

Report to: **Cambuslang and Rutherglen Area Committee**
Date of Meeting: **11th May 2010**
Report by: **Executive Director (Enterprise Resources)**

Subject: **Regeneration Services Activity in the Cambuslang and Rutherglen Area Committee Area.**

1. Purpose of Report

1.1. The purpose of the report is to:-

- ◆ Outline the wide range of ongoing activity delivered by Regeneration Services in the Cambuslang and Rutherglen Area Committee area.

2. Recommendation(s)

2.1. The Committee is asked to approve the following recommendation(s):-

- (1) that the Committee notes the contents of the report.

3. Background

3.1. Regeneration Services is one of four services within Enterprise Resources. It is a multifunctional, cross cutting service committed to the regeneration of local communities in South Lanarkshire. It aims to promote employment, social inclusion, physical development and sustainability through working in partnership with local communities, voluntary sector bodies, the private sector and other public sector partner organisations. It is responsible both for direct service delivery to businesses and residents as well as for services to other Council Resources. It consists of four teams, whose remits are set out below.

3.2. *Community Regeneration and Rural Development* leads on area based approaches to tackling poverty and deprivation and promotion of rural development and tourism.

3.3. *Regeneration and Inclusion* contributes to relevant aspects of the Council's Single Outcome Agreement designing and implementing employability programmes for adults and young people and providing support for the community and voluntary sector. It also helps Council-wide services and partner agencies to attract funding from external sources, such as the European Union (EU) and Lottery, to help deliver priority projects and programmes.

3.4. *Property Development* carries out significant physical regeneration in towns and villages, implements commercial and industrial infrastructure projects and leads on derelict land reclamation and town centre management. It also manages the Council's capital receipt programme and negotiates acquisitions and disposals of heritable property.

- 3.5. *Business Support and Property Information* undertakes business development, manages the development and implementation of asset management strategies and processes and is responsible for managing the Council's non-operational lease portfolio.

4. Regeneration Services – Key Areas of Activity

Community Regeneration and Rural Development

- 4.1. The focus for addressing disadvantage in South Lanarkshire has largely taken a geographical approach whilst also recognising that some key client groups are not always concentrated within specific communities. The Fairer Scotland Fund was established by the Scottish Government in April 2008 with allocations of £10.21 million, £8.164 million and £6.117 million to South Lanarkshire for 2008-9, 2009-10, and 2010-11 respectively.
- 4.2. A programme of activity designed to strengthen approaches to tackling poverty in South Lanarkshire's most disadvantaged communities has been in place for three years. Programme investment is in the main concentrated on the datazones ranked in the most deprived 15% datazones. There are 52 datazones within the worst 15% in South Lanarkshire and 19 of these lie within the Cambuslang and Rutherglen area. The programme has just completed its second year of delivery.
- 4.3. The FSF Programme consists of 12 major components, namely:-
- ◆ Transport Links
 - ◆ Accredited Community Based Adult Learning
 - ◆ Community Policing
 - ◆ Youth Diversion
 - ◆ Vulnerable Families
 - ◆ Raising Attainment and Early Intervention
 - ◆ Early Intervention – Education
 - ◆ Early Intervention – Child Health
 - ◆ Local Health Initiatives
 - ◆ Financial Inclusion
 - ◆ Employability
 - ◆ Programme Support
 - ◆ Capital Programme

Changing Places Cambuslang/ Rutherglen Partnership

- 4.4. The Changing Places Cambuslang/Rutherglen Partnership continues to focus its attention on the most deprived datazones in the area. The recently produced Tackling Poverty and Inequality Action Plan focuses on a range of outcomes taken from the SOA for which a partnership working approach can add value and help to bridge the gap between the most and least deprived communities in South Lanarkshire.
- 4.5. The Changing Places Support teams have been working with relevant partners to progress work in key areas including –
- Rising Unemployment - Working with local public and voluntary sector organisations to maximise the number of opportunities through the Future Jobs Fund and other youth employment initiatives. Many local organisations including Cambuslang and Rutherglen Community Health Initiative and CREATE have

recruited through this programme. A meeting with local stakeholders to consider further opportunities for development is scheduled for mid May.

