

COASTAL COMMUNITIES FUND

2024/2025

The closing date for applications is 11th September 2025.

Please note late applications will not be accepted

Please refer to the associated guidance when completing this application form.

All projects must be completed by 31st March 2026.

This is an application form for the Coastal Communities Fund managed by South Ayrshire Council. Please complete all parts of the form. If you require any clarification or additional information then please contact grants@south-ayrshire.gov.uk

Amount of grant requested

TYPE OF GRANT	AMOUNT	PURPOSE	SELECT ONE
*Small grant	Up to £1000	To support small grass roots groups and organisations.	<input type="checkbox"/>
*Development grant	Up to £4,950	The Development Grant will assist groups to plan & develop small scale projects that will link into one of the priorities of the Coastal Communities Grant Fund. Projects will essentially make communities a more attractive place to live & work.	<input checked="" type="checkbox"/>

Section 1: Organisation Details

Organisation Name	Hi People CIC
Organisation Address	54 Gordon Street, 2-3 / Second Floor, Glasgow, Scotland, G1 3PU
Type of organisation (voluntary organisation, charity, CIC, Ltd. by guarantee, SCIO, unincorporated)	Company type Community Interest Company (CIC) Scotland

association etc. or private sector)	
If a charity or Limited Company please include your number	Company number SC624893
Does your group/organisation have a bank account?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> In progress <input type="checkbox"/>

Section 2: Contact details

Contacts	Lead Contact
Name	Stephanie Wade - CEO
Position in Organisation	Claire Bryan – Freelance Development Worker
	stephanie@hi-people.org
	claire@hi-people.org

Section 3: Project Details

Project Title

Expanding support for South Ayrshire Hospitality Trainees

About your project/what are you seeking funding for?

We are requesting funding to offer additional support to employability trainees in South Ayrshire. The whole team at Hub International are hospitality and tourism industry experts, passionate about sharing their skills with the next generation and showcasing careers in the sector. Hub International (Hi People) deliver pop-up Hospitality Schools across the West of Scotland which are employability courses to engage and motivate trainees whilst using the themes of hospitality and tourism to make it relevant to in-demand sectors in the regions. We work directly with referral partners such as Thriving Communities, DWP and individual JobCentres to encourage eligible candidates to engage with the programme; it's intended to capture the attention of anyone over age of 16 and unemployed with an aim to maximise inclusion.

Our key workers support the needs of our trainees who are participating in one of our regional employability programmes, designed to promote the hospitality industry as a great workplace but have very limited resources available outwith the scheduled hours of the training programmes.

We are requesting funding to increase the hours of our Ayrshire Key Worker – Bridging the gap of the Ayrshire key worker wage will support year-round support on the ground to meet new and existing candidates and support them to retrain and gain skills and

encourage them into the vacancies that the tourism industry has due to the staffing crisis in the sector.

Funding to expand the scope of this role would not only provide essential ongoing support to the trainees but also make the Key Worker job in South Ayrshire more sustainable, increasing hours from the 20-25 up to 35-40. This would increase their income, benefiting their family as well as allowing Hi People to provide a more dedicated service for the communities we are working in in South Ayrshire; particularly those in rural and coastal areas where there are additional barriers such as transport links and lack of local work experience opportunities.

We use our passion, skills and experience to motivate & upskill the workforce through innovative, fun & hands on training, qualifications and mentoring support.

Hub's work organically has a strong link to local place plans as we are passionate about developing local tourism destination development and we understand that communities and the people working in tourism businesses are the key to success. We need more skilled and passionate people in the hospitality and tourism industry, especially in coastal tourism areas where there is also high depreciation such as Ayr.

Our work supports people and families to build futures that benefit generations through the honing of immeasurable skills that can help them secure work to provide for their families, cookery skills to support families to grow their knowledge of food, and budgeting to get out of food poverty.

If we were funded for increasing Key Worker hours - ongoing aftercare support would be possible, with more support and mentorship in the region, which will lead to more sustained employment and less people leaving and reduce the risk of any candidate returning to unemployment status.

What community will this project be delivered in and what communities will benefit?

Our key worker would support candidates up and down the South Ayrshire coastline – with a focus on the coastal areas which are our tourism destinations – this includes larger places like Ayr, Prestwick and Troon, but also extends to the smaller villages such as Dunure, Maybole and Maidens who may face more challenges with workforce. As with all tourism destinations in Scotland, South Ayrshire needs skilled and passionate people - as outlined in the Scottish Sustainable Tourism Strategy 'Outlook 2030' to be able to create a higher value offering to tourists across our coastal communities.

Please provide information you have about the need and support for the project, eg community consultation

From speaking with Developing Young Workforce, Skills Development Scotland and the schools that we support on a regional basis, we know that there is still a high percentage

of young people leaving school without a positive destination to move into. Likewise having met with DWP there many people in the region who are long term unemployed and requiring specialist employability support, as well as training to give them the confidence to go back out into the workplace, many of the claimants are interested in the Tourism & Hospitality Industry but they do not have the skills and experience to apply for the roles available.

