
Report To:	Policy and Resources Committee	Date:	19 November 2013
Report By:	Alan Puckrin, Acting Corporate Director Environment, Regeneration and Resources	Report No:	PR/101/13/AH/MMcK
Contact Officer:	Miriam McKenna, Corporate Policy and Partnership Manager	Contact No:	01475 712042
Subject:	Inverclyde Alliance Repopulation Outcome Delivery Plan Progress Report		

1.0 PURPOSE

- 1.1 The purpose of this report is to provide an update to the Policy and Resources Committee on progress towards the delivery of the actions agreed in regard to promoting repopulation in Inverclyde, via the Inverclyde Alliance.

2.0 SUMMARY

- 2.1 The Repopulation Outcome Delivery Group of the Inverclyde Alliance have developed an action plan, setting out how it will use the £1 million allocated from Inverclyde Council, to promote Inverclyde and encourage new migrants to the area.
- 2.2 The Outcome Delivery Group has a new lead officer following the secondment of the previous lead officer to Riverside Inverclyde. Alan Puckrin, Acting Corporate Director Environment, Regeneration and Resources has taken on the lead officer role.
- 2.3 The full progress report is attached at appendix one, outlining some of the activity to date.
- 2.4 Highlights of action delivered so far include:

Council Tax Reduction: A draft policy and application forms have been produced. A launch date early in 2014 will be confirmed once the systems to manage the process are finalised and the relocation officer is in post.

Self Build: The self build sites have been subsumed in the Local Development Plan and a number of sites have been identified. The Council undertook a masterplanning exercise for the 5 sites identified across Inverclyde. Leperston in Kilmacolm is the initial focus. A more detailed plan is required to be undertaken. Currently going out to tender to get a consultant to develop that detail.

Relocation Service: Job Description and Person Specification was developed and evaluated and graded by HR. The post is being advertised in the Greenock Telegraph and Inverclyde Now (with weblink to myjobscotland website) and will be filled as soon as possible.

Additional Express Train Services: Commitment given from Scotrail for an additional train service starting in March 2014. Discussions are ongoing between Corporate Communications and Scotrail

on promoting the new service.

Analysis of Potential Mid Market Rent Housing: Study has commenced and expected to be completed by November 2013. The study is being carried out in partnership with River Clyde Homes. Proposals to use the remaining budget are outlined in paragraph 4.7.

Graduate Entry Programme: Building on the existing programme, a number of graduate placements have been secured with Texas Instruments. The Business Development Team will also be making contact with Account Managed companies with less than 250 employees as these companies are eligible for our business support products which we will promote alongside the graduate programme.

Promotional Campaign: a promotional strategy was presented to the last meeting of the group for consideration. A number of positive news stories about, or set in Inverclyde, have been in national and local press across the country. Additional work is taking place to identify key sites for elements of the marketing campaign. Details will be presented to the next meeting of the Committee.

- 2.5 The lead officers for each action are continuing to progress their areas of responsibility and a further report on progress will be made to future meetings of the Inverclyde Alliance Board and the SOA Programme Board, as well as future meetings of this Committee. In order to improve reporting, key dates, performance measures and spend progress will be incorporated in future updates.

3.0 RECOMMENDATIONS

- 3.1 It is recommended that Committee:
- a. Note the progress on the delivery of the actions set out in the Repopulation Outcome Delivery Plan.
 - b. Note the reallocation of underspend to the actions set out in paragraph 4.7.

