

# OUR PLACE

Ardrossan Central  
& North East

## Baseline Report January 2015





## Chapter 1 - Introduction

This baseline report paints a picture of the Ardrossan Central and North East neighbourhood in 2015. It provides an overview of the area, significant features of the neighbourhood and the key things that people care about in the area. It is based on five months of asset based community development; staff from CEIS and Community Renewal have made connections with local residents and built relationships with the main organisations delivering services in the area. Evidence has been selected from a range of recently published reports relating to the area. The information provided in this report will be used over the 5 years of the Our Place initiative to measure change in the neighbourhood, with a focus on the 3 outcomes:

- Communities have more influence on decisions taken locally
- Communities have more sustainable services and facilities that reflect their local priorities
- People say their community is a better place to live

Ardrossan Central and North East consists of two intermediary zones (North East and Central) which in turn have 9 data zones collectively. The two intermediary zones fit into the Ardrossan 2010 Locality area. Ardrossan, alongside Saltcoats and Stevenson, forms an area known as the 'three towns'.

The area falls under the North Ayrshire council area and the Ayrshire and Arran NHS Health Board. 6 of the 9 datazones in Ardrossan Central and North East are in the 15% most income deprived datazones in Scotland. Two of the datazones in Ardrossan Central were in the 5% most deprived datazones in Scotland.

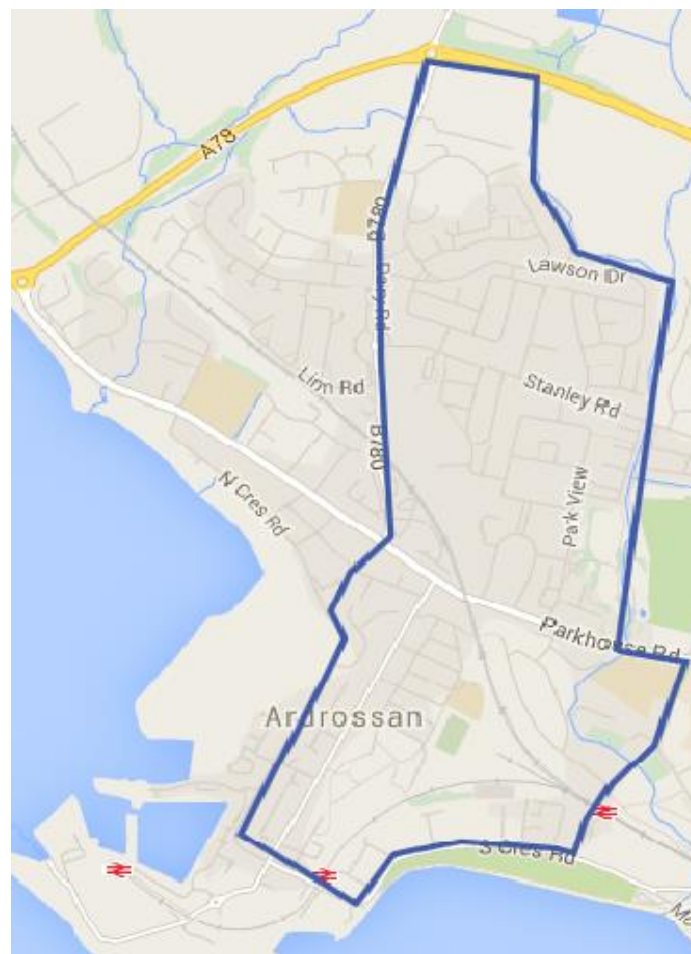


Figure 1 Map of Our Place Ardrossan Central and North East



## Population

The total population of the Our Place Ardrossan Central and North East area at the time of the 2011 census was 7,390 which is 67% of the population of Ardrossan overall. 61.5% of the population is working age which is a similar figure to the national percentage despite the local authority percentage being lower.

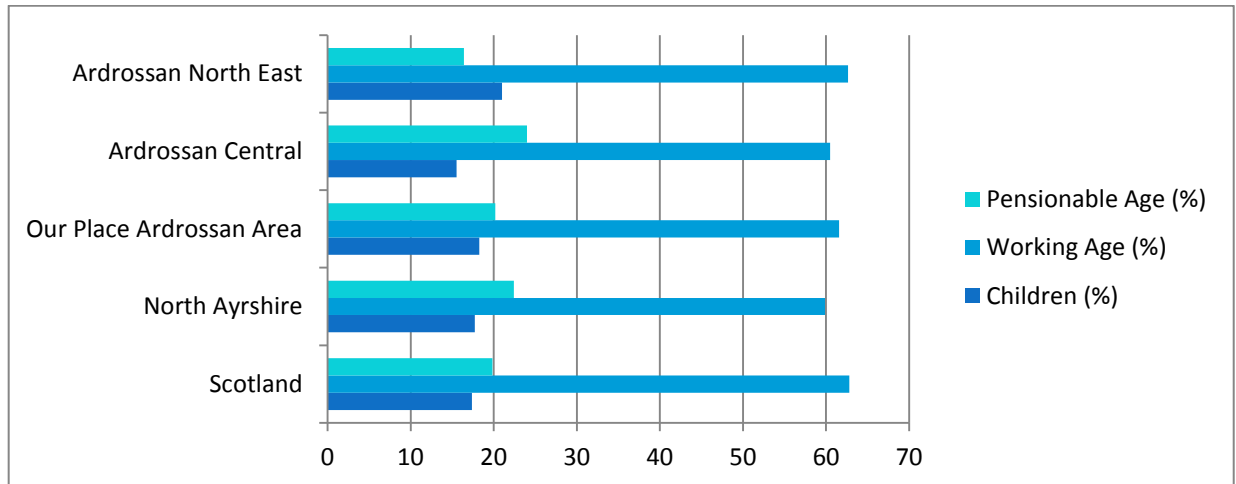


Figure 2 Population of Our Place Ardrossan Area by Age (Source: SNS Area Profiles)

The whole of Ardrossan has a population of 11,024 and has a larger proportion of 45 to 75 year olds than the national figure. Ardrossan has a higher median age in both males and females suggesting an aging population.



## Employment

In 2008 24.5% of the working age population in the Our Place Ardrossan area were employment deprived. This is a significantly higher rate than in North Ayrshire and nationally. In 2012, 330 people were claiming income support and across the population 34% of people were claiming key benefits in 2012. This is higher than the North Ayrshire (21%) and national figures (16%). Ardrossan Central in particular has a high number of benefit claimants.

