

SUPPLEMENTARY EVIDENCE FROM IRVINE BAY REGENERATION COMPANY

1. During the early part of 2012 Irvine Bay and its partners undertook a strategic review of our work and core purpose in light of the continuing difficulties in the economy, low levels of private sector finance for commercial projects, continuing constraints on public finance and the establishment of the North Ayrshire Economic Development and Regeneration Strategy. This work led to the preparation of a new 5 year business plan that has been submitted, and endorsed, by the Scottish Government (please note that the accompanying monitoring and evaluation information is based on Irvine Bay's previous strategy, as it runs to the 31st March 2012 as such there is not a direct read across to our new strategy which we will be reporting from 2013 onwards).

2. Our new business plan states that:

Irvine Bay's core purpose is to attract more jobs to North Ayrshire by promoting the Irvine Bay area as a vibrant, attractive, competitive and sustainable business location.

3. We seek to achieve this through the following objectives;

- ▶ Position the Irvine Bay area as a key asset within the Glasgow City Region with important business locations and major investment opportunities
- ▶ Promote and market North Ayrshire's key business locations, and support inward investment inquiries
- ▶ Increase the availability of modern, efficient business property and infrastructure (including broadband)
- ▶ Support local businesses and communities by improving town centres and key locations attracting new investment, visitors and residents,
- ▶ Maximise the economic potential of the outstanding natural assets and leisure facilities of the Clyde coast
- ▶ Support the development of sustainable community assets as a legacy to the work of the regeneration company.

4. Following our strategic review the Irvine Bay programme has been put together comprising three groups of projects:

- Those considered of National significance in economic and regeneration terms such as the successful delivery of the Irvine Enterprise Area, the promotion of opportunities at Hunterston and the proposed National Housing Expo at Irvine Harbourside.

- Those considered to be strategically important at a local or sub regional level, and complement the programme to deliver National projects such as the comprehensive redevelopment of Irvine town centre (in conjunction with North Ayrshire Council) and the continuing regeneration of Ardrossan through initiatives such as the marina expansion, development of new office accommodation and the development of the new medical centre.
- Those projects that can act as a legacy to the work of Irvine Bay by working with established community organisations to create a series assets to both support the work of those community organisations and provide income to support continuing investment in our towns, and smaller projects to support third sector businesses and the work of the Community Planning Partnership in priority neighbourhoods.

Funding

Our current year funding is;

North Ayrshire Council - £1.78m

Scottish Government - £2.05m

Scottish Enterprise - £0.0m

Our funding since the formation of Irvine Bay in October 2006 has been;

North Ayrshire Council - £7.63m

Scottish Government - £12.88m (this includes Town Centre Regeneration Funds)

Scottish Enterprise - £10.36m

Assets

The value of Irvine Bay's assets as at 31st March 2012 is £7.8m

Community engagement in regeneration

5. The Committee were particularly interested in community engagement in regeneration, and I thought it might be helpful to set out Irvine Bay's position on this. Firstly Irvine Bay was not set up as a community led regeneration company, rather as a vehicle to stimulate investment and attract employment to our area with a particular focus and role in physical and commercial regeneration (although of course these are not mutually exclusive). As part of our recent strategic review, taking account of the Scottish Government's national regeneration strategy (and anticipating the forthcoming Community Empowerment Bill) Irvine Bay has refocused that part of our work that supports community regeneration.
6. 'Achieving a Sustainable Future', focuses on supporting the most disadvantaged communities, ensuring places are sustainable and promoting well-being. The strategy needs to be delivered through a holistic approach to regeneration addressing the economic, physical and social needs of communities - an asset based approach to regeneration.
7. Critical to the success of the Scottish Government's strategy is to grow the numbers and strength of locally controlled, enterprising community organisations and help people to organise and respond to challenges, including support for the 'third sector' and social enterprise.
8. Irvine Bay has been involved in a number of community based projects, ranging significantly in terms of scale, ambition and organisation. Most projects assist community groups in their application for funds to undertake capital works or as 'funder of last resort' to complete a development project such as the Kilwinning Pryde (Youth training and employment facility) and Kilwinning Sports Club projects.
9. We are seeking to develop structured approach to our community based work, to ensure it fits with the national regeneration strategy and to support the delivery of North Ayrshire's Community Planning Partnership's Single Outcome Agreement. Our main focus areas in this respect for the new business plan period are:
 - ▶ The development of a network of community owned assets throughout the Irvine Bay area that can provide a legacy and an ongoing sustainable income to continue the improvement of town centres
 - ▶ Providing support for priority neighbourhoods as identified by the Community Planning Partnership
 - ▶ The facilitation and provision of property advice to established community organisations seeking to develop an asset base
 - ▶ To support Social Enterprise incubator space (and extend where possible)

- ▶ To continue the work of the Education Programme and seek to integrate further with Education Department of North Ayrshire Council.

10. Our engagement with communities (over 150 events) – on programmes such as our town plans and on our specific investments and projects has followed and developed best practice in project development & delivery and achieved wider community benefits. Recent examples include;

Social media and E-marketing

11. Irvine Bay Regeneration Company continues to deliver our Community and Stakeholder Communications Strategy. Over the last 12 months the delivery of this strategy has changed to reflect our progression from presenting our strategic objectives and vision, to the effective delivery of successful projects that support these goals. Our local residents, existing and future businesses and investors continue to be communicated to and engaged in a number of exciting and rewarding ways.

12. The use of our website, e-bulletin programme and social media (Facebook, Twitter) has formed a significant part of our marketing strategy. We currently get in excess of 2,500 visits to our web-page per month. We have over 2,000 followers on Facebook and have circulated 21 E-Bulletins since our establishment.

Education programme

13. Alongside the economic and physical regeneration of Irvine Bay, there is vital work taking place to help young people get involved and benefit from the renewal, and much of it is going on in our schools. Our education programme is closely linked with *Curriculum for Excellence*, helping young people learn by connecting learning with their other experiences.

14. As a result, nearly 4,000 young people in primary and secondary schools across Irvine Bay are getting involved in regeneration projects, contributing to local transformation and learning at the same time. Some recent examples of this work include:

- *Irvine Town Centre Initiative* – a number of our key projects form part of a partnership initiative which aims to regenerate Irvine town centre. Pupils from all over Irvine Bay have been involved in supporting this work through a range of engagements including public art, local history, work experience and much more.
- *i Sea Project* – a project which aimed to re-establish the connecting between the sea and local area to support its economic, social and physical future. Pupils used this as the context for their curricular learning in a variety of different

subjects. The 'i sea' project was introduced for the first time in 2007/8 and has been running successfully ever since.

