
NORTH AYRSHIRE COUNCIL

13 June 2023

Cabinet

Title:	North Ayrshire Visitor Management Plan 2023
Purpose:	This report proposes an update to the Visitor Management Plan, to support ongoing actions to manage domestic tourism in North Ayrshire during 2023
Recommendation:	It is recommended that Cabinet approves the draft North Ayrshire Visitor Management Plan for 2023 (attached as Appendix 1)

1. Executive Summary

- 1.1 This report seeks approval of the draft North Ayrshire Visitor Management Plan for 2023 (Appendix 1). The Plan continues a strategic approach to managing the impact of tourism within North Ayrshire, based on a review of issues previously identified in the 2022 Visitor Management Plan, taking into account changes in domestic tourism post-pandemic, ongoing key challenges in managing the impact of visitors to North Ayrshire and establishing priorities and actions for managing the impact of visitors during 2023.

2. Background

- 2.1 The visitor economy is an important sector of North Ayrshire's economy. In 2019, there were 3.2m visitor days with an economic impact of £211.8m, supporting 3,770 full time jobs. The impact of tourism is not only economic, however, and there are a range of impacts on our communities and our environment and place and infrastructure assets. Optimising North Ayrshire's visitor experience whilst minimising adverse impacts of increased visitor flows will assist to support the economic impact of tourism and maximises the environmental and social benefits visitors can bring.
- 2.2 The Covid-19 pandemic had a big impact on the numbers and types of visitors coming to North Ayrshire, and consequently on our communities and facilities. The short-term increase in domestic tourism arising from the pandemic remained throughout 2022 and continues in 2023. This presents an opportunity to continue to review the provision of visitor services to respond to these demands through the Visitor Management Plan in a way that will bring lasting economic benefits while managing the impact on communities.

- 2.3 Appendix 1 to this report presents the second Visitor Management Plan for North Ayrshire. The Plan outlines priorities and proposals to facilitate and support an increased level of tourism and visitors to North Ayrshire, as tourism continues to recover from the Pandemic.
- 2.4 The process of preparing the plan included a review of the actions identified in the 2022 Visitor Management Plan and identifying future actions and assessing those against known issues and priorities. The process has been overseen by a member/officer forum to guide development.
- 2.5 Key impacts identified relate to litter, parking, and public toilet provision. Some prominent issues continue relating to 'hotspots' – such as motorhome usage in certain locations.
- 2.6 The pan-Ayrshire Ayrshire and Arran Visitor Economy Leadership Group (AAVELG) has developed the Ayrshire and Our Islands Regional Visitor Economy Strategy and Draft Action Plan. This identifies a regional set of priorities and takes into account the national tourism strategy 'Scotland Outlook 2030: Responsible Tourism for a Sustainable Future' and the 'National Strategy for Economic Transformation (NSET)'. These strategies give a wider context to the economic climate and visitor priorities, and the Visitor Management Plan focuses on local issues and priorities, while being cognisant of the bigger picture.
- 2.7 Some of the key areas identified require longer-term solutions for a range of reasons. The first Visitor Management Plan was instrumental in helping the Council secure £65,000 funding from VisitScotland to produce Strategic Tourism Infrastructure Development Plans for the mainland and islands, which are currently in development and will be vital to unlocking future rounds of Rural Tourism Infrastructure Funding (RTIF) and other funding streams over the next five years. The Strategic Tourism Infrastructure Development Plans will be finalised through the Member/Officer Tourism Forum and brought back to Cabinet following the summer recess for consideration.

3. Proposals

- 3.1 It is recommended that Cabinet approves the draft North Ayrshire Visitor Management Plan for 2023 (attached as Appendix 1)

4. Implications/Socio-economic Duty

Financial

- 4.1 The financial impact of the Visitor Management Plan is met from a range of existing service budgets and external funding. No additional budget pressures have been created from the Visitor Management Plan. The 2022 Visitor Management Plan was fundamental to a successful application for external funding and the 2023 Visitor Management Plan will also be used in support of external funding applications.

Human Resources

4.2 None

Legal

4.3 None

Equality/Socio-economic

4.4 It is predicted that the impact of the Plan will have generally positive equality and social impacts.

Climate Change and Carbon

4.5 The proposals will have a positive impact on environmental resources.

Key Priorities

4.6 The proposals support the delivery of Council Plan priorities – in particular, “North Ayrshire has an inclusive, growing and enterprising economy” and “North Ayrshire is a vibrant, welcoming and attractive environment”.

