



Inverclyde Alliance

AGENDA ITEM NO: 7

Report To:	Inverclyde Alliance Board	Date:	7 October 2019
Report By:	Aubrey Fawcett Chair of Programme Board	Report No:	
Contact Officer:	Lynsey Logsdon	Contact No:	N/A
Subject:	Inverclyde Local Outcome Improvement Plan Quarterly Progress Report		

1.0 PURPOSE

- 1.1 The purpose of this report is to provide the Alliance Board with an update on the progress that has been made in implementing the Local Outcome Improvement Plan (LOIP) 2017-2022.

2.0 SUMMARY

- 2.1 This report provides details of the progress that has been made between June and August 2019 in implementing the priorities in the LOIP.
- 2.2 The report contains an update from the Population, Environment and Cultural Partnerships. The Reducing Inequalities priority is being developed and delivered through the Locality Planning process. There is a separate report on the agenda of this meeting covering the development of locality planning.
- 2.3 Progress made by the Population Partnership includes the development of a housing/economic strategy by River Clyde Homes for the 'Eastern Gateway' and agreement to develop an Inverclyde wide Procurement Partnership.
- 2.4 The Environment Partnership is working on developing a Community Food Growing Strategy which is due to be completed by October and a Greenspace Strategy which will be developed before the end of the year.
- 2.5 The work of the Cultural Partnership is focused on launching the Heritage Strategy and developing an action plan to accompany it. The Partnership is also developing funding bids for this work and for the Arts and Creativity Strategy.
- 2.6 The Lead Officers of the Population, Environment and Cultural Partnerships have formed a Lead Officers Group to look at the possibility of developing a joint project that would help to achieve all three priorities in the LOIP.

3.0 RECOMMENDATIONS

- 3.1 It is recommended that the Alliance Board notes the progress that has been made in implementing the LOIP.

Aubrey Fawcett
Chair, Programme Board
Chief Executive, Inverclyde Council

4.0 BACKGROUND

- 4.1 Inverclyde's LOIP was formally agreed by the Alliance Board at its meeting on the 11th of December 2017. This progress report provides details of the progress that has been made in implementing the LOIP during the last quarter.
- 4.2 The Population Partnership, Environment Partnership and the Cultural Partnership have all been established and meet on a regular basis.
- 4.3 The inequalities priority in the LOIP will be delivered through the Locality Planning Partnerships and a Strategic Implementation Group has been established to oversee this process. Further detail of the progress made with regard to locality planning is the subject of a separate report on the agenda of this meeting.

4.4 Population

Marketing and Communication Activity - There is a comprehensive plan in place in respect of marketing and communication activities which aligns with the actions in the repopulation action plan. Over two financial years, a full spend is anticipated against the allocation of £160,000. The table provides details of the activities and the cost associated with each action.

Activity	2019/20	2020/21
Development of 'Discover Inverclyde' brand and creation of a suite of marketing material focussed on tourism/visitor promotion, place marketing, business development/inward investment	£8,000	£8,000
Website development – creation, launch and delivery of new 'discover Inverclyde' destination website. (supplemented by existing tourism funding up to additional £15K)	£5,000 - £10,000	£1,0000
Marketing campaign and fund for Visit Scotland growth fund bid.	£30,000	£15,000
Creation of new video content for place marketing promotion with focus on 2020 year of coasts and water	£5,000 - £10,000	-
Business growth marketing campaign focussed on business gateway (in addition to national business gateway marketing)	£5,000	£11,000
Support for wider city region tourism activity including potential joint attendance at national events, eg Visit Scotland Expo, and potential joint promotional activity	£2,000	£5,000
Developer engagement events and material	£2,000	£3,000
Events - Watt commemoration	£20,000	-
Events –seed funding for development of new comedy festival (2 years)	£15,000	£15,000
	£102,000	£58,000

Growing the Housing Market - River Clyde Homes is progressing a brief for the development of a housing / economic strategy for the 'Eastern Gateway'. The Strategy will consider the land holdings of River Clyde Homes and review the attractiveness to private developers as part of integrated housing regeneration proposals. In this respect, River Clyde Homes are arranging a house building showcase event which will be attended by senior staff from Inverclyde Council by March 2020. River Clyde Homes will report on an expenditure profile against the funding allocation to the next population group on 22 November 2019.