- *Irvine Bay Green Network* – young people have been involved in a variety of ways with this project which will improve the natural environment in Irvine Bay and encourage visitors to the area to enjoy the wonderful coastal parks, paths and open spaces on offer.

An example of a key achievement

Main Street, Kilwinning

15. The refurbishment of Kilwinning Main Street is designed to create renewed interest and activity in the centre of this North Ayrshire town. New paving, seating, lighting and landscaping all contribute to making this a dynamic area that will attract new business, create jobs and increase visitor numbers.
16. Work to refurbish Kilwinning Main Street is complete and an official opening by Alex Neil MSP, Minister for Housing and Communities, took place on 21 October 2010. The redevelopment is one of the key development areas highlighted in the Kilwinning Town Regeneration Plan.
17. In 2011 the project won the Public Realm/Landscaping category at the prestigious UK Roses Design Awards for architects and designers, and was also named as runner-up in the Investors in Education category at the Ayrshire Business Awards. A further commendation was secured in the Scottish Design Awards 2011.

Main Street transformation

18. The building work on the Main Street was carried out by Land Engineering between April 2009 and Autumn 2010.
19. The redevelopment of the Abbeygate area has made an attractive market square, which has already attracted a regular Farmers Market the area.

Extending the project

20. Because the project was within the budget several additional pieces of work are being undertaken.
 - Young people from Kilwinning Academy created a mosaic within one of the tunnels connecting the street to the car park, with direction from a local artist
 - We sponsored a festive lighting programme, a great boost for pre-Christmas trading
 - Some permanent landscaping will be carried out at the Eastern end of town
 - Irvine Bay and North Ayrshire Council has recently announced a further £500,000 investment in the town centre's Western Gateway. Enhancing the physical fabric of both residential and commercial buildings.

Benefits for Kilwinning

21. Together these activities can encourage new retail businesses into the town, support new jobs and lead to the wider regeneration of the area. Pedestrian activity will be increased, and a safe and appealing environment created, to act as a catalyst for future investment.
22. Already, 10 new businesses have opened their doors in the Main Street, since the works began.
23. A formal evaluation of the works in currently being undertaken by Hall Aitken Associated with the findings of this expected to be published in December 2012.

Community benefit - employment and training

24. As part of the contract, Land Engineering provided 12 skills-based training positions with 312 weeks of training. Three of these young people have now gone on to secure full-time contracts with Land Engineering. Work experience opportunities were also provided to pupils of Kilwinning Academy.

When completing this form, please refer to the supplementary guidance notes provided. Throughout the form, please add rows to tables and expand text boxes as required.

SECTION 1: URC DETAILS

1. Name of URC: **Irvine Bay Regeneration Company**
2. When was your URC established (Month/year): **October 2006**
3. Main contact for monitoring information:

Name: James Ledgerwood
Address: 43 Ardrossan Road, Saltcoats North Ayrshire KA7 2XE
Tel: 01294 608634
Email Address: jledgerwood@irvinebay.co.uk

4. Time period of business plan: **10 years**
5. Brief summary of the URC's strategic business plan (approx 250 words).

Vision

"Through re-discovering the coast and our connections to Glasgow, we will create a vibrant Irvine Bay with a strong economy, a high quality of life and an enhanced environment."

Our objective

To create the physical conditions and local infrastructure that will lead to the successful regeneration of Irvine Bay.

Our strategy

Working with our main funding partners – North Ayrshire Council, Scottish Government and Scottish Enterprise, together with the private sector – we will seek to implement a range of strategic interventions over the next decade that will reverse the economic decline of our five towns and inspire the delivery of quality physical investment. These interventions will focus upon:

- **Jobs and wealth** – providing modern business property to attract and retain new business and improve our five town centres
- **Glasgow and city region** – developing a clear role within the wider Glasgow city-region and providing sustainable homes for local people and new residents
- **The coast** – maximising the outstanding natural assets and leisure facilities
- **Enhancing the environment** – improving both the physical design and conditions within our urban areas, while protecting our natural landscapes
- **Changing perceptions** – making Irvine Bay a place that local people are proud to call home; a place that attracts visitors and investors

Our focus

Our work is focused upon:

- Rediscovering, repairing and renewing key buildings and assets
- Implementing step-change projects that act as catalysts for further growth
- Providing the infrastructure, the economic conditions and the setting for public and private investment, and
- Creating opportunities for direct job and training outputs

SECTION 2: PUBLIC AND PRIVATE FUNDING

6. Please give details of any public sector financial awards that have been received to 31 March 2012.

Name of Public Funder	Timeframe	Funding Value
North Ayrshire Council	2011/2012	£2,129,000
North Ayrshire Council	2010/2011	£2,331,000
North Ayrshire Council	2009/2010	£1,088,000
North Ayrshire Council	2008/2009	£626,000
North Ayrshire Council	2007/2008	£405,000
North Ayrshire Council	2006/2007	£220,000
Total		£6,799,000
Scottish Government	2011/2012	£1,205,000
Scottish Government	2010/2011	£1,352,000
Scottish Government	2009/2010	£2,030,000
Scottish Government	2008/2009	£2,668,000
Scottish Government	2007/2008	£1,790,000
Scottish Government	2006/2007	£1,181,000
Scottish Government (Town Centre Regeneration Fund)	2009/2010	£1,450,000
Total		£10,471,000
Scottish Enterprise	2011/2012	£1,731,000
Scottish Enterprise	2010/2011	£1,809,000
Scottish Enterprise	2009/2010	£4,388,000
Scottish Enterprise	2008/2009	£890,000
Scottish Enterprise	2007/2008	£530,000
Scottish Enterprise	2006/2007	£128,000
Total		£9,476,000
Forestry Commission (Irvine Bay Green Network)	2011/2012	£75,000
Forestry Commission	2010/2011	£20,000
Total		£95,000
Awards for All (Stevenston Community Gardens)	2011/2012	£9,000
Awards for All	2009/2010	£10,000
Total		£19,000
Total		£26,860,000

7. Please give details of any public sector non-financial awards (land and property) that have been received to 31 March 2012.

