
Report To:	Policy & Resources Committee	Date:	23 September 2014
Report By:	Acting Corporate Director Environment, Regeneration & Resources	Report No:	2014/P&R/15/AP
Contact Officer:	Alan Puckrin	Contact No:	712764
Subject:	Repopulation Outcome Delivery Group – Update as at August 2014		

1.0 PURPOSE

- 1.1 The purpose of this report is to update Committee in respect of the work of the Repopulation Outcome Delivery Group (ODG) which is charged with the delivery of the Repopulation Outcome included within the Single Outcome Agreement.

2.0 SUMMARY

- 2.1 The Policy & Resources Committee allocated £1million towards initiatives to help arrest the depopulation of the area and to attract individuals to move into the area.
- 2.2 The Repopulation ODG reports to the Inverclyde Alliance and is currently chaired by the Acting Corporate Director Environment, Regeneration & Resources and meets on an approximately six weekly basis. The Group receives updates from Lead Officers and has wide representation from Community Planning Partners.
- 2.3 The main areas of progress to highlight to Committee are:
- Launch of Council Tax Reduction / Relocation Grant schemes which are administered and promoted by the Relocation Officer;
 - Highly successful attendance at two exhibitions to promote the Kilmacolm Self-Build plot which has been the subject of a separate report to the Environment & Regeneration Committee;
 - Launch of the Inverclyde Living Website and promotions / advertisements via STV Glasgow, Evening Times and Commonwealth Games Preview Guide;
 - Extra fast trains commenced on the Gourock line from May. Extra early morning train commenced on the Wemyss Bay line.
- 2.4 There have been delays in a couple of areas.
- Resignation of Relocation Officer has resulted in a readvertisement. An appointment is due to be made imminently;
 - No further graduates from outwith Inverclyde to work within Inverclyde. Discussions taking place with West of Scotland College whilst Officers are developing proposals for a graduate employment scheme which will be the subject of a report to a future Committee.
- 2.5 The Council has received replies from both the Scottish Government and Improvement Service following requests for the Council's future population projections to be reviewed. Both replies state satisfaction with the current model and that a variance of 2% between projected and actual population levels is not unreasonable.

2.6 In a related issue the latest household statistics have been published and show Inverclyde as one of only three mainland Councils with a projected decline in households in the period to 2037.

3.0 RECOMMENDATIONS

- 3.1 It is recommended that the Committee note the progress being made in respect of promoting Inverclyde and developing strategies to repopulate the area.
- 3.2 It is recommended that the Committee agree that Officers should prepare a proposal as part of the 2015/18 budget process for a further one-off sum to be allocated to the Repopulation Outcome.

Alan Puckrin
Acting Corporate Director Environment, Regeneration & Resources

4.0 BACKGROUND

- 4.1 Repopulation has been identified as a key priority for the Council and its Partners and as such was afforded a specific outcome within the Single Outcome Agreement.
- 4.2 The Repopulation Outcome Delivery Group is currently chaired by the Acting Corporate Director Environment, Regeneration & Resources and has membership from a number of Council Services in addition to Police Scotland, Chamber of Commerce, River Clyde Homes, Oak Tree Housing Association, CVS and West of Scotland College.
- 4.3 A budget of £1million was allocated by the Policy & Resources Committee to this initiative and the funding was spread over nine specific workstreams and is due to be fully utilised no later than March 2016.

5.0 CURRENT POSITION

- 5.1 The latest update in respect of the nine workstreams is detailed in Appendix 1.
- 5.2 Good progress has been made in most areas and specifically the Committee is asked to note the following progress since the last report to Committee in March 2014:

a. Relocation Support Grants

Five applications for support with Council Tax approved to date.

b. Sites for Self Build

Successful presentation at the Self Build Exhibition and the Modern Homes Exhibition with a high level of interest. There were 81 expressions of interest at the exhibitions which rose to 127 after the exhibition.

