Coalfield Communities Landscape Partnership:

Report on Socio-economic Analysis

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COALFIELD

Communities Landscape Partnership



LOTTERY FUNDED

1. Introduction

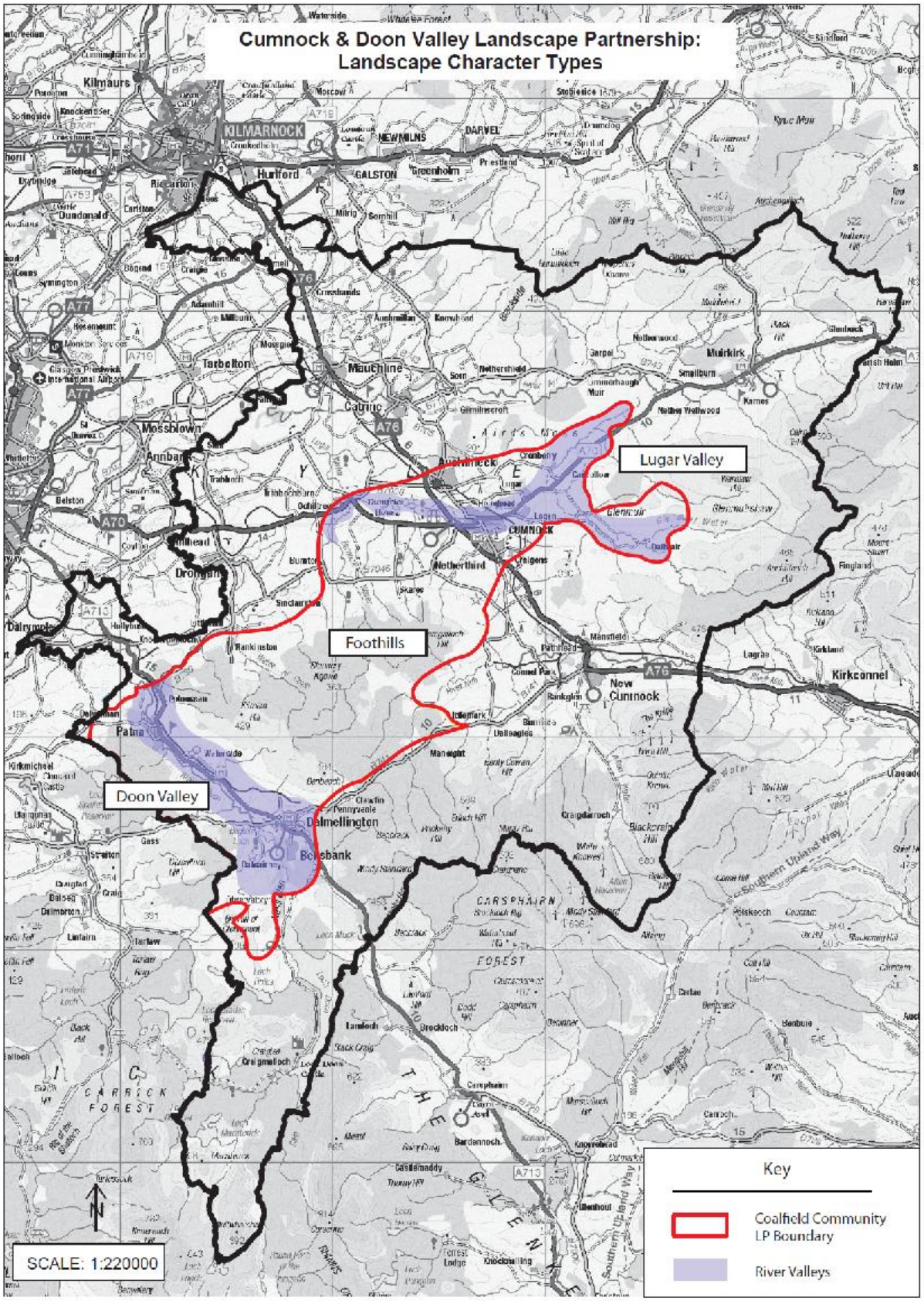
This section provides a review of the CCLP area and wider East Ayrshire region from a socio-economic perspective. The sub-sections within this socio-economic review component includes

i. **Historic socio-economic development:** This section outlines the economic development history of the region with a focus on industrial revolution development and the coal and iron industries and their impacts on the regions landscapes.
ii. **Key policy drivers for the future:** An over-arching review of key Scottish Government and wider UK policies of greatest relevance to the future of the CCLP area and the development of the area over time.
iii. **Land cover and land capability:** A brief analysis of the existing land cover and land capability and outline of the main agricultural land uses across the area.
iv. **Population demographics and levels of deprivation:** A summary of existing population demographics, levels of deprivation and trends for the CCLP area based on GIS-based analysis of census data and wider data for the East Ayrshire region.
v. **The local and regional economy:** An outline of the key sectors within the local and regional economy and recent trends in economic activity levels and business development. This section begins with an overview of recent economic development in the CCLP area and wider region.
vi. **Synthesis and key themes of opportunity:** A summary of key points based on the earlier analysis and identification of key themes of broad socio-economic opportunity which build on the areas strengths and recognise the existing and future forces for change.

2. Historic and recent socio-economic development of the CCLP area

The current landscape within the Coalfield Communities Landscape Partnership area is largely a consequence of the areas historic development. The CCLP area comprises of two river valleys, the Lugar Valley and Doon Valley, which flank the Foothills area (see Figure 2.1). The current settlement patterns of East Ayrshire can be traced back to the administrative revolution of the mid-12th century A.D (Hume, 2017). The changes and developments both in relation to the intensification of agriculture and, critically, the industrial revolution have had a very significant impact on the areas landscapes and on the areas cultural attributes and identify as a coalmining region. During the 18th and 19th centuries the establishment of coal-mining and iron-smelting industries throughout the area was central to the development of the landscape throughout this period, the remains of which are still visible across the area today.

This economic development narrative will begin by outlining the main industry developments throughout history which have helped to shape the CCLP (and wider East Ayrshire) areas communities and landscapes over time, followed by an overview of how the transport links improved alongside industrial progress. The third section will describe how the housing and settlements became more established over time.



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Figure 2.1 The Coalfields Community Landscape Partnership boundary

2.1 Historical development of key industries

2.1.1 Agriculture and early industrial development

Agriculture was widespread in the area pre-18th century. The fertility of the soil was defined by its natural acidity, and by relatively high rainfall, so until the 1750s subsistence farming was common throughout the area (Hume, 2017). The mainly flat and undulating landscapes of the western parts of the area made agricultural improvements in the 18th century relatively straightforward. This included the intensive application of lime, which revolutionised agricultural productivity. At Glenmuir, in the Lugar Valley, there is evidence of a set of limekilns believed to be from the later part of the 18th century, most probably built for agricultural purposes, indicating the development of a lime-burning industry, most notably for the parishes of Auchinleck and New Cumnock (Hume, 2017) (see Figure 2.6 for the location of parishes). Alongside this, advancements in agriculture in the late 18th century saw coal-mining develop on a small-scale, which was most probably used within the lime-burning industry. Improvements in agriculture lead to the production of more cash crops, which needed to be marketed further afield, which created the demand for the construction of proper roads in the 1760s (see below).

In the 1770s, agricultural improvements led to greater output of cereals on local farms, which consequently led to the enlargement of local meal and flour mills. At this time, the innovation of the first cast iron gear wheels for Bello mill in Lugar occurred (Hume, 2017). The growth of flax-growing and sheep farming led to the development of hand-loom weaving in the expanding villages of the time. Textile manufacturing became a well-established regional industry, including the production of lace, which provided employment for many residents. Other industries which became established in the region included snuffbox manufacturing, shoemaking and the production of Scottish Motto Ware by the Cumnock Pottery Company. During the early industrial revolution cotton spinning also became a major local industry, with the establishment of one of the first cotton mills in Scotland at Catrine in 1787. Catrine lies 3-4 miles outside the CCLP boundary to the north of Auchinleck; however, the Mill would have relied on a catchment area for workers which would have included much of the existing CCLP area.

The increased revenues of landowners from improved farming encouraged them to build grand country houses. Dumfries House is one of a number of country houses in the Lugar and Doon Valley area, which came into existence partly as a consequence of the development of improved farming in the area, and the emergence of a farming industry in the area (Hume, 2017).

2.1.2 Early exploitation of Coal and Ironstone

The coal-mining and iron-smelting industries have been central to the development and appearance of the region over time. Once coal mining had begun in the area in 1768 growth was relatively rapid with a number of mines and linked industries becoming established across the region. The Iron Works at Lugar, in the Lugar Valley, and Dalmellington, in the Doon Valley, had a more profound effect on their surrounding landscapes than any other activity. Not only did mineral exploitation have an impact on the physical environment, it also had significant impact on local economies, with the economy of the Lugar area for example built entirely on mining (LLC Steering Group, 2014). There are four iron-smelting locations within East Ayrshire that are important beyond their immediate locality, both individually and collectively. In chronological order they are: Muirkirk (see Box 2.1), Glenbuck, Lugar (Lugar Vallery) and Dalmellington (Doon Valley). Muirkirk and Glenbuck are located outside of the immediate CCLP boundary, but have nevertheless influenced the development of the CCLP area. The existence of river valleys in the area exposed seams of minerals, which led to the local development of the coal-mining and iron-smelting industry.

Box 2.1 The Muirkirk Iron Works (Hume, 2017)

The Muirkirk Iron Works was developed on the River Ayr in the 1780s and used water power for a steam-powered blowing engine, making iron for nearly 140 years. The works required a large work force, accommodated by enlarging an existing nearby settlement. In contrast to the Catrine Cotton Mill, Muirkirk was the first iron works in East Ayrshire to have a significant impact on the local landscape. The sinking of small pits to extract coal and ironstone, the dumping of spoils, and the laying out of tracks to take minerals to the furnaces created an almost "Lunar" landscape, still visible today. A tar works (some of which remains visible) was also developed alongside the iron works it to make tar for wood treatment, with 45 tar kilns.

The extension of the railway in the early 1840s to Cumnock led directly to the founding of the first iron works at Lugar (see Box 2.2) in 1845. The New Cumnock Iron works was also established in the expectation of a sustained boom in railway construction. However, the company collapsed in the aftermath of the end of the "Railway Mania" of the late 1840s. The first part of the Dalmellington Works (in the Doon Valley) was built in 1847, and did not receive its railway connection until 1856.

Box 2.2 Lugar – the most complete hot blast smelting village in Scotland (Hume, 2017)

The town of Lugar is important as the most complete surviving "hot-blast" period iron-smelting works village in Scotland. Of the successive furnace complexes on the site, little remains above ground, apart from the church which was the original engineering workshop. The remains of the iron smelting works at Waterside near Dalmellington are the most substantial and most important relics of the industry not only in Cumnock and Doon Valley area, but in the whole of Scotland.

The terrain of Muirkirk, Glenbuck, Dalmellington and Lugar was suitable for the use of gravity for the movement of minerals, where the blast furnaces and materials stocking areas were set into hillsides facilitating the charging of the furnaces (Hume, 2017). This also is an indication of the impact the iron works had on the surrounding environment.

In the 1880s, the Eglinton Iron Company bought up the failing Lugar and Muirkirk works, amongst others, gaining control of the Ayrshire Iron industry. The firm rebuilt the Lugar works, thoroughly modernising them. An important reason for this rebuilding was to allow by-products, such as tar and ammonia, to be recovered from furnace gases. The same technology was also introduced at Muirkirk and Dalmellington. By the end of the 19th century local resources of ironstone were being exhausted, and the importation of ore from Spain was beginning. There was still coal in the area, and even deeper sinkings were made to reach it. Deep mines such as this were conspicuous features on their landscapes, with their characteristic tall, steel headframes and often with pyramidal waste-heaps.

