

South Ayrshire Council

**Report by Director - Place
to Leadership Panel
of 17 March 2020**

Subject: Ayr Esplanade – Phase 1

1. Purpose

1.1 The purpose of this report is to seek the Leadership Panel's approval to extend the existing SWHub appointment at Riverside site to provide a design concept and undertake a public consultation for each the three sites detailed in Appendices [1](#), [2](#) and [3](#).

2. Recommendation

2.1 It is recommended that the Panel:

2.1.1 grants authority to the Director - Place to extend the existing SWHub appointment to:

- (i) undertake a feasibility appraisal with costs on using the St Germain-En-Laye gardens and bandstand as shown in [Appendix 1](#) to hosts events and activities for residents and visitors;**
- (ii) prepare a marketing brochure for the area of ground as shown in [Appendix 2](#) for lease to external third parties for commercial development;**
- (iii) provide a design layout with costs of the former crazy golf site as shown in [Appendix 3](#) to create areas of open space for residents and visitors; and**
- (iv) undertake a public consultation exercise on all of the options to gauge the level of public support; and**

2.1.2 requests that the Director – Place reports back to the Leadership Panel in June 2020 on the outcome of the public consultation.

3. Background

3.1 South Ayrshire Council is looking at ways of making the most effective and efficient use of its assets at Ayr Esplanade. A report on this issue was submitted to the Leadership Panel of 21 January 2020, when Members agreed:

3.1.1 to request the Director – Place to develop the following proposals:

- (a) St Germain-En-Laye and Bandstand – Options proposal for hosting events and activities for residents and visitors within the St Germain-En-Lay gardens and bandstand;
- (b) Former Putting Green – A marketing brochure for the area of ground, for lease to external third parties for development; and
- (c) Former Crazy Golf site – Costings for the re-design of the former crazy golf site to create areas of open space for residents and visitors;

3.1.2 to request that officers submit a further report to the Leadership Panel in March 2020 providing an update on progress; and

3.1.3 to agree that the Chief Executive would ensure that the matter was raised at a future Portfolio Holders meeting.

3.2 In relation to 3.1.1 above, the following information is now available:

3.2.1 The St Germain-En-Laye gardens and bandstand as shown in [Appendix 1](#) has over a number of years ceased to be used to hosts events despite its proximity to the Low Green and Ayr beach.

3.2.2 In terms of seafront activities the esplanade had a putting green and crazy golf which were run by Mr Hammond until his lease was terminated in April 2017. The kiosk has been demolished and the ground re-instated. The putting green, [Appendix 2](#), and the crazy golf site, [Appendix 3](#), are currently lying vacant.

3.2.3 It is unlikely that any significant development would be viable by the existing kiosks given the seasonal and short term nature of their agreements. There are however opportunities to generate a greater income and Common Good fund and make the esplanade a more attractive destination for visitors.

3.3 The overall strategy for Ayr was discussed at the Portfolio Holders meeting on 18 February 2020 and how the proposals for Ayr Esplanade could link to general events and tourism activities in the town centre. A lot of this work is currently being centred around existing consultation work for proposals at the Riverside site. The Consultants undertaking this work are doing so to a high standard and there is a potential synergy between the various initiatives.

4. Proposals

4.1 *St Germain-En-Laye Gardens and Bandstand*

The consultant architects Austin Smith Lord will be instructed to develop a design of the gardens and bandstands together with costs in order that it could host events. These events would be held during in the summer and could potentially be music events for local bands, food and craft fairs or family friendly events such as magic shows with face painting etc.

4.2 *Former Putting Green*

A marketing brochure will be prepared to be provided to third parties to allow discussions regarding the potential commercial development of the putting green site. The prominent location of this site together with a marketing brochure should be of interest to prominent local and national operators.

4.3 *Former Crazy Golf Site*

Design options with costs will be prepared with a view to transform the former crazy golf into an area of open space suitable for residents and visitors. It is envisaged that this area will be designed as a suitable space to allow people to relax and spend time on the esplanade.

4.4 All of the above proposals will be subject to public consultation the results of which will be reported back to Leadership Panel in June 2020. It is proposed to extend the appointment of Architects, Austin Smith Lord, who are already working for the Council on the Riverside Public Events Space under the SWHub arrangement, to include this work. The current estimated costs of the additional work will be £15,000

4.5 In addition to the public consultation in 4.4 and subject to the outcome of the Leadership Panel report in June 2020, Legal Services may require to carry out a common good public consultation required by the Community Empowerment (Scotland) Act 2015 and where required if matters proceed apply for the consent of the courts.

