
Report To:	Policy and Resources Committee	Date:	21 May 2013
Report By:	Aubrey Fawcett Corporate Director, Environment, Regeneration and Resources	Report No:	PR/090/AF/M McK
Contact Officer:	Miriam McKenna, Corporate Policy and Partnership Manager Elizabeth Robertson, Health and Wellbeing Development Officer	Contact No:	2042 2979
Subject:	Inverclyde Alliance Repopulation Outcome Delivery Group – Funding Allocation		

1.0 PURPOSE

- 1.1 The purpose of this report is to outline for the Policy and Resources Committee the allocation of the £1 million of funding across a range of initiatives to promote the repopulation of Inverclyde.

2.0 SUMMARY

- 2.1 Attached at Appendix One is the Repopulation Outcome Delivery Group's Action Plan which includes a range of initiatives to be undertaken as part of the work of the Inverclyde Alliance.
- 2.2 The Council allocated £1 million to the outcome delivery group and an action plan has been developed which sets out how this funding will be spent. The figures are summarised in Appendix Two, but it should be understood that these are approximate at present and will be finalised as the projects are fully developed.
- 2.3 The paper which previously went to the Policy and Resources Committee also set out indicative figures across three main areas: attracting new people and businesses to the area; retaining existing population; and the promotion of Inverclyde. These amounts have been amended slightly.
- 2.4 A number of subgroups will be set up to progress the actions set out at Appendix One and where appropriate the Group will seek additional funding as part of their work to complement the Council's funding.
- 2.5 Following this Committee a report will be submitted to the Inverclyde Alliance Board on 17 June to discuss the funding allocations and to identify where partner funding might be able to enhance each action.
- 2.6 As further work is undertaken by subgroups around each action the funding situation may vary. In order to allow the Repopulation Outcome Delivery Group to ensure that the actions can be delivered, Committee is asked to delegate authority to the Corporate Director Environment, Regeneration & Resources to enable the Outcome Delivery Group flexibility in the funding allocated against each initiative.

3.0 RECOMMENDATIONS

It is recommended that the Policy and Resources Committee:

- a. Approve the Action Plan as outlined in Appendix 1.
- b. Delegate authority to the Corporate Director Environment, Regeneration and Resources to vary the allocations as outlined in consultation with the Repopulation Outcome Delivery Group.
- c. Agree that the Repopulation Outcome Delivery Group monitor and scrutinise performance against each of the initiatives and provide regular updates every other cycle to the Policy and Resources Committee and SOA and Alliance Boards.

Aubrey Fawcett
Corporate Director
Environment, Regeneration and Resources
Lead officer Repopulation Outcome Delivery Group

4.0 BACKGROUND

- 4.1 On the 5th of February the Committee received a report detailing progress on the delivery of the Repopulation Outcome from the Single Outcome Agreement. The report highlighted recent activity and the development of specific actions on three key themes:
- Attracting new people and businesses into the area
 - Retaining existing population
 - The promotion of Inverclyde
- 4.2 The report asked Committee to remit a request to allocate £1 million from surplus reserves to full Council, where this funding was agreed.
- 4.3 Further work has now taken place to outline how this funding will be deployed across the various actions developed by the Repopulation Outcome Delivery Group, which are attached at Appendix One. A summary of the costs is set out at Appendix Two.
- 4.4 A number of subgroups will be set up to progress the actions set out at Appendix One and each one of these will seek additional funding as part of their work.
- 4.5 In order to ensure that the actions can be delivered, and to allow a level of flexibility as to how the funding is allocated against each action, Committee is asked to delegate authority to the Corporate Director Environment, Regeneration & Resources to enable the Outcome Delivery Group flexibility in the funding posted against each initiative.

5.0 PROPOSALS

- 5.1 It is proposed that Committee agree the attached action plan and agree to delegate authority for the funding to the Corporate Director Environment, Regeneration & Resources.

6.0 IMPLICATIONS

6.1 Legal: none

Finance: none

Personnel: none

Equality and Diversity: none

Population: the purpose of the Action Plan is to stabilise the current Inverclyde population and ultimately stimulate an increase in the population.

7.0 CONSULTATIONS

- 7.1 The Repopulation Outcome Delivery Group has been consulted in the development of the actions, involving representatives from a number of Community Planning Partners.

