



Radio City Association

Policy Framework Analysis



Executive Summary

Radio City Association (RCA) examined **North Ayrshire Council (NAC)** Strategies and Policies to determine best practice in the “Electric Valley” project and work within existing local frameworks and development of the **Seven Areas of Strategic Focus** for the proposed reinvestment to achieve the greatest Socio-Economic impact as per the RCA **Socio-Economic Analysis Report**.

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1 Council Plan 2015-20

The Council Plan 2015-20 identifies five main “*building blocks*” to achieve the stated mission of the council which is:

“To improve the lives of North Ayrshire people and develop stronger communities”



In order to achieve this mission, the Council has stated its **Strategic Priorities**. The proposals of the “Electric Valley” developed by the Radio City Association (RCA) as contained within the Socio-Economic Analysis report support all five of the priorities of the North Ayrshire Council according to the Council Plan 2015-2020 outlined below:

- **Priority 1: Growing our economy, increasing employment and regenerating towns**

Four of the Five Strategic Aims (as aim five is relevant to the islands) under Priority 1 are relevant to the “Electric Valley” as outlined below;

- To have a thriving economy where there are leading companies and the best business support in Scotland
- North Ayrshire to be recognised as a place where new companies and small businesses can flourish
- Unemployment levels to be at an all-time low, and wealth to be shared more fairly between communities
- To have towns that are more vibrant with a wider choice of quality housing as well as retail and leisure facilities

The local authority aims to address economic and social challenges as well as promote opportunities for development. It is stated that the Council wants to address;

“economic differences across different areas of North Ayrshire are significantly reduced and the wealth of North Ayrshire is fairly distributed.”

The relevant ways to the “Electric Valley” the Council hopes to achieve this by;

- Listening to and working with businesses to create an environment which supports growth
- Working with partners to develop creative solutions and activity which responds to local economic challenges
- Continuing to develop important business sectors and focusing on exporting to increase investment and the wealth of the area
- Giving residents the opportunity to follow new routes from education to employment
- Continuing to reduce youth and adult unemployment

- Working with those who need extra help, including our looked after children (children in care) and focusing on our areas of greatest deprivation
- Working with our communities to develop local business opportunities for them to be involved in
- Supporting commercial and residential development that will provide the right support for attracting investment, expanding business and transforming our surroundings, particularly town centres
- Supporting our town centres and neighbourhoods to flourish by providing co-ordinated council-wide services and assets
- Providing high-performing services.

The proposed re-investment as a result of the Electric Valley can address these strategic aims and by using the focus of the council policy framework this can ensure that RCA's strategic vision is in concert with North Ayrshire Council and the wider community.

- **Priority 2: Working Together to Build Stronger Communities**

Within the stated strategic aims of Working Together to Build Stronger Communities the Council looks to encourage a North Ayrshire where:

- More people are confident, skilled and active members of their community
- More empowered, connected communities
- Communities that have more of a say in local decisions
- To have neighbourhoods with agreed local priorities and goals
- There to be community organisations that are recognised for their effectiveness and can access resources and provide services effectively
- To have more productive networks and relationships which help communities to become stronger and reduce inequalities
- There to be places which communities are proud of and people want to visit.

The Electric Valley aims to create an environment where “more people are confident, skilled and active members of their community” as well as fostering the empowerment of local communities, which have an increased leadership base, and which have more influence. The Electric Valley also outlines proposal by means which communities can have expanded and more diverse participation in local decision making. The Council Plan also states that Community organisations should be recognised for their enterprise and innovation which RCA believes itself to have shown in its innovative outlook which potentially allow for access resources to deliver services effectively which will address the aim: “support communities to reduce exclusion and inequalities and increase resilience”. The sated aim of “There to be places which communities are proud of and people want to visit” is in congress with the Electric Valley regeneration proposals.

- **Priority 3: Ensuring people have the right skills for learning, life and work.**

Two of the relevant strategic aims of the “Electric Valley” under priority 3 are:

- A learning environment where school leavers have access to positive opportunities through them gaining appropriate skills and qualifications
- A North Ayrshire that provides improved opportunities and outcomes for looked-after children and young people.

RCA’s Electric Valley provides for future investment in people and communities with skills and training opportunities with an estimate 18 jobs created/safeguarded per annum as stated in the Socio-Economic Analysis Report. The RCA also has a close working relationship with Priory, one of Europe’s largest care providers, based in the Radio City building who support children in residential care outside of mainstream education and look to build upon that relationship within the Electric Valley concept.

- **Priority 4: Supporting people to stay safe, healthy and active**

The vision at the heart of plan in Priority 4 is that:

“All people who live in North Ayrshire are able to have a safe, active and healthy life”.

To achieve this, the Council has stated it will focus on the following five priorities:

- Tackling inequalities
- Engaging communities
- Prevention and early intervention
- Improving mental health and wellbeing

The Electric Valley overriding ambition is the tackling of inequalities in the communities of the Garnock Valley, as well as empowering those communities. The RCA also has ambitions to provide for public health solutions including in the areas of mental health and wellbeing where work has already taken place e.g. securing of funding for creation of the Active Travel Hub.

