



Report No: **80/2008** Public Agenda Item: **Yes**

Title: **Mayoral Vision Project**

Wards Affected: **All Wards in Torbay**

To: **Harbour Committee** On: **25 March 2008**

Key Decision:

Change to Budget:	No	Change to Policy Framework:	No
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1. What we are trying to achieve and the impact on our customers

- 1.1 This report brings to the attention of the Harbour Committee the Mayoral Vision and the recent approval, by Cabinet, of the New English Riviera Action Framework Plan that supports the Mayoral Vision project.
- 1.2 The purpose of the Mayoral Vision is to regenerate the built environment of Torbay, and to help achieve this a New English Riviera Action Framework Plan was produced. This Action Plan supports the Vision contained within the Torbay Community Plan – ‘Turning the Tide’, and it outlines the way it could possibly change the built environment of Torbay. The plan accompanies the ‘Vision’ document that is the result of stakeholder and community consultation and outlines the Vision for the people of the Bay. Both documents have been developed by LDA Design Consultants.
- 1.3 Several of the areas identified within the New English Riviera Action Framework Plan are located on the harbour estate and there is clearly a potential to impact on harbour customers.

2. Recommendation(s) for decision

- 2.1 **That the Harbour Committee note that the New English Riviera Action Framework Plan has the potential to deliver development, regeneration and changes to the built environment on the harbour estate at Brixham, Paignton and Torquay.**
- 2.2 **That, the Harbour Committee note that, subject to necessary external funding and planning permission being obtained, the key projects identified in the Action Framework Plan have been approved in principle by**

the Cabinet.

3. Key points and reasons for recommendations

- 3.1 The New English Riviera Action Framework Plan (hereafter referred to as the Action Framework Plan) will examine key linkages between areas and will provide a strategic overview of possible future land use and development. The Action Framework Plan will contribute to the overall spatial strategy for Torbay that will be delivered through the Local Development Framework (LDF) Core Strategy. The LDF provides the planning framework for achievement of the spatial objectives of the Community Plan.
- 3.2 The accompanying computer generated flythrough will provide animation of the Vision and can be used as a marketing tool. It will show the context of the English Riviera, rich imagery of a bygone age, a snapshot of the area now, location of the preferred sites for development and further site specific detail to illustrate the Vision for the future. This will be available to the wider community and can be used to promote Torbay globally encouraging inward investment.
- 3.3 The aim of the Action Framework Plan will guide public and private sector investment and will provide a mechanism for evaluating projects for future regeneration.
- 3.4 Under Torbay Council's Constitution the Harbour Committee will determine all matters relating to the strategic management of the Council's function as a Harbour Authority, in line with the Tor Bay Harbour/Maritime Strategy and the Council's Policy Framework. Specifically the Committee will provide strategic direction in relation to those assets within Tor Bay Harbour and the harbour estate that are managed by Marine Services.

For more detailed information on this proposal please refer to the supporting information attached.

**Kevin Mowat
Director of Marine Services**

Supporting information to Report 80/2008

A1. Introduction and history

- A1.1 The Mayor launched the Torbay Community Plan – ‘Turning the Tide’ in June 2007; the plan was developed and prepared by the Torbay Strategic Partnership (TSP) on behalf of all the residents of Torbay. It outlined the partnership’s Vision for Torbay over the next 20 years, bringing together the views of residents as well as representatives from the business community and voluntary sectors. The Vision outlined in the Torbay Community Plan comprised four key themes: Pride in the Bay; Stronger Communities; Learning and Skills for the Future and underpinning it all, the New Economy. The Torbay Community Plan sketched out the Vision in outline but not ‘how’ the Vision could impact on the built environment of Torbay.
- A1.2 Funding from the New Growth Points initiative (2007/08) enabled the Council in June 2007 to commission LDA Design Consultants to develop the Vision and to produce an Action Framework Plan that will provide strategic guidance for land use. The Plan will examine key linkages between areas and contribute to the overall spatial strategy for Torbay that will be delivered through the LDF Core Strategy.
- A1.3 Various events have been held gathering stakeholder and community ideas and projects that could help shape the renaissance of Torbay. The Action Framework Plan will identify key projects that can deliver transformational regeneration.
- A1.4 The management of the project has been through the Council’s project methodology of PRINCE2, this requires a formal structure to manage the project. A project initiation document (PID) covering the scope of the project has been produced and a Project Steering Group formed consisting of a Business Owner (The Mayor), a Sponsor (Chief Executive of the TDA), and a Senior Supplier (LDA Design Director), along with other key representatives such as Councillor Mills (Economic Regeneration), Councillor Lewis (Transport & Planning), Mike Yeo (Strategic Dir – Community Services), Carl Budden (Operations South West Regional Development Agency (SWRDA)) and Huw Lloyd-Jones (Government Office of South West (GOSW)). A further Project Working Group was formed to report to the Steering Group consisting of officers of the Council, SWRDA, LDA Design with Norma Paynton, the nominated Project Manager.
- A.1.5 The project has had a two phase approach, the first phase has now been completed, and a ‘Vision’ document produced which is available both as a hard copy and via the Torbay Council website. Phase two was completed at the end of December 2007 and involved reviewing projects against the Vision principles and against set criteria, details of which are contained within the Action Framework Plan. The Action Framework Plan has been produced to guide public and private sector investment. The Cabinet approved the Action Framework Plan on 22nd January 2008. The final part of the project was the production of a Computer generated flythrough, showcasing the potential development opportunities and it is anticipated that this flythrough will become an important tool for not only communicating with the wider community in Torbay but also to serve as a key marketing tool promoting Torbay to the wider

developer market.