Project passed to Riverside Inverclyde to progress. The tender for the Kilmacolm Self Build Consultant Team was advertised on Public Contracts Scotland. Six Architectural Consultants were invited to submit tenders for the site enabling works and five bids are expected. Once the submissions have been evaluated, a tender report will be prepared recommending the appointment of the preferred Design Team.

c. Relocation Service

Relocation Officer resigned from post and new Officer is being appointed.

Inverclyde Living website now operational. Four households have now relocated. Financial support of up to £3000 for new migrants relocating to Inverclyde now being offered. Support includes assistance with legal fees, stamp duty, removal costs, etc.

d. Additional Express Trains

Enhanced service now running from Gourock and extra early morning train on the Wemyss Bay line.

e. Mid Market Housing & Other Housing Related Opportunities

Work completed on the Mid-Market Rent Housing study. A presentation on the outcomes and key findings of the research was delivered in April 2014 which all members of the Repopulation Group were invited to.

Housing Options Guide: Short Life Working Group formed, interest from housing providers, eg, estate agents, Letting agents, GSPC.

f. Graduate Entry Programme

There has been no further progress on recruiting graduates from outside Inverclyde. Consideration to be given to Council Graduate Programme whilst engagement is taking place with West of Scotland College.

g. Grant Assistance for Local Businesses (Start-Ups & Growth)

Good progress in awarding grants under the five interventions and to date there is potential for forty nine new jobs to be created.

h. Tourism Business Liaison

Riverside Inverclyde have taken on ownership of this action.

Subject to minor changes SLA will be signed off soon and a list of thirty two tasks has been developed which have been split across Economic Regeneration Services, Corporate Communications and RI. The Lead Officer for this action at RI attended the Discover Inverclyde Board meeting advising them of the proposals and that matters were moving forward in a positive direction. The Chamber will be formally advised of the SLA proposals.

i. Promotional Campaign

Significant activity ongoing including the attendance at the Exhibitions, advertisements on STV Glasgow, promotional activity within the Evening Times and the Commonwealth Games Preview Guide. There was an eight page spread on Inverclyde in the Evening Times.

- 5.3 There has not been the expected take-up in respect of the graduate programme whereby local businesses were provided with a financial incentive to attract graduates from outwith the area. Following discussions between the Head of Regeneration & Planning and the Head of OD, HR & Communications, it is proposed that a scheme is developed whereby the Council and local businesses are being provided part-funding to make a commitment to take on graduates, whether based in Inverclyde or from outwith the area, and to support their development and where appropriate progression towards a professional qualification. Such an initiative will complement the existing Modern Apprentices Scheme and other employment/employability schemes led by the Regeneration Service.

6.0 POPULATION PROJECTIONS

- 6.1 Committee will recall a report was presented to the May meeting advising that the most recent population projections which will be used to allocate Grant funding over the medium to long term. These were viewed as being overly pessimistic especially in light of the 2000 person "correction" made by the NRS to 2012 figures which used the same trends.
- 6.2 The Council Leader wrote to the Scottish Government requesting a review but received a reply indicating confidence in the model and that there was no desire to revisit the latest projections as this would have implications for all thirty two Councils.
- 6.3 A request was also made to the Improvement Service to review the projections. Whilst the Improvement Service confirmed that it was clear that Inverclyde's population had been understated, they believed a tolerance of "2% is within acceptable parameters" and as such they could not support a review of the latest projections.
- 6.4 These responses are disappointing as Officers clearly believe that the latest projections are unduly pessimistic and it is almost inevitable that the Council will be underfunded between now and the next census in 2021. These population statistics also drive the latest household

statistics and the latest information in this regard is detailed below.

- 6.5 The Scottish Government's latest National Registers of Scotland (NRS) projections for population and households were published in May and July 2014, respectively, which serve as a timely reminder of the continuing importance of the actions and initiatives being pursued through the Repopulation SOA1 ODG.

