

Tuesday, 6 September 2022

OVERVIEW AND SCRUTINY BOARD

A meeting of **Overview and Scrutiny Board** will be held on

Wednesday, 14 September 2022

commencing at **5.30 pm**

The meeting will be held in the Meadfoot Room, Town Hall, Castle Circus,
Torquay, TQ1 3DR

Members of the Committee

Councillor Douglas-Dunbar (Chairwoman)

Councillor Atiya-Alla

Councillor Barnby

Councillor Barrand

Councillor Brown

Councillor Johns

Councillor Kennedy

Councillor Chris Lewis

Councillor Loxton

Together Torbay will thrive

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Email: governance.support@torbay.gov.uk - www.torbay.gov.uk

OVERVIEW AND SCRUTINY BOARD AGENDA

1. Apologies

To receive apologies for absence, including notifications of any changes to the membership of the Board.

2. Minutes

To confirm as a correct record the minutes of the meeting of the Board held on 6 July 2022.

(Pages 4 - 6)

3. Declarations of Interest

a) To receive declarations of non pecuniary interests in respect of items on this agenda

For reference: Having declared their non pecuniary interest members may remain in the meeting and speak and, vote on the matter in question. A completed disclosure of interests form should be returned to the Clerk before the conclusion of the meeting.

b) To receive declarations of disclosable pecuniary interests in respect of items on this agenda

For reference: Where a Member has a disclosable pecuniary interest he/she must leave the meeting during consideration of the item. However, the Member may remain in the meeting to make representations, answer questions or give evidence if the public have a right to do so, but having done so the Member must then immediately leave the meeting, may not vote and must not improperly seek to influence the outcome of the matter. A completed disclosure of interests form should be returned to the Clerk before the conclusion of the meeting.

(Please Note: If Members and Officers wish to seek advice on any potential interests they may have, they should contact Governance Support or Legal Services prior to the meeting.)

4. Urgent Items

To consider any other items that the Chairman decides are urgent.

5. Draft Economic Strategy

To consider the consultation draft of the revised Economic Strategy (Policy Framework Document) having regard to the attached questions and to make recommendations to the Cabinet.

(Pages 7 - 53)

Note: the following people have been invited to the meeting for this item:

- Alan Denby, Divisional Director for Economy, Environment and Infrastructure
- Carl Wyard, Economy and Enterprise Manager – TDA
- Councillor Long, Cabinet Member for Economic Regeneration, Tourism and Housing
- Matt Crabtree, Brixham Chamber of Trade and Commerce

- Susie Colley, Torquay Chamber of Trade and Commerce
- Sally Cope, Paignton Chamber of Trade and Commerce
- Steve Reynolds, Torbay Business Forum

6. Grant Funded Programmes

(To Follow)

To review grant funded programmes as set out in the submitted document.

Note: the following people have been invited to the meeting for this item:

- Alan Denby, Divisional Director for Economy, Environment and Infrastructure
- Carl Wyard, Economy and Enterprise Manager – TDA
- Councillor Long, Cabinet Member for Economic Regeneration, Tourism and Housing

7. Budget Monitoring Quarter 1

(To Follow)

To consider the submitted budget monitoring report for Quarter 1 2022/2023 and make recommendations to the Cabinet.

8. Highways Review

(To Follow)

To consider and approve the report of the Highways Review Panel.

Meeting Attendance

Please note that whilst the Council is no longer implementing Covid-19 secure arrangements attendees are encouraged to sit with space in between other people. Windows will be kept open to ensure good ventilation and therefore attendees are recommended to wear suitable clothing.

If you have symptoms, including runny nose, sore throat, fever, new continuous cough and loss of taste and smell please do not come to the meeting.

Minutes of the Overview and Scrutiny Board

6 July 2022

-: Present :-

Councillor Douglas-Dunbar (Chairwoman)

Councillors Barnby, Barrand, Brown, Bye (Vice-Chair), Johns, Kennedy and Loxton

(Also in attendance: Councillors Cowell and Morey)

4. Apologies

An apology for absence was received from Councillor Atiya-Alla.

5. Minutes

The minutes of the meeting of the Board held on 8 June 2022 were confirmed as a correct record and signed by the Chairwoman.

6. Climate Change Emergency Update

Members considered the submitted report which provided an update on the Cabinet's response to the Board's recommendations following the review of Climate Change Emergency. It was noted that the guidance document for developers on climate change had been drafted and training on climate change had also been given to members of the Planning Committee. 21 homes had benefited from the Heat Devon Scheme and approximately 50 homes would benefit from the Sustainable Heat Programme. The Cabinet Member for Infrastructure, Environment and Culture, Councillor Morey, and the Service Manager – Strategy and Project Management Team, Adam Luscombe, responded to questions in respect of the following:

- A lot of work was being carried out with the wider Devon area, what does our community want to do in Torbay and what ideas have arisen from the climate conversations.
- Brixham have been protecting their sea grass, what was being done in other areas of Tor Bay to protect and improve our sea beds.
- What was the ITrees concept.
- What engagement was being carried out in the communities to speak to the people who do not come to the climate conversations or formal meetings.
- Has consideration been given to replacing some of the grass areas which have not been cut with wildflowers to reduce the number of areas requiring cutting.

- A new recycling fleet was ordered a while ago, have they all been received and what was the timescale for moving to electric vehicles.
- A number of people in Torbay do not have access to the internet and schemes such as Cosy Devon need to be applied for online, what action and support was there for people who were not computer literate to ensure that eligible people have access to relevant grants.
- How were we communicating grants and opportunities.
- What progress has been made on the LCWIP (Local Cycling and Walking Infrastructure Plans).
- What support was available to help people on low incomes to insulate their homes.
- Were libraries and GP surgeries being provided with leaflets raising awareness of climate change and available support.

The Board requested that officers share the ideas arising from the climate conversations with the board and that a briefing note be circulated to all Councillors on the ITrees initiative.

Resolved (unanimously):

That the Climate Emergency Officer and Divisional Director for Community and Customer Services be recommended to work with Cosy Devon to explore what support they provide to eligible people who do not have access to the internet to apply for grants through the Cosy Devon scheme to enable them access to these grants.

