



### **Make over for Irvine Bay's five towns gathers pace**

The regeneration of Irvine Bay is set to bring new investment to five of North Ayrshire's towns. Irvine Bay Regeneration Company is focussed upon creating physical and economic improvements to the towns of Irvine, Kilwinning, Ardrossan, Saltcoats and Stevenston that will create new job opportunities, improve the quality of life and provide opportunities for future economic growth.

Initiatives will provide the drive and determination that is needed to realise a change of direction. There is a commitment to reinvigorate the local economy and transform the built environment to match the beauty of the surrounding landscape. People and communities will benefit from a renewed sense of purpose, founded on real change, development and growth in the area.

As Irvine Bay Regeneration Company enters its second full year, plans for the transformation of the five towns continue to progress very well:

- Just before Christmas Irvine Bay was awarded a £6 million grant from the Scottish Government – firmly demonstrating their strong and ongoing support to the programme.
- Plans are progressing well on Irvine Bay's flagship project, the £70 million development on the 11 acre waterfront site at Irvine Harbour. Working with top class architects and developers the area will be transformed with new housing, shops and offices and leisure facilities.
- Some of the best development companies in Europe have expressed an interest in getting involved in the creation of a new 18-hole golf course, hotel and other leisure facilities at Marine Drive, Irvine.
- As part of the fast changing face of the town, Irvine Bay is creating new shops and a training centre, both from a redundant bank building in Ardrossan.
- With the help of local residents, a team of artists and architects, Irvine Bay is working alongside the contractors building the Saltcoats Flood Prevention Scheme to bring an artistic element to the project. This will be the first in a series of Coastal Beacons planned right along the 14 miles of stunning coastline.
- Leading architects Holmes Partnership, has won a national competition to design a landmark housing development for a prime site in Saltcoats, North Ayrshire – the first project of its kind in Scotland. Paul McLaughlin of McLaughlin Construction, the site owner is now working with the Holmes Partnership in developing the final design.
- Work has begun on developing regeneration masterplans and design codes for each of the five towns. Irvine Bay is committed to making sure that local people, the business community, young people and visitors alike, all get involved in a direct and

positive way to help shape these plans. Some dates to note for some of this early stakeholder engagement include:

| Town regeneration plan | Dates  |
|------------------------|--|
| Three Towns            | <ul style="list-style-type: none"> <li>• 8 Feb – 9.30am Collaboration for Success Event (Venue: Ardeer Neighbourhood Centre, Stevenston)</li> </ul>  |
| Kilwinning             | <ul style="list-style-type: none"> <li>• 12 Feb – 2pm Stakeholder Workshop</li> <li>• 12 Feb – 6-pm Business/Resident Workshop. (Venue for both events: Erskine Hall, Kilwinning)</li> </ul> |
| Irvine                 | <ul style="list-style-type: none"> <li>• 13 Feb – Stakeholder Interviews (Venue: Bridgegate, Irvine)</li> <li>• Production of Town Regeneration Plan Newsletter (Feb)</li> </ul>             |

For further information on the town regeneration plans, contact James Ledgerwood, Irvine Bay Regeneration Company on 01294 475491.

For general information please log onto [www.irvinebayurc.co.uk](http://www.irvinebayurc.co.uk) or call Irvine Bay Regeneration Company on 01294 608634.

**[www.north-ayrshire.gov.uk/communityplanning](http://www.north-ayrshire.gov.uk/communityplanning)**