
Report To:	Policy & Resources Committee	Date:	25 March 2014
Report By:	Acting Corporate Director Environment, Regeneration & Resources	Report No:	2014/P&R/03/AP
Contact Officer:	Alan Puckrin	Contact No:	712764
Subject:	Repopulation Outcome Delivery Group - Update		

1.0 PURPOSE

- 1.1 The purpose of this report is to update Committee in respect of the work of the Repopulation Outcome Delivery Group (ODG) which supports the delivery of the Repopulation Outcome of the Single Outcome Agreement.

2.0 SUMMARY

- 2.1 The Policy & Resources Committee allocated £1m towards initiatives to help arrest the depopulation of the area and to attract individuals to move into the area.
- 2.2 The Repopulation ODG which reports to the Inverclyde Alliance is currently chaired by the Acting Corporate Director Environment, Regeneration & Resources and meets on an approximate six weekly basis, and receives updates from Lead Officers in respect of the nine Workstreams.
- 2.3 The main areas of progress to highlight to Committee at present are –
- a) Council Tax Discount Scheme to be launched during March 2014;
 - b) Self Build Plots Mid Term Report expected Mid-March and on target for presentation as part of the New Homes Exhibition in May 2014;
 - c) Relocation Officer in post from 10th March and beginning to build links with local services/groups;
 - d) Additional express train services from Gourock to Glasgow due to be implemented from Summer of 2014;
 - e) Mid market rental study complete and work progressing in respect of a Housing Options Guide;
 - f) Graduate entry scheme implemented and applications being processed;
 - g) Marketing grants and informal training grants for local businesses being issued;
 - h) Promotional campaign endorsed by the Corporate Management Team with a large banner being displayed on the M8 at Tradeston from 14th February for a period of three months. In addition, good progress being made in respect of a new “Inverclyde Living” website to be launched in the near future.
- 2.4 There have been delays in a couple of areas and these, plus the associated reasons for the delay, are outlined below –
- a) Start Up Grants/Interest Free Loans – delayed due to late arrival of Scottish Government confirmation of match funding;
 - b) Tourism Business Liaison – the post was advertised on three occasions with a limited response and as such no appointment was made. Discussions ongoing with Riverside Inverclyde as to a potential secondment to deliver the required outputs.

2.5 As part of the Graduate Entry programme, it is proposed that in order to encourage graduates to relocate to Inverclyde, assistance with housing costs be provided from the Repopulation funding. Proposals in this regard are outlined in the report.

3.0 RECOMMENDATIONS

3.1 It is recommended that the Committee note the progress being made in respect of promoting Inverclyde and developing strategies to repopulate the area.

3.2 It is recommended that the Committee approve the proposal in respect of the Graduate Entry Scheme outlined in paragraph 5.4.

Alan Puckrin
Acting Corporate Director Environment, Regeneration & Resources

4.0 BACKGROUND

- 4.1 Repopulation has been identified as a key priority for the Council and as such was afforded a specific Outcome within the Single Outcome Agreement.
- 4.2 The Repopulation ODG is currently chaired by the Acting Corporate Director Environment, Regeneration & Resources and has membership from most Council services in addition to Police Scotland, Chamber of Commerce and Oak Tree Housing Association.
- 4.3 A budget of £1m was allocated by the Policy & Resources Committee to this initiative and the funding was spread over nine Workstreams on which regular updates are provided by Lead Officers.

