



Inverclyde Alliance

AGENDA ITEM NO: 5c

Report To:	Inverclyde Alliance Board	Date:	18 January 2021
Report By:	Richard Turnock	Report No:	
Contact Officer:	Scott Allan	Contact No:	
Subject:	Inverclyde Local Outcome Improvement Plan Repopulation Priority – quarterly progress report		

1.0 PURPOSE

- 1.1 The purpose of this report is to provide Inverclyde Alliance with an update on delivery of activity which supports the Repopulation priority of the Local Outcome Improvement Plan (LOIP) 2017-2022.

2.0 SUMMARY

- 2.1 This report provides details of the progress made between March 2020 and December 2020 in implementing the Repopulation priority within the LOIP.
- 2.2 The key achievements are the launch of Discover Inverclyde, report back on the Eastern Gateway strategic housing strategy, delivery of the employability part of the repopulation action plan, a completed survey of over 1500 businesses and Covid grant awards of over £12m. In partnership with the Environment Group, a bid has been made to develop a comprehensive costed plan and strategy for connecting green places and culture. Initial feedback indicated that the bid has been successful but an announcement has now been delayed until 2021. This may be associated with pandemic related funding pressures and revised priorities The bid is with a view to submitting further bids for external funding to deliver a project of the order of £1m - £3m

3.0 RECOMMENDATIONS

- 3.1 It is recommended that Inverclyde Alliance notes the quarterly progress update provided.

**Chair
Repopulation Partnership Group**

4.0 BACKGROUND

- 4.1 Inverclyde's LOIP was formally agreed by the Alliance Board on 11 December 2017. This progress report provides details of the progress that has been made in implementing the LOIP during the last quarter.
- 4.2 Oversight and delivery of the LOIP priorities sits with:
 - Population Partnership,
 - Environment Partnership,
 - Cultural Partnership, and
 - Strategic Inequalities Group
- 4.3 Recovery plans have been developed at a Council and Partnership level to ensure collaborative actions are progressed in response to the Covid-19 pandemic. The Repopulation partnership is supporting delivery of these plans.

5.0 Repopulation Partnership Update

- 5.1 The Repopulation Action Plan was approved at the May meeting of the Environment and Regeneration committee. Funding of £500k was allocated from Reserves.

Under marketing and communication, the repopulation group has launched the Discover Inverclyde web site. This seeks to bring together into one location all promotional material for Inverclyde. It informs residents, visitors, business, and potential investors and provides an opportunity for all local services and companies to have a link within the site. It will also provide a platform for the marketing of Greenock, Gourock, Port Glasgow and the villages.

A further £40k of external funding has been secured through July/August following bids to Scotland's Towns Partnership.

This is being used to enhance the promotion of Greenock, Gourock and Port Glasgow within Discover Inverclyde. The objective is associated with promoting shop local and supporting our local communities and businesses. The timing of this may be affected however due to the most recent pandemic restrictions.

A housing developer's forum was held in February and further meetings will take place as Covid Recovery progresses. Marketing has been discussed through the Covid Community Recovery sub group as well as the Chamber of Commerce.

- 5.2 The Eastern Gateway housing strategy brief was tendered, awarded and a draft report has been received. Officers are going through this just now. The report has been shared with the Housing service within Scottish Government. A report will be brought to the Environment and Regeneration Committee in March to approve policy around the strategy. A tender for a similar exercise for Greenock has been drafted for consultation with partners prior to tendering.
- 5.3 Enhanced funding of £120k from the Repopulation Fund for employability has been fully committed and compliments the wider repopulation programme. As part of Covid recovery, over 1,500 businesses have been contacted to discuss pressures and priorities. Over £12m of Covid specific grants have been awarded.
- 5.4 The Repopulation Action Plan links culture and leisure with economic regeneration Funding from the Repopulation Fund has supported and facilitated wider bids for external funding including the Create Network project, the Arts Coordinator and a collective bid to NHLF. In

partnership with the Environment Partnership a bid to Sustrans has been made for connecting green spaces and places of culture. Initial feedback was that the bid was successful. An announcement has been delayed however until 2021, potentially associated with the re prioritisation of funds due to the Pandemic. Funding, potentially up to £450k, will allow a detailed scheme to be developed over the next 18 months which will form the basis of future funding bids for delivery, potentially of the order of £1m - £3m.