Alan Puckrin
Acting Corporate Director Environment, Regeneration and Resources

4.0 BACKGROUND

- 4.1 The Inverclyde Single Outcome Agreement has identified depopulation as an issue facing Inverclyde which could have negative repercussions in the future. In order to stem the flow of those leaving the area and to encourage new people to come into the area, the Inverclyde Alliance established a partnership Repopulation Outcome Delivery Group.
- 4.2 The Repopulation Outcome Delivery Group was allocated £1,000,000 of funding from Inverclyde Council, in order to deliver a number of actions focussed around the key areas of:
- Attracting new people and businesses to the area
 - Retaining existing population
 - The promotion of Inverclyde
- 4.3 A detailed action plan and breakdown of spend was then developed and a progress report on the delivery of these actions is attached at Appendix One. The actions being taken forward are:
- Relocation Support Grants
 - Identify Sites for Self Build
 - Relocation Service/Inverclyde Migration Service
 - Lobby for and Promote Additional Express Train Services
 - Analysis of potential for Mid-Market Rent Housing
 - Graduate Entry Programme
 - Grant Assistance for Local Business Start Ups and Growth
 - Green Homes
 - Tourism Business Liaison
 - Promotional Campaign
- 4.4 Lead officers have been identified for each of the actions and they are working to deliver these across various Council services.
- 4.5 A lot of good progress has been made in taking forward each of the actions, with additional funding secured through e.g: European Regional Development Fund (ERDF) where £50,000 of the money was used as match funding for a Small to Medium Enterprise (SME) growth programme, making around £107,000 available for Inverclyde; and a successful bid to the Home Energy Efficiency Programme Scotland (HEEPS) has resulted in over £1million for Inverclyde.
- 4.6 Some of the other progress to date includes:

Council Tax Reduction: Finance have been working on a policy which will facilitate this scheme, drafting an application form for use and developing the system for how the fund will work in practice. A launch date early in 2014 will be confirmed once the systems to manage the process are finalised and the relocation officer is in post.

Relocation Service: Job Description and Person Specification was developed and evaluated and graded by HR. The post is being advertised in the Greenock Telegraph and Inverclyde Now (with weblink to myjobscotland website) and will be filled as soon as possible.

Analysis of Potential Mid Market Rent Housing: Consultants have been jointly appointed by River Clyde Homes and Inverclyde Council to undertake research and the scheduled completion date is November 2013. RCH and Inverclyde Council Housing Strategy are

monitoring progress and liaising with the consultants. Proposals to use the remaining budget are outlined in paragraph 4.7.

Graduate Entry Programme: Economic Regeneration and Education Officers have met to identify how they will build on the existing graduate programme. A number of graduate placements have been secured with Texas Instruments. The Business Development Team will also be making contact with Account Managed companies with less than 250 employees as these companies are eligible for our business support products which we will promote alongside the graduate programme. Scottish Enterprise have been alerted to the programme so they can advise their account managed companies to try to secure further placements.

Grant Assistance for Local Business Start Ups and Growth: £50,000 has been used as match funding for an ERDF SME growth programme, working jointly with Renfrewshire and East Renfrewshire. The remaining £50,000 allocated to this action has been split between Marketing Grants and Informal Training.

Promotional Campaign: a promotional strategy setting out campaigns for promoting Inverclyde was presented to the last meeting of the group for consideration. A number of positive news stories about, or set in, Inverclyde have been in national and local press across the country. When the additional express train service is added by Scotrail there will be a joint marketing campaign. Additional work is taking place to identify key sites for elements of the marketing campaign. Details will be presented to the next meeting of the Committee.

- 4.7 A saving has been achieved in the Analysis of Mid Mark Rent Housing and it was agreed to reallocate the funding to two other actions which were proposed by the Repopulation Outcome Delivery Group, which will help to encourage people to move to Inverclyde. £2000 will be used for Inverclyde Council to have a one year membership of a Scottish Government-backed organisation called 'Landlord Accreditation Scotland (LAS)'. Private landlords apply to LAS and when they demonstrate that they meet good standards, they can use the accredited logo on their advertising etc. This could encourage people to come to the area as they will know the private landlords meet strict criteria. Should this be successful the Council will seek to secure funding to continue its membership.

The remaining funding will be used to develop the Housing Options Guide, which will be a web based resource bringing together information on all tenures of housing to make it easier for people looking to move into the area to find somewhere to live. The Housing Options Guide will also be used by the Relocation Officer to provide packages of information to potential movers as well as used in the Promotional Campaign for Inverclyde.

5.0 IMPLICATIONS

5.1 Financial Implications - One off Costs

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Other Comments
Earmarked Reserves	Repopulation	2013 – 16	£1,000,000	-	Anticipating to spend c£150,000 13/14

5.2 Human Resources: Two posts have been identified and the Tourism and Business Liaison

Co-ordinator post has been advertised. The Relocation Officer post will be advertised shortly.

5.3 Legal: none

5.4 Equalities: none

5.5 Repopulation: the Outcome Delivery Plan is entirely focussed on promoting repopulation in the Inverclyde area.

6.0 CONSULTATIONS

6.1 This report has been developed in consultation with the partners and Council services who make up the Repopulation Outcome Delivery Group.

