particular developments associated with farm diversification and the local economy that are considered acceptable in planning terms. This is reflected in Policy G5.

In the southern and eastern parts of rural Ayrshire there are peripheral communities remote from the main centres. Policies in the current structure plan already provide for a greater level of economic development and associated housing development in these areas and this has been seen as an important factor in stemming rural depopulation. The Joint Structure Plan continues this principle in the peripheral areas with Policy G6 whilst still retaining an overriding preference for development in the settlements.

G4

There shall be an overall presumption against the spread of built-up areas and the encroachment of development into the countryside of the Ayr, Prestwick and Troon Green Belt. As a consequence there shall be a presumption against development proposals unless:

- A it can be demonstrated they provide exceptional economic benefit, and have a site specific locational need; and
- B they specifically accord with other policies in the structure plan and any other relevant policies which may be included in local plans.

G5

Development proposals in the Rural Protection Area shall normally be limited to the use of land within settlements. Outside settlements, development proposals shall conform to the structure plan only where the development:

- A has a demonstrated site specific locational need;
- B can be justified in terms of social and economic benefit to the community;
- C contributes to rural land diversification; or
- D provides for the operational needs of agriculture and forestry.

G6

Development proposals in the Rural Diversification Area shall normally be limited to the use of land within settlements. Outside settlements development proposals shall conform to the structure plan where the development:

- A comprises an acceptable form of residential use as defined by the local plan;
- B provides for sensitive industrial, business, recreational or tourism development with a demonstrated site specific locational need;
- C can be justified in terms of social and economic benefit to the community;
- D contributes to rural land diversification; or
- E provides for the operational needs of agriculture and forestry.

Development at the Coast

Policy E4 recognises the importance of the coast to the economy and reflects latest Government advice on coastal planning by defining three distinct coastal character types namely: developed, undeveloped and isolated coast. Government advice also indicates that policies should be brought forward to restrict development on the isolated and undeveloped coastline, and Policy G7 provides the basis for dealing with overall development proposals at the coast.

G7

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

- A proposals that would enhance the developed coast shall conform to the structure plan;
- B proposals on the undeveloped coast shall not conform to the structure plan unless they can be expected to yield social and economic benefits sufficient to outweigh any potential impact or there are no feasible alternative sites either away from the coast or at the developed coast;
- C proposals on the isolated coast shall not conform to the structure plan;
- D proposals at the coast shall not conform to the structure plan where it would be vulnerable to marine flooding, erosion or storm, or would rely on enhanced sea defences or land reclamation.

Context for Local Plans

The emerging local plans in Ayrshire will be the main vehicle by which the structure plan policies are implemented. Their role in translating strategic policy to site specific action will be fundamental to the success of the strategy. In the same way that development proposals will have an immediate impact on the overall quality of development, how a local plan allocates land for development is also crucially important over its plan period for the achievement of both quality and sustainability. Policy G8, therefore, draws together the general principles which should guide the release of new development land.

G8

In allocating land for development, local plans shall seek to ensure that sites:

- A maximise the opportunity for local community benefit;
- B make efficient use of vacant and derelict brownfield land;
- C maximise the use of existing service infrastructure where sustainable forms of development can be achieved;
- D avoid the use of prime quality, or locally important good quality agricultural land;
- E avoid increases in, and if possible reduce, the need to travel particularly by private car;
- F are well-related to public transport routes;
- G avoid the loss of existing recreational and amenity open space;
- H conserve all natural environment and built heritage locations;
- I respect the landscape character of an area;
- J are not located where there is a significant risk from flooding, tidal inundation, coastal erosion or ground instability; and
- K do not have an adverse effect on land, air and water quality.

Implementation, monitoring and *review*

Partnership

The implementation of the plan will depend upon the actions of many different bodies and agencies both public and private. The structure plan provides the common framework against which both private companies, agencies and the individual councils in Ayrshire are likely to prepare their individual resource programmes. However, as it is not a resource document of itself, approval of the proposals contained in the plan does not guarantee their implementation, or that funds will automatically be available. The realisation of the plan will therefore depend, not just on decisions taken by the planning authorities, but by a host of organisations and individuals.

In the preparation of the plan there has been extensive consultation with many agencies which provide services to Ayrshire and which are both directly and indirectly associated with the planning process. Promotional and policy documents from these agencies have provided the basis for much of the background evidence for the Joint Structure Plan. These include such publications as Enterprise Ayrshire's Business Plan, Ayrshire and Arran Health Board Strategic Documents, Scottish Homes Strategic Plan, Ayrshire and Arran Tourist Board Strategy Document and the Corporate Policy documents of the three Ayrshire Councils.

Implementation

A Structure Plan is required to take account of the resources likely to be available for carrying out the proposed policies and proposals it contains. The plan therefore requires both to make best use of existing resources and to be realistic about future prospects. In addition, there has to be a certain robustness of the proposals to stand up to variations in the pace of economic change. The three Ayrshire Councils feel confident that the Government's wish to move towards a more sustainable development framework is achievable in Ayrshire, without any compromise in economic prospects. The health of the economy must be the driving force of the plan given the projected future patterns of Gross Domestic Product (GDP), household forecasts and unemployment trends. Without a healthy economy it is unlikely that any wider environmental and community benefits can be achieved.