5.0 CURRENT POSITION

- 5.1 The latest update in respect of each of the nine Workstreams is detailed in Appendix 1.
- 5.2 Good progress is being made in most areas and specifically the Committee is asked to note the following –
 - a) Relocation Support Grants – Council Tax Discount Scheme for owner/occupiers moving into Inverclyde is due to be formally launched in March in time for the 2014/15 Council Tax year. Policies and processes have been agreed and the newly appointed Relocation Officer will be responsible for promoting the scheme and signposting potential beneficiaries to the Revenues Team within Finance Services. Expectations are that the sum allocated will become oversubscribed and as such Officers are considering virement within the £1m to provide further support to this initiative;
 - b) Sites for Self Build – a site at Leperstone Avenue in Kilmacolm has been identified and it is estimated that eight houses could be built on the site. A report is due to be concluded by Mid-March in respect of the initial costings and value of the plots and the next stage will be to develop a full plan in time for the May 2014 Scottish Homebuilding Show in Glasgow where the site will be promoted;
 - c) Relocation Service – the Relocation Officer has been appointed and has recently commenced in post. The initial task for this Officer will be to establish links with local services/providers and to quickly build up a presence within the area to enable prospective incoming individuals/families to be directed to this service;
 - d) Additional Express Train Services – as previously reported, ScotRail have agreed that from Summer 2014 there will be additional express train services running from Gourock to Glasgow. This has been achieved with no financial contribution from the Council, although the Council will promote this service as part of its wider promotional campaign. Committee had previously requested that an approach be made to ScotRail in respect of increasing the frequency of trains from Wemyss Bay to Glasgow, and whilst contact has been made in this regard there is no further update at this point in time;
 - e) Mid Market Housing and Other Housing Related Opportunities – the mid market rent study was completed in February and will feed into the Repopulation Outcome Delivery Plan as well as key Council priorities such as the Broomhill Regeneration Masterplan. The Repopulation ODG has also agreed that a Housing Options Guide be prepared which will assist the Relocation Officer in attracting individuals to the area;
 - f) Graduate Entry Programme – the Employer Engagement Team are promoting the Graduate Programme and there are currently four graduate applications pending plus two individuals already attracted to work in Texas Instruments. Further promotional work is being undertaken via a press release and via the Chamber of Commerce to

identify other companies who can benefit from the Scheme;

- g) Grant Assistance for Local Businesses (Starts Ups and Growth) – Business Support Grants are progressing with 27 commitments totalling just over £33,000;
- h) Promotional Campaign – Appendix 2 shows the key constituents of the Repopulation Marketing Campaign. A visible manifestation of the level of ambition has been the large M8 banner which was launched at Tradeston on 14 February 2014. The Council has rented a three month use of the site which is viewed by tens of thousands of people every day. A key aspect of the Spring/Summer Campaign will be the launch of an Inverclyde Living website which will connect all key partners in the Repopulation agenda within Inverclyde to a single website. A presentation of the website and other related initiatives was made to the Inverclyde Alliance on 24 March. In addition the Council will be attending two national exhibitions in Glasgow during May 2014 to promote the various strands of the repopulation agenda in conjunction with key local partners including the Chamber of Commerce, Riverside Inverclyde and Inverclyde Leisure.

5.3 There has been slippage in two specific areas which are highlighted in the appendix and these are:

- a) Tourism Business Liaison – despite advertising the post on three occasions, the quality of response for this post has been poor and as such no appointment has been made. Discussions are currently ongoing with Riverside Inverclyde regarding a potential secondment into the post;
- b) Start Up Grants and Interest Free Loans – this initiative is reliant on confirmation of ERDF funding from the Scottish Government. This confirmation has only recently been received but the scheme is now underway.

5.4 At present, the financial incentive to relocate to Inverclyde is channelled through the Council Tax Discount proposal for owner/occupiers. It is requested that financial assistance be offered as part of the Graduate Entry Programme to encourage graduates to move into Inverclyde who if renting property are afforded assistance with their Council Tax costs to a similar level as that offered to owner/occupiers. This funding will be contained within the overall £1m allocation.

6.0 IMPLICATIONS

Finance

6.1 The overall detail of the phasing and spend of the Workstreams is shown in Appendix 3.

Financial Implications:

One off Costs

Cost Centre	Budget Heading	Budget Years	Proposed Spend this Report £000	Virement From	Other Comments
Earmarked Reserves	Repopulation	2013/16	£1m	-	

Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact £000	Virement From (if Applicable)	Other Comments
N/A					

Legal Implications

6.2 There are no legal implications arising from this report.

Human Resources

6.3 There are no HR implications arising from this report.

Equalities

6.4 There are no equalities implications arising from this report.

Repopulation

6.5 The allocation of £1m and the delivery of the nine agreed Workstreams will provide key information in respect of the initiatives the Council should invest in further to reverse the population decline and begin to grow Inverclyde's population. The impact of the initiatives outlined in the report are being measured and reported back to Committee as appropriate.

