



Report To:	Inverclyde Alliance Board	Date: 14 December 2015
Report By:	Kevin Scarlett, Lead Officer, Repopulation Outcome Delivery Group	Report No:
Contact Officer:	Miriam McKenna, Corporate Policy and Partnership Manager	Contact No: 01475 712042
Subject:	SOA 1 Repopulation Outcome Delivery Plan	

1.0 PURPOSE

1.1 The purpose of this report is to present to the Alliance Board for approval the Repopulation Outcome Delivery Plan.

2.0 SUMMARY

2.1 The Lead Officer for the Repopulation Outcome Delivery Group (ODG) has led on a review of the Outcome Delivery Plan for repopulation. This has been carried out through a series of meetings and workshops that focused on building on what has already been achieved and what the next steps should be.

2.2 The group has heard the results of a follow up study into mid-market rental housing in Broomhill, as well as several presentations highlighting how other areas of the UK have been successful in reinvigorating their image and increasing their populations.

2.3 Over the course of these discussions it became clear that the new outcome delivery plan would need to take a different format from that to date. The key messages that have emerged from the workshop are similar to those discussed over the lifetime of the Single Outcome Agreement (SOA), namely:

- having a clear, long term, ambitious, positive vision and identity
- encouraging jobs/businesses into the area
- highlighting the public transport links to the city region
- international migration is essential
- improving neighbourhoods will make Inverclyde more attractive
- private rented housing will attract younger (under 35) residents
- tapping into the FE market and attracting students to live in the area
- developing creative industries can have a positive ripple effect
- arts and culture have a central role in the regeneration of an area
- staying away from short term funding, focusing on the future
- always sell the positive and move away from highlighting or reinforcing the negative

2.4 Many of these issues cut across a number of SOA Outcome Delivery Groups and will require a truly co-ordinated and joined up approach if the Alliance is to successfully deliver on them.

- 2.5 There are clear opportunities for all partners to have a common, shared 'brand' for Inverclyde, which can be used across all marketing and in promoting the Inverclyde area. This could build on the Inverclyde Living website and brand. There are opportunities to involve local communities and schools to highlight what is good about living in Inverclyde and use these as part of the marketing for the area. Having local ambassadors and testimonials will support the efforts of organisations to speak positively about the Inverclyde area.
- 2.6 The Outcome Delivery Plan is attached in Appendix 1. To support the work set out in the plan, partners will need to identify resources, in terms of both officer time and funding.

3.0 RECOMMENDATIONS

It is recommended that the Alliance Board:

- a. Approve the SOA1 Repopulation Outcome Delivery Plan attached in Appendix 1.
- b. Agree to discussions taking place between the Repopulation Lead Officer and partners regarding funding and resourcing the new Outcome Delivery Plan.
- c. Note that a quarterly progress report for this Plan will be submitted to future meeting of the Alliance Board.

Kevin Scarlett
Lead Officer, Repopulation Outcome Delivery Group

4.0 BACKGROUND

4.1 In May 2015, Kevin Scarlett was appointed as the new Lead Officer for the Repopulation Outcome Delivery Plan.

4.2 As the existing Outcome Delivery Plan was coming to an end, one of the first tasks that was undertaken was to carry out a review of the Outcome Delivery Plan.

4.3 The Outcome Delivery Plan is attached for the consideration and approval of the Alliance Board in Appendix 1. The improvement actions contained within the Plan will help in the delivery of the SOA 1 Strategic Outcome:

Inverclyde's population is stable with a good balance of socio-economic groups

5.0 IMPLICATIONS

5.1 Legal: There are no known legal implications

Finance: There are financial implications in terms of resourcing the actions set out in the draft outcome delivery plan. These have not yet been fully costed and subject to the approval of the Alliance Board, discussions will take place between the Lead Officer of the Repopulation Outcome Delivery Group and partners on the level of resources required.

Personnel: There are personnel implications associated with the Outcome Delivery Plan. Officers from across all partners will be expected to be involved in delivering the actions in the outcome delivery plan.

