



Social Enterprise **PLACES**

SOUTH AYRSHIRE

Maybole & Ayr



**SOCIAL
ENTERPRISE
SCOTLAND**

Social Enterprise Scotland Introduction

We are delighted to highlight the importance of key social enterprises across South Ayrshire and their achievements within local communities.

By working together through the Social Enterprise Scotland Places programme these exemplar social enterprises are demonstrating the power of collaborative working; being innovative, dynamic and using ethical means to transform communities.

Alongside our partner stakeholders - South Ayrshire Social Enterprise Network (SASEN), Voluntary Action South Ayrshire (VASA), South Ayrshire Council, and many others - we are proud to showcase the entrepreneurial and enterprising activities of these key players in the Social Enterprise Scotland Places programme.

Chris Martin, CEO, Social Enterprise Scotland

According to the Social Enterprise Census 2021



97 social enterprises
in South Ayrshire



9 social enterprises
per 10,000 people

Social Enterprise in South Ayrshire

Social enterprise is revitalising South Ayrshire. All stakeholders are ambitious and committed to working to reverse the impact of the recent economic downturn. In particular, priority has been placed on creating a 'place' where increased economic activity, social inclusion and improved health and well-being are for the benefit of everyone. As a result, social enterprises in Ayrshire are working together to make a huge social, economic and environmental impact across the region. Social enterprises are playing a central role in responding to local challenges and meeting community needs.

We are delighted to celebrate and showcase a number of social enterprises in Maybole and Ayr.

On behalf of the South Ayrshire Social Enterprise Network, I am delighted that we've been chosen to be a Social Enterprise Place. This award highlights all the fantastic and necessary work that is carried out by social enterprises across the South Ayrshire area. I hope that our network being recognised as a Social Enterprise Place raises awareness of the sector and provides many more opportunities for enterprise and development as a result.

Jeremy Wyatt, Chair, South Ayrshire Social Enterprise Network

Key Stakeholders and Partners

South Ayrshire has a long history of being innovative, resourceful and enterprising, responding to economic and local challenges and in doing so, working to address the needs of people, place and communities.

A collective of networks and partners work together, striving to develop and build a strong and resilient well-being economy that is fit for the future.

Networks and partnerships:

South Ayrshire Social Enterprise Network (SASEN) re-established in 2022, is supported by key stakeholders including Scottish Government and South Ayrshire Council. SASEN provides a forum for local people and organisations; to meet and collaborate more effectively. SASEN is a network representative of the diversity of organisations who are working together as a collective to create a fairer and more equitable local community and society.

South Ayrshire Life; established and managed by Voluntary Action South Ayrshire. South Ayrshire Life provides a drop-in space and online directory of opportunities, support, information, events, and news.

South Ayrshire Council are fully committed to supporting the development of social enterprises within the region and are providing resources and capacity to serve as a conduit for communications and brokering relationships and connections.

South Ayrshire also boasts several informal networks which are representative of new emerging social entrepreneurs and enterprises linked by proximity, leadership and a shared purpose and vision aimed at improving wellbeing and inclusion for local people from all walks of life.



South Ayrshire - Our Place

South Ayrshire is home to some of the most attractive and historic areas in Scotland including attractions such as Robert Burns Birthplace Museum, Royal Troon Golf Club and Trump Turnberry resort. A place that is steeped in culture and tourism, boasting a rich and diverse heritage that has many aspects of international renown, there is so much on offer spanning social, religious, military and industrial past.

'Forty-five miles of rugged coastline; long sandy beaches; rolling countryside; coastal and market towns; rural villages; a rich and cultural heritage; world-class golf; award-winning local food and produce. South Ayrshire has a global reputation as a must-see destination.'

Destination South Ayrshire

Councillor Bob Pollock, South Ayrshire Council's Portfolio Holder for Economic Development said:

'It is wonderful that South Ayrshire has been recognised as a Social Enterprise Place. Social enterprise activity is thriving in South Ayrshire and it is having fantastic impacts within our local communities.'



“Opportunities don’t just happen; social enterprises are creating them here in South Ayrshire”

Jane Mason, SASEN



Some Facts



South Ayrshire is on the south-west coast of Scotland with its main town of **Ayr**, approximately **35 miles from Glasgow** and **4 miles from Prestwick Airport**.



The South Ayrshire area consists of 5 main towns within the local authority boundary: **Ayr, Troon, Maybole, Girvan and Prestwick**



The South Ayrshire Council area has a **population of 112,140** and covers an area of **472 square miles**.



The largest employment sectors in South Ayrshire are:
1) Public Admin, Education and Health.
2) Distribution, Hotels & Restaurants.