Community Wealth Building

4.7 The proposals in the Visitor Management Plan support the delivery of the Council's Community Wealth Building strategy.

5. Consultation

5.1 The content of the report has been developed and informed by engagement with the member/officer Tourism Forum, officers and businesses. The Tourism Forum exists to oversee strategic tourism matters and there will be agreed regular updates on activity via communications channels.

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Executive Director (Place)

For further information please contact **Neale McIlvanney, Interim Head of Service, (Growth, Investment and Employability)** on email - nealemcilvanney@north-ayrshire.gov.uk.

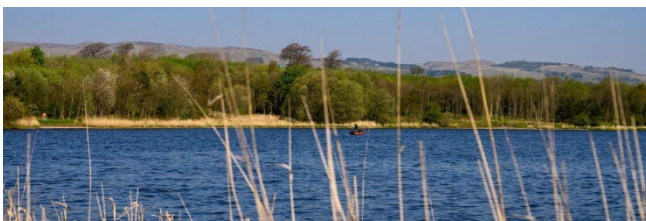
Background Papers

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North Ayrshire Council
Comhairle Siorrachd Àir a Tuath

Visitor Management Plan 2023



1. Introduction

Visitors are an important part of North Ayrshire's economy. In 2019, there were 3.2m visitor days with an economic impact of £211.8m, supporting 3,770 full time jobs.

The Covid-19 pandemic had a significant impact on the numbers and types of visitors coming to North Ayrshire, and consequently on our communities and facilities, and North Ayrshire Council's Visitor Management Plan 2022 was developed in response. As visitor numbers continue to grow, this 2023 Visitor Management Plan reviews progress made and captures ongoing activities.



This plan sets out our objectives, the challenges we are responding to, actions taken in 2022 and our ongoing actions for 2023. These actions are focused on what can be developed and/or delivered during 2023 with an immediate impact, whilst acknowledging our longer-term ambitions for the area which will require longer term planning, development and investment.

2. Purpose of the Visitor Management Plan

The purpose of the Visitor Management Plan is:

- to work across the Council to identify actions and interventions which enhance the experience of our visitors, which in turn support our tourism businesses and the jobs they sustain for the 2023 peak visitor economy season; and
- to develop plans which are respectful of our communities and the environment and deliver lasting economic benefits to North Ayrshire.

While this Visitor Management Plan addresses short-term issues, the Visitor Management Plan 2022 was key in helping us secure £65,000 of VisitScotland funding to produce Strategic Tourism Infrastructure Development Plans for the mainland and islands, which are currently in development and will be key to unlocking future rounds of Rural Tourism Infrastructure Funding (RTIF) and other funding streams over the next five years.

The pan-Ayrshire Ayrshire and Arran Visitor Economy Leadership Group (AAVELG) has developed the Ayrshire and Our Islands Regional Visitor Economy Strategy and Draft Action Plan. This identifies a regional set of priorities and considers the national tourism strategy 'Scotland Outlook 2030: Responsible Tourism for a Sustainable Future' and the 'National Strategy for Economic Transformation (NSET)'. These strategies give a wider context to the economic climate and visitor priorities, and the Visitor Management Plan focuses on local issues and priorities, while being cognisant of the national and regional context.

3. Objectives

Our objectives are to optimise our infrastructure and service delivery to ensure these are managed as we work to:

- Promote North Ayrshire as a great place to live, work, visit and invest
- Promote our key assets
- Minimise any negative impacts visitors have on communities and the environment
- Encourage sustainable visitor patterns by promoting our tourism assets and potential across all of North Ayrshire, including our inland localities – Garnock Valley and Kilwinning
- Communicate with our visitors while they are in North Ayrshire
- Encourage responsible behaviour
- Identify interventions for seasonal and temporary challenges
- Create outdoor opportunities
- Support eco-tourism and sustainable tourism
- Disperse visitors throughout the area
- Encourage visitors to stay longer and spend more money in the area
- Use events to show off our assets

4. Challenges of 2020/21/22 and Impacts of Covid-19

There was an overall change in behaviour due to the pandemic which continues to impact in 2023. Outdoor activities and the spaces we have to offer have a renewed appeal to visitors and residents and popular destinations continue to experience strong demand for parking, motorhome accommodation, public conveniences, an increase in littering, waste and antisocial behaviour and queuing for ferries at peak times.