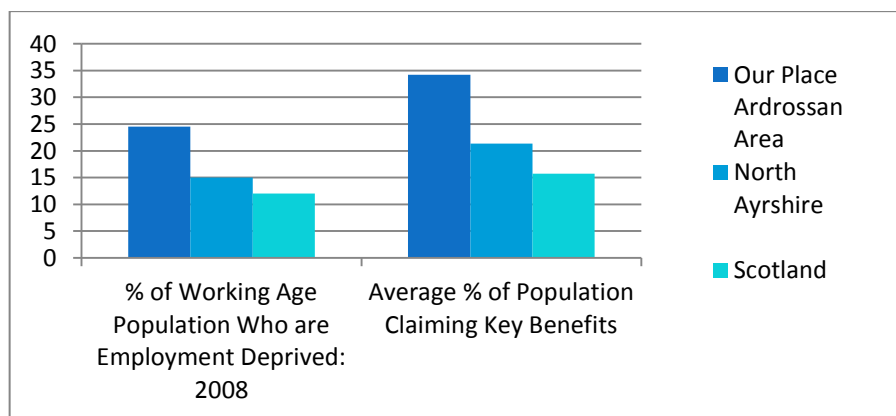


Figure 3 Economic Activity and Benefits in Our Place Ardrossan Area (Source: SNS Area Profiles)

2011 Census information is not broken down by intermediary areas, the figures for industry employers below refer to the Ardrossan locality area which includes Ardrossan North East, Central and North West intermediary areas.

The vocation with the highest percentage of working age people in Ardrossan is the caring, leisure and other services occupations followed by elementary occupations and professional occupations. Ardrossan has a lower percentage of professionals and managers, directors and senior officials than Scotland.

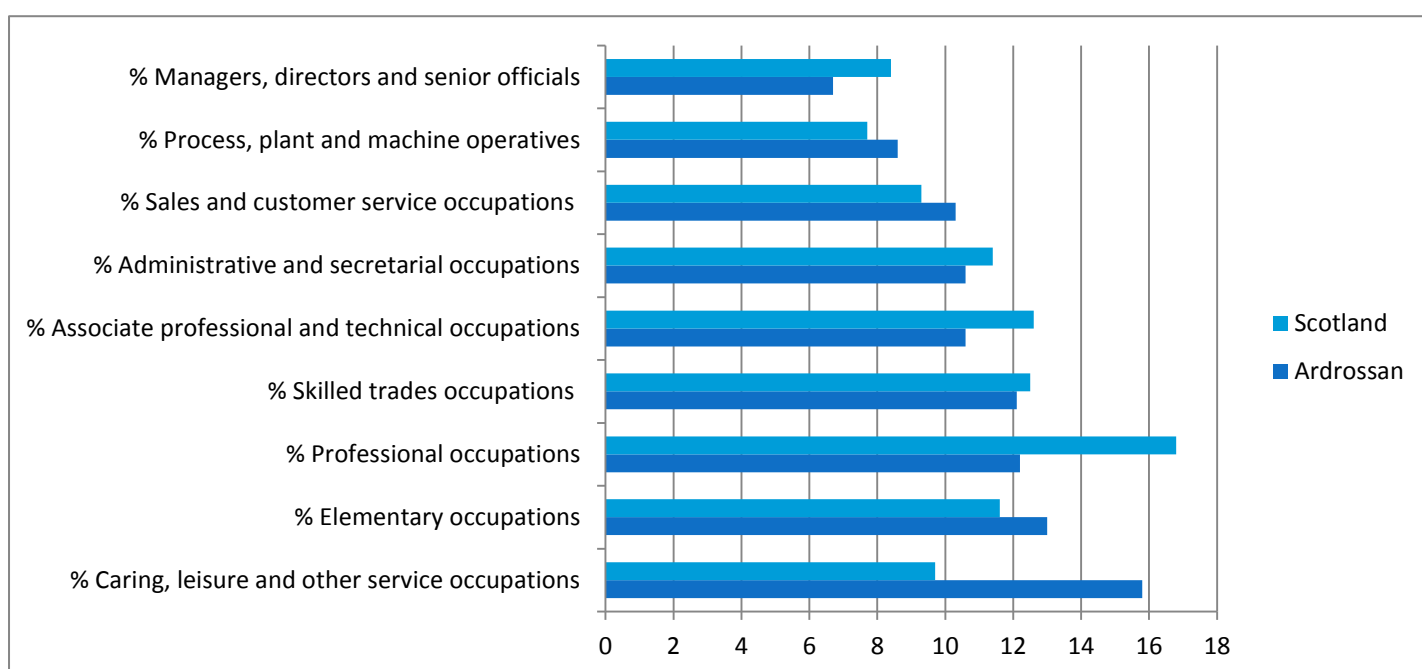


Figure 4 Occupations in Ardrossan (Source: 2011 Census)

21% of economically inactive people aged 16 to 74 are long term sick or disabled in Ardrossan compared to 17% in Scotland. 92.4% of people in Ardrossan ranked their health positively (Very Good, Good or Fair) with only 7.6% ranking their health negatively (Bad or Very Bad); nationally 94.4% reported positively regarding their health and 5.6% negatively. 33.4% of the population of Ardrossan reported having a long term health condition compared to 29.9% Scotland wide.



## Education

There were 550 primary school pupils and 439 secondary school pupils in the Our Place Ardrossan area in 2013. The average tariff score (which is used to judge pupil attainment nationally) for the Our Place Ardrossan area is 175.5 which is below the North Ayrshire and national average.

Schools	Our Place Ardrossan Area	North Ayrshire	Scotland
Total number of pupils in primary schools: 2013	550	10157	375,308
Total number of pupils in secondary schools: 2013	439	8108	288,022
Average tariff score of all pupils on the S4 roll: 2012/2013	175.5	192	193

Figure 5 Schools in Our Place Ardrossan Area (Source: SNS Area Profiles)

Ardrossan has a higher proportion of people aged 16+ with no qualifications or whose highest qualification is Standard grade than Scotland overall. Correspondingly, Ardrossan has a lower percentage of people who have higher education qualifications (16%) than the Scottish percentage (26%).



## Households

The average house price in the Our Place Ardrossan area is less than the average for North Ayrshire and Scotland. Over half of the dwellings of the area are in council tax band A, meaning that 64% of dwellings in the area are valued as worth less than £27,000 and 88% of the dwellings are worth less than £45,000. These figures are higher than the North Ayrshire and Scottish averages.

Housing	Our Place Ardrossan Area	North Ayrshire	Scotland
Percentage of dwellings in Council Tax band A: 2013	64.625	32.68	21.61
Percentage of dwellings in Council Tax bands A to C: 2013	88.22	69.95	61.22
Percentage of dwellings in Council Tax bands F to H: 2013	1.22	7.2	12.54
Total number of dwellings per hectare: 2012	19.39	0.76	0.32

Figure 6 Dwelling values in Our Place Ardrossan Area (Source: SNS Area Profiles)

The total number of dwellings by hectare is significantly higher than the Scottish average as the accommodation stock has a high density of flats and tenements build in the 1900s which are now in poor condition.

