
Report To:	Policy and Resources Committee	Date:	5 February 2013
Report By:	Aubrey Fawcett, Corporate Director Environment, Regeneration and Resources, Inverclyde Council	Report No:	PRO/78/13
Contact Officer:	Miriam McKenna, Corporate Policy and Partnership Manager	Contact No:	01475 712042
Subject:	Repopulation Outcome Delivery Group Update		

1.0 PURPOSE

- 1.1 The purpose of this report is to update Policy and Resources Committee on progress made in regard to the SOA Repopulation Outcome Delivery Group.

2.0 SUMMARY

- 2.1 A new Lead Officer for the Repopulation Outcome Delivery Group (ODG) has been agreed. Aubrey Fawcett, Corporate Director Environment, Regeneration and Resources, Inverclyde Council will now lead on this group.
- 2.2 A new Outcome Delivery Group has been set up and has met on two occasions. The group first met on the 16th of October 2012 to review progress and to determine a way forward. The group discussed group membership, reviewed the current action plan, received an update on the research and intelligence activities and were asked for their ideas for future actions.
- 2.3 The second meeting of the group took place on the 14th of November 2012. The group discussed feedback from the SOA Programme Board, research and development activities and the development of a new action plan based on the future actions outlined at paragraph 4.6.

3.0 RECOMMENDATIONS

- 3.1 It is recommended that Policy and Resources Committee agrees to:-
- note the progress of the Repopulation Outcome Delivery Group;
 - the development of a new action plan based on the actions outlined in the report which will be submitted to this Committee after the summer recess; and,
 - remit to the full Council to consider the allocation of £1million from surplus reserves as part of the forthcoming budget process.

4.0 UPDATE

4.1 Following the appointment of a new lead officer for repopulation, membership of the Outcome Delivery Group was refreshed to include the following services/partner organisations:

- Inverclyde Council - Housing Strategy, Planning, Corporate Policy and Partnership, Health and Wellbeing/Education, Corporate Communications, Economic Development and IT
- CHCP
- Strathclyde Police
- River Clyde Homes
- The Housing Associations Forum
- Chamber of Commerce

4.2 The group first met on the 16th of October to review progress and to determine a way forward. The group discussed group membership, reviewed the current action plan, received an update on the research and intelligence activities and were asked for their ideas for future actions.

4.3 The second meeting of the group took place on the 14th of November. The group discussed feedback from the SOA Programme Board, research and development activities and the development of a new action plan based on the future actions outlined at paragraph 4.6.

4.4 Current Action Plan

It was agreed that the current action plan does not outline enough tangible outputs. The Policy areas outlined are appropriate and contact will be made with partners to ask for feedback in regard to how their plans and strategies support the repopulation of Inverclyde.

4.5 Research and Intelligence Activities

The data that has been gathered to date has assisted in identifying what position Inverclyde is in, but has also highlighted gaps in information, including the private rented sector. Housing Strategy is investigating carrying out a survey of this sector.

The other gap at present is with the detail from the 2011 Census. This information will be available in a series of phased information releases throughout 2013.

Further work is required to articulate, using the gathered statistics/data, who we would like to encourage into the area and why.

4.6 Future Actions

In response to the assessment of the current action plan not having enough tangible outputs the group were asked to suggest some ideas which focussed on the practical and would progress the repopulation agenda. The actions suggested were based around a number of themes:

1. Attracting new people and businesses to the area:
 - a. Assistance with initial housing costs and access to housing
 - b. Support the development of self build housing schemes and other sites for housing development as identified in the emerging Local Development Plan
 - c. Develop a service that helps people set up in the area
 - d. Introducing sustainable Heat Regeneration Schemes
 - e. Assistance with other non housing costs
 - f. Increased public transport services
2. Retaining existing population:
 - a. Increase employment opportunities
 - b. Provide support to businesses
 - c. Work in partnership with Greater Glasgow and Clyde Health Board to maintain and

develop quality health services

3. The promotion of Inverclyde:

- a. Development of tourism in collaboration with local businesses
- b. Improved signage
- c. Develop annual activities which would bring people in to visit the area e.g. a river festival
- d. The development of a marketing and promotion plan

4.7 The Repopulation ODG has developed a pro-forma that is currently being used to obtain more detailed information regarding the future actions outlined above. For example, the potential impact the action will have on repopulation, the agencies/individuals that need to be involved, costs and proposed monitoring. The pro-forma is contained within Appendix 1 for Members' information and will form the basis for the new Repopulation Action Plan. Indicative targets will also be developed for each of the emerging actions in order to assess how effective they are. Benchmarking will also be undertaken to against other areas to assist with setting targets.

