

# Celebrate Kilmarnock

*Celebrate your community, your way!*

## Kilmarnock Town Centre

Working Together  
Action Plan 2015 - 2020





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# INTRODUCTION

The preparation of this Action Plan has been guided by four stakeholder events which brought together representatives from Kilmarnock's rich tapestry of: town centre shops and businesses; churches; voluntary and community groups; schools; youth groups; Police Scotland; East Ayrshire Council; Ayrshire College and others.

Vibrant Communities and STAR Development Group, in partnership with the New Laigh Kirk hosted the four stakeholder events which provided an environment designed to foster further links between, and widen engagement of, stakeholders in a town centre action plan.

Recognising and responding to change, the Town Centre - Working Together initiative set out to enable stakeholders to come together to discuss the future of the town centre, consider its strengths and weaknesses, develop a collective vision for its improvement and jointly identify priorities for action which:

- led to the production of a town centre action plan
- provided stakeholders with the opportunity to share information and network
- will assist stakeholders to work in partnership to implement their plans and priorities.



**"Bringing the stakeholders together was a beginning; keeping together was progress and working together a success"**



Nationally, town centres are undergoing a period of great change. With the widely recognised fall in demand for retail space, there is an increasing need to find new roles for our town centres, away from being purely shopping destinations. Kilmarnock is no different. It can re-establish itself as an attractive place where developers invest and people choose to spend time.

**"Retail is going digital and people simply expect more of an experience when out for a days' shopping"**

Town centres have always had to adapt. A crucial element for success is an effective partnership of public services, the business sector and voluntary and community sectors. In Kilmarnock we have the right people with the skills, talents and passion to make our town a place to celebrate.

# A LISTENING APPROACH

From the outset, a basic premise of the initiative was that everyone, not just those assumed to be responsible for producing formal action plans, has the potential to contribute and invest more, whether of their time, creativity and efforts.

*“It would be too easy to just focus on your own area of interest, but this was an excellent way to hear different views and concerns”*

The Action Plan has been informed by extensive stakeholder engagement. Over **500** people have been engaged in the process, involving:

- A desktop review of existing development plans.
- Four stakeholder events, from Planning to Action (over **70** individuals, representing **40** different partners)
- A note of each event circulated to ensure participants had the opportunity to engage their wider network. (**82** participants)
- A Stakeholder Survey circulated (**43** responses)
- In-depth consultation with S1 Geography students from Grange Academy (**25** students)
- Public consultation at the Global Market (**340** responses)

*“The involvement of young people in the discussions really changed the dynamics of the events.”*

All action plans should provide a framework for action, build on the good work and successes of others, but remain a live and evolving document.

*“It’s too easy to forget that the facts and figures are real people and families.”*



At the public consultation, **340 people** voted for what they considered to be the main priorities for the town centre.

The top five priorities are presented below:

- Tackle the problem of empty shops  
**233 votes**
- A safe and clean town centre  
**220 votes**
- Improved parking and traffic flow  
**145 votes**
- Festivals and events  
**123 votes**
- Encourage a cafe and night time economy  
**118 votes**



# Youth Voice

Young people were actively engaged in each of the stakeholder events with participation from Choices, YMCA, local secondary schools, the Youth Forum and the local church group. A consultation exercise was also conducted with a class of S1 Geography students from Grange Academy.

The students were encouraged to take photographs of the town centre and public spaces, record their thoughts behind these and discuss in a facilitated group work setting.

The consultation generated a wealth of thoughts, ideas and opinions. Presented here is a flavour of what the young people said.

## Likes

- "Family and friends"
- "Killie Football Club and you can train there"
- "The Galleon Centre and then McDonalds"
- "Our school, it's a great place"
- "Clubs, there's some good clubs in the town, boxing club and the new sports arena"
- "The flowers make a real difference"
- "Some good parks"
- "The Palace Theatre"
- "Some really good graffiti which makes a difference"



## Dislikes

- "The Burns Mall and the people hanging about doesn't look nice"
- "The railway underpass"
- "You're not always welcome in the town"
- "What is there for young people"
- "Why would you come in at night"
- "People drinking and smoking at the bus station, even on buses"
- "A lot of the buildings are old and dirty"
- "My cousin from Canada is visiting and asked me to show her the exciting parts of the town. Where can I take her?"