Visitors

In 2022 we continued to see an increase in the volume of visitors, as there was still some reduced confidence in foreign travel which led to the continuing popularity of day-trips and UK holidays. Some overseas visitors have returned but we're not yet at pre-pandemic levels. National and local visitors who discovered what North Ayrshire has to offer are continuing to make return visits.

Communities/Residents

Geographic pandemic restrictions which forced residents to remain in their local authority areas led to many North Ayrshire residents discovering the assets on their own doorsteps and taking to our outdoor spaces, parks, beaches, and attractions. This change in behaviour continued throughout 2022, which is a positive outcome for wellbeing and mental health, though this has also led to an ongoing demand on our visitor infrastructure and services and some impact on communities in 'honeyspot' locations.

Businesses

Staff recruitment and retention remains a challenge for visitor economy businesses, which makes it difficult to meet the demand posed by high volumes of visitors during peak times. Our island businesses continue to struggle with the availability of staff accommodation. Additionally, the dramatic rise in the cost of doing business (food, energy costs, staff, transport and building supplies, etc.) has put increased pressure on businesses and impacted growth and development. Ferry cancellations and a reduced fleet are also having an impact on island visits and income generation for island businesses.

The introduction of short-term lets legislation in 2022 has put a cost and administrative burden on landlords and local authorities, and although the application time-frame for existing short-term let businesses has been extended to 1st October 2023, new hosts need a licence before they can start operating. The extra costs and uncertainty have led to some landlords leaving the market, with a consequent reduction in available holiday accommodation.

North Ayrshire Council

The increase in use of our spaces by both residents and visitors since 2020 has put an additional burden on Council services and this looks set to continue in 2023.

5. Actions taken in 2022

A wide range of activities identified in our Visitor Management Plan 2022 were delivered, including:

- Streetscene training scheme to create additional squads
- Streetscene operatives working twilight shifts and flexible shift patterns
- Volunteer support via Streetscene Volunteering Strategy and Adopt a Spot
- New web site created to host North Ayrshire heritage trails, improve access and scope.
- New walking routes, benches, signage, BBQ disposal units and outdoor washroom created at Eglinton Park
- New interpretation panels at St Brides Chapel, Lamlash
- New interpretation and lighting installed at Kilwinning Abbey Tower
- Replacement and upgrades of playpark equipment across North Ayrshire
- Replacement of benches, wheelchair accessible picnic benches and bins at coastal locations
- Participation in My Beach, Your Beach and Safer Shores campaigns
- Ongoing bus corridor improvements
- Upgrade of car park at Mountain Rescue Centre in Brodick and series of lay-bys on Cumbrae
- Feasibility study on Islands Connectivity Project
- Ongoing delivery of the Ardrossan Low Carbon Hub

- Delivery of Making Waves Festival, support of Queen's Platinum Jubilee and Scotland's Year of Stories 2022 events and a range of community-based events.

6. Priorities for 2023

Our priorities for 2023 are to build on the achievements of the 2022 Visitor Management Plan and keep these under review to ensure we optimise the visitor experience and wider economic benefit of tourism, recognising the benefit it can bring to businesses and communities.

- Update of Visitor Management Plan to continue to coordinate visitor management activities across the Council and communicate these
- Use the priorities identified in the Visitor Management Plan to inform development of our Strategic Tourism Infrastructure Development plan which will help to support future funding applications for tourism-related projects over a 5 year period
- Consider how our visitor management activities can reflect regional and national visitor economy strategies
- The Tourism Forum will meet quarterly to support visitor economy activity
- A project will be undertaken promoting responsible access to motorhome drivers and developing a proactive response to managing motorhomes
- Identify and promote events taking place in North Ayrshire
- Take advantage of partner support available to develop a digital visitor management project to increase our knowledge of our customer base/improve our services

7. 2022/2023 Actions summary

We have reviewed our Visitor Management Plan 2022 and updated each of the actions below. Some of these actions and activities are complete but many are ongoing as we return to more normal pre-pandemic operations. Additionally, there is some scoping of interventions that can be implemented in future years, recognising that these will assist the Council in taking advantage of external funding and capability of partners to deliver services to improve the visitor experience, to leverage a greater impact in future years and develop a longer-term strategy.

While not all interventions have been able to be broken down to a quantum of spend, this plan continues to deliver the £1.5m of action to visitor and place management actions started in 2022 – not including development of capital projects under the Ayrshire Growth Deal.