We know from working closely with industry partners that coastal attractions such as The National Trust properties, local hotels, Craig Tara, and resorts such as Turnberry struggle to attract, train and retrain staff from their local areas.

Our project has naturally strong links to local place plans; creating more skilled and passionate people who will be moving into the hospitality and tourism industry.

We are an agile organisation, continually listening to learning, and improving our services based on feedback from trainees, employers and funders. We are committed to supporting and improving the hospitality sector in Scotland – for employers, employees, and guests.

We have had incredible feedback from the trainees we have supported across the West of Scotland – with particularly positive results with our courses based in Ayr and Carrick – please see attached impact reports for more information and testimonies.

Which of the following Council plan priorities most aligns with your proposed project:

Priority 1 – Spaces & Places ☐

Priority 2 – Live, Work, learn ☒

Priority 3 – Civic & Community Pride ☐

Please select the grant you are applying for and the relevant priority (you can select more than one priority, if applicable)

For small grant only:

- To assist with barriers to sustain the group ☐
- To develop new projects/ideas ☐

For development grant only:

- Deliver improvements to public places that will increase the number of visitors ☐

- make coastal communities more attractive places to live and work ☒
- demonstrate a strong link to local strategies and local place plans ☒

If linking into a place plan or a community action plan, please details which priority it will be achieving:

Most of the areas that we will be working in are in the process of creating new Place Plans which we will closely incorporate with future projects, when they become available to view. However, we know that our project aligns well with several of South Ayrshire Council priorities for the wider area (Priority 2 – Live, Work, learn), as well as the individual communities’ aspirations from other consultations that we have read, and from our own experiences in these communities.

Our project which partners with Thriving Communities, contributes directly to the aims of South Ayrshire Council's 2025 Equality Outcomes Report – to improve access to employment opportunities.

Developing passionate hospitality workers is essential in building community pride and the key to success with destination development – Our project fully embraces the important of Civic and Community Pride in South Ayrshire. We understand that everyone living and working in South Ayrshire needs to celebrate our culture and heritage and be ambassadors for our area – and this starts with having attractive attractions that are properly staffed, to be enjoyed by residents and visitors alike.

Our project also supports the council’s priority for supporting families to maximise their incomes, enabling households to reduce the impacts of poverty; firstly, this would allow us to increase hours of a local person to full time hours – which in turn increases a household income in the area. Secondly this funding would mean that our key worker can provide more of the immeasurable support which lifts people out of unemployment and back into the world of work – providing countless families a route to a higher and more sustainable and fulfilling income stream.

Estimated start date:	January 2026
Estimated completion date:	May 2026

Section 4: Project Costs

How much funding are you requesting from the Coastal Communities Fund?

£4950.00

Are you applying for Revenue or Capital costs, or both?

Revenue ☒ £

Capital ☐ £

Please provide a full break down of costs for your project.
If applying for both revenue and capital, then please detail costs separately.

Item/Activity	Cost
Additional Key Worker Hours @ £18ph including employment costs i.e. Real Living wage, National Insurance and Pension Contributions, Holiday entitlement	4950.00
275 hours across 18-20 weeks will allow our key worker 10 additional hours each week for South Ayrshire candidates	
Total	4950.00

For development grant only:

Individual item costs over £1000, 3 quotes need to be provided – if relevant quotes are not provided when submitting application, it will not be considered.

Section 5: Checklist

Please confirm you have the following documents:

Constitution/Memorandum & Articles ☒

Audited or independently verified accounts ☒

Last 3 months bank statements ☒

Section 6: Declaration & Conditions

I, Claire Bryan, on behalf of, Hi People CIC :

- Certify that to the best of my knowledge the information contained in this application is true and accurate and will adhere to the following terms and conditions;
- Understand that making this application does not entitle the organisation to funding as a right;
- Will not commence or commit any expenditure before receiving approval of the funding;
- Confirm that the quotations are bona fide competitive quotes;
- Will provide the External Funding officer with digital colour photos of the work, both before and after the work has been completed. I understand that these images will be kept on record and used for future publicity;

- Understand that this funding award does not cover retrospective work;
- Understand that to make any misleading statement in relation to this application could make the application invalid, or may mean the organisation has to repay the funding;
- Understand that this application is subject to appropriate checks and meets appropriate conditions such as planning, procurement guidelines, and other statutory consents; and
- I Have read the associated guidance before completing and submitting this application form.
- Understands that if I do not provide satisfactory evidence of spend then the council may request I repay the grant

Failure to return or complete and return any evaluations requested then I may not receive any future funding from South Ayrshire Council. I may be asked to repay the funds if I cannot provide evidence that they were used for the purpose intended.

Name of Person Completing Application: CLAIRE BRYAN _____

On behalf of: (Organisation name) HI PEOPLE CIC

Date: _____ 09/09/2025 _____

Completed application only should be saved as a PDF document and uploaded to the [Your Area Your Voice Your Choice](#)

Supporting documents should be e-mailed to grants@south-ayrshire.gov.uk

These include:

- Constitution
- Last 3 months bank statements
- Independently verified accounts
- Quotes (where required)