7.0 LIST OF BACKGROUND PAPERS

7.1 Repopulation Outcome Delivery Group Update, Policy and Resources Committee, 5 February 2013.



Repopulation Outcome Delivery Group

Action Plan Progress Report

October 2013

Local Outcome:	Repopulation
Covering Period:	May 2013 – October 2013
Lead Officer:	Alan Puckrin, Acting Corporate Director, Environment, Regeneration and Resources

Summary of progress since last report:

The Repopulation Outcome Delivery Group met on the 24th of October to further progress the agreed actions for promoting repopulation in Inverclyde. A new lead officer has been identified following the temporary move of the previous lead officer to Riverside Inverclyde. Alan Puckrin, Acting Corporate Director for Environment, Regeneration and Resources has taken on the lead officer role.

Further work has been carried out to clarify some of the actions and to identify the lead officers for each action. Progress on each of the actions include:

Council Tax reduction: A draft policy and application forms have been produced. A launch date early in 2014 will be confirmed once the systems to manage the process are finalised and the relocation officer is in post.

Self Build: The self build sites have been subsumed in the Local Development Plan and a number of sites have been identified. The Council undertook a masterplanning exercise for the 5 sites identified across Inverclyde. Leperston in Kilmacolm is the initial focus. A more detailed plan is required to be undertaken. Currently going out to tender to get a consultant to develop that detail.

Relocation Service: Job Description and Person Specification was developed and evaluated and graded by HR. The post is being advertised in the Greenock Telegraph and Inverclyde Now (with weblink to myjobscotland website) and will be filled as soon as possible.

Additional Express Train services: Commitment given from Scotrail for an additional train service starting in March 2014. Discussions are ongoing between Corporate Communications and Scotrail on promoting the new service.

Analysis of potential Mid Market Rent Housing: Study has commenced and expected to be completed by November 2013. The study is being carried out in partnership with River Clyde Homes. Proposals to use the remaining budget are outlined in paragraph 4.7.

Graduate Entry Programme: Building on the existing programme, a number of graduate placements have been secured with Texas Instruments. The Business Development Team will also be making contact with Account Managed companies with less than 250 employees as these companies are eligible for our business support products which we will promote alongside the graduate programme.

Appendix One

Promotional Campaign: a promotional strategy was presented to the last meeting of the group for consideration. A number of positive news stories about, or set in Inverclyde, have been in national and local press across the country. Additional work is taking place to identify key sites for elements of the marketing campaign. Details will be presented to the next meeting of the Committee.

Membership of group

Organisation	Name
Inverclyde Council (Lead Officer)	Alan Puckrin
Stepwell	Steve Watson
OakTree Housing Association	Nick Jardine
River Clyde Homes	Angela Spence
Police Scotland	Stuart Drake
Inverclyde Council, Property and Facilities Management	Alan McClintock
Inverclyde Council, Housing Strategy	Ronny Lee
Inverclyde Council, Education	Elizabeth Robertson
Inverclyde Council, Economic Development	Jackie Hill
Inverclyde Council, ICT	Gregor Gillespie
Inverclyde Council, Corporate Communications	George Barbour
Inverclyde Council, Safer and Inclusive Communities	Drew Hall
Inverclyde Council, Corporate Policy and Partnership	Miriam McKenna

Appendix One

Organisation Name	
Inverclyde CHCP, Planning, Health Improvement and Commissioning	Andrea Connolly

Affiliated groups/Groups reporting to Outcome Delivery Groups: N/A

Appendix One

Contents

1.	Relocation Support Grants	11
2.	Identify Sites for Self Build	11
3.	Relocation Service/Inverclyde Migration Service	12
4.	Lobby for and Promote Additional Express Train Services	13
5.	Analysis of potential for Mid-Market Rent Housing	14
6.	Graduate Entry Programme	14
7.	Grant Assistance for Local Business Start Ups and Growth	15
8.	Tourism Business Liaison.....	16
9.	Promotional Campaign.....	16