With the publication of the first Ayrshire Joint Structure Plan the opportunity will be taken to explore and expand the relationship between structure and local plans. The need to produce a strategic document for Ayrshire as quickly as possible after local government reorganisation has meant that in some instances further work will be required to develop concepts or to explore subjects not able to be fully considered in the limited plan period allocated for that purpose. All efforts have been made to

ensure that the structure plan is flexible, capable of change in response to changing circumstance and alive to new concerns as they emerge.

Predicting with accuracy the pace of development or the adequacy of resources to achieve the full implementation of the plan is difficult in the current economic climate. The plan therefore does not attempt to be specific about the timing of the policies and proposals it contains. Generally, however, the policies in the Ayrshire Development Strategy are considered to be both realistic and adequate for the guidance of new development in the next two decades, whilst proposals for industrial land and residential development should all be achievable by 2010 with current levels of resources. The environmental policies are immediately achievable under current legislation. The Ayrshire Joint Structure Plan Committee, when preparing the first alteration to the Structure Plan, will consider whether the following topics raise issues of strategic significance for inclusion in the plan:

- a. infrastructure (including telecommunications)
- b. service areas for motorways and trunk roads
- c. sport and recreation
- d. flooding.

Monitoring and Review

If structure plans are to be truly successful they must be able to respond to changing circumstance. This requires them to be monitored on a regular basis to reflect changes to such aspects as the wider policy environment, development pressure and political priorities. There are a number of topic areas where information is required on a regular basis in order to fulfill certain statutory obligations, e.g. information is required annually on private sector housebuilding rates in order to comply with government advice on the maintenance of an adequate supply of housing land. Scottish Ministers also require an annual submission on amounts of vacant land and its take-up during the previous year.

Because of the severe unemployment situation in Ayrshire, the Ayrshire Economic Information Group collects information on the labour market in Ayrshire on an annual basis. In addition all three Councils work with the Joint Structure Plan Committee to produce an annual review of industrial land take-up. Scottish Executive advice is that Councils may find it beneficial to prepare a brief annual or biennial monitoring statement and circulate this document to all parties involved in the structure plan process. The three Ayrshire Councils concur with this view. A monitoring process is already established on an annual basis for housing, industrial and vacant land together with labour market statistics. These will be made available as necessary. In general, however, the Ayrshire Joint Structure Plan Committee will prepare a monitoring statement on a two yearly review cycle.

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.

CONTEXT FOR THE PLAN

Ayrshire Economic Forum

A body to promote the economic interests of Ayrshire comprising of the Local Authorities, Enterprise Ayrshire, STUC and the Ayrshire Chamber of Commerce and Industry.

Development Plan

A Structure or Local Plan. On its approval by the Secretary of State the Ayrshire Joint Structure Plan will become part of the Development Plan for Ayrshire and will replace the 1995 Strathclyde Structure Plan.

Structure Plan

The strategic policy framework for the development and the use of land. Prepared by Local Authorities for submission to the Secretary of State, 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 generally to the Structure Plan.

AYRSHIRE DEVELOPMENT STRATEGY

Ayrshire Development Strategy

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

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.

In Ayrshire the Green belt has an additional role to protect the land around Glasgow Prestwick International Airport.

Sustainable Development

Development which can be shown to improve the quality of life whilst conserving the environment for future generations.

Social Inclusion

A process to enable all members of society to participate equally in all aspects of life.

Environmental Impact

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

Environmental Assessment (EA)

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

Strategic Environmental Appraisal

Within the context of the Structure plan this is;

- an explicit, systematic and iterative assessment of policies and proposals to evaluate their individual and cumulative impact on the environment;
- an integral part of the plan making and review process, which allows the evaluation of alternatives;
- a quantifiable baseline of environmental quality.

WORKING IN AYRSHIRE

Available and Marketable Industrial Land

Industrial land which will be or could be made available for industrial development within 5 years and which meets the criteria outlined in Annex 1 of NPPG2 - Business and Industry.

Airport and aircraft related facilities

Development directly related to the functional and operational needs of the airport or aircraft.

Electronic accessibility

The combination of computer and information technology, which has freed the relationship between the employee and his workplace.

Sustainable Tourism

The concept of sustainable tourism emphasises the need to use and develop tourist resources in a way which allows enjoyment while, at the same time, ensuring these resources will be preserved for use by future generations.

Green Tourism

Promoting the tourism product in a way that is in harmony with the environment.

LIVING IN AYRSHIRE

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 1996.

Housing Market Area

A relatively self-contained area within which the supply and demand for housing is assessed.

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 which 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 urban area, in use, or generally capable of being brought into active or beneficial use for agricultural (including forestry) purposes.