8.0 LIST OF BACKGROUND PAPERS

8.1 Repopulation Outcome Delivery Group Update, PRO/78/13



Repopulation Outcome Delivery Group

Action Plan

Appendix One

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Appendix One

1. Relocation Support Grants

Name: Lynsey Frizell		Contact Email: lynsey.frizell@inverclyde.gov.uk	
Description of Proposed Action: Council Tax Reduction (over 2 years) for Owner-Occupiers moving into Inverclyde			
Statement Outlining Potential Impact on Repopulation:			
<p>Support with Council Tax will provide an incentive to encourage people to move into the Inverclyde area and help to make Inverclyde more attractive than other areas. This opportunity will be promoted to individuals / families moving into Inverclyde, into lower CT banded properties.</p> <p>Opportunity to promote Low Cost Ownership (targeted at 1st time buyers) in conjunction with this development. Promote the Local Authority Mortgage Scheme (LAMS) and Help to Buy Scheme, and further augment the subsidies and supports available via these initiatives.</p>			
Agencies or Individuals to be Involved / Consulted:			
<p>Consultation with and the ongoing involvement of Finance will be necessary to progress this action.</p>			
Detailed Actions	Responsible for Action	Timescales for Updates	Comments
Hold discussions with Finance regarding the logistics / parameters of implementation	Aubrey Fawcett	May/June 2013	
Sub group of SOA1 Delivery Group to progress this as a repopulation action	Aubrey Fawcett	July 2013	Finance involvement in this sub group would be recommended.
Link in the LAMS and Help to Buy options to promote Low cost Ownership in the area	Sub Group	2013/14	Scope out costs for a % augmentation to existing government assistance programmes in Inverclyde, as an added incentive for people to move here
Estimated Financial Implications / Costings:			
<p>A contribution of approximately £500 per annum per household, for a 2 year period would be made available to subsidise Council Tax. Access to this should be restricted to lower banded properties (A-E). Where applicants can demonstrate that they are first time buyers, a further award of £500 will be made available.</p> <p>Allocated: £30,000 (20-30 households)</p>			
Proposed Monitoring of Impact:			
<p>The following would be monitored to indicate the impact of this proposal:</p> <ul style="list-style-type: none"> ➤ Uptake of the initiative in terms of households supported ➤ Levels of movement into Inverclyde by non-residents 			
Sources of Information used to inform this action:			
<p>Feedback from the focus groups carried out with people who live out with Inverclyde indicated that financial incentives would encourage people to consider moving to an area.</p>			

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Links to other SOA Outcomes:

SOA 1 Depopulation SOA 2 Social Regeneration SOA 3 Economic Regeneration / Employability SOA 4 Health Inequalities
SOA 5 Alcohol Misuse SOA 6 Best Start in Life SOA 7 Environment SOA 8 Partnership Working

Link to Wellbeing Outcomes:

Safe Healthy Achieving Nurtured Active Respected
Responsible Included

Appendix One

2. Identify Sites for Self Build

Name: Ron Gimby		Contact Email: ron.gimby@inverclyde.gov.uk	
Description of Proposed Action: Support the development of self build sites as part of the housing development strategy of the Local Development Plan. Possibility of three sites with around 12 to 15 homes created. Funding will cover detailed site assessment, site particulars, appointment of planning consultants, architectural services and promotion of self build sites. Funding would not include site infrastructure work at this stage.			
<ul style="list-style-type: none"> • Can be subsumed into Local Development Plan (2014 for fully adopted plan) • Could create a Developer Forum, to sell the message that 'Inverclyde is Open for Business' to housebuilders • Can 'market' to people the identified sites in the LDP on the 'Self Build Scotland' forum/site • Could also develop Homesteading approach, where people are given opportunities to bring sub standard housing up to scratch with either grant aid or low cost/no cost for property (link to Empty Homes Initiative) • Potential to support self builders to establish a self build housing co-operative • Possible focus on self build green homes. 			
Statement Outlining Potential Impact on Repopulation: A key aim of the SOA, Local Housing Strategy 2011-2016 and the Local Plan/Local Development Plan (LDP) is to widen the housing options available to current residents and to attract people to come and live in Inverclyde. This action expands housing choice by identifying sites in the LDP that are suitable for self build projects, allowing households to design and build homes entirely suited to their needs and to their personal and financial circumstances.			
Agencies or Individuals to be Involved / Consulted: Inverclyde Council is the Strategic Housing Authority and therefore has a key role to play in identifying housing opportunities. Specific services involved in identifying potential sites for housing development and in particular, self build housing are: Regeneration & Planning, Planning Policy Team; Property Assets; and Safer & Inclusive Communities, Strategic Housing Team; with assistance from Inverclyde Alliance partners; local estate agents and property centres; RSL partners (Housing Options Guide).			
Detailed Actions	Responsible for Action	Timescales for Updates	Comments
Identify sites for self build	Strategic Housing Team / Planning Policy Team.	LHS updated annually; SOA annually reviewed; Land Supply Audit completed annually.	LHS to include development opportunities; forthcoming Local Development Plan (LDP) will also be useful in identifying opportunities noted through annual Land Supply Audit (LSA) process.
Market sites for self build	Strategic Housing Team in association with RSL partners and estate agents / property centres.	Annual would be most appropriate to coincide with LSA and LHS updates.	Housing Options Guide will have key role here to draw attention to self build option and potential sources of information (Housing, Planning, etc).
Advice, information and support for self builders	As above	As above	As above (i.e. project management, planning consent, building warrant, utilities, purchase of land, financing of new build, etc).
Estimated Financial Implications / Costings: Some costs would be incurred in marketing sites and in making information available through the Housing Options Guide (contribution to costs of production). Scottish Government could be approached for funding given stated policy of expanding new house building across Scotland. Possible incentives to incomers as detailed elsewhere in Action plan (deposit scheme, mortgage scheme, tax breaks, etc). Gains to the Inverclyde Council area include possible benefits to local			

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economy during construction phase and in local retail spending by new households thereafter.

Allocated: £200,000

Proposed Monitoring of Impact:

Evidence that the action is having the desired impact on repopulation can be measured through new housing completions as part of the annual HLS Audit. An increase in Council Tax revenues from new homes and in the number of properties on the CT Register will be evident in annual statistical returns to Scottish Government. Identifying wider benefits to the local economy, etc, may be more difficult to quantify but as one part of the marketing and promotion of Inverclyde as a place to live, the housing development strategy of the Local Development Plan should have a significant part to play in the overall objectives of stabilizing and reversing Inverclyde's population.