- A1.6 Whilst the Council will be looking to the private sector for funding of the implementation of those identified projects, further funding support is possible from the SWRDA, or the DCLG who have implied that support for subsequent phases would be viewed quite positively. Implementation of the key projects identified will have a major benefit to the economy of the Bay and the Bay Family as a whole.

A2. Risk assessment of preferred option

A2.1 Outline of significant key risks

A2.1.1 None.

A2.2 Remaining risks

A2.2.1 None.

A3. Other Options

- A3.1 For the Harbour Committee not to note the new Mayoral Vision and accompanying Action Framework Plan. This option is not recommended given the obvious need to involve the Harbour Committee with any development plans that are on or adjacent to the operational harbour estate.

A4. Summary of resource implications

- A4.1 There are no resource implications related to the recommendations in this report.

A5. What impact will there be on equalities, environmental sustainability and crime and disorder?

- A5.1 The Mayoral Vision and adoption of the Action Framework Plan is not expected to have any negative impacts on equalities, environmental sustainability or crime and disorder. Impacts from the individual projects will be evaluated at the time of development and will be the subject of separate decisions and Cabinet/Council/Harbour Committee reports, as appropriate.

A6. Consultation and Customer Focus

- A6.1 The Community Plan has been subject to wide consultation, the Vision cascades from this document. Internal consultation has been via the formation of the Steering Group and Project Group. The table below demonstrates some of the consultation process and customer focus undertaken in the development of the Vision and the Action Framework Plan. A full consultation record is held by the Project Manager and is available for review if required.

	Details	Date
1	Draft List of Projects provided to Corporate Asset Management Team (CAMT)	November 2006
2	Notification of the award of the New Growth Points Funding - £150k for project	January 2007
3	Status Report on the Project distributed to SMT, TDAL Board and other key	January 2007

	officers and members of the Council	
4	Business Forum received an overview of the Project	January 2007
5	Formal PRINCE2 project structure agreed and Terms of Reference produced. Monthly project group and steering group meetings held	February 2007
6	Various meetings held with the Communications Team at Torbay Council developing a Communications Strategy	March 2007
7	Press Release in the Herald Express revealing the 50+ projects on the Vision wish list	March 2007
8	Cabinet Briefing report produced – but due to purdah period this report was not submitted	April 2007
9	Brief produced and tender process commenced	April 2007
10	Communication and Strategy Plan document produced	May 2007
11	Consultation with SMT, TDAL Board, Business Forum etc	June 2007
12	DCLG offer letter received	June 2007
13	Consultants – LDA Design commissioned	June 2007
14	Project Initiation Document (PID) produced and circulated to Steering Group/ Project Group – approved by the Steering Group	July 2007
15	Mayors Vision article and Questionnaire asking for ideas/ projects from the public available on Torbay Council website along with a press release covering this	July 2007
16	Briefing regarding the Vision Event sent to all Members	July 2007
17	Vision Event held – over 200 invited from members of the public, key stakeholders, members of the council etc	25 July 2007
18	One to one meetings held between the Consultants and key Torbay Council officers	July 2007
19	Connect Caravan events held in Torquay, Paignton & Brixham asking for community feedback	July 2007
20	Various media and press coverage – Gemini, Palm, ITV South West, Herald Express articles and Mayors column	July 2007
21	Presentations on Mayors Vision update to TDAL Board meeting, Torbay Strategic Partnerships meeting and the Business Forum	July 2007
22	Invitations sent to over 270 people to attend the 2 nd Vision Event on 9.10.07, including a Briefing to all members	August 2007
23	Chief Executive's weekly letter produced by officer of council and giving an update on Mayors Vision sent to all staff within the Council	August 2007
24	Time and Tide Conference – update on Mayors Vision	August 2007
25	Presentation to Torbay Business Forum, SMT, TDAL Board, TSP	August 2007
26	2 nd Vision Event held at Imperial Hotel – presenting the Vision	October 2007
27	Vision available for download from Torbay Council website along with feedback sheet for comments as necessary	October 2007
29	Article in the Torbay View magazine and distributed to all households in Torbay	October 2007
30	Update in Forward Plan	November 2007
31	Draft Cabinet report produced	December 2007

A6.2 Views and comments received from consultees have, where appropriate, been adopted in the final Vision document and the Action Framework Plan.

A6.3 A full list of stakeholders that have been consulted is held by the Project Manager.

A7. Are there any implications for other Business Units?

A7.1 There are likely to be impacts on various Business Units from the adoption and development of the Action Framework Plan and those that are significant will be the subject of separate decisions and subsequent reports. However the Action Framework Plan will assist Business Units to be mindful of the impact of their decisions on the built environment of Torbay.

A7.2 There are no implications for other Business Units as a consequence of the recommendations in this report.

Appendices

None

Documents available from the Project Manager

The New English Riviera Executive Summary (available in the Torquay Harbour Office)
The New English Riviera Vision document (available in the Torquay Harbour Office)
The New English Riviera Action Framework Plan (available in the Torquay Harbour Office)
The DVD flythrough

Background Papers:

The following documents/files were used to compile this report:

The Project Initiation Document (PID)
The new English Riviera – Executive Summary
The new English Riviera – Vision document
Mayoral Vision Risk Log