



WE MAKE
KILMARNOCK

A Vision in Action

Update On Our Plan for Kilmarnock



Introduction

Welcome to 'We Make Kilrnarnock,' our ambitious plan to reignite our town kickstarted by a £20 million injection of UK Government funding over the next decade. Driven by the aspirations of our town's six alliances, who came together in just six weeks, this initiative reflects the hopes and ambitions of Kilrnarnock's businesses, families, and individuals.

Grants awarded to our alliances over the summer have sparked extraordinary engagement, and we're building a new way of working across sectors. Our goal is to create thousands of positive actions that will strengthen our community, increase social capital, and rewrite Kilrnarnock's narrative as one of optimism.

Kilrnarnock, a town of villages, has bold aspirations. We aim to bring our town closer together, reimagine the town centre, create new career opportunities, reduce reliance on public services, and attract further investment. By bringing together different, often disparate, parts of our community to focus on a common goal, we will pave the way for future generations to live safe, happy, and fulfilling lives.

Kilrnarnock has a rich history of culture, enterprise, and innovation, and we're ready to embrace change for a brighter future. Our vision centres on six key themes: making Kilrnarnock Beautiful, Enterprising, Fun, Healthy, Safe, and Creative. We see Kilrnarnock as a confident, proud, and forward-looking town – a 'place to be' where innovation thrives.

The Town Board

The Kilrnarnock Town Board has been established to guide the town's long-term vision in close partnership with the community. The board will drive investment priorities and serve as trustees for the entity managing this vision over the next decade.

Their key responsibilities include:

- Identifying key issues to focus on within the long-term plan and supporting ongoing community engagement.
- Overseeing project delivery to ensure alignment with the town's vision.
- Leveraging specific powers of board members to drive progress.
- Seeking opportunities for philanthropic and private investment.

The board is composed of influential leaders from various sectors and includes people building businesses in our town, those at the forefront of third sector innovation, as well as key people from public life including our local MP, local councillors, the CEO of East Ayrshire Council and Police Scotland Divisional Commander for Ayrshire.

This diverse group of leaders bring a wealth of experience and are united in their commitment to shaping a brighter future for Kilrnarnock with their vision and expertise.



Consultation Approach

We Make Kilmarnock is driven by those who live, work, learn, and play in our town. The best solutions come from the residents themselves—people who know the challenges and have long considered the options for improvement.

To truly understand what matters most to our community, we launched a comprehensive engagement exercise, gathering feedback from over 1000 people in less than 6 weeks.

This input was collected through three key methods:

- Surveys distributed at events, in groups, in the town centre, and online.
- Facilitated workshops with diverse community participation.
- Direct conversations with the public at events across Kilmarnock.

We made sure to reach people on weekdays, evenings, and weekends to maximise participation. Aligned with our six themes, we collected a wide range of big ideas, wee ideas, and everything in between.

Our Alliances

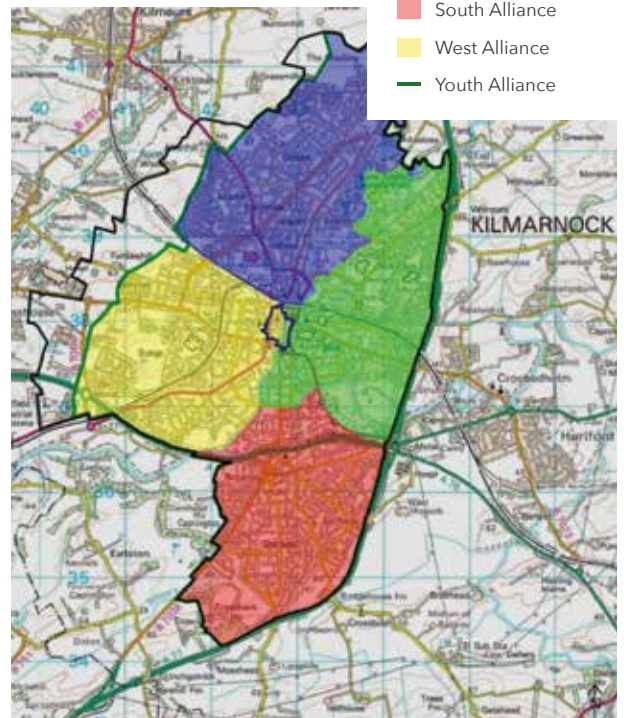
The planning and delivery of Kilmarnock's long-term vision is supported by our six alliances, each representing different parts of the town. These alliances are developing community-led action plans that identify local priorities, helping to shape our overall strategy.

Each alliance offers valuable local leadership and insights into what matters most to their communities. With the initial capacity funding, each alliance received £9,000 to kick-start initiatives important to their area. We're committed to working closely with these alliances as they develop their plans and secure additional funding, both from external sources and through their own efforts.