Name of Public Funder	Timeframe	Type of award (Property/ Land)	Quantity of asset (land=hectares, property=sqm)	Value of asset at time of award
Scottish Enterprise	2011	Land – Riverside Business Park	300 acres	£3M
Trinity Trust	2010	Building – Trinity Church	6,500sqft	£1
North Ayrshire Council	2010	Land – Annickbank	6.2 acres	£0.46M
North Ayrshire Council	2009	Land – Marine Drive	180 acres	£1M
North Ayrshire Council	2009	Land – Irvine Harbourside	12 acres	£4.9M

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8. Leverage - How much **direct** private sector funding has been secured by the URC to 31 March 2012?

Private Funding Source	Timeframe	Amount Secured
Thorne Events (Kilwinning)	2011-2012	£79,000
Central Avenue Shops (Ardrossan)	2011-2012	£136,000
Driver Hire (Irvine)	2011-2012	£19,000
Surface Technology (Irvine)	2011-2012	£15,000
Ashtenne (Irvine)	2011-2012	£128,000
SmallWorld (Irvine)	2011-2012	£8,000
NPL (Irvine)	2011-2012	£11,000
Maximum Potential (Stevenston Industrial Estate)	2011-2012	£220,000
Cunningham Properties (Saltcoats)	2011-2012	£12,000
Clydeport (Ardrossan Northshore)	2011-2012	£400,000
Music Room (Irvine)	2010-2011	£4,700
ACRE Developments (Ardrossan)	2010-2011	£20,000
Impact Arts (Irvine)	2010-2011	£22,500
Peel Holdings (Ardrossan North Shore)	2010-2011	£175,000
Phoenix Art Gallery (Ardrossan)	2010-2011	£6,000
Babies World (Saltcoats)	2010-2011	£8,000
T Baillie & Sons (Saltcoats)	2010-2011	£6,750
Café Avanti (Saltcoats)	2010-2011	£4,000
Ayrshire Farmers Market (Kilwinning)	2010-2011	£3,000
Hair Spa (Kilwinning)	2010-2011	£2,500
MeeMee Couture (Kilwinning)	2010-2011	£2,750
Clydeport (Ardrossan Northshore)	2010-2011	£2,500,000
Clowes Developments Ltd (Stevenston Industrial Estate)	2009-2010	£60,000
BWA Ltd (Stevenston Industrial Estate)	2009-2010	£75,000
McEvoy Engineering Ltd (Stevenston Industrial Estate)	2009-2010	£17,000
West Coast Karts Ltd (Stevenston Industrial Estate)	2009-2010	£115,000
DS Joiners (Irvine Kyle Industrial Estate)	2009-2010	£11,000
Northacre Environment Trust (Dalgarven Mill Expansion)	2009-2010	£30,000
Hovepark Properties Ltd (Ardrossan)	2008-2010	£650,000
Evolution Skate Park (Stevenston)	2008-2009	£25,000
Galloway Training Ltd (Saltcoats)	2008-2009	£22,000
Clydeport and Cecchini Ltd (Ardrossan)	2007-2009	£800,000
Rockhill Properties Ltd (Ardrossan)	2007-2009	£55,000
Mr Bolton – Individual Contributor	2009-2010	£12,000
Mr Bolton – Individual Contributor	2007-2008	£20,000
	Total	£ 5,675,200

9. a) Investment - How much **indirect** private sector funding has been secured by the URC to 31 March 2012?

Private Funding Source	Timeframe	Amount Secured
Annual GVA	Work completed by 31 March 2012	£7,080,000
Annual GVA	Work commenced by 31 March 2012	£209,949,000
Construction GVA	Work completed by 31 March 2012	£10,677,000
Construction GVA	Work commenced by 31 March 2012	£177,811,000

9.b) Investment - How much **indirect public** sector funding has been secured by the URC to 31 March 2012?

Indirect Public Funding Source	Timeframe	Amount Secured
North Ayrshire Council (Bridgeway House Redevelopment)	2011/2012	£6,500,000
North Ayrshire Council (Trinity Church Redevelopment)	2011/2012	£320,000
North Ayrshire Council (European Karate Championship)	2011/2012	£16,000
North Ayrshire Council (Kilwinning Community Sports Club)	2011/2012	£662,000
North Ayrshire Council (Irvine Green Network)	2011/2012	£82,000
North Ayrshire Council (Coastal Park)	2011/2012	£6,000
SportScotland (Kilwinning Community Sports Club)	2011/2012	£500,000
Scottish Government Cash-back Programme (Kilwinning Community Sports Club)	2011/2012	£500,000
Social Investment Fund (Kilwinning Community Sports Club)	2011/2012	£200,000
Robertson Trust (Kilwinning Community Sports Club)	2011/2012	£80,000
Various sources(Creative Pathways)	2011/2012	£48,000
SportScotland (Glebe Tennis Redevelopment)	2010/2011	£30,000
Heritage Lottery Fund (Kilwinning Archaeology)	2010/2011	£45,000
Historic Scotland (Trinity Church Redevelopment)	2010/2011	£500,000
Big Lottery, Wider Role plus various others (PRYDE project)	2010/2011	£550,000
Real Work Skills (ASPIRE Project)	2010/2011	£50,000
NAC, Ayrshire & Arran NHS(Eglinton Centre)	2010/2011	£235,000
Landfill Tax Grant (Dalgarn Mill Improvements)	2009/2010	£45,000
Scottish Maritime Museum (Café Project)	2009/2010	£48,000
Homecoming Scotland & NAC (Dear Mister Burns)	2009/2010	£18,000
NA Community Planning Partnership (Evolution Skatepark)	2008/2009	£40,000
	Total	£10,475,000

10. Please provide further information on how much private sector funding (both direct and indirect) that you expect to attract over the course of the URC business plan.

Over the lifetime of the URC a number of lettable properties will be secured and developed that will provide a potential private sector income stream. At March of 2011/12 the URC owned nine properties with a potential annual income of £465k if fully let. A further three properties which are the focus of work started in 2011/12 upon completion will provide additional annual income of over £560k.