7.0 CONSULTATIONS

7.1 This report has been produced in consultation with the Repopulation Outcome Delivery Group and the Interim Chief Executive of Riverside Inverclyde.

8.0 LIST OF BACKGROUND PAPERS

8.1 None.



Inverclyde Alliance

Repopulation Outcome Delivery Group

Action Plan Progress Report

January 2014

Local Outcome:	Repopulation
Covering Period:	October 2013 – January 2013
Lead Officer:	Alan Puckrin, Acting Corporate Director, Environment, Regeneration and Resources

Summary of progress since last report:

(A short concise summary of the progress made during the reporting period)

The Repopulation Outcome Delivery Group met on the 20th of January and the 24th of February. The group reviewed progress in regard to the actions set out in the outcome delivery plan, as well as a subgroup meeting taking place regarding population statistics and a variety of issues with the Migration assumptions issued by the National Records of Scotland. Progress on the actions includes:

Relocation Support Grants/Council Tax reduction: It is anticipated that this will be launched before April. All the paperwork is in order and a date will be set in the near future.

Additional Train services: Broader Inverclyde promotional campaign will include promotion of additional train service.

Mid-Market Rent Study: Work completed re the Mid-Market Rent Housing study. Will have final meeting with consultants to complete and sign off report in early February. The Repopulation group will receive an exec summary of the report and key points. MMR study will also feed into Broomhill Regeneration Masterplan.

Relocation Service: The Relocation Officer has been appointed and commences with Economic Development shortly. The officer will be located at the Business Store.

Graduate Entry Programme: The Employer Engagement Team are promoting the graduate programme with the companies they are already engaged with and to date have recruited 9 graduates in the community sector and 4 in the private sector. However, this initiative is aimed at graduates prepared to relocate to Inverclyde. To date there has been one graduate recruited from Northern Ireland to work in Texas Instruments.

Promotional Campaign: M8 banner has been agreed, with RI contribution to complement Council funding. High profile location to launch campaign. Banner launched on 14 February.

Membership of group

Organisation	Name
Inverclyde Council (Lead Officer)	Alan Puckrin
Stepwell	Steve Watson
OakTree Housing Association	Nick Jardine
River Clyde Homes	Angela Spence
Police Scotland	Allan O'Hare
Inverclyde Council, Property and Facilities Management	Alan McClintock
Inverclyde Council, Planning	Fergus MacLeod
Inverclyde Council, Housing Strategy	Ronny Lee
Inverclyde Council, Education	Elizabeth Robertson
Inverclyde Council, Economic Development	Jackie Hill
Inverclyde Council, ICT	Gregor Gillespie
Inverclyde Council, Corporate Communications	George Barbour
Inverclyde Council, Safer and Inclusive Communities	Drew Hall
Inverclyde Council, Corporate Policy and Partnership	Miriam McKenna
Inverclyde CHCP, Planning, Health Improvement and Commissioning	Andrea Connolly

Affiliated groups/Groups reporting to Outcome Delivery Groups: N/A

Contents

1.	Relocation Support Grants	5
2.	Identify Sites for Self Build	5
3.	Relocation Service/Inverclyde Migration Service	7
4.	Lobby for and Promote Additional Express Train Services	8
5.	Analysis of potential for Mid-Market Rent Housing and other housing related opportunities	8
6.	Graduate Entry Programme	10
7.	Grant Assistance for Local Business Start Ups and Growth	11
8.	Tourism Business Liaison.....	13
9.	Promotional Campaign.....	13

DRAFT

1. Relocation Support Grants

Name: Liz Brown **Contact Email:** liz.brown@inverclyde.gov.uk

Description of Proposed Action: Council Tax Reduction (over 2 years) for Owner-Occupiers moving into Inverclyde

Progress:
Ready to go when launch date decided. Policy and forms agreed. Will inform staff once date decided. AP, LB, JH and GB to agree date. Will be launched well before April.