- **Priority 5: Protecting and enhancing the environment for future generations**

The three strategic aims of Priority 5 are as follows;

- There to be a supply of high-quality affordable housing that meets the changing needs of our communities
- To prevent homelessness and make sure that people who have been made homeless have access to permanent housing
- Less anti-social behaviour in North Ayrshire

The Electric Valley can assist in the achievement of these goals by providing opportunity for investment in homelessness prevention and schemes which will reduce outcomes such as Anti-Social Behaviour

Summary of Electric Valley and Council Plan 2015-20

Community capacity and empowerment, community ownership and sustainability are key priorities within the areas of policy focus by the Council.

Performance indicators include;

- Working with local communities to help them flourish and Leverage of External Funding and;
- Working with local communities to help them flourish with an increase in the number of community ownership initiatives.

The “Electric Valley” Project itself involves the creation of a more circular local economy in the Garnock Valley with the revenues of the renewable energy projects being reinvested locally in sustainable environmentally friendly community led projects with the aims of creating employment, skills and training opportunities and growing the local economy.

The project will also address and tackle the social and health issues through the promotion of heritage, culture and art, address health issues and promote wellbeing through provision of sport and recreation facilities, increase financial and digital inclusion, provide for greater access to environmentally friendly transportation and tackling of poverty including fuel poverty all in aid of creating a centre of social enterprise for the benefit of the local community. These aims are all in unison with North Ayrshire Council's own Priorities and Strategic Aims.

2 Directorate Plans



The Council Directorate plans are in the areas of the council highlighted below the plans in blue will be examined. The Council is also performing a structural reform internally.

- **Democratic Services**
- **Economy and Communities**
- **Education and Youth Employment**
- Finance and Corporate Support
- **Place**

With the formation of the Health and Social Care Partnership the Social Services and Health Service Plan has been replaced with the HSCP Strategic Plan which is examined in Section 6.9

2.1 Democratic Services

The Democratic Services Directorate Plan has 3 Priorities as outlined below. Of these, relevant to the Electric Valley is Priority 1 which aims to carry out council policies by embedding equality and working with partners to “Make it Happen” which the Electric Valley assists in doing.

- **Democratic Services Directorate Priorities**
 1. **Supporting the Council and its Partners to Make it Happen**
 2. Provide a comprehensive and responsive Legal Service
 3. Effective delivery of Communications

2.2 Economy and Communities

The relevant Directorate Plan of the Economy and Communities has 6 Priorities as outlined below. Of these, two are particularly relevant to the Electric Valley, namely Priority 2 “Locality Planning” and Priority 3 “Inclusive Growth”

- **Economy and Communities Directorate Priorities**
 1. Investment
 2. **Locality Planning**
 3. **Inclusive Growth**
 4. Service Transformation
 5. Best In Class – The 2020 Challenge
 6. Essential Ingredients

Locality Planning

“To work with our communities to empower and increase capacity within our localities and promote local democracy”

Inclusive Growth

“To address the main barriers to economic growth to improve the North Ayrshire economy for all our residents”

2.3 Education and Youth Employment

The Education and Youth Employment Directorate Plan has 5 Priorities as outlined below. The Electric Valley is relevant to Priority 1 and Priority 5. These are the aims of reducing inequality and ensuring that young people have a more prosperous start and exciting future which are all key aims of RCA's Electric Valley.

- **Education and Youth Employment Priorities**

1. **We are reducing inequalities and delivering improved outcomes for children and young people**
2. High quality learning and teaching is taking place in all our establishments
3. Self-evaluation and performance improvement are embedded throughout our schools and central support teams
4. Levels of attainment and achievement are improving for all learners
5. **High numbers of our young people are entering positive and sustained post-school destinations**

2.4 Place

The Directorate Plan of Place has 5 Priorities as outlined below. Of these, relevant to the Electric Valley are Priority 1 Effective Asset Management, Priority 2 “Environment Sustainability” and Priority 3 “Inclusive Growth. The Electric Valley will assist in effective asset management particularly the Knox Institute proposal which will immediately increase occupancy levels of council property, the proposals also benefit the long term environmental sustainability of North Ayrshire by creating renewable resource and investing in environmentally sustainable propositions such as the investment already outlined in the Valefield and Institute projects. The Electric Valley will also contribute to social outcomes providing regeneration and opportunity which in turn has an effect of reducing anti-social behaviour.