Information to be gathered as a result of this action:

See opposite.

Sources of Information used to inform this action:

HLS Audit annual updates; LHS annual updates; Council Tax Register and Revenue returns to Scottish Government; Economic Development review of local economy, businesses, etc; Planning annual review of key demographic and economic trends as part of the LDP and Glasgow and the Clyde Valley Strategic Development Plan (SDP) process. The Annual Housing Trends Monitoring Report inaugurated for 2011-2012, will provide information and be available to all Inverclyde Council services and key partner agencies.

Links to other SOA Outcomes:

SOA 1 Depopulation SOA 2 Social Regeneration SOA 3 Economic Regeneration / Employability SOA 4 Health Inequalities
SOA 5 Alcohol Misuse SOA 6 Best Start in Life SOA 7 Environm SOA 8 Partnership Working

Link to Wellbeing Outcomes:

Safe Healthy Achieving Nurtured Active Respected
Responsible Included

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3. Client Management Service/Inverclyde Migration Service

Name: Elizabeth Robertson		Contact Email: Elizabeth.robertson@inverclyde.gov.uk	
Description of Proposed Action:			
<p>Development of a Client Management Service which provides a personalised support package for people moving into the area / investigating the area as a place to live. This service could provide substantial follow-up to web portal requests, where people note their interest in moving to Inverclyde.</p> <p>Support to “clients”, based on self-indicated areas of interest:</p> <ul style="list-style-type: none"> • Discussion of options • Personalised Information gathering for / on behalf of clients • Supporting / organising “Reconnaissance Visits” to the area • Linking in with local provisions / services / groups / individuals as relative to client needs – start to build picture of the client’s community • Legwork on behalf of the client – facilitating practical aspects of investigation / move • Distribution of free legal fees • Engagement with local ‘champions’ who can help to sell the area to prospective migrants. <p>Additional work could be included to personalise job offers via the Employer Engagement Unit to show what is on offer in the area.</p> <p>Bearing in mind the demographic groups we are trying to target into Inverclyde, this service may be attractive in appealing to young professionals as an aspirational / lifestyle service, and to young families as a consolidative / timesaving service.</p> <p>Clear link with Housing Options Guide development by Strategic Housing Team. Will require to link with this to reduce duplication. Link with work on developing the website to promote Inverclyde.</p>			
Statement Outlining Potential Impact on Repopulation:			
<ul style="list-style-type: none"> • An added value service that will help to target the identified demographic groups which can affect population locally • A genuine offer from the authority that makes it different from other areas • Positive promotion opportunity for the area generally – Client Management workers as effective ambassadors for the area 			
Agencies or Individuals to be Involved / Consulted:			
<ul style="list-style-type: none"> • Corporate Communications • IT • Inverclyde Tourist Group • Chamber of Commerce • Economic Development / Riverside Inverclyde 		<ul style="list-style-type: none"> web portal – content development promotion / marketing web portal functionality and design funding, promotion / marketing, information & sustainability funding, promotion/ marketing, information & sustainability funding, promotion / marketing, information, sustainability & recruitment 	
<ul style="list-style-type: none"> • Working Group established to progress? 		<p>New service proposal – decision regarding where this should sit in organisation etc.</p>	
Detailed Actions	Responsible for Action	Timescales for Updates	Comments
Funding Model for Service	Working Group	1 August 2013	Important to know what funding could support service

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Logistical Options regarding Service	Working Group	1 August 2013	Service design, management, scope and scale of service
Approval to progress through Alliance	Alliance Board	30 Sept 2013	Cost / Benefit Analysis and Proposal presented to AB
Development of Web Portal	IT / Corporate Comms	30 April 2014 (not live)	First line of communication with these potential clients
Initial information (the basic offer for clients)	Working Group	1 October 2013	Bespoke service, but with a basic local knowledge bank
Recruitment / Selection and Training	Nominated Manager	31 December 2013	To establish & resource service team at agreed level
Marketing	Corporate Comms	31 December 2013	Promotion of service once in place
Link with Schools to do tours with Head Teachers	Education		
Link to Free Legal Fees action to identify opportunities to cover other costs e.g. stamp duty, removal fees, relocation package	Working Group		
Get businesses and local champions signed up to providing a 'flavour of Inverclyde' and becoming ambassadors for the area.	Working Group/ Employer Engagement Unit		
Company Engagement Comprehensive recruitment package from vacancy profiling to pre & post recruitment training to aftercare for new employees.	Economic Development Service & The Trust	Quarterly	Precarious funding – European funding reducing Develop bespoke offers
Research whether it is possible to get statistics from S1 jobs/my job scotland etc to identify how many people search for jobs in Inverclyde			
Promote the services of the Employer Engagement Team	Economic Development Service & The Trust		
Develop what is already on offer working with Scottish Enterprise to develop this			What can we offer as a Local Authority? Do we have intelligence on the offers from elsewhere? Raise area profile with SE.
Link with Housing Options Guide and Strategic Housing Team	Client management officer/ Strategic Housing Team		
<p>Estimated Financial Implications / Costings:</p> <ul style="list-style-type: none"> • Staffing Post will subject to job evaluation. • Operating Costs House person / team within existing premises (potentially also use existing support systems / staff) - Running costs for office set up Decisions regarding scale of offer provided – what can the officer provide for clients – budget for Hospitality? Travel? Activities? Marketing Budget? Is there an option to commission the service? <p>- Funding options will depend on who houses the service – Third Sector organisations may have different options to Local Authority, for example</p>			

