

# Report

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Report to:	<b>East Kilbride Area Committee</b>
Date of Meeting:	<b>6 October 2010</b>
Report by:	<b>Executive Director (Enterprise Resources)</b>

Subject:	<b>Regeneration Services Activity in the East Kilbride Area Committee Area</b>
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## 1. Purpose of Report

1.1. The purpose of the report is to:-

- ◆ provide an update on Regeneration Services activities in the East Kilbride 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. As one of four services within Enterprise Resources, Regeneration Services is a multifunctional, cross cutting service committed to the regeneration of the communities of 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 organisations. Regeneration Services is responsible both for direct service delivery to businesses and residents as well as for services to other Council Resources. Within the Service there are four teams with responsibilities as outlined below:-

- ◆ **Regeneration and Inclusion** leads on the employability support and delivery programmes aimed at supporting people into work as well as the More Choices, More Chances programme designed to support 16/17 year olds into positive destinations. The team also has responsibility for external funding and development and support to the voluntary sector
- ◆ **Community Regeneration and Rural Development** manages the Fairer Scotland Fund programme and supporting work aimed at tackling poverty in South Lanarkshire. The team also manages the LEADER programme which provides support to rural communities and leads the Council's tourism support and development processes
- ◆ **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

- ◆ **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

#### **4. Regeneration Services - Update on Key Areas of Activity**

##### **Community Regeneration and Rural Development *Tackling Poverty***

- 4.1. Within the geographical approach adopted by South Lanarkshire in tackling poverty and disadvantage, the focus for support and programmes aimed at supporting people into work, improve their life chances and tackle challenging issues has drawn largely on funding provided by the Scottish Government – the Fairer Scotland Fund. The Fairer Scotland Fund (FSF) 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 2008/2009, 2009/2010, and 2010/2011 respectively.
- 4.2. Programme investment is concentrated on the datazones ranked in the most deprived 15% across Scotland. In the Scottish Index of Multiple Deprivation Report of 2009, there are no datazones within East Kilbride that fall within the worst 15% datazones in Scotland. However, there are components of the programme that will be supporting key client groups such as those experiencing unemployment as a result of the current recession. The new EK Works facility and particular services supporting young people attending Kitch School are examples of this support activity.
- 4.3. All of the programmes funded through the Fairer Scotland Fund make substantial contributions to the targets within South Lanarkshire's Single Outcome Agreement.

##### ***Tourism***

##### **Lanarkshire Strategic Tourism Marketing Project (LSTM)**

- 4.4. The Spring 2010 marketing campaign results, to date, have been very positive and shown over 50,000 visitors to the [www.visitlanarkshire.com](http://www.visitlanarkshire.com) website, over 200,000 page views, over 1,000 new visitor registrations, over 6,000 special offer vouchers downloads and £80k direct economic impact into the local economy. 11 South Lanarkshire businesses provided offers and competition prizes and work is now underway on the preparation for the Autumn Campaign.
- 4.5. The new International Children's Games 'micro-site' is now live on [www.visitlanarkshire.com](http://www.visitlanarkshire.com) and includes coverage for 24 South Lanarkshire businesses. Both the Lanarkshire Accommodation Association and the Lanarkshire Attractions Association contributed towards the development costs of the micro site. There is also a competition running to win a VIP trip to the Games via the website and this has attracted entries from as far afield as Australia and New Zealand.
- 4.6. Copies of a new Lanarkshire Events leaflet, featuring 7 South Lanarkshire events operators, is currently being distributed throughout the Central Belt and around 10,000 copies of the 2010 Doors Open Day brochure, featuring 36 South Lanarkshire buildings, are currently being distributed

## **Regeneration and Inclusion**

### ***Routes to Inclusion***

- 4.7. The challenge to reduce unemployment remains high on the agenda. There are currently 2,039 unemployed people in receipt of Jobseekers Allowance with an unemployment rate of 4% - the South Lanarkshire figure is 4.7%, Scotland is 4.1% and the UK rate is better at 3.8%. The Council and its partners, notably the Scottish Government, Jobcentre Plus/Department of Work and Pensions (DWP) and Europe are making significant investments to ensure all the measures are in place to support people who want to return to work. To support these efforts, the Council continued to lead the delivery of the ambitious third phase of the European Community Planning Partnership (CPP) programme. The key services were procured and delivery started. This investment is matched by the Council and represents over £2m investment in key client groups and employment sectors across South Lanarkshire.
- 4.8. This investment will see the continued delivery of successful projects and initiatives, including the introduction of a youth variation of the successful Connect 2 programme called Youth Connect, and the expansion of the Youth Jobs Fund to offer the best start to working life for our young people.
- 4.9. Focus remains on supporting individuals who may find difficulty in securing employment, such as people with health problems including mental health and well being or addictions, parents (including lone parents) and people with no or limited qualifications or literacy/numeracy problems.
- 4.10. To date, in the current year in the East Kilbride Area Committee area, there have been 489 people engaged on Council-funded employability programmes, of this 96 (20%) have progressed into employment with 10% benefitting from additional training. Key initiatives to support employability include:-
- ◆ **EK WORKS** – a new town-centre based initiative to identify, engage and progress people into work. Since April 2010 they have engaged 426 people with 13 securing employment
  - ◆ **Future Jobs Fund** – in the first 3 months of the new contract phase, 39 people from the area secured employment (from the start in October 2009, to date, over 650 South Lanarkshire residents have benefitted from this £7.8m, 18 month DWP contract offering 6 month wage subsidy/community benefit programme)
  - ◆ **Connect 2** – continues to deliver good outcomes for local people with significant barriers and issues. The most recent programme recruited 8 people onto the Social Care training programme
  - ◆ **Inclusiveness** – delivered by South Lanarkshire College in East Kilbride, this innovative and successful programme has been targeting key economic sectors and disadvantaged client groups e.g. people with health issues or lone parents and has recruited 14 people with one progressing into work. The remaining group are continuing with their training
  - ◆ **Youth Jobs Fund** – designed to offer the dual benefit of helping young people, who in the current economic climate are struggling to find a job, and supporting small businesses with their recruitment needs. This provides a 50% wage subsidy for 50 weeks. There are currently 14 beneficiaries working in a wide range of local companies