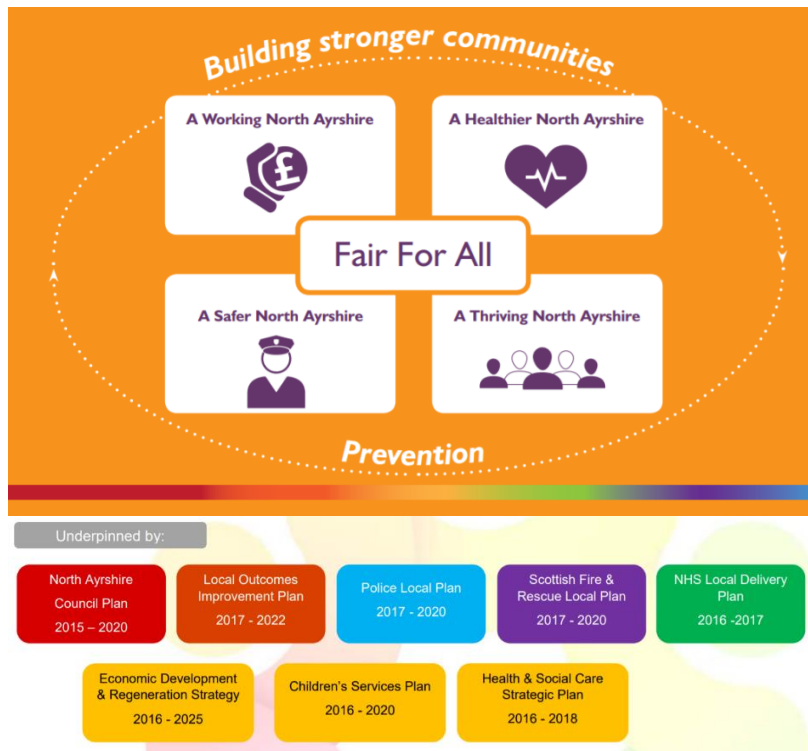
- **Place Directorate Priorities**

1. **Effective Asset Management**
2. **Environment Sustainability**
3. **Service Transformation**
4. **Safe Communities**
5. **Customer Service**

3 Fair For All Strategy 2017-32

The Fair For All Strategy sets out the Community Planning Partnership's vision for North Ayrshire residents:

"North Ayrshire - A Better Life"



To achieve this the CPP believes it must ensure that life is "Fair for All" in North Ayrshire. Fair for All is therefore a strategy for promoting equity and is underpinned by multiple other strategies.

The key pledge within Fair for All is: "North Ayrshire pledges to tackle the root causes of child poverty and mitigate its impact to create a better life for local people." This was in response to local trends in child poverty levels since the previous Single Outcome Agreement 2013-17.

The Fair For All Strategy has four priority areas:

- *A Working North Ayrshire*
- *A Healthier North Ayrshire*
- *A Safer North Ayrshire*
- *Thriving North Ayrshire – Children and Young People*

A Working North Ayrshire

Relevant Policy:

- Economic Development and Regeneration Strategy 2016-25

CPP Ambition

“To have created the most improved economy in Scotland by 2026”

CPP Aims

- **Investment** - An area with a high level of investment in businesses, people, infrastructure and other assets
- **Innovation** - An economy where there are high levels of research and development activity and entrepreneurship
- **Internationalisation** - An economy where there are large numbers of businesses trading internationally and new companies located in the area
- **Inclusive Growth** - An area where all sections of the community aspire to achieve and benefit significantly from economic growth

CPP Objectives

1. We will provide the best conditions for business, creating a diverse and inclusive economy.
2. We will develop our transport and digital connectivity to support business growth and link people and opportunity.
3. We will maximise the economic and social potential of our islands and towns.
4. We will build the capacity of our communities to promote inclusive growth.
5. We will improve the productivity of our people and workforce through top class education and skill services.
6. We will reduce significantly long-term unemployment and low incomes in working households

Electric Valley Policy Summary

The Electric Valley accords with the CPP's “Working North Ayrshire” aims and economic development and regeneration strategy providing investment in people and community assets providing community leadership and encouraging social innovation and entrepreneurship all in aid of supporting sustainable and inclusive growth. Also, within the aims is co-hub development which RCA has already initiated with the Knox Institute project.

The Electric Valley project accords with all six of the CPP's objectives in terms of creating a “Working North Ayrshire”.

A Healthier North Ayrshire

Relevant Policy

- Health and Social Care Partnership Strategic Plan 2016-18

CPP Ambition

“All people who live in North Ayrshire are able to have a safe, healthy and active life.”

CPP Aims

North Ayrshire Health & Social Care Strategic Plan 2018-21 has five targets.

- We will tackle inequalities
- We will engage with communities
- We will bring services together
- We will focus on prevention and early intervention
- We will support improved mental health and wellbeing

In addition, the CPP has the following priorities within the Fair for All Strategy

- We will make sure our services to children support them to have a better start in life.
- We will work with Community Planning Partners (CPP) to implement Fair for All

CPP Objectives

1. We will support localities to create their own local solutions to health and social care needs via locality planning forums.
2. We will develop locality based multi-disciplinary teams to support and care for people with complex care needs.
3. We will implement our review of island services on Arran and will undertake a review of how services are working on Cumbrae.
4. We will promote self-management to enable people to take control and better manage their own health.
5. We will make sure there are additional services to support people to avoid admission to hospital.
6. We will increase opportunities for people to get involved in their local communities.
7. We will adopt a holistic, whole life approach with a range of community services to support people throughout their life to live well for longer.

Electric Valley Policy Summary

The Electric Valley accords with CPP objectives 4,5,6 and 7 in the CPP aim of creating a healthier North Ayrshire as well as several the HSCP Strategic Plan. The Electric Valley will provide positive health effects and offer public health solutions with investment in community assets such as the proposed development of sporting facilities at the Valefield, Kilbirnie.

Positive impacts on education, training and employment availability and access, should, in turn, impact positively on health and wellbeing.

May want to add in something about “The RCA will seek out opportunities to engage with the locality working model advocated by both the Community Planning Partnership and HSCP to foster relationships with key community partners and ensure a joined-up approach to the RCA’s development.”

A Safer North Ayrshire

Relevant Policies:

- The North Ayrshire Anti-Social Behaviour Strategy 2015-18
- The North Ayrshire Violence Against Women Strategy 2015-18
- Police Local Plan 2017-20
- Scottish Fire and Rescue Local Plan 2017-20

CPP Ambition

“North Ayrshire is a safer place to live, residents feel safer and communities are empowered.”