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- Potential joint funding opportunity within the community – requests made of bodies / organisations with vested interest in promotion of the area (further consideration required of “what’s in it for them” – should also be clearly outlined
- Funding options can be explored for discrete elements of the individual “offer” such as housing, nursery education, council tax etc.
- Undertake Cost /Benefit analysis weighing up the overall budget proposal for such a service with the gains to the area – not sure how the economic / financial implication of migration is measured

Allocated £155,000

Proposed Monitoring of Impact:

- Increased hits on web portal – can also use this to find out what people want that we don’t provide – can inform development of “offer”
- Successful moves into the area
- Follow up / after care with clients – evaluation and sustainability
- Concrete measures (financial) identified through cost / benefit analysis
- Evaluative work with stakeholders – what **was** in it for them?

Re job offer personalisation: local residents into jobs and sustained for 13 weeks.
 Will we be able to make a causal link to any increases in population? More likely to stabilise rather than increase 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:

- Who’s interested in Inverclyde
- What they’re looking for from the area
- Fruits of investment (stakeholder benefits from involvement)

Sources of Information used to inform this action:

SLIMS research and Focus Groups have informed us as to the demographic groups that we wish to target in developing and providing this service
 ODG Progress Reports
 Evaluation of Employer Plus by MCRC

Links to other SOA Outcomes:

SOA 1 Depopulation SOA 2 Social Regeneration SOA 3 Economic Regeneration / Employability SOA 4 Health Inequalities
 SOA 5 Alcohol Misuse SOA 6 Best Start in Life SOA 7 Environm SOA 8 Partnership Working

Link to Wellbeing Outcomes:

Safe Healthy Achieving Nurtured Active Respected
 Responsible Included

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4. Lobby for and Promote Additional Express Train Services

Name: Jackie Hill		Contact Email: jackie.hill@inverclyde.gov.uk	
Description of Proposed Action: Lobby for Additional Express Train Services.			
Statement Outlining Potential Impact on Repopulation: This action will potentially contribute to the repopulation of the area by encouraging individuals and families to live within Inverclyde but who may work outside the area. Additional express train services may provide an incentive. First Scotrail have indicated that additional express services will be introduced in May 2014.			
Agencies or Individuals to be Involved / Consulted: SPT; First Scotrail; Transport Scotland			
Detailed Actions	Responsible for Action	Timescales for Updates	Comments
<ul style="list-style-type: none"> Meet with key agencies initially; Lobby for additional fast frequent rail service between Glasgow and Inverclyde 	Who will lead on this? Economic Development Service	When can an update be brought back to the table? Quarterly	Catch all for any further info / caveats Will require to work with Transport Scotland, First Scotrail and SPT. Senior officers and politicians have a lobbying role. First Scotrail have agreed to introduce additional express rail services from May 2014. Additional detail is to be developed.
Marketing of additional rail service	Included in the Promotional Campaign initiative		
Develop user interface e.g. via Zonocard on Kindle and promote this to encourage public transport use and show commuting is an easy option from Inverclyde			Working with SPT
Estimated Financial Implications / Costings: Costs for marketing and promotion included within promotions budget			
Proposed Monitoring of Impact: If increased express train services lead to individuals and families re-locating to Inverclyde from outwith the area as well as stem the flow from the area. Increased/stable population. Would need to gather more detailed information. Will any evaluation / post-activity work be required to measures success – consider			

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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

Require SPT statistics on current numbers of people using trains – split between express services and slower service.

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.)

Data provided by SPT/Scotrail/Transport Scotland on use of rail services, rail stations within Inverclyde and Zonecard usage.

Links to other SOA Outcomes: Please tick the relevant SOA outcomes that the action will impact on

SOA 1 Depopulation SOA 2 Social Regeneration SOA 3 Economic Regeneration / Employability SOA 4 Health Inequalities
SOA 5 Alcohol Misuse SOA 6 Best Start in Life SOA 7 Environment SOA 8 Partnership Working

Link to Wellbeing Outcomes:

Safe Healthy Achieving Nurtured Active Respected
Responsible Included

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5. Analysis of potential for Mid-Market Rent Housing

