
Report To:	Policy & Resources Committee	Date:	2 February 2016
Report By:	Aubrey Fawcett Corporate Director, Environment Regeneration and Resources	Report No:	PR/01/16/AF
Contact Officer:	Miriam McKenna / Karen McCready	Contact No:	712042/712146
Subject:	Update on Repopulation Outcome Delivery Group		

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 supports the delivery of the Repopulation Outcome of the Single Outcome Agreement.

2.0 SUMMARY

- 2.1 In February 2013 the Policy & Resources Committee allocated £1m towards initiatives to help arrest the depopulation of the area and to attract individuals to move into the area.
- 2.2 Quarterly progress reports from the Repopulation Outcome Delivery Group (ODG) have been considered by the Alliance Board. Progress reports have also been considered at previous meetings of this Committee.
- 2.3 Lead Officer responsibility for the Repopulation Outcome Delivery Group transferred from Aubrey Fawcett, Corporate Director, Environment, Regeneration and Resources to Kevin Scarlett, Chief Executive, River Clyde Homes in June 2015.
- 2.4 Funding for the nine workstreams set out in the outcome delivery plan is now spent and a final progress report is attached as Appendix 1. Details of the final budget spend are provided in Appendix 2.
- 2.5 A review of the Repopulation Outcome Delivery Plan has been carried out and a new Outcome Delivery Plan is attached in Appendix 3. The new Plan was approved by the Inverclyde Alliance Board on 14 December 2015.
- 2.6 The main areas of progress to highlight to Committee from the original Plan include:
- Council Tax Discount Scheme launched during March 2014;
 - Self Build Plots Mid Term Reported Mid-March and were presented for as part of the New Homes Exhibition in May 2014;
 - Relocation Officer recruited to build links with local services / groups;
 - Additional express train services from Gourock to Glasgow implemented from Summer of 2014;
 - Mid market rental study completed and work progressed in respect of a Housing Options Guide;
 - A graduate entry scheme has been implemented
 - Marketing grants and informal training grants for local businesses were issued;
 - Promotional campaign endorsed by the Corporate Management Team with a large banner being displayed on the M8 at Tradeston from 14th February 2014 for a period of three months. A new "Inverclyde Living" website was launched.

3.0 RECOMMENDATIONS

3.1 It is recommended that the Committee:

- a) Note the progress that has been achieved in relation to the original Repopulation Outcome Delivery Plan.
- b) Endorse the new Repopulation Outcome Delivery Plan.

Aubrey Fawcett
Corporate Director,
Environment, Regeneration and Resources

4.0 BACKGROUND

- 4.1 Repopulation has been identified as a key priority for the Council and as such was afforded a specific Outcome within the Single Outcome Agreement.
- 4.2 Lead Officer responsibility for the Repopulation ODG transferred from the Corporate Director Environment, Regeneration & Resources to Kevin Scarlett, Chief Executive, River Clyde Homes in June 2015. Group membership includes officers from Inverclyde Council in addition to Police Scotland, West College Scotland, CVS, Chamber of Commerce and Inverclyde Housing Association Forum.
- 4.3 A budget of £1m was allocated by the Policy & Resources Committee to this initiative and the funding was spread over nine designated workstreams. Quarterly progress reports have been presented to the Alliance Board and progress reports have also been submitted to meetings of this Committee.

5.0 PROGRESS TO DATE

- 5.1 The final progress report in respect of the original outcome delivery plan and each of the nine Workstreams is detailed in Appendix 1.
- 5.2 Good progress is being made in most areas and specifically the Committee is asked to note the following –
 - a) Relocation Support Grants – The Council Tax Discount Scheme for owner/occupiers moving into Inverclyde was fully spent. Policies and processes have been agreed and the Relocation Officer was responsible for promoting the scheme and signposting potential beneficiaries to the Revenues Team within Finance Services.
 - b) Sites for Self Build – a site at Leperstone Avenue in Kilmacolm was identified and the site was marketed at the May 2014 Scottish Homebuilding Show in Glasgow. Planning Application was granted on 8th October 2015 with a number of conditions which the Design Team is currently addressing. The contract is expected to be awarded in the New Year. Works are due to start by end of March 2016 whilst it is anticipated that the infrastructure will be complete by Autumn 2016. Plot development will commence thereafter assuming planning approvals.
 - c) Relocation Service – the Relocation Officer was appointed. The initial task for this Officer was to establish links with local services/providers and to quickly build up a presence within the area to enable prospective incoming individuals/families to be directed to this service.
 - d) Additional Express Train Services –, ScotRail has established an additional express train services from Gourock to Glasgow and also Wemyss Bay to Glasgow. This was achieved with no financial contribution from the Council, although the Council promoted this service as part of its wider promotional campaign.
 - e) Mid Market Housing and Other Housing Related Opportunities – the mid market rent study was completed in February and fed into the Repopulation Outcome Delivery Plan as well as key Council priorities such as the Broomhill Regeneration Masterplan.
 - f) Graduate Entry Programme – the Employer Engagement Team promoted a Graduate Programme with a small number of applicants. Successful placements were made with Texas Instruments. Further promotional work was undertaken via a press release and via the Chamber of Commerce to identify other companies who could benefit from the Scheme. Economic Development engaged with local employers directing them to link with Scottish Universities in order to source graduates through their individual hubs.