5. Legal and Procurement Implications

5.1 The recommendations within this report are consistent with legal requirements. Legal Services may be required to assist with the carrying out of a common good consultation and consent of the courts to conclude new lease agreements in due course.

5.2 There are no procurement implications arising from this report.

6. Financial Implications

6.1 The additional cost of £15,000 will be required and it is suggested that this is met by a 50/50 contribution from the Riverside project due to events and tourism linkage, and the Ayr Common Good Revenue account.

7. Human Resources Implications

7.1 Not applicable.

8. Risk

8.1 *Risk Implications of Adopting the Recommendations*

8.1.1 There are potential risks that the public consultation will not have positive feedback as a result of adopting this recommendation.

8.2 *Risk Implications of Rejecting the Recommendations*

8.2.1 If this is not implemented the Council will to not be able to put in place a strategy for the esplanade and the Low Green that is realistic in its goals. This could have an impact on an area that is important to the tourism of the town.

9. Equalities

9.1 The proposals in this report have been assessed through the Equality Impact Assessment Scoping process. There are no significant potential positive or negative equality impacts of agreeing the recommendations and therefore an Equalities Impact Assessment is not required. A copy of the Equalities Scoping Assessment is attached as [Appendix 4](#).

10. Sustainable Development Implications

10.1 ***Considering Strategic Environmental Assessment (SEA)*** - This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

11. Options Appraisal

11.1 An options appraisal has not been carried out in relation to the subject matter of this report.

12. Link to Council Plan

12.1 The matters referred to in this report contribute to the Council strategic objective of 'tourism, culture and heritage opportunities are developed and promoted'.

13. Results of Consultation

13.1 There has been no public consultation on the contents of this report.

13.2 Consultation has taken place with Councillor Peter Henderson, Portfolio Holder for Resources and Performance and Councillor Brian McGinley, Portfolio Holder for Economy and Culture, and the contents of this report reflect any feedback provided.

14. Next Steps for Decision Tracking Purposes

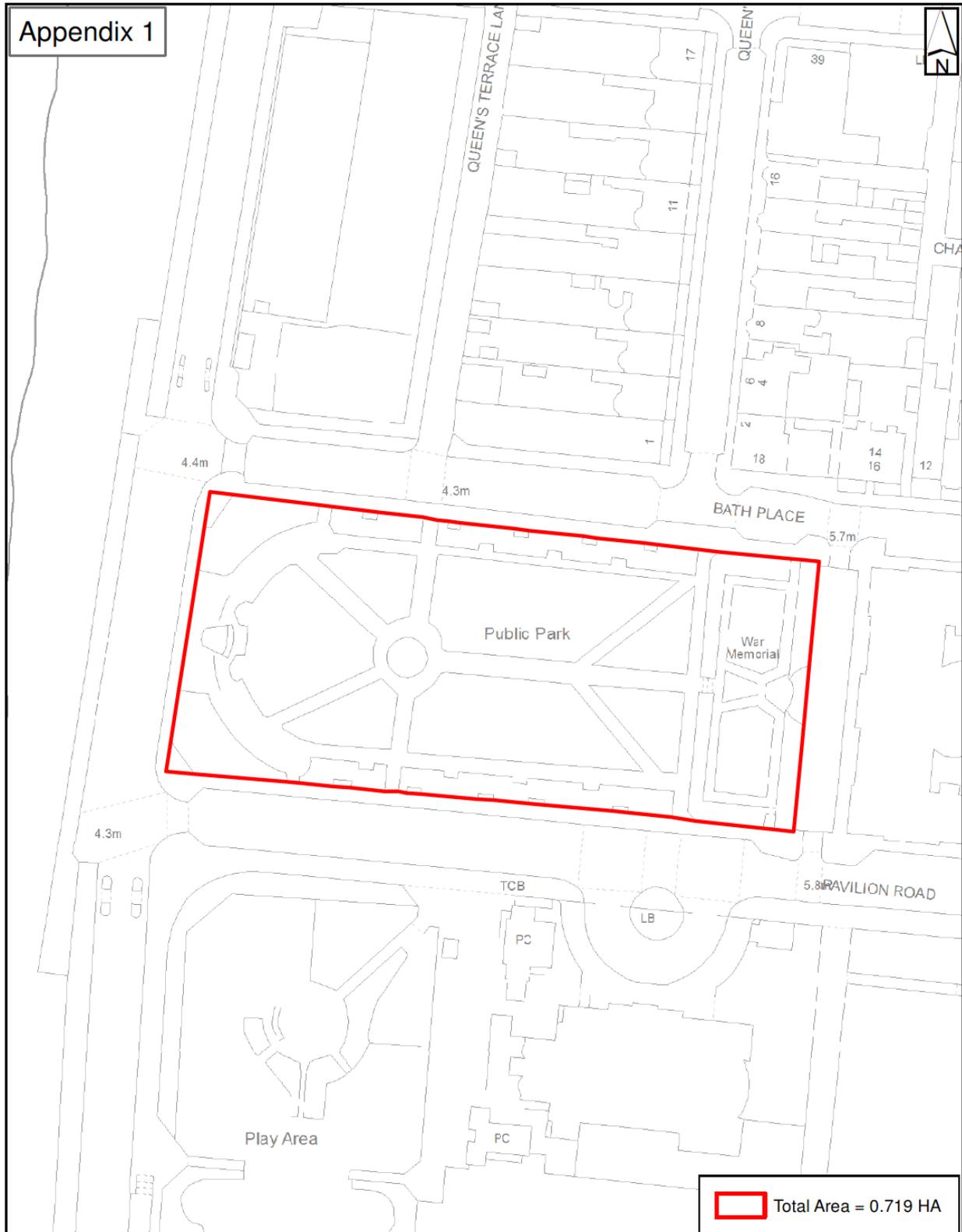
- 14.1 If the recommendations above are approved by Members, the Service Lead - Asset Management and Community Asset Transfer will ensure that all necessary steps are taken to ensure full implementation of the decision within the following timescales, with the completion status reported to the Leadership Panel in the 'Council and Leadership Panel Decision Log' at each of its meetings until such time as the decision is fully implemented:

