EAST AYRSHIRE

the community plan

planning together
working together
achieving together
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Introduction

Community planning is about a range of partners in the public and voluntary sectors working together to better plan, resource and deliver quality services that meet the needs of people who live and work in East Ayrshire. Community planning puts local people at the heart of delivering services. It is not just about creating a plan or a vision but about jointly tackling major issues such as health, transport, employment, housing, education and community safety. These issues need a shared response from, and the full involvement of, not only public sector agencies but also local businesses, voluntary organisations and especially local people.

The community planning partners in East Ayrshire are committed to working together to make a real difference to the lives of all people in the area. We have already achieved a lot through joint working, but we still need to do a lot more to make sure that everybody has a good quality of life. Together, those who deliver services and those who live in our communities will build on our early success and on existing partnerships and strategies to create a shared understanding of the future for East Ayrshire.

The community plan is a blueprint for how we want to improve the lives of people living within East Ayrshire between 2003 and 2015. The associated action plans will build on the main strengths of the area, its people and the partners to tackle the problems that communities are facing. Community planning offers everyone a unique opportunity to build on the local assets and tackle the challenges facing East Ayrshire.

At the time of production our Community Planning Partners are: the Community, East Ayrshire Council, Scottish Enterprise Ayrshire, NHS Ayrshire & Arran, Strathclyde Fire Brigade, Strathclyde Police and Strathclyde Passenger Transport Authority. Discussions are also ongoing with Communities Scotland regarding their involvement in the process.

Our Vision

“East Ayrshire will be a place with strong, vibrant communities where everyone has a good quality of life and access to opportunities, choices and high quality services which are sustainable, accessible and meet people’s needs.”
Our Guiding Principles

Community planning brings together agencies, organisations and communities to identify and prioritise what needs to be done, and to plan, co-ordinate and deliver action to meet these identified priorities. Our guiding principles, shown below, will direct how we do this and make sure that the community planning process is consistent. This is only the beginning. By planning together, working together and achieving together, we will:

• promote social justice and social inclusion;
• build sustainability;
• succeed in joint working and involving people;
• ensure quality and accessibility; and
• deliver continuous improvement and best value.

Social Justice and Social Inclusion

We are committed to a future where everyone matters. The Social Justice principles of equality and social inclusion are about making sure that everyone, including people with a disability or from a minority ethnic group, no matter what their life circumstances, has opportunities and choices. To promote social justice and inclusion, our solutions must be comprehensive and co-ordinated so we can tackle the full range of problems and issues that individuals, families and communities face.

Sustainability

Sustainability is at the heart of this plan. We are committed to making sure that the outcomes of social, economic and environmental improvements are sustainable and will stand the test of time. A sustainable community is one which makes sure that today’s decisions do not have a negative effect on the future and where actions will have a long-lasting effect. Sustainability is an important part of community life, from health, housing, education, transport and economic development to conservation and waste management. We will make sure that the decisions we make meet the needs of today and protect the environment for the future.
By planning together, working together and achieving together, we will:

- promote social justice and social inclusion;
- build sustainability;
- succeed in joint working and involving people;
- ensure quality and accessibility; and
- deliver continuous improvement and best value.
Joint Working and Involving People

Partnership, based on mutual trust and equality, is the key to community planning. The major problems facing the area cannot be dealt with by public agencies working in isolation within their own limited budgets. We need to work together and involve communities, voluntary organisations and the private sector more effectively to get the best value from the public money that is invested in the area and to deliver real and lasting change.

The most important partnership is the one between the partners and the people living in our communities. This plan will only succeed if we encourage and assist the community to get involved in every stage of the process.

Quality and Accessibility

Modernising how we deliver our services means changing our way of working to make sure that we can meet the needs of the people of East Ayrshire. Many of the people who use public services need to access more than one agency at a given time. Making sure our services are high quality, efficient and effective involves joining up our services to meet all of the needs a person might have rather than sending people from one agency to another which is how services have traditionally been offered. By planning and working together, we will cut down the paperwork and unnecessary official procedures. By listening to people receiving services and using what they tell us to influence how we develop services, we will make their needs the focus of policy making. Wherever possible, services should be delivered at a place and time that meet the needs of the user, not the provider.

Continuous Improvement and Best Value

It is essential that we learn from our experiences of joint working and build on our successes. We must be able to show that the initiatives that we have carried out have contributed to a better quality of life for everyone living and working in East Ayrshire.