South Ayrshire is split into 153 Scottish Index for Multiple Deprivation 2020 zones of which **15 are in the top 10% most deprived areas in Scotland**.



Transforming Communities - Case Studies

Ayr



Ayr Gaiety Partnership

Ayr Gaiety Partnership (AGP) owns and runs the iconic Gaiety Theatre. Its mission is to increase wellbeing through the arts.

With membership open to all local residents, the organisation is committed to delivering for its whole community. AGP's core belief is that everyone has a right to a cultural life – and that the arts can transform individuals and communities.

Much more than a theatre, The Gaiety continues to make a difference across Ayrshire as well as in Ayr.

Core activities include:

- Operating and running a theatre showcasing and producing professional theatre and providing a stage for many local organisations.
- Working in excluded and isolated urban and rural communities, co-creating, and sharing stories and experiences for fun, for growth and for change.
- Partnering with a network of local organisations to put culture and inclusion at the heart of local economic regeneration and community health & wellbeing.





Narture CIC

Narture CIC, founded in June 2020, was set up during the COVID-19 pandemic by artist father and daughter team Robert and Saskia Singer.

The project evolved from initially occupying empty town centre spaces and repurposing them for cultural and creative uses. Nurturing a thriving and successful social enterprise where 'everyone is an artist', Narture encourages individuals and communities to use their creative energies towards positive change.

Narture's ultimate goal is to become a truly inclusive creative hive, making participatory cultural activities available to all members of society.

Narture's award winning Sourdough Bakery and acclaimed Artisan Café, are currently the core income generators of the social enterprise. The bakery specialises in handmade sourdough produce, baked daily, championing sustainable, healthy ingredients and supporting local businesses. It was recently

awarded Bread Bakery of the Year by Prestige Scotland for the second year running. As part of their social purpose, Narture also donate produce to local food banks.

Narture's objective is to reinvest all surplus profits into creative projects as an instigator of town centre regeneration. The vision for the future is to develop an experiential retail and cultural tourism centre. The 'People's Art School' will focus on food, arts and wellbeing and will host exhibitions, events, workshops and holistic therapies. Activities will be based on Narture's three core pillars:

- Creativity
- Wellbeing
- Sustainability



Community Gift Exchange

The Community Gift Exchange (CGX), founded in 2017, is an inclusion, employability and environmental charity helping to create flourishing and sustainable communities.

Their Community Gift Exchange retail units are not only showrooms for pre-loved goods but are also repair and restoration centres.

Trainee volunteers work alongside staff in the workshops to refurbish bikes and household goods for sale and affordable resale, helping to build their confidence and overcome barriers to employment.

Reusable and Refurnish by CGX operate full time bike, electrical appliance and furniture restoration workshops, a reuse hub with associated logistics and two shops which also help to invigorate Ayr's High Street.





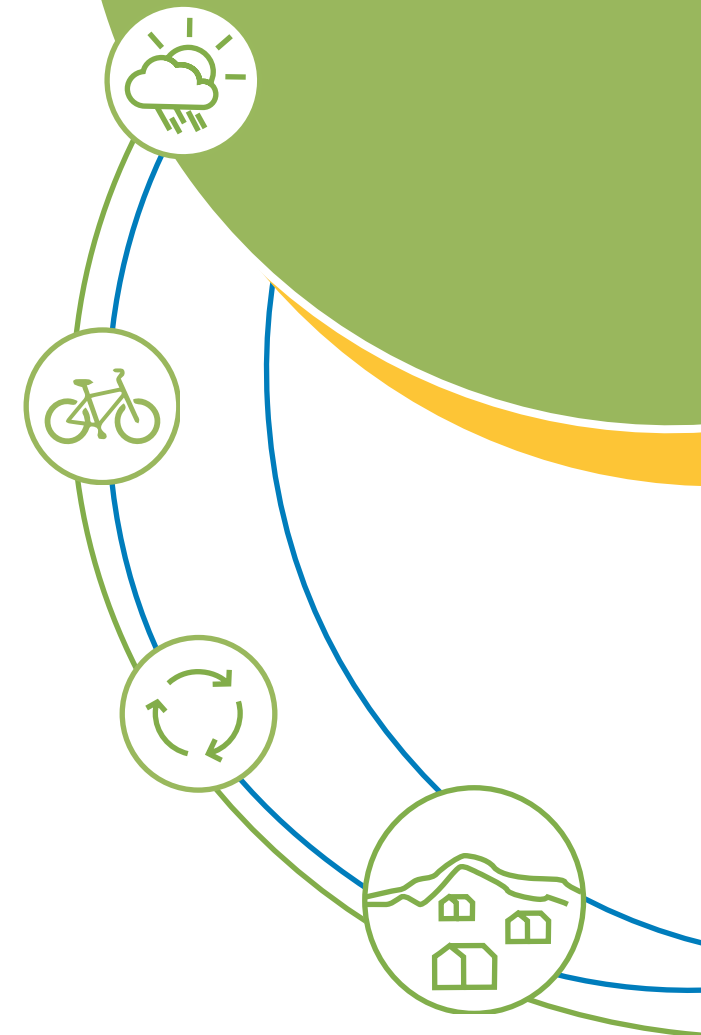
South Ayrshire Community Transport (SACT) - Connecting People & Places