2022 Actions		2023 Update
Litter Management (Streetscene)		
Training and additional resources		
Streetscene Training Scheme	Training scheme to create three additional squads to undertake grounds maintenance work and provide additional operational flex during periods of high demand. Scottish Government Funding.	ILM Programme ran with two groups April to Sept 2022 then Oct 2022 to March 2023. This programme has been successful. Cohort 3 commenced on 11 th April 2023 with 12 new trainees providing additional capacity for Streetscene to deliver excellent outdoor experiences to attract visitors. Focus of the group during next six months is partnership work with the Ranger Service from Eglinton to enhance park as visitor destination.
Operational Flexibility		
Twilight Shifts	Extend operating times to meet demand.	Streetscene will continue to respond to seasonal demands and provide services to ensure our coastal locations are best presented to visitors.
Operational Flex	Adjust operations as in 2021.	Operating model has now moved closer to a pre – covid method of working.
Infrastructure		
New Bins	Installation of 51 upgraded, vermin-proof bins.	Complete
Other Activities		
Volunteer Support	Provide equipment and support to community litter picking groups.	Continued work with volunteer groups to build capacity. Recognition lunch taking place on 10 th June for Streetscene to thank volunteers, provide them with recognition and issue guidance and equipment.

Adopt a Spot initiative	Support volunteers to commit to litter picking in their adopted spots, under the new Streetscene Volunteering Strategy.	Strategy now in place and programme is developing
Public Transport, Roads and Parking		
Ferries	Work with partners to confirm programme for Cumbrae ferry slip improvements, produce detailed design and tenders and implement improvements to Largs queuing and marshalling. Funding outcome anticipated March 2022 – note funder has supported previous phases. Ongoing collaboration with service provider.	Largs marshalling works are on site currently. Funding secured to deliver Cumbrae marshalling area in 23/24
Buses	Liaison and engagement with partners and identification of external funding to improve bus stop infrastructure, bus route extension and bus lane congestion measures. Funding outcome anticipated March 2022 – note funder has supported previous phases.	Ongoing – funding received from SPT annually for bus corridor improvements
Largs Town Centre Ambassadors	Extended car park marshal role to more of a town centre ambassador - create 3 seasonal part time weekend posts partly funded by the car park and partly funded by sponsorship.	Following a trial in 2022 the recruitment of tourism assistants for Largs has not progressed for summer 2023. Concerns were raised around value for money and the funding pressure on the car park fund. Further funding options are being explored for a suitable funding model for 2024.
Improved Parking and Layby provision	Identifying priorities and implementation, including upgrade of car park at the Mountain Rescue Centre in Brodick; upgrade series of lay-bys at strategic locations on the Isle of Cumbrae, funded by Islands Infrastructure Fund.	Complete in 2022
Local Transport and Active Travel Strategy Review	Review strategy to identify opportunities for 2022-27.	Ongoing. Draft strategy was out for public consultation from 24 th February to 23 rd April 2023. The LTATS is currently being finalised and will be presented to Cabinet in summer 2023.

Active Travel	Submit funding applications, secure funding and implement identified active travel and outdoor access improvements and projects across North Ayrshire.	Ongoing
Transport Implementation	Submit funding applications, secure funding and implement identified public transport and transport improvements and projects across North Ayrshire.	Ongoing
Islands Connectivity Development	Develop the UK Government Community Renewal Fund funded Islands Connectivity Project to identify priorities for electric vehicle and bike infrastructure, a low carbon hub and Mobility as a Service (MaaS) feasibility.	Feasibility study complete. The Active Travel and Transport Team are seeking suitable funding opportunities to implement the Islands Connectivity Study Action Plan.
Islands Connectivity Implementation	Secure and align funding to implement the recommendations of the Islands Connectivity Project including: Cycling, Walking and Safer Routes, Islands Infrastructure Fund and Place Based Investment Programme allocations – quantum of funding to be confirmed.	Now seeking funding to deliver the action plans
Ayrshire Coastal Path development	Feasibility and design of improvements to the Largs Promenade and Coastal Path between Bowencraigs and Aubrey Park to support future applications for implementation. Work with Sustrans to implement further phases of the Fairlie Coastal Path.	Largs – Feasibility study complete. Fairlie Coastal Path – detailed designs complete. Aiming to start construction in Autumn 2023.
Ardrossan Low Carbon Hub implementation / Ayrshire Coastal Path Development	Delivery of the Ardrossan Low Carbon Hub funded by the ERDF Low Carbon Travel and Transport Challenge Fund including: North Shore Coastal Path; Ardrossan Harbour active travel link; and electric vehicle and e-bike charging hubs at both locations.	Ongoing
Promoting Responsible Motorhome visitations	Promote material developed to guide motorhomes within North Ayrshire and encourage responsible access. Undertake analysis of where additional infrastructure should be provided to support and direct motorhomes to the most appropriate locations, in conjunction with analysing the capacity and locations where motorhome	This will be led by the Tourism team and looked at in 2023 and included in the STID plans.

