

# AYRSHIRE GROWTH DEAL

Working together for a successful,  
fair and inclusive Ayrshire economy



# Marine Tourism Programme

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- *Outline of project and journey to date*
- *Key milestones and associated dates*
- *Opportunities for businesses*



Isle of Cumbrae -Millport

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# Marine Tourism Programme - Outline of projects and journey to date

The Marine Tourism Programme is a tourism and place-based project that will develop marine infrastructure to support and grow the marine-tourism sector of Ayrshire.

The components of the Marine Tourism Investment are:

- **Marina extension at Ardrossan**
- **Transit marinas at the Isles of Arran and Cumbrae.**



*Arran Yacht Club, Lamlash*

Marine infrastructure will support key components of the marine-tourism industry such as sailing and boating, paddle sports, marine leisure, and recreation.

This will enable Ayrshire and the Clyde Coast to establish itself as a nationally significant, inclusive and accessible marine tourism destination.

This creates a marine-tourism cluster of maritime amenities for visitors and communities to access the marine environment, participate in marine activities and provides a marine transport network across the Firth of Clyde.

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# Marine Tourism Programme Objectives:

1. To establish Ayrshire as a key marine destination supporting key objectives within Giant Strides (+Awakening The Giant) and to increase inclusive growth through an approach that focuses on Community Wealth Building.
2. To generate new employment, business start-ups, SME/ micro enterprise and Community Interest Companies supporting employability and place- based regeneration plans.
3. Bring potentially high value under-used waterfront land asset back into productive use supporting area-based regeneration and secure follow-on investment.
4. Facilitate partnership investment to create growth support skills development and training, based on a cluster of marine sector activity and investment.
5. To invest to create a commercially viable and deliverable long-term development of the Clyde Cruising /Water-based Leisure / Marine Tourism offer as a catalyst for wider co-investment across Clyde and islands.



# The Projects:

- Marina Extension (Ardrossan) of c150 berths
- Transit Marinas at Cumbrae and Arran each with c50 berths
- Community operated marinas at Cumbrae and Arran
- Marina partners include: Clyde Marina, CES, British Marine Federation, Development Trusts, Sailing and Watersports Clubs, Tourism Organisations, Marine Users and Operators.

## **Transit Marina**

*A transit marina is small scale sail-to destination marina providing a percentage of berths dedicated to visiting vessels.*

## Funder Contributions to the Marine Tourism Programme

AGD Funds as set out in Deal signing - £9.5m

NAC Funding - £1.2m

North Ayrshire Venture Trust (NAVTV)\* - £0.8m

Crown Estate Scotland (CES-BBT)\* - £0.75m

Private Sector Investment - £2.5m

**Total Programme Investment - £14.75**

**Arran & Cumbrae Transit Marinas are allocated a total of £4m AGD investment.**

**Ardrossan Marina Extension is allocated a total of £5.5m AGD investment.**

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# Project Milestones and Dates

Gateway	Gateway / Milestone	Ardrossan	Cumbrae	Arran	RIBA Stage
0	Establishment of project governance and Strategic Business Case	Complete			0 - Strategic Definition
1	Sign-off concept delivery/ objectives and Business Case development	Feb-22	Apr-23	Mar-24	1 - Preparation & Briefing 2 - Concept Design
2	Completion of the detailed design (outcome = submission of Planning Application)	Feb-23	Apr-24	Dec-24	3 - Developed Design (Spatial Coordination)
3	Completion of Technical Design (outcome = issue of tender)	Feb-23	Jan-25	Sep-25	4 - Technical Design
4	Construction/Project start	Oct-23	Sep-25	May-26	5 - Manufacturing & Construction
5	Construction complete and Handover	Jan-25	Dec-26	Dec-27	6 - Handover
6	Reporting outputs/outcomes/CWB	Jan-28	Dec-27	Dec-28	7 - Use

