

WE MAKE
KILMARNOCK

Kilmarnock Town Board

13th June 2024

Introduction

- Progress Update
 - General / Team / Finance
 - Kilmarnock Fair Festival Update
 - Town Centre Clean Up
 - Young People's Project
- Community / Business Engagement Update
 - Participatory Appraisal Process – Your Turn

A photograph of a grand, ornate stone building, likely a university or government structure. The central focus is a large, arched entranceway with intricate carvings. Inside the archway stands a white statue of a man in a suit. The building is constructed from light-colored stone and features a wide set of stairs leading up to the archway, flanked by decorative balustrades. The sky is a clear, pale blue. The text "WE MAKE KILMARNOCK" is overlaid in the center of the image in a white, sans-serif font.

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Progress Update

- We Make Kilmarnock Team

- Interim Programme Manager: Kelly Morris, Community Engagement: Keri Lockhart-Thomson, Project Co-ordinator: Alan Foster, Social Media Manager: Jamie Pearson
- Facilities / Resource / Support from Centrestage & EAC
- Website / Marketing / Promotion Commenced
- Photographer Jim Walker, Videographer Matt Taggart

- General

- Identifying / mobilising team / Hub / Meetings
- Planning events / project deliverables
- Rapid Pace / Challenges & Hindsight
- Finance - resource transferred and monitoring spend against plan

Website / Marketing / Comms

- Jamie Pearson Social Media Platforms
 - Working on strategy to secure more followers etc however must discuss comms first
- Go Radio Website <https://wemakekilmarnock.co.uk/v2/>
- Tone: We make Kilmarnock
 - Beautiful
 - Creative
 - Enterprising
 - Fun
 - Healthy
 - Safe
- We want to make it more... Get involved (note re website legacy issues)
- Copy & Images to be provided - please review Comms / submit headshots
- Radio Advertising & Promotional Campaign commenced (thank you)
- Flyers go to print this week / delivered to schools / groups / clubs next week
- Press Release will be issued this week



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Kilmarnock Fair Festival

- Agreed 1 day instead of 2 (£50,000 total budget)
- Howard Park AM hosted by Billy Kirkwood & young person
 - Free Funfair Rides, Local Stalls / Tents / Music (Totally Taylor)
- Town Centre PM hosted by Gina McKie
 - Kilmarnock's Got Talent, Nashville-based Sean C Kennedy, Skerryvore (and others to be announced)
- Planning & Staging
 - Staging, Sound, Security etc Alan Foster/ David Simpson with support on the day from Fraser McKenzie and Neil McKenzie
 - Planning Support Barbara/Keith EAC
- Challenges/Opportunities:
 - Football / School Holidays / Short Notice / Dean Thistle Football Club
 - Stalls / Food & Drink / Biffy Clyro / Steven Cree
 - IMPORTANT: Engagement & Fun is the objective

Town Centre Refresh

- £20,000 for Town Centre Refresh (July)
 - Focus on King Street / John Finnie Street / Bank Street / Foregate
 - Creative Opportunity (poems, squirrels, umbrellas, lighting)
- Combine with young person's project (tbc)
 - Call on Social Media to seek Volunteers
- Challenges / Opportunities
 - BT Embankment
 - Weeds / Growth buildings

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CentreStage



Young Person's Project

- £10,000 for project
- Time spent with local Police
- Local youth engaged with connections into target group
- Project lead identified (for this and town centre clean up)
- Neutral Setting
- Opportunities / Incentives / Choice
- Challenge: Annual Leave / Engagement
- Must commence ASAP

Business & Community Engagement

- Business Engagement Update
 - Dates & Development Ideas: Dementia Train / ADHD Centre of Excellence / Business Innovation District / The Entity / Delivery Vehicle / Survey Fatigue
 - Stakeholder / Investor Event 18th July 2024
 - Challenges / rethink post August 2024
- Community Engagement
 - Progress / Boundaries / Ideas
 - Participatory Appraisal



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Long-Term Plan & Strategic Investment

- July focus on development of the options / plan / strategy / funding
- Taking into account recent engagement ideas PLUS previous plans PLUS ideas from other towns
- What the community wants / not traditional feasibility study
- High Level DHLUC submission- 1st August
 - i.e. 5 big ideas developed to level of certainty
 - + 5 ideas to be developed with proposal re: entity to take forward and strategy for same

Ayrshire
College

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Main Reception →

Future Board Meetings

- Appreciate difficulty with dates due to business commitments, annual leave, football, golf etc.
- Board Meeting: Monday 1st July 2024 (LTP strawman)
- Board Meeting / Investor Event: 18th July 2024 (LTP draft)
- Board Meeting: 29th July 2024 (LTP sign off)

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