2.1.3 Post war mineral exploitation

After the First World War it became evident that Dalmellington Iron Works was no longer viable, and it closed in 1921, with Lugar also closing in 1928. Between the first and second World Wars, there was small areas of surface mining at Minnivey in the Doon Valley. The post- Second World War Labour government nationalised the coal industry, following which the National Coal Board embarked on a strategy (see Box 2.3).

Box 2.3 A national strategy to strengthen the future of the coal industry

The national strategy incorporated a three pronged approach. Initially a number of surface mines were constructed, to help satisfy demand for coal in an economy almost entirely dependent on that fuel, and to keep in work a body of skilled miners. The second part of the strategy was modernisation of existing pits with good reserves. The third element was the sinking of a small number of "super-pits". Ayrshire's share of this strategy was the building of Killoch Colliery west of Ochiltree, again a conspicuous landscape feature.

In Dalmellington, mining was the mainstay of the economy until the 1970s, where pit closures had a devastating effect on local employment and the economy (Dalmellington Community Steering Group, 2011). Combined with subsequent loss of jobs in manufacturing and forestry, this resulted in three generations of workless-ness for some families. These impacts were also felt more widely, including in Lugar and Cumnock and other surrounding towns and villages.

The last of the Doon Valley collieries, Pennyvenie, closed in 1991, however the end of deep mining was not the end of coal extraction in the Cumnock and Doon Valleys. New machinery available by the 1990s allowed for a very extensive programme of open-cast mining to be undertaken. The stated intention when such mining began was that the surface would be restored to something of its original condition. However problems were encountered in relation to restoring hillsides and due to insufficient funds being available, resulting in a new set of landscape features – abandoned open cast mines (Hume, 2017).

2.1.4 Other Industries of Significance

The quarrying industry was previously widespread in the area, where useable sandstone was located not far from the surface. Most of the quarries were relatively small in scale, and did not have a large impact on their landscapes. Sandstone, limestone and ironstone were all extracted in this way. Limestone was quarried and sometimes mined for burning in kilns for agricultural, building or iron-smelting purposes.

2.2 Historical infrastructural development

In the early days of mineral extraction, Horse-Worked Tramways were integral to the process. At the Dalmellington works, these tramways were laid out on the plateau above the works by rope-worked inclined planes. This same system was also probably used to link the first Lugar Works with its pits, but because of the flatter terrain the inclined planes weren't necessary. Agricultural improvements in the late 18th century and the production of cash crops created a demand for the construction of proper roads in the region, and the building of a strategic network of turnpike roads began in the 1760s, as well as roads lining the region to a wider road network (Hume, 2017). The building of these roads also encouraged the growth of existing settlements, further simulated by the movement of people from rural areas as improved farming required less workers..

In the mid-1820s, the development of the locomotive-hauled railway greatly transformed the economic potential of the CCLP area. In the mid-1830s, the "wet-puddling" technique was developed in England, which made malleable iron used to make railways much cheaper, which re-established the advancement of long distance railways. The first to reach Ayrshire was the Glasgow, Paisley, Kilmarnock and Ayr line (GPKA), which reached both Kilmarnock and Ayr in 1841. The GPKA was extended to near Cumnock in 1850, where it met the Glasgow, Dumfries and Carlisle line, which gave Ayrshire a direct link with England and the Doon Valley to Glasgow and Kilmarnock. The railway developments meant that Kilmarnock became the metropolitan centre for the Lugar and Doon Valley areas. The locomotive-worked railway infrastructure remains visible in the landscape today, most notably the Ballochmyle and Lugar Viaducts, both very significant achievements in engineering. The Ayrshire Railway Preservation Group, located at Dunaskin, outside of Dalmellington, has subsequently become a heritage attraction, providing steam railway trips on summer Sundays.

2.3 Housing, towns and settlement patterns

Evidence of settlements in the Doon valley date back as early as the mid-12th century. Noble families of the time had the role of levying taxes to support the crown and the church. To

symbolise their position as royal appointees, they built castles, an early example of which can be seen in Dalmellington in the form of an earthen mound, on which a wooden castle would have sat (Hume, 2017). In the Cumnock and Doon Valleys there were initially six parishes, and Auchinleck, Mauchline and Cumnock (Lugar Valley), and Dalmellington (Doon Valley), appear to have become villages or small towns by the early 16th century. In the 17th century, the two largest parishes, Cumnock and Mauchiline, were divided into further smaller parishes, suggesting the population at the time was growing (see Figure 2.6 for current agricultural parish boundaries). From the 18th century villages in the area had begun to grow, including Dalmellington. Elsewhere in the region small hamlets were beginning to grow around the churches, named "kirktouns". Cumnock became established as a Victorian market town, with a period of expansion in the 1780s resulting in the building of new access roads, with the majority of the buildings now dating from the early 19th century (Cumnock Community Steering Group, 2015). The town had a population of around 2,600 in the 1800s and in 1866 gained Police Burgh status, resulting in an expansion of public services and council housing, with the population rising to 4,400 by the mid-1950s (Cumnock Community Steering Group, 2015).

A key feature of settlement from the 1850s onwards was the building of satellite townships, some of considerable size, in association with the mining activities of the iron works, which were to become established landscape features. Examples include the "Row Villages" (Box 2.4) and isolated groups of miners' houses in the upper Doon valley, the development of which was closely associated with the development of the Dalmellington Iron Works.

Box 2.4 The Row Villages at Dalmellington

As the Dalmellington iron works expanded and pits spread further from the works, rows of miners cottages were strategically constructed to serve the new pits. These groups of houses were not deemed "villages" in terms of the provision of amenities, but the largest were of considerable size and had very distinctive characters. The Dalmellington Company's settlements on the hillsides above the works became well-known features of the Doon Valley landscape. Immediately before and after the First World War improved housing was constructed by the Dalmellington Iron Company on the outskirts of Dalmellington and Waterside, and these houses are still lived in. "Row villages" were also evident in parts of the Lugar Valley. At this time, Lugar had a population of 1,208.

Many of row villages surrounding villages were demolished after the second World War, with new local authority housing estates planned and constructed as new homes to allow for the row villages to be vacated. The relocation of families from the 19th century rows, however basic the accommodation might have been, was not always welcomed as there was a strong sense of community among their inhabitants (Hume, 2017). Critically, the widespread pit closures of the 1970s had a major economic impact on the area, which resulted in population declines in some areas. More recently open-cast mining at Chalmerston and Benbain, in the vicinity of Dalmellington, on Airds Moss, and in the neighbourhood of Glenbuck, has removed nearly all the remains of row settlements and the coal and ironstone pits they served.

2.4 Key points

- The CCLP area has been transformed over time, in particular through the exploitation of the area for coal and iron ore, with these processes having a major and lasting impact on the areas economy, settlement patterns and landscapes.
- Historically the region has benefitted from the proximity of Kilmarnock, Ayr and the Greater Glasgow area, with the establishment of improved road and rail links having been crucial to the success of key industries.

- As part of the wider East Ayrshire region the CCLP area has experienced periods of significant socio-economic decline due to the gradual collapse of the coal mining industry.
- The population and communities of the CCLP area have experienced demographic decline linked with the declining availability of employment and the local economy is increasingly reliant on jobs in the public sector (see Sections 2.13 and 2.3).
- Despite these challenges, the CCLP area and wider region benefits from high value environments and a number of relatively unique cultural and landscape features – including the cultural artefacts of the coal mining industry itself.
- Future economic development can harness this existing natural and cultural heritage (see Sections 2.1-2.3) to link with growth areas including tourism and food and drink, as well as capitalising on a strong further education sector in the region.

3. Key policy drivers for the future of the Landscape Partnership area

This document outlines some of the key policy drivers for the Landscape Partnership area in future. The focus is broad, incorporating policies across a range of domains, including Brexit (discussing regional development funding, and funding for agriculture and wider rural development), economic development and inclusive growth, climate change and renewable energy, environment, forestry and land use, land reform, and community empowerment. For ease, the discussion is presented here as a table which provides information on the specific policy referred to (including links to the key documents, where appropriate) and then outlines the potential implications for the Landscape Partnership Area.

Policy	Potential Implications for the Landscape Partnership Area
Brexit – uncertainty and regional development funding	Ongoing discussions regarding the UK's withdrawal from the EU are causing significant uncertainty for businesses of all types (large and small, new and old, operating in all sectors, etc.) across the UK, with the Landscape Partnership area no exception. As the uncertainty continues and even once the deal is done (depending on its characteristics), there is a risk of overseas-owned companies withdrawing from the area if/when the UK leaves the EU, and potential disruption for companies buying supplies/selling their products/services to EU countries (e.g. from changing trade arrangements, altered regulations, etc.). Similarly, there is a real risk to the future of funding (which currently comes from the EU) to attract overseas inward investment across the East Ayrshire area. The Council's Economic Development Strategy 2014-25 also notes the use of EU funding to undertake speculative build of industrial property to further enhance the competitiveness of the area post-recession (p.12). In future, such funding would have to come from UK or Scottish sources and therefore may be more difficult to come by.
Brexit – agriculture	For the agriculture sector (which, although it has experienced some decline, remains an important employer in the area) there is great uncertainty over the scale and focus of future support arrangements post-Brexit. In addition, businesses across the agricultural supply chain are facing uncertainty regarding the future

	shape of trade deals between the UK and other countries in Europe and beyond, future exchange rates, the extent of future regulations (for example on pesticides and fertilisers, animal welfare, etc.), and the extent to which overseas workers can continue to provide a vital source of labour (in terms of picking and processing, veterinary work, etc.) The UK Government (see the 2018 Agriculture Bill) is strongly advocating a shift towards payment for farmers for public goods, including better air and water quality, improved soil health, higher animal welfare standards, public access to the countryside and measures to reduce flooding. This is also the Scottish Government's broad direction of travel although, in recognition of the challenging nature of agricultural activity in much of Scotland (including upland parts of the Landscape Partnership area), it is also advocating the continuation of direct support payments for some farmers particularly in upland areas (see the 2018 consultation on 'Stability and Simplicity: Proposals for a rural funding transition period'). More recently, Fergus Ewing MSP Cabinet Secretary for the Rural Economy submitted a motion on the future of rural policy and support in Scotland which was debated in the Scottish Parliament on January 10 2019. The motion outlined the key principles which the Scottish Government acknowledged should form the basis for future policy, including sustainability, simplicity, innovation, inclusion, productivity and profitability. The motion also recognised the need to *"maintain flourishing communities, enable farmers and crofters to continue to deliver high-quality goods and services through food production and stewardship of the countryside and Scotland's natural assets, and encourage diverse land use".* In the meantime, the 'Stability and Simplicity Consultation' outlined the Government's thinking regarding the transition period up until 2024 to provide the industry with stability after the UK leaves the EU. However, during this period the Scottish Government committed to simplify aspects of the current mechanisms and also to deliver some pilot projects to 'test out' new approaches to supporting the industry in future. These might include, for example, further Land Use Strategy Regional Pilots or mechanisms to provide support for a broader range of rural businesses (rather than focusing support narrowly on the agriculture sector) in order to promote territorially-focused rural development.
Brexit – rural communities	Looking more broadly than the agriculture sector, the shape and scale of future funding and support for wider rural development is a critical question for rural areas across Scotland, including the Landscape Partnership area. The area is currently covered by the Ayrshire LEADER Local Action Group and its Community-Led Local Development Strategy (CLLDS) which is based on the identified needs and future aspirations of people who live and work across rural Ayrshire. The vision of Ayrshire LEADER is *"To provide the investment to inspire,*