7. Budget Monitoring Outturn 2021/2022

The Board considered and noted the budget monitoring outturn report for 2021/2022 which provided a high-level budget summary of the Council's revenue and capital position, based on figures on 31 March 2022. The report would be considered at the Cabinet meeting on 12 July 2022 and then be presented to the Council meeting on 21 July 2022 for final sign off. The Deputy Leader of the Council and Cabinet Member for Finance, Councillor Cowell, and the Deputy Head of Finance, Sean Cremer, responded to the following questions:

- What assurance can be given that SWISCo costs would not increase further in 2022/23.
- What action was being taken to recruit and retain additional staff as there was still problems in some areas with waste collection and grass cutting.
- How had the figures for Children's Services changed since the budget was set.
- What was the reason for the overspend in post and printing.
- Had the Empty Homes Officer been appointed.
- Was the Council meeting its legal requirements with Grant Thornton not yet signing off the Statement of Accounts.
- Legal Services had a large overspend due to agency staff, do officers work together to share experiences and ideas on recruitment and retention.
- Where did the money come from to cover the TORVISTA loss.

- Could future reports include an addition column so that they show the base budget plus any grants received during the year.
- How the capital monitoring outturn report worked compared to the quarterly reports.
- Were we paying an agency to undertake recruitment.
- What was needed to ensure we could provide more affordable homes and ensure the success of TORVISTA.
- How could officers predict future budgets with the uncertainty around increases in cost of living.
- What action was being taken to address the huge deficit for the Higher Needs Block of the Dedicated Schools Grant.

Members requested a Councillor briefing be held prior to the next budget monitoring report being presented to the Overview and Scrutiny Board to raise awareness of the capital programme.

Chairwoman

Torbay Economic Growth Strategy

July 2022



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Executive Summary

Torbay faces an uncertain economic future.

We have key issues which must be addressed if the prosperity of our people, our businesses and our places is to be secured. The most important of these relates to our people.

Education, training and skills sit at the heart of a basket of challenges which we face, and together they represent the biggest single set of issues we must address.

Our workforce is ageing and as people retire, they will leave gaps which must be filled, but this can only happen if younger people are able to and want to grab their jobs.

This will only be possible if younger generations have the right skills and are in the right place. That means that we must offer them education and training which equips them. It also means that they live locally. It won't be possible unless they are skilled, want to be here and can afford to live here.

If we fail to address these challenges, our businesses will not have access to the employees they need. Which means our businesses won't thrive and our residents will not be able to access jobs. It is as simple as that, and it represents a ticking time bomb.

We must work together to diffuse the situation. If we do not, our economy, our businesses, our places and our people will suffer.

The Council, business or educators can't do this alone but by working together we can make a difference and we must work together even better to make a difference urgently.

It is time for leaders from our businesses, business groups, schools, colleges and local government to redouble our efforts. We need to collaborate and cooperate to diffuse the time bomb. That means leaving self-interest outside and coming inside to take a seat at the partnership table. It means trusting each other, sharing resource and goodwill, working to a common vision and ambition and taking action now.

1. Introduction

Torbay offers an inspiring coastal, maritime and landscape setting. This unique setting provides one of the best places to live, work and play in the South West. The towns of Brixham, Paignton and Torquay are key engines of our economy, offering a range of facilities with a rich history. High quality tourism is one of the leading sectors with an international reputation. The English Riviera is also home to a globally significant UNESCO Global Geopark designation.

The Torbay economy is home to globally significant technology businesses operating in Photonics and Micro-electronics, nanotechnology, and medi-tech companies.

However, as a coastal economy Torbay faces some entrenched challenges that need addressing. Torbay has a narrow business base with employment reliant on three sectors, which include health and social care, tourism and hospitality and retail. The local economy is dependent on the face-to-face service sector, accounting for 30,125 of the 48,500 jobs or 68.4% of all jobs.

This reliance also means that Torbay currently lags behind the UK on many economic measures, it has experienced significantly lower levels of business growth of 13% compared to 30.6% nationally, employment growth of 9% compared to 10.4% nationally, and GVA growth of 7.5% compared to 28.8% nationally, since 2010.

The Economic Growth Strategy sets out how the Council working with its partners can improve economic conditions and in doing so help businesses to improve performance, create new opportunities for residents, tackle poverty and improve health outcomes. This long-term strategy sets out the challenges we face, and the initiatives we are taking forward to address them. Many are long term initiatives which will require long term commitment if we are to achieve a sustainable change that will enhance our economy.

The Council will not be able to deliver the strategy alone. It is an Economic Growth Strategy for Torbay. We now have a clear, forward looking and vitally shared story for Torbay and each of the towns that will provide focus for their development and promotion. The Torbay Story sets out a compelling narrative. There is a need to activate more collaboration within places and across Torbay and we are looking to energise that through the Torbay Together Champions Programme.

At the time of writing, Torbay's long-standing ambition to raise its profile within the national and international economy and its contribution to UK plc aligns with the government's Levelling Up agenda, and our interventions and funding bids are targeted to this theme.

Over the lifespan of this strategy, maximising Torbay's economic potential by improving productivity and leveraging investment in local specialisms will remain constant and aligned to the priorities of contemporary regional funding structures

This strategy will cover:

How is the Torbay economy performing? with a summary of the evidence available

How we want the Torbay economy to develop, with a vision, objectives, priorities and a theory of change

How we achieve improved performance; priorities, resource implication and a measurement framework including Key Performance Indicators, and most importantly a practical and prioritised Action Plan.

2 Vision for 2030

We will continue to build our reputation as the UK's 'hi-tech bay' by supporting Torbay's existing businesses and new investors. We will work with the sector to attract, retain and grow these specialisms. Torbay will be inclusive; our communities will be able to secure good employment and learning opportunities that will enhance their potential. We will address our current challenges by developing a year-round economy, providing greater levels of full-time employment with higher salaries. We ensure that investment in our three towns - Brixham, Paignton and Torquay enable them to develop their own very distinct identities and roles: a unified and complementary offer as the country's premier marine and natural experience.

Delivering the vision

We will build on our local strengths, reflecting the role our key towns and wider area play in supporting the economy and our rich natural environment.

Our town centres will undergo significant change. We will work closely with both public sector partners and the private sector to achieve the changes that both our communities and businesses are seeking.

Our schools, college and businesses will work closely together to develop people with the skills and the access to opportunities to enable them to succeed and be resilient in a fast-changing economy. People who are out of work or in low paid jobs will find it easier to obtain support to upskill into new career opportunities and access opportunities they need to get into the workforce and progress into better jobs. Our skills system will directly address the future needs of our economy and the current needs of our business community, ensuring that residents have access to high quality employment.