Current key projects where both direct and indirect private sector investment will be evidenced include:

- Irvine Harbourside – Key investment: Urban Splash (£60M)
- Irvine Trinity Church – Key investment: Commercial bar/restaurant (£1M)
- Irvine 'Ayrshire' Golf Complex – Key Investment: Credential Holdings (£60M)
- Irvine Annickbank Office Pavilions – Key investment: Phase 1 (£3M)
- Ardrossan Marina – Key investment: (£4M)
- Ardrossan North Shore – Key Investment: Peel Holdings (£55M)
- Ardrossan Quayside Offices – Private tenants (£200k per annum)
- Stevenston Business Centre – Private tenants (£93K per annum)
- Saltcoats Station Building – Café tenant
- Ardrossan Health Centre – Key investment: Private operator (£3M)
- Irvine Ailsa Road – Private tenants (£60K per annum)
- Irvine Innovation & Industry (Enterprise Area) – Development Investment (£217M)

11. Please provide any further information on additional public or private sector funding. This might include details on the impact of the economic downturn, or details of additional Scottish Government support received by the URC, for example the Open Market Shared Equity Scheme (OMSEP).

An original JESSICA submission has been further developed into a SPRUCE (Scottish Partnership for Regeneration in Urban Centres) funding application seeking to secure up to £2M to support the development of three key sites within the Irvine Bay area - Ardrossan Quayside, Annickbank and i3 - Irvine Innovation and Industry.

In addition enabling funding of £473,000 has been secured through the South West Hub to support future procurement of projects from 2012-2013.

SECTION 3: NON-FINANCIAL AWARDS

12. Please provide details below of any non-financial awards won by the URC. Please note this is for information purposes and will not be used as a measure of URC progress.

Awarding Body	Title of Award	Date of Award
Action for Market Towns	Commendation for 'The Dig' A community archaeology project linked to the Kilwinning Main Street project	2012
Rose Design Awards	Kilwinning Main Street Commendation for Public Realm.	2011
Scottish Design Awards	Kilwinning Main Street Commendation for Public Realm and Landscaping	2011
Technology Teachers Association Award	Best Cross-Curricular Project to 'i sea' project run by Irvine Bay and Irvine Royal Academy	2009

**SECTION 4: EVIDENCE RELATING TO SCOTTISH GOVERNMENT
PURPOSE TARGETS AND NATIONAL OUTCOMES**

The following pages detail the Scottish Government's Purpose targets and National Outcomes that are potentially relevant to the URCs. Please consider which of these are relevant to the work of your URC (not all will apply to each URC). *Click on each National Outcome and Target heading for a web link to a fuller description.*

Please detail your URC target outcomes and outputs that fit with the higher level Scottish Government Targets and National Outcomes. Please provide evidence of progress on these outcomes (longer term results) and outputs (more immediate, what is done); as well as relevant work you have underway or planned. *Please see the guidance note for further information on completing these sections and for definitions of 'outcomes' and 'outputs'.*

[National Outcome 1: We live in a Scotland that is the most attractive place for doing business in Europe.](#)

Related Economic Purpose Target: [Productivity and Economic Growth](#)

13. What target URC outcomes (longer term goals) do you have relating to this National Outcome and Purpose Target? *Please refer to the supplementary guidance note for example URC outcomes.*

URC Outcomes

- Provide modern business property to attract new and retain existing business, and improve our five town centres
- Provide the quality infrastructure, the economic conditions and the physical setting for public and private investment
- Rediscover, repair and renew key buildings and assets

14. Please detail your outputs (what is being done) in relation to the above outcomes and provide details of the target and actual achieved in quantitative form where possible (or text if not possible to quantify). *Please refer to the supplementary guidance note for example URC outputs.*

Output Description	Target	Target Date	Achievement to 31 March 2012
Primary outputs			
• New industrial/ commercial space (sqm)	5,140	2020	140
• New retail/ leisure space (sqm)	17,765	2020	915
• New office space (sqm)	16,896	2020	930
• Refurbished office space (sqm)	10,295	2020	4,518
• Refurbished industrial/ commercial space (sqm)	6,500	2020	25,600

• Refurbished retail/ leisure space (sqm)	2,840	2020	3,560
• Improved business and public realm (sqm)	56,880	2020	34,680
• Annual GVA (£000)	£117,317,000	2020	£7,080,000
• Construction GVA (£000)	£223,991,000	2020	£10,677,000
Secondary outputs			
• Number of local enterprise networks supported	11	2020	7
• Number of social enterprises supported	10	2020	8

15. Use the space below to provide additional detail about **progress to 31 March 2012** on the above URC outcomes and outputs.

Progress to date includes:

Stevenston Business Centre - the demolition of a former bingo hall in Stevenston, to be replaced by a purpose-built 1,000 sq m business centre, providing modern flexible space for new start-up and growth businesses plus a single ground floor retail space. Early tenants include convenience store operator (ScotMid), BPO Collections Ltd and Kilmarnock College. (Key outputs: 930sqm new business space and reduction of derelict land of 1,800sqm)

Saltcoats Station Building - redevelopment of a 'B'-listed Victorian sandstone building to create new commercial space was completed in September 2010. (Key outputs: 250sqm refurbished business space and 8fte gross new jobs)

Ardrossan 78 Princess Street – redevelopment of the 'B'-listed former Jack Millers Building to create an art gallery, studios and office accommodation. Key outputs: 250sqm refurbished business space and 5fte gross new jobs)

Ardrossan Harbour Inn – the former Harbour Inn has been demolished and the site landscaped awaiting future development (Key outputs: 125sqm improved public realm)

Irvine NACCO site – completion of first phase (9) of 22 offices, along with a reception area, communal meeting space, an exhibition area and a conference room. (Key outputs: 1,000sqm refurbished business space, 20,000sqm improved business realm and 6fte gross new jobs)

Ardrossan Former Pump House – redevelopment of former B Listed building into a new restaurant (Key outputs: 35sqm refurbished business space and 28 fte gross new jobs)

Ardrossan 54-56 Princess Street Retail Units – conversion of two derelict ground-floor shop units into two new retail units (Key outputs: 190 sqm new retail space and 3 fte gross new jobs)

Ardrossan 93 Princess Street Redevelopment – renovation and extension of two-storey B-listed former bank into new office space (Key outputs: 350sqm office space and 4 fte gross new jobs)

Ardrossan Lyric Theatre – redevelopment of B-listed former theatre to create new office/retail and residential space (Key outputs: 100sqm business space and 8 new homes)

Kilwinning Main Street Redevelopment – programme of public realm and streetscape improvements (Key outputs: 4,000 sqm of a total of 9,500sqm has been completed, 6 trainees

and 180 weeks of training completed)

Saltcoats Shop-front Enhancement Scheme – this fund provides support of up to 75% to businesses within the town centre to improve the visual appearance and quality of their premises.