## What would you like to see in the future?

- "More activities and events to attract young people - something different"
- "A better and bigger shopping centre with more choice"
- "Better shops - Nike"
- "Festivals"
- "More things happening about the town - bands, art, sport, things to bring people in"
- "Some cover in the bad weather".

# OUR TOWN

It is thought that Kilmarnock owes its name to the Celtic missionary from Ireland called Mernocor Marnoc, who was the nephew of Saint Columba, the missionary from Ireland who brought Christianity to Iona.

Marnoc, in spreading his word, is thought to have established a church on the banks of one of the two rivers that flowed through Kilmarnock in the seventh century. This would have been on or very close to the site of the present day New Laigh Kirk. A small community began to grow around the church and on the banks of the river. Down through the years, people have continued to gather to do business, to trade, to eat, drink and socialise, to meet friends and enjoy what Kilmarnock has to offer.



**“We are proud of our history as a place of industry and innovation.”**

Historically and today, Kilmarnock is well connected on the strategic road and rail networks. Kilmarnock lay on the main cart track from Ayr to Glasgow and in the 16th century became an important trading area. Indeed, one of the first railway lines in Scotland was built from Kilmarnock to Troon, carrying coal from the Duke of Portland’s mines near Kilmarnock to Troon harbour.

Strong transport links and an entrepreneurial spirit established Kilmarnock as an important part of the manufacturing engine room that was the West of Scotland, producing a range of goods that were shipped around the Empire. The economic strength of Kilmarnock was built around the textile industry and heavy engineering industries such as locomotives and valves.

**“Kilmarnock’s famous for coos, booze, carpets and shoes.”**

Unfortunately, like so many former industrial towns and cities, it has suffered its fair share of economic blows and hardship from massive structural economic changes. The town centre has not been immune to these changes or the challenges they have brought and yet Kilmarnock still has much to celebrate.

Kilmarnock’s connection to strategic road and rail networks still offer and provide good opportunities for investment, be that for industry, offices, retailing or leisure activities. The entrepreneurial spirit is alive within our local schools through a well established enterprise culture.

**“People sometimes forget that the train line to Glasgow runs both ways.”**

Leadership, passion and working together has begun to re-invigorate town centre attractions and evidence can now be seen in some ‘quarters’ of Kilmarnock reinventing itself as a town to visit.





# Celebrate Kilmarnock

East Ayrshire covers some 490 square miles, has a population of approximately 120,000 and Kilmarnock is by far the largest urban area with a population of around 46,000. Realising the potential of the town centre could provide a significant boost to Ayrshire's economy and make a positive contribution to growth across South West Scotland.

Kilmarnock already boasts an enviable richness of cultural and heritage assets, including the New Laigh Kirk, Dean Castle, Burns Monument, Dick Institute and the Palace Theatre, to name but a few. It is also home to the oldest professional football club in Scotland, Kilmarnock Football Club which was formed in 1869 and whose home ground is Rugby Park; an 18,128 capacity all seated stadium.

The historic core of the town around Bank Street and John Finnie Street includes 50 listed buildings, which makes the town distinct from many others. Kilmarnock has a presence and character, enriched by a stunning country park and beautiful Victorian parks which together with the Kilmarnock Water, form an attractive green foundation running through the heart of the town.

Significant investment in the built environment has safeguarded the heritage of the town as well as creating additional office space within its core. The investment has begun to re-invigorate its unique heritage and traditional townscape and delivered an improved environment for residents, workers and visitors.

Investment in the physical environment is now being matched with investment in its social regeneration including: leisure, recreation and cultural activities and events.



"Delivering on the animated and creative place, promises to be an exciting opportunity to reignite and bring back the spark to this beautiful town, which has an amazing legacy."



# Celebrate Kilmarnock

“What’s needed is more civic pride and recognition of our achievements”



**Queen’s Baton Relay**



**Waterloo 200**



**Recognised as the UK’s Friendliest Shopping Town**



**Choices.org  
Grand Hall Concert**



**Creative Scotland’s Creative Place**



**Scotland v Tonga at Rugby Park**



# CHALLENGES AND OPPORTUNITIES

Our starting point in formulating a collective, coherent, and competitive position for Kilmarnock Town Centre was to look at the challenges and opportunities. A simple exercise that provides a useful framework for analysing a town's strengths and weaknesses, and the opportunities and threats that it faces.

Our perception of a town centre is largely shaped by its physical environment and often the most basic things are the most important. Once you have a clean and safe town centre, concentration must turn towards delivering activities and events that attract people to visit and spend time.