Name: Ronny Lee		Contact Email: Ronny.Lee@inverclyde.gov.uk	
Description of Proposed Action: Undertake analysis of the potential uptake of mid-market rent (MMR) housing in the Inverclyde Council area to inform future investment decisions by the council and by key partners in RSLs. The proposed research will also consider the potential for converting existing RSL stock for use as MMR housing following recent Scottish Government approval of a pilot project by an RSL.			
Statement Outlining Potential Impact on Repopulation: A key aim of the SOA, Local Housing Strategy 2011-2016 and the Local Plan/Local Development Plan (LDP) is to widen the housing options available to current residents and to attract people to come and live in Inverclyde. This action would provide current citizens and those wishing to come to Inverclyde with an alternative to social renting, or renting from a private landlord, and owner-occupation. The increased revenue available from mid-market rents (c. 80% of private rented market levels) could be used by RSLs to cross-subsidise new housing development and to improve current stock.			
Agencies or Individuals to be Involved / Consulted: Inverclyde Council is the Strategic Housing Authority and therefore has a key role to play in identifying new housing opportunities. River Clyde Homes (RCH) has expressed an interest in undertaking joint research with Inverclyde Council into the potential for mid-market rent as the Scottish Government is actively promoting this type of housing and there is currently no market intelligence on the likely uptake within Inverclyde. The principal agencies involved would be the Strategic Housing Team in partnership with RCH.			
Detailed Actions	Responsible for Action	Timescales for Updates	Comments
Commission research into the potential for mid-market rent housing in Inverclyde	Strategic Housing Team / RCH	SOA reviewed annually; LHS updated annually; Housing Need and Demand Assessment (HNDA) to be reviewed in 2013/14	The HNDA completed in 2011 identified a gap in local knowledge concerning the potential for mid-market rent housing and this action would allow this gap to be filled in time for HNDA2, due for completion in 2014
Disseminate research findings to partner RSLs	Strategic Housing Team in association with RSL partners and estate agents / property centres	To coincide with LHS updates and production of HNDA2	Housing Options Guide will play a key role in drawing attention to the mid-market rent option and to potential sources of information (Housing Team, RSLs, estate agents / property centres, etc.)
Discuss opportunities for mid-market rent with partner RSLs	Strategic Housing Team in association with RSL partners	To coincide with preparation of Strategic Housing Investment Plan (SHIP) and Strategic Local Programme (SLP)	Mid-market rent units as part of future developments to be included in discussions with Scottish Government and RSL partners on SHIP / SLP projects
Estimated Financial Implications / Costings: Costs would be incurred in engaging suitably qualified and experienced consultants to undertake market research and to assess the potential for conversion of existing stock to MMR. No firm costs available as yet however RCH is willing to jointly fund this work with Inverclyde Council. Gains to the Inverclyde Council area include increased Council Tax base and possible benefits to local economy during construction phase and in local retail spending by new households moving into the Inverclyde area. Initial allocation £25,000 (costs to be confirmed)			

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Proposed Monitoring of Impact:

Evidence that the action is having the desired impact on repopulation can be measured through new tenants taking up mid-market rent houses as part of annual SCORE returns and reporting to the Scottish Housing Regulator. Returns are also supplied for LHS update purposes. Identifying wider benefits to the local economy, etc, may be more difficult to quantify. However the marketing and promotion of Inverclyde as a place to live would be enhanced by having this option available to mobile, younger professional people, and to those who are looking for good quality, comfortable, secure, energy efficient housing at rents below full market levels and who are unwilling or unable to buy a home of their own.

Information to be gathered as a result of this action:

See opposite.

Sources of Information used to inform this action:

Results of HNDA (2011); LHS annual updates; Council Tax Register and Revenue returns to Scottish Government; SCORE returns from RSLs; APSR returns to Scottish Housing Regulator by RSLs; annual Housing Trends Monitoring Report will also provide information and will be available to all Inverclyde Council services and key partner agencies.

Links to other SOA Outcomes:

SOA 1 Depopulation SOA 2 Social Regeneration SOA 3 Economic Regeneration / Employability SOA 4 Health Inequalities
SOA 5 Alcohol Misuse SOA 6 Best Start in Life SOA 7 Environment SOA 8 Partnership Working

Link to Wellbeing Outcomes:

Safe Healthy Achieving Nurtured Active Respected
Responsible Included

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6. Graduate Entry Programme

Name: Jackie Hill		Contact Email: Jackie.hill@inverclyde.gov.uk	
Description of Proposed Action:			
<p>The National Data hub has been developed by Scottish Government and Skills Development Scotland to support post 16 transitions in Scotland. This is a means of tracking young people after they leave school, in order to keep routes open for continued support if / when needed.</p> <p>The data hub will essentially provide a means of communication with all Inverclyde young people, post 16. For the purposes of this proposed development, we would be particularly interested in those who have accessed Further and Higher education.</p> <p>It will be possible to identify those young people who are approaching the end of their studies (and which courses they have studied) in order to resume actual contact to support them in making positive transitions post-university. At this point, analysis could be done to consider promotion of available careers options locally, and to promote the return to Inverclyde with local(ish) job prospects to start their careers. It will be possible to build up contact lists of graduates to market local jobs to them which match their areas of study.</p> <p>This proposal is entirely in line with the Scottish Government publications relating to Post 16 Transitions “Data Practice Framework” and “Revised Policy & Practice Framework” which outline the relationships that Universities and Community Planning Partnership will have / could have in supporting young people as much as possible as they leave tertiary education. <i>Refer to pg 11 of the Data Practice Framework and to pg 29 of the Policy & Practice Framework for examples of this.</i></p> <p>The Council’s Employability Pipeline Graduate Programme has recently been extended allowing suitable candidates to be placed in private sector business for a period of 12 months. It is proposed to extend this programme to allow a further seven places to be created for a period of two years per graduate at 50% intervention, in line with state aid guidelines. The candidates will be required to demonstrate that they have moved into Inverclyde for the period of employment .</p>			
Statement Outlining Potential Impact on Repopulation:			
<p>This would be an active way of encouraging educated young people to return to Inverclyde after their immediate post-school course of studies is complete. Potential to look at job market in relation to these young people and to develop links as much as possible to support graduates into their first professional positions in a way which enables as many of them as wish to live in Inverclyde. The wage incentive aspect of this proposal will allow 7 graduates to gain full time employment with private sector employers, whilst attracting them to the area. It is not considered appropriate to limit the programme exclusively to graduates who were brought up in Inverclyde as this may limit the available job / graduate match.</p>			
Agencies or Individuals to be Involved / Consulted:			
Skills Development Scotland	Development of Datahub and ongoing support of young people		
Scottish Government	Development and long term prioritisation / resourcing and sustainability of data hub		
University Sector	Provision of robust data via the data hub		
College Sector	Provision of robust data via the data hub		
Youth Employability Forum	Legwork to make the connections with soon-to-be graduates and provision of ongoing support		
Detailed Actions	Responsible for Action	Timescales for Updates	Comments
Datahub input extended fully into FE / HE	Universities and Colleges		We only have influence over this aspect at CPP level

