
Report To:	Environment and Regeneration Committee	Date:	2 May 2019
Report By:	Corporate Director Environment, Regeneration & Resources	Report No:	ENV024/19/SA
Contact Officer:	Scott Allan	Contact No:	01475 712762
Subject:	Inverclyde Alliance – Repopulation Group – Proposed Expenditure		

1.0 PURPOSE

- 1.1 The purpose of this report is to seek approval from the Environment and Regeneration Committee for expenditure against the £500,000 allocation to repopulation within earmarked reserves.

2.0 SUMMARY

- 2.1 As reported to the Alliance Board, the Repopulation Group has prepared an action plan to progress repopulation in Inverclyde including specific proposals against the budget allocation on £500,000 towards repopulation from earmarked reserves.
- 2.2 The Repopulation Group includes representatives from the Council's partners and has been guided through an independent consultancy study into the actions open to the partnership which will most likely reverse population decline. The report by the consultants was circulated to the Alliance Board and is available to Members on request.
- 2.3 The consultant's report sets out the social economic profile of Inverclyde in respect of demographic trends, labour market, businesses, input and output, workforce skills, housing market etc. It also sets out the strategic and policy context with respect to the implications of depopulation, national performances and the wider strategic environment. The consultants engaged extensively with consultees across Inverclyde to assist in the preparation of a repopulation strategy. Included within the report is a section which sets out the consultant's views on priorities and key issues with respect to repopulation.
- 2.4 The key findings which emerged from the study was the need to improve marketing and communication, grow the housing market, achieve growth in the private sector, drive the concept of Inverclyde as a region for all people, improve infrastructure and brand Inverclyde as centre for culture and leisure. There were specific concerns around the fragmented nature of marketing and the mixture of messages from different sources. The Group considered that it is particularly important for all partners to engage in agreed positive messaging of Inverclyde and this should be incorporated not just in press releases, but all corporate documents.
- 2.5 The Repopulation Group considered the content of the report and through two specific meetings and a presentation to the Alliance Board, agreed the action plan as attached to this report. The action plan seeks to deliver a number of initiatives across marketing, growing the housing market, growing local jobs and enabling infrastructure, creating a place for people of all ages and creating a centre for culture and leisure. The various actions require partnership working but will be led by the most relevant individual or organisation. The action plan describes the specific actions with associated timescales and includes a budget allocation. In line with the priorities identified by the Group the most significant allocation is towards

marketing and communication activities. Included within this allocation is the £50k contribution to events as agreed at the Policy and Resources Committee in February 2019. It is significant to note however the overlap with the work of the cultural partnership and the need to capitalise on culture and leisure activities in respect of regeneration.

- 2.6 Early elements of the workstreams arising from the action plan will be to set targets in respect of population numbers. The success of the action plan will be measured against Inverclyde's population (broken down by age, employment status, etc) in future years.

3.0 RECOMMENDATIONS

- 3.1 It is recommended that the Committee notes the progress through the Repopulation Group of the preparation of an action plan, approves the expenditure as detailed in the attached action plan at appendix 1 and delegates the budget in respect of all expenditure to the Corporate Director Environment, Regeneration and Resources subject to reports back to the Committee at least annually.

Scott Allan
Corporate Director
Environment, Regeneration & Resources

4.0 IMPLICATIONS

Finance

4.1 One off Costs:-

Cost Centre	Budget Heading	Budget Years	Proposed Spend this Report £000	Virement From	Other Comments
EMR	Repopulation	2019/21	500		No on going revenue implications expected

Annually Recurring Costs/ (Savings):-

Cost Centre	Budget Heading	With Effect from	Annual Net Impact £000	Virement From (If Applicable)	Other Comments

Legal

4.2 There are no legal implications arising from this report.

Human Resources

4.3 There are no human resources implications arising from this report.

Equalities

4.4 Has an Equality Impact Assessment been carried out?

Yes See attached appendix

No This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy. Therefore, no Equality Impact Assessment is required.

Repopulation

4.5 Delivery of the action plan as attached in appendix 1 will positively impact on Inverclyde's population levels.

5.0 CONSULTATIONS

5.1 None.

6.0 BACKGROUND PAPERS

6.1 None.

Appendix 1 Inverclyde repopulation strategic investment framework and action plan

Strategic Framework

Overarching Goal	To halt and reverse the de-population of Inverclyde by 2025 through improving the employment, housing and infrastructure offer
Strategic Objectives	<ul style="list-style-type: none"> • Develop and communicate an image for Inverclyde that reflects its many strengths and opportunities for residents, visitors and business • Focus on attracting and retaining young people and families to live in Inverclyde • Increase the level of private house building in spatial priority areas in Inverclyde • Increase the number of private sector jobs and the number of new start businesses in Inverclyde • Increase the contribution which the cultural and leisure assets in Inverclyde make to economic growth • Maximise the potential of the workforce through engagement with young people, older workers and disadvantaged groups