	build confidence and strengthen local communities and business, generating new opportunities to support resilience and well being across Ayrshire." The Strategy is focused on supporting economic growth through diversifying the rural economy, environmental sustainability and vibrant rural and coastal communities. it provides an opportunity for communities, small businesses, public agencies and the third sector to identify local objectives and needs and to set out how these will be achieved. Projects are particularly focused on stimulating local action, supporting social inclusion and providing solutions to the area's challenges. Given Brexit, there is considerable uncertainty over the future of the LEADER programme and the principles that underlie it (including bottom-up development, locally-defined priorities, etc.). The UK Government has announced that there will be a UK-wide Shared Prosperity Fund but there is very little detail currently available on the size of the fund, how the money will be distributed across the UK or between rural and urban areas, what priorities the funding will seek to address, etc.. If the funding is distributed on a competitive basis there is a real risk that communities with limited capacity to identify need, to bid for funding, etc., including in East Ayrshire, will be left further behind, creating a more uneven landscape of local socio-economic development. A consultation on the Shared Prosperity Fund was expected in Autumn 2018.
Economic development and inclusive growth	The Scottish Government's current Economic Strategy sets out a *"framework for a competitive and fairer Scotland".* It is based on the two pillars of increasing competitiveness and tackling inequality and sets out to achieve the ambition *"to create a more cohesive and resilient economy that improves the opportunities, life chances, and wellbeing of every citizen in our country."* By a number of indicators the economy and communities of Ayrshire have experienced decline and vulnerability in the last few decades but this focus demonstrates the Scottish Government's underlying commitment to reduce the economic and social disparities between places and ensuring that growth is shared by all regions/localities, through a place-based, multi-sectoral and integrated approach, encouraging entrepreneurship, strengthening communities and encouraging community participation, improving the skills base, etc. Specific initiatives set out in the Strategy include: setting up a Scottish Business Development Bank (to support SMEs with high growth potential), ensuring competitive business rates, investing in infrastructure and providing new opportunities for people to undertake Modern Apprenticeships. It is worth noting the evidence presented in the recent Scottish Government report on 'Understanding the Scottish Rural Economy' relating to East Ayrshire. In this report, the Scottish Government adopts new local authority based four-fold classification of rural and urban in Scotland, which classifies East Ayrshire as 'Mainly Rural'.

	In terms of Gross Value Added (GVA) from Agriculture, Fishing and Forestry, East Ayrshire was third highest (just below Angus and the Orkney Islands) of the Mainly Rural and Islands and Remote Rural local authorities in terms of the proportion of GVA from this sector (6.2%) (p.18). In terms of GVA from the sustainable tourism sector, East Lothian was the fourth smallest in contribution from this sector (again amongst the Mainly Rural and Islands and Remote Rural local authorities), although the sector's GVA contribution grew between 2009 and 2015 by 47% (p.20). It is, however, also worth noting that in 2016, the unemployment rate in East Ayrshire (6.5%) was the highest of all rural local authorities and well above the Scotland average (4.8%) (p.27). This represents a declining unemployment rate, however, compared to 7.7% in 2015. The authority also had a declining number of private sector employees (by 3%) between 2008 and 2015) although an increasing number of business units (by 6%) (p.35-6). The regions economic profile is now much more dominated by smaller sized businesses as new businesses have emerged and larger businesses in the area's more traditional sectors (including coal, manufacturing, engineering and textiles) have closed (see Section 5 of this report for more specific data). East Ayrshire Council has identified key growth sectors, including food and drink and tourism (both of which are also identified as growth sectors nationally, see 'Ambition 2030 Strategy: A Growth Strategy for Farming, Fishing, Food and Drink and 'Tourism Scotland 2020'). These is considerable potential for growth of these sectors within the landscape partnership area (see later sections on economy and future opportunities). The Scottish Government's Programme for Government 2018-19, amongst other things, outlines the Government's plan for doing more to realise the potential of the rural economy, and in particular key rural sectors such as food and drink. The Government commits to develop a Rural Economy Action Plan to encourage more sustainable and inclusive growth in rural areas (as an essential part of the Scottish Economic Action Plan), which will include measures to support microbusinesses to improve their productivity and grow and to provide new opportunities for young people to develop rural skills (p.49). Also in terms of its rural activities, the Programme includes a commitment to establish an agri-tourism monitor farm programme and to work on encouraging new and young farming entrants and making 750 hectares of land on the national forest estate available for potential lease (p.49). The recent final report from the Government's independent National Council of Rural Advisers 'A new blueprint for Scotland's rural economy' further outlines recommendations for better supporting rural areas. The NCRA notes the Government's commitment to set up the Rural Economy Action Plan and, alongside, recommends the setting up of a Rural Economy Action Group (p.5) to ensure progress is made, with the ultimate aim of ensuring that rural is effectively mainstreamed within all policy and decision-making processes (p.4).

	The Landscape Partnership area falls outside the boundaries of the South of Scotland Economic Partnership, and its successor organisation, the South of Scotland Enterprise Agency which will come into existence in April 2020 (covering Dumfries and Galloway and the Scottish Borders local authority areas). While the Partnership area will therefore not benefit directly from investment by the new Agency it will be important for stakeholders in East Ayrshire to monitor its work across the (largely) rural South of Scotland to see what can be learned and potentially adopted in their local area. For example, in terms of the approaches that the Agency uses to ensure that its support is appropriately tailored to small and micro businesses, or the ways in which it monitors the impact of its work in terms of measuring both economic and wider social/community impacts across its rural area.
Towns and town centres	The Scottish Government and key stakeholders have undertaken a great deal of work in recent years to highlight the particular challenges and opportunities facing many of Scotland's towns, including the National Review of Town Centres in 2013 and the Town Centre Action Plan published in response to this in 2014, and its subsequent progress reports. A 'Town Centre First' principle was also agreed in 2014 which asks public sector bodies to consider the vibrancy of town centres as a starting point. Scotland's Towns Partnership is also currently producing a digital towns pilot programme and their Understanding Scottish Places online platform provides access to a range of information and data on towns for practitioners and communities. Towns in East Ayrshire have not been immune to the many challenges that have faced Scotland's key settlements in recent years, including the rise of out-of-town retail centres, the growth of online shopping, the economic downturn and the associated closures of several high street retail stores, and the dominance of the (declining) public sector. SRUC's 'Vulnerability Index' work in 2012 revealed particular challenges across the South West of Scotland in terms of the vulnerability of key settlements, with Cumnock and Kilmarnock revealed as being some of the most vulnerable places in our sample (Cumnock being the 6th most vulnerable in our sample). The issue of the vulnerability of key settlements in East Ayrshire is also discussed in the Council's Economic Development Strategy 2014-25. The Government's place-based approach, combined with digital improvements and business improvement districts, provides opportunities for key settlements to build a new future. This may require towns to build on their local assets to provide a new and distinct offering to visitors and locals alike. Examples such as Wigtown Book Town, Castle Douglas Food Town and Stranraer Oyster Festival are examples of such an approach. Building digital infrastructure can help to revitalise town centres, as can building a future based on other trends where rural areas find themselves at the forefront, such as demographic ageing, building new approaches to encouraging young people to stay in their local rural

	area or to return, and building a low carbon future.
Digital Strategy, Reaching 100 and technological change	The Scottish Government's Digital Strategy sets out the Government's vision for Scotland *"as a vibrant, inclusive, open and outward looking digital nation"*. The Strategy includes a commitment to promote an 'outsidein' principle, which refers to operators delivering coverage to the most rural areas before they deploy in urban centres. The Strategy includes a commitment to provide superfast broadband to all by 2021 (its Reaching 100 programme). Such an approach should help to ensure that rural businesses and communities no longer lag behind their urban counterparts in terms of digital access, thereby opening up new opportunities for home working, digital provision of health and other public services, etc. across all rural areas of Scotland, including the Landscape Partnership area. It is also perhaps worth noting other aspects of technological change which might have a part to play in shaping the land use and economic future of the Landscape Partnership area, even if that is in a test capacity at least in the short-term. These technological (and other related) drivers were explored in a recent Rural Conference organised by the OECD in Edinburgh in April 2018, and include driverless cars (offering opportunities for demand-led transport and service delivery, for example), drones (which can address some of the disadvantages of distance, such as by monitoring livestock across large areas and for postal deliveries, although the latter may challenge the future of local shops), additive and distributive manufacturing, shifting public values and attitudes, cloud computing and the internet of things (for example, for monitoring the quality of public services) and decentralised energy systems (for example, for local self-sustained energy solutions). The OECD argues that these shifts are likely to characterise many areas across the globe in the 21st century and will shape how rural areas succeed in a more complex, dynamic and challenging environment.
Climate change and renewable energy	The Scottish Government's Climate Change Plan sets out how it is transitioning towards a low carbon economy that will help to deliver sustainable economic growth and create a greener, fairer and healthier Scotland by 2032. The Plan sets out a number of actions, including the Climate Change Bill (making Scotland's existing climate change legislation even tougher), supporting communities to tackle climate change through the Climate Challenge Fund, engaging with business and industry on decarbonisation (for example, by encouraging them to adopt more eco-friendly business practices) and reducing greenhouse gas emissions across Scotland. This broader context, combined with the natural resources of the landscape partnership area, offers considerable regional potential in relation to the development of renewable energy for example (see opportunities section for further detail).
Forestry and land	

use	The Landscape Partnership area already has significant forest cover. The Scottish Government has an ambitious stated aim to increase woodland cover in Scotland from its current level of 18% to 25% by 2050. Planting targets of 10,000 hectares of new woodland and forest every year between 2012 and 2022 are currently falling short of target. To maximise the benefits from new and existing woodland and forestry there is a need to manage them much more appropriately and for farmers and landowners to more fully recognise the need to integrate trees into their farms and estates to increase economic viability, to ensure the long-term sustainability of their businesses, and to provide a range of other benefits too (for example in terms of health and wellbeing, opportunities for outdoor activities, etc.). As mentioned earlier tourism is one of the Scottish Government's and East Ayrshire Council's growth sectors and increased forest cover could form the basis for further expansion of tourism-and outdoor recreation-related activity in the area. Additionally, East Ayrshire is a pilot authority for the Regional Woodland Creation Pilot Project with Forest Enterprise Scotland. A consultation on a Forestry Strategy for Scotland 2019-29 was open in Autumn 2018 based on a draft strategy document which provides a 10-year framework for action in order to help achieve a 50-year vision for Scotland's woodlands and forests. The Strategy is expected to be launched on 1st April 2019 in line with the Forestry and Land Management (Scotland) Act 2018. More broadly, the Scottish Government's Land Use Strategy 2016-21 sets out activities for a five year period including themes such as agriculture, Scottish Rural Development Programme, forestry and the uplands, and land use decision-making at a local level (in which communities are expected to have a greater influence) and ensuring wider access and connection to the land. The Strategy also draws on evidence collected through the two Land Use Pilot Projects in the Scottish Borders and Aberdeenshire. Linked with climate change, the Land Use Strategy also explores how rural areas such as the Landscape Partnership area can contribute in terms of climate change mitigation and adaptation (including in terms of flooding events for example).
Land reform	The commitment to reforming Scotland's highly concentrated pattern of private land ownership, particularly through the facilitation of community ownership of land and assets, has been a major focus of policy attention in Scotland for the last 20 years or so (including through the Land Reform (Scotland) Acts 2003 and 2016, the establishment of key support mechanisms, including the Community Land Unit within HIE in 1997, the Scottish Land Fund in 2001 and the Scottish Land Commission (SLC) in 2017. More information on all of these is available here. To date, much of the activity in terms of community ownership of land has been in the Highlands and Islands region for a number of

	reasons, including the lower land values and the influence of crofting and other aspects of the unique history and heritage of this region of Scotland. However, part of the work of the SLC is to encourage more community ownership and management of land outwith the Highlands and Islands, as well as explore the potential for other forms of land ownership to grow, including public ownership for example. There may be opportunities for testing out different models of land ownership in the Landscape Partnership area.
Community empowerment	Alongside land reform, a second key focus for policy by the Scottish Government has been community empowerment particularly through the Community Empowerment (Scotland) Act 2015. This legislation, amongst other things, makes it easier for communities to take over land and buildings in public ownership through asset transfer, gives communities the ability to request participation in decision-making and processes aimed at improving outcomes, sets out standards for public bodies in terms of engaging with communities through National Standards for Community Engagement and supports public sector providers to work with communities through community planning. This legislation therefore offers communities - in both rural and urban locations - the potential to engage much more strongly in local decision-making processes and to take on the ownership and management of assets much more readily. However, such engagement requires communities to have the capacity to do so, or to be willing and able to build up this capacity, but this is not always the case. Building up such capacity may require support from external agencies at least in the short term. Alongside the Community Empowerment (Scotland) Act 2015 is a related body of legislation focusing on local democracy and local governance, including for example the Local Government in Scotland (2003) Act which provides the legislative framework for Community Planning, including the development of the East Ayrshire Community Plan 2015-2030.