Collaborating across alliances is key to uniting different parts of Kilmarnock to re-energise the town centre. A great example of this was seen during the Kilmarnock Fair Festival, where each alliance contributed £1000 to make all funfair rides free, significantly boosting the event's success. This kind of cross-community cooperation is central to our vision for Kilmarnock, and it has been fully embraced by our alliances.

Key

- Kilmarnock Town Board Boundary
- Town Centre Alliance
- North Alliance
- East Alliance
- South Alliance
- West Alliance
- Youth Alliance





Community Input

The insights from our consultations will guide the Kilmarnock town board in setting priorities, ensuring our actions reflect the community's needs. We'll regularly revisit this engagement to stay aligned with local concerns.

A clear link between what people told us and the solutions we implement will be maintained. Participants expressed a strong desire to know what happens next, so we'll keep them involved with follow-up sessions, updating them on progress and inviting continued participation.

We understand the scepticism, with some believing that "nothing will change." However, this project is genuinely innovative, focused on building on Kilmarnock's strengths. The town board is committed to proving wrong the notion that the council, not the people, will decide; that politics will hinder progress; or that past decisions will dictate the future. At We Make Kilmarnock, we're determined to show that together, we can create real change.

After reviewing all ideas and potential initiatives from the community consultations, we've categorised some for future larger projects or noted that others are already underway through different initiatives. This process has allowed us to prioritise and identify nine key initiatives that can be implemented over the next three years, fitting within our available budget. Some will require further analysis before moving forward.