6.0 IMPLICATIONS

6.1 Legal: None

6.2 Finance: None

6.3 Human Resources: None

6.4 Equality and Diversity: The work of the Repopulation Group supports employability initiatives which tackle equality and diversity issues.

6.5 Repopulation: The work of the Repopulation Group seeks to stem population loss through economic regeneration, housing strategy, culture and leisure strategy and connectivity.

6.6 Inequalities: N/A

7.0 CONSULTATIONS

7.1 N/A.

8.0 LIST OF BACKGROUND PAPERS

8.1 Inverclyde's Local Outcome Improvement Plan 2017-2022.



Inverclyde Alliance

APPENDIX 1

Repopulation Partnership – Flash Report November – December 2020 Lead Officer – Scott Allan / Richard Turnock

Repopulation Partnership - LOIP 10 Year Vision

- Inverclyde will be a more attractive place to live and work with excellent education provision, leisure facilities, transport links, good quality housing and employment opportunities.
- A greater variety of opportunities that meet the needs and aspirations of our young people will be available so that they are encouraged to stay in the area after leaving school.
- Inverclyde's local economy will have grown and be characterised by a diverse business base as a result of an increase in the number of local entrepreneurs and inward investment.
- Communities in Inverclyde will have an enhanced sense of pride, identity and influence, resulting in improved quality of life and satisfaction with living in the area.
- Inverclyde will have a stable population with a good balance of socio-economic groups.

Population Partnership Overarching Goal (March 2019) (EKOS Study 2018/19)


To grow the population of Inverclyde by 2025 through improving the employment, housing and infrastructure offer

Strategic Objectives

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 and quality of jobs and the number of locally based employers
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



Inverclyde Alliance

Area of activity	Where are we now?	Where do we want to be?	How will we get there (including timescale)?	How will we know we are getting there?	Progress	RAG Status	Tolerance Level
1. Marketing and Communication Activity			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.	<ul style="list-style-type: none"> Marketing & communications plan completed and approved with funding in place and approved within year 1 – (to March 2020) Individual campaigns launched by end year1 (March 2020) 	<p>The Discover Inverclyde website and launch was scheduled to take place on 27 March 2020 but required to be placed on hold due to covid-19 lockdown restrictions.</p> <p>The website was 'soft launched on 17 July 2020 to coincide with the week when Scottish tourism businesses were able to re-open as part of the Scottish Government's phased move out of lockdown.</p> <p>Discover Inverclyde rebranding is complete.</p> <p>Marketing toolkit is in development.</p>	 Green – On Track	



Inverclyde Alliance

			2. Review role of a relocation service to provide support to those moving into Inverclyde.		<p>Tourism Group has been established.</p> <p>Regional Food Group to be incorporated in Discover Inverclyde.</p> <p>Partner access to the site being rolled out.</p> <p>Work focusing on reversing 'Covid Capital' messaging during Summer.</p> <p>Ongoing contact is maintained with business both directly and through the Chamber of Commerce.</p> <p>Housebuilders event was held in February 2020 but couldn't be progressed further due to Covid.</p>		
--	--	--	--	--	---	--	--



Inverclyde Alliance

			3. Seek out opportunities to lever in additional support including financial and logistical from partners to promote Inverclyde's place offer.		<p>Additional support received from Scotland's Towns Partnership to promote towns and villages as part of covid-19 recovery through brand extension of 'discover Inverclyde'. In addition a new one-year post, through the council's existing graduate work experience programme of a digital marketing trainee – communications and tourism to support town centre and tourism businesses to increase their digital presence and support the promotion of the 'discover Inverclyde' call to action.</p> <p>Additional support received from Scotland's food and drink to support the hospitality sector as</p>		
--	--	--	--	--	---	--	--



Inverclyde Alliance

					<p>part of covid-19 recovery including, subject to final agreement, a one year food and drink co-ordinator. The aim of the post is to support the creation of a regional food and drink group aligned to tourism Inverclyde, to support the local hospitality sector and to provide additional support to wider city region tourism and hospitality covid-19 recovery activity.</p> <p>Funding agreed with Event Scotland to support the opening of the new ocean terminal visitor centre. Due to the construction being pushed back and the delay to the year of coasts and waters, the funding is no longer available, though work still</p>		
--	--	--	--	--	--	--	--