We have learnt through the Coronavirus Pandemic that more needs to be done to be prepared for major economic shocks. Working with our partners we will develop plans that enable Torbay to be well placed to respond and be resilient to economic challenges and opportunities.

The key characteristics of Torbay's success will include.

- Creating more full-time job opportunities for Torbay residents and provide good work for all
- Reducing our impact on, and increasing resilience to Climate Change
- Increased Gross Value Added (GVA) per worker, average worker income and productivity – addressing our current position of one of the areas with the lowest GVA per capita in England
- Improvement in educational attainment and workforce skills– increasing the number of residents qualified to deliver the jobs needed by local business
- High levels of business start-up, with increased survival rates beyond 3 years

With sustained increases in each of these measures during the life of the Economic Growth Strategy, Torbay will improve its resilience and improve its economic diversity. This will assist in weathering future global economic trends and market cycles, aiding recovery from economic downturns. Improvements will assist Torbay in being agile enough to adapt to changing technologies and importantly, provide benefit to all residents. The Economic Growth Strategy Action Plan sets out the basepoint and future targets which the delivery of the strategy will be measured against.

3 The Council's Approach to Economic Growth

Enabling inclusive and sustainable economic growth is integral to Torbay Council, its partners and the community. Sustaining a productive economy will contribute to making Torbay a prosperous, healthy, safe and clean place.

The Torbay Economic Growth Strategy is a key strategy for the Council, its partners and the community that will shape the future of Torbay's economy bringing business and place together, enable the safeguarding and creation of local jobs, stimulate wealth creation for residents, tackling poverty and improving health outcomes.

While achieving economic growth is a priority, we also recognise the responsibility we have for the Environment. To accelerate a response to the challenge the Council declared a Climate Emergency on 24 June 2019. The Council has agreed a target that by 2030 Torbay will have become a zero carbon, zero waste and climate resilient place, playing its part in limiting the impacts of climate change. Business and community support will be vital in helping to meet the zero-carbon target. This strategy supports this important objective and will encourage carbon neutral growth.

Over the lifespan of this strategy, maximising Torbay's economic potential by improving productivity and leveraging investment in local specialisms will remain constant and aligned to the priorities of contemporary regional funding structures.

The Council has responsibility to support the response to economic shocks. The Coronavirus Pandemic has demonstrated the impact such shocks can have upon local, national and international economies. We want to ensure that we have a clear strategy in place that enables a quick and full recovery from the impact of Coronavirus and puts in place plans for future potential shocks.

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Torbay's long-standing ambition is to raise its profile within the national and international economy and its contribution to UK plc aligns with the government's Levelling Up Agenda. Our interventions and funding bids are targeted to this theme.

The Economic Growth Strategy is a key part of a suite of strategies that will improve Torbay as a place to live, work and play. Key linkages are made within the Strategy to

- Torbay Council's Community and Corporate Plan
- The Torbay Story
- Torbay Local Plan – 2012-2030
- English Riviera Destination Management Plan – 2022-2027

To inform the recommendations within this strategy, two specific actions have been undertaken: -

- An economic baseline analysing trends and progress impacting the Torbay economy has been developed.
- Consultation with, and input from, a wide range of stakeholders has been received and recorded and played a key role in shaping the strategy.

This method has ensured that Economic Growth Strategy has been co-produced by the Council and its partners.

The Council is able to celebrate the success of its previous Economic Strategy, which guided the delivery of a number of important initiatives including.

- The Electronics and Photonics and Micro-electronics Innovation Centre (EPIC) is already proving to be an invaluable asset to the local Electronics and Photonics and Micro-electronics business community. Open in 2019 the Centre now houses over a dozen businesses, many of which are involved in cutting edge technologies and innovation.
- Secured £22m Town Deal to drive Town Centre improvements in Torquay and £13.36m Future High Streets Fund programme for Paignton that will further catalyse investment into our town centres
- Secured inward investment from high tech companies such as BOWA Medical and Nanusens creating high value jobs
- Supporting the growth of Castings Support Systems (CSS) through developing a new purpose-built 5,550m² manufacturing facility at Claylands in Paignton enabling CSS Group to take on the building to support their growing business.
- Secured funding to support the development of a new 2,100 sqm production, research and design facility at Edginswell Business Park and business units totalling 1056 sqm at Lymington Road

4 The Torbay Economy overview

The Torbay Economic Growth Strategy Evidence Base (2022) sets out a comprehensive picture of the Torbay economy. The key issues facing the economy can be summarised as.

- The Torbay economy contributed £1.98bn to the UK economy in 2019 (by Gross Value Added at current prices). Our Productivity performance in Torbay has continued to fall behind the UK average.
- Business survival rates in Torbay are below the South West average over the five-year period, and broadly in line with the UK average for the first four years of trading, however, then fall marginally behind the national average in 2019.
- The number of jobs in Torbay has decreased by 3% from 49,500 in 2015 to 48,000 in 2020. In the past five years, the rankings of the top employment sectors have remained unchanged with; health (24%), accommodation & food services (14.6%), retail (12.5%), education (9.4%), and business administration & services (6.8%)
- The level of qualifications by Torbay's residents reveals a current economic weakness that needs addressing with 9.0% of the working population in Torbay have no qualifications, a figure which has increased since 2017, leaping from 6.2% to 9.0%. the largest increase came from 2019 to 2020 (6.6% to 9.0%). At present, Torbay falls behind the national and regional percentages across NVQ1+ right through to NVQ4+.
- Latest population estimates show Torbay is home to 134,300 people, with 52% aged 50 and over. This is significantly above the national (42%) and regional (46%) averages and has an inevitable impact on income levels and healthcare provision. At the other end of the age spectrum 27% of Torbay's population are aged between 20-44, 7% below the national average. This highlights the challenge Torbay faces in retaining graduates and supports the view that many students who leave the Bay to enter higher education do not return until later in life, impacting on productivity levels.
- Torbay has pockets of severe deprivation, and areas of relative affluence. Torbay is amongst the most deprived in England. Within Torbay around one-in-three of the population live in areas in the top 20% most deprived in England
- From 2016 to 2020, Torbay's employment rate dropped year-on-year. The lowest being between 2019 and 2020 where the figure was 72.5% (lower than the comparative areas below). While the Coronavirus Pandemic has had an impact, encouragingly between 2020-2021 the figures have increased from 72.5% to 77%. While Torbay's unemployment rate is the lowest it has been for five years (2.3%).
- Despite the level of unemployment and drop-in employment rate, vacancies are currently at the highest level they have been over the last five years. We find ourselves in unprecedented times where there are currently more vacancies than people actively looking for work. Sectors such as retail, tourism and health and social care have significant levels of job vacancies with many businesses struggling to recruit to meet their operational requirements.
- Disproportionately high housing costs contribute to in-work poverty exacerbating the labour shortage in the lower paid sectors
- A significant challenge is that part time employment is more common than full time. At present 58.1% of employees are full-time whereas 41.9% are part-time. Across Torbay the statistics demonstrate that there remains a stronger prevalence of part-time work as the 41.9% figure is higher than all its comparators. This prevalence is indicative of Torbay's economic make-up with its dominance in tourism and hospitality, social care, and retail.