<i>Implementation</i>	<i>Due date</i>	<i>Managed by</i>
Public consultation	w/c 27 April 2020	Service Lead - Asset Manager and Community Asset Transfer/ Service Lead – Special Projects
Report to Leadership Panel on outcome of public consultation, feasibility study of gardens and bandstand, marketing brochure of former putting green and design proposals for former crazy golf site	16 June 2020	Director - Place

Background Papers **Report to Leadership Panel of 21 January 2020 – Ayr Esplanade – Phase 1 (Members only)**

Person to Contact **Tom Burns, Service Lead - Asset Management and Community Asset Transfer**
Newton House, 30 Green Street Lane, Ayr, KA8 8BH
Phone 01292 612 845
E-mail tom.burns@south-ayrshire.gov.uk

Date: 5 March 2020



St Germain En Laye Gardens, Esplanade, Ayr.

Scale 1:1000



This product includes mapping data licenced from Ordnance Survey with the permission of the Controller of Her Majesty's Stationery Office. © Crown copyright and/or database right 2019. All rights reserved. Licence number 100020765.

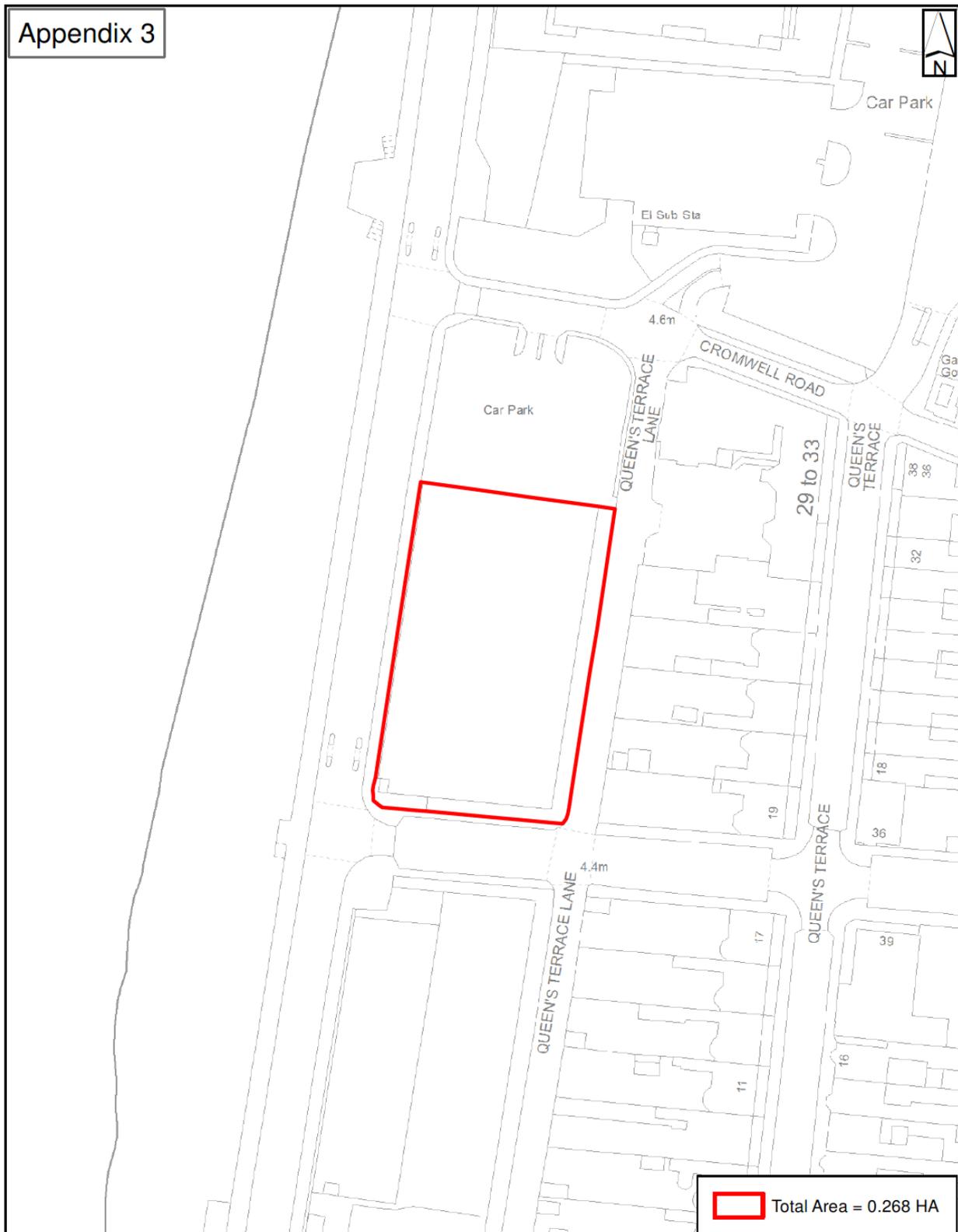


Former Putting Green Site, Esplanade, Ayr.

Scale 1:1000



This product includes mapping data licenced from Ordnance Survey with the permission of the Controller of Her Majesty's Stationery Office. © Crown copyright and/or database right 2019. All rights reserved. Licence number 100020765.



Former Crazy Golf Site, Esplanade, Ayr.

Scale 1:1000



This product includes mapping data licenced from Ordnance Survey with the permission of the Controller of Her Majesty's Stationery Office. © Crown copyright and/or database right 2019. All rights reserved. Licence number 100020765.

1. Proposal details

Proposal Title Interim Review of Ayr Seafront Activities	Lead Officer Tom Burns
--	----------------------------------

2. Which communities, groups of people, employees or thematic groups do you think will be, or potentially could be, impacted upon by the implementation of this proposal? Please indicate whether these would be positive or negative impacts