2011 Census information on Households is not broken down by intermediary areas therefore the following information covers the whole of Ardrossan which includes a third intermediary area (Ardrossan North East) which is not in the Our Place neighbourhood.

Over 37% of households in Ardrossan have one person living in them which is slightly higher than the national percentage. Ardrossan has a higher number of households with no-one in employment with dependent children than the national average.

There are 5,165 households in Ardrossan with residents. The majority of housing in Ardrossan is owned or rented from the council. The percentage of owned houses is less than the national figure whereas the percentage of council rented properties is higher. Percentage of social and private rentals households is lower than the equivalent nationally.

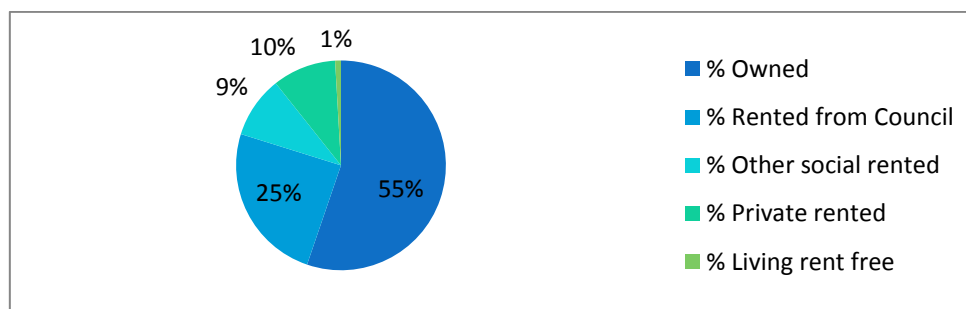


Figure 7 Ardrossan Households by Tenure (Source: 2011 Census)



## Chapter 2 – Key Features of the Neighbourhood

### Introduction

The key features of the neighbourhood were identified through 15 stakeholder interviews, discussions with people who have been identified as community connectors, 428 listening surveys and a review of published reports provided by North Ayrshire Council.

Ardrossan is situated in the picturesque location of the coast of south west Scotland. It has sandy beaches and views of the Isle of Arran. In this idyllic setting, the people of Ardrossan have hopes and wishes for their community that are currently unfulfilled. It is the aim of the Our Place Ardrossan initiative to support residents to realise these ambitions.

Stakeholders identified that the quality of employment, particularly for young people, is having a direct effect on the moral of the community overall. Young people want to stay in the local area but have to travel for learning and employment.

Glasgow Street in Central Ardrossan was identified as an underutilised opportunity for employment and local business; there are many tourists passing through to get the ferry to Arran and the general consensus is that this should be taken advantage of and built upon.

Despite the recognition of areas to be improved the town benefits from enthusiastic citizens and organisations who are committed to supporting Ardrossan. There are a number of community organisations who, despite being at an embryonic stage, are keen to develop. Building these organisations' capacity is key to fulfilling the potential of the town. Collaborations and partnerships between small organisations would also play a central role in the success of both the town and the organisations.

Following on from the key features described above the four headings have been distilled for further discussion: Young People, High Street Development, Collaborative Working and Current Services and Facilities. Additionally, a Case Study of the Castle Heritage Society has been presented as Appendix 2 of this report to illustrate one of the community organisations currently working in the area in more depth.



### Young People

Young people are seen as an asset, because they are understood to be the future of the community. Almost all stakeholders are interested in developing opportunities for young people, and trying to increase hope for their future.

Although the listening survey results suggest a perception that more is needed for young people, the Youth Services Team and volunteers at the Youth Hut are highly regarded. This suggests that some work on raising awareness of youth services in the area might be beneficial.

There have been several surveys conducted by Youth Services and by the Whitlees Community Centre into the hopes and aspirations of young people. Territorialism between different areas of the town has been a long standing and difficult issue. The North East has facilities such as the Whitlees Community Centre, the Youth Hut and the Three Towns Motor Project, however, there is only a once a week service provided by ASDA for young people in the Central area. Young people from Ardrossan Central are said to be harder to engage with and youth disturbance is often said to be caused by young people living in Ardrossan Central. There is therefore an opportunity for organisations who have been working with young people successfully in one part of the area to come together to discuss how they might bring more cohesion and provide more services to the area overall.

Organisations are eager to tackle the perceived lack of ambition and reduced capacity in young people which they identified as caused by reduction of local opportunities. Work on challenging the 'dependency culture' has already been undertaken by youth worker teams and further work on literacy and numeracy problems would be beneficial according to a stakeholder interviewed.

Community members are worried about young people and alcohol and have noted problems with young people from the age of 9 drinking alcohol. Police Scotland, in reaction to community concerns have made drunk and disorderly behaviour their number one priority according to their report on Ardrossan and Arran.

Ardrossan Academy is an important organisation for the young people and their families. Teachers within the school spoke passionately about wanting to make a positive change to the attitudes students had about their future opportunities. Teachers also spoke about the importance of the wider community to offer opportunities for young people to develop aspiration and ambition. Ardrossan Academy is currently working with Glasgow University and Education Scotland to provide additional opportunities within the school.

Local organisations such as the Ardrossan Music Experience, and Capall Dorcha are using the Creative Arts to give young people new experiences and provide an opportunity for inspiration.

Local community members are eager to give young people better opportunities:

*'Growing up in Ardrossan, success was getting a girl pregnant, getting a house and claiming benefits.'*

The Cluster Plus Scrutiny Report September 2013, mentions the key to a successful school in Ardrossan will be the involvement of community stakeholders. It is working towards a community led approach, i.e. communities should be shaping the priorities and services required. It aims to ensure that all school leavers are supported into an initial positive destination and that, working with external and community partners there is a coherent pathway for young people that ensures they remain fully engaged until they reach sustainable employment. It is developing early intervention and the roll out of effective parenting support.



## High Street Development

In the past, Ardrossan and the three towns were holiday destinations for people from the nearby cities, such as Glasgow. Residents have fond memories of Ardrossan as a vibrant tourist town. As international travel has become more affordable, this has changed. However, there are still estimated to be over 250,000 tourists travelling through Ardrossan for the ferry to Arran demonstrating that there are opportunities for business and tourism in Ardrossan.

Stakeholders believe that more should be provided to attract tourists' attention to encourage them to stop off in Ardrossan. Residents of Ardrossan reminisce about the past, and mention the trampolines at the sea front, the putting green, the ice cream vans and the atmosphere created by tourists; harnessing this vision of Ardrossan could help revive the area to its former glory.