South Ayrshire Community Transport (SACT Ayr) was formed in 2016 to work in partnership with local communities, other transport providers and statutory bodies to develop and deliver services to meet transport needs across South Ayrshire.

SACT is a member of the West of Scotland Community Transport Network and they are signed up to a quality assurance framework covering all aspects of vehicle and customer care Through a number of initiatives and projects.

SACT work towards their key priorities:

- Connecting people and places through the provision of community transport. For example, active travel provision such as E-Car Club and e-bike provision.
- To enhance residents' social inclusion and improve health and wellbeing by enabling access to services and facilities.
- Contributing to local planning and developing connections to mainstream public transport provision.
- Working with local communities to develop transport solutions to meet local demands.



Transforming Communities - Case Studies Maybole area



North Carrick 2030

This a new social enterprise being established to build on work that has been done by North Carrick Community Benefit Company.

North Carrick 2030's key aims are to:

- Implement findings of 'Foundations for Recovery' – a £0.5M investment in developing local community-led economic development and regeneration projects. North Carrick 2030 is currently developing £15M worth of capital projects and over £3M of revenue projects in the area. These projects have the potential to transform the lives of North Carrick's 9,000 residents.
- North Carrick aims to own or lease premises in North Carrick to generate income, facilitating the establishment of incoming and new-start businesses. The initial focus is on repurposing the former Charity Shop in Maybole High Street. Potential projects also involve potentially leasing Maybole Castle to operate it as an enterprise and visitor centre and leasing sections of Maybole Golf Course to create a multi-sports hub featuring golf, mountain biking, zip wires, etc.
- Embed skills and employability within all projects as they develop.
- Brand North Carrick as "Bruce Country" and celebrate the 750th anniversary of Robert the Bruce's birth at Turnberry in 2024. Marketing those celebrations nationally and internationally and raising the profile of the area as a place to visit.





The Carrick Centre

The Carrick Centre, operating since 2012, is a community hub for the residents of Maybole and North Carrick.

The centre offers multiple services in a safe and welcoming space as well as offering conference/meeting facilities and housing Maybole Parish Church. The centre is open to all and currently houses a wide range of groups from health and wellness, crafting and hobbies, movie nights, mother and toddlers and youth groups.

The centre runs a café where tasty snacks and lunches may be purchased at a very reasonable cost. They also offer catering for functions such as birthday parties, weddings and funerals. As part of the café there is a soft play area where children up to eight years of age can create magical worlds, develop motor skills and their imaginations.

Through the provision of training programmes and service projects the centre helps individuals overcome financial and social employment barriers. The training kitchen offers basic culinary skills training to young people who need additional support to live independently. Volunteer opportunities provides skills training in a comfortable environment and enable residents to give back to the community.



