

Draft Community and Corporate Plan consultation evaluation

Executive Summary

Torbay Council's draft Community and Corporate Plan was published for consultation on 21 September 2023. The consultation period ran until 29 October 2023.

The consultation sought to determine whether respondents agreed or disagreed with the priorities set out in the plan. The survey, which was run solely online, provided the opportunity for respondents to explain their reasons for disagreement and suggest priorities that we should be considering.

200 online surveys were completed with a total of 172 pieces of additional explanatory text.

The consultation was promoted via a range of channels, each encouraging residents to view the draft Community and Corporate Plan and comment on the proposals.

Overall Response

The table below shows the high-level responses to the consultation.

Question	Response
How strongly do you agree or disagree with the vision statement for Torbay in 2023?	Strongly agree – 101 Agree – 70 Neither agree or disagree – 20 Disagree – 3 Strongly disagree – 5
How strongly do you agree that these strategic themes are the right ones to focus on in meeting our vision?	Strongly agree – 77 Agree – 87 Neither agree or disagree – 22 Disagree – 8 Strongly disagree – 5

Introduction

Background

Torbay Council's previous Community and Corporate Plan covered the period 2019 to 2023. The life of the Community and Corporate Plan coincided with the local elections cycle.

As the Community and Corporate Plan is central to the Council's Policy Framework, it was recommended that a new plan would run until 2043 and would therefore be in place across a number of administrations.

All councillors have been involved in the development of the Community and Corporate Plan 2023-2043.

Sitting under the Community and Corporate Plan there will be the Council Business Plan, which will set out how the Cabinet will give effect to the priorities of the Community and Corporate Plan over the next four years.

The draft Community and Corporate Plan 2023-2043 was developed using the feedback the Council received during its first Resident Satisfaction Survey.

To obtain feedback from the community of Torbay, an online survey was set up that asked for responses on the priorities set out in the plan. Rather than merely selecting Agreement or Disagreement, the opportunity was provided to respondent, via a free text box, to explain their reasons for disagreement (if they disagreed), and to suggest other priorities that could be considered as part of the evaluation and adoption process.

The Survey

A range of channels were used to raise awareness and encourage participation.

- Online platforms
 - Website
 - Social media
- Media
 - Press releases
 - Newsletters (internal and external through Gov Delivery)
 - Community magazines (Beach Hut - October edition)
 - Leaders' column through the Herald Express and Torbay Weekly
- In-person engagement
 - Have Your Say Engagement Event at Paignton Library
 - Riviera Connect EXPO at the Riviera International Centre
 - Torbay Careers Fair
- Surveys and feedback forms
 - Online survey
 - Polls on social media
- Direct contact
 - Overview and Scrutiny

To encourage participation from as many different groups of people in the community as possible, direct contact was made with the local Armed Forces Network, headteachers of secondary

schools and higher education providers, the Diversity and Inclusion officer at Devon and Cornwall Police, Torbay Pride and the Diversity Business Incubator.

The online survey was open between 21 September and 29 October 2023.

Altogether, during that period, the Council received 200 responses directly to the online survey.

In terms of yoursay.torbay.gov.uk 1882 people were “aware” of the consultation in that they visited at least one page of the consultation website.

There were 946 “informed” participants with 358 people downloading a document, 46 visiting the Key Dates page, 740 visiting multiple pages on the consultation.

The Report

Through yoursay.torbay.gov.uk a report was generated that shows answers to each question, either being strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree. The report also details all the free text comments made.

Consultation Responses

Agreement or Disagreement with the Proposals

The majority of people agreed or strongly agreed:

- With the proposed vision statement
- That the strategic themes were the right ones to focus on in meeting our vision
- That the right priorities have been identified within the theme of:
 - Community and People
 - Pride in Place
 - Economic Growth

Whilst the majority of people agreed or strongly agreed that the right priorities have been identified in each theme, there were three priorities were more than a quarter strongly disagreed, disagreed and neither agreed or disagreed:

- Draw investment into our towns and breathe life into our town centres, partnering with the private sector to deliver major projects
- Deliver priority capital projects with the Council's Capital Programme
- Raise skill levels, particularly in high value careers

A full breakdown of the responses to the questions is shown at Annex 1

Text Responses to the Questionnaire

Examples of comments raised under the theme of Community and People:

- Making the area attractive, safe and welcoming is key to everything else
- Clarity sought about what "provide best care and support" achieves and means - too wooly
- Early intervention should be more universal
- Missing something about building a stronger community in Torbay - not just to reduce social isolation
- Visible policing needed in our town centres