Glasgow Street, in central Ardrossan used to be an asset to the town. A 77 year old resident who grew up on Glasgow Street noted, 'you could buy anything on this street, like Sauchiehall Street in Glasgow'

Members of the Cunninghame Housing Tenants Association mentioned that the closure of the last bank on Glasgow Street greatly affected the local community.



*'We would like to see local businesses get a face lift – the town of Ardrossan looks terrible. There are a higher number of empty shops in the town.'*

The memories of a time gone by, with small grocery shops, local suppliers and business and families taking holidays at the Scottish seaside is an important part of the community. The great pride associated with Ardrossan's past is an element Our Place hopes to restore.

The marina is seen as a major asset to Ardrossan and there is considerable on-going and planned improvements including a new hotel and office accommodation which is a positive development for the town and community. Local people would like to be more connected to the plans for the marina and would like to be made aware of ways in which they can influence decisions on development.



## **Collaborations, Partnership working and Community Development**

There is strong evidence of volunteering within Ardrossan, with 530 volunteers currently registered by The Ayrshire Community Trust. Volunteering was discussed with the Cunninghame Housing Association Ltd Tenants Association Committee Meeting in December 2014 and is summarised by this quote below:

*'There is a lack of employment in Ardrossan which means people are happy to give up their free time and volunteer for projects they care about.'*

Apathy does not seem to be a problem for the community of Ardrossan. Residents have shown examples of mobilising for things that they care about, and people are prepared to get involved. For example, when planned changes to parking on Princes Street was set to leave residents with little or no parking nearby, the residents arranged a petition which was signed by 250 people. Despite the residents sending the petition to the appropriate authority, they had no response. However, this demonstrates the energy and passion of local people and the scope for Our Place to support this kind of action.

There is a feeling within Ardrossan that there is a lot of community work already happening.

*'I'm glad that Our Place is here for the town, there is a lot of good work already going on that needs support.'*

There is evidence of organisations also coming together for common purposes: 'The Ardrossan Castle Heritage Group' has been formed with representation from North Ayrshire Council, Community Volunteers, Irvine Bay Regeneration, The Ayrshire Community Trust, Ardrossan Youth Group and ASDA. The Christmas Decorations Committee had representatives from North Ayrshire Council, Ardrossan Youth Association, Dees Dees Cutz Hairdressers, Busy Bees Nursery and the Whitlees Association taking part. There are also wider networks active in the area such as the Community Engagement Reference Group and the Community Engagement Network. Additionally, the Chit Chat networking event, set up by North Ayrshire Council in Ardrossan is an opportunity for community organisations to communicate with each other. However, the Ardrossan Community Council is currently disbanded. Examples of community work will be elaborated on in the Asset Map.

In 2014, a three year programme of asset based community development, delivered by NHS Ayrshire & Arran, North Ayrshire Community Planning Partnership and North Ayrshire Council came to an end. The programme focused on health improvement for children in the early years and used an interagency approach. Following on from this a number of people are developing a range of initiatives the community feels will assist children to reach their full potential. Key to this is the



development of systems that support early identification and intervention; resulting in a positive impact for the communities as a whole. Aspirations identified in Ardrossan were for healthier, happier families. In Ardrossan activities included; baby & child first aid training, professional development programmes for early years practitioners, as well as various training opportunities and mentoring schemes for parents themselves. The initial evaluation received support for the internal evaluation strand has been secured from the 'About Families' Project who are funded by the Big Lottery Fund and based at the Centre for Research on Families and Relationships at Edinburgh University.



## Current Facilities, Services and Organisational Capacity

Stakeholders and community connectors mentioned that community facilities are fit for purpose but that they could do with a makeover. There are 21 facilities offering community services showing there is a lot of potential in the area. More could be done to link these facilities and help them to develop and maximise their potential. Several organisations have plans in place for new builds including:

- The Church of the Nazarene
- The Scout Hut
- The Sea Cadets
- Winton Rovers FC
- The Ardrossan Heritage Society

Bringing these organisations together to discuss options for sharing facilities and to work together could be a key role for the Our Place initiative.

Recently there had been plans to build a super school with facilities and community spaces in Ardrossan, which after a consultation process, the community has rejected. It was that this would detract from current education provision. The development has now moved to Largs and members of the community are eager to have more information on how this new plan may affect the development of local education services in the future.

*'The families here did not want the super school, because it would take more facilities out of their community. '*

The minutes from the Whitlees Association Annual General Meeting, held in April 2014 detailed the results of a survey of 308 local people completed by the Whitlees Association. A consultant had conducted her survey at 'local shops, Asda, Central Avenue and within the local faith communities.' She found that local people wanted 'family fun activities, access to a credit union, access to computers and learning activities.' There is evidence that the Whitlees Association have acted upon this information by delivering new family events and looking into new learning activities.

Although there are many organisations with highly motivated volunteers supporting them, the organisational capacity to take on grants, employ staff and ability to manage and support volunteers needs to be strengthened. There is no shortage of creativity and ideas but support is needed to make these ideas into a structured reality. There is an opportunity for Our Place to connect business planning support services to community organisations in Ardrossan. Service providers are engaging with the community but the community feel they are still missing key information around service provision.



## Conclusion

In conclusion, there are many opportunities in the Our Place Ardrossan area that the process of delivering the Our Place initiative can improve on. Particular areas thought to be of benefit are connecting existing organisations to each other and enhancing their relationships with the community to ensure their service provision can be accessed throughout the area and provides the community with the provision and information that they need.

Building on existing good work undertaken by current organisations should be a key part of the plans for the area. An example of such work can be seen in Appendix 2 which features Ardrossan Castle Heritage Society.

People are interested in their community and ways in which they can influence decisions but may lack the confidence or knowhow to begin to do so. The strength of the local people when united has been demonstrated before and only needs encouragement.

These opportunities are all connected and it is believed that a return to local business and support for local business alongside encouraging young people to learn the skills they need to be in sustained employment would make a real difference to the overall moral of the area.



Ardrossan Marina Development, January 2015



The Ardrossan Castle Development, January 2015



## Chapter 3 – The key things that people care about

### Introduction

A listening survey was conducted to find out the key things that people care about in the Our Place Ardrossan Central and North East neighbourhood. Additionally, wishes for Ardrossan were taken from two groups of people at community events. In completing stage one of Our Place Ardrossan Central and North East, it is estimated that 1,274 people have engaged with the initiative, a full break down of activity is available in Appendix 1.

The final pages in this chapter provide more information on the key things that people care about illustrated using quotes and photos based on the three Our Place outcomes.

