

IRVINE BAY REGENERATION COMPANY

BUSINESS PLAN

Strategic Environmental Assessment

Post Adoption Statement

April 2010

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Post Adoption Statement

1. Introduction

Irvine Bay Regeneration Company Business Plan has been subject to a process of Strategic Environmental Assessment (SEA), as required under the Environmental Assessment (Scotland) Act 2005. This has included the following activities:

- Taking into account the views of the Scottish Environment Protection Agency, Scottish Natural Heritage and the Scottish Ministers (Historic Scotland) regarding the scope and level of detail that was appropriate for the Environmental Report
- Preparing an Environmental Report on the likely significant effects on the environment of the Business Plan which included consideration of:
 - the baseline data relating to the current state of the environment;
 - links between the Business Plan and other relevant strategies, policies, plans, programmes and environmental protection objectives;
 - existing environmental problems affecting the Business Plan;
 - the plan's likely significant effects on the environment (positive and negative);
 - measures envisaged for the prevention, reduction and offsetting of any significant adverse effects;
 - an outline of the reasons for selecting the alternatives chosen;
 - monitoring measures to ensue that any unforeseen environmental effects will be identified allowing for appropriate remedial action to be taken.
- Consulting on the Environmental Report
- Taking into account the Environmental Report and the results of consultation in making final decisions regarding the Business Plan
- Committing to monitoring the significant environmental effects of the implementation of the Business Plan. This will also identify any unforeseen adverse significant environmental effects and to enable taking appropriate remedial action.

Availability of SEA Documents

The full Business Plan as adopted, along with the Environmental Reports, the Non-Technical Summary and Post- Adoption SEA Statement may be inspected at Irvine Bay website: www.irvinebay.co.uk, or at Irvine Bay Regeneration Company offices during normal office hours:

Irvine Bay Regeneration Company
43 Ardrossan Road
Saltcoats
KA 21 5BS

2. Key Facts about Irvine Bay Regeneration Company Business Plan

Responsible Authority	Irvine Bay Regeneration Company
Title of Plan	Business Plan
Purpose of Plan	The purpose of the business plan is to direct the strategic priorities of Irvine Bay Regeneration Company. The business plan sets out the approach to regeneration to create economic prosperity and confidence in the Irvine Bay area.
Requirement for Plan	To provide clear strategic direction to Irvine Bay Regeneration Company and its partners.
Subject	Regeneration
Period Covered	The Business Plan is for a 12 year period from 2008 – 2020.
Frequency of Updates	Updates and revisions of the business plan will be undertaken at regular periods within the 12 years as strategically required.
Geographical Area	Irvine Bay area of North Ayrshire including the five settlements of Ardrossan, Kilwinning, Stevesnton, Saltcoats and Irvine.
Summary of content of plan	<p>The Business Plan sets out the plans for transforming the Irvine Bay area. The area has suffered economic and physical decline over a number of decades, including the legacy of declined manufacturing, struggling small towns and under used coast.</p> <p>The business plan outlines a programme of interventions designed to tackle the root causes of economic decline, market failure and industrial decline. The vision for the area is:</p> <p><i>“Through rediscovering the coast and our connections with Glasgow, we will create a vibrant Irvine Bay with a strong economy, high quality of life and environment.”</i></p> <p>The business plan outlines priorities of:</p> <ul style="list-style-type: none"> • Ardrossan Headland • Irvine Renaissance • Coastal Park • Business Infrastructure • Irvine Bay Expo • Kilwinning Gateway • Community Infrastructure <p>Over the term of the business plan the programme of activity will deliver:</p> <ul style="list-style-type: none"> • Over 1,100 new local jobs • Over 1,200 new homes • 60,000 square metres of new business space • A reduction of over 222,000 square metres of derelict land; and • A step change in how local people feel about their towns.
Date Adopted	September 2008

3. Environmental Considerations

The Strategic Environmental Assessment Environmental Report identified a number of potential environmental impacts associated with the implementation of the Irvine Bay Regeneration Company Business plan. These are summarised below, and an indication given as to the mitigating action that can be taken to address the issue.