Change often comes when we are honest about the challenges faced and recognise the opportunities they hold. Change does not come if we all wait for some other person or some other time. Positive people drive change.

## What people said:

### A SAFE AND CLEAN TOWN CENTRE:

"Anti-social behaviour, perceived or otherwise, in the town centre is a real problem"

"People hanging about and shouting are a strong deterrent to people of all ages from coming into the town, particularly around the bus station entrance"

"An improving picture but general house keeping has to be consistent"

"The Prevention First Initiative is having some good results in addressing repeat offending"



### FESTIVALS AND EVENTS:

"A town centre programme of events and festivals"

"A Kilmarnock Karnival"

"Better use of space and establish some performance spaces around town"

"Outdoor music and performance events at Athletics Arena and Dean Castle"

"Robert Burns, Nobel Laureate and some excellent groups and societies, why can't we build on these"

### PARKING AND TRAFFIC:

"Traffic dominates at the expense of the pedestrian"

"I've always thought the one way system would make an excellent circuit for a town centre cycle race"

"Kilmarnock compares well with other towns in terms of parking spaces"

"Learn from others. Wilko have a refund scheme for the use of their car park"

### EMPTY SHOPS:

"The number and concentration of empty shops needs to be addressed. It drags the active businesses down"

"What an opportunity to showcase local talent and work with the College and schools"

"Use the empty shops to develop and support social enterprises"

"More use of pop up shops and creative arts"

"More engagement with the creative arts"

# CHALLENGES AND OPPORTUNITIES

*"Business as usual is not an option"*

*"You can always just complain about what's wrong or you can try and change things"*

## PUBLICITY AND MARKETING:

"Establish a common message and share effort and resources"

"Celebrate the successes of our thriving voluntary and community sector"

"A concerted social media and marketing campaign"

"Encourage joined up thinking and activity. Wifi town centre and a town centre app"

## HEALTHY HIGH STREET:

"First impressions matter"

"Look to support and extend the good work already being done in and around Bank Street"

"A vibrant town centre invests in its leisure, recreational and cultural activities"

"Kilmarnock's tourist attractions must be better connected and contribute to the health of the town centre"

## ALIVE AFTER FIVE:

"Look at the difference the Galleon's Family Friday has made to the other businesses"

"Promote and develop an already strong music and arts scene to attract people"

"Exploit the creative arts to generate energy into the evening"

## CULTURAL AND HERITAGE:

"Exploit our parks and river way to reinforce cycling and walking connection between residential neighbourhoods and the town centre"

"Establish a cultural quarter, to include the Dick Institute, Kilmarnock Academy and the Palace Theatre"

"Maximise the opportunities from the new College Campus"

"The school walking tours bring the town's past to life"





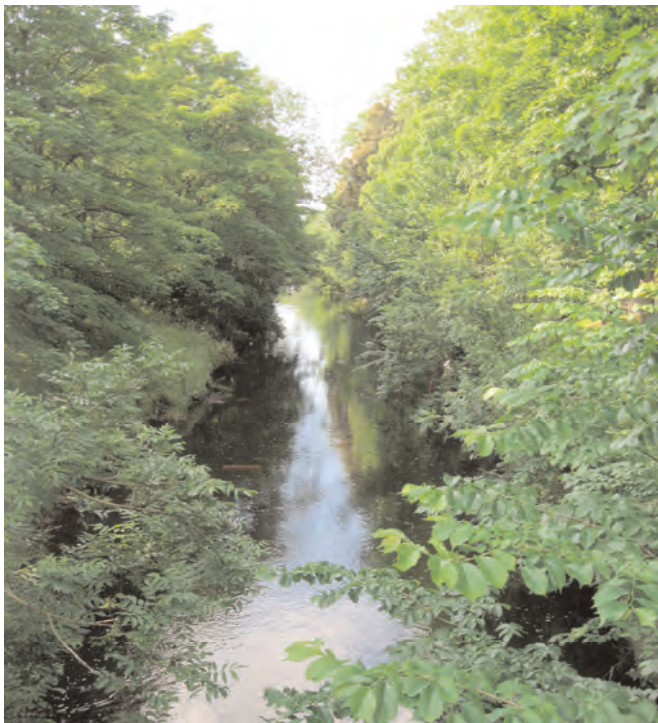
# VISION AND THEMES

The Vision and Action Plan for Kilmarnock Town Centre provides a framework that builds on its assets and positive aspects such as parks, river, heritage and culture, while addressing the issues and concerns of town centre stakeholders.