4. Land cover and land capability

Agriculture is historically important in the CCLP area in terms of employment provision, economic activity and in relation to the development of regional landscapes, with the regions topography and soils facilitating agricultural improvements in low ground areas (see Section 2.1.1). Figures 2.2 and 2.5 show the land capability across the 32,808 hectares of the CCLP area (based on a 1km buffer). The CCLP area contains a reasonably diverse mixture of land uses and land types but is generally constrained in relation to agricultural production, with very limited arable potential, with land capability of predominantly four or above (71% of the land area is Grade 5 or above). Land capability in the upland areas is particularly constrained (predominantly lower quality rough grazings), with mixed agriculture (and limited arable areas) evident in the Doon and in particular the Lugar valleys. Additionally, nearly a third of the CCLP area is under some form of forest cover (see Figure 2.5) and forest and

woodland constitute major components of both the central upland and river Doon Valley sub-areas.

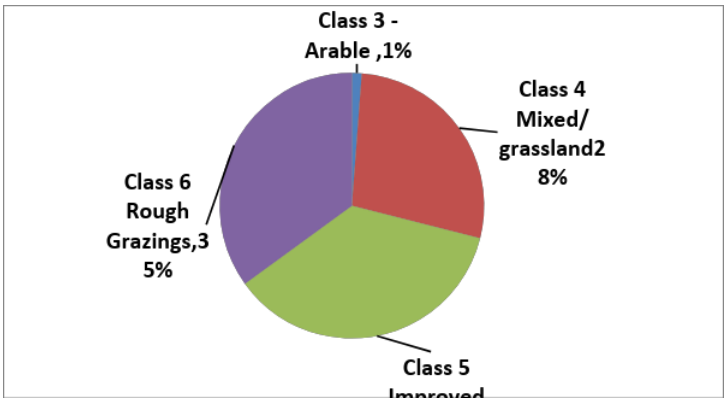


Figure 2.2 Breakdown of land capability for agriculture across the CCLP area

Data from the June Agricultural Census (2017) was obtained used to further characterise the areas agricultural activity at parish level for the CCLP area. Notably, as shown in Figure 2.6, none of the eight agricultural parish units which relate to the CCLP area occur wholly within the CCLP area and most have a significant proportion of the parish lying outside the CCLP boundary. The lack of alignment between the agricultural parishes and the CCLP boundary means that the agricultural analysis conducted for the CCLP area relates to the wider area covered by the relevant eight agricultural parishes and not specifically to the CCLP area. Within this wider area there were a total of 419 agricultural holdings on a total farmed area of 54,413 hectares (see Appendix 1).

The majority of land is owner occupied farm holdings, with a small number (32) of tenanted holdings evident in all three of the CCLP areas sub-regions (The Doon and Lugar Valleys and the central foothills area). In total some 632 people are employed on the farm holdings across the six relevant parishes. The holdings across the eight parishes are predominantly general cropping/forage (37%) and cattle and sheep Less Favoured Area (LFA) holdings (38%), with mixed holdings (8%), specialist dairy (9%), Non-LFA cattle and sheep (4%) and poultry (1%) representing smaller components. Figure 2.3 shows the variability across the eight relevant agricultural parishes in terms of holdings types, with LFA cattle a sheep the main form of holding in most cases, with greater diversity evident in the parishes which are part of the central foothills part of the CCLP area. Figure 2.4 shows the age profile of occupiers, with a larger number of younger farmers on mixed holdings and slightly more older farmers on general cropping and LFA holdings.

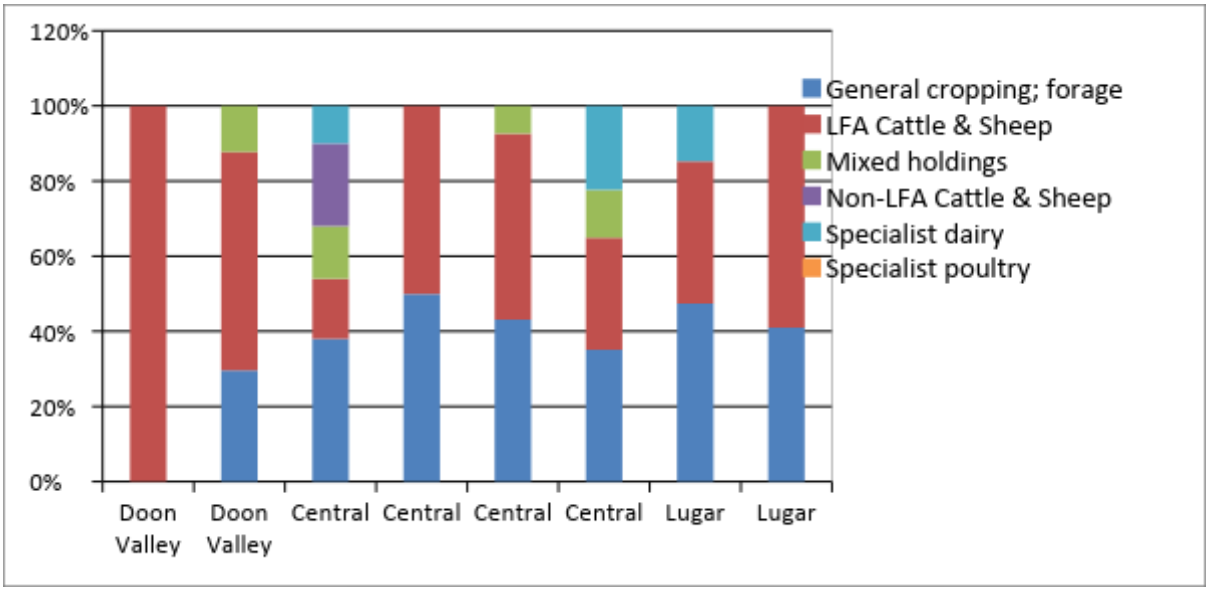


Figure 2.3 Percentage of each agricultural parish under different types of agricultural holdings (see Figure 2.6 for a map of the relevant agricultural parishes)

Due to the limited agricultural capability in the upland parts of the CCLP area future changes to agricultural policy are unlikely to result in major rapid changes to land use, although marginal farms are likely to face challenges and smaller holdings in particular are potentially vulnerable. Some lowland areas and areas under dairy and cropping land uses face a period of uncertainty due to the potential for change to existing subsidy mechanisms. Land use change across the region (e.g. conversion of marginal ground to woodland cover) could affect flood prevention/mitigation capacity of the land cover, which represents a potential opportunity for land managers dependent on grant availability and/or any future Payments for Ecosystems Services (PES) approach. Despite the marginal nature of some farms in the area agriculture has potentially strong multiplier effects on local economies and this should be considered going forward in terms of the knock on impacts of the loss of smaller farms across the region.

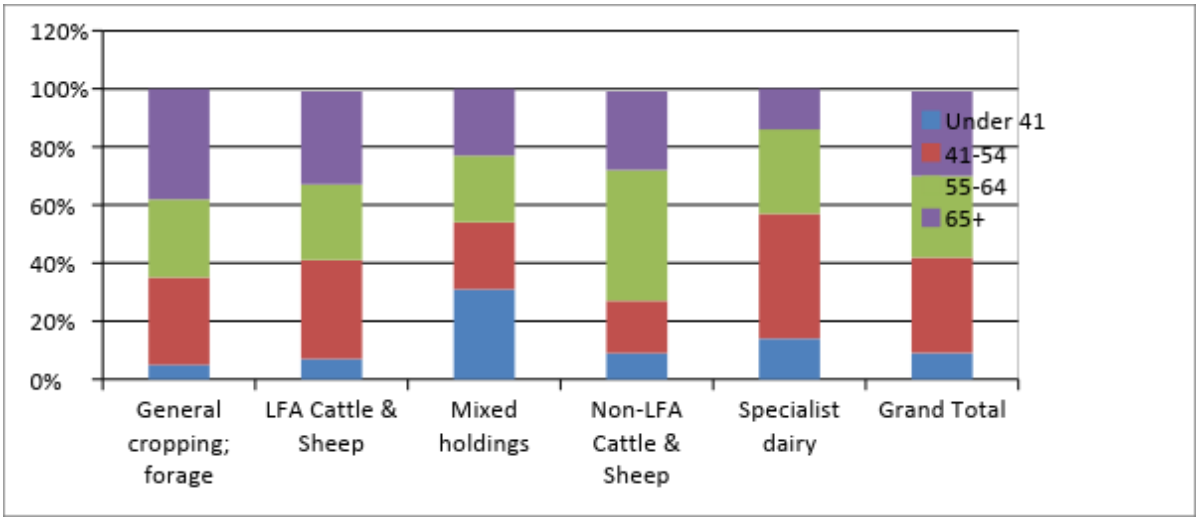


Figure 2.4 Age profile of occupiers on different holding types across the wider area (as defined by the relevant agricultural parishes)