The latest 2012-based projections for both population and households show Inverclyde with the largest projected declines of all the 32 local authorities in Scotland, with a decline over 25 years to 2037 of 19% and 10% respectively. For comparison, Scotland is projected to increase by 8.8% and 17%, respectively, and the largest projected increases are in the cities of Edinburgh and Aberdeen (28% and 39% and 28% and 35% respectively). Glasgow City's population is projected to increase by 15% and its households by 24%. The greater changes affecting households is due to the continuing trend towards people living in smaller (one and two person) households.

Only two other local authorities are projected to have a decline in their number of households: North Ayrshire (- 1%) and Argyll and Bute (- 6%), while West Dunbartonshire is + 1%.

- 6.6 The projections for Inverclyde indicate a substantial population decline from the 2012 estimate of 80,680 to 65,000 by 2037, while the number of households would decline from 37,300 to 33,670 over the same period. The rate of decline is projected to increase beyond 2024 due to the continuing ageing of the population (i.e. more deaths than births). This together with projected net losses through migration (albeit lower in recent years) emphasises the challenge facing the Council and its partners in addressing depopulation from Inverclyde.
- 6.7 In publishing these projections, NRS do stress that they are 'trend based' and do not take into account the likelihood of changes to these projections, particularly over the medium to longer term, through policy interventions at a national, regional or local level.

The work that is ongoing on the Glasgow and the Clyde Valley Housing Need and Demand Assessment (GCVSDPA & GCV HMP), includes a set of assumptions around a 'plan for sustained growth' outlining a more optimistic view of recovery from recession and the potential to justify a higher level of new house building for Inverclyde over the period to 2030.

- 6.8 NRS publish projections every two years so it will be important for the SOA1 ODG to keep a watching brief on these and to make representations on their accuracy at each consultation round.

7.0 IMPLICATIONS

Finance

- 7.1 The overall position of phasing and expenditure in respect of the repopulation initiative is shown in Appendix 2.

It can be seen from Appendix 2 that the full £1million is scheduled to be spent no later than March 2016 and, given the priority which this initiative has, it is proposed that as part of the 2015/18 budget process Officers develop a proposal for Members to consider as part of the budget to provide a further one-off sum to continue those initiatives which have proven to be the most successful. It is envisaged that this request will be submitted to Committee for consideration at the November meeting.

Financial Implications:

One off Costs

Cost Centre	Budget Heading	Budget Years	Proposed Spend this Report £000	Virement From	Other Comments
N/A					

Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact £000	Virement From (if Applicable)	Other Comments
N/A					

Legal

7.2 There are no Legal implications arising from this report.

Human Resources

7.3 There are no HR implications arising from this report.

Equalities

7.4 There are no Equalities implications arising from this report.

Repopulation

7.5 The allocation of £1million and the delivery of the nine agreed workstreams will provide key information in respect of the initiatives the Council could choose to invest in future to reverse the population decline and begin to grow Inverclyde's population. It is recognised, however, that there is no quick fix to this issue and continued investment in the most successful initiatives will be required to ensure continued progress.

8.0 CONSULTATIONS

8.1 This report has been produced in consultation with the Repopulation Outcome Delivery Group and the Interim Chief Executive of Riverside Inverclyde.

9.0 LIST OF BACKGROUND PAPERS

9.1 None.



Inverclyde Alliance

Repopulation Outcome Delivery Group

Action Plan Progress Report

August 2014

Local Outcome:	Repopulation
Covering Period:	May 2014 – August 2014
Lead Officer:	Alan Puckrin, Acting Corporate Director, Environment, Regeneration and Resources

Summary of progress since last report:

(A short concise summary of the progress made during the reporting period)

The Repopulation Outcome Delivery Group met on the 12th of August. The group reviewed progress in regard to the actions set out in the outcome delivery plan, as well as a subgroup meeting taking place regarding population statistics and a variety of issues with the Migration assumptions issued by the National Records of Scotland. Progress on some of the actions includes:

Relocation Support Grants/Council Tax reduction: This has been launched and there have been five applications approved so far.