4.8 It is proposed that a new action plan based on the actions outlined above will be submitted to this Committee after the summer recess. Integral to the development of an agreed action plan is the early indication of the possible level of funding available to guide the extent and type of projects to be developed. In this regard Members are asked to remit this matter to the full Council to consider the allocation of £1million from surplus reserves as part of the forthcoming budget process with very indicative allocations against the themes identified above as follows:

- Attracting new people and businesses to the area - £450,000
- Retaining existing population - £300,000
- The promotion of Inverclyde - £250,000

4.9 Officers will seek separately additional support from partner organisations to assist with the implementation of the action plan.

5.0 IMPLICATIONS

5.1 Finance Services

Financial Implications – One Off Costs

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Other Comments
	Reserves	2013/16	£1,000,000		Details of proposed expenditure to be submitted to Committee for approval

5.2 Financial Implications – Annually Recurring Costs

Cost Centre	Budget Heading	With Effect From	Annual Net Impact	Virement From (if applicable)	Other Comments
					None anticipated

5.3 Repopulation: It is envisaged that the proposals would contribute to stabilising and increasing the Inverclyde population.

- 5.4 Personnel: Details of temporary posts will be provided as part of the action plan.
- 5.5 Equality and Diversity: These matters will be considered during development of the detailed action plan.

6.0 CONSULTATIONS

- 6.1 The CMT has been consulted on this report.
- 6.2 The extent of the proposals was discussed in outline with Inverclyde Alliance and Programme Board.

Appendix 1: Action Plan Pro Forma

Name:		Contact Email:	
Description of Proposed Action: General description based on the list that the group have already produced			
Statement Outlining Potential Impact on Repopulation: Why was this included in the list in the first place – in what ways will this action to contribute to the stabilisation or growth of Inverclyde’s population?			
Agencies or Individuals to be Involved / Consulted: Who needs to be on board / round the table to progress the action? Alternatively, is any consultation required to progress the action?			
Detailed Actions	Responsible for Action	Timescales for Updates	Comments
Breakdown of tasks	Who will lead on this?	When can an update be brought back to the table?	Catch all for any further info / caveats
Estimated Financial Implications / Costings: Scope out some costs of the proposed action, consider questions of how funding might be obtained to progress, outline the financial gains to the area in having undertaken the action			
Proposed Monitoring of Impact: How will we know if this action is working for us? What will indicate success? Will we be able to make a causal link to any increases in population? Will any evaluation / post-activity work be required to measures success – consider these elements at initial stages			
Information to be gathered as a result of this action: Note any datasets / information produced during the exercise in question If we find out anything as a result of the exercise, this builds local intelligence and informs the ongoing planning in this area of work		Sources of Information used to inform this action: What information that’s already available has been used to inform the progress of this action? (Source, methodology etc.) For example, SLIMS Study, Focus Groups, Census, GROS, SNS, SIMD.	
Links to other SOA Outcomes: Please tick the relevant SOA outcomes that the action will impact on			
SOA 1 Depopulation <input type="checkbox"/>	SOA 2 Social Regeneration <input type="checkbox"/>	SOA 3 Economic Regeneration / Employability <input type="checkbox"/>	
SOA 4 Health Inequalities <input type="checkbox"/>	SOA 5 Alcohol Misuse <input type="checkbox"/>	SOA 6 Best Start in Life <input type="checkbox"/>	SOA 7 Environment <input type="checkbox"/>
SOA 8 Partnership Working <input type="checkbox"/>			