Indicator	Target	Current Performance 31.1.14	Status (RAG)	Commentary
Launch of Council Tax Reduction for New Owner Occupiers	April 2014	Liz Brown & George Barbour to liaise re launch of scheme. Date of launch and publicity details to be agreed and implemented	Green	Policy agreed
No. of new residents applying for reduction from budget of £30,000	Up to 30 reductions of £1,000 awarded	Project not commenced	Amber	Awaiting formal launch

2. Identify Sites for Self Build

Name: Alan McClintock **Contact Email:** alan.mcclintock@inverclyde.gov.uk

Description of Proposed Action:
Support the development of self build sites as part of the housing development strategy of the Local Development Plan. Possibility of three sites with around 12 to 15 homes created. Funding will cover detailed site assessment, site particulars, appointment of planning consultants, architectural services and promotion of self build sites. Funding would not include site infrastructure work at this stage.

- Can be subsumed into Local Development Plan (2014 for fully adopted plan)
- Could create a Developer Forum, to sell the message that 'Inverclyde is Open for Business' to housebuilders
- Can 'market' to people the identified sites in the LDP on the 'Self Build Scotland' forum/site
- Could also develop Homesteading approach, where people are given opportunities to bring sub standard housing up to scratch with either grant aid or low cost/no cost for property (link to Empty Homes Initiative)
- Potential to support self builders to establish a self build housing co-operative
- Possible focus on self build green homes.

Progress:

Have appointed architects, looked at the site in more detail and developing the plan. 8 no. of houses possible on Leperston Avenue site. To engage with various bodies e.g. Planning, Scottish Power, Scottish Water, to confirm capacity of existing infrastructure. Will have full plan pulled together for the May exhibition. Still to develop the approach as to how will facilitate the common areas, e.g. infrastructure. Will only be able to plan a vehicle for this once have all the costs in and the value of the plots. Should have this at the end of February. Will need to bring in appropriate skills to identify how will deliver project e.g. whether through a Co-operative etc.

Other sites that have been identified are different – part of developments anticipated to be private sector development, therefore infrastructure will be provided by the company developing the site.

Indicator	Target	Current Performance 31.1.14	Status (RAG)	Commentary
Identify Sites for Self Build	Identify sites	Complete	Green	The Council undertook a masterplanning exercise for 5 sites identified across Inverclyde. Leperston in Kilmacolm is the initial focus.
Leperston Drive in Kilmacolm				
Appoint Consultant	November 2013	Complete	Green	Consultant appointed
Mid term report with budget costs	February 2014	In progress	Green	Study in progress
Submit Report	April 2014	In progress	Green	On Target
Establish Self Build model	April 2014		Amber	No action to date
Project Presentation	May 14 Exhibition		Amber	Presentation drawings should be ready but focus of presentation subject to self build model
Establish Self Build Group	August 2014		Amber	Not defined to date
Sell Plots	March 2015	Not Commenced	Amber	
Install infrastructure	August 2015	Not Commenced	Amber	
Plot Development Commencement	August 2015	Not Commenced	Amber	
Second Development				
Progress further Schemes	Dependant on success of Leperston Drive Project	Not started	Amber	N/A

3. Relocation Service/Inverclyde Migration Service

Name: Jackie Hill

Contact Email: Jackie.hill@inverclyde.gov.uk

Description of Proposed Action:

Development of a Relocation Service which provides a personalised support package for people moving into the area / investigating the area as a place to live. This service could provide substantial follow-up to web portal requests, where people note their interest in moving to Inverclyde.

Support to “clients”, based on self-indicated areas of interest:

- Discussion of options
- Personalised Information gathering for / on behalf of clients
- Supporting / organising “Reconnaissance Visits” to the area
- Linking in with local provisions / services / groups / individuals as relative to client needs – start to build picture of the client’s community
- Legwork on behalf of the client – facilitating practical aspects of investigation / move
- Distribution of free legal fees
- Engagement with local ‘champions’ who can help to sell the area to prospective migrants.

Bearing in mind the demographic groups we are trying to target into Inverclyde, this service may be attractive in appealing to young professionals as an aspirational / lifestyle service, and to young families as a consolidative / timesaving service.

Clear link with Housing Options Guide development by Strategic Housing Team. Will require to link with this to reduce duplication.