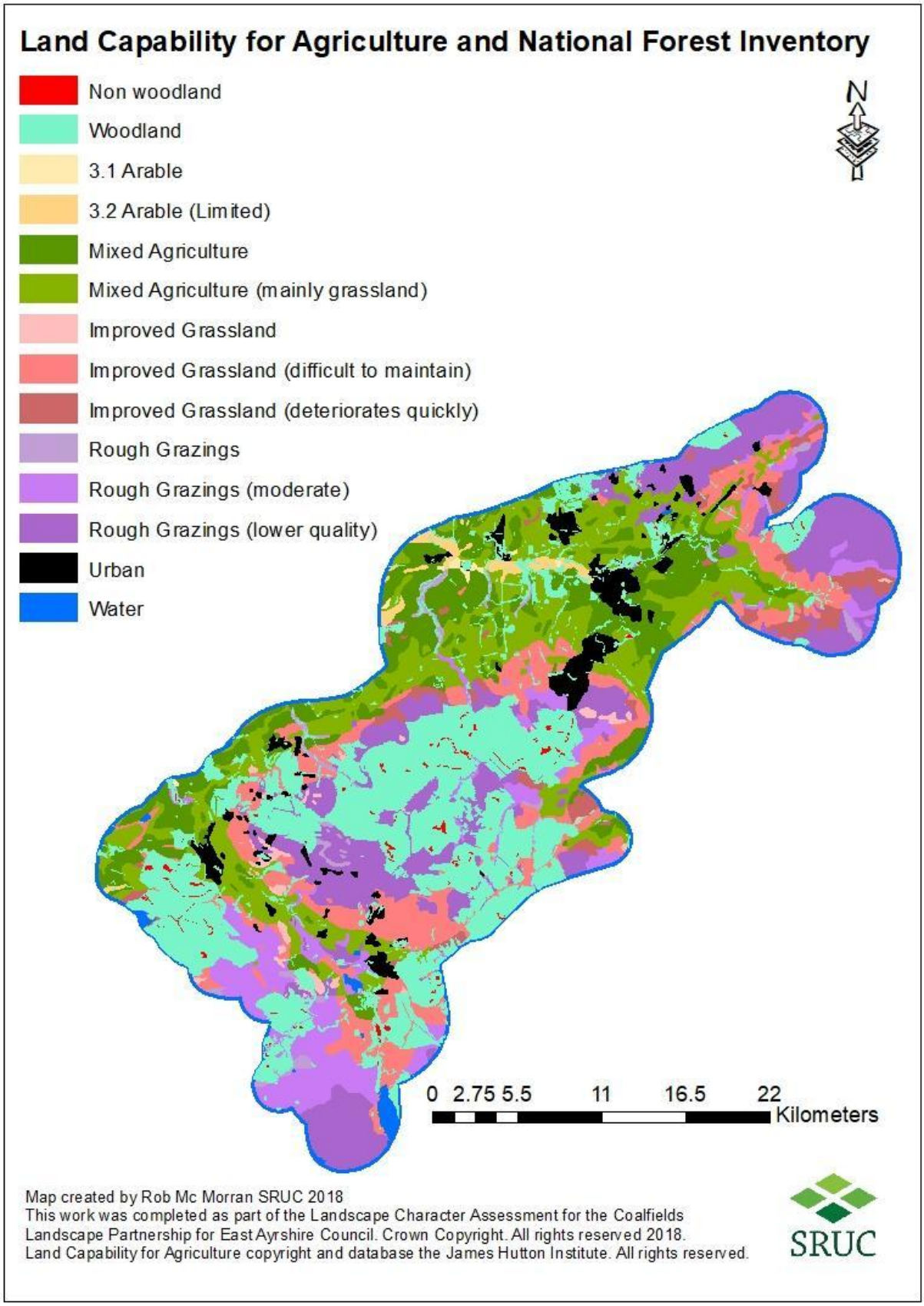


Figure 2.5 Land capability and forest cover (National Forest Inventory) in the CCLP area (1km buffer)

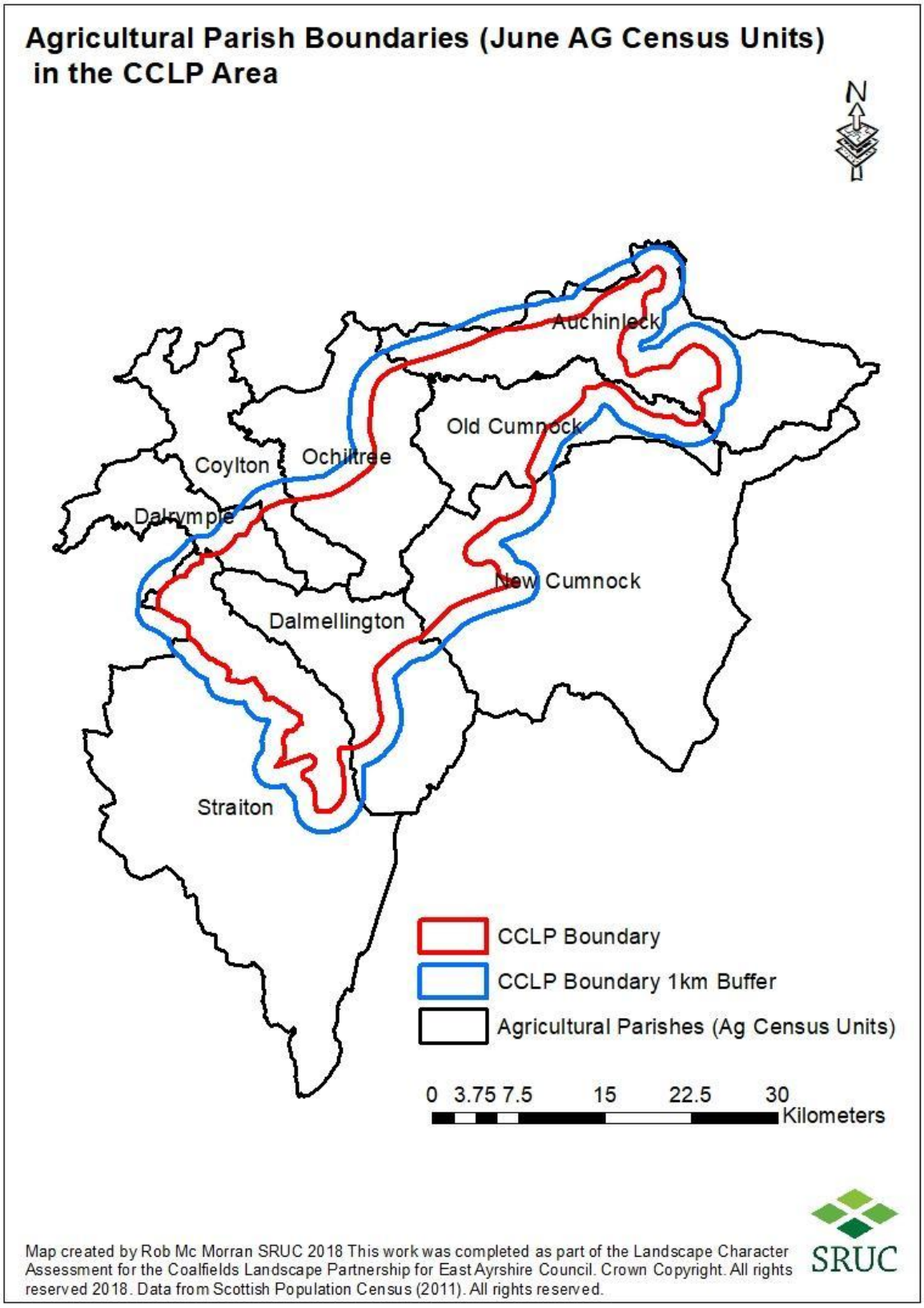


Figure 2.6 Agricultural parish boundaries in relation to the CCLP area

5. Current population demographics and levels of deprivation

5.1 Population trends and long term projections

Results from the 2011 Scotland population census were collated and matched to the CCLP area based on Census Output Areas. As apparent from Figure 2.8, Output Areas do not always align with the CCLP boundary and although they are more aligned than the agricultural parishes, in the southern part of the CCLP area and the Eastern part of the Lugar Water Valley sub-area significant portions of the data units lie outside the CCLP area boundary. As such, the findings should be taken as an approximation of the population/demographics of the CCLP area or as the demographics of the greater CCLP area as defined by census output areas. The overall population within the defined census output areas (Figure 2.8) was 22,416 (compared to a population of 122,200 for East Ayrshire), with an overall density of 0.47 persons per/ha (or 47 people per sq/km), which can be compared to an average for Scotland as a whole of 65 people per sq/km of for East Ayrshire of 96.8 people per sq/km. As the more rural parts of the area are relatively sparsely populated they have a limited impact on the overall demographic figures for the CCLP area.

The wider East Ayrshire population has remained relatively static over the last twenty years, while the Scottish population has increased by 5.3% since 2007. However, considerable demographic shifts have occurred, with the number of children (0-15) having declined by 15.8% since 1997 and the 23-44 age group experiencing a 19.3% decline over the same period, while those in the 65-74 and 75+ categories having experienced increases of 21.1% and 27.9% respectively. Notably, data from the last ten years shows that the Southern part of East Ayrshire (wherein a significant part of the CCLP area sits) has experienced a higher level of population decline than the northern end and a higher level of decline in people of working age (-4.2% compared to -1.6%) than in the northern end over the same period. The population density varies considerably across the CCLP area and between the sub-areas, with the upland sub-area (which includes rural and some more isolated communities), relatively sparsely populated, with most of the population based in the settlements in the Lugar Water and Doon Valley sub-areas (see Figure 2.8).

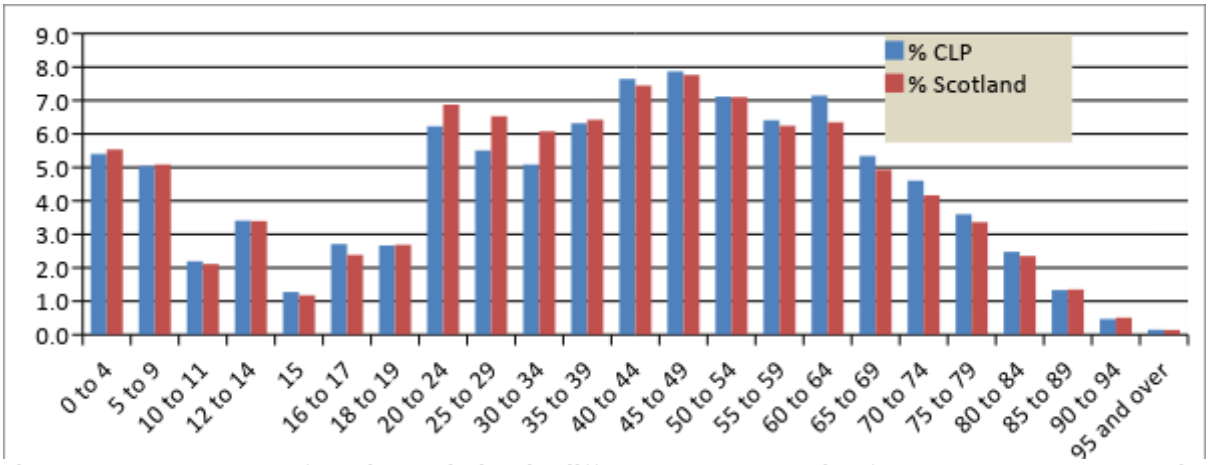


Figure 2.7 Percentage of total population in different age categories for census output areas in or partly within the CCLP area and for Scotland as a whole

The age profile of the residents of the CCLP area (as defined by Census Output Areas, 2011 data) is shown in comparison with Scotland in Table 2.1 and Figure 2.7. Overall, the CCLP area contains lower numbers of young children, lower numbers of people of working age and higher numbers of people in the 55-85 age categories, indicating a lower level of economic activity and a higher rate of dependency than for Scotland as a whole. The demographic structure of the population varies considerably across the CCLP area as a whole and between the sub-areas. Across the 204 relevant census output areas nearly half (100 output areas) had a higher proportion of people over 70 than for Scotland as a whole, 28 output areas had over 20% of their population in the over 70s categories and for five of the output areas over 40% of the population was over 70 (relative to the level of 11.9% of the

population in the over 70s bracket for Scotland as a whole). This indicates a high dependency rate in many parts of the CCLP area and (potentially) reduced capacity.

