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| Report To: | Environment & Regeneration Committee | Date: | 30 April 2015 |
| Report By: | Corporate Director – Environment, Regeneration & Resources | Report No: | E&R/15/04/8/SJ/JH |
| Contact Officer: | Stuart Jamieson | Contact No: | Ext. 2402 |
| Subject: | Repopulation Outcome Delivery Group – Redistribution of Funds and Update on Progress as at March 2015 | | |

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). The report also informs Committee of the total surplus funds available in the Repopulation budget and seeks delegated authority to revise the budget profile.

2.0 SUMMARY

- 2.1 The Policy & Resources Committee allocated £1 million towards initiatives to help arrest the depopulation of the area and to attract individuals to relocate to Inverclyde.
- 2.2 As part of the recent budget exercise there has been a reduction of this funding of £20,000. As such there is now £980,000 to be allocated against appropriate initiatives.
- 2.3 The Repopulation ODG is currently chaired by the Corporate Director Environment, Regeneration & Resources and meets on an approximately 6 week basis. The Group receives updates from Lead Officers and has wide representation from Community Planning Partners.
- 2.4 The main areas of progress to highlight to Committee are:
- a) Twenty two Council Tax discount and Relocation package applications have been approved. There are a number of applications pending and targets have been exceeded.
 - b) Further research is being undertaken looking at opportunities for mid-market rent.
 - c) A feasibility study was commissioned by ri, supported by Scottish Enterprise. One of the recommendations will be delivered on April 2nd is a workshop for locally based businesses on the theme of 'Growing Your Business Through Cruise Liners'. The workshop aims to inspire, uplift and provide tangible benefits for suitably capable and ambitious local companies.
- 2.5 Despite concerted efforts there has not been the anticipated take-up in respect of the Graduate Entry Programme whereby local businesses were provided with a financial incentive to attract graduates from outwith the area. This has resulted in an underspend in this activity.
- 2.6 A funding surplus of £88,500 was therefore identified from the Graduate Entry Programme for re-distribution. The Outcome Delivery Group (ODG) was therefore invited to submit proposals for new or existing projects that would support the Repopulation agenda.

2.7 Seven bids were received totalling £301,300. These included:

- An extension to the existing Relocation Package;
- A Support Package for West College Scotland Graduates/Leavers;
- Promotion of CVS Inverclyde Life Website;
- Funding for Young People's Conference;
- Support for Arts Engagement and a Festival;
- Support for Queen Mary 2 Celebrations;
- Extension of Self Build Plots at Kilmacolm;
- Wider Housing Market Study.

2.8 These proposals were considered by both the current and future Chair of the ODG. As not all can be funded, they recommend the following proposals and revised budget profile at Section 2.9.

| Proposal | Cost |
|---|----------------|
| 2 additional participants in existing Graduate Programme 2015/16 at approximately £8,600 each | £17,200 |
| 12 additional Council Tax Discounts for 2 years at £500 per annum | £12,000 |
| 12 additional Relocation Packages for new migrants at £3,000 | £36,000 |
| 6 months extension to post of Relocation Officer | £17,300 |
| Ekosgen Housing Study | £6,000 |
| Total | £88,500 |

3.0 RECOMMENDATIONS

- 3.1 That Committee note the progress being made in respect of promoting Inverclyde and developing strategies to repopulate the area.
- 3.2 That Committee note the budget reduction of £20,000.
- 3.3 That Committee grant delegated authority to the Corporate Director, Environment, Regeneration and Resources to revise the budget profile and redistribute the surplus funds.

Aubrey Fawcett
Corporate Director – Environment, Regeneration & Resources

4.0 BACKGROUND

- 4.1 Repopulation has been identified as a key priority for the Council and its partners and was therefore afforded a specific outcome within the Single Outcome Agreement.
- 4.2 The Repopulation ODG is currently chaired by the Corporate Director Environment, Regeneration & Resources and includes membership from a number of Council Services in addition to River Clyde Homes, West College Scotland, Police Scotland, Oaktree Housing Association and CVS. Going forward, Kevin Scarlett, Chief Executive of River Clyde Homes will take over as Chair of the Repopulation ODG.
- 4.3 A budget of £1 million was originally allocated by the Policy & Resources Committee to this initiative with the funding spread over the workstreams. As part of the recent budget exercise this has been reduced to £980,000.