Self Build Sites: Successful presentation at the Self Build Exhibition and the Modern Homes Exhibition with a high level of interest. There were 81 expressions of interest at the exhibitions which rose to 127 after the exhibition. Project passed to Riverside Inverclyde to progress. RI will sell the plots, install the necessary infrastructure and commence the plot development elements of the action plan

Mid-Market Rent Study: Work completed on Mid-Market Rent study and presentation on the final report was given, to which all members of the Repopulation ODG were invited. MMR study will also feed into the Masterplan for the regeneration of the Broomhill area of Greenock.

Relocation Service: Inverclyde Living website now operational. 4 households have now relocated. Financial support of up to £3k for new migrants relocating to Inverclyde now being offered. Support includes assistance with legal fees, stamp duty, removal costs etc. With target of 30 individuals/families it is anticipated that spend will total £90,000.

Promotional Campaign: Significant activity ongoing including the attendance at the Exhibitions, advertisements on STV Glasgow, promotional activity within the Evening Times and the Commonwealth Games Preview Guide. There was an 8 page spread on Inverclyde in the Evening Times.

Membership of group

Organisation	Name
Inverclyde Council (Lead Officer)	Alan Puckrin
Stepwell/Chamber of Commerce	Steve Watson
OakTree Housing Association	Nick Jardine
River Clyde Homes	Kevin Scarlett
Police Scotland	Allan O'Hare
Inverclyde Council, Legal & Property Services	Alan McClintock
Inverclyde Council, Housing Strategy	Ronny Lee
Inverclyde Council, Education	Elizabeth Robertson
Inverclyde Council, Planning	Fergus McLeod
Inverclyde Council, Economic Development	Jackie Hill / Will Nisbet
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
Inverclyde CHCP, Planning, Health Improvement and Commissioning	Andrea Connolly
Riverside Inverclyde	Neil Lochiel

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

Contents

1. Relocation Support Grants5

2. Identify Sites for Self Build.....5

3. Relocation Service/Inverclyde Migration Service.....6

4. Lobby for and Promote Additional Express Train Services.....8

5. Analysis of potential for Mid-Market Rent Housing and other housing related opportunities8

6. Graduate Entry Programme 10

7. Grant Assistance for Local Business Start Ups and Growth..... 11

8. Tourism Business Liaison..... 12

9. Promotional Campaign 13

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

Progress:
Scheme is in place and operating. 5 applications approved.

Indicator	Target	Current Performance 12/08/14	Status (BRAG)	Commentary
Launch of Council Tax Reduction for New Owner Occupiers	April 2014	Launched	Blue (complete)	Policy agreed
No. of new residents applying for reduction from budget of £30,000	Up to 30 reductions of £1,000 awarded	5 Applications approved to date	Green	5 applications have been approved and process is operating relatively smoothly.

2. Identify Sites for Self Build

Name: Alan McClintock **Contact Email:** alan.mcclintock@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.

- 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:

Successful presentation at the Self Build Exhibition and the Modern Homes Exhibition with a high level of interest. There were 81 expressions of interest at the exhibitions which rose to 127 after the exhibition. Project passed to Riverside Inverclyde to progress. RI will sell the plots, install the necessary infrastructure and commence the plot development elements of the action plan

Project passed to Riverside Inverclyde to progress. The tender for the Kilmacolm Self Build Consultant Team was advertised on Public Contracts Scotland on Tuesday 29th July 2014, with a closing date of midday 12 August 2014. 6 Architectural Consultants were invited to submit tenders for the site enabling works and five bids were expected. Once the submissions have been evaluated, a tender report will be prepared recommending the appointment of the preferred Design Team.