Inverclyde Alliance

					<p>ongoing with Visit Scotland to work together on activity to promote coasts and waters including the new shipbuilder statue and ocean terminal building leading up and after opening.</p> <p>Officers exploring available data on profile of potential new residents to develop interventions.</p>		
			4. Support tourism and visitor development in Inverclyde to encourage increased day visitors in line with Glasgow City Region tourism targets		<p>City region tourism and destination marketing portfolio meetings were on hold during lockdown. These have recommenced and a range of tourism support actions have been proposed, including the creation of a virtual chef academy to support the hospitality sector.</p>		



Inverclyde Alliance

			<p>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.</p>		<p>While a wide scale high profile marketing campaign was planned, these plans have been scaled back to ensure Inverclyde is in-line with the local lockdown and travel restrictions in place.</p> <p>Some smaller scale marketing has taken place since the launch of the website including:</p> <ul style="list-style-type: none"> -Adhsels in Glasgow city centre, Renfrewshire and North Ayrshire the re-opening the watt Institution and golf in Inverclyde. -Billboards in North Ayrshire and southside of Glasgow promoting the re-opening the watt Institution and golf in Inverclyde. -Scotrail panels in the greater Glasgow and 		
--	--	--	--	--	---	--	--



Inverclyde Alliance

					<p>North Ayrshire. Internal panels in trains at the easing of lockdown promoting the Watt Institution re- opening and golf day trips.</p> <p>-Cycling Scotland magazine – advertising feature promoting Inverclyde to day visitors.</p> <p>-Walking Scotland magazine - advertising feature promoting Inverclyde to day visitors.</p> <p>Wider marketing will be scaled up as lockdown phases change towards phase 4 of the Scottish Government's recovery routemap to deliver the previously agreed spend profile.</p> <p>The timeline has been revised following recent</p>		
--	--	--	--	--	---	--	--



Inverclyde Alliance

			<p>6. Create and implement a developer engagement plan to support growth in the housing market.</p>		<p>Covid restrictions and progression of second wave.</p> <p>Developer/ investor engagement event delivered in February 2020 bringing together a range of housebuilders.</p> <p>Community engagement in development for Eastern Gateway project.</p> <p>1,500 local businesses consulted through targeted telephone calls.</p>		
			<p>7. Create and deliver a business growth marketing campaign focussed on Inverclyde to supplement existing national Business Gateway promotional activity.</p>		<p>Links established prior to lockdown with business gateway marketing national to link on national campaigns as they are developed to deliver a local</p>		



Inverclyde Alliance

					promotion to supplement.		
Area of activity	Where are we now?	Where do we want to be?	How will we get there (including timescale)?	How will we know we are getting there?	Progress	RAG Status	Tolerance Level
2. Growing the Housing Market			Develop a private housing strategy with targets	Housing strategy with identified sites/ annual targets – March 2020	Housing supply opportunities are identified in the local plan. Following quashing of the Housing Chapter in the LDP a new plan is currently being progressed. This is being distilled to identify opportunity sites for development.		
			Review private housing land supply	Private sector confirmed interest and engagement – December 2019			
			Identify development opportunities East Greenock/ Port Glasgow - Eastern Gateway.	Development briefs for priority opportunities – June 2019	Brief for Port Glasgow East Strategic Housing issued for tender. Appointment made and report received. Will be submitted to		



Inverclyde Alliance

			Recruitment to communications team leader position including remit to fulfil the local developer/investor liaison contact role.	Local masterplans completed – March 2020	Committee in March 2021. Briefs to follow for Port Glasgow Town Centre and Greenock Town Centre. Communications Team Leader in post	 Green – Complete	
Area of activity	Where are we now?	Where do we want to be?	How will we get there (including timescale)?	How will we know we are getting there?	Progress	RAG Status	Tolerance Level