- g) Grant Assistance for Local Businesses (Starts Ups and Growth) – 46 businesses have been supported by the new Marketing Grant, 21 businesses supported by the Informal Training Grant, 11 businesses supported by the New Start Growth Fund and 16 businesses supported to date by the Young Company Development Fund.
- h) Promotional Campaign – A visible manifestation of the level of ambition was the large M8 banner which was launched at Tradeston on 14 February 2014. The Council rented a three month use of the site which was viewed by tens of thousands of people every day. An Inverclyde Living website has been developed which connects all key partners in the Repopulation agenda within Inverclyde to a single website. In addition, a series of high profile advertising campaigns have taken place e.g. STV Glasgow launch; Baton relay visit; Evening Times supplement and Evening Times / Herald; Commonwealth Games promotion through daily guides and opening.

6.0 NEW OUTCOME DELIVERY PLAN

- 6.1 Funding for the various projects set out in the Outcome Delivery Plan is now spent. It was therefore considered timely to carry out a review of the Outcome Delivery Plan. The review focused on building on what has been achieved and the next steps.
- 6.2 As part of the review, the group heard the results of a follow up study into mid-market rental housing in Broomhill as well as several presentations highlighting how other areas in the UK have been successful in reinvigorating their image and increasing their populations.
- 6.3 Over the course of these discussions it became clear that the new outcome delivery plan should shift slightly in focus from that to date. The key messages that have emerged from the workshop are similar to those discussed over the lifetime of the Single Outcome Agreement (SOA), namely:
- having a clear, long term, ambitious, positive vision and identity
 - encouraging jobs/businesses into the area
 - highlighting the public transport links to the city region
 - international migration is essential
 - improving neighbourhoods will make Inverclyde more attractive
 - private rented housing will attract younger (under 35) residents
 - tapping into the FE market and attracting students to live in the area
 - developing creative industries can have a positive ripple effect
 - arts and culture have a central role in the regeneration of an area
 - staying away from short term funding, focusing on the future
 - always sell the positive and move away from highlighting or reinforcing the negative
- 6.4 Many of these issues cut across a number of SOA Outcome Delivery Groups and will require a truly co-ordinated and joined up approach if the Alliance is to successfully deliver on them.
- 6.5 There are clear opportunities for all partners to have a common, shared 'brand' for Inverclyde, which can be used across all marketing and in promoting the Inverclyde area. This could build on the Inverclyde Living website and brand. There are opportunities to involve local communities and schools to highlight what is good about living in Inverclyde and use these as part of the marketing for the area. Having local ambassadors and testimonials will support the efforts of organisations to speak positively about the Inverclyde area.
- 6.6 The new Repopulation Outcome Delivery Plan is attached in Appendix 3. The Plan includes actions which are ongoing from the previous plan as well as new areas for development. To support the work set out in the plan, partners will need to identify resources, in terms of both officer time and funding.
- 6.7 A more detailed report in regard to funding will be set out in a future report to committee.

7.0 IMPLICATIONS

Finance

7.1 The overall detail of the phasing and spend of the Workstreams from the previous outcome delivery plan are shown in Appendix 3.

Financial Implications:

One off Costs

Cost Centre	Budget Heading	Budget Years	Proposed Spend this Report £000	Virement From	Other Comments
Earmarked Reserves	Repopulation	2013/16	£1m	-	

Annually Recurring Costs/ (Savings)

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

Legal Implications

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 £1m and the delivery of the nine agreed Workstreams were intended to support the reversal of the population decline and begin to grow Inverclyde's population. The impact of the initiatives outlined in the report is being measured and reported back to Committee as appropriate.