Environmental Consideration	Nature of Issue	Mitigating Action
Water Quality	Construction and developments on coastal sites may cause increased run-off and discharges	Ensure all appropriate measures are taken to avoid negative effects and liaise with relevant authorities such as SEPA to minimise risk to water quality
Flood Risk	Developments on coastal areas and flood plains may increase flood risk	Full flood risk assessments will be carried out prior to any development work
Biodiversity	Construction and development activity may disturb biodiversity, including possibility of run-off entering the sea affecting aquatic ecology	Liaison with relevant bodies prior to development activity will minimise any negative impacts. Promoting awareness of local biodiversity will encourage responsible use and respect for the environment and natural heritage
Air Quality	Construction and operational impacts of development will result in increased traffic emissions of air pollutants.	Development is being encouraged in the town centres where there is access to public transport. Best practice in environmental efficiency in building design is encouraged in developments to minimise pollution.
Landscape	Tree planting is likely to contribute to landscape improvements	Landscape and planting considered as part of public realm work and in derelict sites

Where there are uncertainties regarding the impact of the plan on the natural or historic environment all appropriate analysis and investigations will be undertaken to ensure impacts are fully understood and are minimised.

4. Summary of Consultation Comments

Respondent	Key Points	Irvine Bay Response	Irvine Bay Action Taken	Irvine Bay Outstanding Action
1.SEPA	Noted that some projects decided under the initial Irvine Bay Masterplan have not been fully assessed.	There are no projects being taken forward that are not in the Business Plan and have not been fully assessed. The initial Irvine Bay Masterplan document was an economic scope for the area. For some projects, there are no viable alternatives for the site in question.	None	None
2.SEPA	Suggest that separate SEAs be undertaken during the development of the Town Plans and the Coastal Park Frameworks	SEA is strategic in nature, and the intent set out in the Business Plan is consistent with the plans contained within the Coastal Park Framework and Town Plans. There is no requirement for Irvine Bay to carry out SEAs on the Town Plans or the Coastal Park Framework. The hierarchy of plans is set out in the Scoping Report figure 2.1.	None	None
3.SEPA	Flooding. Note that flood risk assessment should be through a SFRA or similar.	Noted.	Noted	None
4. SEPA	SEPA has produced a technical Flood Risk Guidance for Stakeholders available at SEPA web site www.sepa.org.uk/flooding/flood_risk/planning_flooding.aspx	Flood risk assessments are undertaken where necessary	Noted	None
5. SEPA	Note recommendation of avoidance of development within the functional floodplain	Development within floodplain will be avoided where possible	Noted	None
6. SEPA	Proposed indicators. Note reference to SPP7 Planning and Flooding	Noted and amended	Noted	None
7. SEPA	Suggestion for indicators to have	Noted.	Noted	None

	baseline			
8. SNH	Notes that the ER has not fully addresses the effect of some of the draft business plan such as Irvine Renaissance Area of Strategic Focus	ER is strategic and does not consider the environmental impact of any one project. All projects going forward are subject to full EIA as part of the statutory planning process	None	None
9. SNH	Concerns that projects such as the golf course and hotel have not been fully considered having emerged from a masterplanning process which was not subject to SEA	See comment 1. above re. masterplan	None	None
10. SNH	Note that the location of the priority natural habitat is not confined to the Western Gailes SSSI and impacts on this habitat arising from elements of the business plan should be assessed in this regard.	The plans for the Golf Course at the Western Gailes area will consider the environmental fragility of the area with great care and attention. The developers, Crudential have experience of developing golf courses else where in sensitive environments and will ensure a design and management regime to enhance the environment and avoid negative impact where possible. A full EIA will be undertaken as part of the statutory planning process and all relevant environmental sensitivities will be noted. The SEA is strategic in nature and not intended to consider the impact of any single project proposal.	Irvine Bay will ensure the developers are aware of the requirements of the EC Habitats Directive	Irvine Bay will ensure the developers are aware of the requirements of the EC Habitats Directive
11. SNH	Flooding - Note that the business plan will have a negative impact on climate change	Note response above to SEPA comments 4 and 5 above on flooding	Minimise or avoid developments on flood plains.	None
12. SNH	It would be useful to understand the level of activity taking place in green space and natural / semi-natural greenspace in the Irvine Bay Area.	Work towards the establishment of Coastal Park will contribute some information, plus other initiatives such as BioBlitz, Paths for All etc.	The Coastal Park Framework and Landuse Assessments contribute some of this information.	Work with partners required to establish information requirements.
13. SNH	To more accurately assess impacts	Regeneration is recognised as having a positive impact	The North	Partnership