1. Relocation Support Grants	
Name: Liz Brown	Contact Email: liz.brown@inverclyde.gov.uk
Description of Proposed Action: Council Tax Reduction (over 2 years) for Owner-Occupiers moving into Inverclyde	
<p>Progress:</p> <p>Meeting held with Finance to identify how this action will be taken forward. A draft policy and application forms have been produced. The policy will require to be agreed and then a launch date will be identified once the systems to manage the process are in place.</p> <p>Will identify appropriate launch date in line with Promotional Campaign and Relocation Officer start date.</p> <p>The group had also been keeping a watchful eye on the development of the Local Authority Mortgage (LAMS). Information has recently been released by Government regarding the Help to Buy (Scotland) Scheme, which sets out guidance as to how the scheme will operate. The scheme aims to help credit-worthy buyers to buy a new build house, where this is sustainable for them. It appears the Local Authority Mortgage (LAMS) scheme will not progress given the development of the Help to Buy Scheme.</p>	

2. Identify Sites for Self Build	
Name: Alan McClintock	Contact Email: alan.mcclintock@inverclyde.gov.uk
<p>Description of Proposed Action:</p> <p>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.</p> <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.

Progress:

The self build sites have been subsumed in the LDP and a number of sites have been identified. Plan will be fully adopted next year.

The Council undertook a masterplanning exercise for the 5 sites identified across Inverclyde. Leperston in Kilmacolm is the initial focus. A more detailed plan is required to be undertaken. Currently going out to tender to get a consultant to develop that detail. Full liaison between property and planning. Development brief will be created.

Still further work to be undertaken to identify the full scope of self build.

3. Relocation Service/Inverclyde Migration Service

Name: Jackie Hill

Contact Email: Jackie.hill@inverclyde.gov.uk

Description of Proposed Action:

Development of a Relocation 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.

Support to “clients”, based on self-indicated areas of interest:

- 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 Council Tax reduction funding
- Engagement with local ‘champions’ who can help to sell the area to prospective migrants.

Additional work could be included to personalise job offers via the Employer Engagement Unit to show what is on offer in the area.

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.

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.

Progress:

Job Description and Person Specification was developed and evaluated and graded by HR. A clear outline of what the job will involve has also be developed. Job Evaluation process has brought the post forward at Grade G. The post will be advertised in the Greenock Telegraph and Inverclyde Now (with weblink to myjobscotland website) as soon as possible.

Partner input invited onto the interview panel for the post.

4. Lobby for and Promote Additional Express Train Services

Name: George Barbour

Contact Email: George.barbour@inverclyde.gov.uk

Description of Proposed Action:
Lobby for Additional Express Train Services.

Progress:

Scotrail have agreed to introduce an additional service from 2014. Update discussion required with ScotRail – Aubrey Fawcett to take forward.

Now moving to look at the joint promotion of the service in line with Scotrail. Will present as part of the 'Inverclyde Package'.

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.	
Progress: Consultants EKOSGEN have been jointly appointed by River Clyde Homes and Inverclyde Council to undertake the MMR research and work started in September 2013. The Consultants are in the process of preparing first draft of report. The scheduled completion date of the study is November 2013 and RCH / Inverclyde Council Housing Strategy team are monitoring progress and liaising with the appointed consultants. On target for completion in November 2013.	

6. Graduate Entry Programme	
Name: Jackie Hill	Contact Email: Jackie.hill@inverclyde.gov.uk
Description of Proposed Action: 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. 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. 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.	

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. *Refer to pg 11 of the Data Practice Framework and to pg 29 of the Policy & Practice Framework for examples of this.*

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 .

Progress:

Economic Regeneration and Education officers have met to discuss how they will build on the existing graduate programme. A number of placements have been secured with Texas Instruments and discussions ongoing with CIGNA and AMG group. Information has been passed to Scottish Enterprise’s Account Managers who support larger companies with over 250 employees (as they are our best bet for recruiting graduates) in the area so that they can advise their companies accordingly. The Employer Engagement Team are also promoting the graduate programme with the companies they are already engaged with. The Business Development Team will also be making contact with Account Managed companies with less than 250 employees as these companies are eligible for our business support products which we will promote alongside the graduate programme.

Inverclyde’s current university students have been identified via the Datahub. We will now contact them specifically to link them in with future opportunities and information about developments in the area that may be of professional interest to them. Have also profiled their sectors of study which could be discussed by the Strategic Employability Group.

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 businesses.