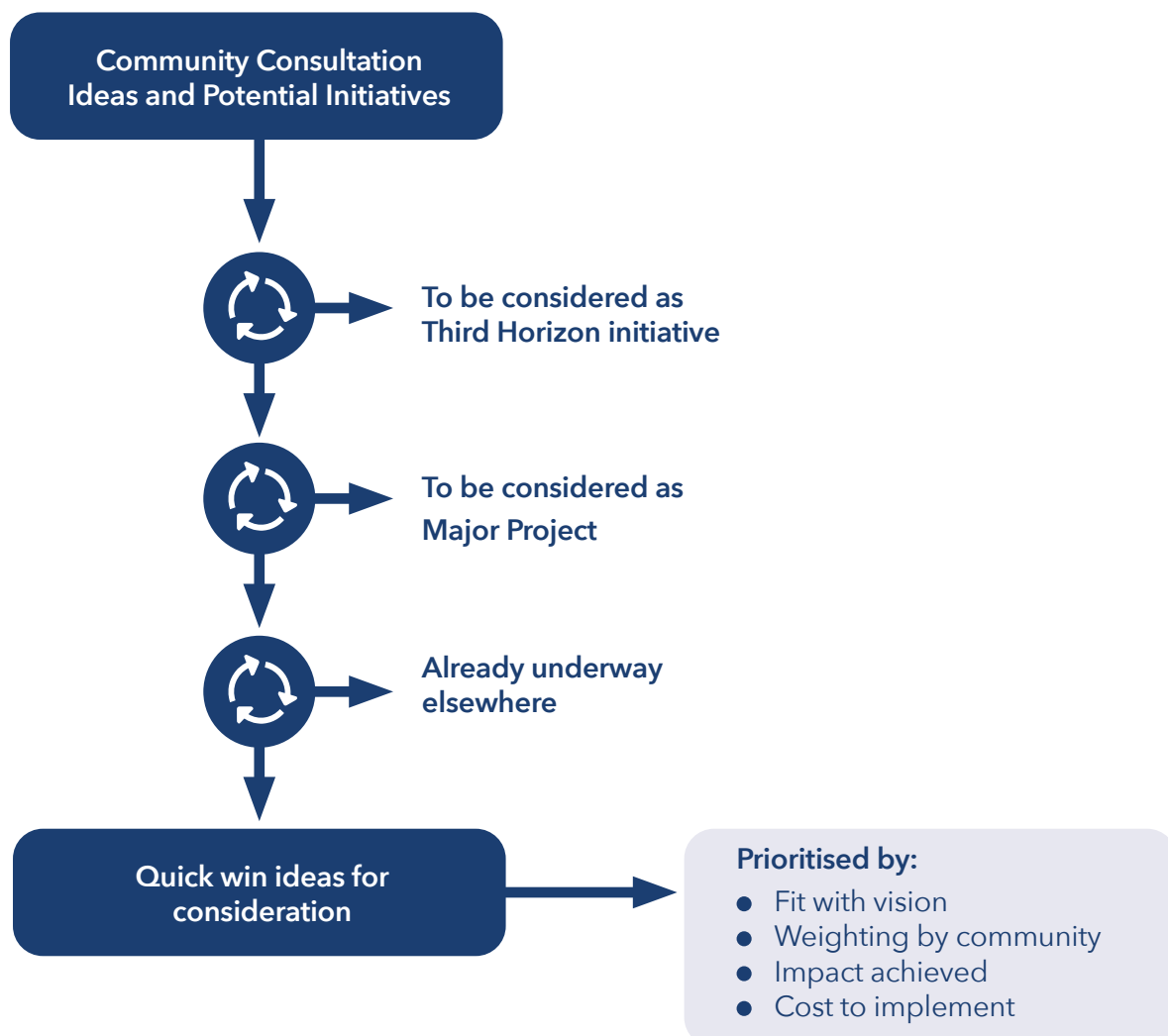
Our Plan

We Make Kilmarnock has already begun uniting the community, funding local priorities, and delivering an event enjoyed by thousands. This early success has shown what's possible, helped establish the foundations for real change, and created a collaborative way of working. Our plan through 2027 is to build on this momentum, scaling up our efforts for even greater town-wide impact.

Alongside our quick-win initiatives, we'll create the entity that will drive us forward, engage potential investors, and start planning major projects for the coming years.

Prioritised Initiatives for the Next Three Years:

- High Street Aesthetic Improvements
- Start-up Spaces and Bringing Empty Shops Back Into Use
- Public Art, such as murals
- Connected Places for Young People
- Bandstand
- Experiential Train
- Brighten Up Programme
- Town Events Programme
- CCTV and Lighting Improvements



Allocating Funding

Our financial plan to 2027 is anchored by UK Government funding, but we're not stopping there. We'll be actively pursuing match funding and investment to amplify our impact.

Here's how we're breaking it down:

- 85% of our budget will support and facilitate community projects.
- 15% is dedicated to building the infrastructure needed to manage investments and ensure successful project delivery.

All funds will be allocated across five key areas:

1. Quick Win Initiatives

These are the prioritised projects from our community consultation—affordable, achievable, and designed to benefit all ages and demographics. They're the stepping stones toward Kilmarnock's long-term vision.

2. Alliance Funding

Our six alliances are at the heart of We Make Kilmarnock. Each will receive funding through an approval process to support initiatives that matter most to those in their communities.

3. Future Project Research

While we deliver quick wins, we'll also be planning and prioritising larger, long-term initiatives. These projects may already be identified or require further investment and development.

4. We Make Kilmarnock Communications Infrastructure

Visibility is key. We'll allocate funds to keep the community informed and engaged, ensuring updates, involvement opportunities, and investment details are easily accessible across multiple channels.

5. We Make Kilmarnock Legal Entity

To ensure smooth governance and fund management, we'll establish a new legal entity. This will handle the allocation of funds, reporting, and fundraising, with initial funding covering costs for years one, two, and three.

This plan sets the stage for an exciting journey, ensuring every penny is invested in a brighter future for Kilmarnock.



Attracting Investment

We Make Kilmarnock will be established as a charity (SCIO), unlocking new opportunities to:

- Access funding beyond East Ayrshire Council's reach
- Attract more investments
- Drive fundraising efforts
- Create a legacy beyond the initial 10 years

Example 1: Sports Facilities

Young people struggle to access all-weather sports surfaces without paying. As a charity, we can tap into Trusts that fund sports facilities in areas without them.

Example 2: Public Funds

Aligning our funds with existing initiatives like the Place Based Investment Programme will help us achieve our goals more effectively.

We'll leverage UK Government funding to attract additional investments and donations from various sources:

- **Grants, Trusts, and Foundations:** We will secure funding on a full, matched, or partial basis for specific initiatives, multiplying our impact.
- **Corporate Supporters:** Local and national businesses will have opportunities to invest in the community through sponsorships or targeted project funding.
- **Public Funds:** Our funding will unlock or supplement existing public investments, ensuring initiatives reach completion.
- **Philanthropic Donors:** We'll present value-driven proposals to philanthropists, showing how their contributions can be maximized for sustainable, long-term outcomes.

What's Next?

We're just getting started! With the foundation laid, the community engaged, and our vision clear, the real transformation of Kilmarnock begins now. In the coming months, you'll see quick wins, bold new projects, and an unstoppable momentum as we work together to reshape our town.

Here's what we're already working on:

- Launching our new legal entity with a bold operating model and a dynamic fundraising strategy.
- Keeping the energy high by working closely with the alliances, ensuring everyone stays informed and inspired.
- Exploring new opportunities by diving deeper into community contributions and identifying more initiatives to bring to life as investments grow.

We need you, your ideas, your energy, and your passion to make Kilmarnock the thriving place we know it can be. There will be plenty of opportunities to get involved, whether it's through contributing to a project, spreading the word, or simply showing up at our events, every action counts.

Stay in the Loop!

Follow us on social media for news, events, and updates! Be part of the conversation.



We Make Kilmarnock



@makekilmarnock



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We Make Kilmarnock

The future is
bright and it's
ours to create.
Together,
We Make
Kilmarnock



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