8.0 CONSULTATIONS

8.1 None.

9.0 LIST OF BACKGROUND PAPERS

9.1 None.

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>30 Council Tax discounts have been awarded. The other half of the funding has been allocated for next year. £500 per household for each year.</p>				
Indicator	Target	Current Performance	Status (BRAG)	Commentary
Launch of Council Tax Reduction for New Owner Occupiers	April 2014	Launched	Complete	Policy agreed
No. of new residents applying for reduction from budget of £30,000	Up to 30 reductions of £1,000 awarded	45 processed to date	Complete	Target for year was increased as additional funding allocated to this workstream. 45 processed to date with funding fully committed.

2. Identify Sites for Self Build

Name: Fiona Maguire

Contact Email: Fiona.maguire@riversideinverclyde.com (for Kilmacolm)

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.
- Riverside Inverclyde is acting as the delivery agent for Kilmacolm self-build project

Indicator	Target	Current Performance	Status (BRAG)	Commentary
Identify Sites for Self Build	Identify sites	Complete	Complete	The Council undertook a masterplanning exercise for 5 sites identified across Inverclyde. Leperstone in Kilmacolm is the initial focus.
Leperstone Drive in Kilmacolm				
Appoint Consultant	November 2013	Complete	Complete	Consultant appointed
Mid term report with budget costs	February 2014	Complete	Complete	Study completed
Submit Report	April 2014	Complete	Complete	Study submitted
Project Presentation	May 14 Exhibition	Complete	Complete	
Sell Plots	Late 2016	Not commenced	Not yet started	Plots likely to be available for sale after installation of infrastructure and planning approvals granted.
Install infrastructure	Start works March 2016	Not Commenced	Not yet started	The Planning Application was granted on 8 th October 2015 with a number of conditions which the Design Team is currently addressing. The infrastructure works will be tendered during December,

Appendix 1

				with the contract awarded in the New Year. Works due to start by end of March 2016.
Plot Development Commencement	Late 2016 *	Not Commenced	Not yet started	Infrastructure anticipated to be complete by Autumn 2016. Plot development commencement thereafter assuming planning approvals
Second Development				
Progress further Schemes	Dependant on success of Leperstone Drive Project	Not started	Not yet started	Will be dependent on the success of Leperstone Drive Project and will require to be agreed by Inverclyde Council.

3. Relocation Service/Inverclyde Migration Service

Name:	Contact Email:
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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.

Indicator	Target	Current Performance	Delivery Dates	Status (RAG)	Commentary
Appoint Relocation Officer for second time	Interviews – July/August	Complete	Appointment made July 2014	Complete	
No. of Clients Relocating to area	Up to 10 families per annum	47 applicants (families or individuals)		Complete	Budget now spent. Target achieved.

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.	

5. Analysis of potential for Mid-Market Rent Housing and other housing related opportunities				
Name: Drew Hall		Contact Email: Drew.Hall@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.				
Indicator	Target	Current Performance	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	Complete - Final Report received January 2014	Complete	Final Report completed on target Cost £8,000
<i>Future use of Mid-Market Rent Research</i>	HNDA2 to be produced by autumn 2014	Complete	Complete	Moving on from the mid market rent report, additional activity is being pursued with Broomhill focus in one aspect. Now with River Clyde homes for further development.
<i>Develop Housing Options Guide (HOG) for the Inverclyde Council area from budget of £25,000.</i>	Develop HOG by late 2015/ 2016	On target	Ongoing	Engagement taking place with software developers to take this forward.

Indicator	Target	Current Performance	Status (RAG)	Commentary
<i>Establish Landlord Accreditation Scheme (LAS) in Inverclyde Council area from budget of £25,000.</i>	Commence LAS within IC area	Complete	Complete	
<i>LAS training for Private Landlords</i>	June 2014 – March 2015	Complete	Complete	40 landlords attended the launch event (which included training) and 24 more signed up for the training events. Private landlords have been encouraged to sign up to the scheme.

6. Graduate Entry Programme

Name: Will Nisbet

Contact Email: will.nisbet@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.