- Clyde Gateway – supporting effective community engagement and maximising partner involvement in particular in relation to the community capacity building aim of the urban regeneration company.
- Addressing high smoking levels - Routes to Work South has amended its registration process to include smoking questions and where relevant – referrals to smoking cessation services. Front line staff from a variety of agencies have completed smoking brief intervention training. Stop smoking drop in services in Whitlawburn are to be piloted in spring.
- Improving local services for vulnerable new mothers/parents. This includes introduction of the First Steps programme, providing intensive home based support to mothers, and the development of a drop in base for new/expectant mums.
- Local park improvements – following improvements to the Halfway park and various play parks across the area, the current focus is on Cambuslang Park, the subject of a recently submitted Heritage Lottery bid. The Friends of Cambuslang Park group, now with 12 members has played a significant role in developing this bid which if successful will support a wide range of improvements to play facilities, pathways and other elements of the park.
- Poor physical environment and associated anti social behaviour - The Pride of Place fund has continued to support a wide range of environmental improvements across the partnership areas including school grounds projects; community garden areas and murals, There are already many new projects awaiting approval for this year. The partnership support team have also been coordinating the community engagement element of a Participatory Budgeting pilot programme in Overton, Halfway - part of a Scottish Government pilot approach to tackling anti social behaviour in communities. £50k has been allocated from the Scottish Government and SLC , including Pride of Place funds, to fund community priorities.
- Youth disorder - Changing Places continue to work with the Cambuslang/Rutherglen Youth practitioners group and RegenFX Youth Trust to respond to issues in the area and ensure that services are focussed on those who need them most. Currently working with Strathclyde Police on a new operation in the Burnhill area over summer where levels of youth disorder and drug related crime have risen.

4.6. The community have and will continue to be involved in all aspects of local action plans. Service level agreements with Community Links and CREATE, local community engagement organisations enables ongoing innovative community involvement activity, including street surveys, focus groups, local campaign groups, involvement on the local partnership boards and production of “Community Matters”, the free quarterly newspaper that goes to every household in the area.

Local Food and Drink

4.7. The Scottish Agricultural College has been commissioned to perform a study into local food and drink producers in the South Lanarkshire area with a view to increasing sales of local produce to local businesses and consumers. As part of this project, the “Eat guide to local food and drink” was produced and in June 2009 a

local food and drink showcase was held for local traders to sample a selection of 24 local food and drink products. In October 2009, four South Lanarkshire businesses attended the successful BBC Good Food Show together with four from North Lanarkshire on a joint Lanarkshire stand. The list of recommended actions from the study are being considered as possible future actions for food and drink sector development.

Tourism

- 4.8. The VisitLanarkshire tourism project is a pan Lanarkshire project to increase the awareness of Lanarkshire as a visitor destination and has operated for the last 5 years. Working together with North Lanarkshire Council, the tourism project achieved the following:
- The launch of the new Lanarkshire Tourism Action plan in November 2009. This tourism strategy for Lanarkshire runs to 2015 with a strategic target of 60% growth in visitor expenditure over the next 6 years.
 - A successful Autumn campaign was undertaken in 2009 to increase visits to the area. The campaign delivered 26,159 visitors to the vl.com website, 103,587 page views and 2,472 vouchers downloaded.
 - Impressive PR results in conjunction with BIG Partnership with £329,152 press coverage generated at a cost of £25k.
 - £50,000 Great Days Out attractions guides and 15,000 Events Guides in circulation.
 - VisitLanarkshire.com was relaunched in July 2009 and visits to the website are increasing on a monthly basis.

VisitLanarkshire

A Spring 2010 campaign began in March 2010 with radio, advertising and online activity.

Regeneration and Inclusion

Community and Voluntary Sector

- 4.9. South Lanarkshire has had a fixed model for delivering support to the voluntary sector for a number of years. This has been done through three separate Councils for Voluntary Service (CVS): ALVO representing the rural area, CVSHEK representing Hamilton and East Kilbride and CREATE covering the Cambuslang/Rutherglen area. Separately the volunteer development body SoLVE has operated to deliver specific services that grows and supports volunteering.
- 4.10 At a national level Scottish Government has been progressing discussions on rationalisation of support networks both for the voluntary sector broadly and for volunteer development agencies specifically. Scottish Government has termed this new approach as an 'Interface.'
- 4.11 Following agreement by the Council's Executive Committee on 10 March 2010 and by the Community Planning Partnership on 24 March 2010, there will be a single Interface organisation for South Lanarkshire, with CREATE, CVS Hamilton/East Kilbride and SoLVE coming together to establish the new organisation. It is expected that the new organisation will be fully geared up to delivering services effectively across all of South Lanarkshire from April 2011.
- 4.13 Community Health Initiatives – the Cambuslang & Rutherglen Community Health Initiative deliver a range of positive community health programmes across the area allied to education and information. The initiative has focused on stress management, substance misuse, mental health and nutrition, all backed up by a

considerable pool of volunteers (120+) and sessional workers. A particular success has been the development of Camglen Radio with information on health related topics and a popular training programme for adults and young people on the practicalities of running a radio station. Based on outreach services and specific events, up to 10,000 people have engaged with the initiative each year across 80+ venues.