	of the draft business plan on population and human health, in particular proximity to greenspace.	on human health. One of the aims of the Irvine Bay Business Plan is to improve access to the beaches encourage more activity on the beach. The coastline of the area outstanding and it is recognised that the benefits of this could be assessed and recorded. Improving economic prosperity of an area has positive health benefits.	Ayrshire Single Outcome Agreement Survey considers measures to this effect. Irvine Bay also measures number of jobs, training opportunities and enhancements in the physical environment as a direct result of its regeneration interventions.	approach required
14. SNH	Negative impact of the Business Plan on biodiversity is understated in the compatibility analysis	Irvine Bay Regeneration Company recognises the sensitivities of the area include flooding, coastal erosion and biodiversity. As stated else where, all developments will seek to minimise the negative environmental impacts and alternatives sought where possible.	Work with the LBAP	Work with the LBAP
15. SNH	Status of the Masterplan in relation to the Business plan is unclear.	See response 1. SEPA and 2. SEPA above on status of Masterplan.	None	None
16. SNH	Question raised about realisms of Alternative Spatial Strategy	This was an alternative scenario drawn up by the consultants to consider what different spatial options may look like. There is no detailed economic analysis on the individual projects. It is presented as a way of demonstrating an alternative approach.	None	None
17. SNH	Concerns about assessment in App. 11 which records a positive effect on human health due to provision of public access golf	The proposed golf course will not be a private club, and therefore will be open to public access. As such, it will encourage greater participation in sport and physical activity in the local population. In addition, there will be	None	None

	course. Loss of access to semi-natural areas would also be noted.	proper marked paths to access the beach. Irvine South Beach area is currently underused and just has informal tracks on to the beach. It attracts antisocial behaviour due its lack of use. The golf course plans will make the coast and beach more accessible to most. It is noted that there will be a loss of semi-natural area as a consequence.		
18. SNH	For completeness of record all local nature conservation sites should be listed such as Scottish Wildlife Trust Listed Wildlife Sites.	Noted. Further information will be sought from SNH to clarify exactly where these sites are so that information can be included.	None.	Contact to be made with SNH
19. SNH	Reference should be made to EU habitats "priority" habitats listed in Annex 1 of Habitats Directive namely coastal dunes within and outside the SSSI.	Noted.	Noted	None
20. SNH	Table 7-2 does not capture the fact that the habitats concerned are particularly sensitive and cannot be fully restored, thus any loss of quality of habitat or loss in extent will be reasonably expected to be permanent. Thus the mitigation described in table 7.2 should be qualified with reference to this.	Noted	Noted	None
21. SNH	Table 7-11 Irvine Renaissance AoSF...Mitigation comments limited to golf course management, and not the siting, design or construction.	Note this partial input. As noted above, all elements of the project will be fully assessed through the EIA.	Noted	To be taken into account.
22. SNH	Cumulative effects: further weight should be given to negative impact as a result of the cumulative effect of development of coastal habitats	The importance of the area surrounding the Western Gailes SSSI is noted and will be taken into due consideration with regard to any proposed development in the area.	Noted and will be taken into account	To be taken into account
23. SNH	The proposed indicator of % SSSIs where majority of notified features on site are in a favourable	Noted	Noted and addressed in Monitoring	None