Other sites that have been identified are different – part of developments anticipated to be private sector development, therefore infrastructure will be provided by the company developing the site.

Indicator	Target	Current Performance 12/08/14	Status (BRAG)	Commentary
Identify Sites for Self Build	Identify sites	Complete	Blue	The Council undertook a masterplanning exercise for 5 sites identified across Inverclyde. Leperston in Kilmacolm is the initial focus.
Leperston Drive in Kilmacolm				
Appoint Consultant	November 2013	Complete	Blue	Consultant appointed
Mid term report with budget costs	February 2014	Complete	Blue	Study completed
Submit Report	April 2014	Complete	Blue	Study submitted
Project Presentation	May 14 Exhibition	Complete	Blue	
Sell Plots	March 2015	Not Commenced	Amber	R.I. to progress.
Install infrastructure	August 2015	Not Commenced	Amber	R.I. to progress.
Plot Development Commencement	August 2015	Not Commenced	Amber	R.I. to progress.
Second Development				
Progress further Schemes	Dependent on success of Leperston Drive Project	Not started	Amber	Potential sites for next phase being identified.

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 free legal fees
- Engagement with local ‘champions’ who can help to sell the area to prospective migrants.

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 Corporate Communications on developing the website to promote Inverclyde.

Progress:

Relocation officer resigned from post and new officer in the process of being appointed. Recruitment of Relocation Officer put on hold after being advertised externally. Potential redeployment to post did not go ahead but delay resulted in some candidates withdrawing applications. Interview process now underway. Interviews held in July/August.

Inverclyde Living website now operational. 4 households have now relocated. Financial support of up to £3k for new migrants relocating to Inverclyde now being offered. Support includes assistance with legal fees, stamp duty, removal costs etc. With target of 30 individuals/families it is anticipated that spend will total £90,000.

Indicator	Target	Current Performance 12/08/14	Delivery Dates	Status (RAG)	Commentary
Appoint Relocation Officer for second time	Interviews – July/August	0	End August/Start September	Amber	Interviews being held to recruit another person into the post.
No. of Clients Relocating to area	Up to 10 families per annum	4		On track	£96k – Relocation Support Costs

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:

Complete. Enhanced service now running from Gourock and extra early morning train on the Wemyss Bay line.

5. Analysis of potential for Mid-Market Rent Housing and other housing related opportunities

Name: Ronny Lee

Contact Email: Ronny.Lee@inverclyde.gov.uk

Description of Proposed Action:

Analysis of the potential uptake of mid-market rent (MMR) housing in the Inverclyde Council undertaken to inform future investment decisions by the council and by key partners in RSLs. The research also considered 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:

Work completed on the Mid-Market Rent Housing study. A presentation on the outcomes and key findings of the research was delivered in April 2014 which all members of the repopulation group were invited to. The MMR study will also feed into the Masterplan for the regeneration of the Broomhill area of Greenock and into the forthcoming Housing Need and Demand Assessment 2 report being collated by the Glasgow and the Clyde Valley Strategic Development Planning Authority.

Housing Options Guide: Short life working group formed, interest from housing providers, e.g. estate agents. Letting agents, GSPC. Progressing with short life working group to produce a draft housing options guide, draft web pages, access and linkages. Relocation Officer attending meetings.

Landlord accreditation scheme: £2000 used to join a nation-wide Landlord Accreditation Scotland scheme in April 2014, for one calendar year. Private landlords to receive training beginning late June 2014 – March 2015. Will tie in with Housing Options Guide (above). Slow response from landlords to date.

