



# Town Centre Environmental and Employability Programme

Caroline Hainey



The Town Centre Programme was established in 2021. The main aims of the programme are:

- To equip participants with the skills and resource they need to enhance their employability opportunities
- To improve the overall cleansing and maintenance within the Town Centre
- To reduce complaints of littering and fly tipping within areas of the Town Centre

## Programme Benefits

- Training and Development
- Practical experience
- Supervision
- Enhance economic impact within the Town Centre
- Supports Waste Management with their workforce planning

# Working collaboratively with Waste Management and Thriving Communities Employability.

# Shared Resource/Funding

## Employability Costs

- Town Centre Supervisors x 2 - total salary costs - £64,532
- PPE costs from 1<sup>st</sup> April 2024 until present has cost - £350.47
- Other costs such as key worker support and training costs are absorbed within our pipeline programme funding by NOLB

## Waste Management Costs

- Van (Leased) - £7,500 per annum
- Trailer – £5000
- Sweeper – £23,295
- Power Washer/Bowser – £4000
- Brushes/Shovels etc – £80
- Chewing Gum Removal Machine – £6000
- Leaf Blower - £519

# Roles and Responsibilities

## Employability

- Recruit and manage Town Centre Supervisors
- Develop, monitor and evaluate training programmes
- Dedicated Key worker allocated to the trainee for all current and future employability support
- Signposting to any other relevant services i.e. benefits, housing, addiction services.
- Ongoing support for 52 weeks once a positive outcome has been achieved

# Roles and Responsibilities

Waste Management are responsible for ensuring that the Town Centre area is kept clean and tidy. This is achieved via the Town Centre Programme, who regularly conduct various cleansing operations, which include:

- Litter picking
- Weed/Moss removal
- Pressure Washing (Working through each zone. Ayr Town Centre has been split into 7 zones to make allocation of work covered in all areas)
- Chewing Gum Removal
- Graffiti removal
- Mechanical Sweeping

# Why the collaboration works

- Number of complaints regarding the cleanliness of the Town Centre has dramatically reduced.
- Relationships within each service are strong and regular meetings maintain the partnership
- The programme supports the ‘spirit of best value’ as it has the balance between being cost effective and providing a quality service to the participants, the public and visitors to South Ayrshire and to local businesses.
- The partnership approach has allowed us to enhance resource within the town centre and to share expertise across both Waste Management and Employability.



Supporting clients facing multiple barriers in making their first steps towards employment.

The programme supports people that face significant barriers to entering or re-entering the labour market. The programme offers:

- Targeted skills and training opportunities
- Development of transferable skills
- Signposting and supporting to address any barriers to employment and training
- Delivery of accredited training
- Vocational Training
- Employability skills

Enabling participants to develop skills/tasks related to the upkeep of Ayr Town Centre.

# Tasks and Skills Development

- Workshops and Training sessions
- Gardening and Landscaping
- Collaborate with Local Businesses and authorities
- Community engagement events
- Sustainability

## Progressions from Town Centre Programme

2022/2023

- 43 participants have been supported through our Town Centre Programme
- 31 have progressed into positive destinations such as Modern Apprentices, Employment and Further Education
- 12 were still live and engaging with Thriving Communities
- 13 participants completed accredited training such as Emergency First Aid at Work, Outdoor Discovery Award & Health and Safety in the workplace

## Progressions from Town Centre Programme

2023/2024

- 62 participants have been supported through our Town Centre Programme
- 19 have progressed into positive destinations such as Modern Apprentices, Employment and Further Education
- 34 are still live and engaging with Thriving Communities and have progressed onto other placement areas.
- 9 have disengaged from the programme but are still receiving support via our aftercare offer

## Progressions from Town Centre Programme

2024/2025

- 39 participants have been supported through our Town Centre Programme
- 7 have progressed into positive destinations such as Modern Apprentices, Employment and Further Education
- 20 are still live and engaging with Thriving Communities
- 12 have disengaged from the programme but are still receiving support via our aftercare offer

# Future Developments

- Town Centre Pathway – Progression route into seasonal vacancies within Waste Management and Grounds maintenance, which also supports gaps in the workforce
- Expanding the resource to 4 other Localities within South Ayrshire – Allowing participants to access this resource within their own communities and foster a sense of civic pride within their own locality.



# Work Experience Impact Video Testimony



# Questions?

E: [Caroline.Hainey@south-Ayrshire.gov.uk](mailto:Caroline.Hainey@south-Ayrshire.gov.uk)