The Vision is to establish Kilmarnock as a destination town, enlivening the town centre with activities, events and families from near and far, for all ages, during the day and into the evening.

Delivering on the vision will see Kilmarnock established as:

**"A great place to shop and be in business - a great place to live and learn - an accessible town centre with good movement and communication - an animated and creative place - a green town with a rich heritage to enjoy - a safe, clean and attractive place."**



## **A GREEN TOWN WITH A RICH HERITAGE TO ENJOY**

- Establish the river as an attraction
- Develop the benefits of our rich local heritage
- Connect flagship attractions with the town centre.



## **A GREAT PLACE TO SHOP AND BE IN BUSINESS**

- Tackle the problem of the empty shops
- Encourage a good mix of shops and businesses
- Good marketing and promotion
- Structuring and zoning of the town centre, creating 'quarters'

## **A GREAT PLACE TO LIVE AND LEARN**

- Quality housing linked to the town centre
- Support the role of young people and encourage an inter generational volunteering culture
- Develop a community space in the town centre
- Integrate learning and educational opportunities into the town centre
- New college campus

# VISION AND THEMES

## A SAFE, CLEAN PLACE TO BE

- A safe and clean town centre
- Develop more attractive open spaces
- Street lighting as an attraction

## AN ACCESSIBLE TOWN CENTRE WITH GOOD MOVEMENT AND COMMUNICATION

- Improve access and traffic flow
- Active travel hub
- Pedestrian and cycle friendly
- Connected town centre

## AN ANIMATED AND CREATIVE PLACE

- Festivals and events
- Encourage café culture and night time economy
- Art work and art spaces



"Dare to be honest and fear no labor" Robert Burns



# PRIORITIES FOR ACTION

Naturally, with the open engagement process adopted, some overlap on actions was to be expected. Some actions are relatively straightforward, can be delivered quickly and progress is already evident, others will come clearly into focus and reach as action takes hold.

## THEME 1: A GREAT PLACE TO SHOP AND BE IN BUSINESS

<b>Action 1</b>	<b>Tackle the problem of empty shops</b> <ul style="list-style-type: none"> <li>Establish a list of shop / property ownership with a view to engaging owners</li> <li>Encourage and support short term and temporary shops to avoid empty premises – schools, college and social enterprises</li> <li>Utilise the empty shop frontage to promote local heritage and artists</li> <li>Investigate and develop ideas for alternative uses for empty shops</li> </ul>
<b>Action 2</b>	<b>Encourage a good mix of shops and businesses</b> <ul style="list-style-type: none"> <li>Support and retain existing shops and businesses</li> <li>Encourage a local first approach</li> <li>Promote shops and businesses under themes / sectors</li> <li>Explore the potential of establishing a Business Improvement District</li> </ul>
<b>Action 3</b>	<b>Good marketing and promotion</b> <ul style="list-style-type: none"> <li>Build on existing attractions with a programme of activities, festivals and events that attract and hold residents and visitors e.g. Kilmarnock Carnival, East Ayrshire Celebrates</li> <li>Develop a communication strategy to promote local success stories</li> <li>Establish a digital network with information / promotion points at key locations throughout the town</li> <li>Develop a Kilmarnock Town Centre app as part of a digital branding strategy</li> <li>Establish Kilmarnock as a place where local people and visitors want to spend time and money</li> </ul>
<b>Action 4</b>	<b>Structuring and zoning of the town centre, creating ‘quarters’</b> <ul style="list-style-type: none"> <li>Create zones which recognise the strengths of areas and promote these</li> <li>Ensure that local parks and flagship attractions are physically connected within the town centre e.g. cultural quarter, historical quarter, gateway quarter</li> <li>Look at relaxing the town centre retailing policy (King Street) to encourage variety, vitality and use beyond core working hours</li> <li>Create attractive family friendly spaces for all age</li> </ul>

**Making it happen:** EAC Housing & Communities, EAC Planning & Economic Development, Kilmarnock Business Association, Ayrshire College, Ayrshire Roads Alliance, Private Landlords, Chambers of Commerce and EAC Finance Service.