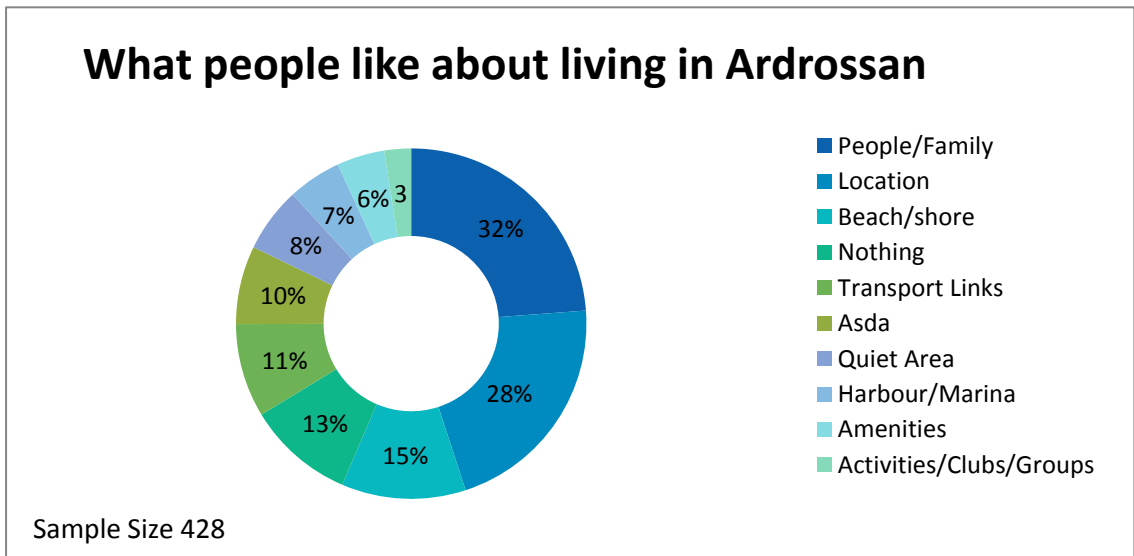


### Listening Survey

During the listening survey process 428 individuals in the community were spoken to about their likes, dislikes and thoughts for the future of the area. Although 632 doors were knocked over a period of months, it is believed that external influences such as the time of year and unrelated recent surveying taking place, meant that the strike out rate was high.

Despite this, the listening survey captured a resident from every street in the Ardrossan area. All buildings and spaces used by the community within the neighbourhood have been visited, and listening surveys have also been completed in the local barbers, supermarket and cafés.

Provided below is the analysis from 428 listening survey results and displays the top five things that people like, dislike, and think would make the area better.



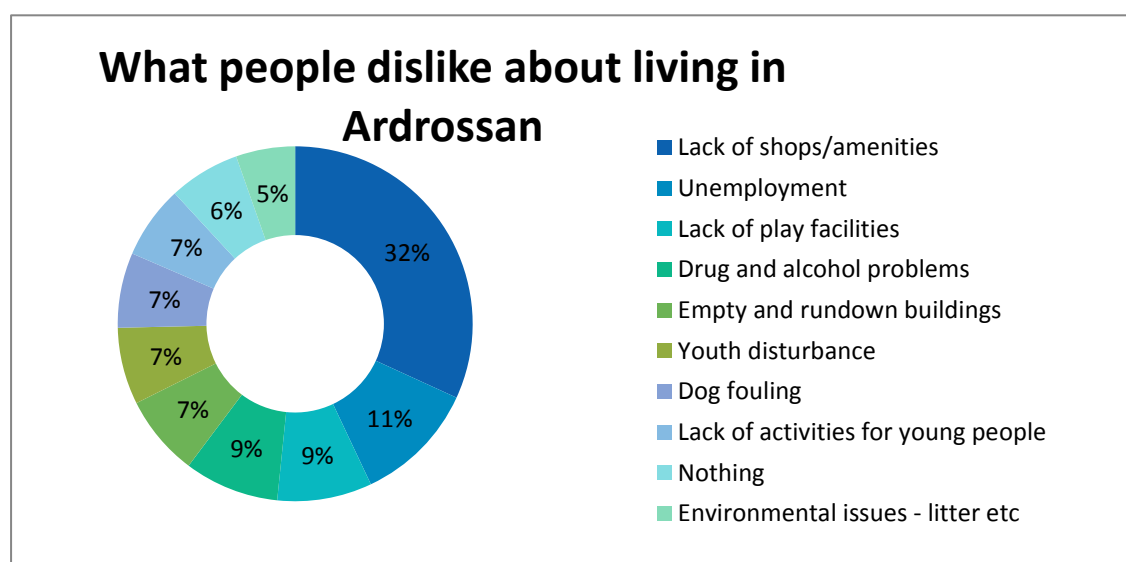
From the 428 people surveyed 135 of those stated that people and family were the main reason they liked living in Ardrossan. People had many positive things to say for example “I know everyone, it’s a good wee town”, “It’s a friendly town”, “Best place in the world to stay” and “Its home wouldn’t live anywhere else”. People who were born and continued to live in Ardrossan to have their own children often felt they had a strong support network around them from family and friends with one person saying, “When I need support there is always someone there for me.”

The location is the second most popular feature people liked, with 120 people mentioning they liked the fact they lived on the coast. Residents spoke about the wonderful view over to Arran. One person said “Every time I pass the window, I stop to take in the view”. Living close to the beach was popular with 65 people stating that as something they liked. In particular dog owners and those with children frequently mentioned the beach: “It’s a great place to walk the dogs.”

56 people said there was nothing they liked about living in Ardrossan. However in some cases they struggled to think of anything as it is a question they had never been asked before “It’s just where I live, can’t think of anything good.”

Having three train stations, a good bus service and living relatively close to the motorway were mentioned positively 49 times during the survey process. 41 people liked living close to Asda supermarket.

A small number of people mentioned Whitlees Community Centre, Nazarene Church, Civic Centre, Indoor Bowling Club and Castlehill as things that were good about Ardrossan.