By developing a set of standards against which we can measure our performance, the people of East Ayrshire will be able to see how we are achieving the targets set out in the action plans which go with the community plan. We will track our progress by monitoring a range of economic and social measures, for example, the average earnings and levels of unemployment, the levels of reported crime or the incidence of teenage pregnancy. By comparing these with our starting position, we will know whether we are making a real difference. We will report regularly to the people of East Ayrshire on how well we are doing and the progress we are making towards meeting our targets.

The public agencies in East Ayrshire spend millions of pounds each year on services that have a tremendous effect on the well-being and quality of life of residents. By working together and combining our resources, we can make sure that our communities benefit even more and that we achieve best value for money.
The most important partnership is the one between the partners and the people living in our communities. It is essential that we learn from our experiences of joint working and build on our successes.
The Challenges

East Ayrshire covers an area of 490 square miles from Lugton in the north to Loch Doon in the south. It has a population of approximately 120,000 in a mixture of urban, rural and isolated communities. Kilmarnock is the major urban area with a population around 44,000. The rest of the population live in smaller communities ranging from a few hundred people to around 9,000 people in Cumnock.

East Ayrshire has a high quality environment with good quality services, including health, education, social and leisure services and a strong community spirit. These are valuable assets that we can build on, but we are facing a number of specific challenges. A lot of work is already ongoing through our various plans and strategies to tackle these problems within our community. The new challenge for us as partners is to make sure, through joint working, that we maximise existing activity, resources and skills. This plan, together with the associated action plans, provides a comprehensive framework for planning and delivering services across East Ayrshire.

Education and Learning

Many service providers give education and learning in East Ayrshire a high priority, and the record of achievement is impressive. However, we recognise that to compete in today’s employment market and to take full advantage of the opportunities that information and communication technology gives us, people need new skills. We need to encourage people of all ages to learn and to update their skills throughout their lives. There is a lot of potential in our communities, and we are keen to develop the skills and talents of individuals for personal, community and economic benefit.

However, learning is not only about developing employment related skills. It is also about meeting the needs of individual people and making sure that everybody has a good quality of life. This means that opportunities must be available to allow everyone to take part in leisure and cultural activities and to get access to the range of new and exciting learning opportunities that are available, for example, through libraries and learning centres.

The Economy

The collapse of the coal mining industry in the 1980s was particularly bad in the south of our area. The whole of East Ayrshire has been affected by the decline of manufacturing industries, with the decline of the textile industry being particularly significant in the north. Today, East Ayrshire Council is the main single employer, supporting 14% of the labour market. Although many new employers have been attracted to the area, and the growth in trade will be further supported by the extension of the M77 motorway, we need to make sure that local people have the skills which will be needed in the future.
We also need to promote the quality of the East Ayrshire workforce to attract new job opportunities, which will in turn benefit all our communities. We will work to make sure that local transport can deal with the likely increase in commuters living in the area.

In East Ayrshire, we have many successful businesses. However, we need to assist others to develop their potential, to create jobs, raise income and increase economic growth.
Rural Areas

East Ayrshire has many varied rural areas where agricultural and former mining communities exist side by side. While life can be peaceful and large areas of the countryside are very attractive, there is also disadvantage. Rural communities are often cut off from services, job opportunities and activities that people in other areas take for granted. A significant challenge we face, to tackle these issues, will be to improve the transport system.

Community Safety

Many people and organisations are doing good work in East Ayrshire to lower crime rates and reduce the number of accidents, but we still need to do a lot more. Despite falling crime rates, the fear of crime is still one of the greatest worries for local people. We recognise the damaging effect this can have on people’s quality of life.

Road safety is a major worry in all communities, particularly in relation to children and older people. Reducing road accidents involves:

- close co-operation between the authorities, schools and local communities;
- actively enforcing regulations; and
- continuous investment in roads and pedestrian footways.

Road accidents have reduced over the last 20 years but an increasing amount of traffic and increases in the speed of this traffic have made further improvements difficult.