- Despite a 30% increase in wages for people working in Torbay since 2015, income remain below the national and regional averages.

Key Sector Profiles

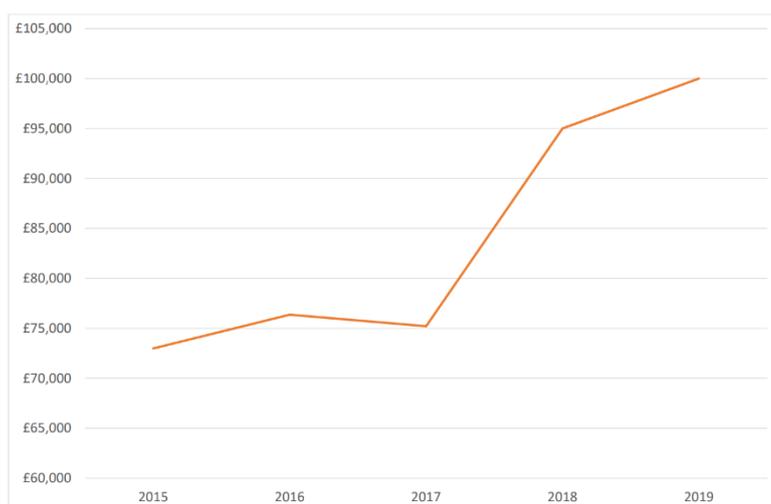
Torbay’s key sectors have been heavily impacted by the Covid-19 pandemic, with the fishing sector demonstrating greater resilience with the volume of fish caught remaining relatively stable but witnessing a decrease in value compared to the previous year, partly due to Brexit and the increased export administration, and partly due to the lack of demand from overseas markets as their hospitality sectors locked down due to the pandemic. Equally in the UK, both the staying visitor and day visitor numbers substantially declined in 2020 as these parts of the economy were locked down for significantly longer periods of time compared to others, however anecdotally tourism businesses have suggested a strong bounce back in the ‘staycation’ market over 2020 and 2021. The Photonics and Micro-electronics sector can demonstrate continued growth and offers hi-tech growth for Torbay in the future.

The Evidence base sets out the performance of our key sectors, they are summarised below.

Photonics and Micro-electronics

Employment within the Photonics and Micro-electronics sector has increased by 24.3% over the period, albeit from a relatively low base, however economic output within the sector has increased at a faster rate by 37% which shows an increase in productivity levels within the sector and the sectors contribution to the local economy. The sector has potential for further growth and is an example of the potential for Torbay to support High Tech economic growth. However future growth may be restricted by the limited availability of employment space in Torbay.

Figure X GVA per employee in Torbay Photonics and Micro-electronics sector (2015-2019)



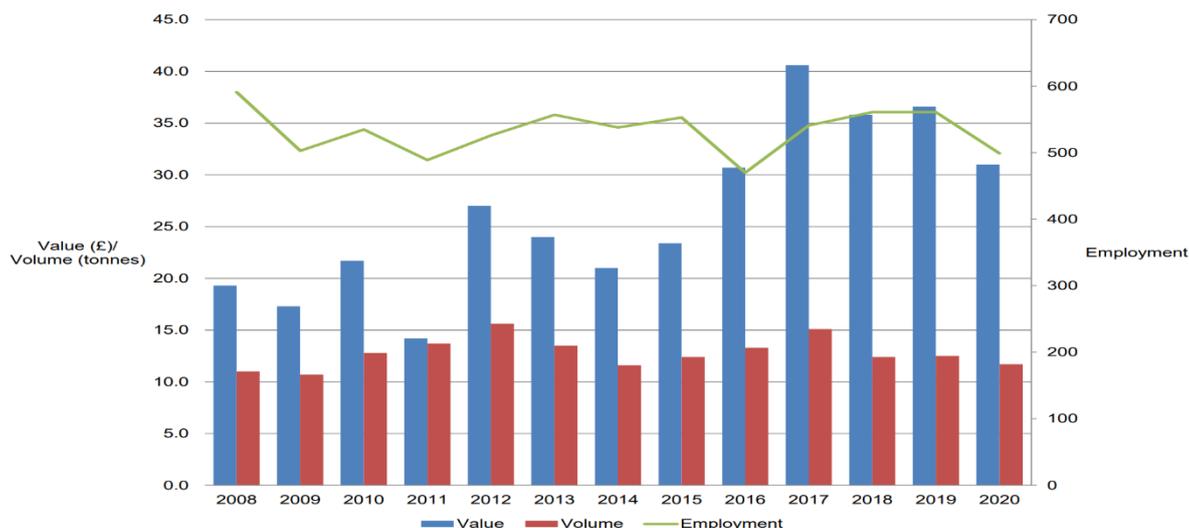
Source: NOMIS, BRES, 2021 and ONS Regional GVA, 2021

Fishing

In 2020, the port of Brixham landed the highest value of catch and the second highest volume across England. The volume of fish caught in Brixham has remained relatively unchanged over the

past three years, however the value has declined in the last year along with employment in the sector mainly due to the pandemic.

Figure X: Volume, Value and Employment in Torbay’s Fishing sector



Source: UK Sea Fisheries Statistics, Gov.uk

Tourism

The English Riviera has a strong history of being a premier coastal resort, with a tourism sector that supports local and regional businesses, creates local jobs, and contributes to the sense of place and quality of life. But in recent times the English Riviera has struggled to keep pace with changing market needs, and the impact of Covid-19 and the climate crisis are creating unprecedented challenges, with a reduction of 55% of tourism earnings from staying visitors and a 50% reduction from day visitors in 2020 compared to 2019.