Equality and Diversity: There are no known implications for equality and diversity.

Repopulation: The Repopulation Outcome Delivery Group has extensively discussed the factors that contribute to successful regeneration through consideration of what has worked elsewhere. The actions within this Outcome Delivery Plan reflect those discussions.

Inequalities: Studies have shown that effective regeneration can help to reduce inequalities.

6.0 CONSULTATION

6.1 This outcome delivery plan has been developed following extensive consultation and discussion with the Repopulation Outcome Delivery Group.

7.0 BACKGROUND PAPERS

7.1 There are no background papers.

Repopulation Outcome Delivery Plan

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?	Who is responsible?	Link to Wellbeing Outcome
1. Vision	The current SOA sets out a vision until 2017, although the current outcomes are longer term in nature. A new SOA will take effect from 2017.	A long term vision (10-20 years) for the area is agreed which aims to make Inverclyde a thriving, sustainable place in which to live, work and play.	<p>Develop a vision that has an ambition for a growing Inverclyde at its core.</p> <p>Develop a Repopulation action plan that sits behind the vision.</p> <p>Focus on long term funding arrangements but also be in a position to take advantage of any funding opportunities as these become available.</p> <p>Work with communities to ascertain their aspirations for the area.</p> <p>Strengthen the re-population focus across 4 key themes:</p> <ul style="list-style-type: none"> • Our economic offer; • Our housing offer; • Our lifestyle offer; • Marketing, promotion and branding. 	All partners have bought into and are helping to deliver the Vision and Repopulation Plan for Inverclyde.	Repopulation Group	Achieving
2. Positive Image & Communications	Inverclyde Living website promotes the area positively and Inverclyde Life promotes all the activities that	Partners are signed up to a shared 'brand' that will be used to market and promote the area to maximum effect.	<ul style="list-style-type: none"> • Partners commit to a new Inverclyde 'family of brands' and protocol that ensures consistency in communicating key messages and a common Inverclyde identity; 	All reports, literature and press releases focus on delivering a positive message. All partners promote the shared 'brand' and promote	Re-population Group	Achieving

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	<p>happen in Inverclyde as well as the third and public sectors; however partner plans & reports tend to re-iterate negative messages around deprivation, crime, ill health etc.</p>	<p>A positive image of Inverclyde is consistently promoted by all partners.</p> <p>Communities within Inverclyde are involved in promoting a positive image of the area.</p>	<ul style="list-style-type: none"> • A branding proposal is developed and implemented around positive themes and campaigns e.g. 'I Love Inverclyde'; • A communications protocol confirms a commitment from all partners to promote a consistent, positive message at all times; • Key 'gateway' signage is reviewed and a plan implemented to support the new branding; • Sponsorship is pursued to support the 'gateway' signage plan and costs; • A review of how we promote Inverclyde is undertaken as part of the branding and communications review; • Utilise local assets so that our communities promote the benefits of living in Inverclyde e.g. by establishing a pool of 'Inverclyde Ambassadors'. <p>All of above to be achieved by end of 2016.</p>	<p>Inverclyde positively.</p> <p>Recognisable 'gateway' signage and branding across Inverclyde.</p> <p>Local people and communities commit to role of 'Inverclyde Ambassador', endorsing Inverclyde as a place to live, work and play.</p> <p>Improved satisfaction with Inverclyde as a place to live as a result of more positive stories and stronger Inverclyde identity.</p>		