Health

Within East Ayrshire, there are significant health inequalities between groups and communities. Our poorer communities suffer the greatest levels of ill health. Although there are some signs of improvement, statistics show that many of our residents have poorer health than across Scotland as a whole, with higher levels of heart disease, stroke and cancer. People under 65 living in the most deprived areas are more than twice as likely to die from heart disease as people living in the most prosperous areas. They are also almost twice as likely to die of cancer. East Ayrshire also stands out as having higher levels of teenage pregnancy, lung disease and breathing problems than other areas.
Rural communities are often cut off from services, job opportunities and activities that people in other areas take for granted. A significant challenge we face to tackle these issues will be to improve the transport system.
Poverty and Exclusion

Within East Ayrshire, there are communities which have above average levels of inequality and poverty, where many people are not able to take part in society or take advantage of job opportunities. Many people depend on benefits, such as Income Support or are in low-paid jobs. As a result, they are more likely to suffer poor health, live in poor housing and be more vulnerable to crime.

Also, as a lot of East Ayrshire is rural, transport difficulties can make it harder for people to access jobs and a full range of services.

The Environment

East Ayrshire has a rich and varied landscape. The area has much to offer in terms of natural heritage and scientific interest, and the built environment has a distinctive local character. Also, many areas benefit from good quality local services, such as sports facilities and libraries, and parks, open spaces and path networks make a positive contribution to the local environment in many areas.

The decline of mining, textiles and engineering has had a negative effect on our towns and villages. Despite the development which is taking place in many of our communities, East Ayrshire, like many other areas in Scotland as a whole, has many empty and run-down properties on our main streets which make the area look unattractive.

We also face challenges in relation to recycling waste, increasing energy efficiency, caring for our natural resources and tackling run-down industrial areas.

Changing Population

Over the life span of this community plan, an additional challenge that we face will be the reduction in the number of residents of working age and the increase in the older population. The older population will increasingly take up proportionately more resources across the range of services not only for health, social and housing services, but also leisure and cultural services for the increasing number of our retired population who are independent and active. We will require to plan our services to meet these demands.
Our Main Themes

The strength of the community planning process lies in the way in which it links together social, economic and environmental actions that will improve the quality of life of people who live in East Ayrshire. Together, we have consulted on and developed six themes around which to develop the community plan, and these are:

• Promoting Community Learning

• Improving Opportunities

• Improving Community Safety

• Improving Health

• Eliminating Poverty

• Improving the Environment.
Promoting Community Learning

Community learning is about people of all ages and all sections of the community having access to learning throughout their lives. Community learning makes sure that, as well as gaining skills and qualifications, it also offers the opportunity for individuals and communities to gain in ability and confidence. Community learning builds on the learning that is available in schools, colleges and universities, and offers learning to young people and adults in less formal settings within our communities.

Community learning offers the chance for individuals to develop their potential and improve the quality of their lives. It also offers them the opportunity to take an active part in local community life and in making decisions which affect their lives. For communities, it helps them identify their own needs and encourages people to become more active in their local community and society in general. Community learning will eventually help improve the skills, resources, networks, opportunities, confidence and motivation of our communities.
Aims

We are committed to making sure that people have access to community based learning opportunities throughout their lives, and to advancing active citizenship, by:

- supporting the development and continuation of community based organisations;
- encouraging individuals to access learning opportunities and improve the quality of their lives, in particular, to promote healthier, positive lifestyles;
- supporting individuals to gain literacy, numeracy, and technology skills;
- making sure our schools, community centres and other facilities such as libraries are at the heart of each community; and
- increasing participation by young people in community based learning and active citizenship.
Improving Opportunities

A healthy and successful local economy is essential for the well-being of the people of East Ayrshire and will have a positive effect on the health of the local population. In the past, our economy was dominated by coal mining and heavy industry. The decline of these industries has threatened the life of many of our communities. More recently, parts of East Ayrshire have been successful in attracting new sources of employment. However, we must help the people and communities worst affected by the loss of our traditional industries play a part in the future development of their area. We must also give people access to the training and qualifications they need to get jobs and help them play an active part in the labour market. Education must also help young people play their part in a successful and competitive economy.

We are committed to developing the economy to offer a broader range of job opportunities to current and future generations. It is important that we recognise the assets of the physical environment within East Ayrshire and develop new industries, such as tourism. Attracting investment will continue to be important, as will helping established companies grow and supporting the growth of new businesses. To meet the needs of a more varied economy, businesses and organisations need to be innovative and competitive and must adapt to rapidly changing demands. Local businesses have an important role to play in improving the economy of the area, also it is essential that we develop stronger links between the public and private sectors. We also recognise the benefit of strong social enterprises to the development of local economies, and are committed to helping them develop.

As well as developing local job opportunities, we also need to improve access to opportunities outside the local area. To do this we must make sure that East Ayrshire has good transport links and a high quality local transport system. We also need to further improve East Ayrshire's links to the Ayrshire economy and to the Scottish and worldwide economies.