The Economic Growth Strategy aligns with the Destination Management Plan which has set out interventions that can help propel the destination forward. The plan seeks to build on the inherent strengths and reflect market trends and opportunities and help to achieve a more sustainable and resilient destination.

The objectives for Destination Management Plan are:

- Recover – return to 2019 spend and visitor levels by 2024
- Grow – achieve an additional £75m of tourism spend and 1,500 new FTE jobs by 2027
- Re-balance – more sustainable visits, with 40% of visits from October - March (currently 35%)
- These objectives will be achieved by:
 - Attracting new and existing visitor markets and an improved reputation and profile for the destination
 - New product investment and development of the existing offer
 - Better destination management and visitor welcome (and resident satisfaction)
 - Clear delivery arrangement

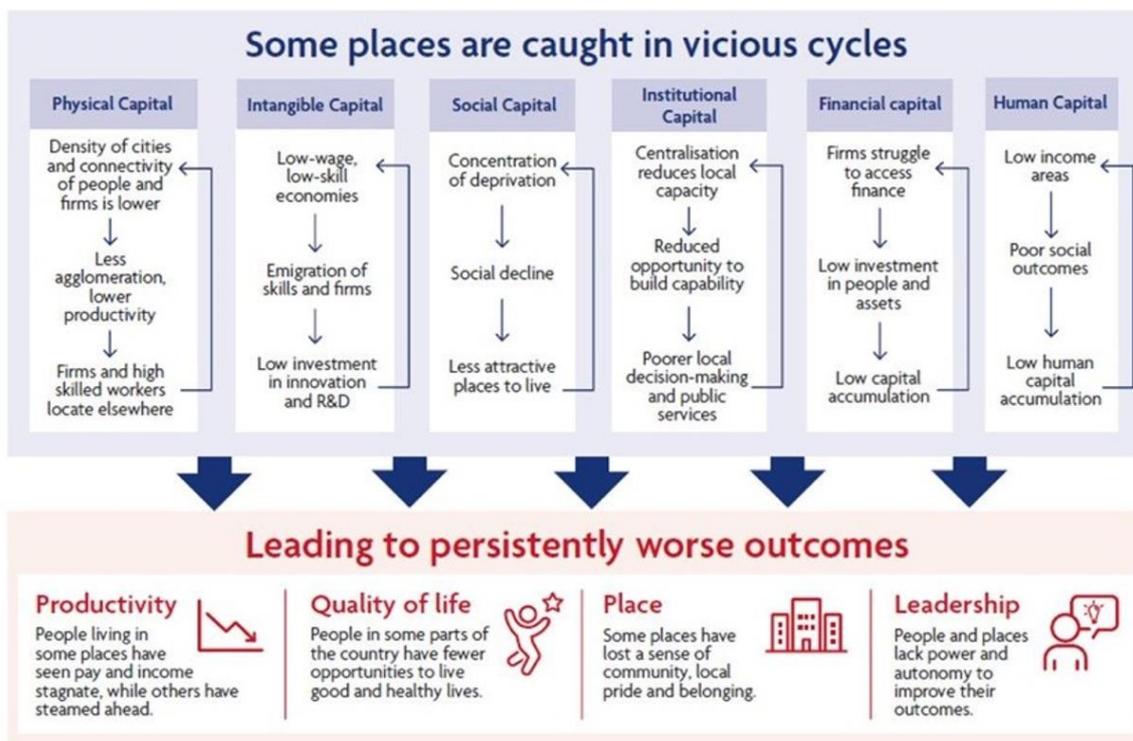
5. Working with our partners

The Economic Growth Strategy is an important partnership document. The Council can help provide the conditions through which the private sector can grow and thrive, however it can deliver alone and will work with partners to develop deeper relationships, cultivate strong leadership recognising that effective partnership is essential to develop these conditions.

Similarly, there are a range of social outcomes which are intangible which impact upon Torbay's economic potential. The table below demonstrates the range of inputs needed to drive economic growth; where there are challenges and under-performance, the local economy will suffer. In Torbay evidence shows that current levels of deprivation and low-wage low skill levels negatively impact our economic potential. Each factor set out in the pillars below are an important element of the local economy. Where there is weakness, it will lead to poorer outcomes and a continued weakening of the local economy, for example, fewer people to take employment opportunities or limited high skilled candidates in the local area to take high skilled job opportunities.

The Council and its partners must work together to address each of the pillars set out below. Partnership is key to addressing the vicious cycles that currently exists in the Torbay economy.

Levelling Up Golden Thread



Source: IED Golden thread for local economies

Torbay has received support from the Government through the Towns Deal and Future High Streets Funding. Government funding initiatives will provide opportunities to deliver projects and initiatives that will help address Torbay's challenges. We will work with our partners to shape these projects and initiatives.

The Government has also signalled that a Devon County Deal can be progressed across Devon, Plymouth and Torbay. The County Deal will provide a collaborative approach to help lever more investment into the area for the benefit of Torbay's businesses and residents. A County Deal will provide opportunities for deeper collaboration with stakeholders such as universities, colleges, business, the voluntary, community and social enterprise sectors, National Parks, town and parish councils. The

The Council also supports a Community Wealth Building (CWB) approach which focuses on increasing local spend by supporting local businesses to bid for local public sector contracts. Torbay Council has committed to using its financial powers more effectively to help benefit the local economy and create new employment and training opportunities for people through its regeneration projects.

The CWB approach brings together public sector partners from across Torbay and has secured their commitment to collaborate and adopt the principles of CWB. Torbay Council, Torbay and South Devon Foundation Trust, South Devon College, and TDA have pledged to spend more with local companies where possible.

The Economic Growth Strategy provides the platform for stakeholders to work together. Through consultation stakeholders have had a key role in shaping the strategy. The strategy is focused and includes objectives and actions that will make a step change to our prosperity. We now need our business community to work with the Council to play a leadership role in addressing the challenges we face and seizing the opportunities we have. We want our key partners such as the Chamber of Commerce, FSB and members of the Torbay Business Forum to step up and proactively work with the Council to deliver this Economic Growth Strategy and raise Torbay's profile nationally.

6 Torbay's economic priorities

The factors that influence Torbay's economy are numerous. The following represents some of the key characteristics, assets and 'influencing factors' which impact our economy.