OT 1: Marketing communication activity		OT 2: Growing the housing market		OT 3: Growing local jobs and enabling infrastructure
OT 4: A place for people of all ages		OT 5: A Centre for culture and leisure		

OT 1: Marketing and communication activity					
Actions	Allocation	Potential Partners	Lead	Year 1 Outcomes	Timescale
<ol style="list-style-type: none"> 1. Develop place promotion branding under the 'discover Inverclyde' theme being developed by the local area tourism partnership group 'Tourism Inverclyde' and expand the focus on Inverclyde as a place to visit, live and do business and support events. 2. Review role of a relocation service to provide support to those moving into Inverclyde 3. Seek out opportunities to lever in additional support including financial and logistical from partners to promote Inverclyde's place offer. 4. Support tourism and visitor development in Inverclyde to encourage increased day visitors in line with Glasgow City Region tourism targets 5. Actively seek out high profile, cost effective promotional advertising, sponsorship and marketing opportunities to position Inverclyde as a positive destination for visitors, residents and business. 6. Create and implement a developer engagement plan to support growth in the housing market. 7. Create and deliver a business growth marketing campaign focussed on Inverclyde to supplement existing national Business Gateway promotional activity. 8. Ensure that all promotion considers and includes local people and opinion. 	£160K (including £50k contribution to events)	<ul style="list-style-type: none"> • Inverclyde Council • Inverclyde Tourist Group • Tourism Inverclyde • Talent Scotland • Chamber of Commerce • Heritage Strategy Group 	George Barbour (Inverclyde Council)	<ul style="list-style-type: none"> • Marketing & communications plan completed and approved with funding in place and approved • Individual campaigns launched by end year 1 • Developer/ investor engagement programme completed 	Detailed breakdown of fund allocation by June 2019

OT 2: Growing the housing market					
<ol style="list-style-type: none"> 1. Develop a private housing strategy with targets 2. Review private housing land supply 3. Identify development opportunities East Greenock/ Port Glasgow - Eastern Gateway 4. Recruitment to communications team leader position including remit to fulfil the local developer/investor liaison contact role 	£100K	<ul style="list-style-type: none"> • River Clyde Homes • Inverclyde Council • Private house builders • Other housing associations 	Kevin Scarlett (RCH)	<ul style="list-style-type: none"> • Housing strategy with identified sites/ annual targets • Private sector confirmed interest and engagement • Development briefs for priority opportunities • Local masterplans completed 	<p>March 2020</p> <p>December 2019</p> <p>June 2019</p> <p>March 2020</p>
OT 3: Growing local jobs and enabling infrastructure					
<ol style="list-style-type: none"> 1. Increased resources for council business development support (including business gateway) for local SMEs growth 2. Complete review of public sector opportunities in terms of employment; procurement; community benefit; and local physical assets 3. Progress studies in partnership with trunk road authority in terms of accessibility. 4. Review business property portfolio and identify opportunities for small business. 5. Inverclyde enterprise Initiative - high growth start programme. 6. Review potential to create further jobs and opportunities within the third sector economy. 	£120K	<ul style="list-style-type: none"> • Inverclyde Council • Business Gateway Service • Chamber of Commerce • Employer organisations 	Stuart Jamieson Inverclyde Council	<ul style="list-style-type: none"> • New business service with business plan approved and funding secured. • Public asset policy developed, approved and with action plan 	July 2019
OT 4: A region for people of all ages					
<ol style="list-style-type: none"> 1. Strategic skills investment plan and actions. 2. Work with DYW to expand education/ business links. 3. Review option of a relocation office to provide support to those moving into Inverclyde 4. Work with HSCP to review opportunities for older workers 5. Close working with the college to increase college roll in support of repopulation principles. 	£60K	<ul style="list-style-type: none"> • Skills Development Scotland • West Scotland College • DYW Group • Inverclyde Education Service • Employability Service 	Inverclyde Regeneration Employability Partnership	<ul style="list-style-type: none"> • Local Skills Investment Plan developed and agreed • Associate action plan with funding commitments • Feasibility study into relocation office completed 	<p>December 2019</p> <p>December 2019</p> <p>March 2020</p>
OT 5: A centre for culture and leisure					
<ol style="list-style-type: none"> 1. Review opportunities for increasing employment in culture and leisure sector and align the strategy and culture and leisure offer in line with repopulation aspirations and marketing activity at OT1. 	£40K	<ul style="list-style-type: none"> • Inverclyde Leisure • Tourism Inverclyde • Inverclyde Alliance 	Inverclyde Cultural Partnership	<ul style="list-style-type: none"> • Review of opportunities completed/ plan signed off and funded • Associated Action Plan 	<p>October 2019</p> <p>October 2019</p>
Additional Requirements		<ul style="list-style-type: none"> • The key outputs will be a series of strategies, action plans and business cases fully developed, costed and with identified funding sources ready to be delivered in Year 2. • An additional £20k should be allocated to develop a detailed funding review of all potential future funding sources. 			