Indicator	Target	Current Performance 12/08/14	Status (RAG)	Commentary
<i>Undertake analysis of potential for Mid Market Rent Housing in Inverclyde from budget of £25,000.</i>	Delivery of Final Report	Final Report received January 2014	Blue	Final Report completed on target Cost £8,000
<i>Future use of Mid Market Rent Research</i>	HNDA2 to be produced by autumn 2014	On target	Green	Research findings to inform production of HNDA2, due for completion by autumn 2014
<i>Develop Housing Options Guide (HOG) for the Inverclyde Council area from budget of £25,000.</i>	Develop HOG by late 2014	On target	Green	Being developed as part of LHS Action Plan. Short life working group in place to lead development, on target for completion by late 2014
<i>Establish Landlord Accreditation Scheme (LAS) in Inverclyde Council area from budget of £25,000.</i>	Commence LAS within IC area	LAS commenced April 2014 – on target	Green	Registration and commencement of scheme from 1 April 2014
<i>LAS training for Private Landlords</i>	June 2014 – March 2015	On target	Green	Training events to be provided on LAS for private landlords during first year of LAS membership (April 2014 – March 2015)

Note: HNDA = Housing Need and Demand Assessment produced for the Glasgow and the Clyde Valley area conurbation and for the Inverclyde Council area.

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:

There has been no progress on recruiting graduates from outside Inverclyde. However, a balance has to be struck between bringing in graduates and retaining our local pool of graduates. Consideration to be given to a Council Graduate Programme. No increase in the number of external graduates moving to the area. Allan Dick advised that he and Liz Connelly had met with Elizabeth Robertson to discuss how the 1,400 students who travel into Inverclyde to attend the West of College Scotland could be targeted with a view to attracting them to live within Inverclyde.

Indicator	Target	Current Performance	Delivery Dates	Status (RAG)	Commentary
-----------	--------	---------------------	----------------	--------------	------------

		12/08/14			
£150,000 to Graduate Programme: No. of businesses engaged in Graduate Programme	Up to 8	1	31 March 2015	Amber	SE Account Managers informed. EE Unit working with employers. Bus Dev't Team engaging with local businesses
No. of Graduate places offered	Up to 8	1	31 March 2015	Amber	Budget - £150k. Up to £16k @ 50% intervention for up to 2 yrs

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:

Under the New Marketing grant in this financial year we have to date received 11 formal commitments with anticipated spend of around £10k. The Informal Training grant this financial year to date we have 5 formal commitments, anticipated spend is £3.5k. Under the Young Company Development Fund to date we have supported 3 businesses & budget spend is £23k. 3 businesses have been supported with the New Start Growth Fund totalling £2.8k. Investment Fund remains at £10k but it is anticipated that budget will be fully utilised. Through these interventions there is potential for 49 new jobs to be created helping to retain or attract people to Inverclyde.

Indicator	Target	Current Performance 12/08/14	Delivery Dates	Status (RAG)	Commentary
<i>No. of businesses accessing grants or loans from budget of £100,000 of which:</i> <ul style="list-style-type: none"> £50,000 match funding to ERDF Project 	- Up to 10 Start Up Grants of up to £1,000 - Up to 14 grants from Young Company Development Fund averaging £6,000 @ 50% intervention rate	3 businesses have been supported totalling £2.8k 3 businesses have been supported totalling £23K.	31 March 2015 31 March 2015	Green	

£50,000 to business support of which:	- 2 Interest Free Loans of up to £5,000 each	Nil	31 March 2015		
<ul style="list-style-type: none"> £25k to Marketing Grants 	- Up to 25 Marketing Grants of up to £1,000 @ 50% intervention rate	11 formal commitments with anticipated spend of around £10k	31 March 2015	Green	Ongoing
<ul style="list-style-type: none"> £25k to Informal Training Grants 	- Up to 25 Informal Training Grants of up to £1,000 @ 50% intervention rate	5 formal commitments, anticipated spend is £3.5k	31 March 2015	Green	Ongoing

8. Tourism Business Liaison

Name: Neil Lochiel

Contact Email: neil.lochiel@riversideinverclyde.com

Description of Proposed Action:

Riverside Inverclyde will work with Inverclyde Council Economic Regeneration and Corporate Communications, Discover Inverclyde and the Chamber of Commerce to promote Inverclyde as a tourism destination. The key focus 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.