	services are provided by our businesses. In tandem with this we will explore funding opportunities to support delivery of infrastructure.	
Public Toilets		
Existing facilities and future funding		
Island Pit Stops	New for 2023	Re-purposing and improving existing public toilets (3 on Cumbrae, 9 on Arran) to provide better facilities, supporting increased dwell time and spend on the islands. Consultation currently underway with the associated communities ahead of drawing up scope for each site. Proposed finish date Spring 2024.
Reinstatement	Reinstatement/replacement of the Melbourne Park public toilets in Saltcoats which were fire-damaged in late 2021.	This building is in the scope of the below review of assets and will be considered as part of this review process.
Refurbishment	Refurbishment of the Promenade Toilets in Largs, financed by the Largs Car Park Fund.	A contractor has been appointed for the refurbishment of the Largs Promenade toilets and work began in April 2023.
Review of assets	Facilities Management are undertaking a review of North Ayrshire Public toilet facilities.	Review is ongoing with a report being prepared looking at options for public conveniences across North Ayrshire. A community asset transfer has now been agreed for the Ardrossan South Beach toilet block with ambitious plans from the Ardrossan Community Group.
Comfort Schemes	Engage with businesses to explore comfort scheme provision.	Ongoing
Playparks, and public areas		
Upgrade and renew playparks		
Playparks	Replacement and upgrade of playpark equipment across North Ayrshire. Procurement underway.	Phase 1 complete New play facilities now in place at Winton Circus in Saltcoats, Stevenston Shore and

		<p>Brodick to provide free facilities for families to enjoy and enhance the experience of a day trip to these locations.</p> <p>New multi-purpose play unit planned for Corrie in 2023.</p>
Renew benches and picnic tables and upgrade bins		
Benches	Installation of 115 benches.	<p>Programme of replacement assets is almost complete with benches, wheelchair accessible picnic benches, new bins at coastal locations installed to provide facilities for visitors to enjoy North Ayrshire Council's promenade areas and beaches.</p>
Picnic tables	Installation of 41 picnic tables.	
Bins	Installation of 51 upgraded, vermin-proof bins (ref above).	
Additional visitor and cultural interventions		
Heritage Trails	Further develop and enhance Heritage Trails.	<p>Ongoing across North Ayrshire. New web site created to host the Trails, improve access and scope. Set to build on and develop.</p>
STEM Trail	Create new STEM trail for Eglinton Park and Cumbrae.	<p>Eglinton Trail is complete and work has started on the co-creation of the Cumbrae trail with the local school and the Field Studies Centre, Millport, taking in the learning from Eglinton.</p>
Eglinton Park	Enhanced walking routes with additional benches, BBQ disposal units and outdoor classroom, upgraded all-ability play area.	<p>New walking routes created, benches added, BBQ disposal units installed and information video created, enhanced directional signage installed, outdoor washroom area created. Classroom still to be completed and upgrade of all-ability play area is pending.</p>
Arran Geopark	2021 and 2022 one seasonal Arran Access Ranger funded by NatureScot via Arran Access Trust.	<p>Two seasonal Arran Access Rangers funded by NatureScot via Arran Access Trust. Rangers liaise with Streetscene Grounds Supervisor where appropriate.</p>