Small Property Investment Fund - provide support to business for developing and improving office and industrial property in the Irvine Bay area.

16. Please detail work underway/future plans that will **further help progress** on these outcomes and outputs.

Progress on key projects that have **commenced by 31 March 2012** but have yet to see specific project outputs include:

Irvine Harbourside

This 11 acre site at Irvine Harbour is the location for one of Irvine Bay's most exciting development opportunities. It will provide an inspirational, mixed-use development featuring a range of housing, leisure and business uses

Irvine Sports Centre (including Towns House)

This project would see the £15M redevelopment of a key development site within Irvine town centre to establish a new sports centre and associated facilities.

Irvine Town Centre (Trinity Church)

This project would see the renovation and redevelopment of the former 'A'-listed Trinity Church in Irvine to provide a unique new town centre commercial leisure opportunity

Irvine Town Centre (Bridgeway House)

This project will see the comprehensive internal and external refurbishment of the building at a cost to the council of £7M. This will provide both improved office and retail capacity.

Irvine Town Centre (Bridgeway area)

This project will see the physical enhancement of one of the town's key public and commercial spaces.

Irvine 'The Ayrshire' (Golf Course and Hotel)

The Ayrshire will be an international quality 18-hole links course, complete with an adjoining hotel, holiday homes and other leisure uses

Irvine Industrial Estate (Former NACCO site)

This project will see the development of new industrial and commercial opportunities within the estate which recognised current and future market requirements.

Irvine Annickbank Office Pavilions

Annickbank is a prestige six acre development site, a mile east of Irvine town centre, close to the A78. This is the site for Irvine Bay's first office campus development (total 8,500 sq m).

Irvine Riverside Business Park

This project will see investment in the physical infrastructure and business space offer within the most prominent site within Irvine Bay.

Ardrossan North Shore and Marina

This is a major regeneration project, focused on the harbourside and marina area of Ardrossan and seeking to provide facilities attractive to new residents, marina users, and to the hundreds of thousands of ferry users who pass through Ardrossan each year on their way to Arran

Ardrossan Harbour Offices and Hotel

This project will see the creation of new high quality, purpose-built commercial accommodation located within the Ardrossan Marina area.

Ardrossan Medical Centre

This project will see redevelopment of a derelict 'B'-listed former police station occupying a key location within Ardrossan Town centre.

Saltcoats Town Hall

This project will see the redevelopment of the vacant 'B'-listed former town hall occupying a key location within Saltcoats Town Centre.

17. Use the space below to identify any links or cross-over between this National Outcome / Purpose targets and other National Outcomes / Purpose targets.

The above projects also provide outputs that link with National Outcomes 2 and 12.

National Outcome 2: We realise our full economic potential with more and better employment opportunities for our people.

Related Economic Purpose Target: Participation and Economic Growth

18. What target URC outcomes (longer term goals) do you have relating to this National Outcome and Purpose Targets? *Please refer to the supplementary guidance note for example URC outcomes.*

Potential URC Outcomes

- Develop a clear role within the wider Glasgow city-region and Scotland
- Make Irvine Bay a place that attracts and supports investors
- Create new job and training opportunities
- Implement step-change projects that act as catalysts for further growth

19. Please detail your outputs (what is being done) in relation to the above outcomes and provide details of the target and actual achieved in quantitative form where possible (or text if not

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possible to quantify). For job outputs, reference should be made to the SOC and SIC codes provided in the supplementary guidance note. *Please refer to the supplementary guidance note for example URC outputs.*

Output Description	Target	Target Date	Achievement To 31 March 2012
Primary outputs			
• Number of new gross jobs	2,457	2020	322
• Number of new construction jobs	2,751	2020	200
• Number of training places created in construction	399	2020	50
• Number of training weeks in construction	10,642	2020	660
Secondary outputs			
• Number work experience opportunities	589	2020	134
• Number of new Clyde Coast sailing berths	500	2017	0

20. Use the space below to provide additional detail about **progress to 31 March 2012** on the above URC outcomes and outputs. To help with calculations on deadweight in relation to job outputs, please provide an estimate of how many jobs would have been created anyway, without URC intervention (see guidance note).

Progress to date on these outcomes has been influenced by the:

- **Kilwinning PRYDE Project** – The Pennyburn Regeneration Youth Development project provides a community hub which support young people to access new skills and training opportunities plus locally accessible personal development services. Irvine Bay assisted in the development of a new £600k centre for the project.
- **Kilwinning Main Street Programme** (Three long-term construction jobs secured and further training opportunities and work-placements for nine people)
- Additional Construction Works featuring Community Benefit Potential included:
 - Ardrossan Former Pump House
 - Irvine Trinity Church
 - Irvine Annickbank Office Pavilions (infrastructure)
 - Ardrossan Jack Millar's
 - Ardrossan Harbour Bar
 - Saltcoats Station Approach
 - Ardrossan Former Pump House
 - Ardrossan 54-56 Princess Street Retail Units
 - Ardrossan 93 Princess Street Redevelopment
 - Ardrossan Lyric Theatre
 - Local Regeneration Fund
 - Small industrial/commercial development fund

Deadweight calculations would suggest that 55 jobs would have been created regardless of Irvine Bay interventions (38 office and 18 retail).

The calculation of economic benefits and job types is based upon the *Methodology and Databook (31 August 2011)* prepared by Ernst &Young. The databook has been updated to include current statistics on employment multipliers and GVA. Specific Construction Trainees and Training Weeks is calculated and measured against the *Irvine Bay Targetted Recruitment and Training protocol (2009)*.

21. Please detail work underway/future plans that will **further help progress** on these outcomes and outputs.

A key feature of the future work of Irvine Bay and our local partners will focus upon the regeneration of Irvine town centre. Under the umbrella of the *Irvine Town Centre Initiative* the first phase of a £30M investment (four key projects) will begin in the summer of 2012. Over the next 12 months this will provide a range of local training, work placement and work experience opportunities to local residents. This will include specific Community Benefit 'Targetted Recruitment & Training' clauses within the formal procurement of key services.