We have identified 4 priority areas that through partnership working and taking a long term view we can make necessary interventions to support the local economy and its businesses. These priorities are underpinned by an action plan which sets out the initiatives which will take forward to enable growth across Torbay.

Our priorities are:

- Supporting innovators, entrepreneurs and business owners
- Building on our economic specialisms
- Helping our community and residents to reach their economic potential and build an inclusive economy
- Maximising economic value of natural capital

In addition, the Council recognises that addressing the Climate Emergency is a cross-cutting theme. The challenge is significant and will offer economic opportunities over the lifetime of the strategy. It will also impact all four of our priorities are impacted by new policy or approaches. impacted by new policy or approaches.

i) Supporting Innovators, Entrepreneurs and Business Owners

The Council will continue to encourage enterprise. We will work with local business networks and key businesses to ensure that the Torbay economy is successful. We will welcome entrepreneurs, innovators and social enterprises and will develop programmes and projects that will ensure that the economy offers the conditions for businesses to thrive.

Why is this important to Torbay?

- To raise GVA per worker
- To attract new jobs
- To encourage more full time and high-quality jobs
- Improve living standards

What challenges does Torbay face?

- Limited amount of commercial workspace and employment land available
- Limited skills available from residents
- A fragmented business voice

Our approach

Our focus

• Supporting start-ups and scale-ups

Whilst Torbay is home to innovative firms, we need more companies investing in R&D. We are aware that we need more commercial space and land to meet demand from our growing businesses and potential new investors.

• Boosting innovation throughout the economy, including commercialising knowledge from universities and government, and supporting firms of all sizes in all sectors to improve their products, processes and capabilities

Innovation does not just occur in high tech sectors and top universities. Simple improvements to processes, finding new markets or adapting to new technology can increase productivity. We will continue to support the creation of new businesses and the growth of small businesses, including independents, which are an important part of the Torbay economy.

We will support companies engaged in the Hi-Tech Cluster to ensure that they can thrive within Torbay.

In 2020, around 415 businesses ceased trading, this compares with data from 2010 when around 440 companies ceased operation. This churn is expected in any economy; however, we will facilitate and support all businesses seeking support

Using the findings of the DBI research that will help our under-represented business communities to engage with local business networks

The Torbay Racism Review Panel has identified that our under-represented communities would benefit from

The establishment of a network group to bring together business owners and leaders from these communities for peer support

Encourage more people from these communities to participate in the Torbay Business Forum and the Torbay Champions Programme.

We will target inward investment opportunities proactively to ensure that

We will work with our partners to attract inward investment that we can accommodate within our limited employment space. We will research new business targets recognising that we can attract

we can accommodate new business investment	smaller agile companies associated with our key sectors
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ii) Building on our Economic Specialisms

The Council will continue to encourage growth in our key sectors. Our sectors play a key role in delivering growth and providing employment opportunities for Torbay residents.

This strategy is seeking to build on the foundations which are already in place around our electronics, Photonics and Micro-electronics, tourism and fishing industries. The outstanding marine and natural experience are as important for attracting, retaining and growing leading edge tech businesses. These businesses will provide important employment and growth that will underpin improvements in the Torbay economy.

Why is this important to Torbay?

- To secure new opportunities for Torbay's residents
- To attract new jobs and investment to strengthen the Torbay economy
- To raise GVA per worker
- To attract new jobs
- To encourage more full time and high-quality jobs

What challenges does Torbay face?

- Limited amount of commercial workspace and employment land available
- Limited skills available from residents
- The seasonal nature and low value of the tourism sector

Our approach	Our focus
Growth in our main sectors will create wealth and jobs. We are creating the base for business to grow. All sectors are important to the Torbay economy	This will be achieved by building on and enhancing our existing support programmes that are already enabling individuals and businesses to address barriers to growth, raise productivity and compete on an international scale.
To maximise benefits for local people, we need to provide first class support that will enable Torbay businesses to start, grow	Through providing expert advice and support to access national grant investment, we will continue to help businesses to expand and innovate, creating new jobs and products and boosting the local economy. New businesses are particularly

and prosper. As part of this, we will contribute to quality workplaces with a healthy, skilled, and motivated workforce

Innovation is a key driver of growth, and we will continue to support the development of an inventive and pioneering economy

Businesses are finding it difficult to recruit to a range of roles. This is demonstrated by there being more vacancies available in Torbay than at any other point

The Health Sector offers opportunities for economic growth. With an ageing population there is potential to explore different opportunities during the life of the strategy

important, and we will continue to target start-ups and entrepreneurs in our key growth sectors.

TDA will continue to support our key networks and play a facilitative role in connecting businesses with new opportunities. We will support businesses seeking new and grow on space.

Encourage the growth of the Photonics and Micro-electronics sector by better linking it into available support. We will deliver support via our MOU with Set Squared which will provide advice and guidance to innovative companies.

We will work closely with our key sectors and large employers, such as the Photonics and Micro-electronics, Health and Tourism sector to understand the skills that are required and whether current provision meets those requirements.

We will work with the business community, schools – both secondary and primary, colleges, universities and training providers to shape a skills system that meets the needs of our economy.

We will support the delivery of construction skills through the Build Torbay programme to ensure the sector has enough skilled labour to deliver the growing number of construction projects

We will work with our Health partners to explore new opportunities that will contribute to economic growth.

We will work with the tourism and visitor economy sector to explore how Torbay can develop as a year-round destination

We will support the delivery of the English Riviera Destination Management Plan.

Explore how the maintenance of the South West's fishing fleet can be serviced within Torbay

Brixham is the UK's leading port for the Fishing sector. We will continue to support its ambitious growth plans in the fishing sector. We will explore whether there is demand for a regional hub in Torbay as the sector currently uses maintenance centres in the Netherlands.

The Council will address the challenge we face regarding the limited amount of employment land we have available to support economic growth

The Council will review the employment land it has available and work with stakeholders to identify both short- and long-term opportunities to bring more employment land forward. We will review the potential for land acquisition or repurposing existing land and property on an ongoing basis.

The Council will work to ensure that existing employment land sites are protected and not lost to housing development. Furthermore, the employment land allocated in mixed sites developments will also be protected and developed.