# PRIORITIES FOR ACTION

## THEME 2: A GREAT PLACE TO LIVE AND LEARN

<b>Action 1</b>	<b>Quality housing linked to the Town Centre</b> <ul style="list-style-type: none"> <li>Encourage housing that will attract more people with disposable income into the town centre</li> <li>Ensure housing above the shops is fit for purpose and there is sufficient accommodation for single occupancy</li> <li>Explore mix of housing required for the town centre</li> </ul>
<b>Action 2</b>	<b>Support the role of young people and encourage an intergenerational volunteering culture</b> <ul style="list-style-type: none"> <li>Increase opportunities for people to volunteer</li> <li>Increase opportunities and progression routes from volunteering into employment</li> <li>Co-ordinate volunteering opportunities across stakeholder groups</li> <li>Recruit, train and support town centre volunteers as guides</li> </ul>
<b>Action 3</b>	<b>Develop a community hub in the Town Centre</b> <ul style="list-style-type: none"> <li>Support the development and expansion of East Ayrshire Churches Homelessness Action initiative to provide a daily drop-in service</li> <li>Encourage, strengthen and co-ordinate activities in support of vulnerable groups – public, private, voluntary and community</li> <li>Develop a directory of organisations and businesses willing to support volunteers</li> </ul>
<b>Action 4</b>	<b>Integrating learning and educational opportunities into the Town Centre</b> <ul style="list-style-type: none"> <li>Strengthen business relationships with schools and the college to encourage entrepreneurial spirit and social enterprises</li> <li>Explore the potential to develop enterprise initiatives in the schools and college that could utilise empty shops and properties – e.g. wee fir tree</li> <li>Develop opportunities in the creative arts</li> <li>Promote and further develop town trails that promote the rich heritage of Kilmarnock and its people</li> </ul>

**Making it happen:** EAC, Housing Associations, Private Landlords & Developers, Ayrshire College & Local Schools, EACHa, CVO, Health & Social Care Partnership, Addaction, Centrestage, New Laigh Kirk, EA Volunteer Centre, Rotary Club of Kilmarnock, Kilmarnock Railway Heritage Trust and Kilmarnock Business Association.





# PRIORITIES FOR ACTION

THEME 3: AN ACCESSIBLE TOWN CENTRE WITH GOOD MOVEMENT AND COMMUNICATION	
<b>Action 1</b>	<b>Improve parking and traffic flow</b> <ul style="list-style-type: none"> <li>• Improve parking e.g. lighting, lift and security in multi storey</li> <li>• Explore options for alternative traffic routes in the evening to encourage a night time economy</li> <li>• Investigate options to soften the impact of the one-way system around the town centre</li> <li>• Increase parking in town centre to two hours</li> </ul>
<b>Action 2</b>	<b>Active Transport Hub</b> <ul style="list-style-type: none"> <li>• Recognise and utilise the railway station as an entry hub for both transport and the community</li> <li>• Upgrade the streetscape connecting the College Campus with the town centre – railway underpass</li> <li>• Investigate further measures to enhance pedestrian connectivity from flagship attractions (Dick Institute, Palace Theatre, Burns Monument and Dean Castle) and the surrounding residential neighbourhoods into the town centre</li> <li>• Pilot a tourist bus connecting the flagship attractions within the town centre</li> </ul>
<b>Action 3</b>	<b>Pedestrian and Cycle Friendly</b> <ul style="list-style-type: none"> <li>• Establish an active travel hub in the town centre – what's on and what's coming</li> <li>• Create an information point for walking and cycle routes that promote the area's rich heritage and beauty</li> <li>• Test the potential for more pedestrian streets e.g. pilot closure of specific streets – pedestrian only festival</li> <li>• Make streets more attractive for pedestrians e.g. decorate with flowers / art works and encourage a café culture</li> <li>• Better connect parks (Howard, Kay and Dean) with town centre</li> </ul>
<b>Action 4</b>	<b>Connected Town Centre</b> <ul style="list-style-type: none"> <li>• Design a town centre app (involving the schools and college)</li> <li>• Explore BT Hubs / free WiFi in the town centre</li> <li>• Link voucher codes (electronic) to free WiFi</li> <li>• QR codes to town centre trails</li> <li>• Outdoor plasma screen / pop-up cinema in the town centre</li> </ul>
<b>Making it happen:</b> Ayrshire College, Ayrshire Roads Alliance, Kilmarnock Railway Heritage Trust, Network Rail, Strathclyde Passenger Transport, Creative Spaces, Voluntary and Community Groups, East Ayrshire Leisure Trust and Kilmarnock Business Association.	