Indicator	Target	Current Performance	Delivery Dates	Status (RAG)	Commentary
£150,000 to Graduate Programme: No. of businesses engaged in Graduate Programme	Up to 8 – revised to 4	1	31 March 2015	Complete	Engagement ongoing with Scottish Enterprise Supported Businesses. The majority of these are looking at graduates but focussing on marketing, business development, digital development and sales.
No. of Graduate places offered	Up to 8 – revised to 4	2	31 March 2015	Complete	One Graduate was placed with REL and

Appendix 1

					One Graduate placed with PG Paper. These are both at an end.
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7. Grant Assistance for Local Business Start Ups and Growth

Name: Will Nisbet **Contact Email:** will.nisbet@inverclyde.gov.uk

Description of Proposed Action:
Provide grant assistance for local businesses.

Progress: Progress has been made in supporting a number of business support activity.

Indicator	Target	Current Performance	Delivery Dates	Rag Status	Commentary
<p><i>No. of businesses accessing grants or loans from budget of £100,000 of which:</i></p> <ul style="list-style-type: none"> £50,000 match funding to ERDF Project 	<p>- Up to 10 Start Up Grants of up to £1,000</p> <p>- Up to 14 grants from Young Company Development Fund averaging £6,000 @ 50% intervention rate</p>	<p><u>2013/14 Spend</u> £2811.64. 3 businesses supported</p>	31 March 2015	Complete	<p>The spend to date is £27,000 however this will be offset by grant income and therefore will have nil impact on the original budget</p>
		<p><u>2014/15 Spend</u> £7,689.98. 8 businesses supported. Budget spent.</p>		Complete	
		<p><u>2013/14</u> £23,175.44 businesses. 3 businesses supported to date</p>		Complete	
		<p><u>2014/15 Spend</u> £34,245.03 (9 Businesses supported to date)</p>	31 March 2015	Complete	
		<p><u>2015/16 Spend</u> £26,836.28 (6 months) 4 businesses</p>		Complete	

<p>£50,000 to business support of which:</p> <ul style="list-style-type: none"> £25k to Marketing Grants £25k to Informal Training Grants 	<p>- 2 Interest Free Loans of up to £5,000 each</p> <p>- Up to 25 Marketing Grants of up to £1,000 @ 50% intervention rate</p> <p>- Up to 25 Informal Training Grants of up to £1,000 @ 50% intervention rate</p>	<p>supported to date. Budget now ended</p> <p><u>2013/14 Spend</u> £11,217.35, 14 businesses supported</p> <p><u>2014/15 Spend</u> £25,798.28. 46 businesses supported. Budget spent.</p> <p><u>2013/14 Spend</u> £3,690 8 businesses supported.</p> <p><u>2014/15 Spend</u> £9474.60. 13 businesses supported.</p>	<p>31 March 2015</p> <p>31 March 2015</p> <p>31 March 2015</p>		
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8. Tourism Business Liaison	
Name: Neil Lochiel	Contact Email: neil.lochiel@riversideinverclyde.com
Description of Proposed Action:	
<p>Riverside Inverclyde is undertaking an SLA from Inverclyde Council to deliver tourism business support activities and sector development. 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.</p>	
Progress:	
<p>The SLA budget has now been fully allocated, and the activities delivered and being delivered to close this out are as follows:</p> <ol style="list-style-type: none"> 1. P1 Powerboat Scottish Grand Prix of the Seas (which will be delivered in June 2016 in a co-hosting with Inverclyde Council), and associated Inverclyde Showcase initiatives for tourism related businesses in Inverclyde in the subsectors of accommodation, food & drink, visitor attractions, active leisure onshore, and active leisure offshore; 2. A workshop, “Making Your Business Grow With Cruise Liner Trade, held in April 2015; 3. Inverclyde’s Scottish Folk & Roots Festival 2015, delivered by Beacon Arts Centre in October 2015; and 4. Inverclyde’s Folk & Roots Film Festival, delivered by the Waterfront Cinema in September 2015 	
Complete	