5.0 CURRENT POSITION

- 5.1 Good progress has been made and Committee is asked to note the following progress since the last report to Committee in September 2014.

a) Relocation Support Grants

Twenty two applications for support with Council Tax discount and Relocation Packages approved to date with several pending. Of those who have relocated:

- Most of the households consist of 2 people with 7 households having children of school age;
- The majority relocated to Gourock followed by Kilmacolm then Inverkip;
- Most people relocated from Glasgow followed by England;
- 6 households have a person employed in Inverclyde, 5 households have a person employed in the Glasgow area.

b) Sites for Self Build

RI submitted a planning application for land at Leperstone Avenue, Kilmacolm. Extensive vegetation has been cleared in advance of the planning application being approved. Consultation has taken place with the community. Preventative work has been carried out on site to prevent animals nesting.

c) Mid Market Housing & Other Housing Related Opportunities

Following the Mid Market Rent Report, additional activity is being pursued with a Broomhill focus. Ekosgen have been commissioned to research further opportunities for mid-market rent, engaging with focus groups etc. A working group has now been established in Broomhill to co-ordinate activity.

Housing Options Guide: Short Life Working Group now formed to pursue this.

d) Grants to Local Businesses

Further progress has been made in awarding grants to businesses for Marketing; Informal Training; Start-ups and for Young Company Development with anticipated increase in activity towards the end of the financial year.

e) Promotional Campaign

Roads have engaged with Transport Scotland regarding new entrance way signage for which detailed drawings will be undertaken.

News of cruise ship passengers hitting 100,000 in number will allow for joint promotion between Inverclyde Council and Peel Ports.

'Inverclyde Living' featured in a new magazine produced by The Herald and Evening Times, 'Family Focus Scotland'. Inverclyde was featured across four pages and trailed on the front page of the magazine which is distributed across the country and also inside the Evening Times newspaper.

Plans are being developed to hold an in-station promotion at Central Station in Glasgow to target rush hour commuters. Additional print and online promotional opportunities with property media will be planned on the same day.

f) Additional Express Trains

Enhanced service now running from Gourock and additional early morning train on the Wemyss Bay line.

g) Tourism Business Liaison

A three year Service Level Agreement between Inverclyde Council and Riverside Inverclyde was signed in August 2014 to support the development of tourism businesses in Inverclyde. To trigger its delivery against the SLA, Riverside Inverclyde partnered with Scottish Enterprise's tourism intelligence service to best utilise and learn from a prime national source and perspective. A feasibility study was commissioned, supported by Scottish Enterprise. One of the recommendations will be delivered on April 2nd as a workshop for locally based businesses on the theme of 'Growing Your Business Through Cruise Liners'. The workshop aims to inspire, uplift and provide tangible benefits for suitably capable and ambitious local companies. The workshop has been endorsed by Scottish Enterprise, VisitScotland, Inverclyde Council, Discover Inverclyde, Greenock Chamber of Commerce, the Local Area Tourism Partnership and the Inverclyde Tourist Group.

6.0 IMPLICATIONS

Finance

- 6.1 The overall position of phasing and expenditure in respect of the repopulation initiative is shown in Appendix 1.

Financial Implications:

One off Costs

| Cost Centre | Budget Heading | Budget Years | Proposed Spend this Report £000 | Virement From | Other Comments |
|--------------------|-----------------------|---------------------|--|----------------------|-----------------------|
| N/A | | | | | |

Annually Recurring Costs/ (Savings)

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

Legal

- 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 £980,000 and the delivery of the agreed workstreams will provide key information in respect of the initiatives the Council can undertake to invest in to reverse the population decline and begin to grow Inverclyde's population. It is recognised, however, there is no quick fix to this issue and continued investment in the most successful initiatives will be required to ensure continued progress.

7.0 CONSULTATIONS

7.1 This report has been prepared in consultation with the Repopulation Outcome Delivery Group.

8.0 LIST OF BACKGROUND PAPERS

8.1 None

Appendix 1

Repopulation Outcome Projected Spend

| <u>Project</u> | <u>2013/14</u> <u>Spend £000</u> | <u>2014/15</u> <u>Projected</u> <u>Spend £000</u> | <u>2015/16</u> <u>Projected</u> <u>Spend £000</u> | <u>2016/17</u> <u>Projected</u> <u>Spend £000</u> | <u>Total</u> <u>Spend</u> <u>£000</u> |
|--------------------------------|-------------------------------------|---|---|---|---|
| Assistance with Council Tax | 0 | 11 | 25 | 6 | 42 |
| Mid-Market Housing Initiatives | 8 | 9 | 14 | 0 | 31 |
| Graduate Entry Programme | 3 | 10 | 37 | 0 | 50 |
| Ongoing Business Support | 41 | 47 | 12 | 0 | 100 |
| Development of Tourism | 0 | 25 | 75 | 50 | 150 |
| Relocation Service | 3 | 79 | 103 | 32 | 217 |
| Self-Build Housing | 0 | 23 | 227 | 0 | 250 |
| Promotional Campaign | 59 | 51 | 30 | 0 | 140 |
| | 114 | 255 | 523 | 88 | 980 |