Progress:

£100,000 has been allocated to this action. Have used £50,000 as match funding for an ERDF SME growth programme jointly working with

East Renfrewshire and Renfrewshire, making around £107,000 available for Inverclyde. As yet, there are no spend commitments to the SME Growth Programme as there was a delay in receiving the formal offer of grant from Scottish Government. Remaining £50,000 is split between £25,000 for Marketing Grants and £25,000 for Informal Training of which £5,000 and £6,700 have been committed respectively to date. This initiative is additional to Business Gateway programmes, and referrals will come through Business Gateway. It is not available for Advisory Services.

8. Tourism Business Liaison

Name: Jackie Hill **Contact Email:** jackie.hill@inverclyde.gov.uk

Description of Proposed Action:

The post holder will develop and deliver an ambitious tourism and events programme to promote Inverclyde as a tourism destination. The key role is to co-ordinate and support Inverclyde's businesses and tourism organisations in order to contribute to the wider economic growth agenda for the area. The post holder will provide a high level of service delivery in order to attract visitors and generate significant economic benefits on behalf of Inverclyde Alliance, the Community Planning Partnership.

Progress:

Post has been evaluated at Grade I and has been advertised for a second time with a closing date of 13 October 2013. Interview date set for 14th of November.

9. Promotional Campaign

Name: George Barbour **Contact Email:** george.barbour@inverclyde.gov.uk

Description of Proposed Action:

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.

Progress:

A draft strategy has been developed setting out possible campaigns for promoting Inverclyde. The key messages for the campaign are:

- Riverside living is an affordable option in Inverclyde
- Inverclyde has top class schools
- Inverclyde is only 25 minutes to the city of Glasgow; close to Glasgow Airport; has regular fast rail links; ferry links to Argyll and the Trossachs
- Inverclyde has good quality and reasonably priced housing.

The strategy also highlights the need to promote name recognition for Inverclyde ensuring the name is used on all Council and partner promotional material and included on addresses.

Suggestions for gathering materials to be used in a campaign include:

- Recruiting Inverclyde 'champions' to upload information and photos onto Twitter, Facebook, Vine and Instagram etc
- Have a local competition for photographs and video that could be used in promotional material
- Access recent aerial shots of the area
- Approach Shed Media to identify if they have any footage of the area which they could donate to be used in promotional material

Corporate Communications in Inverclyde Council have been working with local media and the BBC to promote the area as a location for news items and filming locations. Additionally articles have appeared in a wide range of newspapers regarding Inverclyde schools. The Scottish Homes supplement of The Herald featured a Wemyss Bay property as a result of promotion from Corporate Communications. There was a live broadcast on Radio Five Live breakfast show on the exam results where some young people from Notre Dame opened their exam results and talked about their future plans with presenter Nicky Campbell, again highlighting Inverclyde's schools.

Corporate Communications are getting quotes on prices for particular aspects of the campaign. E.g. for outdoor advertising, a film of the area and exhibiting at the Ideal Home Show. Additionally contact has been made with Scotrail regarding joint marketing of the additional express train service when it is introduced. Linkage is being established with Riverside Inverclyde regarding marketing budgets.

Appendix Two

Budget Allocation for Repopulation Action Plan

Attracting new people and businesses to the area			Spend to Date
1	Assistance with initial housing costs and access to housing <ul style="list-style-type: none"> Council Tax reduction 	£30,000	Still to be launched
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	Post to be filled
4	Increased public transport services <ul style="list-style-type: none"> Additional express trains 	Included in promotional budget	
	Total	£435,000	
Retaining existing population			Spend to Date
5	Analysis of potential for mid-market rent housing	£25,000	£8,000
6	Increase employment opportunities <ul style="list-style-type: none"> Inverclyde Graduate Entry Programme 	£150,000	Nil
7	Provide support to businesses <ul style="list-style-type: none"> Ongoing business support/aftercare 	£100,000	£50k match funding committed to ERDF project. £5k committed to Marketing Grants. £6,700 committed to Informal Training.
8	Introducing sustainable Heat Regeneration Schemes (Green Homes Network)	Included in self build budget	
	Total	£275,000	£69,700
The promotion of Inverclyde			Spend to Date
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	Nil Post still to be filled
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	Nil
	Total	£290,000	
	Overall Total	£1,000,000	£69,700