CPP Aims

1. We will reduce levels of crime and anti-social behaviour and increase detection rates.
2. We will reduce reoffending.
3. We will reduce the harmful effects of drugs and alcohol.
4. We will reduce levels of domestic abuse and give a higher level of support to victims.
5. We will improve road safety.
6. We will improve fire safety.
7. We will reduce fear of crime and anti-social behaviour.
8. We will increase the number of people engaging in community activities and Volunteering.

CPP Objectives

1. Crimes of violence and knife crime in particular will be reduced.
2. Levels of crime detection will increase.
3. Victims of domestic violence will experience an improved and integrated response from service providers.
4. Local communities will be supported by both an asset-based approach and delivering services on a locality planning basis.
5. Public re-assurance will be increased

Electric Valley Policy Summary

The Electric Valley addresses a number of the CPP’s key aims in creating a safer North Ayrshire in particular aims 2, 3 and 8 by increasing the number of people engaging in community

activities and volunteering and supporting the recovery of those with substance misuse problems, as well as providing opportunities to combat recidivism, all of which will have knock-on effects such as reducing anti-social behaviour.

A Thriving North Ayrshire – Children and Young People

Relevant Policy

- North Ayrshire's Children's Services Plan 2016-20

CPP Ambition

"We want young people to have the best start in life and for North Ayrshire to be the best place in Scotland to grow up."

CPP Aims

- We will improve how you engage with school.
- We will help you to be physically active and be at a healthy weight.
- We will prevent smoking, drinking and taking substances at an early age.
- We will support your social and emotional development.

CPP Objectives

- These take the form of promises which are detailed in North Ayrshire's Children's Services Plan 2016-20.

Electric Valley Policy Summary

The Electric Valley will support the CPP aims 2, 3 and 4 by providing for healthy living and physical activity with provision of community sporting facilities in as detailed in the Valefield proposals as well as providing in future for public health initiatives around addiction working in conjunction with healthcare providers such as Priory in the Radio City and NHS Ayrshire and Arran and HSCP. In addition, RCA will support the development of young people with initiatives supporting learning around subjects such as the natural environment with site visits to the community turbine and a naming competition for local young people.

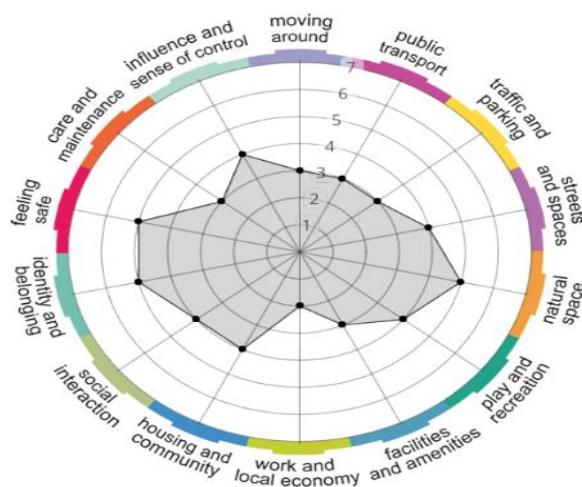
4 Local Outcomes Improvement Plan (LOIP) 2017–2022

The Locality Partnerships agreed their local priorities in 2017. The diagram below shows the LOIP themes based upon the Fair For All Strategy.



4.1 Garnock Valley Locality Plan 2017

Garnock Valley Locality Plan sets out the challenges and opportunities associated with the enhancement of the Garnock Valley. The Plan is overseen by a Locality Partnership which includes local people and Council officers with a local remit.



Local priorities have been decided by each locality and were based on information gathered about their own local area. This includes national data, local statistics and the views of local people through the people's panel survey.

Garnock Valley Locality Priorities

1. **Moving Around**
2. **Work and Local Community**
3. **Facilities and Amenities**

4.2 Go Garnock 2016

Go Garnock was a charrette plus exercise designed to understand local needs and issues across each of the areas within the Garnock Valley. Issues identified for Kilbirnie during the exercise are:

- Little / no support for new / small businesses
- Not enough local jobs: people have to travel to work which is expensive
- Communities have opportunities but are not aware of what they could do
- Lots of community groups working separately
- Broadband speed and reliability is an issue
- There are jobs locally but fewer career opportunities
- Concerns about shops closing due to relocation of school

In addition, the following ideas were identified which could contribute to addressing some of the issues noted above:

- complete the cycle path
- support Grow Kilbirnie
- establish enterprise incubator units and pre-hatchery space
- develop activity at Kilbirnie Loch.

4.3 Town Centre Audits

Ekos completed “Your Town Centre Audit(s)” on behalf of North Ayrshire Council.