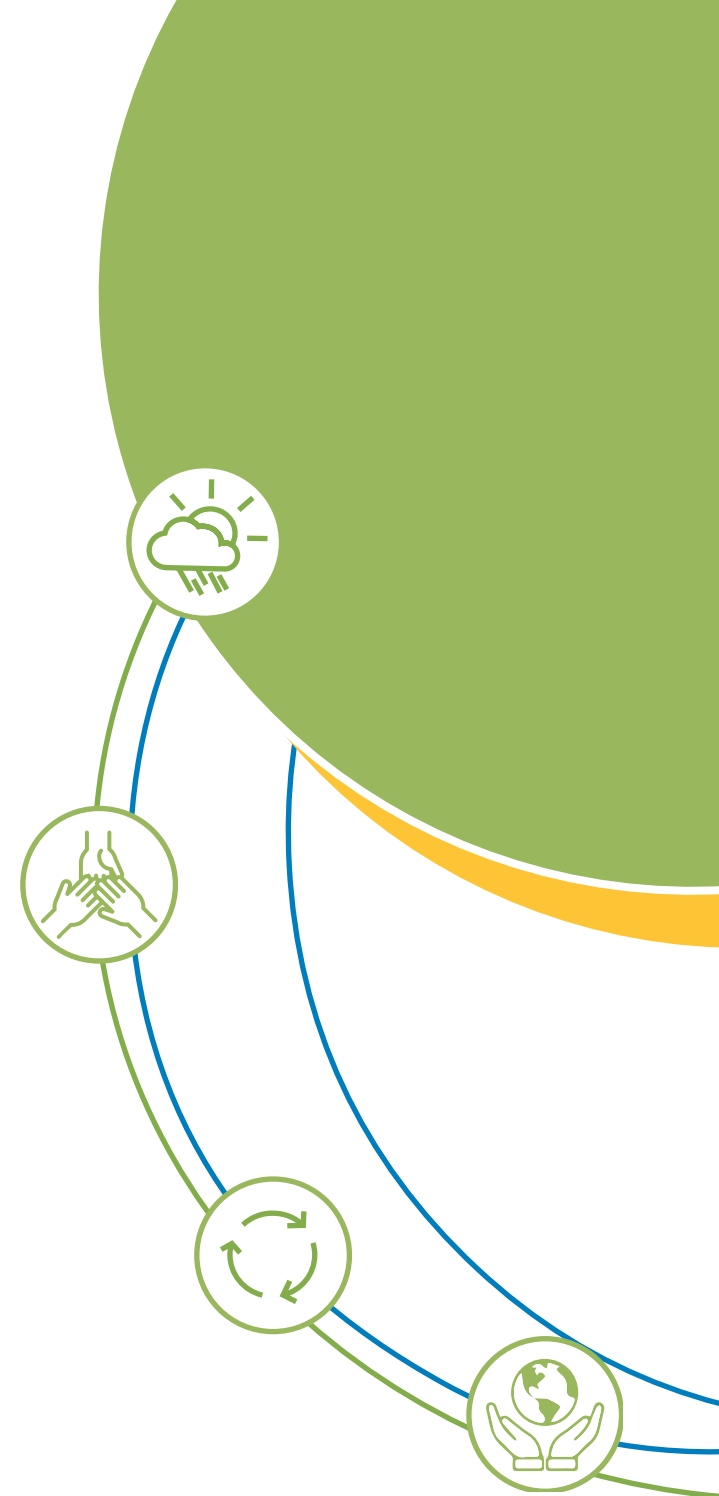


Kirkmichael Community Shop and Cafe

The Kirkmichael Community Shop and Café sells a wide range of products from everyday essentials to 'niche' items. It also provides an outlet for locally grown produce, arts and crafts.

The cafe attracts non-residents to the village on a regular basis and the café area is a valued meeting place for community groups.

Its McCosh Hall location means the shop and café have become the main hub for the village. The shop and Café provide a whole host of employment and volunteering opportunities for local people.





Adventure Centre for Education (ACE) - Living the Adventure

ACE is a community-based charity providing outdoor adventure activities throughout Southwest Scotland. Adventure Carrick is a trading arm of ACE situated on the Firth of Clyde, South Ayrshire. Operating all year round they offer a wide variety of adventure activities to people, families, and groups.

Core aims and objectives focus on:

- **Personal Development:** providing opportunities for participants to challenge themselves, build confidence and develop new skills. Through outdoor activities and team-building exercises participants can learn to push their limits, work collaboratively with others and develop resilience.
- **Environmental Awareness.** By engaging in outdoor activities like paddle boarding and rock climbing, participants can develop a greater appreciation for nature and learn about the importance of conservation.
- **Community Building:** By bringing people together from different backgrounds and fostering a sense of shared experience and camaraderie, ACE helps to break down barriers and build stronger, more resilient communities. This can be particularly important in rural areas where social isolation can be a challenge.





Straiton Village Co-operative

The Straiton Village Co-operative is a social enterprise set up to benefit the people of Straiton and surrounding areas. Over 100 people within the small community are members of the cooperative and many local residents volunteer, helping to run the shop, demonstrating the real value of community cohesion and wealth building.

In 2009 a group of Straiton residents took over the running of the village shop on a voluntary basis when the shop was under the threat of closure. In 2011, Straiton Village Co-operative was formed with a wide-ranging remit to enhance the lives of people living in Straiton and surrounding areas. It's main function to date has been to run the shop, a traditional and local amenity that sells locally sourced products such as firewood, preserves, seasonal plants and vegetables, bread, and pastries.

Special thank you to Graham White for allowing the use of his photographs of the Straiton area.



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