We will work with stakeholders to establish whether vacant high street units can be used to provide more employment space through formal change of planning use.

iii) Helping our community and residents to reach their economic potential and build an inclusive economy

At the heart of the Council's Corporate Strategy and Community Plan and this Economic Growth Strategy are the people of Torbay. We will work with residents and businesses to create the social prosperity that allows everyone to live and contribute well. We will:

- Continue to work to tackle poverty and reduce economic disadvantage, by transforming prospects for low-income families and creating better futures for our young people particularly care experienced young people.
- Work with local businesses to create good quality jobs and pathways for people to access opportunities.
- Help the most vulnerable by removing or managing barriers to work and connecting our poorest communities to economic growth.
- Focus on activity which helps raise the employment rate of the most disadvantaged residents.
- Encourage the maximum social benefit from the Council's commissioning and procurement activity through our Community Wealth Building approach.

Increasingly employers are reporting that they are unable to recruit, or when they do skills levels are not at a level they require. There is a move nationally to engage with businesses more significantly to ensure that their demands are understood and acted upon within the education system. This is a fundamental challenge the UK is facing, which Torbay needs to address.

The HotSW Local Skills Report (2022) states that Torbay has 'Lower supply and lower demand for skills' (i.e., "Low skills equilibrium"). The Strategy identifies that work in Torbay will focus on 'maximising the development of existing and new opportunities within Torbay. This will include new employment and upskilling within HotSW wide growth sectors such as Photonics and Micro-electronics, marine engineering, tourism and wider coastal industries. Recognising long standing challenges within the area around inclusion and employment, a specific focus will be placed upon aspiration and talent retention, seeking to support young people and adults to grow and develop within Torbay, as well as supporting companies to upskill, renew and refocus as the economy evolves.

Torbay has an ageing population with over 50% of the working population aged 50 and over. This presents issues in terms of Torbay's productivity rates and impacts on economic opportunities for younger people. We will explore how we can support the 50+ age group to enhance their work opportunities and contribution to the local economy.

Why is this important to Torbay?

- To secure new opportunities for Torbay's residents
- To increase the economic performance and productivity of Torbay
- To ensure that our residents reach their potential and reduce pressures on other public services

What challenges does Torbay face?

- Torbay has high levels of workless households
- Torbay has high levels of deprivation based on National indices
- Only 20% of residents possess a NVQ level 4 qualification, the South West 40.4%
- 9% of our residents do not have a qualification (+6.2% since 2017)
- Only 29% of the workforce are graduates
- Claimant count reached its highest point in 2021
- Our key sectors such as tourism and health and social care are not seen as attractive careers
- There are now more vacancies in Torbay than unemployed people

Our approach	Our focus
<p>We will facilitate activity across key skills stakeholders in Torbay to transform local skills support</p>	<p>We will facilitate closer working between employers and education providers, with business involvement directly in the classroom to mentor and inspire young people. Greater collaboration will help to develop and commission education and training that is tailored to the needs of employers and our economic priorities. We want our employers to commit to invest more in skills training, engage more with schools, and deepen their involvement in education.</p> <p>We will promote apprenticeships as a key route for our communities to access employment. We will encourage our private sector stakeholders to explore Degree level apprenticeships as a mechanism for attracting highly skilled employees. Good work has been done in this area over the last five years to put employers at the heart of the apprenticeship system, they now write the standards required and commission training providers, this not only benefits trainees but also business as the apprenticeship levy can offset funding costs to train staff.</p> <p>The Photonics and Micro-electronics sector has demonstrated best practice around skills development through the establishment of a training suite and course development, securing associate lecturers from across the sector. This has led to an undergraduate Photonics and Micro-</p>

electronics degree and how industry has shaped this work is a model that could be followed by other sectors within Torbay.

We will work with our stakeholders to ensure that roles in key sectors such as tourism and health and social care are viewed as positive opportunities. We will look at how we can work with employers and providers to improve the skills of the existing workforce, to enhance people's productivity, progression and resilience. This will include looking at how greater support can be provided to people who lose their jobs or whose skills need to be kept up to date.

We will support the over 50s to enhance their economic opportunities

We will explore how in-work poverty can be addressed through closer working with employers, DWP and with education providers to ensure that those residents in work are aware of opportunities to gain better employment, new skills or retrain. We will also work with partners to ensure that the long-term unemployed have the opportunity to build their skills, become more work-ready and have the opportunity to access employment. Torbay has a major construction programme underway throughout the lifetime of the Economic Growth Strategy. We will work with education providers and businesses via the Build Torbay project to ensure that young people are informed and inspired by working in the construction sector. Torbay has developed a Community Wealth Building programme. Adopting this approach provides value for our communities wherever possible, through the goods we buy, people we employ, assets we own and the powers we have that can bring about change to maximise Torbay's local economic opportunities.

Working with training providers, stakeholders and DWP we will explore options that will support the economic potential of our over 50s population.

iv) Maximising the economic value of natural capital

Torbay offers a premier and natural experience and was designated a Geopark in 2007 by UNESCO because of our unique and spectacular geology and natural environment. Torbay is home to varied natural assets, its outstanding marine and natural experience is as important for attracting, re-training and growing leading edge tech businesses as it is for bringing visitors to the area and being a place where people want to live. The geography of Torbay shapes our economy to a large extent.

Tourism related sectors account for around a third of employment and the draw of the South Devon lifestyle attracts people of all ages to relocate here permanently, often setting up small businesses within the sector. The Torbay economy is focused on the service industry, with more than 80% of the workforce employed in service sectors, higher than the regional and national averages. This high proportion of service sector employees is due to local concentrations in distribution, hotels and restaurants, and in the public sector. Around one third of Torbay's workforce is employed in public administration, education and health, and all three sub-sectors are of significant importance to the local economy.

Why is this important to Torbay?

- Torbay's natural capital offers new opportunity for economic growth, both onshore and offshore
- The fishing port of Brixham currently lands the highest value of catch in England
- To ensure that new opportunities drive productivity, provide new opportunities for residents and ensure that the Torbay economy performs better

What challenges does Torbay face?

- Torbay's economy relies on a limited number of sectors
- The economy currently relies on a greater proportion of part time, low skilled workers
- Investment will be required to maximise opportunities for Torbay

Our approach	Our focus
We want to positively and sustainably use our natural environment to help secure economic growth	We will explore how we can support our key sectors of Tourism and Fishing to ensure they can increase their profitability Explore potential for Torbay to be an investment spoke to Plymouth's lead in Marine Autonomy

We want to ensure that our High Streets and Town Centres are high performing, providing the services businesses, residents and visitors need

We will deliver the £21.9m Torquay Towns Fund focusing on the following key priorities

- increasing density in town centres
- strengthening local economic assets including local cultural assets
- site acquisition, remediation, preparation, regeneration
- and making full use of planning tools to bring strategic direction and change.