22. Use the space below to identify any links or cross-over between this National Outcome / Purpose targets and other National Outcomes /Purpose targets.

The above projects also provide outputs that link with National Outcomes 1 and 12.

National Outcome 4: Our young people are successful learners, confident individuals, effective contributors and responsible citizens

Related Economic Purpose Target: Participation

23. What target URC outcomes (longer term goals) do you have relating to this National Outcome and Purpose Target? *Please refer to the supplementary guidance note for example URC outcomes.*

Potential URC Outcomes

- Make Irvine Bay a place that local people are proud to call home

24. Please detail your outputs (what is being done) in relation to the above outcomes and provide details of the target and actual achieved in quantitative form where possible (or text if not possible to quantify). *Please refer to the supplementary guidance note for example URC outputs.*

Output Description	Target	Target Date	Achievement To 31 March 2012
• Number of schools taking part in projects relating to regeneration.	49	2015	30
• Number of pupils/young people taking part in projects relating to regeneration.	1,705	2020	3,980

25. Use the space below to provide additional detail about **progress to 31 March 2012** on the above URC outcomes and outputs.

Alongside the physical regeneration of Irvine Bay, there is vital work taking place to help young people get involved and benefit from the renewal, and much of it is going on in our schools. Our education programme is closely linked with *Curriculum for Excellence*, helping young people learn by connecting learning with their other experiences.

As a result, nearly 4,000 young people in primary and secondary schools across Irvine Bay are getting involved in regeneration projects, contributing to local transformation and learning at the same time. Some recent examples of this work include:

Irvine Town Centre Initiative – a number of our key projects form part of a partnership initiative which aims to regenerate Irvine town centre. Pupils from all over Irvine Bay have been involved in supporting this work through a range of engagements including public art, local history, work experience and much more.

i Sea Project – a project which aimed to re-establish the connecting between the sea and local area to support its economic, social and physical future. Pupils used this as the context for their curricular learning in a variety of different subjects. The 'i sea' project was introduced for the first time in 2007/8 and has been running successfully ever since.

Irvine Bay Green Network – young people have been involved in a variety of ways with this project which will improve the natural environment in Irvine Bay and encourage visitors to the area to enjoy the wonderful coastal parks, paths and open spaces on offer.

26. Please detail work underway/future plans that will **further help progress** on the outcomes and outputs.

The continued operation of the Education Programme, with a particular focus over the next 18 months on the programme of work within Irvine town centre will provide a number of positive outputs.

Irvine Bay has continued to place an emphasis upon engaging with young-people in way which meets their current interests. This has resulted in the establishment of a very successful Facebook page and Twitter profile.

27. Use the space below to identify any links or cross-over between this National Outcome / Purpose target and other National Outcomes / Purpose targets.

The above projects also provide outputs that link with National Outcomes 10.

National Outcome 6: We live longer, healthier lives

Related Economic Purpose Target: Population

28. What target URC outcomes (longer term goals) do you have relating to this National Outcome and Purpose Target? *Please refer to the supplementary guidance note for example URC outcomes.*

Potential URC Outcomes
No specific URC Outcomes.

29. Please detail your outputs (what is being done) in relation to the above outcomes and provide details of the target and actual achieved in quantitative form where possible (or text if not possible to quantify). *Please refer to the supplementary guidance note for example URC outputs.*

Output Description	Target	Target Date	Achievement To 31 March 2012

30. Use the space below to provide additional detail about **progress to 31 March 2012** on the above URC outcomes and outputs.

NA

31. Please detail work underway/future plans that will **further help progress** on the outcomes and outputs.

NA

32. Use the space below to identify any links or cross-over between this National Outcome / Purpose target and other National Outcomes / Purpose targets.

National Outcome 10: We live in well-designed, sustainable places where we are able to access the amenities and services we need.

33. What target URC outcomes (longer term goals) do you have relating to this National Outcome?
Please refer to the supplementary guidance note for example URC outcomes

Potential URC Outcomes

- Provide quality sustainable homes and facilities for local people and new residents
- Maximise the economic and social potential of natural assets and leisure facilities

34. Please detail your outputs (what is being done) in relation to the above outcomes and provide details of the target and actual achieved in quantitative form where possible (or text if not possible to quantify). *Please refer to the supplementary guidance note for example URC outputs.*

Output Description	Target	Target Date	Achievement To 31 March 2012
• Reduction in derelict land and buildings (sqm)	856,160	2020	77,978
• Number of historical buildings restored	12	2020	8
• Number of buildings removed from the At-Risk Register	11	2020	7
• Build new houses (private)	1,033	2020	8
• Build new houses (social)	140	2020	0
• Number of new community assets/facilities	21	2020	20

35. Use the space below to provide additional detail about **progress to 31 March 2012** on the above URC outcomes and outputs.

Ardrossan North Shore

A further 22,000sqm of land have been decontaminated over the last 12 months in preparation of this key site within the wider regeneration of the harbourside and marina area of Ardrossan.

Stevenston Business Centre – demolition and site clearance of derelict former bingo hall within town centre. (Key outputs: 1,800sqm of derelict building removed).

Kilwinning Station Site – demolition and site clearance of key development site at main transport hub (Key outputs: 200sqm of derelict building removed)

Local Regeneration Fund – supports a range of local community-based projects.

Trinity Church, Irvine - the renovation and redevelopment of the 'A'-listed former Trinity Church in Irvine to provide a unique new town centre commercial leisure opportunity.

Kilwinning Community Sports Club – the redevelopment and expansion of the clubs facilities to provide a new club house and changing pavilion plus new floodlit artificial games pitch.

Ardrossan Medical Centre - the redevelopment of a derelict 'B'-listed former police station occupying a key location within Ardrossan Town centre into a new health centre offering GP and dental services.

36. Please detail work underway/future plans that will **further help progress** on the outcomes and outputs.

Progress on key projects that have **commenced by 31 March 2012** but have yet to see specific project outputs include:

- Irvine Harbourside (330 new homes)
- Irvine Tarryholme (200 new homes – 50 of which will be social)
- Ardrossan North Shore (375 new homes)

Another seven projects have commenced on derelict/listed buildings which will result in their reinstatement and removal from at-risk register.

A further 555,515sqm of derelict land and buildings will also be removed as a result of projects that have commenced by 31 March 2012.

37. Use the space below to identify any links or cross-over between this National Outcome and other National Outcomes / Purpose targets.