Link with Corporate Communications on developing the website to promote Inverclyde.

Progress:

Relocation Officer has now been recruited and has a start date of 10 March. The officer will be based within the Economic Development Team at the Business Store.

Indicator	Target	Current Performance 31.1.14	Delivery Dates	Status (RAG)	Commentary
Appoint Relocation Officer	Interviews – mid Dec.	0	31 Dec 2013	Green	Candidate recruited. Starts 10.3.14
No. of Clients Relocating to area	Up to 10 families per annum	0	31 March 2015	Not Started	£96k – Relocation Support Costs

4. Lobby for and Promote Additional Express Train Services

Name: George Barbour

Contact Email: george.barbour@inverclyde.gov.uk

Description of Proposed Action:

Lobby for Additional Express Train Services.

Progress:

Scotrail have agreed to introduce an additional service from 2014. Update discussion required with ScotRail – Aubrey Fawcett to take forward.

AF to investigate whether the Wemyss Bay service could be increased.

Scotrail have no plans for an active promotion of our new service (other than a new timetable), but could contribute to our campaign e.g. offering annual season tickets as promotional gifts, and potentially opening up access to some of their advertising mechanisms. Broader Inverclyde promotional campaign will include promotion of additional train service.

5. Analysis of potential for Mid-Market Rent Housing and other housing related opportunities

Name: Ronny Lee

Contact Email: Ronny.Lee@inverclyde.gov.uk

Description of Proposed Action:

Undertake analysis of the potential uptake of mid-market rent (MMR) housing in the Inverclyde Council area to inform future investment decisions by the council and by key partners in RSLs. The proposed research will also consider the potential for converting existing RSL stock for use as MMR housing following recent Scottish Government approval of a pilot project by an RSL.

Progress:

Work completed re the Mid-Market Rent Housing study. Will have final meeting with consultants to complete and sign off report in early February. The Repopulation group will receive an exec summary of the report and key points. MMR study will also feed into Broomhill Regeneration Masterplan.

Housing Options Guide: Short life working group formed, interest from housing providers, e.g. estate agents. Letting agents, GSPC. Moving forward, meeting shortly. Looking at how we would present a housing options guide, how it would look on the web, access and linkages. Relocation officer will attend the meeting.

Landlord accreditation scheme: £2000 will enable us to join a nation-wide Landlord Accreditation Scotland scheme, starting April 2014, to run it for a calendar year. Private landlords have been engaged with. Accreditation provides benefits, (homelessness). Will tie in with Housing Options Guide. Publicity will be

out in late March. Free for Landlords to register, but they will have access to reduced cost training. (Broomhill regen project – mid market rent study will feed into this.)

Indicator	Target	Current Performance 31.1.14	Status (RAG)	Commentary
<i>Undertake analysis of potential for Mid Market Rent Housing in Inverclyde from budget of £25,000.</i>	Delivery of Final Report	Completed December 2013	Green	Final Report completed on target Cost £7,000
<i>Future use of Mid Market Rent Research</i>	HNDA2 to be produced by mid-2014	On target	Green	Research findings to inform production of HNDA2, due for completion by mid-2014
<i>Develop Housing Options Guide (HOG) for the Inverclyde Council area from budget of £25,000.</i>	Develop HOG by mid-2014	On target	Green	Being developed as part of LHS Action Plan. Short life working group in place to lead development, on target for completion by mid-2014
<i>Establish Landlord Accreditation Scheme (LAS) in Inverclyde Council area from budget of £25,000.</i>	Commence LAS within IC area	Commence LAS within IC area	Green	Registration and commencement of scheme due 1 April 2014
<i>LAS training for Private Landlords</i>	Early 2014	On target	Green	Training events to be provided on LAS for private landlords prior to 'going live' in April 2014

Note: HNDA = Housing Need and Demand Assessment produced for the Glasgow and the Clyde Valley area conurbation and for the Inverclyde Council area.

6. Graduate Entry Programme

Name: Jackie Hill

Contact Email: Jackie.hill@inverclyde.gov.uk

Description of Proposed Action:

The National Data hub has been developed by Scottish Government and Skills Development Scotland to support post 16 transitions in Scotland. This is a means of tracking young people after they leave school, in order to keep routes open for continued support if / when needed.