Inverclyde Alliance

<p>3. Growing Local Jobs and Enabling Infrastructure</p>			<p>1. Increased resources for council business development support (including business gateway) for local SMEs growth</p> <p>2. Complete review of public sector opportunities in terms of employment; procurement; community benefit; and local physical assets</p>	<ul style="list-style-type: none"> New business service with business plan approved and funding secured. – July 2019 	<p>The Councils Business Gateway services have been tendered and awarded to BDA. The specification for this contract includes an enhanced requirement to outreach to possible start-ups. BDA have acquired premises in Clyde Square and as a result are seeing an increase in footfall and interest in the service.</p> <p>The Council's Procurement Strategy is being redrafted and will include action plans that enhance existing strategies that focus on SMEs and local suppliers. The Councils part in Glasgow City Region City Deal will see benefits in terms of the projects that will</p>		
---	--	--	--	---	---	--	--



Inverclyde Alliance

			<p>3 Progress studies in partnership with trunk road authority in terms of accessibility.</p>		<p>be delivered and the joint practices that are being designed to open up opportunities for SME and local supplier growth. Both of these work streams, under the remit of the Procurement and Regeneration services will create further community benefits and enhance employment opportunities.</p> <p>Transport Scotland to date have declined to engage with the council on joint transport studies.</p>		
--	--	--	---	--	--	--	--



Inverclyde Alliance

			<p>4 Review business property portfolio and identify opportunities for small business.</p> <p>5 Inverclyde enterprise Initiative high growth start programme.</p>		<p>225 businesses have received assistance from Business Development I.C. this includes, Grant & Loan support, property assists, start-up support, including Property Enquires - between 1st April 2019 to 21stJan 2020.</p> <p>The Procurement Strategy will include a narrative to look at areas that create opportunities for further jobs in the 3rd sector in line with current and future commissioned services within HSCP, Education and Regeneration.</p>		
--	--	--	---	--	--	--	--



Inverclyde Alliance

			<p>6 Review potential to create further jobs and opportunities within the third sector economy.</p>		<p>The Population Partnership has also agreed to develop a briefing strategy that will include proposals and the preferred approach for Eastern Gateway. This strategy will include confirmation of existing use, who owns what land, voids and demand for the area.</p> <p>The group have proposed that the strategy proposals will be taken to the March Alliance Board for approval.</p> <p>The Population Partnership agreed to provide a Members Briefing on the Scottish Transport</p>		
--	--	--	---	--	--	--	--



Inverclyde Alliance

					<p>Planning Strategy 2 to consider a response to the Scottish Government on the A78/A8 and part of the action plan to enable and improve infrastructure.</p> <p>Community Wealth Building Policy approved at Committee in October 2020. Efforts continue to increase local spend above 32% (Inverclyde Council currently ranks 6th in Scotland for procurement within the Council area).</p> <p>RCH advised that they have an affiliated group known Home Fix Scotland which would align with growing local jobs and infrastructure.</p>		
--	--	--	--	--	---	--	--



Inverclyde Alliance

Area of activity	Where are we now?	Where do we want to be?	How will we get there (including timescale)?	How will we know we are getting there?	Progress	RAG Status	Tolerance Level



Inverclyde Alliance

<p>4. A Region for People of all Ages</p>			<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. 	<ul style="list-style-type: none"> • Local Skills Investment Plan developed and agreed – December 2019 • Associate action plan with funding commitments - December 2019 <p>Feasibility study into relocation</p>	<p>Inverclyde Council will take joint Chair of the Inverclyde Regeneration Employability Partnership (IREP) with DWP.</p> <p>An action has been created to progress an Inverclyde Skills plan and is embedded within the actions of IREP. Meetings have progressed with Council, West College Scotland and SDS to create a draft plan which will be a subset of both the West region and City deal region plans.</p>		
--	--	--	--	--	--	--	--



Inverclyde Alliance

			<p>4. Work with HSCP to review opportunities for older workers</p> <p>5. Close working with the college to increase college roll in support of repopulation principles.</p>	office completed by March 2020			
Area of activity	Where are we now?	Where do we want to be?	How will we get there (including timescale)?	How will we know we are getting there?	Progress	RAG Status	Tolerance Level



Challenges this quarter Covid has significantly disrupted the actions across the Repopulation Action Plan, especially the Inverclyde marketing strategy. The approach in the next quarter will need to reflect the national pandemic situation.
Next steps Revise timelines for the Action Plan in the context of the ongoing pandemic. Transition the chair of the Group to Richard Turnock.