Table 2.1 Numbers of people (and % of total) in different age categories in the 2011 census output areas in or partly within the CCLP area and for Scotland (red showing areas where substantial differences occur)

Row Labels	CCLP Area	% of total	Scotland	% of total
0 to 4	1211	5.4	292821	5.5
5 to 9	1130	5.0	269617	5.1
10 to 11	492	2.2	111836	2.1
12 to 14	764	3.4	179779	3.4
15	286	1.3	62278	1.2
16 to 17	607	2.7	126266	2.4
18 to 19	598	2.7	142282	2.7
20 to 24	1395	6.2	363940	6.9
25 to 29	1236	5.5	345632	6.5
30 to 34	1140	5.1	321695	6.1
35 to 39	1416	6.3	340056	6.4
40 to 44	1714	7.6	394698	7.5
45 to 49	1763	7.9	410929	7.8
50 to 54	1595	7.1	375827	7.1
55 to 59	1438	6.4	330891	6.2
60 to 64	1603	7.2	336522	6.4
65 to 69	1197	5.3	261198	4.9
70 to 74	1032	4.6	220594	4.2
75 to 79	807	3.6	178114	3.4
80 to 84	555	2.5	124525	2.4
85 to 89	299	1.3	71507	1.4
90 to 94	105	0.5	26906	0.5
95 and over	33	0.1	7490	0.1
Grand Total	**22416**		**5295403**	
Over 50	8664		1933574.0	
Over 50 %	**39%**		36.5	
Over 70	2831		629136.0	
Over 70 %	**13%**		11.9	

Current population projections for the wider East Ayrshire region suggest the population of the region will experience a limited decline (2%) to 2034. These projections also indicate significant demographic shifts over the same time period, including a 6.4% reduction of 0-15yr olds (compared to -2% Scotland), a 14.2% reduction in people of working age (16-64) (compared to -4.6% for Scotland) and 40.6% increase in people aged 65 and over compared to 46.7% for Scotland. Notably, projections for the Southern part of East Ayrshire (wherein a significant part of the CCLP area sits) predict a much larger population decline (-13.2%) in this area by 2034, a larger decrease in the number of people of working age (-27.9%) and a larger increase in people over 65 (38.9%). As a result, the overall dependency ratios in the Southern part of East Ayrshire are projected as increasing more rapidly than for Scotland as a whole (with a predicted dependency rate of 82.3%, compared to 73.3% for Scotland by

2039). As a result of the current static population growth and demographic decline the region and in particular the area within and around the CCLP area is reliant on in-migration as a lever to reverse negative trends and increase the overall proportion of young people and people of working age.

5.2 Levels of deprivation

Many parts of the CCLP area and wider East Ayrshire are relatively prosperous and vibrant; however, inequalities persist within and between communities across the region. Table 2.2 shows the number of households in the CCLP (relative to Scotland) exhibiting different levels of deprivation (e.g. crime, access to services), with the proportion of households deprived in two (29%) and three dimensions (9.8%) considerably higher than for Scotland (20% and 6% respectively).

Table 2.2 Number and proportion of households at different levels of deprivation (based on index of multiple deprivation) in the CCLP area and for Scotland as a whole

	Scotland	% Households Scotland	Housesholds CCLP	% Households in CCLP
All households	2,372,777		9776	
Deprived in any dimension	951359	40.1	2915	29.8
Deprived in 1 dimension	769176	32.4	3005	30.7
Deprived in 2 dimensions	484020	20.4	2840	29.1
Deprived in 3 dimensions	151558	6.4	954	9.8
Deprived in 4 dimensions	16664	0.7	62	0.6

These figures reflect wider regional trends, with over 30% of the census data zones in East Ayrshire falling within the 20% most deprived data zones in Scotland, making East Ayrshire (on this basis) the sixth most deprived local authority in Scotland overall, with employment, health and income related deprivation factors those of greatest concern. The Southern part of East Ayrshire (wherein a significant part of the CCLP area sits) represents the more rural part of the region, with relatively high quality landscapes and environments, albeit with a visible legacy of opencast coal mining. This rural setting can create challenges in relation to access to services/amenities (e.g. schools, health services etc.) and transport links and employment opportunities can be more limited outside of the main settlements. Additionally, 21% of children in the Southern locality area live in poverty, which exhibits relatively high unemployment levels and in general the health and well-being of those in the Southern area is lower than for East Ayrshire as a whole average (8.4% self-described their health as bad or very bad compared to 6.7% for East Ayrshire as a whole). This situation contributes to socio-economic and health deprivation for some residents and has influenced outward migration among people of working age. Despite these challenges, the communities in the Southern locality are generally becoming safer (with declines evident in the number of road traffic accidents and serious crimes).

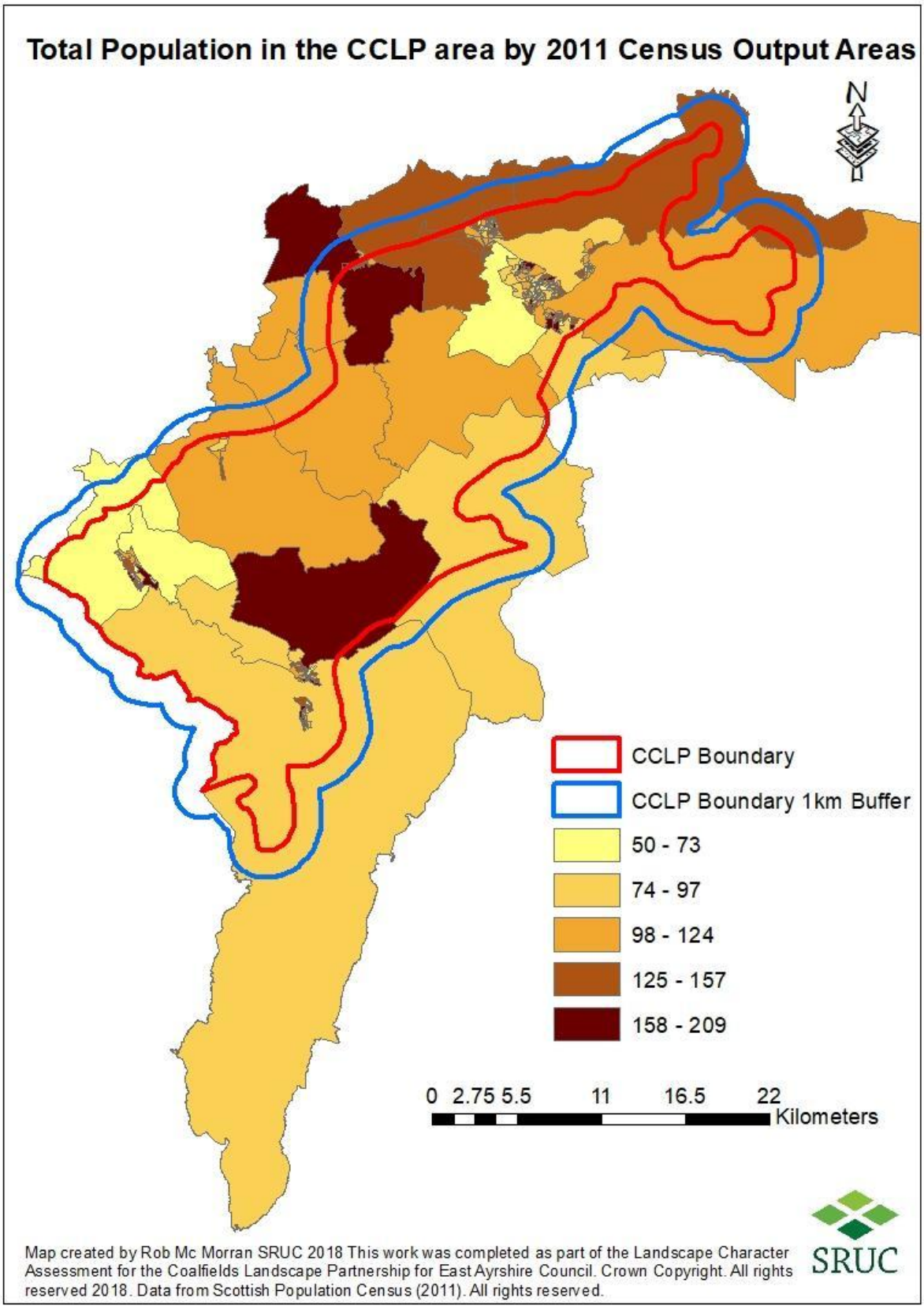


Figure 2.8 Population in the CCLP area by Census Output Areas (Measurement Units) for 2011

6. The economy of the CCLP area and wider East Ayrshire region

6.1 Recent economic development of the area

The decline of the coal mining industry across East Ayrshire, as well as declines in employment in the manufacturing, textiles and land use sectors during the 1970s (and more recently) has impacted heavily the economy of the region. In some cases, communities have failed to fully recover or reposition themselves to capitalise on emergent industries. The public sector, and in particular health and social work (e.g. care homes), has become increasingly important in terms of employment provision and is now the largest employer across the East Ayrshire region as a whole. Significant council led investment has resulted in improvements to the built environment, although economic growth has been relatively slow and economic activity rates remains a challenge for the region (East Ayrshire Council, 2015). Recent challenges in the wider East Ayrshire region have included the closure of the Johnnie Walker bottling plant in Kilmarnock 2012 (with the loss of 700 jobs) and a number of other smaller companies, including construction and engineering companies (partly due to the 2008 recession). Additionally, two opencast mining operators ceased operating in the wider CCLP area in 2013 resulting in the loss of 300 jobs, with the open-cast mining industry also associated with environmental impacts and major restoration costs. To address these economic challenges a number of specific programmes have been undertaken regionally by community planning partners and stakeholders in relation to business development, inward investment and marketing. In rural areas, agriculture and (in some areas) open cast mining remain important in terms of employment (East Ayrshire Council, 2015).

Despite these challenges the wider East Ayrshire region has a number of well-established businesses, with 3185 businesses (across a similar size range to Scotland as a whole) currently active across the wider East Ayrshire region, including a very wide range of micro businesses. The food, drink and tourism sectors in particular have become key growth areas and both renewable energy and software development also represent key emerging growth areas for the wider region. The value of the tourism industry to the wider East Ayrshire region increased from £79M in 2013 to nearly £87M in 2016, with related employment increasing slightly (with over 1000 jobs in accommodation, transport and food and drink), despite a 3.3% decline in visitor numbers over this period.

The region is also well known for its heritage, culture and high quality environment, making the region an attractive place to live and work – potentially marketable attributes which can be harnessed to facilitate future in-migration. Business start-up rates have also improved in recent years (East Ayrshire Council 2018) and the wider East Ayrshire region has benefitted from substantial investment in the further education sector and the merger of Ayr and Kilmarnock Colleges. Two specific initiatives undertaken in the wider region which link the areas high quality environments and visitor potential, are the UNESCO Biosphere Designation in the Doon Valley/Cumnock area and the Dark Sky Observatory in Dalmellington. A number of coalfield areas have also now been restored across the region and a number of cultural artefacts of the coal-mining industry provide opportunities as visitor attractions. Additionally, the Galloway National Park Association has proposed the development of a National Park in the region, as a mechanism for building on the regions rich and varied natural and cultural heritage through sustainable development and increased awareness of the region and its potential for tourism and recreation.