Using Kilbirnie as the indicator of the three Garnock Valley towns including Beith and Dalry applying this standardised tool led to the following conclusions:

- Kilbirnie can be categorised as an ‘Interdependent to dependent town’ – meaning it has a low number of assets in relation to population
- Kilbirnie is reliant on neighbouring towns for assets and jobs
- Social and council housing is the norm
- Manufacturing and construction are dominant forms of employment
- Higher level of unemployment
- Educational attainment is low
- Car ownership is low
- Higher than average retail unit vacancy

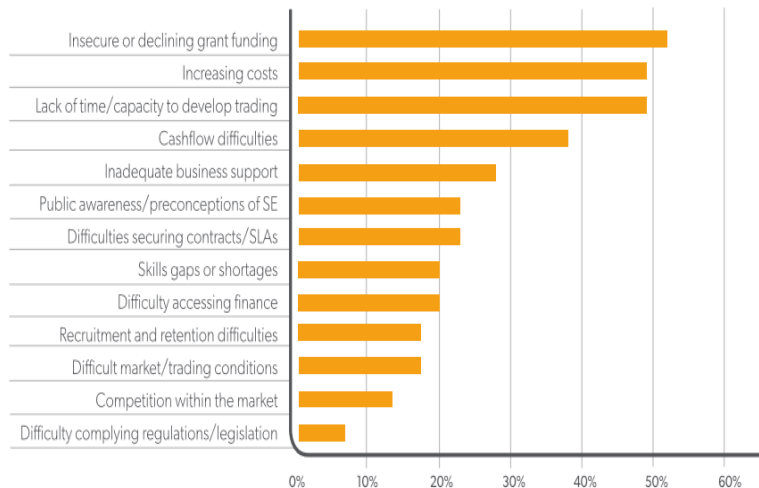
4.4 LOIP, Garnock Valley Locality Plan and Go Garnock Summary

The Electric Valley and the areas of strategic focus developed by RCA aim to address these concerns of local people and the work carried out on behalf of the council with the seven targeted areas of the re-investment strategy. RCA will work with the community re-investing locally and thereby creating skilled long-lasting employment, providing employability training, roll out of an electric vehicle club and more to address these issues and the socio-economic statistics as identified in the socio—economic analysis paper.

5 Social Enterprise Strategy

The purpose of North Ayrshire Council Social Enterprise Strategy is to create a comprehensive and robust partnership-based strategy to maximise the social and economic impact of social enterprises in North Ayrshire.

The Strategy Census identified the barriers to growth for social enterprise in North Ayrshire with the largest reason being insecure or declining grant funding which the Electric Valley can address with the sustainable model of re-investment developed as well as the potential to tackle the other issues.



Social Enterprise Strategy Strategic Priorities:

- 1 Developing a High Profile Sector**
Building a strong dynamic sector that is more ambitious, more coherent, and more wide-reaching
- 2 Growing Market Share**
Developing business opportunities and growing market share across sectors and building on potential by making the most of assets available in local communities
- 3 Improving Sustainability**
Achieving greater sustainability through leadership development, business support, investment and improved competitiveness
- 4 Demonstrating Impact**
Success of increased development and sustainability of the social enterprise sector will be measured over the next three years

Social Enterprise Vision

The Electric Valley is supported by these strategic priorities and also accords with the social enterprise vision by creating social value improving lives locally and growing the local economy through re-investment.

A diverse, vibrant and sustainable social enterprise sector in North Ayrshire, playing a key part in delivering a successful economy, maximising social value and improving the quality of people's lives in local communities.



6 Other Relevant Strategies, Policies and Plans

6.1 North Ayrshire Environmental Sustainability & Climate Change Strategy 2017-2020

The Sustainability and Climate Change Strategy has obvious synergies with Electric Valley proposals regarding the environmental benefits of the project, but the policy also outlines:

“North Ayrshire’s vision of sustainability joins together environmental protection and enhancement, social development, and economic growth to build a sustainable future and create a triple bottom line of benefit across these three agendas”

6.2 Local employment activity plan

The Electric Valley can contribute greatly to this strategy working alongside the existing hubs North Ayrshire Council’s Employability & Skills Team and partners to deliver alongside the Employability Skills Pipeline and Employability Hubs

6.3 Beginnings, Belonging, Belief – A Community Justice Plan for Ayrshire

This plan is known as a Community Justice Outcomes Improvement Plan (CJOIP) and is a statutory requirement of the Community Justice (Scotland) Act 2016:

Community Justice Ayrshire is a partnership which is focused on preventing and reducing re-offending. They have published a Plan called ‘Beginnings, Belonging, Belief’ to help do this. The Plan is for all of those affected by crime. That includes people involved in offending, their families, victims, communities and those working in the justice system.

The RCA has ambitions to combat recidivism as Ayrshire has the 2nd highest re-conviction rate in Scotland. The plans are included in the areas of strategic focus and as contained within the Knox Institute project business plan to create skills opportunities for ex-offenders as provided to NAC for the purposes of Asset Transfer.

6.4 Ayrshire Growth Deal

The Ayrshire Growth Deal is a partnership across the three Ayrshire Local Authorities intended to transform the business environment across the region. The **Ayrshire Growth Deal Prospectus** (2017) sets out a combined Vision for the three Ayrshire authorities:

“Our vision is for Ayrshire to be a vibrant, outward looking, confident region, attractive to investors and visitors, making a major contribution to Scotland’s growth and local well-being, and leading the implementation of digital technologies and the next generation of manufacturing”.

The Growth Deal includes projects around the themes of improving connectivity, developing key sectors, innovation and export, developing skills and the digital environment.