Although employment is important to make sure that people have a good quality of life and that communities are sustainable, we must also recognise that there is more to life than work. For many people, including older people, people who are seriously ill or who have a disability, and the parents of young children, work is not always an option. We must make sure that the opportunities and support exist for everyone to get access to, and take part in, mainstream services including the arts, sport, leisure and heritage. This will improve their well-being and further their personal and social development.
Aims
We are committed to improving opportunities by:

• growing existing and new businesses and supporting inward investment and business location;
• understanding employment needs to identify those areas where there is a shortage of skills, or where there is likely to be in the future, and promoting local take up of training for work to meet this shortage;
• making sure that education providers and businesses work together to give the best start to young people moving into work;
• extending the business and job opportunities associated with tourism and leisure, and those through rural diversification;
• developing a range of employment opportunities, including the voluntary sector and social businesses, which are designed to assist the community rather than make a profit;
• promoting the availability of good quality homes and services, including leisure and cultural facilities, to attract investment;
• improving the accessibility of information and services, in particular by using new technology; and
• offering transport solutions for East Ayrshire, particularly in the rural areas, ensuring good quality choices are available.
Improving Community Safety

All sections of the community say crime and safety issues should be one of the top priorities for action. Although some areas suffer from crime more than others, crime and safety issues have a major impact on the quality of life of all individuals, families and communities.

People's fear of crime is often out of proportion to the chances of them being a victim of crime. However, it can have a significant effect on their quality of life. Fear of crime, for example, may prevent some people from going out. Worries about safety may limit children’s independence and opportunities for play, and young people may not use particular facilities for fear of trouble. This means that we must make the streets, public areas, parks and open spaces safe, well policed and well lit.

Anti-social behaviour causes alarm or distress to people and interferes with their right to enjoy their home and environment peacefully. Too much noise, threatening behaviour, harassment and intimidation are all different types of anti-social behaviour and are also likely to increase people's fear of crime. We must have solutions in place to deal with these issues where they arise.

Creating safe places in which to live, work and play is not just about crime and anti-social behaviour. It is about protecting the public from possible accidents at home, on the roads and streets, at work, and in our communities and neighbourhoods. It is also about raising people's awareness of fire prevention and road safety and making sure that there are places for children to play safely. During the life of the community plan, we will work to maintain and improve public safety.

Crime and safety problems, such as vandalism or treating accidents that could have been prevented have a direct cost to public services by using resources which could be better used elsewhere. Also, our efforts to support and maintain economic growth are affected if investment suffers or businesses close as a result of crime.
Aims

We are committed to creating safe places in which to live, work and play by reducing crime, improving public safety and improving safety in neighbourhoods and homes. We will do this by:

- developing safety initiatives to help people feel more safe and secure;
- promoting road safety and reducing road accidents;
- tackling crime and the fear of crime;
- continuing to support victims of domestic abuse;
- tackling anti-social behaviour;
- maintaining and improving public safety, including using more closed-circuit television (CCTV) and improving street lighting; and
- working with young people to reduce the likelihood of them getting involved in crime.
Improving Health

Health is much more than just an ‘absence of illness’. It is our whole well-being and how this affects our quality of life. Our health is affected by many things - our environment, where we live, the quality of our housing, our income, our individual lifestyles, what we eat, the exercise we take, whether we smoke or drink, and the quality of treatment we receive when we become ill.

There are considerable inequalities in health between people living in different parts of East Ayrshire and between different groups of people. We must work to make sure that the fullest range of high quality services is available to improve people’s lives and meet the needs of people of all ages. This will help them lead full, active and productive lives. We have already proved that we can provide local access to high quality front line health services, including doctors, health visitors and dentists and will continue to do so. Evidence of our commitment to promoting both physical and mental well-being through health, leisure, cultural and social services can be seen throughout the area.

We are committed to continuously improving the health of the people of East Ayrshire and to preventing illness by helping people make healthy lifestyle choices. Our priorities have been developed to target key groups, namely older people, children and young people and the working age population. As a result we expect to see a reduction in smoking, improvements in the uptake of services including culture and recreation and increased levels of exercise. We also anticipate lower teenage pregnancy rates, and a reduction in people dying young from heart disease, stroke and cancer.