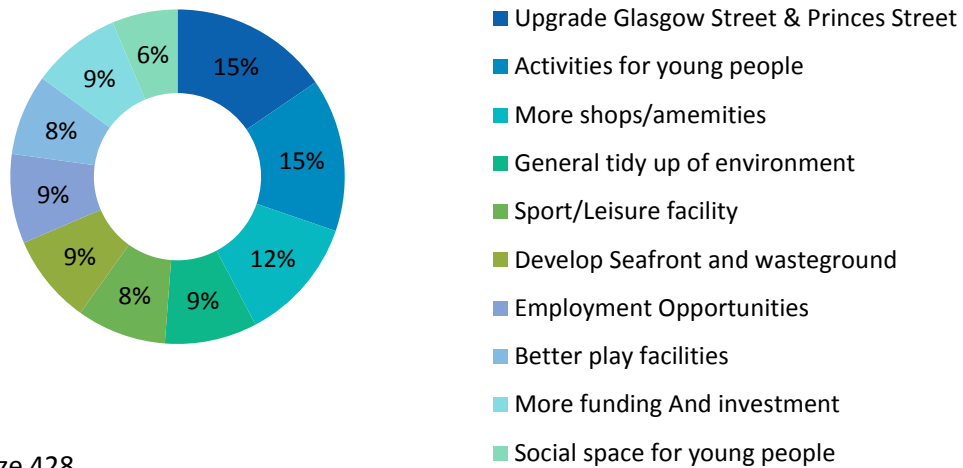


Unemployment was mentioned by 62 local people. One person said “there are no job prospects” and “It’s a very depressing place to live”. People seemed concerned for the future of the young people in the area as all the local industries had disappeared.

A lack of play facilities was something 48 people stated as a dislike, in particular somewhere for young people to be able to play indoors when the weather is bad with minimum cost. This could possibly tie in with the indoor bowling green plans to get young people more involved in bowling as a sport. It was also mentioned the lack of play facilities for children with disabilities with one mother whose daughter is a wheelchair user said “I need to travel around seven miles to access a swing that my daughter can use.”

48 people mentioned the drug & alcohol problems in Ardrossan. There were concerns raised about drug users from other areas being housed before local people. In addition people did not feel safe walking down Glasgow Street because they were being approached by people who were intoxicated. One local resident said “Ardrossan is a coup polluted by drug addicts” and another said “Too many idiots hanging around Glasgow Street.”

## What people would like to see to make Ardrossan a better place to live



Sample size 428

When asked the question “What do you think could be done to make Ardrossan a better place to live?” 71 people suggested that upgrading Glasgow and Princes Street would improve the town. There was a general feeling that “Glasgow Street Is not looking its best.”

It was often expressed by people during the survey process that tourists going to Arran were bypassing Ardrossan without stopping because there was nothing worth stopping for. People were keen for Ardrossan to become a tourist attraction to boost the local economy. One resident stated “If Glasgow Street wasn’t such an eyesore tourists might stop on the way to Arran”, “We need to attract tourists to the place” “Some people in Ardrossan don’t even know there is a castle so how will visitors know about it.”

Having more activities for young people was the second most talked about improvement for the people of Ardrossan with 68 people mentioning this. One young person expressed “It’s a bit of a dump, nowhere to go, nowhere to socialise”. 29 people would like to see a social space available for young people where they could meet with friends. Although there is youth provision available at the youth hut, people were keen to have a less structured environment for young people.

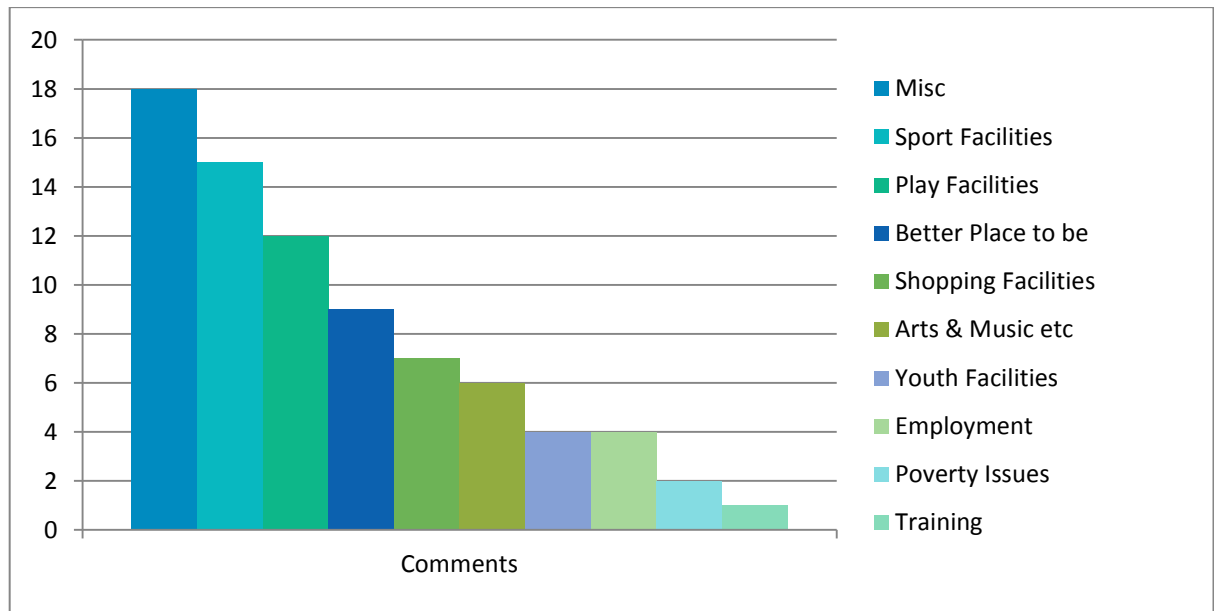
41 residents would like to see Ardrossan tidied up in general. Eradicating the dog fouling problem was mentioned often. Someone said “Bring back the street cleaning carts.”

Developing the seafront was talked about by 40 local people. Having activities for children and families along the front was mentioned in many conversations. “We could have trampolines, amusements, decent crazy golf on that grass area”. There was a feeling that developing the front would attract visitors to Ardrossan and give local families somewhere to go.



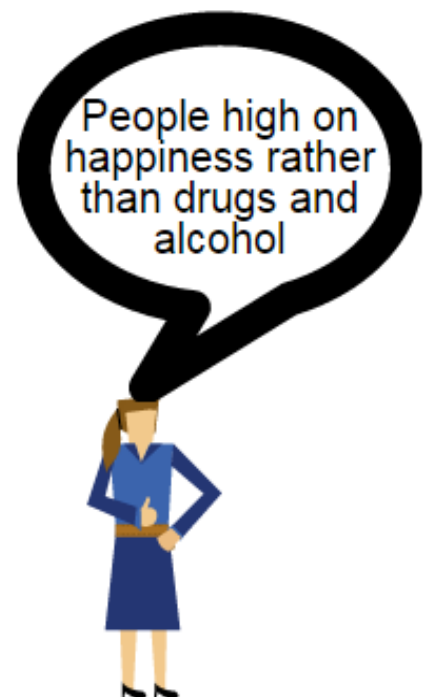
## Residents Wishes for Ardrossan December 2014

A list of wishes was created by 80 local residents during the launch of Our Place Ardrossan within the community. The launch was part of a Christmas community event over 500 people in attendance. Results have been grouped by themes and displayed below.