Repopulation Outcome Delivery Plan

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<p>3. Promote and Develop our Housing Offer</p>	<p>We have a growing choice and diversification of homes, types, sizes and tenures, many older homes have been improved; this needs to continue and much work still needs to be done.</p> <p>We need to continue promoting our housing offer, encourage a range of developers and provide incentives to encourage households to relocate into the area.</p> <p>Self-build sites have been identified and</p>	<p>Inverclyde's housing offer is seen within and outside of our boundaries as positive, improving, varied, of good quality, with a range of affordable and expensive homes for rent and sale.</p> <p>This offer both retains our existing population and attracts new households to live in the area.</p> <p>Support the development of self- build sites.</p>	<ul style="list-style-type: none"> • Our Housing Strategy and Plans underpin an improving housing offer for Inverclyde; • We continue to offer (and develop new) incentives for those considering relocating to Inverclyde. Areas that will be explored include; subsidised leisure and social housing; support with housing costs e.g. stamp duty, relocation, council tax costs. • Active targeting of identified housing demand groups and potential re-locators (identified through Ekosgen research and elsewhere); • Promote development opportunities and awareness raising of site and funding opportunities amongst potential housing developers; • Continue to engage with private landlords and estate agents to promote good quality private rentals which can be jointly marketed. • Evaluate success of 	<p>Repopulation group is making a significant contribution to the development and delivery of the Housing Strategy.</p> <p>Increased awareness of housing development opportunities.</p> <p>Stabilising population and increase in new residents relocating to Inverclyde.</p> <p>Increase in satisfaction with Inverclyde as a place to live</p>	<p>Repopulation Group</p>	<p>Achieving</p>

Repopulation Outcome Delivery Plan

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?	Who is responsible?	Link to Wellbeing Outcome
	marketed at Leperston Drive, Kilmacolm.		<p>Leperston Drive project before assessing feasibility of further schemes.</p> <p>Above to be completed by end of 2017.</p>			
4. Develop and Promote our Lifestyle Offer	<p>A number of high profile events have taken place and attracted large number of visitors to the area; this is helping to change perceptions of Inverclyde but work needs to continue over the longer term.</p>	<p>Arts, culture and creativity is a key strand in the growth and development of Inverclyde.</p> <p>Creative industries and the arts help to create a balanced economy in Inverclyde.</p> <p>Leisure opportunities are a major strength of Inverclyde and need to be a key feature of our lifestyle offer.</p>	<ul style="list-style-type: none"> • Develop proposals for the launch of a new Inverclyde Arts and Fun Festival from either 2016 or 2017 involving the whole community and our schools; • Scope and develop proposals for a major annual sporting event in Inverclyde; • Develop a public arts plan that has the potential to attract significant inward investment and leaves a major legacy that attracts people to the area; • Promote the lifestyle offer of each of our towns • Ongoing development of Inverclyde Life. <p>Above to be completed by end of 2017.</p>	<p>Repopulation Group is making a significant contribution to the development of the Arts and Creativity Strategy.</p> <p>Partners and our communities support local events and Inverclyde is seen as an events and activity destination from outside the area.</p> <p>Improved satisfaction with Inverclyde as a place to live, work and play.</p>	<p>Repopulation Group</p>	<p>Nurtured</p>

Repopulation Outcome Delivery Plan

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5.Promote and Develop our Economic Offer	Inverclyde has not been as successful in attracting economic migrants as other parts of Scotland.	Inverclyde is seen as a destination for economic migrant either working in the area or commuting to other areas in the city region.	<ul style="list-style-type: none"> • Positive promotion and advertising of business and retail opportunities within Inverclyde; • Raise awareness of our current diversified business and retail offer; • Provide support for new SME's to promote and market their business. <p>Ongoing.</p>	<p>There are more new migrants coming into Inverclyde from a wide range of countries.</p> <p>Increase a new business and reduced business failure.</p>	Repopulation Group	Achieving
6. Linkages to other Outcome Delivery Groups and Changing Membership	Much of the work that is required to ensure the sustainability of the area is being supported by the other SOA groups and partners not currently members.	The repopulation group links in with other SOA groups (and new partners) to ensure that there is a strong repopulation focus supporting the themes above.	<ul style="list-style-type: none"> • Representation from the Repopulation group on the other SOA outcome delivery groups; • Refresh the membership of the Repopulation group to ensure that the right partners are represented. <p>On-going.</p>	Repopulation is key partnership theme that all Outcome Delivery Groups are contributing to.	Miriam McKenna / Karen McCreedy and Kevin Scarlett	Achieving