We must also make sure that we tackle the links between housing and health in recognition of the effect that poor housing and a poor housing environment have on people’s health.
Aims

We are committed to improving the health and well-being of the people of East Ayrshire by:

• reducing risk and bringing about change to tackle the worst health problems;

• making sure that services are fully accessible;

• helping people of all ages make healthy lifestyle choices;

• improving support and care services for vulnerable groups such as older people, carers, homeless people, people with physical disabilities or learning difficulties and people with mental health problems; and

• promoting physical and mental well-being by further developing leisure, recreational and cultural activities.
Eliminating Poverty

While increasing inward investment, employment and training opportunities will make a significant difference to many people who suffer poverty and disadvantage, these alone will not get rid of poverty. There are many people whose life circumstances mean that they live on state benefits, including people with physical disabilities, severe illness or learning difficulties and those who care for them. There are lone parents who cannot work because of childcare responsibilities and the lack of affordable, good quality childcare. There are also people who do work but whose wages are so low that they have a very low standard of living. To tackle these problems, we must aim not just to reduce the unemployment rate but also to make sure that people have useful, sought after skills needed to earn a living wage.

Poverty limits people’s ability to get out and about, to take part in social activities, to reach shops and essential facilities and to get to work. Improvements in public transport and help in getting access to transport through reduced fares have an important part to play in helping people overcome the disadvantages of poverty.

Living in poverty creates stress, anxiety, low self-esteem and insecurity. People who suffer from poverty are more likely to have mental and physical health problems, have debt problems, and be victims of crime.

Poverty is not only about a lack of financial resources but also about the lack of opportunities and choices. People can be affected by many things, including physical and social isolation, and their age, sex and ethnic background. We must make sure that everyone in East Ayrshire is able to take part in their community activities and get access to the full range of high quality services.
Aims
We will work to tackle poverty by:

- working to attract good quality job opportunities with good wages, together with affordable and accessible childcare, and helping people throughout the community get access to these opportunities;
- increasing the employment rates of people who are relatively disadvantaged in the economy;
- supporting, where possible, the development of credit unions, food co-operatives and other community self-help initiatives;
- supporting carers;
- tackling the links between poverty, poor housing and ill health;
- working to make sure that everybody can get access to the full range of services;
- supporting and improving the systems that are in place to maximise income from benefit and provide debt counselling and money advice; and
- making sure that children are not disadvantaged by the effects of poverty through being denied access to what are typical childhood activities.
Improving the Environment

The environment we live in is the result of decisions that have been taken in the past. The decisions we take today will shape the environment of the future and have the potential to improve the countryside and our towns and villages, making them attractive places in which to live, work and play.

A commitment to lasting development will help us make the right decisions, with the knowledge that we have taken full account of the social, economic and environmental consequences. This approach is more likely to lead to successful and lasting outcomes and will shape the type of society in which we live. How we plan our towns and villages will decide:

- how successful they will be in adapting to changing circumstances;
- how much energy is used;
- how efficient and inter-linked the transport system will become; and
- whether we can take advantage of opportunities for economic development.

Also, thinking about sustainability focuses on our individual lifestyles and how we can, for example, reduce pollution or how much energy we use, and how, as a community, we can promote conservation and improve the quality of the landscape and the natural resources it contains.

We know that developing footpath networks, open spaces and children’s play facilities contributes greatly to the satisfaction of residents with their neighbourhood. Investing in leisure, recreational and cultural activities will help develop communities, not only for the benefit of residents but also to attract visitors to the area. With this in mind, improving our gateway towns will also contribute greatly to attracting visitors to the area, while improving the environment in general will assist in attracting new businesses and protecting existing businesses in the area.

We will promote a wide range of housing which is attractive to people who live in East Ayrshire, and will recognise the needs of older people, people with a disability and homeless people. We must make sure that we produce homes which are highly energy efficient and are designed to provide suitable accommodation for people as they move through their various life situations.
Aims

We are committed to improving the environment by:

- protecting, improving and using our natural and built environment in an environmentally friendly way, extending woodland planting and nature conservation;
- making sure we better manage water resources, including using Sustainable Urban Drainage Systems, (SUDS);
- increasing the amount of waste that is recycled and re-used;
- making our homes, factories and buildings more energy efficient;
- promoting a lasting pattern of development;
- working to make sure that we meet the housing needs of everyone who lives in our communities;
- reducing the environmental effect of transport by developing a transport system that meets national, regional and local needs;
- dealing with empty and run down properties;
- putting systems in place to stop littering, graffiti and vandalism and dealing quickly with any problems as they happen;
- developing visitor attractions and encouraging associated business and employment opportunities;
- investing in leisure and cultural activities; and
- developing and maintaining open spaces, footpath networks and children’s play facilities.
Making the Vision a Reality

This plan means nothing unless the people living in our communities are able to see a real difference in their quality of life. To make sure that this is the case, we must build on and develop our ability to work together in a meaningful way which brings about change. To make our vision a reality, we must:

- make sure that our partnership works as effectively as possible;
- listen to, communicate with, and involve the community; and
- agree priorities and action plans to deliver our aims.