Of considerable potential relevance to Electric Valley is the creation of Co-Hubs – a coordinated approach to tackle deep rooted deprivation and provide routes out of poverty through accessible job opportunities, social enterprises and business start-ups. Partnerships across public, private and voluntary sectors will be created to develop a hub and spoke model and creation of Co-Hub Community Incubator spaces, offering employment services and

entrepreneurial assistance. These incubators will act as a hub for activities and Ayrshire Co-Hub Support Unit. The Electric Valley proposals contain the Knox Institute development which consists of co-hub development.

6.5 Open Space Strategy 2016 – 2026

The open space strategy has synergies with the Electric Valley proposals given the creation of the Active Travel Hub and associated projects alongside the greater use of public realm proposed and greater utilisation of the natural asset of the CMRP.

6.6 Youth Citizenship and Participation Strategy 2015-19

The Youth Citizenship and Participation Strategy aims that young people in North Ayrshire; Have a good start in life, be physically and emotionally healthy and be successful learners, confident individuals and responsible citizens who make a positive contribution to their communities and leave school to work learn and contribute to society. The Electric Valley contributes to a number of those aims

6.7 Youth Employment Strategy for North Ayrshire 2013 – 2020

The Youth Employment Strategy for North Ayrshire is in tune with the Electric Valley proposals which can help to deliver the council strategy by providing employability and skills training opportunities within and will align with the North Ayrshire Economic Development and Regeneration strategy (EDRs). The EDRs aims to revitalise communities by stimulating economic growth and creating employment.

6.8 North Ayrshire Health and Social Care Strategic Plan 2018–21

With the formation of the Health and Social Care Partnership the Social Services and Health Service Plan has been replaced with the HSCP Strategic Plan. The Electric Valley assists in delivery of the strategy by providing for improved health and wellbeing, promoting healthy living and other facilities such as access to services and other determiners that all have an impact on health.

6.9 Vacant and Derelict Land Strategy

The Vacant and Derelict Land Strategy sets out that NAC has the largest proportion of Vacant and Derelict Land in Scotland with approximately 1,333 hectares. To contextualise this, it is the equivalent land area of the Three Towns. This Electric Valley project would see the removal of urban vacant sites and use of derelict land in the regeneration of the Garnock Valley.

6.10 NAC Digital Strategy

The “Smarter Ways of Working A Digital Strategy for North Ayrshire Council” strategy promotes digital inclusion as it forms an important part of modern society, the Electric Valley will contribute greatly to this inclusivity as digital inclusion is a category under the heading of “Poverty and Inclusivity” and RCA has already been involved in the community consultation regarding the roll-out of superfast broadband.

6.11 North Ayrshire Strategic Community Learning and Development Plan 2018–2021

Community Learning and Development (CLD) supports primarily disadvantaged or vulnerable groups and individuals of all ages to engage in learning, personal development and active citizenship with a focus on bringing about change in their lives and communities including Community development i.e. building the capacity of communities to meet their own needs, engaging with and influencing decision makers

The North Ayrshire CLD Plan states that within the context of “Capacity Building” the key priorities of the Council will be:

- Local community asset development – the economic dimension of community empowerment that builds social capital.
- Development of Participatory Budgeting – giving communities a decision on spending and resource allocation through a representative model of locality planning. (Stage one and stage two developments – which begin to explore the allocation of 1% of the Council’s budget).
- Empowering disadvantaged communities – closing the gap through early and effective intervention.
- Support for community organisations and groups seeking to exercise local management of community assets whether through ownership or in partnership.

6.12 North Ayrshire Priority Sectors for Business Growth

North Ayrshire Council’s Business Growth Manager for the Garnock Valley identified the following priority sectors for business growth:

- Manufacturing
- Life Sciences
- Construction
- Tourism and Leisure

This Electric Valley has already identified how future re-investment could be aligned with these strategic priority sectors through our re-investment proposals which aim to foster business and economic growth in the area whilst having a broad social impact.

6.13 North Ayrshire Inclusive Growth Diagnostic

Inclusive Growth Diagnostic is a joint piece of work between the Office of the Chief Economic Adviser at the Scottish Government and North Ayrshire Council (NAC) which aims to assess what is holding back long-term sustainable inclusivity and growth in North Ayrshire and implement an Inclusive growth action plan. The Electric Valley project contributes to inclusive growth in a number of ways and this is demonstrated in the Socio-Economic Analysis.

6.14 Better Off North Ayrshire

The Electric Valley concept is in keeping with the Better Off North Ayrshire aims of:

“Improving lives and building stronger communities by building financial capability and resilience through offering a package of support services, through key workers, to low income, workless and lone parent families including budgeting, benefits, debt and energy advice, together with direct access to affordable loans and affordable furniture.”

6.15 Other Local Plans with potential tie-in

- Stoneyholm Mill Redevelopment Plan, Lochshore Masterplan and Kilbirnie Public Park Proposals

Have key synergies with the re-investment proposals of the Electric Valley all of which will assist in attracting investment and wide regeneration and provide community assets and facilities.

- Kilbirnie Conservation Area Regeneration Scheme (CARS)

The CARS scheme was completed in 2018 and has helped to conserve and enhance the physical appearance of several key buildings in Kilbrinie including the Knox Institute which RCA propose to redevelop.