4.14 The Council plays a significant role in supporting Citizens Advice Bureau and provides both core funding and specific funding for money advice services. Rutherglen and Cambuslang CAB delivers information and advice services throughout the area from its base in Cambuslang. During 2009/10 the Bureau dealt with some 10,000 issues arising from 2,896 client enquiries.

4.15 ***Credit Unions***

The two Credit Unions in the Cambuslang/Rutherglen area provide low cost loans, savings and insurance services. At 31st March 2010, Cambuslang Credit Union membership totalled 2516 with £1.9 million out on loan to members and Rutherglen Credit Union membership totalled 2777 with £1.7M out on loan to members.

Routes to Inclusion

4.16 The Council and its partners are committed to promoting employability and access to sustainable employment opportunities, particularly for targeted priority groups through the delivery of the Routes to Inclusion programme which currently runs from 2008-11. By utilising funds from the Council, Scottish Government, Jobcentre Plus, Europe and the Fairer Scotland Fund an ambitious and broad ranging delivery programme has been pursued. Current initiatives include:-

- Routes to Work South – providing opportunities in training, support and interventions to those furthest from the labour market
- Future Jobs Fund – Jobcentre Plus programme to assist 18-24 year olds who have been unemployed for 6 months or more
- More Choices, More Chances – support measures for young people aged 16-19 who are not in employment, training or education.
- Rebuilding Opportunities – programme for unemployed people seeking a career in the construction sector
- Connect 2 – pre-employment training programme and care sector induction for vulnerable clients seeking a career in social care.
- Youthstart – provides support to young people who are homeless and living in supported accommodation to get into work, education or training

Examples of recent performance include:

4.17 Future Jobs Fund – 51 people from the area successfully securing jobs to date
Routes to Work South – 545 clients engaged, with 110 into work and 160 into Further Education and Training
Connect 2 – 28 participants from the area have engaged on this highly successful programme
Youth Jobs Fund – 13 16/ 17 year old young people successfully secured jobs since January.

Attracting External Funding

The Funding and Development Team has assisted in attracting over £665,000 of external funding to the Cambuslang and Rutherglen area within the last year. The single largest award was £645,360 from the East of Scotland European Partnership (ESEP) to refurbish the former Burgh Primary School into business space. There

are currently projects with a value of over £575,000 awaiting decision, the largest of these being £551,825 from Heritage Lottery Fund (HLF) for the renovation and upgrade of Cambuslang Park, a final decision on the Stage 2 submission is expected in late summer.

Business Support and Property Information

- 4.18 Business support measures play a vital role in the Council's published response to the economic downturn a number of which have been delivered in 2009-10. These include:-
- Revising the Business Gateway Programme
 - Working with the Business Gateway and Chamber of Commerce and alongside the High Street Banks to ensure easier access to development finance
 - Hosting "Meet the Buyer" Events for companies involving purchasing officers from all Council Resources and partner agencies within Lanarkshire.
 - Reconfiguring the Council's business support such as reducing interest rates and introducing short term repayment "holidays" in respect of the West of Scotland Loan Fund
 - Ensuring maximum uptake of the Small Business Rates Relief Scheme
 - Recently co-hosting the annual Lanarkshire Business Excellence Awards designed to celebrate the quality, diversity and success of local companies.
- 4.19. Last financial year (April 2009 to March 2010), business support programmes have achieved the following results in the Cambuslang and Rutherglen Area Committee area:-
- West of Scotland Loan Fund – 75 jobs safeguarded with £2,417,877 additional sales
 - Lanarkshire Sustainable Business Programme – 20 businesses assisted, 183 jobs safeguarded/ created and £1,585,000 additional sales
 - Property Advice Service – 43 enquiries taken with 10 satisfied
 - Business Training Support – 5 businesses assisted, 10 trainees assisted, £115, 900 additional sales achieved