### **Community and Voluntary Sector**

- 4.11. The new single voluntary sector interface, Voluntary Action South Lanarkshire, continues to take the necessary steps to establish the new organisation. The Memorandum of Association for the company, the draft staffing structure and the job matching process have all recently been agreed. There is a real commitment to having more development staff out working with community and voluntary sector organisations on the ground across South Lanarkshire, providing guidance and support across a wide spectrum of activity including governance, training, finances, funding applications, volunteering opportunities and much more. It is anticipated that Voluntary Action South Lanarkshire will be fully ready to deliver all of these services from early in 2011.
- 4.12. Part of the improvement in services to the sector is to understand its true size and scope. Employing three people through the Future Jobs Fund, Voluntary Action South Lanarkshire is developing a comprehensive database on the sector, across South Lanarkshire, which will be capable of being interrogated. When completed over the next 18 months, this will be a real asset for those in the sector and public organisations looking to access information on the voluntary sector.

### **Business Support and Property Information**

- 4.13. The Council's Business Support Programmes have delivered the following results in the East Kilbride Area Committee area during the first quarter of this year April to June 2010:-

- ◆ West of Scotland Loan Fund – 3 companies were assisted safeguarding 56 jobs and helping to generate £2,515,683 in additional sales
- ◆ Lanarkshire Sustainable Business Programme – 9 businesses assisted creating/ safeguarding 19 jobs and generating £570,000 additional sales
- ◆ Lanarkshire Business Training Support – 10 companies assisted achieving £670,000 additional sales

- 4.14. The Property Information Team are engaged in managing property information in relation to the forthcoming asset transfer scheduled from 1 October 2010 including town halls, public halls, museums, stores, country parks, community wings and libraries into the South Lanarkshire Leisure and Community trust.

### **Property Development**

- 4.15. The Property Development Team continue to support partners and the community with the promotion and implementation of a number of important projects designed to enhance and promote the attractiveness of East Kilbride as a place to work, live and conduct business.
- 4.16. The team has prepared and serviced industrial land at Langlands Industrial Estate, including a large plot of 15 hectares, originally designed for the relocation of Rolls Royce to safeguard hundreds of local jobs, before they reviewed their investment strategy in the face of the global economic recession. The site is suitable for a large single user or subdivision to attract inward investment and facilitate expansion of indigenous companies alike. Notwithstanding the prevailing economic slow down, marketing of these opportunities will continue to ensure that East Kilbride as a location for business will be at the forefront as economic recovery becomes established.

- 4.17. In Playsport, the Council has been a major partner in the development of one of the finest leisure facilities in Scotland. The golf facility continues to prosper and the football enterprise opened in August 2010 and is establishing itself now with increasing bookings reported from the operator. The BMX/soft play/café-restaurant also opened in August 2010 and is establishing itself as a popular venue for children of all ages to enjoy one of the largest indoor facilities of its type.
- 4.18. Despite the continued shortage of development funding and the recession in the property market, work continues behind the scenes in marketing surplus assets to developers and associated agents, keeping the range of development opportunities in view and nurturing tentative interests with a view to being at the forefront of any activity when the market shows signs of recovery. Some £80m has been achieved by the team in Capital Receipts since 2000.

### **Concluding Remarks**

- 4.19. Within the comprehensive portfolio of Regeneration Services it is clear there are a number of programmes and services that make significant contributions to supporting both South Lanarkshire's economy and its people. All areas of the Service continue to make substantial contributions to the delivery of the values and priorities of the Council Plan, "**Connect**" and to the objectives of the Single Outcome Agreement.

### **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 direct risks associated with this report which is provided for information only. The services and projects to which it refers together with related funding proposals have been considered and approved by the Enterprise Resources Committee or by the Executive Committee as required. The relevant Committee reports with specific recommendations outlined potential risks on an individual programme or project basis.
- 7.2. There are no significant sustainability issues in connection with the recommendations contained within this report.

### **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.
- 8.2. 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.

**Colin McDowall**  
**Executive Director (Enterprise Resources)**

21 September 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**

East Kilbride Area Committee - 12 May 2010

**Contact for Further Information**

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

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