7 National Strategies, Policies and Frameworks

- [Scottish Government National Performance Framework](#)

The National Policy Framework sets out the Scottish Government’s Purpose

“To focus government and public services on creating a more successful country, with opportunities for all of Scotland to flourish, through increasing sustainable economic growth”

The Framework sets out High Level Targets relating to seven key areas;

- **Growth** - Increase Scotland’s Economic Growth
- **Productivity** - Improve Productivity
- **Participation** - Improve Economic Participation
- **Population** - Increase Population Growth and Increase Healthy Life Expectancy
- **Solidarity** – Reduce Income Inequality
- **Cohesion** – Reduce Inequalities in Economic Participation across Scotland
- **Sustainability** – Reduce Greenhouse Gas Emissions

The framework sets out a number of strategic objectives in regard to these key areas with overarching themes of creating a Scotland that is

- 1) Wealthier & Fairer
- 2) Smarter
- 3) Healthier
- 4) Safer & Stronger
- 5) Greener

The Electric Valley contributes to these strategic objectives and the high-level targets through the community ownership and re-investment strategy.

	WEALTHIER & FAIRER	SMARTER	HEALTHIER	SAFER & STRONGER	GREENER	
NATIONAL OUTCOMES	We live in a Scotland that is the most attractive place for doing business in Europe					NATIONAL OUTCOMES
	We realise our full economic potential with more and better employment opportunities for our people					
	We are better educated, more skilled and more successful, renowned for our research and innovation					
	Our young people are successful learners, confident individuals, effective contributors and responsible citizens					
	Our children have the best start in life and are ready to succeed					
	We live longer, healthier lives					
	We have tackled the significant inequalities in Scottish society					
	We have improved the life chances for children, young people and families at risk					
	We live our lives safe from crime, disorder and danger					
	We live in well-designed, sustainable places where we are able to access the amenities and services we need					
	We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others					
	We value and enjoy our built and natural environment and protect it and enhance it for future generations					
	We take pride in a strong, fair and inclusive national identity					
	We reduce the local and global environmental impact of our consumption and production					
	Our people are able to maintain their independence as they get older and are able to access appropriate support when they need it					
Our public services are high quality, continually improving, efficient and responsive to local people’s needs						

- [Scottish Government Economic Strategy](#)

The Economic Strategy is aligned with the EDR of North Ayrshire Council with the Four strategic outcomes: Investment, Innovation, Internationalisation and Inclusive Growth. Partnered with this are facilities such as the Pathfinder for Regional Partnerships, as part of the Scottish Government Ministerial led Enterprise and Skills Review and DYW Ayrshire and the Inward Investment Proposition all of which the Electric Valley fit in with.

- [Community Empowerment \(Scotland\) Act 2015](#)

The Scottish Government encourages community ownership and strengthening the abilities of communities to shape the area they live in for themselves. This is enshrined in the community empowerment act which is designed to give greater powers to local communities

- [Community Energy Strategy](#)

The Community Energy Strategy sets out how the UK Government has begun a rolling programme of action to address the barriers to community energy deployment and has introduced new policies and programmes as well as improving existing ones. The UK Government is helping to create the right conditions for community energy to grow by providing a secure foundation, a clear pathway to success, and fostering innovation.

Community energy covers many different types of community getting involved in different ways to help meet the UK's energy challenges. The implementation of the Strategy will help underpin the diversification of the current centralised energy system to a much more distributed approach, whereby local people have more control of and a stake in how energy is generated and supplied, and how their community's energy demand can be managed and reduced.

The UK Government's vision is of a future no longer dominated by a small number of large energy companies and traditional business models, but a flexible, devolved, competitive and innovative energy system that serves local people.

The Community Energy Strategy set out the key benefits of community energy:

- It can help maintain energy security and tackle climate change;
- It can save money on energy bills; and
- It can bring wider social and economic benefits, including generating income streams for the community, increasing community cohesion, and building confidence and skills.

The UK Government's ambition is that every community that wants to form an energy group or take forward an energy project should be able to do so, regardless of background or location. The UK Government will back those who choose to pursue community energy, working to dismantle barriers and unlock the potential of the sector.

The UK Government supports a spectrum of community models to energy generation, demand reduction, demand management and purchasing. Often these are wholly community-led and owned, formed to address a local energy challenge or opportunity; as is the case with the Electric Valley. A defining feature for all community energy schemes should be demonstrable benefit to the community and in many cases, an appropriate level of civic participation.

- [Scottish Government Community Energy Policy](#)

This Energy Policy Statement demonstrates the Scottish Governments ambition to see community energy mainstreamed within a whole systems approach, with opportunity for community ownership and control across the full range of components in the system generating low carbon energy, improving energy efficiency, distributing energy and storing energy. The community can have a stake in the full range of heat and electricity generating technologies, including onshore wind. However, community energy faces a number of barriers to its growth: energy projects are often high capital cost and can be subject to delayed grid connection.

The Scottish Government's community energy policy aims to mitigate and reduce risks of direct ownership, including the flagship schemes for community energy CARES delivered by Local

Energy Scotland. CARES offer end to end local support to community groups to encourage and support them to consider renewables projects.

The Scottish Government have put in place a comprehensive support framework based on experience of the sector and, where they do not currently have powers to intervene directly – as in obliging community benefits however, they have used techniques including exemplary commitments on the public estate, to encourage good practice. The result is over 400 community energy schemes operating across Scotland, at least 634 MW of local and community-owned projects in the pipeline, and a new industry baseline for community benefits that is bringing additional benefits to communities across the UK.