Town Centre

Generally areas within towns which are the focus of commercial and retail activity and which fulfil 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.

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

A 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.

AYRSHIRE'S 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.

Indicative Forest Strategies

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

Developed, Undeveloped and Isolated Coast

Terminology used for the categorisation of the coastline of Scotland. Intended to serve as a planning policy framework for the assessment of development and the protection of the coastal resource.

"Paths for All" Partnership

Initiative co-ordinated by Scottish Natural Heritage to improve local access for walkers, rides and cyclists.

Biodiversity

The total range of the variety of life forms on earth or any given part of it, the ecological roles they perform, and the genetic diversity they contain.

Local Biodiversity Action Plan

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

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 Protection Area (SPA)

Designated areas to comply with the 'EC Directive on the Conservation of Wild Birds' - (79/409/EEC). Ailsa Craig is currently the only designated SPA in Ayrshire. Together with SAC's (see below), SPA's form a network of European Sites known as Natura 2000.

Special Area of Conservation (SAC)

Designated areas to comply with the EEC Directive on the Conservation of Natural Habitats and of Wild Fauna and Flora Directive (92/43/EEC). Member states are required to identify sites for designation and establish measures necessary for conservation. Together with SPA's, SAC's form a network of European sites known as Natura 2000.

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.

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.

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.

Scottish Renewable Obligations (SRO)

An obligation which requires the electricity suppliers to obtain more electricity from renewable sources than at present. This obligation is implemented through a series of Renewables Orders made under the Electricity Act 1989.

Bio-mass

Bio-mass energy can be derived in two main ways, from the waste material resulting from forest management or by the growing of specialised fuel crops.

Wind farm

An installation which comprises of more than 2 turbines.

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 deposit 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.

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.

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.

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 Government's overall sustainable development objectives.

Strategic Road Network

This includes trunk roads and other important main roads of regional significance.

Trans-European Network (TEN)

A network of interconnecting strategic routes/hubs (road, rail and air) across Europe.

STRATEGIC DEVELOPMENT GUIDELINES

Agricultural Land

Land capable of supporting an agricultural or forest crop.

Prime land: That is land defined by the Macaulay Land Use Research Institute as grades 1, 2 and 3.1

Locally important albeit poorer grade agricultural land: Good quality urban fringe land (3.2), in-bye land, dairying land, and sensitive hill grazing land as defined by SOAEFD.

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.

Natural Systems

The interdependent elements of the natural world that support and sustain life.

AYRSHIRE JOINT STRUCTURE PLAN AND Ayrshire JOINT PUBLISHED DOCUMENTS

ISSUES AND OPPORTUNITIES REPORT 1996

Context Reports 1996
 Working in Ayrshire
 Living in Ayrshire
 Ayrshire Environment
 Accessibility and Mobility
 Housing Land Audit

AYRSHIRE JOINT STRUCTURE PLAN: CONSULTATION DRAFT 1998

Report of Survey:
 Technical Working Notes 1999
 National Planning Policy Guidance for Structure Plans
 The European Context
 Sustainable Development
 Ayrshire Settlement Assessment
 Deprivation and Poor Health within Ayrshire
 Strategic Industrial Land
 Industrial Land Supply, April 1998
 Labour Market and Skills Trends in Ayrshire
 Tourism in Ayrshire
 Strategic Assessment of Housing
 Strategic Assessment of Housing
 Housing Land Supply March 1998
 Retail Capacity Assessment
 Town Centre Capacity Study
 Retail Warehouse Floorspace
 Landscape Character Assessment
 Environmental Data Audit
 Local Biodiversity Action Plans
 Natura 2000 and the EU Habitats
 U.K. Environmental Policy
 Transport
 Strategic Environmental Appraisal
 Landscape Sensitivity Analysis

AYRSHIRE JOINT STRUCTURE PLAN 1999

KEY

Primary Centres		ADS 2
Regeneration Areas		ADS 4
Greenbelt		ADS 6 / G
Rural Protection Area		ADS 6 / G
Rural Diversification Area		ADS 6 / G
Strategic Industrial SW		ADS 6 / G
Strategic Industrial SW		ADS 6 / G
Glasgow Prestwick International Airport		ADS 6 / G
Housing Sites		ADS 6 / G
Seafront		ADS 6 / G
Ayrshire Landscape		ADS 6 / G
National Scenic Area		ADS 6 / G
Land Requirements		ADS 6 / G
Coastal Classification		ADS 6 / G
Market Areas within Ayrshire		ADS 6 / G
Developed		ADS 6 / G
Undeveloped		ADS 6 / G
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Natura 2000 Sites		ADS 6 / G
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Important Agricultural and Birds Directives		ADS 6 / G
Port		ADS 6 / G
Trans European Network / Rail		ADS 6 / G
Trans European Network / Road		ADS 6 / G
Strategic Transport Routes		ADS 6 / G
Strategic Road Network		ADS 6 / G
Link Road Improvement		ADS 6 / G

STRUCTURE PLAN THE KEY DIAGRAM