Property Development

- 4.20 The Council, through the Property Development team, have continued to support partners with the promotion and implementation of a number of important projects designed to enhance and promote the attractiveness of Cambuslang and Rutherglen as places to work, live and do business. These projects include:
- 4.21 Clyde Gateway improvements to Rutherglen Railway station - The environmental improvements project managed by the Property Development Team to Castle Street and Victoria Street are now complete. The works included new street lighting, resurfacing of footways and carriageways, boundary improvements to the Reuther Hall, improvements to the entrance to the Station and real-time train information. An additional package of works also saw improvements to the shops on Victoria Street, resurfacing of footways and additional car parking. Renowned artist, Kenny Hunter was commissioned to produce a piece of artwork for the gable wall at 9 Victoria Street which was installed prior to Christmas.
- 4.22 Cambuslang Precinct Urban Green Space – The improvements created an area of urban green space by introducing grass terraces and areas for informal play. The planting and seating are sculptural and informal while the external play area for the crèche was increased with a planting area created for the children along with a concrete path the children adapted by placing their hands and feet in the setting concrete. The aim was to maximise visibility and accessibility from the Main Street and to provide an improved external space that is attractive for use by local residents

and their families, workers and users of the Cambuslang Gate development and Cambuslang Enterprise and Training Centre and Town Centre users generally.

- 4.23 Former Burgh Primary, Rutherglen – The Property Development Team have appraised the former Burgh Primary School, which is a Category ‘B’ listed building for developing its potential for conversion to commercial/office/business space use. Regard had to be made to the implications of, and any constraints on, development. This has included consideration of DDA requirements, the need to take account of the ‘B’ listed status of the building and the parking and access demands generated by these uses. An ERDF bid for funding for the project was successful in attracting £647,364.
- 4.24 Clydesmill Plot 1 – This project developed a concrete platform for industrial use that was raised to be above the 1 in 200 year plus 20% uplift for the predicted effect of climate change flooding levels. This included installing mains services for all of the utilities to the site to allow industrial use. A fully adoptable access road has been installed with a turning circle which will be adopted by Roads and Transportation when the 52 weeks defects period is complete this summer. Negotiations are now underway with various interested businesses that are being relocated from the M74 route and from the Clyde Gateway areas. Plot 1b missive with Cleehill Plant concluded. Settlement subject to planning, ground conditions etc.
- 4.25 Cambuslang Gate- This was part of a wider £12.5 million Precinct development which extends over three acres within the Town Centre. The Cambuslang ‘Precinct’ site now provides a mixed use development which includes the 40,000 sq ft Cambuslang Gate civic accommodation, a 6000 sq ft food store and 7 retail units, a bar and restaurant, 39 one and two bedroom apartments and a generous town centre public car park. Cambuslang Gate – the £8 million civic development – has improved access to services to the Community in the heart of Cambuslang and injected a long lasting sense of civic pride in the community for the regenerated town centre.
- 4.26 Former Reporters Office in King Street -The Executive Committee approved, at its meeting on 21 March 2007 the purchase of additional property at the new site for Burgh Primary School. The design for the new school building takes up a large proportion of the site and left limited amount of space to allow for the provision of a multi- use games area for both school and community use out with school hours. The Estates Committee approved, at its meeting the purchase of the former Reporter’s Office adjacent to the new site for Burgh Primary School.
- 4.27 Initially the Scottish Children’s Reporter Administration wished to remain in the area which led to a delay as a suitable site could not be located; however, due to a rationalisation within the Scottish Children’s Reporter Administration, this was no longer a requirement allowing the acquisition to proceed. The Property Development Team negotiated terms for its acquisition and the building will be demolished to allow the construction of the multi-use games area for both school and community use.

Concluding Remarks

- 4.28 As can be seen, the work of Regeneration Services is comprehensive and makes a significant contribution to achieving the objectives of the Single Outcome Agreement and the Council Plan, ‘Connect’. This is also reflected in the development activity undertaken within the Cambuslang and Rutherglen Area Committee area.

5. Employee Implications

- 5.1. There are no employee implications.

6. Financial Implications

- 6.1. There are no direct financial implications arising from this report with all activities being met from within existing budgets held by Enterprise Resources.

7. Other Implications

- 7.1. There are no other implications.

8. Equality Impact Assessment and Consultation Arrangements

- 8.1. This report does not introduce a new policy, function or strategy or recommend a change to existing policy, function or strategy and, therefore, no impact assessment is required.

9. Consultation

- 9.1. Partners, local communities, service users, employers and local delivery organisations have been consulted in the design and development of the relevant components of Regeneration Services' projects and programmes.

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27 April 2010

Link(s) to Council Objectives and Values

- Tackling disadvantage and deprivation
- Supporting the local economy by providing the right conditions for growth, improving skills and employability

Previous References

- Relevant Enterprise Committee reports

Contact for Further Information

If you would like to inspect the background papers or want further information, please contact:-

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