
NORTH AYRSHIRE COUNCIL

15 June 2021

Cabinet

Title: Place Based Investment Programme 2021/22

Purpose: To seek approval for the proposed approach for the expenditure of the Council's allocation under the Scottish Government's Place Based Investment Programme for 2021/22.

Recommendation: That Cabinet:

- a) Approves the proposal outlined in Appendix One for the expenditure of the Council's allocation of the Place Based Investment Programme; and
- b) Provides delegated authority to the Executive Director (Place) to agree changes to the funding allocations in consultation with the Portfolio Lead as required.

1. Executive Summary

- 1.1 The Scottish Government has established a £325m Place Based Investment Programme for the next five years. Underpinned by the Place Principle, this aims to support community-led regeneration, town centres and the 20-minute neighbourhood ambitions.
- 1.2 The Programme includes an annual direct allocation to Councils. This report sets out the proposed approach to the £1.26m allocation for North Ayrshire in 2021/22. The Council's proposal is informed by the Regeneration Delivery Plan and will implement a range projects that deliver impactful improvements in line with the Programme's ambitions.

2. Background

- 2.1 The 2020 Programme for Government committed to establishing a Place Based Investment Programme (PBIP). A budget of £325m has been committed to the Programme over the next 5 years. The main objectives of the Programme are to:
 - Link and align place based initiatives and establish a coherent local framework to implement the Place Principle;

- Support place policy ambitions such as town centre revitalisation, community led regeneration, 20 minute neighbourhoods and Community Wealth Building;
- Ensure that all place based investments are shaped by the needs and aspirations of local communities;
- Accelerate the ambitions for tackling inequality and disadvantage, wellbeing and inclusive economic development, net zero, community involvement and ownership.

2.2 Local Government is a key partner in delivering the PBIP and will receive a share of the funding over the next five years to support and advance local priorities. It supports investment in two categories of settlements: rural settings with smaller populations which are dependent on larger geographical areas for support; and urban settings with sizeable populations.

2.3 A £1.26m allocation is available to North Ayrshire Council in the current financial year. This requires to be fully expended or at a minimum to have contracts signed or commenced by 31 March 2022. Any unused grant will require to be repaid to the Scottish Government unless otherwise agreed by Scottish Ministers. Progress and end of year reports to the Scottish Government are required by the conditions of the award.

2.4 The recently adopted Regeneration Delivery Plan sets out the Council's plan to regenerate strategic regeneration sites and places by working together with our communities. It identifies a project based rolling programme of ambitious and deliverable projects under the four themes of: Strengthening Communities; Inclusive and Green Economy Placemaking and Enabling Infrastructure. This aims to support collaborative working to ensure that future local investment is relevant to local communities and for the benefit of local people.

2.5 The Placemaking theme seeks to promote the importance of place, reposition our town centres, support town centre living, and lead on a response to derelict sites. It aims to articulate and develop the Town Centre First approach, Place Principle and 20 minute neighbourhood concept. A series of actions are identified under this theme in relation to Town and Local Centres. This including the development of Place Frameworks to direct future investment through the Investment Fund and external funding.

2.6 The Regeneration Delivery Plan's actions have informed the proposal for the expenditure of the PBIP allocation outlined in Appendix One alongside the Programme criteria. The actions will be reviewed on an annual basis. This will identify priorities for future years of the PBIP and be informed by an assessment of:

- Progress on and outcomes of actions in the previous year(s);
- Local priorities;
- Deliverability of identified projects;
- Available resources and funding opportunities; and
- New, evolving or updated strategies and policies.

3. Proposals

3.1 That Cabinet:

- a) Approves the proposal outlined in Appendix One for the expenditure of the Council's allocation of the Place Based Investment Programme; and

- b) Provides delegated authority to the Executive Director (Place) to agree changes to the funding allocations in consultation with the Portfolio Lead as required.

4. Implications/Socio-economic Duty

Financial

- 4.1 £1.260M has been allocated by the Scottish Government in the financial year 2021/22 for expenditure on relevant projects. This funding requires to be fully expended or at a minimum to have contracts signed or commenced by 31 March 2022.