An example quote of each section is listed below:

- **Poverty Issues:** More opportunities for single parents
- **Better Place to be:** People high on happiness rather than drugs and alcohol
- **Shopping Facilities:** High Street re-done
- **Play Facilities:** Awesome swing park!
- **Youth Facilities:** Activities for young people to do at night
- **Sports Facilities:** Swimming pool
- **Arts & Music:** Dancing studio
- **Training:** To be a mechanic
- **Employment:** Wish there was more well paid jobs
- **Misc:** To have infinite wishes



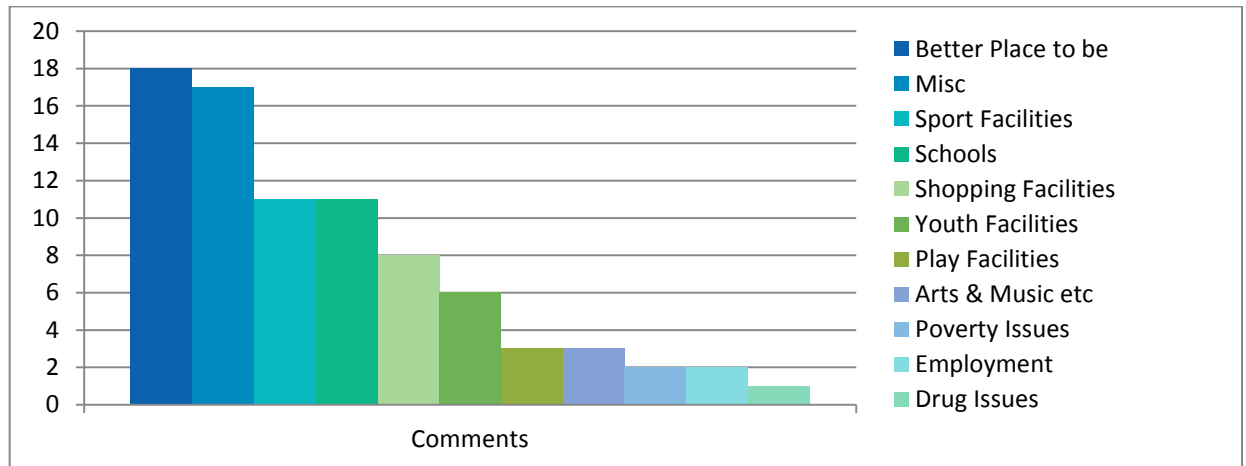
Wish for Ardrossan by Resident, December 2014





## Young People's Wishes for Ardrossan October 2014

A second list of wishes for Ardrossan was taken from 79 Young People at a Halloween Disco at the Youth Hut. Results have been grouped by themes and displayed below.



An example of each section is listed below:

- **Drug Issues:** Less junkies
- **Poverty Issues:** No Poverty
- **Better Place to be:** To become a town full of opportunities for young people in their future lives
- **Shopping Facilities:** Shopping Mall, McDonalds, American Candy Shop
- **Play Facilities:** Down the dam build an adventure play park with Zip wires etc. and so nothing gets vandalised or broken open and shut it at certain times
- **Youth Facilities:** A youth centre with wifi and computers
- **Sport Facilities:** A climbing centre
- **Arts & Music etc:** More fairs, parades and festivals
- **Schools:** More fun activities e.g. dress down day, days for charity
- **Employment:** An oil rig in Ardrossan as it will bring money to Ardrossan
- **Misc:** To leave



Wish for Ardrossan by Young Person, October 2014



## COMMUNITY ACTIVISM

- 250 STRONG PETITION OF RESIDENTS AGAINST CHANGES TO PARKING FACILITIES
- SUPERSCHOOL PLANS SCRAPPED AFTER COMMUNITY CONSULTATION PROCESS
- 94 RESIDENTS PRESENT AT PUBLIC MEETING ON CASTLE RESTORATION
- 10 PEOPLE PRESENT AT THE ARDROSSAN CUNNINGHAMME HOUSING ASSOCIATION TENANTS MEETING DECEMBER 2014

## NEXT STEPS...



THE SHORE FRONT IS A SOURCE OF PRIDE ANCHORING RESIDENTS TOGETHER. RESIDENTS WOULD LIKE TO BE INVOLVED IN THE FUTURE PLANS TO DEVELOP THIS AREA AND THE MARINA.

## ADVOCATING FOR THE ELDERLY

- 30 WOMEN FROM THE PENSIONERS GROUP INVOLVED IN THE ELDERLY FORUM, INFLUENCING LOCAL DECISION MAKING
- 5 WOMEN FURTHER INVOLVED IN THE ELDERLY WELFARE GROUP, GIVING INFORMATION TO THE ELDERLY ON THEIR RIGHTS

THERE'S POSITIVE CHANGE IN ARDROSSAN



**Communities have more influence on decisions taken locally**



I'VE SEEN NOTHING BUT IMPROVEMENT IN ARDROSSAN



PHOTOGRAPH OF CHRISTMAS WISHES GATHERED FROM ARDROSSAN RESIDENT DURING OUR PLACE LAUNCH

## My Story - resident



I'M A VOUNTEER YOUTH WORKER. I AM PASSIONATE ABOUT ENCOURAGING YOUNG PEOPLE TO HAVE A VOICE TO MAKE DECISIONS THAT WOULD AFFECT THEIR FUTURE OPPORTUNITIES. I WAS A MEMBER OF THE ARDROSSAN YOUTH GROUP WHEN I WAS YOUNGER. NOW I VOLUNTEER HERE BECAUSE I WANT TO SEE YOUNG PEOPLE DEVELOP THEIR SKILLS AND CONFENCE. I HAVE JUST FINISHED TRAINING TO BE A NURSE BUT I LIKE TO KEEP ACTIVE IN THE COMMUNITY. I ALSO SIT ON THE CHRISTMAS LIGHTS COMMITTEE.