9. 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. 				
Indicator	Target	Current Performance	Status (RAG)	Commentary
Attendance at national events	Attend two national events – Ideal Home Show and Scottish Homebuilding Show	Ideal Home Show and Scottish Homebuilding and Renovating Show attended.	Complete	
Create social media and e-newsletter presence to promote Inverclyde	Create and maintain social media and e-newsletter presence	Currently 3,885 Facebook followers.	Complete	Numbers of Facebook followers has steadily increased.
Increase profile of Inverclyde through advertising and promotion	Identify 'opportunities to see' for each advertising and promotional mechanism	<p>A series of high profile advertising campaigns have taken place, including:</p> <ul style="list-style-type: none"> • M8 banner in Glasgow • STV Glasgow launch • Baton relay visit Evening Times supplement and Evening Times/Herald website takeover. • Commonwealth Games promotion through daily guides and opening ceremony programme 	Complete	Budget spent in full
Increase traffic to the new Inverclyde Living website.	Increase monthly visitors to the Inverclyde Living website	<p>Website launched in May. The monthly page views (unique visitors) are:</p> <ul style="list-style-type: none"> • October 1083 (313) • November 743 (274) • December 579 (231) 	Ongoing	

Repopulation Spend from April 2013 to November 2015

Appendix 2

Repopulation & Promoting Inverclyde - Spend to date and Projected Out-turn

<u>Project</u>	<u>2013/14 Actual Spend £000</u>	<u>2014/15 Actual Spend £000</u>	<u>2015/16 Spend to Date (18/11/15) £000</u>	<u>2015/16 Projected Spend</u>	<u>Projected Spend 2016/17 £000</u>	<u>Total Spend (Actual & Projected) £000</u>	<u>Budget</u>	<u>(Over)/ Underspend</u>	<u>Finance Comments</u>
Assistance with Council Tax	0	11	24	24	7	42	42	0	No issues, budget expected to be spent in full
Mid-Market Housing Initiatives	8	3	8	8	12	31	31	0	There may be some underspend here, service to confirm this. This project will be underspent. I will need to use £6k of this underspend to offset and overspend of £6k in Ongoing Business Support, see below.
Graduate Entry Programme	3	10	0	0	0	13	50	37	Projecting an overspend of £6k which will need to be offset by the underspend in Graduate Entry Programme. There is spend to date of £27k, however the Service state that this will be offset by grant income and therefore have nil impact on original budget.
Ongoing Business Support	41	65	27	0	0	106	100	(6)	No issues, budget expected to be spent in full
Development of Tourism	0	0	0	76	74	150	150	0	Based on recent developments involving the secondment of the Relocation Officer to River Clyde Homes on a part time basis (3 days a week) from 1st December 2015 (assumed starting date) to 31st October 2016 and the recharge relating to the secondment, there will be an underspend for this project.
Relocation Service	3	87	66	78	9	177	217	40	No issues, budget expected to be spent in full
Self-Build Housing	0	23	0	30	197	250	250	0	No issues, budget expected to be spent in full
Promotional Campaign	59	61	17	20	0	140	140	0	No issues, budget expected to be spent in full

Repopulation Spend from April 2013 to November 2015

Appendix 2

Repopulation & Promoting Inverclyde - Spend to date and Projected Out-turn

<u>Project</u>	<u>2013/14 Actual Spend £000</u>	<u>2014/15 Actual Spend £000</u>	<u>2015/16 Spend to Date (18/11/15) £000</u>	<u>2015/16 Projected Spend</u>	<u>Projected Spend 2016/17 £000</u>	<u>Total Spend (Actual & Projected) £000</u>	<u>Budget</u>	<u>(Over)/ Underspend</u>	<u>Finance Comments</u>
TOTAL	114	260	142	236	299	909	980	71	

<u>Note:</u>	<u>£000</u>
Original Budget	1000
2014/15 Budget Saving	(20)
Revised Budget	980

Repopulation Outcome Delivery Plan

December 2015

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

Repopulation Outcome Delivery Plan (December 2015)