The data hub will essentially provide a means of communication with all Inverclyde young people, post 16. For the purposes of this proposed development, we would be particularly interested in those who have accessed Further and Higher education.

It will be possible to identify those young people who are approaching the end of their studies (and which courses they have studied) in order to resume actual contact to support them in making positive transitions post-university. At this point, analysis could be done to consider promotion of available careers options locally, and to promote the return to Inverclyde with local(ish) job prospects to start their careers. It will be possible to build up contact lists of graduates to market local jobs to them which match their areas of study.

This proposal is entirely in line with the Scottish Government publications relating to Post 16 Transitions “Data Practice Framework” and “Revised Policy & Practice Framework” which outline the relationships that Universities and Community Planning Partnership will have / could have in supporting young people as much as possible as they leave tertiary education. *Refer to pg 11 of the Data Practice Framework and to pg 29 of the Policy & Practice Framework for examples of this.*

The Council's Employability Pipeline Graduate Programme has recently been extended allowing suitable candidates to be placed in private sector business for a period of 12 months. It is proposed to extend this programme to allow a further seven places to be created for a period of two years per graduate at 50% intervention, in line with state aid guidelines. The candidates will be required to demonstrate that they have moved into Inverclyde for the period of employment.

Progress:

The Business Development Team are making contact with Account Managed companies with less than 250 employees as these companies are eligible for our business support products which we will promote alongside the graduate programme.

The Employer Engagement Team are promoting the graduate programme with the companies they are already engaged with and to date have recruited 9 graduates in the community sector and 4 in the private sector. However, this initiative is aimed at graduates prepared to relocate to Inverclyde. To date there has been one graduate recruited from Northern Ireland to work in Texas Instruments. A wage subsidy of £13,468, divided into monthly instalments, is paid to Texas Instruments for 52 weeks. £2,072 has been paid to date.

There are currently 4 graduate applications pending. If there are no suitable candidates locally, we will advertise more widely with the aim of attracting

graduates willing to relocate to the area.

SW will update the Chamber of Commerce to attempt to identify additional companies who can benefit from the graduate scheme, and outline commitment etc.

Contact has been made with Inverclyde's current university students to link them with future opportunities.

Indicator	Target	Current Performance 31.1.14	Delivery Dates	Status (RAG)	Commentary
£150,000 to Graduate Programme: No. of businesses engaged in Graduate Programme	Up to 8	1	31 March 2015	Green	SE Account Managers informed. EE Unit working with employers. Bus Dev't Team engaging with local businesses
No. of Graduate places offered	Up to 8	1	31 March 2015	Green	Budget - £150k. Up to £16k @ 50% intervention for up to 2 yrs

7. Grant Assistance for Local Business Start Ups and Growth

Name: Jackie Hill

Contact Email: jackie.hill@inverclyde.gov.uk

Description of Proposed Action:

Provide grant assistance for local businesses.

Progress:

£100,000 has been allocated to this action. Have used £50,000 as match funding for an ERDF SME growth programme jointly working with East Renfrewshire and Renfrewshire, making £104,000 available for Inverclyde. This is a 2 year programme ending on 31 March 2015. It should have commenced in July 2013 but Scottish Government approval was not received until September 2013. Promotion of the programme will be undertaken by Business Gateway via their E-Zine.

The remaining £50,000 is split between £25,000 for Marketing Grants and £25,000 for Informal Training Grants.

To date:

- £7,542 committed to Marketing grants of which £1,237 has been paid
- £5,678 committed to Informal Training grants of which £790.50 has been paid

- £6,000 committed to Young Company Development Fund. No payments made

This initiative is additional to Business Gateway programmes and referrals will come through Business Gateway. It is not available for Advisory Services.

A new marketing campaign has been launched to promote the support available.