Human Resources

- 4.2 The development and implementation of successful projects will require a dedicated resource to support delivery. The proposal includes for the creation of a temporary Regeneration Officer post, funded by the Place Based Investment Programme subject to Scottish Government approval.

Legal

- 4.3 Any legal implications of the individual projects within the proposal will be considered through their development and will progress in compliance with the PBIP grant conditions.

Equality/Socio-economic

- 4.4 The proposal will assist in meeting the socio-economic duty as set out in the Fairer Scotland Duty by reducing economic, social and physical decline and reducing socio-economic disadvantage in the identified areas. The proposal will increase community cohesion and advance community empowerment in the identified areas.

Environmental and Sustainability

- 4.5 The proposal aligns with the proposed Environmental Sustainability and Climate Change Strategy. It will deliver environmental and sustainability benefits through the positive improvement of town centres and existing sites.

Key Priorities

- 4.6 The proposal will contribute to achieving the Council Plan priority outcomes and will contribute to the ambitions for: active and strong communities; an inclusive, growing and enterprising economy; a vibrant, welcoming and attractive environment; and a sustainable environment. In particular, the proposal will:
- Enable us to support our communities to maximise the use of community assets;
 - Build stronger relationships between the council, communities and partners; and
 - Enable us to work with communities to improve the quality of the local environment through a participatory approach.

Community Wealth Building

4.7 The proposal will contribute to the delivery of the Land and Assets pillar, objectives and associated actions of the Community Wealth Building Strategy. It will support equitable land development and the development of underutilised assets for community use and ownership. It will also contribute to the Procurement pillar through the inclusion of appropriate community benefit or local supplier clauses within projects in line with the Council's community benefit policy.

5. Consultation

5.1 The proposal has been informed by the Regeneration Delivery Plan. Consultation on the Plan included workshops with Council Officers; workshops with Elected Members; reports to and feedback from North Ayrshire Ventures Trust and the Community Wealth Building Expert Panel; and public engagement via Consul. It was also informed by the Locality Partnerships priorities and previous public consultation exercises including Charettes.

5.2 The development of the Place Frameworks and future year project development will be informed by consultation with local communities and stakeholders.

RUSSELL McCUTCHEON
Executive Director (Place)

For further information please contact **Louise Kirk, Senior Regeneration Manager**, on **01294 324766**.

Background Papers

Regeneration Delivery Plan (2021)

Appendix One – Place Based Investment Programme Proposal

The table below outlines the proposal for the expenditure of the £1.26m allocation under the Place Based Investment Programme in 2021/22. Where there is an underspend within one of the allocations, it is proposed that the Head of Economic Growth will reallocate any underspend across the other actions following engagement with the Portfolio Lead.

Action	Value (£)	Summary
Town Centre Living Pilots	830,000	This will investigate the potential, develop detailed proposals and designs and support the implementation where appropriate for two town centre living pilot projects at 36 Bank Street, Irvine and Howgate, Kilwinning.
Kilwinning Place Framework	60,000	This will build on the Charette process and updated town centre audits to develop a Place Framework and identify physical improvements and CWB opportunities for supporting recovery and development within the town centre.
Largs and Saltcoats Place Frameworks	40,000	This will provide a capital allocation to implement identified projects identified through the development of Place Frameworks for the towns. The development of the Place Frameworks is the subject of an application to the Community Renewal Fund (CRF). If this is unsuccessful, a further allocation may be required to support this action.
Communities' Project Fund	75,000	This will create a small grant scheme to support community led place based project development and implementation across North Ayrshire. This will support the annual RDP action review and PBIP implementation proposals in future years.
West Kilbride Shopfronts Phase 2	140,000	This will further develop the West Kilbride Shopfronts programme, previously supported by the Town Centre Fund. This will implement the next phase of priorities across the town.
Future Year Project Development	60,000	This will enable the preparation of proposals and detailed designs for PBIP implementation in future years.
Officer costs	55,000	This will meet the costs associated with the appointment of a dedicated Regeneration Officer to support the delivery of the Programme, subject to Scottish Government approval.
Total	1,260,000	