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

Area of activity	Where are we now?	Where do we want to be?	How will we get there (including timescale)?	How will we know we are getting there?	Who is responsible?	Link to Wellbeing Outcome
<p>3. Promote and Develop our Housing Offer</p>	<p>We have a growing choice and diversification of homes, types, sizes and tenures, many older homes have been improved; this needs to continue and much work still needs to be done.</p> <p>We need to continue promoting our housing offer, encourage a range of developers and provide incentives to encourage households to relocate into the area.</p>	<p>Inverclyde's housing offer is seen within and outside of our boundaries as positive, improving, varied, of good quality, with a range of affordable and expensive homes for rent and sale.</p> <p>This offer both retains our existing population and attracts new households to live in the area.</p>	<ul style="list-style-type: none"> • Our Housing Strategy and Plans underpin an improving housing offer for Inverclyde; • We continue to offer (and develop new) incentives for those considering relocating to Inverclyde. Areas that will be explored include; subsidised leisure and social housing; support with housing costs e.g. stamp duty, relocation, council tax costs. • Active targeting of identified housing demand groups and potential relocators (identified through Ekosgen research and elsewhere); • Promote development opportunities and awareness raising of site and funding opportunities amongst potential housing developers; • Continue to engage with private landlords and estate agents to promote good quality private rentals which can be jointly marketed. <p>Above to be completed by end of 2016.</p>	<p>Re-population group is making a significant contribution to the development and delivery of the Housing Strategy.</p> <p>Increased awareness of housing development opportunities.</p> <p>Stabilising population and increase in new residents relocating to Inverclyde.</p> <p>Increase in satisfaction with Inverclyde as a place to live.</p>	<p>Repopulation Group</p>	<p>Achieving</p>

Repopulation Outcome Delivery Plan (December 2015)

Area of activity	Where are we now?	Where do we want to be?	How will we get there (including timescale)?	How will we know we are getting there?	Who is responsible?	Link to Wellbeing Outcome
<p>4. Promote and Develop our Lifestyle Offer</p>	<p>A number of high profile events have taken place and attracted large number of visitors to the area; this is helping to change perceptions of Inverclyde but work needs to continue over the longer term.</p>	<p>Arts, culture and creativity is a key strand in the growth and development of Inverclyde.</p> <p>Creative industries and the arts help to create a balanced economy in Inverclyde.</p> <p>Leisure opportunities are a major strength of Inverclyde and need to be a key feature of our lifestyle offer.</p>	<ul style="list-style-type: none"> • Develop proposals for the launch of a new Inverclyde Arts and Fun Festival from either 2016 or 2017 involving the whole community and our schools; • Scope and develop proposals for a major annual sporting event in Inverclyde; • Develop a public arts plan that has the potential to attract significant inward investment and leaves a major legacy that attracts people to the area; • Promote the lifestyle offer of each of our towns • Ongoing development of Inverclyde Life. <p>Above to be completed by end of 2016.</p>	<p>Repopulation Group is making a significant contribution to the development of the Arts and Creativity Strategy.</p> <p>Partners and our communities support local events and Inverclyde is seen as an events and activity destination from outside the area.</p> <p>Improved satisfaction with Inverclyde as a place to live, work and play.</p>	<p>Repopulation Group</p>	<p>Nurtured</p>
<p>5.Promote and Develop our Economic Offer</p>	<p>Inverclyde has not been as successful in attracting economic migrants as other parts of Scotland.</p>	<p>Inverclyde is seen as a destination for economic migrants either working in the area or commuting to other areas in the city region.</p>	<ul style="list-style-type: none"> • Positive promotion and advertising of business and retail opportunities within Inverclyde; • Raise awareness of our current diversified business and retail offer; • Provide support for new SME's to promote and market their businesses. 	<p>There are more new migrants coming into Inverclyde from a wide range of countries.</p> <p>Increase in new businesses and reduced business</p>	<p>Repopulation Group</p>	<p>Achieving</p>

Repopulation Outcome Delivery Plan (December 2015)

Area of activity	Where are we now?	Where do we want to be?	How will we get there (including timescale)?	How will we know we are getting there?	Who is responsible?	Link to Wellbeing Outcome
			<ul style="list-style-type: none"> Work with WCS to develop and promote a strong educational and training offer for existing and potential new residents as part of our branding and positive marketing of the area. <p>Above to be completed by end of 2016</p>	failure.		
<p>6. Linkages to other Outcome Delivery Groups and Changing Membership</p>	<p>Much of the work that is required to ensure the sustainability of the area is being supported by the other SOA groups and partners not currently members.</p>	<p>The repopulation group links in with other SOA groups (and new partners) to ensure that there is a strong repopulation focus supporting the themes above.</p>	<ul style="list-style-type: none"> Representation from the Repopulation group on the other SOA outcome delivery groups; Refresh the membership of the Repopulation group to ensure that the right partners are represented. <p>On-going throughout 2016.</p>	<p>Repopulation is key partnership theme that all Outcome Delivery Groups are contributing to.</p>	<p>Miriam McKenna / Karen McCreedy and Kevin Scarlett</p>	<p>Achieving</p>