6.2 Economic activity levels

The 2011 census data was used to determine the numbers of economically active people in the CCLP area relative to Scotland as a whole. The results of the analysis for the CCLP are shown in Table 2.3. Overall, 64.1% of people in the 16-74 age categories were economically active, compared to 69.9% for Scotland as a whole. The rate of unemployment was higher in

the CCLP area (6.4%) than for Scotland (4.7%) and the percentage of economically inactive and retired people were both higher in the CCLP area than for Scotland (see Table 2.3). The rates of economic activity are indicative of the levels of relative economic disadvantage of the CCLP area, with the data showing certain census output areas exhibiting particularly high rates of economic inactivity. Despite this, the overall median gross weekly wage is higher for the wider East Ayrshire region (£580) than for Scotland as a whole (£563). More up to date data shows a decline in the unemployment rate for the wider east Ayrshire region in recent years, to 3.4% in 2018 (compared to 2.4% for Scotland), with youth unemployment (18-24) at 5.6% compared to 3.3% for Scotland. This is a significant fall since 2013, with the gap also closing with Scotland in recent years – with youth unemployment having been a key priority for the Community Planning Partnership Board in recent years, with a number of specific work and training related initiatives now in place.

Table 2.3 Economic activity levels of the CCLP working age population based on 2011 census

	CCLP	% Total	Scotland	% Total
People aged 16 to 74	**16734**		**3970530**	
Economically active	10732	64.1	2738899	68.9
Economically active: Employee: Part-time	2390	14.3	529816	13.3
Economically active: Employee: Full-time	5852	35.0	1573416	39.6
Economically active: Unemployed	1064	6.4	189414	4.7
Economically inactive	6002	35.9	1231631	31.0
Economically inactive: Retired	2813	16.8	591667	14.9

6.3 Employment by sector

Table 2.4 and Figure 2.9 show the breakdown of employment by sector within the CCLP area relative to Scotland as a whole, based on the 2011 census data. In 2011, a higher proportion of people worked in health and social care, primary production, land based industries, construction and manufacturing in the CCLP area than for Scotland as a whole. The most substantial difference rates to employment in health and social care (22.7% in the CCLP are relative to 15% for Scotland), relates in part to the higher numbers of people living in the CCLP area in the higher age categories and a higher dependency rate overall. In contrast a lower proportion of people work in tourism related industries, the tertiary sector and education relative to Scotland. While the 2011 data is more specific to the CCLP area, it is somewhat out of date and 2017 figures for the wider East Ayrshire region show lower levels of people working in manufacturing (7.5%), construction (5.7%), with higher levels in tourism (7.5%). These shifts are related to the closure of manufacturing plants in the region (see Section 6.1) and a downturn in construction and related activities post-2008.

Table 2.4 Sector of employment of CCLP residents compared to Scotland (2011 census data)

	CLP Area	% of Total	Scotland	% of Total
Agriculture forestry and fishing	300	3.1	41902	1.7
Mining and quarrying	373	3.9	33980	1.4
Manufacturing	1696	17.8	404792	16.1
Energy Water and Waste Services	149	1.6	39391	1.6
Construction	913	9.6	200343	8.0
Wholesale retail and vehicle repair	1347	14.1	376622	15.0
Transport	536	5.6	125111	5.0

Accommodation and catering	405	4.2	158175	6.3
Information & communication	77	0.8	69014	2.7
Finance, real estate and insurance	202	2.1	143027	5.7
Science and Technical	167	1.8	131315	5.2
Administration and support services	1041	10.9	284590	11.3
Education	622	6.5	211954	8.4
Health and Social Work	2162	22.7	376813	15.0
Arts and Entertainment	396	4.2	120853	4.8
Other	3	0.0	1409	0.1

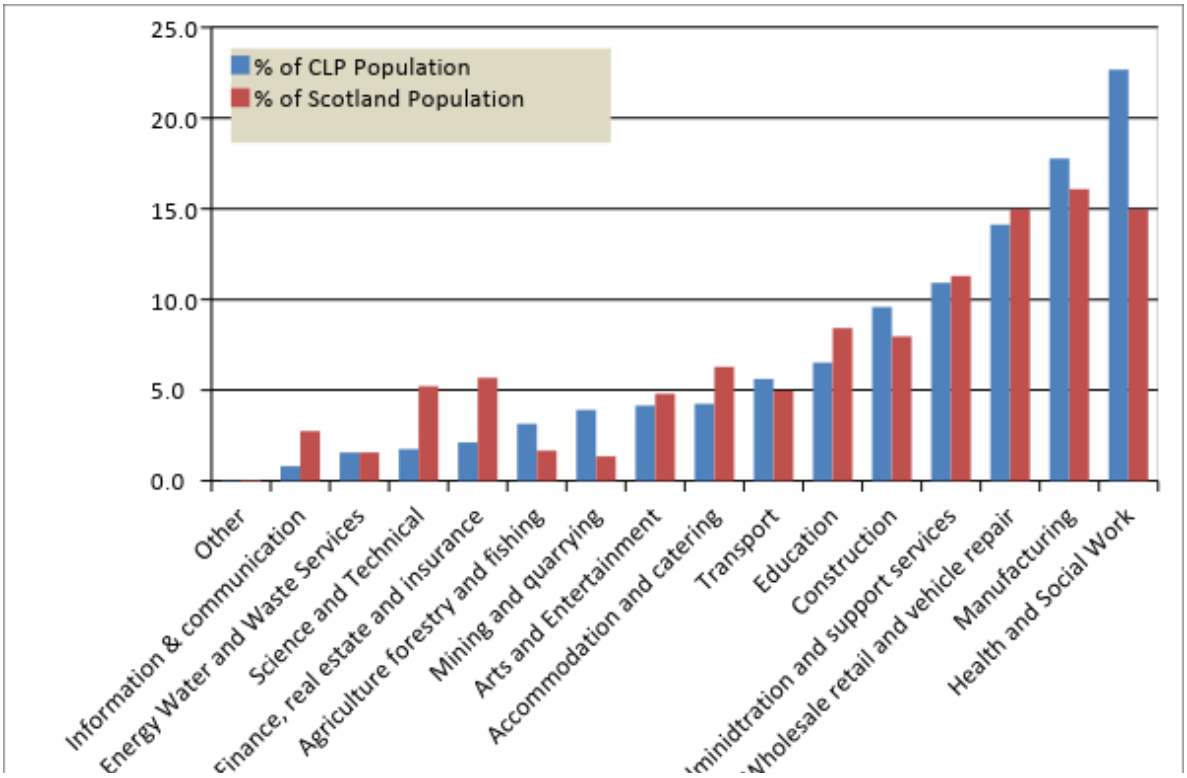


Figure 2.9 Percentage of the CCLP areas population in different sectors of Scotland and comparison with Scotland (2011 census data, see Table 2.4 for data)

6.4 Economic infrastructure and growth areas

As highlighted in the review of historic economic development in the CCLP area, transport links including both railway and road network developments have played a major role in the economic development of the region over time. While some parts of the area are somewhat remote, the wider region is located strategically between the M77 (from Glasgow and South Ayrshire) and the M74 from Glasgow to Northern England. Regular rail services also provide links between Kilmarnock and Glasgow with onward connections to London, with Prestwick and Glasgow airports also within a relatively short distance, although these links have little effect on the Cumnock and Doon Valley, where development rates are comparatively low. The extension of the M77 has created an important extended employment corridor which has facilitated further interest in development and investment post-recession. Strategic development of industrial property and broadband improvements is occurring in key areas across the region which should further enhance the areas competitiveness over the next decade.

The CCLP area and wider East Ayrshire region contains a very wide range of community assets, including buildings and greenspace. Additionally, the East Ayrshire Council area has the largest amount of vacant and derelict land (2,324 hectares on 24 sites, including a number of former opencast coal sites) of any Scottish Local Authority, with the majority of this lying within the CCLP boundary – with these sites offering opportunities for initiatives/development from a community perspective. Notably, East Ayrshire Council have also established a Community Asset Transfer scheme, in line with national legislation and an ongoing programme of property and estate rationalisation by the council. This (and wider potential for asset based community development) offers local communities opportunities to acquire and manage assets for the benefit of local communities, facilitating capacity building over time. East Ayrshire Council has also established a Vibrant Communities Service to facilitate knowledge and skills sharing between local people, employers and key stakeholders. Critically, to take advantage of these and wider opportunities (e.g. community income from large scale renewable energy initiatives), community empowerment and capacity building (e.g. in the form of community development trusts) represents an important current and future area of development at community levels both within the CCLP area and wider region.

The number of households in the region has increased by 2-3% since 2001 (East Ayrshire Council 2015), with the number of houses across East Ayrshire totalling 56,494, an increase of around 3000 since 2003 (the majority of which have been built outside the CCLP area). Data for the wider region suggests the number of households will continue to increase (by 8.6% in the 2015-2023 period for the region as a whole), with increases in the number of single adult households and a decrease in the number of family households, with an overall decline in household size occurring regionally by 2023.

The majority of the wider region's housing stock (64%) is owner occupied and around 23% is council owned, with the region having larger numbers of detached and semi-detached houses than on average for Scotland. Notably, the Scottish Housing Condition Survey (2009-2011) indicated that 58% of properties in East Ayrshire are in need of urgent repair (compared to 37% for Scotland), with 25% of properties estimated as living in fuel poverty regionally. Notably, entry level prices for homes in the region remain below the national average, although modelling exercises undertaken as part of the local housing strategy indicate longer term shortfalls (over the next ten years) in property availability relative to demand, with for example, ten year housing shortfalls of 1,438 houses and 360 houses predicted for Cumnock and the Doon Valley areas respectively.

Overall, the local economy of the CCLP area and wider regional economy face considerable challenges in relation to an ageing demographic and low levels of economic activity. Additionally, despite a well-developed further education sector across the region which is producing well-qualified younger people, limited opportunities exist for these people to gain employment suited to their qualifications within the region. Nevertheless, as highlighted previously, the CCLP area and wider region has a number of key strengths including regional business clusters around food and drink, renewables energy, engineering and tourism (among others). Additionally, the cost and availability of land for business development is more favourable than for many parts of Scotland, with the regional setting also attractive in terms of landscapes and the environment. The Economic Development Strategy for the region highlights the need to focus on three sectoral groupings, with differing emphases taken for each group: i) existing sectors: which remain key to the future of the region (engineering, construction, textiles and the service sector including personal care), with skills development and diversification key to retention and development; ii) primary growth sectors: existing sectors which have the greatest potential for growth and changing the perception of the area (food and drink, renewables and software development), with the focus being on securing growth, productivity and innovation; and iii) place making sectors:

sectors which are expected to grow in line with population and economic evolution of the area which will in turn increase the quality of the area as a destination (tourism, leisure and culture), with the focus being on quality and differentiation.

7. Synthesis – Forces for change, needs and opportunities for the CCLP area

Five key themes are presented below as representing key forces for change and opportunities for addressing key needs/challenges as highlighted in the previous sections.

Green growth, diversification and inward investment

The business and industrial base within the CCLP area and wider East Ayrshire region has experienced considerable decline, particularly in the mining, land use, manufacturing, engineering and textile industries, without a significant corresponding rise in the services industry to counteract the loss of employment in these more traditional sectors. Economic shifts have resulted in some previously dominant sectors being removed from the area and in some cases communities have failed to adapt and innovate sufficiently to manage these changing circumstances.

The announcement in June 2018 of the Ayrshire Regional Growth Partnership (and confirmation of funding at the at the end of January 2019), represents a major opportunity to engage with these challenges. The partnership will see a new ambitious, collaborative and unified approach to strengthening and growing the Ayrshire-wide economy through attracting jobs and investment. The hope is that this Partnership will lead to an Ayrshire Growth Deal. The Partnership will be formally launched in April 2019.

