







Supporting Rural and Coastal Communities throughout Ayrshire  
2019-2024

-  Why support to business development and innovation is so important in our territory
-  How we addressed this in our Local Development Strategy
-  Implementing development and innovation in Ayrshire
-  Examples





# Fostering Business & Enterprise

*By 2020, rural  
Ayrshire realises its  
full economic  
potential*

*creating or  
enhancing small  
rural enterprises*

*creating new jobs*

*more and better  
employment  
opportunities for  
Ayrshire people*

*increasing the skills base*





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# Thatonerule: #1882

Set your priorities right, because if you chase two rabbits, you will lose them both...



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# innovation

# Examples of social and economic innovation



Crowdfund rural Ayrshire (*strategic*)



Maker Spaces (*local*)



# Future Unwritten (*local*)





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στη βορειοδυτική και ανατολική ακτή της Αιρλανδίας