	condition is not a robust measure.		Framework	
24. Historic Scotland	Note that the reports are lengthy and difficult to navigate	This comment is accepted and a shorter summary document will be produced.	Noted	Short summary document to be produced
25. Historic Scotland	Where there are uncertainties regarding the impact of the plan on the historic environment, it would be useful if the SEA Post Adoption Statement could include a clear commitment to delivering any recommendations for lower level plans and actions that fall from this process	Noted and commitment included in the SEA Post Adoption Statement.	Included in the Post Adoption Statement.	None
26. Historic Scotland	Note that some impacts are not included in the list in section 7 para 3 of the NTS, though are identified in the appendices of the ER.	Noted	Point noted	Point noted
27. Historic Scotland	Changes to policy and guidance. SPP23 now supersedes NPPG18: Planning and the Historic Environment and NPPG 5: Archaeology and Planning	Noted	Noted	To update accordingly
28. Historic Scotland	SHEP to be published as a single document	noted	Noted	None
29. Historic Scotland	Interim measures have been put in place to ensure operational guidance remains available on web site.	noted	Noted	None
30. Historic Scotland	C listed buildings should have been included in the list in section 3.11 and appendix 7 of Baseline information and maps.	Noted and to be amended	Noted	Changes to be made in future versions
31. Historic Scotland	Section 3.11 in baseline information refers to designated wrecks off Irvine Bay. There are no	Noted	Noted	None

	designated wrecks off the coast of Irvine Bay.			
32. Historic Scotland	Suggest rewording to Statutory and non-statutory designations. Table 3.18 SEA Framework Part A page 97 under historic environment could be enhanced to reflect this.	Noted	Noted	None
33. Historic Scotland	World Heritage sites do not have statutory designation whereas conservation areas do.	Noted	Noted	None
34. Historic Scotland	The potential for uncertain effects arising from the proposals should be identified in Post Adoption Statement as well as noting the responsibilities for EIAs of other plans.	The Environmental Report notes uncertain effects where appropriate.	Post adoption statement notes this.	None
35. Historic Scotland	Section 8 in table at 8.1 Part B Monitoring Targets. Indicators for the historic environment should reflect both the actions to be taken within the plan and the potential impacts identified in the course of the SEA. The % at risk may not necessarily include all at risk buildings. Suggested indicators: - Number and area of heritage assets that are affected by development - To monitor the number and outcome of planning applications where scheduled monuments are affected, with the target for 0 planning applications consented where significant adverse effects on schedule monuments are	Noted and included in Monitoring Framework	Noted and included in Monitoring Framework.	None

	predicted.			
36. RSPB	Note the need to create a coastal environment to attract visitors as well as coastal visitor attractions	Agree that the natural environment is very important to the success and prosperity of the area.	Noted	None
37. RSPB	Revised monitoring approach is needed that enables assessment of progress towards Business Plan and SEA objectives.	Noted	Addressed in Monitoring Framework.	None
38. RSPB	Alternative scenarios. The SEA does not make clear which option is to be taken forward in the business plan.	The alternative scenarios are not a set of mutually exclusive options. There are no specific costed and appraised projects associated with the scenario alternatives. However, elements of these alternative scenarios help to identify options for the area for the future and will inform future decision making.	Noted	None.
39. RSPB	Projects should not be ranked in order of importance with specified locations	It is essential to rank projects in order of importance to inform decisions about allocation of resources. This was done through a structured process where projects were assessed on a number of factors, including economic impact and deliverability.	None	None
40. RSPB	Recommend that alternative location and / or project is considered for Irvine Marine Drive.	There are no other viable alternatives for that site. The area is underused at the moment and subject to anti-social behaviour, refuse dumping etc. The creation of a well managed golf course will enhance the public access to the beach, create a more managed and accessible landscape and celebrate the beautiful environment of this coastal area. Full EIA will be carried out as part of the statutory planning requirements	None	None
41. RSPB	Assessment in table 7.2.1 underestimates the positive benefit that could arise from Green Tourism...In particular, habitat restoration and management –based approach resulting in biodiversity benefits	Irvine Bay is very keen to promote Green Tourism in the area and encourage a greater understanding of wildlife of the coast. Indeed, recently new information boards have been up at Saltcoats which describe the local natural heritage to the public. Irvine Bay is keen to work with partners toward improving and expanding the public appreciation of the coastal environment.	None	RSPB is invited to provide information on the economic potential of Green Tourism in the area.