In this way, we will dedicate our joint resources to delivering shared goals, having a real and positive impact in our communities and making the best use of public money.

Effective Partnership Working

Partnership working involving the public, private, voluntary and community sectors already has strong foundations in East Ayrshire and we can point to significant practical successes. A range of effective partnerships already exists, which can clearly show that partnership working can bring about change and make a real difference in East Ayrshire. Through these groups, we are already working on significant issues of quality of life. We will commit ourselves to building on these foundations and to making sure that a strategic approach to policy making and delivering services is continuously developed across the area.

Listening to, Communicating with and Involving the Community

We are committed to listening to people and involving them in the decisions that affect them. We already have a good track record in getting local people involved in the decisions that affect their area and their lives.

We recognise that to bring about real and lasting change, the people and communities of East Ayrshire must be at the heart of the community planning process, and must be fully involved and represented. We have put systems in place to tell people about what is happening and, more importantly, to make sure that they have an opportunity to play an active part in achieving our vision.

Joint Priorities and Action Plans

By sharing resources, planning together and agreeing priorities and, above all, by making sure that services meet the needs of the people and communities, we will make even more efficient and effective use of the resources which are available.
We recognise that to bring about real and lasting change, the people and communities of East Ayrshire must be at the heart of the community planning process, and must be fully involved and represented.
Our Plans for the next 12 years

We have set out our vision for East Ayrshire from 2003 to 2015. Each priority has an agreed action plan which we will review every four years. We will show we have made progress on the action plans and our planned outcomes by producing performance reports and detailing our achievements against targets. In this way, we will monitor our overall success in achieving our vision.

We have also set out our aspirations for East Ayrshire and we will monitor our progress in meeting these aspirations on a regular basis.

Our Aspirations

Promoting Community Learning

• Increase the number of people who can more actively participate in their daily life by being able to read and use numbers effectively.

• Increase the number of opportunities for people to become involved in their community.

• Increase the number of people who can more actively participate in their daily life by being able to use information communication and technology.

• Sustain existing community based organisations and develop new organisations based on community need.

Improving Opportunities

• Reduce unemployment to at least the same or less than the West of Scotland average.

• Increase the business birth rate by 30%.

• Regenerate communities and attract 300 new inward investment jobs each year.

• Raise the level of vocational qualifications to above the Scottish average.

At the time of production our Core Community Planning Partners are:
Improving Community Safety

• Reduce victim crime.
• Increase detection rates.
• Reduce the number of fatal fires year on year.
• Reduce the number of people killed or seriously injured on the roads by 40% and the number of children killed or seriously injured on the roads by 50%.

Improving Health

• Reduce inequalities in health.
• Improve life circumstances to help address the factors that contribute to ill health.

Eliminating Poverty

• Make sure every child is able to realise their full potential.
• Reduce the proportion of older people with low incomes.
• Reduce the proportion of children living in workless or low income households.
• Reduce homelessness by making sure that all residents have access to dry, warm, affordable and secure housing.

Improving the Environment

• Improve the natural and built amenities for residents and visitors through investment in leisure, recreational and cultural activity in order to regenerate communities.
• Promote sustainability by protecting, conserving and enhancing the character, appearance and amenity of the natural and built environment, for future generations.
More Information

Accompanying East Ayrshire's community plan are 6 action plans - 1 for each theme identified in this plan, a good practice guide and East Ayrshire by Numbers. A full set of these documents is available at your local library, local office or by logging on to www.east-ayrshire.gov.uk.

The community plan is also available in audio cassette a copy of which is available from your local library and local office, and in large print by logging on to www.east-ayrshire.gov.uk.

East Ayrshire's community plan has also been translated into Urdu, Punjabi, Chinese and Gaelic and again is available by logging on to www.east-ayrshire.gov.uk.

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At the time of production our Core Community Planning Partners are: