

Inverclyde Green Connections: linking people and place

Programme Scope

1. Terminology

It should be noted that the term “project” is used for the place-based projects detailed below, and “Programme” is used for the over-arching Inverclyde Green Connections Programme, which sets the strategic context for the work.

2. Summary

This Programme aims to improve connectivity and deliver positive on the ground change in Greenock and Port Glasgow. Taking forward important and already identified elements of the active travel strategy, the green network strategy and the heritage strategy, the work will develop a bespoke and co-ordinated approach to community participation and local place design.

Supported by a Programme Partnership, and working to the [Place Principle](#), there is a clear opportunity for all parties to work together hand in hand with local communities and deliver levels of change beyond organisational remits or individual project budgets. Initially focussing on six priority project areas the Programme aims to progress previous strategy work to detailed design, costing and delivery stages. Aspiring to deliver added social value, the projects will also seek opportunities to develop local skills and employment, and will pursue measures related to social inclusion, healthy lifestyles and active travel behaviour change.

In essence, this Programme proposes to work with the communities and partners to take forward an integrated approach to local connectivity and place improvement measures. It aims to deliver multiple benefits for people, place and nature.

3. Background

The Inverclyde communities of Port Glasgow and Greenock sit between the south bank of the Firth of Clyde and Clyde Muirshiel Regional Park on a plateau to the south. The rich maritime and social history of the communities combined with the unique topography of the area, which affords spectacular views over the Firth of Clyde, provides places of great character and identity.

Within the communities steep slopes, bisecting east/west rail and road links, and deep north/south river gorges, create challenges to the connectivity between neighbourhoods, the town centre and the natural, cultural and historic assets of the area. The topography and quality of access infrastructure makes it challenging for local people to make active travel to local services and transport links a convenient and attractive choice for everyday journeys.

A significant proportion of these neighbourhoods are among the most deprived communities in Scotland, with populations that are declining and aging, with significant health inequalities and poor economic outcomes¹. In some areas, ageing infrastructure, vacant properties and derelict land compound the sense of place decline.²

¹ <https://www.inverclyde.gov.uk/health-and-social-care/support-for-children-families/joint-childrens-services-planning/about-inverclyde>

² <https://www.gov.scot/news/scottish-index-of-multiple-deprivation-2020/>

In order to help address the issues, and improve connectivity in an integrated and place based way it is proposed to build on the work already undertaken in active travel, green network and heritage studies. The proposal seeks to use these and other studies and strategies (Annex A) to work with the communities to develop an integrated approach to neighbourhood connectivity and place renewal for the Greenock and Port Glasgow areas.

4. Programme Vision, Themes and Outcomes

The Inverclyde Green Connections programme will build on the strategies and work with communities to develop specific projects and ensure the delivery of positive change on the ground.

The Programme vision, aims and objectives will be shaped in partnership with stakeholders and communities. In the meantime, our draft vision is:

“In Greenock and Port Glasgow, improve community quality of life, local environments and active travel for everyday journeys in order to encourage investment, repopulation, and improved health and well-being.”

As illustrated in Annex B, the aims and objectives of the Programme will be framed around the following themes. All have their respective challenges but offer integrated and multi-functional solutions for a design and community based approach to place renewal:

1. Active travel - improving conditions and changing behaviours so that active travel - walking, cycling and wheeling - is an attractive option for everyday journeys
2. Health and well-being – creating and promoting opportunities for people to lead healthy active lifestyles with improved mental health through physical activity and better local places.
3. Employment, skills and training – providing opportunities for employment, apprenticeships, skills development, training and volunteering for local people
4. Climate change – providing greater resilience to climate change through mitigation, adaptation and nature-based solutions
5. Surface water management – using green and blue infrastructure to improve surface water management, complementing grey infrastructure, and reducing flooding in local areas.
6. Vacant and derelict land – positive, green uses of vacant and derelict
7. Biodiversity – improving biodiversity through habitat creation and connectivity
8. Heritage – Celebrating, communicating and way marking the rich cultural history of the area
9. Sense of place and civic pride - enhancing the overall place quality through infrastructure renewal, co-ordinated design; engaging with local people primarily but also visitors from further afield..

The Programme contributes to the three strategic priority outcomes identified in the [Inverclyde Community Plan - Outcomes Improvement Plan 2107-2022: Moving Forward Together](#) namely:

- Population - Inverclyde's population will be stable and sustainable with an appropriate balance of socio-economic groups that is conducive to local economic prosperity and longer term population growth.
- Inequalities - There will be low levels of poverty and deprivation and the gap in income and health between the richest and poorest members of our communities will be reduced.
- Environment, Culture and Heritage - Inverclyde's environment, culture and heritage will be protected and enhanced to create a better place for all Inverclyde residents and an attractive place in which to live, work and visit.

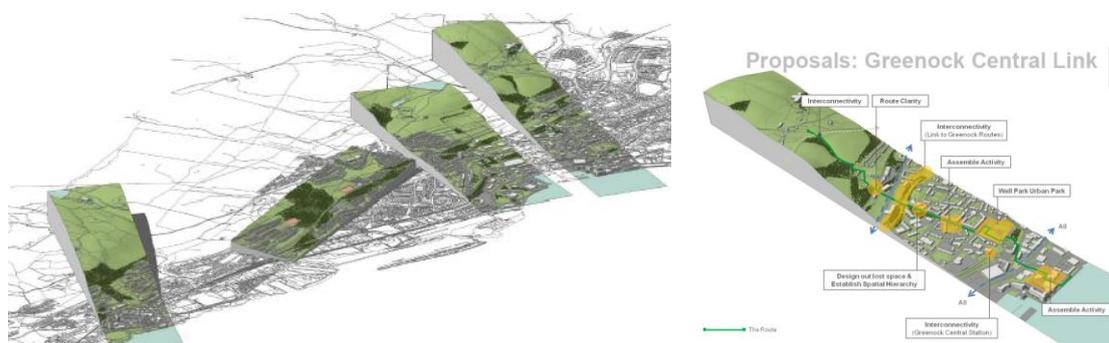
5. Projects

The focus of the programme is the Port Glasgow and Greenock areas of Inverclyde. The programme will be delivered through a series of six place-based projects which have initially been identified as the following but will be developed and firmed up during the development stage of the Programme:

	Project Area	Issues/Narrative - TBC
1	National Cycle Route 75	
2	Greenock Central Link	
3	Carts Burn Link	
4	Port Glasgow Link	
5	Coves	
6	Lady Octavia Park	

The map outlining the projects is at Annex C.

Some design and delivery ideas have been developed in previous studies and strategy work:



Through workshops and consultations, including scheduled Locality Planning, local communities will shape the designs that best meet local needs.

6. Programme Staging

The Programme will progress in two stages, namely:

Stage 1 – DEVELOPMENT STAGE

This will be progressed by an application to the Sustrans [Places for Everyone](#) funding stream which aims to create safer, attractive, healthier places. Initial discussions with Sustrans have indicated that they would welcome a large scale application as detailed above and if successful the fund provides:

- 100% funding for all development activities, eg: consultant time, events, marketing, staff time.
- A dedicated Project Officer to work on developing the Programme, hosted by an Inverclyde Council Department (suggested Road Department), reporting through the governance structure detailed above.
- Sustrans support and experience on best practice for similar large scale (Category 4) projects.

The tasks for the development stage are set out at Annex D. The Places for Everyone funding stream is remarkably flexible and allows for funding to be added or surrendered as the development stage evolves and needs and demands are identified.

Stage 2 – DELIVERY STAGE

Given that there are many aspects to the delivery of on-the-ground works, there are likely to be a number of delivery funding partners in a “pool” of funding. Potential match funders are listed in Annex E, in addition to Sustrans which has the potential to fund³ 50% - 70% of the delivery stage active travel costs. Other potential match funders include those listed in Annex E.

Some of the delivery stage tasks are set out in Annex D.

7. Timescale

The Places for Everyone Expression of Interest application deadline is 14th August 2020. Not all documents listed as requirements in the Expression of Interest form will be complete or even started by that stage but the different needs will have been identified. For the application, a key elements will include identifying costs of studies, events, engagement work, promotion, etc for the development stage; and gaining political support. The Alliance meets on 15th June and if support is gained at this stage, the development work required for the Expression of Interest form will need to be completed by the Steering group before 14th August 2020.

8. Governance

The Inverclyde Green Connections programme is being taken forward by the Inverclyde Alliance Environment Partnership - the Inverclyde Community Planning Partnership. This enables a multi-organisation approach to achieving the multiple-benefits of the programme.

The steering group for the Inverclyde Green Connections programme is comprised of Inverclyde Council (multiple-departments), Scottish Natural Heritage, Sustrans and the Glasgow and Clyde Valley Green Network Partnership.

³ https://www.sustrans.org.uk/media/5769/places_for_everyone_application_guide_v20.pdf

The delivery partnership will include Inverclyde Council, Scottish Natural Heritage, Sustrans, River Clyde Homes, Inverclyde Community Development Trust, Glasgow and Clyde Valley Green Network Partnership and the Inverclyde Health and Social Care Partnership.

The lead partner, commissioning body and applicant is Inverclyde Council.

9. Next Steps

The partnership Steering Group will firm up the Programme Scope for the Expression of Interest / Places for Everyone application and secure political support through the Community Planning Partnership, particularly at the Inverclyde Alliance Programme Board meeting on 15th June. Briefing will also be developed for elected members and officials.

Annex A: Studies and Strategies

Active Travel

- [Inverclyde Active Travel Strategy \(2018\)](#)
- Preliminary Design for NCN75 Path Upgrade works – Lady Octavia Park to Kilmalcolm
- Update on Active Travel Improvements, 2020

Health and Well-being

Employment, Skills and Training

Green Network/Climate Change

- Inverclyde Greenspace Strategy (2007-2017)
- [Inverclyde Green Network Study \(2008\)](#)
- [Area Renewal and the Inverclyde Green Network \(2010\)](#)
- Area Renewal and the Green Network: Concept to Case Study (2013)
- [Integrated Green Infrastructure Design Study for Spango Valley \(2012\)](#)
- [Inverclyde Green Network Opportunities Mapping \(2013\)](#)
- Greenock East-Central Masterplanning Study, 2014
- [Green Network Spatial Strategy for Upper Greenock Strategic Development Area \(2016\)](#)
- Clydeplan Green Network Spatial Strategies: Green Network Delivery Study 2016
- A Blueprint for the Green Network, 2020 (draft)

Surface Water Management

Vacant and Derelict Land

- Review of Vacant and Derelict Land for Greening Outcomes (2017)
- Green Network Vacant and Derelict Land Study for Glasgow and Clyde Valley Structure Plan Joint Committee (2006)

Biodiversity

- [Local Biodiversity Action Plan for East Renfrewshire, Renfrewshire and Inverclyde](#)

Heritage

- [Heritage Inverclyde Coastal Trail](#)
- Inverclyde Heritage Strategy Summary
- Inverclyde Heritage Strategy 2019-2029

Community

- [Inverclyde Community Plan - Local Outcomes Improvement Plan](#)
- [Our Place Our Future, Inverclyde 2017](#)

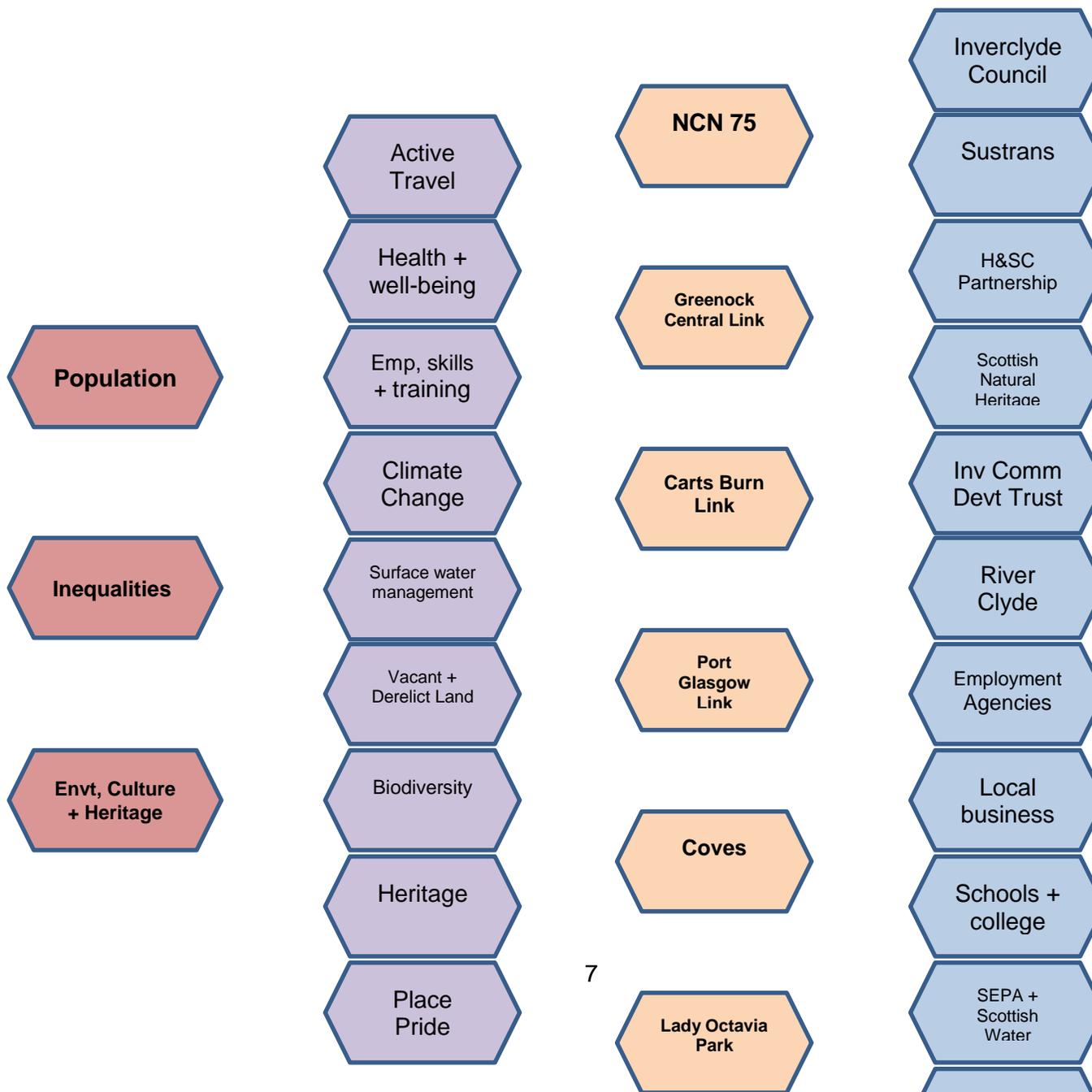
Annex B

Outcomes

Themes

Projects

Partners



Annex C: Proposed Project Areas



Inverclyde Green Connections
Proposed Inverclyde Council Roads Department PFE bid

Project	Line	Governance
Greenock Centre to East Greenock Connections	--- (Purple dashed)	Active Travel Steering Group
National Cycle Route 75 upgrades	--- (Green dashed)	Active Travel Steering Group
A new pedestrian bridge at Devol Glen	--- (Orange solid)	Active Travel Steering Group
A new NCR 757 between Port Glasgow and Erskine	--- (Blue dashed)	Active Travel Steering Group
Greenock Central Link	--- (Cyan dashed)	Active Travel Steering Group
Carts Burn Link	--- (Purple dashed)	Active Travel Steering Group
Port Glasgow Link	--- (Red dashed)	Active Travel Steering Group
Lady Octavia Park	--- (Blue dashed)	Active Travel Steering Group
Watersheds and hinterland, eg: habitat management in Clyde Muirshiel Regional Park upstream of Port Glasgow and Greenock, possibly Yearnstone	TBC	IC Community Planning - Environment
Surface water attenuation / Carts Burn attenuation	TBC	IC Community Planning - Environment
Coves Local Nature Reserve improvements	--- (Red dashed)	IC Community Planning - Environment

Annex D: Tasks during the Programme Staging

A. Development Stage

- Through stakeholder and community consultation, confirm that the project areas identified are the best fit for meeting community needs which may have evolved during the COVID19 outbreak when people have had an unprecedented opportunity to walk, cycle and wheel in the local area and discover the good, bad and ugly about their local active travel routes and greenspaces, and will have good ideas about how these can be improved. If there are better target areas, or project geographies, or themes need to be tweaked, the project ideas will be updated to incorporate these.
- Design and cost solutions to the problems to provide multiple-benefits. This will include technical studies as well as community engagement and behaviour change modelling to encourage increased, sustained use and low-cost maintenance.
- Identify an engagement strategy and activities that will involve local communities and particularly Community Planning Locality Planning partnerships in co-design and co-production, as well as ongoing engagement into the longer term.
- Develop a programme for employment, training and skills development during delivery and for longer term maintenance. Include volunteering opportunities to complement paid employment.
- Work up a business case for the delivery of the projects, identifying and securing match funders for delivery.
- Establish baseline information for a monitoring and evaluation framework, referencing the need for data collection to meet multiple funders' needs.
- Develop a marketing strategy for the Programme delivery including identifying and targeting key audiences.
- With the Community Planning Partnership, ensure that there is political support for the Programme at local and national levels.
- Develop and implement good partnership governance for the Programme ensuring that there is transparency and measures to address risk.

B. Delivery Stage

- Implementing the on-the-ground infrastructure for all place projects, eg: paths, habitats, signage, interpretation, public realm work, etc.
- Deliver audience-development and community engagement work.
- Monitor and evaluate the outputs and outcomes.
- Deliver the marketing strategy.
- Good governance.

Annex E: Potential Match Funders for the Delivery Stage

- Inverclyde Council
- Scottish Government
- National Heritage Lottery Fund Scotland
- Employability and Training Funds
- BIG Lottery
- Scottish Natural Heritage
- Scottish Environment Protection Agency
- Scottish Water
- Forestry and Land Scotland (WIAT)
- Housing Associations
- Peel Ports
- Private sector investors
- Inverclyde Health and Social Care Partnership
- Charitable Trusts