Examples of comments raised under the theme of Pride in Place

- Investment must not be at the detriment of the environment
- Major projects should only be undertaken with the support of the local community
- "Breathe life into our town centres" is too fluffy - what do we really mean by deliver major projects
- Public areas away from the tourist trail should be better cared for
- Need to accept that something different needs to happen to our town centres
- Champion non-profit investment into the community
- Public/private partnerships should recognise and deliver with the community
- Maintain all council assets to a standard for residents and visitors to enjoy
- There shouldn't be deals with the private sector
- Too many items for one priority
- Commitment to combating the climate crisis is half-hearted
- Include the coast as well as green spaces
- Strengthen the relationship between green, open spaces and positive mental health

Examples of comments raised under the theme of Economic Growth:

- We should raise skills levels in all areas not just those in high value careers
- Full time job opportunities need to be jobs people want
- Transport links are getting worse - focus on improving existing transport links
- What does inclusive growth mean?
- The Council can't fix everything - people need to help themselves
- Growth in tourism still needs to be a priority
- Economic growth should be focused on local carbon sustainable businesses
- Develop new green jobs for the future
- Tempt visitors back so that businesses flourish
- Don't focus on growth to the detriment of the wishes of the community
- Growth should be developed with the consent of the local communities, not imposed by deals with developers
- We need a reliable bus service and transport system
- Greater emphasis on reducing inequality and a circular economy
- Free parking to encourage footfall rather than investing further in transportation
- High value careers seems an odd focus
- Should increase opportunities to upskill and train people in skills and trades for housing

Overview and Scrutiny Board's resolution

That subject to the following, the Cabinet be recommended to present the draft Community and Corporate Plan to Council for approval:

- Page 4 - to provide a link to the Torbay Story and consider promoting this wider across the Council's website to raise awareness;
- P15 - to strengthen the priority around quality of housing 'Improve the delivery, affordability and quality of housing (**including housing standards**) for residents in Torbay';
- Page 17 - to explore adding another measure of long term private rental compared to short term private rental e.g. Air-B&B;
- to add an extra measure for development in economic growth to increase the proportion of people aged 20 to 40 years staying in Torbay;

- P17 - Raise skill levels, particularly in high value careers **and empower people to upskill through driving training opportunities raising skills across all sectors.**
- P17 - amend 'Proportion of employment in ~~specific~~ **current and emerging** sectors;
- to review the language in the document such as asset based community development approach and people will be allowed to fulfil their potential; and
- to consider engaging with hard to reach groups and minority groups such as LGBTQ+ to ensure that their voices are heard.

Engagement evaluation

Summary of responses

There were 200 responses to the online survey.

Overall, respondents indicated that they strongly agreed or agreed with the proposals.

52.8% of responses were from Torquay residents.

32.8% of responses were from Paignton residents.

15.4% of responses were from Brixham residents.

65% of all respondents were over the age of 55.

Under 54's made up 35% of all respondents.

39% of respondents were retired.

52% of respondents were in employment.

56.9% of respondents identified as male.

40.1% of respondents identified as female.

The responses in terms of age and by location split are in line with our demographic makeup.

How respondents engaged with us

The information in this section evaluates how effective the various communications channels used to promote the consultation to a range of audiences were.

One Torbay

From 22 September to 27 October 2023, the consultation was promoted in five editions of the weekly resident newsletter, each edition reaching over 11,000 subscribers. Combined there were 630 clicks on the links to the consultation webpage.

Staff news

The consultation was promoted in the staff update that was issued to 897 recipients on 28 September. There was a total of 28 clicks on the link to the consultation.

Members' briefing

A Members' briefing was issued on 2 October 2023.

Social media

Ten social media posts were issued throughout the consultation period across the Council's social media platforms (Facebook, X (Twitter), LinkedIn, and Instagram).

Engagement totals can be seen in the following table.

Facebook (13k followers)	X (Twitter) (12.9k followers)	LinkedIn (5,890 followers)	Instagram (2,535 followers)
Reach – 8,861	Impressions – 1,913	Reach – 1,410	Reach – 1,456
Impressions – 9,381	Clicks – 45	Impressions – 1,777	Impressions – 1,536
Clicks - 191	Likes – 3	Clicks – 25	Clicks – N/A
Likes – 18	Shares – 1	Likes – 8	Likes – 12
Shares – 18		Shares – 0	Shares – 0

Facebook is the platform that generated the highest levels of engagement. The platform X (formally known as Twitter) and LinkedIn saw far lower levels of engagement in terms of clicks, likes and shares. Facebook remains our most popular broadcast channel, so it is not surprising to see a far greater reach. Instagram does not allow for links to be shared in individual posts, so therefore the opportunity to drive engagement to the consultation information is limited, but it is a useful platform to raise awareness.