Population targets - A working group is to meet to discuss future population targets. In view of the difficulties in setting overall targets around Inverclyde's population, the group will focus initially on targets for new house completions and occupancy levels within social housing providers.

Procurement Partnership - The Repopulation Partnership has agreed to form an Inverclyde wide procurement partnership involving anchor institutions. Anchor institutions are large organisations which spend significant amounts of money and are based within Inverclyde. Examples include West College Scotland, Police, Fire, Health & Social Care Partnership, Inverclyde Council etc. By working collaboratively these organisations can harness their spending and supply chains for greater local economic benefit. This approach mirrors the experience in Preston which has been a component of 'community wealth building'.

4.5 Environment

The first draft of the Community Food Growing Strategy will be completed in October. A community meeting was held with existing community groups that have current work or interest in community food growing and their discussions have helped form the strategy.

The Environment Partnership discussed the active travel strategy action plan at its last meeting and concluded that many of the aspirations could be achieved through the proposed project outlined in paragraph 4.7. The Partnership also discussed signage and identified that there is a need to ensure that Inverclyde creates simple branding so that there is not a clutter of different types of signs.

Actions relating to the Active Living strategy are to be incorporated into the Greenspace Strategy which will be developed by winter 2019.

4.6 Culture and Heritage

The focus of work for the next few months will be on formally launching the Heritage Strategy (it is planned to tie this in with the re-opening of the Watt Institution later in 2019); and on beginning work on the action plan, particularly around developing the leadership framework which will guide the delivery of the Strategy, and also the Arts & Creativity Strategy, over the coming years. Work will also commence on developing funding bids to support both strategies.

Other work streams, of which more information will be included in future reports, include: the Great Place Scheme which now has a new Project Officer in place; the James Watt bi-centenary celebrations; and *Galoshans* 2019. The festival is once again being produced by RIG Arts, in partnership with various arts and heritage organisations across Inverclyde, and supported by Creative Scotland. The festival will celebrate Inverclyde's local intangible cultural heritage.

4.7 LOIP Joint Project

The lead officers of the Repopulation Partnership, Environment Partnership and the Culture and Heritage Partnership have established a Lead Officers Group and have met to investigate the possibility of developing a joint project with the potential to address several LOIP priorities.

The Lead Officers Group received a presentation from officers from the Glasgow and Clyde Valley Green Network Partnership (GCVGNP) and the Central Scotland Green Network Trust (CSGNT) regarding a potential project that would bring multiple benefits to people, the economy and nature. This project would cover the aims of all the LOIP priorities (inequalities, repopulation, environment, heritage and culture). This is at the very early stages of development and currently CSGNT are in touch with various departments in the Council to pull together the data to spatially represent the potential for the project. Following this a facilitated workshop will take place with relevant officers to brainstorm the vision and projects that could be combined into a cohesive project that could be submitted for Heritage Lottery funding (potential for projects up to £5M or from £5M depending on the ambition).

5.0 IMPLICATIONS

- 5.1 Legal: none at present
Finance: none at present
Human Resources: none at present
Equality and Diversity: none at present
Repopulation: repopulation remains a key priority within the Inverclyde Outcomes Improvement Plan.
Inequalities: the Locality Partnerships will be working specifically to tackle inequalities on a geographic basis.

6.0 CONSULTATIONS

- 6.1 n/a

7.0 LIST OF BACKGROUND PAPERS

- 7.1 Inverclyde's Local Outcome Improvement Plan 2017-2022