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sectors			
Regular interrogation of data hub reports	Youth Employability Forum / Opportunities for All Group	Annually / twice yearly	Schedule best time of year to do this
Cross analysis of cohorts of young people with labour market information / opps	Youth Employability Forum	Annually	Timing of this is crucial – information and opportunities have to be available at the right time
Contact with young people to make offer to return to / remain in Inverclyde	Youth Employability Forum to decide which agency best to do this	Annually	Again, timing is crucial. Must approach young people at the optimum time to offer any support or access to opportunities
Substantial opportunities within realistic Travel to Work area to support this	Youth Employability Forum / Economic Development	Ongoing	We need to have good jobs within accessible region to make sense for young graduates to live in this area
Agreed levels of support based on either needs of young person or other locally determined incentives	Economic Development	Ongoing	Agencies already provide a lot of support (SDS, JC+ etc.) but will have better access to more info about more young people in this “high end” category than previously – support must be suited to their needs Possibility of offering subsidy for travel if remain in Inverclyde and travel to FE/HE, or fees if they have to move, but with commitment built in that they come back to live in Inverclyde or have to pay back subsidy. Incentivise the housing offer if young people come back to live in Inverclyde post study. Seven graduate work placements.
Establish local (or within travel work area from Inverclyde) work experience for those in FE/HE	Chamber of Commerce Employer Engagement Unit	Ongoing	Will need to know what young people from Inverclyde are studying to match up with work experience. Further analysis required.
Ask local young people who remain in the area and work here or elsewhere to speak in schools about their experiences	Inverclyde Council Education Service Link with SDS	Ongoing	Develop young ambassadors for the area who can highlight the benefits of living in Inverclyde to other young people.

Estimated Financial Implications / Costings:

No costs specifically relating to the basic idea of contacting graduates to highlight local graduate level jobs for them. Slight modification in current practice required in respect of the hub activity.

7 graduate posts up to £20,000 with a salary of around £8.50 an hour, with additional funding available for training, travel and support costs.

Allocated: £150,000

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Proposed Monitoring of Impact:

- Numbers of young people choosing to come back to Inverclyde post Further and Higher Education.

Information to be gathered as a result of this action:

Enhanced dataset via the data hub. Richer resource for tracking and support of all young people.

Better data about the range of studies being undertaken to inform development in labour market links.

Communication with young graduates – opportunity to find out what would bring them back to the area or what stops them from wanting to come back to the area

Further engagement with employers.

Sources of Information used to inform this action:

National Datahub
Labour Market Intelligence

Links to other SOA Outcomes:

SOA 1 Depopulation SOA 2 Social Regeneration SOA 3 Economic Regeneration / Employability SOA 4 Health Inequalities
SOA 5 Alcohol Misuse SOA 6 Best Start in Life SOA 7 Environm SOA 8 Partnership Working

Link to Wellbeing Outcomes:

Safe Healthy Achieving Nurtured Active Respected
Responsible Included

Appendix One

7. Grant Assistance for Local Business Start Ups and Growth

Name: Jackie Hill		Contact Email: jackie.hill@inverclyde.gov.uk	
Description of Proposed Action: Provide grant assistance for local business start ups.			
Statement Outlining Potential Impact on Repopulation: This action contribute to the stabilisation or growth of Inverclyde’s population. Grant assistance is available to existing businesses and limited support is available to new start ups. Greater consistency is required in the access to support for businesses. However, where there is potential for an inward investor to the area, flexibility would be applied in developing a package of support. A greater emphasis is required on local marketing for businesses and supporting business with their own communications and marketing. Other opportunities include bringing local businesses together to bid for larger local contracts which they would not be able to secure on their own. There are also opportunities to be more entrepreneurial and develop a business to support businesses, filling current gaps in provision and securing greater support from agencies such as Scottish Enterprise. This action will contribute to the stabilisation or growth of Inverclyde’s population through either creating or safeguarding jobs.			
Agencies or Individuals to be Involved / Consulted: Who needs to be on board / round the table to progress the action? Partners on the Economic Regeneration ODG. Alternatively, is any consultation required to progress the action? Partners on the Economic Regeneration ODG.			
Detailed Actions	Responsible for Action	Timescales for Updates	Comments
Breakdown of tasks <ul style="list-style-type: none"> Company Engagement Promotion of Business Support Products 	Who will lead on this? Economic Development Service	When can an update be brought back to the table? Quarterly	Catch all for any further info / caveats
Buy more ongoing business support/aftercare	Economic Development Service		
Pursue ESF/ERDF funding bids to further develop support for SMEs.	Economic Development Service		
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 No additional costs. Utilise existing Business Development Budget and Staff Resources – currently £5k property assistance, £5k business development Allocation: £100,000			

Appendix One

Proposed Monitoring of Impact:

How will we know if this action is working for us? If, by our interventions, jobs will be created and/or safeguarded to maintain employment within Inverclyde, potentially preventing individuals and/or families leaving the area to seek work. What will indicate success? Success can only be measured over the longer term but will be measured by increased/stable population. Will we be able to make a causal link to any increases in population? More likely to stabilise rather than increase population. Will any evaluation / post-activity work be required to measure 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. ODG Progress Reports and Directorate Performance Report

Links to other SOA Outcomes: Please tick the relevant SOA outcomes that the action will impact on

SOA 1 Depopulation SOA 2 Social Regeneration SOA 3 Economic Regeneration / Employability SOA 4 Health Inequalities
SOA 5 Alcohol Misuse SOA 6 Best Start in Life SOA 7 Environment SOA 8 Partnership Working

Link to Wellbeing Outcomes:

Safe Healthy Achieving Nurtured Active Respected
Responsible Included

Appendix One

8. Green Homes

Name: Ron Gimby		Contact Email: ron.gimby@inverclyde.gov.uk	
Description of Proposed Action: Provision of assistance to encourage sustainable energy use and widely promote 'green homes' in Inverclyde. This action requires further development.			
Statement Outlining Potential Impact on Repopulation: To provide assistance to incoming residents to adapt their new residences in Inverclyde to promote sustainable energy use and thereafter showcase their 'green homes' as an example of energy efficiency best practice in the area. This will encourage those who wish to have homes which use less energy, save money and protect the environment to come to live in Inverclyde. It will also promote Inverclyde as an environmentally friendly authority area. We currently have no properties listed on the Energy Saving Trust's 'Green Homes Network': http://www.energysavingtrust.org.uk/scotland/Generating-energy/Green-Homes-Network Opportunities exist to tap into Home Energy Efficiency Programmes Scotland (HEEPS) grant for Inverclyde, covering owner occupiers and non owners.			
Agencies or Individuals to be Involved / Consulted: Green Charter Unit Co-ordinator, Strategic Housing team, appointed partner, Energy Saving Trust, local estate agents.			
Detailed Actions	Responsible for Action	Timescales for Updates	Comments
Initial meeting with relevant Council Services	Panning / Strategic Housing Team	June 2013	Discuss the possibility of replicating the 'Green Network Scheme' in Inverclyde on a grant-assisted basis
Contact the Energy Saving Trust	Planning / Strategic Housing Team	July 2013	To discuss their Scheme and seek permission to replicate it in Inverclyde
Seek a partner and market the scheme to encourage participation	Planning / Strategic Housing Team	August 2013	Devise a service level agreement with the preferred supplier and monitor the impact of a communication plan
Identify sites for sustainable eco homes	Strategic Housing Team/ Planning		Part of Local Development Plan
Identify sites for small scale wind turbines to generate money for other projects	Planning		Part of Local Development Plan
Investigate whether RSL new builds can include photo-voltaic cells to generate energy, ground heat schemes	Strategic Housing Team/ Planning		Oak Tree Housing Association doing this, can it be replicated?
Identify match funding for Inverclyde	Planning / Strategic Housing Team		Potential HEEPS funding of £400,000
Investigate opportunities for developing a community heating system	Planning / Strategic Housing Team		
Estimated Financial Implications / Costings:			

Appendix One

Provisional figures: £50,000 comprising grant assistance of up to £10,000 for a property in each Inverclyde town and village, plus marketing

Allocation: included within Action No. 2 support the development of self build schemes

Proposed Monitoring of Impact:

Number of positive media items in the local press. Number of enquiries about the scheme including visits to the Energy Saving Trust's website. Number of incoming householders who fully participate in the initiative. Number of personal visits to the properties involved.

Information to be gathered as a result of this action:

At present we do not have any properties included in the Energy Saving Trust's 'Green Homes Network'.

Sources of Information used to inform this action:

The 'Green Homes Network' scheme on the Energy Saving Trust's website

Links to other SOA Outcomes:

SOA 1 Depopulation SOA 2 Social Regeneration SOA 3 Economic Regeneration / Employability SOA 4 Health Inequalities
SOA 5 Alcohol Misuse SOA 6 Best Start in Life SOA 7 Environment SOA 8 Partnership Working

Link to Wellbeing Outcomes:

Safe Healthy Achieving Nurtured Active Respected
Responsible Included

9. Tourism Business Liaison

Name: Jackie Hill		Contact Email: jackie.hill@inverclyde.gov.uk	
Description of Proposed Action: Identify opportunities to increase support for a variety of accommodation options (e.g. Hotels, Bed & Breakfast, short term lets) building on existing grants and linked to the Tourism Action Plan.			
Statement Outlining Potential Impact on Repopulation: Can encourage those already living in Inverclyde to appreciate what is on offer locally and will attract visitors and possibly encourage some people, longer term, to consider Inverclyde as a place to live, work and visit.			
Agencies or Individuals to be Involved / Consulted: Corporate Communications; Inverclyde Tourist Group; Discover Inverclyde. Mid-term review of Tourism Action Plan is currently underway.			
Detailed Actions	Responsible for Action	Timescales for Updates	Comments
As per new Events Strategy and existing Tourism Action Plan	Corporate Comms/Economic Development Service	December 2013	
Development of website to improve connectivity with partner websites and to develop 'What's on Inverclyde'	Tourism Business Liaison Officer	December 2013	
Identify sponsorship opportunities with e.g. Clyde Port	Tourism Business Liaison Officer	December 2013	
Engage with Federation of Small Businesses, Greenock Chamber of Commerce and other local businesses and Tourism initiatives to help co-ordinate and support development of the tourism offer in Inverclyde	Tourism Business Liaison Officer	December 2013	Focus on accommodation offer
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

Costs in relation to Tourism Action Plan will be met from existing Economic Development budget.