The following comments were left on Facebook posts and whilst not directly linked to the consultation questionnaire, they do give an indication of how people are feeling about the things that matter most to them.

- I want to see the Pavilion rescued and restored asap.
- Lovely ideas and I would love to see at least some of them put into practice, but I have become completely disillusioned with successive Torbay Councils over many years. I feel so sad when I look around and see how everything in the Bay has regressed, not progressed in the last forty years. Fine words, not sure they will be put into practice in the way the Bay and its people need or wish them to be.
- Another survey, when will you stop producing this hot air. It is absolutely galling to read things like “maximise heritage and cultural opportunities for the enjoyment and benefit of residents and visitors” when the inaction over the last decade is on plain sight for everyone. I don't think you would recognise heritage and cultural opportunities if it slapped you in the face. I start to believe these surveys are nothing other than a fig leave, so you can demonstrate you have listened to the people. Actions speak louder than words.
- Yet another plan being drawn up what about implementing the ones already in the pipeline?
- New town centre multi storey car park for BRIXHAM.

Face-to-face

Three face-to-face engagement events were held during the consultation period. Each event was an opportunity to engage with different types of audience groups.

The event at Paignton Library was linked to a pre-organised Have Your Say bi-monthly event that was themed around public health.

The Riviera EXPO was an opportunity for us to engage with local businesses.

The Torbay jobs fair was an opportunity for us to engage with young people.

People that were spoken to were encouraged to participate in the consultation by scanning a QR code that would take them to the consultation webpage. Conversations focused on the fact the

plan was based on priorities for the next 20 years and therefore feedback from working aged and young people was really important.

Supporting information

- Detailed survey report from Engagement HQ
- Summary survey report from Engagement HQ
- Social media plan and evaluation

Emma Falconer, Engagement and Communications Officer

30 October 2023

No.	Question	Strongly disagreed	Disagree	Neither agree or disagree	Agree	Strongly agree
1	How strongly do you agree or disagree with the vision statement for Torbay in 2043?	5	3	20	70	101
2	How strongly do you agree that the strategic themes are the right ones to focus on in meeting our vision?	5	8	22	87	77
3	How strongly do you agree that we have identified the right priorities within the theme of Community and People?					
3a	Ensure our town centres are safe and welcoming for all	5	10	18	48	118
3b	Keep children safe in their communities and provide safe environments for our young people to thrive in	4	3	14	63	112
3c	Ensure early intervention is effective and targeted	4	6	28	62	96
3d	Provide the best care and support available so that residents are empowered to achieve what matters most to them	5	6	23	65	99
3e	Provide clear signposting for those needing our help	5	3	32	68	89
3f	Support and encourage community action	5	4	33	62	92
3g	Improve wellbeing and reduce social isolation	4	2	33	60	96
4	How strongly do you agree that we have identified the right priorities within the theme of Pride in Place?					
4a	Draw investment into our towns and breathe life into our town centres, partnering with the private sector to deliver major projects	11	18	30	61	78

4b	Maximise heritage and cultural opportunities for the enjoyment and benefit of residents and visitors	6	8	18	55	108
4c	Ensure the effective operation of SWISCo to have resources to reinvest in Torbay	6	11	33	65	82
4d	Deliver priority capital projects within the Council's Capital Programme	9	9	48	59	68
4e	Improve the delivery, affordability and quality of housing for residents in Torbay	11	11	25	63	86
4f	Improve the delivery of our planning service	10	8	34	63	82
4g	Protect and enhance our lived, built and natural environments, including our green spaces	6	6	10	37	137
5	How strongly do you agree that we have identified the right priorities within the theme of Economic Growth?					
5a	Raise skill levels, particularly in high value careers	8	9	47	75	59
5b	Improve transport links to and within Torbay	6	9	28	49	106
5c	Develop a year-round economy	5	5	21	55	111
5d	Increase in the amount of full-time employment opportunities within Torbay	4	8	23	60	100
5e	Focus on inclusive growth, with opportunities which benefit everyone	9	8	30	56	90