By matching local low carbon power generation to local demand and forging collaborative partnerships between local agencies in the private as well as the public sector, Scotland can create a new energy systems model. Scotland is well-placed to test this new model and our communities are well-placed to benefit from it.

The Electric Valley can draw considerable support from this Energy Policy Statement and contribute to the low-carbon, community-led renewable goals.

- [Low Carbon Economic Strategy or Scotland](#)

The Low Carbon Economic Strategy for Scotland states that transforming the energy sector in Scotland will play a pivotal role in the development of a low carbon economy and recognises that Scotland's abundant renewable resources offer opportunities that could be the source of international competitive advantage.

- [Climate Change \(Scotland\) Act 2009](#)

The Climate Change (Scotland) Act 2009 created the statutory framework for greenhouse gas emission reductions in Scotland. It set an interim 42% reduction target for 2020, an 80% reduction target for 2050 and annual targets from 2010 to 2050 compared to the 1990/1995 baseline. The Electric Valley will contribute towards these legally binding targets. The proposed wind turbine in the Electric Valley will generate energy to supply approximately 1,600 homes annually which equates to displacement of CO₂ emissions equal to 2.3 million kgCO₂ equivalent annually and be reinvested in environmental projects. As the Electric Valley will contribute to reduction in greenhouse gas emissions, it can draw support from the Climate Change (Scotland) Act 2009.

- [Public Health Reform](#)

Public health reform is a partnership between the Scottish Government and CoSLA. Six priorities for public health, to improve health and reduce inequalities across the whole system, have been identified. The priorities are interdependent and related, reflecting the complexity of Scotland's health challenges and the effort needed nationally, regionally and locally to make a difference.

Priority 1: A Scotland where we live in vibrant, healthy and safe places and communities

Priority 2: A Scotland where we flourish in our early years

Priority 3: A Scotland where we have good mental wellbeing

Priority 4: A Scotland where we reduce the use of and harm from alcohol, tobacco and other drugs

Priority 5: A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all

Priority 6: A Scotland where we eat well, have a healthy weight and are physically active

8 Conclusion

The Electric Valley vision for redevelopment is broad and conforms with a great deal of the strategic direction of both local and national government meaning a number of strategies and policies have been identified, but the list provided is not exhaustive and there are other priority areas that may fit with the Electric Valley not listed.

It is the intention of RCA to work with the council and partners to assist in the implementation of the strategies on behalf of the Garnock Valley community and provide for the outcome that both the council and RCA envisage.

The following have been identified in this report as having parallels with Electric Valley project consisting of North Ayrshire Council, Scottish and UK Government Policies, Strategies, Plans and Frameworks;

- 1) Ayrshire Growth Deal
- 2) Beginnings, Belonging, Belief – A Community Justice Plan for Ayrshire
- 3) Better Off North Ayrshire
- 4) Climate Change (Scotland) Act 2009
- 5) Community Empowerment (Scotland) Act 2015
- 6) Community Energy Strategy
- 7) Council Plan 2015-20
- 8) Democratic Services Directorate Plan
- 9) Economic Development and Regeneration Strategy 2016-25
- 10) Economy and Communities Directorate Plan
- 11) Education and Youth Employment Directorate Plan
- 12) Fair For All Strategy 2017-32
- 13) Garnock Valley Locality Plan 2017
- 14) Local employment activity plan
- 15) Local Outcomes Improvement Plan 2017 – 2022
- 16) Low Carbon Economic Strategy of Scotland
- 17) NAC Digital Strategy
- 18) North Ayrshire Environmental Sustainability & Climate Change Strategy 2017-2020
- 19) North Ayrshire Health and Social Care Strategic Plan 2018–21
- 20) North Ayrshire Inclusive Growth Diagnostic
- 21) North Ayrshire Priority Sectors for Business Growth
- 22) North Ayrshire Strategic Community Learning and Development Plan 2018–2021
- 23) North Ayrshire's Children's Services Plan 2016-20
- 24) Open Space Strategy 2016 – 2026
- 25) Other Local Plans with potential tie-in
- 26) Place Directorate Plan
- 27) Police Local Plan 2017-20
- 28) Public Health Reform
- 29) Scottish Fire and Rescue Local Plan 2017-20
- 30) Scottish Government Community Energy Policy
- 31) Scottish Government Economic Strategy
- 32) Scottish Government National Performance Framework
- 33) Social Enterprise Strategy
- 34) The North Ayrshire Anti-Social Behaviour Strategy 2015-18
- 35) The North Ayrshire Violence Against Women Strategy 2015-18
- 36) Vacant and Derelict Land Strategy
- 37) Youth Citizenship and Participation Strategy 2015-19
- 38) Youth Employment Strategy for North Ayrshire 2013 – 2020

By using the strategies as outlined and other national strategies and best practice guidance, the 'Electric Valley' project allows for the following outcomes;

- Community empowerment;
- Local community benefit;
- Building capacity of and encouraging a sustainable voluntary and community sector in the Garnock Valley area;
- Increased economic activity and associated economic development and economic well-being outcomes in locality;
- Creation of social enterprise cluster, increased access to services and improved social well-being;
- Environmental and Place transformation and improved environmental well-being; and
- Increased access to leisure and recreational opportunity and promotion of active travel solutions and improved health and physical wellbeing.