Indicator	Target	Current Performance 31.1.14	Delivery Dates	Status (RAG)	Commentary
<i>No. of businesses accessing grants or loans from budget of £100,000 of which:</i>	- Up to 10 Start Up Grants of up to £1,000	0	31 March 2015	Amber	Start delayed due to late arrival of Scottish Govt offer letter, now received.
£50,000 match funding to ERDF Project	- Up to 14 grants from Young Company Development Fund averaging £6,000 @ 50% intervention rate	1 commitment of £6,000	31 March 2015	Amber	
	- 2 Interest Free Loans of up to £5,000 each	0	31 March 2015	Amber	
£50,000 to business support of which: £25k to Marketing Grants	- Up to 25 Marketing Grants of up to £1,000 @ 50% intervention rate	7 commitments totalling £6,542 of which £1,237 has been paid.	31 March 2015	Green	Ongoing
£25k to Informal Training Grants	- Up to 25 Informal Training Grants of up to £1,000 @ 50% intervention rate	9 commitments totalling £6,678 3 grants paid totalling £790.50	31 March 2015	Green	Ongoing

8. Tourism Business Liaison

Name: Jackie Hill

Contact Email: jackie.hill@inverclyde.gov.uk

Description of Proposed Action:

The post holder will develop and deliver an ambitious tourism and events programme to promote Inverclyde as a tourism destination. The key role is to co-ordinate and support Inverclyde's businesses and tourism organisations in order to contribute to the wider economic growth agenda for the area. The post holder will provide a high level of service delivery in order to attract visitors and generate significant economic benefits on behalf of Inverclyde Alliance, the Community Planning Partnership.

Progress:

Quality of applications have been poor. Interviews were held, but no suitable candidate was found. Head of Regeneration & Planning to discuss with Interim Chief Executive of RI. Possibility of a secondment into the post.

Indicator	Target	Current Performance 31.1.14	Delivery Dates	Status (RAG)	Commentary
Appoint Tourism & Business Liaison Co-ordinator	Appoint temporary postholder	0	31 March 2014	Amber	Tourism post being readvertised again
No. of Tourism Events Supported via Tourism & Business Liaison Co-ordinator	2 per annum over 2 years	0	1 by Sept 2014 1 by March 2015	Amber	Not yet started

9. Promotional Campaign

Name: George Barbour

Contact Email: george.barbour@inverclyde.gov.uk

Description of Proposed Action:

1. Create an overall campaign to promote Inverclyde which incorporates developing an annual activity which would bring people in to visit the area e.g. a river festival and build on existing activity, especially events we're not currently engaged with.
2. Change/update the signage for the area, especially on entry to Inverclyde.

Progress:

M8 banner has been agreed, with RI contribution to complement Council funding. High profile location to launch campaign. Launched on February 14. .

The Herald are looking to relaunch their Scotland's Homes website and there are attractive packages, which we could take advantage of. Been engaging with Right Move re targeted promotion.

Attendance at events – subgroup to be set up to identify how to spread the benefits. Now have outline design in place can now develop this and use at events. Would like to make space available for local businesses at the Ideal Homes Show and will engage with the Chamber of Commerce and Economic Development.

Chamber of Commerce will work to identify how to take advantage of the promotional campaign, particularly with the M8 banner coming up.

Will need to start developing the website to match the advertising campaign. The social media site has been set up and there will be direct social media advertising.

GB setting up subgroup regarding attendance at Ideal Homes Exhibition and the Scottish Homebuilders Show in May.

Indicator	Target	Current Performance 31.1.14	Status (RAG)	Commentary
Attendance at national events	Attend two national events – Ideal Home Show and Scottish Homebuilding Show			
Create social media and e-newsletter presence to promote Inverclyde	Create and maintain social media and e-newsletter presence	Facebook profile created with 1,000 followers as a platform to build in 2014		
Increase profile of Inverclyde through advertising and promotion	Identify 'opportunities to see' for each advertising and promotional mechanism			