# PRIORITIES FOR ACTION

## THEME 4: AN ANIMATED AND CREATIVE PLACE

<b>Action 1</b>	<b>Festivals and events</b> <ul style="list-style-type: none"> <li>• Celebrate the town's identity and what it has to offer</li> <li>• Establish a programme of activities, events and festivals in public spaces – events calendar</li> <li>• Create performance spaces in the town centre and showcase local talent</li> <li>• Co-ordinate a joint approach to marketing events</li> <li>• Pop up events to promote local talent and themes</li> <li>• Annual Kilmarnock Run that includes the parks but finishes in the town centre</li> </ul>
<b>Action 2</b>	<b>Encourage cafe culture and night time economy</b> <ul style="list-style-type: none"> <li>• Create a 'square' / events space at The Cross</li> <li>• Work with local businesses to identify and promote areas of the town as evening hubs</li> <li>• Improve lighting to encourage people into the town centre in the evening</li> <li>• Promote Kilmarnock's rich music scene</li> <li>• Build on the town centre's leisure and recreational role</li> </ul>
<b>Action 3</b>	<b>Art work and arts spaces</b> <ul style="list-style-type: none"> <li>• Support the development of creative workspace in the train station</li> <li>• Map and raise awareness of existing projects</li> <li>• Identify sites for art installations / workshops</li> <li>• Identify and co-ordinate arts resources and events in the town centre</li> </ul>
<b>Making it happen:</b> Partners for Inclusion, EAC Housing and Communities, Ayrshire College and Schools, Creative Space, Creative Minds, EA Leisure Trust, Ayrshire Roads Alliance, EAC Planning & Economic and Development, Kilmarnock Business Association and Kilmarnock Rail Heritage Trust.	





# PRIORITIES FOR ACTION

## THEME 5: A GREEN TOWN WITH A RICH HERITAGE TO ENJOY

<b>Action 1</b>	<b>Establish the river as an attraction</b> <ul style="list-style-type: none"> <li>Events to bring the river back into town life – duck race</li> <li>Develop river walk that promotes a positive relationship with the river</li> <li>Improve Sandbed Street as a pedestrian / public performance space</li> <li>Investigate the potential for a riverside café at the top of Sandbed Street</li> <li>Develop Sandbed Street as a public art space e.g. buildings, railing, flowers, ornate lighting</li> </ul>
<b>Action 2</b>	<b>Develop the benefits of our rich local heritage</b> <ul style="list-style-type: none"> <li>Develop exhibition space in the town centre</li> <li>Celebrate Kilmarnock's History e.g. showcase local people's stories and include local history in the school curriculum</li> <li>More focus on Burns in the town centre but also recognise other outstanding local literary and artistic figures</li> <li>QR codes on historical building and landmarks with town trails as part of the school curriculum</li> <li>Involve local drama groups in public space performance areas</li> </ul>
<b>Action 3</b>	<b>Connect flagship attractions with the town centre to make the town centre a destination experience</b> <ul style="list-style-type: none"> <li>Celebrate the town's identity, pride and heritage</li> <li>Improve signage between town centre and flagship attractions</li> <li>Establish a recognised tourist information point in the town centre</li> <li>Explore the option for a tourist bus and guided tours</li> </ul>
<b>Making it happen:</b> EA Volunteer Centre, Rotary Club, EA Leisure Trust, Kilmarnock Business Association, Robert Burns World Federation, Ayrshire College & schools, Kilmarnock Railway Heritage Trust, Historical Groups & Societies, Addaction, Ayrshire Roads Alliance, Kilmarnock Supporters Society Ltd and Pubwatch Group.	