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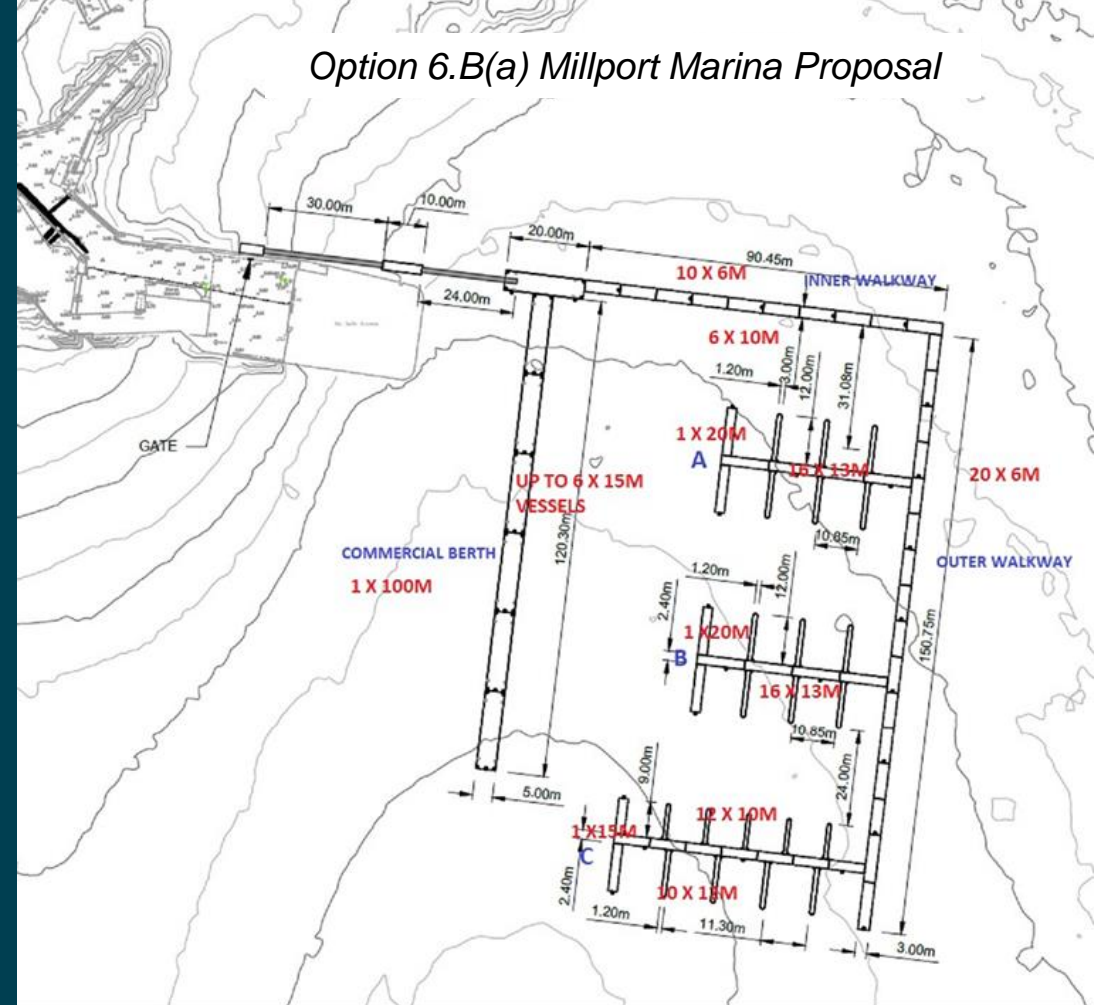
# Transit Marinas

- Transit Marinas are at an advanced viability stage to identify marina concept and scope:
  - long and short list of locations
  - long and short list of sites
  - marina scale and design options
  - marina berth layout options
- Preferred option identified at Millport
- Arran preferred option under investigation
- Engagement and exploration of community marina operating models underway to identify management options:
  - community model
  - private sector
  - hybrid model

*Examples of Community Marinas –  
Tobermory, Lochaline Morven*

Cumbræ Transit Marina is  
critically dependent on  
Millport Flood Protection  
Scheme breakwaters

Option 6.B(a) Millport Marina Proposal



# Transit Marinas Opportunities for Businesses:

- Construction related
- Marine materials / supply chain
- Sector-related investment opportunities
- SME business and supply chains
- Future marina expansion (Arran and Cumbrae)
- Regeneration of waterfront and underutilised land
- Increased residential values
- Employment opportunities
- New education, training and skills development – young people / apprenticeships
- Attracts high value retail, food & drink, commercial opportunities
- Development and growth of regional tourism offer / marine-based products
- Improved communities / community pride / reputation
- Community empowerment
- Engagement with marine environment / protecting and enhancing the environment
- Uptake in active boating, water and paddle sports / marine-based activities
- Marine transport links / marine touring network



## Examples:

- Charters / boat hire
- Boat & equipment sales
- Small cruise operations
- Trip / tour operators
- Chandlers
- Fishing & mariculture
- Passenger ferry service
- Restaurant / Café / Sea Shack
- Packaged / collaborative marine-tourism experiences
- Sail / paddle-board hire and training schools
- Events & festivals
- Diving / snorkelling experiences
- Inter-island transport of goods / services
- Boat services / repairs

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# Marine Tourism Programme Ardrossan Marina Extension Project

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# Ardrossan Proposals: Concept Design

## Ardrossan Marina Extension Project

- Extension to the Ardrossan Marina to provide berthing for c.150 boats.
- Lease Heads of Terms agreed by Cabinet and signed with Clyde Marina
- £8.5M cost projection, with fund in place
- Recent design team appointment
- Design, SI's, consents, over 22-23 with construction start late 2023



# Ardrossan Proposals: Commercial Land and Business Opportunities

C. 2 ha of land available for development will accommodate:

- International Marine Sciences Centre
- 50 bed hotel
- Restaurant space
- Marina services building
- Parking
- Small retail / leisure concessions



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