Critically, there is considerable potential for the wider region to build on key existing growth (and potential growth) sectors, including food and drink, renewables and tourism/leisure. There is particular potential for these sectors in the Landscape Partnership area, drawing on its natural and cultural assets, the accessibility of the region, and building on its particular economic and social history and its current business stock (for example, in terms of ongoing diversification of the region's farm businesses, an activity which receives support through Ayrshire LEADER programme, for example). Building food and drink businesses (and linking these with the local farming sector) will help to maintain the sustainability of the area's towns and smaller rural communities. The UNESCO Biosphere Designation in the Doon Valley/Cumnock area and the Dark Sky Observatory in Dalmellington both represent locations at which future 'green growth' opportunities could be focused. The area could focus on providing a different but complementary tourism and food and drink offer to other regions of Scotland.

Labour retention and developing a skills based economy

As apparent from the review of the population demographics for the landscape partnership area and wider region there are considerable future challenges in relation to the retention of younger people and a rapidly ageing population, which has knock-on impacts in terms of economic activity levels. The ageing population also has implications in terms of health and social care pressures. Additionally, youth unemployment (albeit significantly improved) remains an important challenge, together with the out-migration of many younger people and the existence of qualified people within the region who have limited opportunities to access employment suited to their qualifications. As a result of these challenges, ensuring sufficient upskilling of the local/regional population and encouraging in-migration of skilled employees are both key to the future of the regional and local economy to avoid an increasing reliance

on public sector jobs. In particular, ensuring skills development across the region is accessible (through harnessing the existing further education sector in the region) and directly targeted at addressing skill gaps within the region related to economic shifts and emergent industries (e.g. renewable energy, rural skills, cultural tourism, food and drink) can play a part of supporting innovation and diversification and retaining younger people. Additionally, the strengths of the CCLP area and wider region offers potential for marketing the attractiveness of the area as a destination for in-migrants (domestic and foreign) in terms of the environment, housing affordability and employment opportunities.

Place making; building economic links to local cultural heritage and landscapes

Linked to the previous theme, the Scottish Government's place-based approach (see policy drivers section) offers considerable potential from place-making from a landscape-scale perspective, a factor also identified in the East Ayrshire Local Development Plan. The historical economic development narrative presented in this section demonstrates the existence of a very strong cultural link in the CCLP area to certain key industries (in particular coal and iron ore extraction). The socio-economic development of the CCLP area over time is intricately linked with the evolution and subsequent decline of these industries, which represent a fundamental component of the areas culture and past and current day landscapes. Harnessing these cultural landscapes and building links to the areas cultural heritage through a wide range of cultural and tourism initiatives (e.g. mining town trails etc.) offers considerable potential for developing a strong 'sense of place' and differentiating the area in terms of the perceptions of residents and visitors alike as a unique, high quality destination. In turn, the development of a stronger sense of place and local identity, through improving the perceived quality of the area as a tourism destination, can also increase regional attractiveness for in-migrants and create employment opportunities.

Community capacity building and new energy landscapes

The past and (to a certain extent) recent economic history of East Ayrshire is closely tied to coal and the generation of energy using fossil fuels (although as evident from this review there have been recent closures and significant job losses in the opencast coal mining industry in the area). The region will need to look to an economic future which is more closely aligned to the generation of power from renewable sources, and indeed recent investment in wind farms across the region demonstrate the potential for the area to have a new renewable energy future, albeit with implications in terms of visual (and other) impacts on the environment and the landscape. The development of post-industrial energy landscapes across the CCLP area also offers potential in relation to place making, linking the areas industrial cultural heritage with a modern post-industrial, renewable energy landscape. Linked to this there is potential for new employment in the renewable energy sector and for the development of linked businesses across the supply chain. For this, the area will require new skills and training provision and could encourage new businesses operating in the circular economy, for example in terms of biorefining (to take advantage of the area's existing wood resources, and indeed those of neighbouring regions, including Dumfries and Galloway).

From a community development perspective it is worth noting the potential importance of wind farm funds available to communities from the existence of sites in their local area. These can serve as significant sources of funding for community groups to undertake local projects. The Highlands and Islands Enterprise guide: 'Investing in your community: A guide to managing community funds is a useful guide to the different models that communities have adopted when administering community benefit funds. Scottish and Southern Energy (SSE) have recently adopted a different model for funding from the Griffin and Callichar wind farms in Perthshire whereby they have made funding available specifically to new/existing

businesses and social enterprises. An ongoing evaluation of this scheme suggests that it has brought significant direct benefits for businesses and their owners, and wider benefits for the rural communities in which they are located. Critically, ensuring communities have the capacity and structures in place to facilitate locally led investment of funding opportunities also relates to wider opportunities across the area for asset based community development, including through Community Asset Transfer or the Scottish Government's Community Right to Buy (CRTB) processes. These processes (e.g. the establishment of community development trusts), which reflect existing land reform and empowerment agendas (see policy drivers section) offer considerable potential across the CCLP area for delivering community-led place making initiatives and increasing community capacity over time. Nevertheless, despite the potential of community assets, the existing patchiness of community capacity across the area and the potential for volunteer fatigue implies the longevity of some initiatives may prove challenging and long term partnerships between communities and both the public and third sector are likely to be vital to ensuring the sustainability of projects and the building of real community-based capacity longer term.

Land managers delivering public goods

Reflecting both wider policy shifts and the vulnerability of farming in more marginal areas (see policy drivers section), the land use sector across the CCLP area requires a focus on diversification and innovation. Currently, the UK Government is strongly advocating a shift towards payment for farmers for public goods, including better air and water quality, improved soil health, higher animal welfare standards, public access to the countryside and measures to reduce flooding, which is also the Scottish Government's current direction of travel. These policy frameworks offer considerable potential for areas such as the CCLP area due to the longer term potential for land managers to gain a return for the delivery of public goods, potentially creating opportunities for new forms of farming activity of farming models and new entrants to the farming sector.

Appendix 1 Summary of Agricultural census data (2017) for the relevant agricultural parishes

	Doon Valley	Doon Valley	Central	Central	Central	Central	Lugar	Lugar	
Parish	**183**	**213**	**184**	**182**	**188**	**189**	**185**	**190**	**Grand Total**
Holdings	11	42	41	73	74	81	44	53	419
Total Farmed Area	2,680	9,243	2,408	3,324	14,271	4,977	13,046	4,464	54,413
Holdings with tenanted land	-	-		-	5	-	7	-	32
Tenanted area	-	-		-	3,892	-	2,122	-	7,886
Standard Output	£575,956	£2,208,257	£2,293,381	£4,055,644	£4,269,024	£8,167,326	£3,870,724	£4,950,169	£30,390,481
Standard Labour Requirement	18	81	43	75	166	136	76	88	682
Breeding Ewes	2,304	10,445	1,592	2,681	11,751	3,020	2,935	3,936	38,664

Holdings with Breeding Ewes	4	16	9	15	31	18	12	14	119
Total Sheep	5,727	26,752	3,448	6,503	29,667	7,791	7,283	8,602	95,773
Holdings with Sheep	5	20	9	18	33	19	13	17	134
Area of Crops & Fallow		20	108	177	2	119	29	12	467
Area of Rough Grazing	1,456	4,901	62	366	8,013	352	5,817	877	21,844
Area of Farmed Woodland	71	994	347	174	567	54	79	89	2,374
Area of Grass < 5 years		94	92	163	116	221	130	22	837
Area of Grass > 5 years	1,078	3,031	1,772	2,434	4,868	3,694	2,998	3,217	23,093
Total Poultry	33	396	107	145	115	194	62	33,141	34,193
Holders working full-time on farm	5	14	12	24	24	31	16	18	144
Holders working >50%of time on farm		4	4	3	3	3	2	4	23
Holders working <50%of time on farm		8	7	13	8	16	7	8	67
Spouses working full-time on farm	2	3	3	3	5	6	1	4	27
Spouses working >50%of time on farm	1	5	2	6	6	5	2	4	31
Spouses working <50%of time on farm		9	9	10	13	14	8	5	68
Holdings		3	5	13	4	25	8	11	69

with Dairy Cows >2yrs									
Dairy Cows >2yrs		6	509	1,389	515	3,747	1,500	1,570	9,236
Holdings with Beef Cows >2yrs	4	13	12	18	20	26	11	19	123
Beef Cows >2yrs	197	732	636	663	1,646	1,113	458	934	6,379
Total Cattle	397	1,868	2,842	4,345	4,947	9,314	4,008	5,403	33,124

Appendix 2. Collated spatial and census data

- June Agricultural Census data (2017-2018) – multiple criteria (No. of holdings, rented agricultural land, total area of agricultural land, crop/pasture type, livestock numbers, number and type of employees etc.). Including SIMD.
- Longer term (10-15yrs) June Agricultural Census data for selected criteria (e.g. no. of holdings and no. of employees)
- Scotland Population census data (1991, 2001, 2011) by Data Zones and Output Areas – including data on employment data, industry, educational attainment, demographic information etc.
- Agricultural Parishes Boundary data (Scottish Government 2016)
- Landcover Scotland data (MLURI 1988)
- Urban/Rural Six Fold Classification
- Scottish Index of Multiple Deprivation
- Background Ordnance Survey Mapping
- Community Council Boundaries for Scotland
- Local Authority Boundaries Great Britain
- Land Capability for Agriculture (James Hutton Institute)
- Landscape Character Types Scotland
- National Forest Inventory Scotland (Forestry Commission Scotland)
- National Forest Estate Ownership Scotland (Forestry Commission Scotland)
- Greenspace
- Windfarms Scotland (In-situ and in-application phase windfarm location database) Scottish Natural Heritage
- Boundary line for Coalfields Landscape Partnership
- Community Asset Register (Spatialhub)
- Contaminated land (Spatialhub)
- Greenbelts (Spatialhub)
- Housing land supply (Spatialhub)
- Vacant and derelict land (Spatialhub)

Appendix 3. Source material for socio economic context and drivers review

- East Ayrshire Local Outcomes Improvement Plan. Area profile. East Ayrshire Community Planning Partnership, March 2018
- Ayrshire Strategic Routes Map (SNH

- Ayrshire and Arran Tourism Strategy (2012/2017)
- East Ayrshire Community Plan (2015-2030). Building a Better East Ayrshire. Community Planning in East Ayrshire.
- East Ayrshire Community Planning Partnership (2018). Residents Survey 2017.
- East Ayrshire Economic Development Strategy 2014/2025. East Ayrshire Council 2015.
- East Ayrshire Community Plan 2015-2030 Delivery Plan for Economy and Skills 2015-2018.
- Hume, R. (2017) Report on the Industrial History of the Cumnock and Doon Valley Area
- Onshore Wind Visual Register East Ayrshire
- Community Planning in East Ayrshire (2017) Southern Locality Profile, Local Outcome Improvement Plan Summary Needs Assessment 2017.
- Atterton, J. (2017) Future land Use in the South of Scotland. Rural Policy Centre Policy Briefing.
- Cumnock Community Led Action Plan
- Dalmellington Community Led Action Plan
- Logan and Lugar Community Led Action Plan
- Netherthird Community Led Action Plan
- Patna Community Led Action Plan
- Review of Land Supply for Business & Industry in East Ayrshire (2013) East Ayrshire Council
- East Ayrshire Council (2017) East Ayrshire Local Development Plan; Volume 1 Strategy and Policy
- East Ayrshire Council (2017) East Ayrshire Local Development Plan; Volume 2 Settlement Maps
- East Ayrshire Council (2017) East Ayrshire Local Development Plan; Rural Area Map.
- East Ayrshire Council (2013) Local Housing Strategy 2013-18
- East Ayrshire Council (2015) East Ayrshire Local Development Plan. Background paper: Sensitive Landscape Areas
- East Ayrshire Council (2018) East Ayrshire Housing Market Areas. Easy Ayrshire LDP Supplementary Planning Guidance