42. RSPB	Why the useful results of the SEA including assessment of individual projects has not already been incorporated into the business plan and the selection process for taking individual projects forward	The SEA process continues to influence decision making on projects and programmes that Irvine Bay is pursuing. All the information that has been assimilated as part of the SEA continues to inform decision making both tacitly and explicitly.	The SEA will continue to influence all decision making	On going
43. RSPB	Guiding Principles should be incorporated in to the existing business plan.	The guiding principles are currently informing decision making and influencing but the specific projects being developed and also the way the projects are being delivered.	None	None
44. RSPB	Guiding Principle on flooding should recognise the potential role of soft engineering to mitigate impacts of floods	Noted	Noted	None
45. RSPB	Indicators and Monitoring: Do not believe the proposed indicator for positive impacts in relation to flooding as a valid one. Tree planting is unlikely to prevent run-off. More appropriate measure would be the areas of functioning wetland and floodplain, as this is a habitat type with potential for restoration in the Irvine Bay area that could have real flood mitigation impacts.	Noted	Noted	None

5. Reasons for Choosing the Adopted Business Plans in Light of Other Alternatives

The Irvine Bay Business Plan represents the best alternative to deliver the required regeneration outputs as agreed with the Scottish Government. Other reasonable alternatives set out in the Environmental Report, while reducing potential environmental impacts do not deliver the same economic regeneration outputs.

The current business plan has been decided upon as the best alternative as it represents the best balance of projects which will regenerate the Irvine Bay area maximising the assets and credentials of the area while taking into account economic realities. The sensitivities of the environment are well recognised and acknowledged. In all developments full and appropriate environmental appraisal will be undertaken in accordance with planning legislation. In some areas, there are no other reasonable alternative uses for the site. It is anticipated that the current plans will enhance the environment and improve access and recreational appreciation of the natural assets and heritage of the area.

All issues that have been highlighted in the consultation process have been considered. These comments have highlighted where there are potential environmental sensitivities. The projects and developments taken forward in the business plan will be cognisant of these throughout.

6. Monitoring

An appropriate monitoring framework will be established to ensure the impact of Irvine Bays Activities are fully appreciated and understood.

The ten guiding principles that Irvine Bay Regeneration Company have committed to following will be used as the basis for measuring the impact of the Business Plan.

Guiding Principle	Measurement indicators	source
Encourage use of Public Transport	Number of projects in town centres of with public transport access	Irvine Bay Records
Re-use of Brownfield land	Reduction in derelict land	Irvine Bay Records
Renewable energy	Number of developments using renewable energy	Irvine Bay Records
Sensitivity receptors	Our environment is protected and enhanced Number and area of heritage assets affected by development	CCP Peoples Panel Survey Irvine Bay Records / Historic Scotland / SNH
Interpretation and appreciation of natural / historic environment	Number of projects supported with signage and interpretation of the natural / historic environment Number of public realm schemes	Irvine Bay Records Irvine Bay Records
Community resources	Number of consultation events Number of attendees at events Partner attendance at Board meetings Number of Irvine Bay Newsletters	Irvine Bay Records Irvine Bay Records Irvine Bay Records Irvine Bay Records
Sustainable construction and waste management	Increase in recycling of waste in North Ayrshire	CPP Peoples Panel Survey
Flooding	Number of projects which actively manage flood risk	Irvine Bay Records
Coastal management	Number of projects positively addressing coastal management issues	Irvine Bay Records
Design guidance	Number of new developments adopting design guidance	NAC

Irvine Bay undertakes an Annual report which is posted on the Irvine Bay website annually and reports on progress and impacts. The wider Local Outcomes Framework is available on the North Ayrshire Council web site. (www.north-ayrshire.gov.uk)

7. Conclusions

Irvine Bay Regeneration Company recognise the importance of the environment in the area. The Irvine Bay Coast is a stunning location with beautiful sandy beaches, sand dunes, natural heritage and marine ecology.

In all the developments undertaken in the area it is important that these maximise the economic regeneration benefits and the environmental capacity while minimising any potential environmental damage. The quality of the environment is a key asset of the area which has economic value and is a vital element of the regeneration of Irvine Bay.

Working in partnership with the private sector, statutory bodies, community and voluntary groups will enhance the projects and developments in the area and ensure a sustainable future for Irvine Bay.