Community, Groups of People or Themes	Negative Impacts	Positive impacts
The whole community of South Ayrshire	No	No
People from different racial groups, ethnic or national origin.	No	No
Women and/ or men (boys and girls)	No	No
People with disabilities	No	No
People from particular age groups for example Older people, children and young people	No	No
Lesbian, gay, bisexual and heterosexual people	No	No
People who are proposing to undergo, are undergoing or have undergone a process to change sex	No	No
Pregnant women and new mothers	No	No
People who are married or in a civil partnership	No	No
People who share a particular religion or belief	No	No
Thematic Groups: Health, Human Rights, Rurality and Deprivation	No	No

3. Do you have evidence or reason to believe that the proposal will support the Council to:

General Duty and other Equality Themes	Level of Negative and/ or Positive Impact (high, medium or low)
Eliminate discrimination and harassment faced by particular communities or groups	-
Promote equality of opportunity between particular communities or groups	-
Foster good relations between particular communities or groups	-
Promote positive attitudes towards different communities or groups	-
Increase participation of particular communities or groups in public life	-
Improve the health and wellbeing of particular communities or groups	-
Promote the human rights of particular communities or groups	-
Tackle deprivation faced by particular communities or groups	-

4. Summary Assessment

Is a full Equality Impact Assessment (EQIA) required? (A full EQIA must be carried out on all high and medium impact proposals)		Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Rationale for decision: <p style="text-align: center;">The proposal does not have a significant negative or positive impact on any particular group.</p>			
Signed :	Donald Gillies	Director	
Date:	24 February 2020	Copy to	