Allocated £150,000

Tourism Businesses Liaison Post - £40,000 each year for two years – post to be discussed further by CMT.
Budget for development of Inverclyde wide website, engagement with businesses etc.

Proposed Monitoring of Impact:

Growth in tourist numbers
Growth in accommodation options
Increase tourism spend in the Inverclyde area
More visible promotion of Inverclyde as a tourism destination.

Information to be gathered as a result of this action:

Results from mid-term review of Tourism Action Plan

Sources of Information used to inform this action:

Consultation process aligned to review of Tourism Action Plan

Links to other SOA Outcomes: Please tick the relevant SOA outcomes that the action will impact on

SOA 1 Depopulation SOA 2 Social Regeneration SOA 3 Economic Regeneration / Employability SOA 4 Health Inequalities
SOA 5 Alcohol Misuse SOA 6 Best Start in Life SOA 7 Environment SOA 8 Partnership Working

Link to Wellbeing Outcomes:

Safe Healthy Achieving Nurtured Active Respected
Responsible Included

10. Promotional Campaign

Name: George Barbour		Contact Email: george.barbour@inverclyde.gov.uk	
Description of Proposed Action:			
<ol style="list-style-type: none"> 1. Create an overall campaign to promote Inverclyde which incorporates developing an annual activity which would bring people in to visit the area e.g. a river festival and build on existing activity, especially events we're not currently engaged with. 2. Change/update the signage for the area, especially on entry to Inverclyde. 			
Statement Outlining Potential Impact on Repopulation:			
An overall promotional campaign will help raise the profile of existing services and facilities within Inverclyde aimed at encouraging more people to live, work or visit. The campaign will also have an outward focus to raise the profile of Inverclyde in the west of Scotland.			
Agencies or Individuals to be Involved / Consulted:			
All council services and community planning partners will have a potential input/involvement in the campaign. Key partners will include Inverclyde Leisure, Riverside Inverclyde and River Clyde Homes and other housing providers.			
Detailed Actions	Responsible for Action	Timescales for Updates	Comments
Examine existing package of events across Inverclyde and identify gaps	Corporate communications	Every other committee cycle	The corporate communications team has set up a development session to examine the 'events package' across Inverclyde in December aimed at dovetailing regular activity.
Examine existing signage and opportunities for improvements	Corporate communications/Roads	Every other committee cycle	The communications team will prepare an examination of existing signage across Inverclyde with recommendations for improvement.
Create a promotional campaign theme and action plan focused on improving the profile of Inverclyde and supporting repopulation actions.	Corporate communications	Every other committee cycle	Needs involvement of partner organisations to assist in building the Inverclyde package and identify existing promotional opportunities which can be jointly utilised.
Link with Client Management service re web development and Housing Strategy re housing options guide	Corporate communications/ ICT		
Pull all web based elements of all the Repopulation initiatives together	Corporate communications/ ICT		
Estimated Financial Implications / Costings:			
The detailed campaign and any specific events will require additional funding to deliver a promotional campaign to raise the profile. Any physical changes to signage would also require additional funding, these would be identified as part of the signage and promotional campaign action plans.			
Allocated: £140,000			

Proposed Monitoring of Impact:

Increased attendance at events will be used to help assess the impact of existing events and new events. An examination of the 'reputation' of Inverclyde would be required for an Inverclyde and outside of Inverclyde audience against key messages. Existing depopulation surveys could be used to set a baseline for reputation.

Links to other SOA Outcomes:

SOA 1 Depopulation SOA 2 Social Regeneration SOA 3 Economic Regeneration / Employability SOA 4 Health Inequalities
SOA 5 Alcohol Misuse SOA 6 Best Start in Life SOA 7 Environment SOA 8 Partnership Working

Link to Wellbeing Outcomes:

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Responsible Included

Appendix Two

Budget Allocation for Repopulation Action Plan

Attracting new people and businesses to the area		
1	Assistance with initial housing costs and access to housing <ul style="list-style-type: none"> Relocation fees for approx 30 families 	£30,000
2	Support the development of self build housing schemes	£250,000
3	Develop a service that helps people set up in the area <ul style="list-style-type: none"> Client Management Service Link with Housing Options Guide (Strategic Housing Team) Link with personalisation of job offers/Employer Engagement Unit 	£155,000
4	Increased public transport services <ul style="list-style-type: none"> Additional express trains 	Included in promotional budget
Total		£385,000
Retaining existing population		
5	Analysis of potential for mid-market rent housing	£25,000
6	Increase employment opportunities <ul style="list-style-type: none"> Inverclyde Graduate Entry Programme 	£150,000
7	Provide support to businesses <ul style="list-style-type: none"> Ongoing business support/aftercare 	£100,000
8	Introducing sustainable Heat Regeneration Schemes (Green Homes Network)	Included in self build budget
Total		£325,000
The promotion of Inverclyde		
9	Development of tourism in collaboration with local businesses <ul style="list-style-type: none"> Tourism Business Liaison Post Budget for development of website, engagement with businesses etc. 	£150,000
10	Promotional Campaign <ul style="list-style-type: none"> Improved signage Develop annual activities which would bring people in to visit the area e.g. a river festival 	£140,000
Total		£290,000
Overall Total		£1,000,000