Progress:

Riverside Inverclyde have taken on ownership of this action.

Budget for business tourism events is not defined by year but can be utilised as we determine at any time over the 3 year period. On profile spend, the initial dependencies are conclusion of the SLA (no major issues anticipated) and a response from Scottish Enterprise on the potential for business events. As the spend of £75,000 is over 2014/15, 2015/16 and 2016/17, the intent is to ensure that it is the correct sub-sector focus that is targeted. That being the case, a preliminary profile of the spend strategy would be 2014/15 = £0; 2015/16= £50,000 (the main focus period); and 2016/17 = £25,000. Subject to minor changes the SLA will be signed off soon and a list of 32 tasks has been developed which have been split across Economic Regeneration Services, Corporate Communications and RI. The Lead officer for this action at RI attended the Discover Inverclyde Board meeting advising them of the proposals and that matters were moving forward in a positive direction. The Chamber will be formally advised of the SLA proposals.

Indicator	Target	Current Performance 12/08/14	Delivery Dates	Status (RAG)	Commentary
Indicators to be developed.					

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:

Significant activity ongoing, including attendance at the Exhibitions, advertisements on STV Glasgow, promotional activity within the Evening Times and the Commonwealth Games Preview Guide. There was an 8 page spread on Inverclyde in the Evening Times.

Indicator	Target	Current Performance 12/08/14	Status (RAG)	Commentary
Attendance at national events	Attend two national events – Ideal Home Show and Scottish Homebuilding Show	The council took a stand at both the Ideal Home Show Scotland (23 – 26 May 2014) Scottish Homebuilding and renovating Show show (17 – 18 May 2014) to showcase Inverclyde as a place to live and to launch new self build opportunities	Blue	The launch of eight self-build plots resulted in the plots being oversubscribed with over 100 applications in the first few weeks of launch.
Create social media and e-newsletter presence to promote Inverclyde	Create and maintain social media and e-newsletter presence	Facebook profile created with 2500 followers as a platform to build in 2014. E-newsletter to be created after appointment of relocation officer.		
Increase profile of Inverclyde through advertising and	Identify 'opportunities to	Campaign advertising taken		M8 Banner – 3 month

Indicator	Target	Current Performance 12/08/14	Status (RAG)	Commentary
promotion	see' for each advertising and promotional mechanism	on a range of mechanisms. See opportunities to see potential audience for each mechanism in commentary opposite.		<p>campaign, potential audience 9m.</p> <p>STV Glasgow – 3 month campaign. 350 x 30 second adverts and web advertising. First month TV audience figures – 575,000; web digital impressions 150,000 and mobile digital impressions 150,000.</p> <p>Commonwealth games – Page adverts in Glasgow 2014 preview guide; opening ceremony programme and all 11 daily guides. Audience of 395,000.</p> <p>Queen's Baton relay features – An eight page supplement and web take over with The Evening Times and a web take over on The Herald website.</p>

Repopulation & Promoting Inverclyde

Updated As at 08/08/14

Appendix 2

Project	Original Budget	2013/14 Actual Spend £000	Planned Spend 2014/15 £000	Spend to Date £000	Planned Spend 2015/16 £000	Planned Spend 2016/17 £000	Total Planned Spend £000
1 Assistance with Council Tax	30	0	5	3	25	0	30
2 Mid-Market Housing Initiatives	25	8	9	0	8	0	25
3a Graduate Entry Programme	150	3	8	5	139	0	150
3b Ongoing Business Support	100	41	59	4	0	0	100
3c Development of Tourism	150	0	25	0	75	50	150
3d Relocation Service	155	3	46	4	98	8	155
4 Self-Build Housing	250	0	28	18	222	0	250
5 Promotional Campaign	140	59	81	23	0	0	140
	1,000	114	261	57	567	58	1,000