This outcome links with National Outcomes 1, 2 and 12.

National Outcome 11: We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.

38. What target URC outcomes (longer term goals) do you have relating to this National Outcome?
Please refer to the supplementary guidance note for example URC outcomes.

Potential URC Outcomes

- Increase the number of people from within our communities and businesses who directly participate and contribute to regeneration within their areas
- Increase awareness of Irvine Bay

39. Please detail your outputs (what is being done) in relation to the above outcomes and provide details of the target and actual achieved in quantitative form where possible (or in text if not possible to quantify). *Please refer to the supplementary guidance note for example URC outputs.*

Output Description	Target	Target Date	Achievement To 31 March 2012
• Number of consultation events held	1111	2020	160
• Number of attendees at consultation events	3,260	2020	17,645
• Partner attendance at Board meetings	90%	Annual	90%
• Average no. of visits to web-paged per month	1,500	Monthly	2,645
• Number of e-bulletins	10	Annual	21
• PR Value (£) per annum of positive press coverage of Irvine Bay Regeneration Company and its activities	£250,000	Annual	£685,091

40. Use the space below to provide additional detail about **progress to 31 March 2012** on the above URC outcomes and outputs.

Irvine Bay Regeneration Company continues to deliver our Community and Stakeholder Communications Strategy. Over the last 12 months the delivery of this strategy has changed to reflect our progression from presenting our strategic objectives and vision, to the effective delivery of successful projects that support these goals. Our local residents, existing and future businesses and investors continue to be communicated to and engaged in a number of exciting and rewarding ways.

Key elements of this strategy has included:

- **Irvine Bay talks business** – a programme of meetings designed for local businesses
- **Targeted Project Consultation** – examples over last year include. Green Network Programme, Irvine Innovation & Industry
- **Regeneration Youth** – a programme that is specifically aimed at school-age young people.
- **E-marketing** – the use and access to our website, e-bulletin programme and social media (Facebook, Twitter) has increased significantly.
- **baywatch** – community newsletter circulated regularly to every household in Irvine Bay area (approx. 40,000 homes) with two editions produced this year.
- **PR & Press** - Comprehensive PR programme comprising local, national and trade press
- **Events & promotion** - Events programme designed to engage with developers and investors

Attendance from partners and other board members remains excellent with on average only one of our board of ten individuals being absent from any meeting.

41. Please detail work underway/future plans that will **further help progress** on the outcomes and outputs.

Over the next 12 months a significant component of Irvine Bay's work will be on the promotion of the £30M programme of work planned for Irvine Town Centre. It is important that the local community and wider stakeholder network understand and commit to the role they can play in making this a success for the long-term future of the town.

42. Use the space below to identify any links or cross-over between this National Outcome and other National Outcomes / Purpose targets.

This outcome links with National Outcomes 4 and 11.

National Outcome 12: We value and enjoy our built and natural environment and protect and enhance it for future generations

Related Economic Purpose Targets: Sustainability

43. What target URC outcomes (longer term goals) do you have relating to this National Outcome and Purpose Target? *Please refer to the supplementary guidance note for example URC outcomes.*

Potential URC Outcomes

- Make Irvine Bay a place that attracts new residents and visitors
- Address population decline
- Improve the physical design and conditions within our urban areas
- Protect and enhance our natural and public landscapes

44. Please detail your outputs (what is being done) in relation to the above outcomes and provide details of the target and actual achieved in quantitative form where possible (or text if not possible to quantify). *Please refer to the supplementary guidance note for example URC outputs.*

Output Description	Target	Target Date	Achievement To 31 March 2012
• Development of green space (sqm)	502,150	2020	24,650
• Number of eco-homes built	200	2020	0
• Number of new festivals/events	9	2012	21
• Attendees at new festivals/events	21,100	Annual	23,300

45. Use the space below to provide additional detail about **progress to 31 March 2012** on the above URC outcomes and outputs.

Irvine Bay Green Network (Irvine Beach Park and Ardeer Park) - a programme of environmental improvements, planting and improved access between open spaces and communities in Irvine Bay.

Irvine Bay Heritage Trails – a series of new trails have been developed and supported by the establishment of a new committee (10 members).

Coastal Park Summer Ranger – an improved service has provided a programme of new events and activities including beach cleaning and environmental awareness & information. (Accessed by 15,000 people).

Impact Arts - Creative Pathways – a 10 week programme working with 10 young people (NEET group) in skills development and public-realm improvements.

Stevenston Community Gardens – a public art and streetscape improvement scheme involving 200 young people within a key town centre location.

Big on the Beach - a summer festival of fun, creativity and activity for young people. The family event at Ardrossan South Beach was a highlight in the August calendar, having run in 2009, 2010 and 2011.

Eglington Park Shared-Play –new multi-play and recreation facility within Irvine.

Coastal Beacons - A series of exciting and innovative beacons is being developed along Irvine Bay's beaches and seafront, providing points of interest and drawing local people and visitors to the waterside in this popular area of Scotland. Completed projects:

- **Gems Amongst the Rocks** – a decorative rock installation referring to Saltcoats historic origins of salt panning and coal mining.
- **Our Talking Wall** - is a series of granite plaques along the promenade at Saltcoats which set out the memories and aspirations of local people.

Dear Mr Burns... event staged by Irvine Burns Club which ran as part of the Homecoming Scotland finale celebrations.

Evolution Bike-Park – the additional of new purpose built bike-track a site which is already the home for the largest outdoor skate-park in Scotland.

Campbell Park Redevelopment – a new sports-pitch facility for Saltcoats.

Glebe Tennis Courts Redevelopment - the redevelopment of four tennis courts within Saltcoats for the benefit of local people and visitors to the area. Completed August 2010 (2,150sqm new recreational space)

Town Regeneration Plans - a series of masterplans which set out a framework for the redevelopment of the five towns within Irvine Bay.

46. Please detail work underway/future plans that will **further help progress** on the outcomes and outputs.

Progress on key projects that have **commenced by 31 March 2012** but have yet to see specific project outputs include:

Irvine Marine Drive (Golf Course and Hotel) – Joint venture agreed and formal design and planning application being prepared. Upon completion this will provide approximately 500,000sqm of new recreation space.

Ardrossan Harbour Redevelopment – the initial North Shore Redevelopment and Quayside Office projects will see a significant improvement in both the built and natural environment within this important locality.