Inverclyde Living : Outline marketing spend

Mechanism	Budget	Date	Partners
Event attendance/display material	£25,000		
-Ideal Home Show held at the SECC, Glasgow (display material; event attendance, leaflet production, hand-outs and give-aways)		Ideal Home Show SECC, Glasgow (23 – 26 May 2014)	Inverclyde Council; Greenock Chamber of Commerce; Riverside Inverclyde; Housing associations; Inverclyde Leisure; estate agents; local leisure and tourism providers; housebuilders.
-Scottish Homebuilding Show held at the SECC, Glasgow (display material; event attendance, leaflet production, hand-outs and give-aways)		Scottish Homebuilding show SECC, Glasgow (17 – 18 May 2014)	
Print advertising/feature sponsorship/print material	£35,000		
-Information pack		March 2014	
-Flyers/leaflets (as required)		March 2014	
-Advertising in national publications (to be negotiated) and focussed on key events in Inverclyde calendar (e.g. Start of cruise ship season and opening of Gourock swimming pool season with Riverside Inverclyde)		May – June 2014	Chamber of commerce; Riverside Inverclyde; Greenock Chamber of commerce, Inverclyde Leisure, others as required.
- Inverclyde feature in Scotland's Homes http://www.scotlandshomes.co.uk/inverclyde incorporating:		February – April 2014	
-Dedicated page created on the website featuring Inverclyde with search facility for Inverclyde properties and dedicated content on Inverclyde; its history and attractions.			
-Super leader board adverts will use geo-targeting to identify individuals searching for properties in the following locations:			
<ul style="list-style-type: none"> • South Ayrshire • East Ayrshire • East Dunbartonshire • Glasgow City • Renfrewshire • East Renfrewshire • North Ayrshire • South Lanarkshire • North Lanarkshire • West Dunbartonshire 			
-Competition promotion to Scotland's Homes database of contacts			

Online and social media promotion:	£16,000		
-Facebook presence created and adverts actively promoting 'Inverclyde' externally. -@Inverclyde twitter using matching design and promoting messages throughout campaign.		February 2014	In developing content all partners will, at some point, be involved throughout the next year.
-Targeted social media promotion to 'movers' within a 50 mile radius of Inverclyde		February to April 2014	
-Online short burst promo to tie in with other activity (e.g. attendance at events, launch of campaigns)		May – June 2014	
-Creation of stand-alone web presence for campaign		March 2014	In developing content all partners will, at some point, be involved throughout the next year.
e-newsletter/database build	£5,000		
-e-mail template created		March 2014	
-Monthly email produced and delivered (content to be created by relocation officer post)		March – December 2014	In developing content all partners will, at some point, be involved throughout the next year.
Outdoor advertising	£25,000 (excludes £10,000 contribution from RI)		
-25m banner produced and launched at Tradeston area of Glasgow next to M8 motorway.		February – April 2014	Inverclyde Council; Riverside Inverclyde; Greenock Chamber of Commerce; Greenock Telegraph; Inverclyde Alliance; Inverclyde Community Health and Care Partnership; Oak Tree Housing Association; River Clyde Homes; Scotrail;
Signage	£5,000		
-Improved entrance signage to Inverclyde (on hold)			
Promotional video	£17,000		
-Production		March to June 2014 (TBC)	Detail of partner involvement to be confirmed but key players expected to be involved for filming permissions.
-Launch		July 2014 (TBC)	

Design/photography	£12,000		
-Design for Riverside Living campaign theme including all material online and print. -License for photography -Commission photography when required		February – July 2014	

Repopulation & Promoting Inverclyde

APPENDIX 3

Project	Budget	Planned Spend 2013/14 £000 (to be completed by Service)	Spend to Date as at 18/02/14 £000	Planned Spend 2014/15 £000 (to be completed by Service)	Planned Spend 2015/16 £000 (to be completed by Service)	Planned Spend 2016/17 £000 (to be completed by Service)	Total Planned Spend £000	
1 Assistance with Council Tax	30	0	0	0	15	15	0	30
2 Mid-Market Housing Initiatives	25	7	0	0	10	8	0	25
3a Graduate Entry Programme	150	4	2	2	70	76	0	150
3b Ongoing Business Support	100	34	5	5	66	0	0	100
3c Development of Tourism	150	0	0	0	75	75	0	150
3d Relocation Service	155	1	1	1	77	77	0	155
4 Self-Build Housing	250	0	0	0	50	200	0	250
5 Promotional Campaign	140	66	35	35	74	0	0	140
	1,000	112	43	437	451	0	0	1,000