## INFORMATION SHARING

DISPLAYS WITH INFORMATION ABOUT  
THIRD SECTOR SERVICES AT:  
- ASDA  
- LIBRARY  
- CHURCH OF THE NAZARENE  
- TACT  
- WHITLEES ASSOCIATION  
- 10+ COMMUNITY ORGANISATIONS AT  
GIT GIT CLUB OCT 2014 & JAN 2015

## NEXT STEPS...



THE COMMUNITY  
EXPRESSED INTEREST IN  
HAVING MORE  
INFORMATION ON

- DEVELOPMENTS AT  
THE MARINA

- WHAT THE FUTURE OF EDUCATIONAL  
DEVELOPMENT IN THE AREA LOOKS LIKE

- CLUBS AND ACTIVITIES IN THE LOCAL  
AREA

# Communities have more sustainable services and facilities that reflect their local priorities



## TRAINING, SKILLS AND VOLUNTEER ACTIVITIES

PICTURED LEFT - BABY &  
CHILD FIRST AID TRAINING IN  
THE WHITLEES  
ASSOCIATION FOUNDED  
AFTER NHS AYRSHIRE &  
ARRAN ABC  
CONSULTATION

23 VOLUNTEERS  
WORKING WITHIN  
ADDRESSAN & REGISTERED  
WITH TACT (1ST APR  
2014-12TH JAN 2015)

"

## My Story - the Butterfly Club

THREE RESIDENTS WHO WERE PART OF THE  
SAME FAMILY TOLD US ABOUT HOW THE  
BUTTERFLY CLUB FORMED.  
THE CHRONIC LACK OF PLAY FACILITIES FOR  
CHILDREN WITH DISABILITIES HAD BEEN A  
PERSONAL ISSUE FOR ONE OF THE THREE  
RESIDENTS IN PARTICULAR WHOSE DAUGHTER IS  
DIRECTLY AFFECTED.

TO COMBAT THIS FAMILIES AND PARENTS  
GOT TOGETHER AND FORMED THE  
BUTTERFLY CLUB WHICH PROVIDES A  
SUMMER HOLIDAY CLUB GIVING FAMILIES  
RESPIRE AND CHILDREN A CHANCE TO INTERACT.  
THE GROUP HAS BEEN CAMPAIGNING TO  
IMPROVE LOCAL PLAY FACILITIES. THE  
MEMBERS FUNDRAISE TRELESSLY.

THE HOLIDAY CLUB COSTS £70,000 TO RUN  
AND LAST SUMMER EMPLOYED 16 STAFF  
AND 3 VOLUNTEERS GAINED WORK  
EXPERIENCE.

SERVICES IDENTIFIED AS LIKED BY SURVEY RESPONDENT (%)



## SKILLING UP.....

DURING THE COURSE OF THE CONSULTATION SOME COMMUNITY  
MEMBERS UNDERTOOK LISTENING SURVEY TRAINING AND WERE EAGER  
TO USE THESE SKILLS TWO VOLUNTEERS THEN TOOK PART IN THE  
CONSULTATION PROCESS.

THESE VOLUNTEERS WERE ALSO INVOLVED IN YOUTH PROJECTS IN  
THE AREA AND ARE STUDYING COMMUNITY DEVELOPMENT AT  
GLASGOW UNIVERSITY. OUR PLACE IS A GREAT OPPORTUNITY FOR THEM  
TO PUT THEORY INTO PRACTICE IN THEIR LOCAL AREA. THEY HAVE  
BOTH SAID THEY THOROUGHLY ENJOYED THE EXPERIENCE AND THAT IT  
IS EXTREMELY VALUABLE TO THEM AND WOULD LIKE TO CONTINUE  
VOLUNTEER DEPENDENT ON THEIR TIME.



## STRENGTH OF COMMUNITY TIES

- “KNOW EVERYONE, IT'S A GOOD WEE TOWN”
- “WHEN I NEED SUPPORT THERE IS ALWAYS SOMEONE THERE FOR ME”



PHOTOGRAPH OF  
COMMUNITY  
CELEBRATING  
TOGETHER AT  
THE  
CHRISTMAS  
LIGHTS EVENT  
2014



## People say their community is a better place to live



### CELEBRATIONS

- QUEEN'S BATON RELAY EVENT AS PART OF THE COMMONWEALTH GAMES
- YOUTH HUT HALLOWEEN PARTY
- ARDROSSAN CHRISTMAS LIGHTS EVENT WITH 500 PEOPLE
- SUMMER ACTIVITIES INCLUDING TWO GALAS
- ARDROSSAN BOWLING CLUB CHRISTMAS LUNCH

### NEXT STEPS...



THE ARDROSSAN HERITAGE SOCIETY ARE PLANNING A MAJOR MEDIEVAL EVEN FOR THE SUMMER OF 2016  
EVENTS SUCH AS CHARITY FUN DAYS MUSIC EVENTS WERE WISHED FOR AT THE CHRISTMAS LIGHTS EVENT.



## HAVING AN IMPACT....

DURING THE LISTENING SURVEY PROCESS THE OUR PLACE TEAM SPOKE TO ONE RESIDENT WHO WAS FEELING ISOLATED DUE TO ILL HEALTH SHE WAS INTERESTED IN ARTS & CRAFTS. THE TEAM SUGGESTED A LOCAL CRAFT GROUP WHO MEET WEEKLY. THE GROUP IS VERY SUPPORTIVE WITH ONE MEMBER SAYING:

- “COMING TO THE GROUP STOPS ME FEELING ISOLATED”

THE TEAM SPOKE TO THE GROUP AND RETURNED TO THE RESIDENT WITH AN INVITATION TO ATTEND WHICH THE RESIDENT PLANS TO DO.

## PAST PRESENT & FUTURE

- “YOU USED TO BE ABLE TO GET ANYTHING FROM GLASGOW STREET”

- “IT WAS A THRIVING WEE TOWN”

- “ARDROSSAN USED TO BE THE HUB”



- “EVERY TIME I PASS THE WINDOW, I STOP TO TAKE IN THE VIEW”

2019

- More local businesses & jobs for local people
- An awesome swing park
- Better sports places
- A larger and newer library
- A playzone at South Beach
- More events for local bands at South Beach during the summer





## Conclusion

In conclusion, with sandy beaches, scenic views and a coastal environment the setting of Ardrossan is idyllic. With over a fifth of people surveyed remarking positively about the location, it is something that is important to the people living here. The people of Ardrossan are proud of these elements of their town and would like show it off to more tourists, especially those who currently pass through the area.

That nearly a quarter of survey participants mentioning the people and their family as something they liked about the area reinforces the earlier feeling that the community is a strongly tied one who value their connections within the area.

Underlying issues surrounding the loss of local businesses on the high street has had knock on effects within the community as survey participants identified a lack of shops and amenities available also accounting for a lack of sustainable employment for the young people of Ardrossan. This in turn leads to antisocial behaviour from young people being discussed as a negative in the listening surveys. However, local people and organisations are motivated to resolve these issues and have positive memories of the high street to use as a source of pride.

This motivation and the ideas generated from community groups and residents needs only a little encouragement and facilitation of the means to connect these ideas with the people who can make them happen to ensure that the area can fulfil its potential.



*Photo by*

Photograph of Ardrossan North Shore by local photographer



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