Irvine Town Centre Initiative - is a partnership led by North Ayrshire Council and supported by Irvine Bay Regeneration Company. The initiative outlines a vision to regenerate the town centre and kick-start the local economy by building upon the town's historic beauty and complementing other planned developments in and around Irvine.

Works will focus on four projects over the next five years:

- Major public realm works and improvements in the Bridgegate area
- The refurbishment and redevelopment of the A-listed Trinity Church as a commercial opportunity
- The refurbishment of Bridgegate House
- The development of an iconic new sports and leisure centre for the town centre

Other partners in the initiative include Rivergate Shopping Centre (ING), Historic Scotland Trinity Trust, SportScotland and North Ayrshire Access Panel (NAAP).

47. Use the space below to identify any links or cross-over between this National Outcome / Purpose target and other National Outcomes / Purpose targets.

This outcome links with National Outcomes 1 and 10.

48. Please use the space below to add any additional information relating to how the URC is working towards tackling significant inequalities in Scottish society ([National Outcome 7](#)) and the economic Purpose targets of [solidarity](#) and [cohesion](#), if it is **not** captured elsewhere on this form.

Irvine Bay is opposed to any actions which may result in the unfair treatment of any individual, and positively promotes action to achieve equal opportunities in our workplace and in the delivery and development of our work.

Some recent examples of our policy in action:

North Ayrshire Access Panel (NAAP)

The Access Panel is a group of people, either with a disability or having an interest in disability, who work to improve access for all disabled people within North Ayrshire. The panel has played a role in the major redevelopment of Kilwinning town centre through an agreed programme of consultation and post-construction evaluation. Furthermore, a protocol has been established by which we will engage and involve the panel in both programme and policy development.

In recognition of our work in promoting partnership with the panel, our logo is now featured on the panel's website www.naap.org.uk

Ayrshire Minority Ethnic Communities Association (AMECA)

This Association represents various local cultural groups within North Ayrshire and provides them with a collective voice to campaign for, and to promote, social justice and equality, and speak out against racism. Over the last year we have worked closely with the group on establishing a new base for them within the local area. The base provides a location where local people can meet and obtain information on a range of public services, including employment and training opportunities.

49. Please use the space below to add further information about the work of your URC which relates to any of the other Scottish Government National Outcomes / Purpose targets that is **not** captured elsewhere on this form.

None at this time.

Thank you for taking the time to provide this information. Please return in to Tracey McAlpine by Monday 1 October 2012. by email Tracey.McAlpine@Scotland.gsi.gov.uk

Economic Development and Regeneration – Core Resource Summary (Evidence for the Local Government & Regeneration Committee)

ECONOMIC DEVELOPMENT ← → REGENERATION								
	Business Start up	Business Growth & Development	Employability (Skills and training)	Inward Investment	Strategic Opportunities & Assets	Infrastructure & connectivity	Town Centres	Community Regeneration & Local Area Initiatives
	<ul style="list-style-type: none"> - Information & Advice Service - Mentoring Support - Premises and Incubator units - Financial assistance - Social-economy support - Sectoral 1 (e.g. young people, women) - Sectoral 2 (e.g. new technologies, high growth) 	<ul style="list-style-type: none"> - Information and Advice - Specialised Support & Mentoring - Premises - Incubator units - Financial assistance - Business Networking & Promotion - Skills Development 	<ul style="list-style-type: none"> - Information & Advice - National Programmes - Sectoral/localised requirements - Specialty Services (e.g. disabled, returners, 16-24) - Employer support - Community Benefits - Volunteering - Job-search services 	<ul style="list-style-type: none"> - Business Premises - Business Infrastructure - Marketing & promotion - Skills availability - Utilities & services (e.g. broadband) - Support infrastructure - Financial Assistance - Advice & Support Network - Broader Incentives - Aftercare 	<ul style="list-style-type: none"> - Hunterston - i3 Business Park - Niche Opportunities (e.g. Energetics and Life Sciences) - Tourism & Leisure 	<ul style="list-style-type: none"> - Glasgow and wider Region - Physical (e.g. roads) - Service (e.g. ICT) - Business and political - Links to national and wider development programmes/opportunities (e.g. NDA) 	<ul style="list-style-type: none"> - Local hierarchy - Key roles & functions - Marketing & Promotion - Targeted initiatives (e.g. shopfront improvements) - Core public realm - Core services (e.g. parking, transport) - Business Support 	<ul style="list-style-type: none"> - Community Development programmes - Social regeneration programmes - Targeted initiatives (e.g. Total Place) - Core services initiatives (e.g. Localised community planning, enhanced area committee role)
CORE RESOURCES & INPUTS								
Local Authority (Economic Development/Business Development Core Services)	LEAD	LEAD	LEAD	SECONDARY	SECONDARY	SECONDARY	PRIMARY	SUPPORTING
Local Authority (Other services)	SECONDARY	SUPPORTING	SECONDARY	SECONDARY	SECONDARY	LEAD	LEAD	LEAD
Regeneration Company/ Development Agency e.g. Irvine Bay Regeneration Company	SECONDARY	PRIMARY	SECONDARY	LEAD	LEAD	PRIMARY	PRIMARY	SUPPORTING
National Agencies e.g. Scottish Enterprise/ Skills Development Scotland	PRIMARY	PRIMARY	PRIMARY	PRIMARY	SECONDARY	SUPPORTING	SUPPORTING	SUPPORTING
Job Centre Plus	SECONDARY	SECONDARY	PRIMARY	SECONDARY	SUPPORTING	SUPPORTING	SUPPORTING	SECONDARY
Local/Regional Business Partnerships e.g. Ayrshire & Arran Chamber	PRIMARY	SECONDARY	SECONDARY	SECONDARY	SUPPORTING	SUPPORTING	SUPPORTING	SUPPORTING
Others (Including Further & Higher Education Resources)	PSYBT CHA (OPP2MISE) The Ayrshire Community Trust (TACT) Scottish Community Development Centre RSA	Scottish Government Europe	NHS Ayrshire & Arran National Training Programmes Schools, Colleges & Universities	Scottish Development International (SDI) Scottish Government Europe	Visit Scotland The Scottish Tourism Alliance	Scottish Government SPT Utilities	BIDS Local Business Networks	CPP Local community/voluntary groups Scottish Community Development Centre (SCDC) Development Trusts Association Scotland