Interpretation	Interpretation panels at Ardrossan Castle and St Bride's Chapel, Lamlash.	St Brides complete. Ardrossan still in development with local heritage group.
Lighting and interpretation	Upgrading at Kilwinning Abbey Tower.	New interpretation in place at entrance, further interpretation to follow as part of the Place Making engagement and funding. Lighting installed and in use for key dates (Go Purple, Remembrance Day etc)
Marine Tourism		
Moorings, transit marinas and step-ashore facilities		
Moorings	New payment system being developed for North Ayrshire Council's 67 visitor moorings around Arran and Cumbrae.	Business case for cost recovery in final stages of development.
Marinas	Programme of consultation and development work via AGD to add marina expansion at Ardrossan and step-ashore facilities at Arran, Cumbrae and Irvine.	Ongoing
Communication, Education and Engagement		
Communication, campaigns and enforcement activities		
Targeted Campaigns	Targeted info to visitors through print, PR and web using social media, Instagram campaigns (e.g., Keep North Ayrshire Tidy; @LoveNorth Ayrshire).	Ongoing
My Beach Your Beach	Participation in educational campaign.	Ongoing
Safer Shores	Participation in education and enforcement activities.	Ongoing
Multi-Agency co-operation	Multi-agency co-operation to gather intelligence on unofficial events (e.g., beach parties, car cruises), with interventions to mitigate effects from litter, noise and anti-social behaviour.	Ongoing
Ayrshire Smiles	Promotion of 'Ayrshire Smiles' customer-service training website in conjunction with South and East Ayrshire Councils.	Ongoing
Development of Motorhome Guidance	New for 2023	Develop guidance for visitors bringing motor homes to North Ayrshire

Digital Visitor Management Project	New for 2023	Identify data-driven digital visitor management project
Events and Festivals		
Events and Festivals, cultural activities		
Making Waves Festival	New family-friendly festival at Irvine's Beach Park and Harbourside in July 2022 promoting wellness and community.	Two day event delivered 23/24 th July 2022. The Scottish Maritime Museum is planning a smaller community event for 2023.
Community Event Support	Provision of event equipment for community events to reduce costs and improve event sustainability.	Partially completed, some resources have been purchased and there is ongoing engagement with community groups on what additional resources are needed in 2023.
Queen's Platinum Jubilee	Support a range of community-based commemorative / celebratory events and activities.	In 2022 a total of £25k of funding was distributed to groups across North Ayrshire to deliver local events to mark the occasion. In addition, 4 groups were supported to participate in the National Beacon Lighting, with Saltcoats being covered for BBC news.
Scotland's Year of Stories 2022	Development and delivery of local programme of events and activities.	Complete - events and activities delivered across North Ayrshire in 2022. Next themed year is 2024, EventScotland has not announced the theme yet.
Events and Activities	Delivery of new events and activities at Harbour Arts Centre, North Ayrshire Heritage Centre, Museum of the Cumbraes, Irvine Townhouse.	In 2022 new exhibition panels were installed in Garrison House and Irvine Townhouse to widen the scope for exhibitions in these 2 locations. Increased programming will continue across the venues in 2023.
Event Calendar	New for 2023	Develop an event calendar to ensure we are promoting events in the area to build our audience and increase attendance, economic impact and community participation.
Partner Engagement/Activities		

Marketing Campaigns	AADA, Visit Arran and Ayrshire Food and Drink marketing campaigns to promote the regional offer.	Campaigns delivered in 2022, collateral remains in use
Regional Partnership	Implementation of new Regional Visitor Economy Strategy developed in conjunction with Ayrshire and Arran Visitor Economy Leadership Group, including regional priority projects currently being established to support visitor management.	Ayrshire and our islands Visitor Economy Strategy and Draft Action Plan approved by Regional Economic Partnership Board in February 2023 and subsequently by the Ayrshire Economic Joint Committee. Partner resourcing and governance being explored for delivery.

8. Visitor Management Plan Ambitions

This plan focuses on identifying early interventions and highlighting developments which are underway. Larger investments and longer-term projects require appropriate planning, consultation, review and implementation and by necessity must form part of a longer-term strategy. The North Ayrshire Council Strategic Tourism Infrastructure Development Plans currently in development will allow us to view developments over a five year period.

This Visitor Management Plan is a working document, reviewed periodically and revised annually.

There are several strategic themes that require ongoing review and action and to be informed by infrastructure capacity assessment. In addition to the delivery of the actions in the Plan, throughout 2023, and in developing a Plan for 2024, the following priority areas will be reflected on – both in terms of identifying issues, potential action and resourcing implications: -

- Reflecting on strategic priorities identified through the Ayrshire Regional Economic Strategy and the Ayrshire and our Islands Visitor Economy Strategy and Draft Action Plan
- Reflecting on local strategic priorities, including those informed by the Ayrshire Growth Deal and the Council's marine tourism programme
- Implementation of identified solutions to support motorhomes
- Reviewing arrangements for supporting stranded passengers on islands where ferry services are disrupted and continuing to work with partner organisations and communities to ensure our ferry services are resilient and supporting the needs of our communities
- Proactively identifying potential funding sources from external funders to support future activities.