# PRIORITIES FOR ACTION

## THEME 6: SAFE, CLEAN AND ATTRACTIVE PLACE

<b>Action 1</b>	<b>A safe and clean town centre</b> <ul style="list-style-type: none"> <li>A concerted and collective effort to tackle behavioural issues in the town centre – Prevention First Initiative</li> <li>Actively promote the many positives of the town centre experience in the media – a PR Champion</li> <li>Look at how other Town Centres tackle litter using innovative ways of collection and disposal</li> <li>Work with the College and food retailers to minimise packaging</li> <li>Safe by Design - greenery removed from Sturrock Street to improve safety and security at the bus station</li> </ul>
<b>Action 2</b>	<b>Develop more attractive open spaces</b> <ul style="list-style-type: none"> <li>Look at innovative ways of creating attractive open spaces e.g. decking at The Cross</li> <li>Create covered open spaces that can be used as performance space, pop up café, exhibition space, cook school</li> <li>Support the development of the YMCA community garden</li> <li>Promote art work and floral displays throughout the town centre</li> </ul>
<b>Action 3</b>	<b>Street lighting as an attraction</b> <ul style="list-style-type: none"> <li>Expand attractive night time lighting into other areas of the town centre</li> <li>Encourage innovation in design through competition for lighting design, use of eco lights and solar power to reduce cost</li> <li>Ensure the upkeep and maintenance of current lighting projects</li> <li>Investigate the use of lighting for night time trails</li> </ul>
<b>Making it happen:</b> Police Scotland, EAC Housing and Communities, Kilmarnock YMCA, EA Volunteer Centre, Rotary Club, Kilmarnock Railway Heritage Trust, New Laigh Kirk, EACHa, Ayrshire College & schools, Voluntary and Community Groups.	





# MAKING IT HAPPEN

This Action Plan sets out the priorities for the development of Kilmarnock Town Centre over the next five years as determined by stakeholders through an extensive process of stakeholder engagement carried out over a seven month period.

The process deliberately sought out and brought together a wide range of town centre stakeholders from the private, public and voluntary and community sectors. Leadership, passion and working together are key to sustainable change and must come from all sectors.

The Plan has been prepared for the whole community and is jointly owned by all the organisations and individuals that took part in its preparation. It recognises that we must all work together and take collective responsibility to ensure our town centre thrives and meets the needs of residents, businesses and visitors. We will be working together to ensure its implementation over the next five years.

## Three key success measures on delivering the Vision will see:

- Kilmarnock established as a destination town, recognised for its family friendly environment and a place that cares for people.
- Demand created to use vacant shops in the Town Centre.
- A vibrant programme of activities and events that establish the town centre as an animated and creative place.

“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.”

*Margaret Mead, Cultural Anthropologist*

**To become involved in realising the Vision for Kilmarnock Town Centre or to find out more about what is being delivered, you can either contact one of the people below or email us at [kilmarnocktowncentre@east-ayrshire.gov.uk](mailto:kilmarnocktowncentre@east-ayrshire.gov.uk) and it will be passed on to the relevant stakeholder. We look forward to hearing from you.**

Name	Contact Details
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Fiona Nicolson	Town Centre, Manager <a href="mailto:fiona.nicolson@east-ayrshire.gov.uk">fiona.nicolson@east-ayrshire.gov.uk</a>
Andy Colvin	Community Worker, Vibrant Communities <a href="mailto:andy.colvin@east-ayrshire.gov.uk">andy.colvin@east-ayrshire.gov.uk</a> (01563) 554802

Thanks to everyone who took part in the stakeholder events and gave of their time, knowledge, experience and energy.

A L Paints  
Above Adventures  
Addaction  
Ayrshire College (Kilmarnock Campus)  
Ayrshire Roads Alliance  
Bonnyton Youth Group  
Brownings  
Burns Mall  
Centrestage Communities  
Choices.org  
Cove Boutique  
Creative Spaces  
CVO (EA) Ltd  
East Ayrshire Health & Social Care Partnership  
East Ayrshire Leisure Trust  
East Ayrshire Volunteer Centre  
East Ayrshire Churches Homeless Action  
(EACHa)  
Elizabeth Wallace Bridal Alterations &  
Accessories  
Fanny by Gaslight  
Galleon Centre  
Grange Academy

Kilmarnock Baptist Church  
Kilmarnock Pet Shop  
Kilmarnock Railway Heritage Trust  
Keys Cards  
New Laigh Kirk  
Newton Tenants and Residents Association  
Partners for Inclusion  
Police Scotland  
Rotary Club of Kilmarnock  
Scottish Fire and Rescue  
Sinforiani's  
The Coffee Press  
The Howard Centre  
The Robert Burns World Federation  
Utopia Computers  
YMCA  
EAC – Housing & Communities  
EAC – Creative Minds  
EAC – Vibrant Communities  
EAC – Town Centre Manager  
EAC – Planning & Economic Development  
EAC – Elected Members

This Town Centre Action Plan was developed through a process of community and stakeholder engagements designed and facilitated by STAR Development Group.

