

CCIN Member Organisation leading the project

Inverclyde Council

Name of CCIN Lead Councillor or Officer

Jennifer Horn

Job Title

Physical Regeneration Manager

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Project Title

Youth Retention Research

How much funding are you applying for?

£ 2,000.00

1. What is your idea?

Inverclyde continues to experience long-term population decline, with young people aged 16 -25 consistently identified as the group most likely to leave. Youth retention is recognised as an issue within the Repopulation Strategy and Local Housing Strategy, and this project seeks to work with young people to explore what specific and practical changes would make staying a realistic and attractive option, and how they can be put into practice.

This prototype will test a cooperative, place-based approach to answering a central policy question: 'What would realistically need to change for more young people to stay in Inverclyde?'

The project will combine young people's experience and service perspective to identify barriers.

It will be delivered through:

- 2-3 structured focus groups with young people aged 16-25
- Development of a survey based on the focus group findings to allow a wider sample of YP views
- A small Youth Peer Research Group (6 - 8 participants) involved in reviewing and prioritising findings
- 5 - 7 semi-structured interviews with Housing, Education, Employability and Youth Work services
- A small creative element, with the aim of working with local college or school media group
- Exploration of the development of a practical Youth Retention & Place Impact Tool for use across

Housing, Planning and Regeneration.

The prototype is deliberately small in scale. It aims to build on what we already know about youth retention locally and also adds a co production element. The findings from the research will inform future policy and projects in addressing youth retention in Inverclyde.

2. Summary of project idea (150 words max)

Inverclyde Council will test a practical approach to understanding what we need to change for more young people to stay in Inverclyde longer term. Through focus groups, a small Youth Peer Research Group and interviews with key services, the project will explore how housing, employment, belonging, connectivity and perceptions of place influence decisions to stay or leave. The findings will explore the development of a short Youth Retention & Place Impact Tool designed for use across Housing, Planning and Regeneration. A small creative element will support dissemination across the Cooperative Councils' Innovation Network. The project will demonstrate a practical way of bringing young people and services together to shape local policy.

3. What are the three key outcomes this project will achieve?

1. Clear identification of practical change priorities:

A clear set of themes and practical actions for consideration- what are the key changes required across housing, employment, social infrastructure, connectivity and perception. Success will be measured through completion of analysis informed by both young people and service insight.

2. Explore the development of a Youth Retention & Place Impact Tool:

Work with young people to explore the development of a short, practical cross-service tool enabling officers to assess policies and projects through a youth retention lens. Success will be measured by creation of the tool and informal testing with at least two service areas. 'Youth Retention Impact Assessment'.

3. A tested cooperative delivery model:

A clear workable approach to bringing young people and services together to shape policy. Success will be measured through completion of a short learning report shared with CCIN members. This will outline the delivery approach, lessons learned, resources requirements and the potential for wider use.

4. How does your project support the CCIN Statement of Values and Principles?

This project supports the CCIN Statement of Values and Principles by embedding cooperative practice into place-based policy development. Rather than relying solely on officer-led analysis or external consultancy, the prototype shares responsibility for identifying change priorities with young people and relevant services. Young people will not only provide views but will be involved in reviewing and prioritising emerging findings through a Youth Peer Research Group. The project also brings together Housing, Planning, Employability and Youth Work to consider youth retention as a shared responsibility rather than a single-service issue. With the aim of the young people helping to create a practical Youth Retention & Place Impact Tool, to ensure youth retention is considered in Council decision-making processes.

5. How will you share your learning across the Cooperative Councils' Innovation Network?

Learning will be shared through:

- A short-written report outlining methodology, findings and practical recommendations
- Learning from the exploration of a Youth Retention & Place Impact Tool, including a template if approach proves useful. With the aim that it could be adapted by other councils facing similar challenges
- Participation in a CCIN learning session

• In rural Scotland, youth participation and retention has been strengthened through dedicated rural youth networks and action - based collaboration models. However, there is currently no equivalent focus for urban authorities experiencing long-term depopulation. This represents a gap in how youth voice informs place-based policy within towns and post-industrial communities. The prototype will inform the discussion around the potential development of a collaborative youth retention network across urban authorities experiencing depopulation, such as East Ayrshire, North Ayrshire and West Dunbartonshire. The intention is to provide a transferable and realistic model for councils facing similar depopulation and youth retention challenges.

I agree that the final report will clearly show the Cooperative Difference that this project will deliver and follow the CCIN Brand Guidelines.

 Agree