We will deliver the £13.36m Paignton Future High Streets Fund which will kick start the exciting transformation of Paignton town centre. The funding will allow us to deliver:

- Infrastructure improvements
- New homes in the town centre
- An improved cultural offer

We will identify and deliver suitable regeneration in Brixham Town Centre.

7 Cross Cutting Themes

The Economic Growth Strategy has identified tackling the Climate Emergency as a cross cutting theme. The Council has recognised the urgency of addressing the Climate emergency. The Economic Growth Strategy has identified contributions that can be made to support this objective. We recognise that these will evolve over the lifetime of the strategy and will report on new approaches as they come forward.

i)Tackling the Climate Emergency

Climate change and its repercussions is an acknowledged global problem. Torbay Council is committed to addressing the Climate Emergency as a key priority. In a special report of the Inter-Governmental Panel on Climate Change (IPCC), the United Nations highlights the need to take immediate action to limit the increase in average global temperatures to a 1.5°C threshold. Even an increase of half a degree beyond this will drastically worsen the risk of drought, floods, extreme heat and poverty.

The challenge of climate change is a global issue, but everyone needs to play their part. This is why Torbay Council has declared a Climate Emergency. During 2018, Torbay emitted 503Kt of carbon emissions (BEIS Carbon Emission data 2005-2017). These figures show reductions from the 2010 data where Torbay emitted 6008kt. Across the Torbay area, transport is the major contributor to carbon emissions. The indicators reveal a positive start to reducing emissions, however, more needs to be achieved. Our approach to addressing the climate emergency is as follows:

Why is this important to Torbay?

- Climate Change is a global issue, and therefore at a local level Torbay needs to tackle issues which contribute to the global production of emissions, rise in Sea Level and incidence of flooding and waste

What challenges does Torbay face?

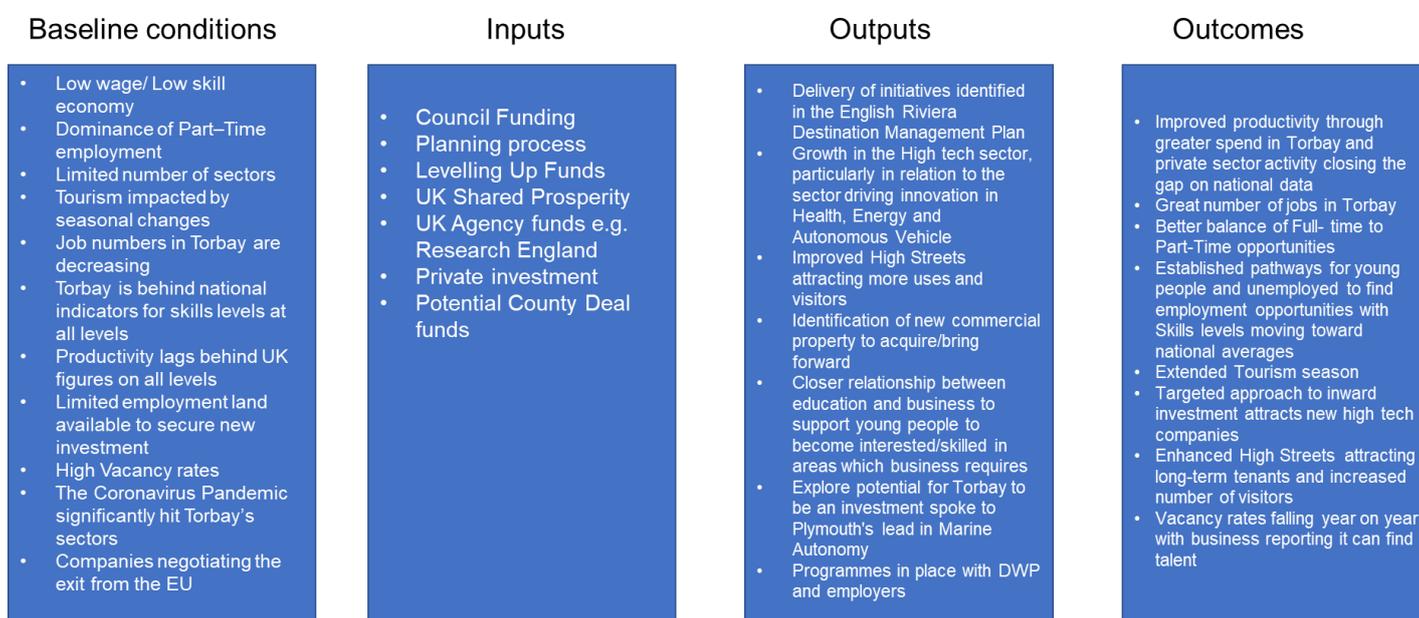
- Torbay has been reducing carbon emissions year on year. Further work is needed to implement a carbon neutral future. The Carbon Neutral Torbay – initial action plan sets the course for addressing the issue

Our approach	Our focus
<p>Establish a net zero emission economy</p>	<p>We will focus our work on developing approaches to address:</p> <ul style="list-style-type: none"> • Transport • Buildings • Waste • Energy • Procurement • Green infrastructure
<p>Support our businesses to adopt climate neutral policies and practices</p>	<p>We will ensure that cutting carbon presents economic opportunities for Torbay’s companies through the development of local programmes of activity. Work with existing businesses to improve their environmental performance:</p> <ul style="list-style-type: none"> • Develop resident’s low carbon awareness and skills to be able to secure local jobs • Encourage innovative and inclusive local growth
<p>Develop a resilient economy</p>	<p>We will explore with our partners the potential to</p> <ul style="list-style-type: none"> • Use land to capture and store carbon • Improve building standards to target net zero <p>Implement Retrofit on public buildings and increased development of Green Skills</p> <p>We will seek to secure funding for specialist business support advice through ESW to help businesses reduce their carbon footprint and establish net zero targets.</p>
<p>We will ensure that any intervention supports improvements to air quality and health across Torbay</p>	<p>We will support development of a local energy action plan and identify energy efficiency programmes such as insulating homes and further renewables will play a vital role in reducing energy demand.</p>

8. Measuring economic outcomes

To ensure effective delivery of our priorities, project teams and strategic leads will be assigned to each. It is important to recognise that the actions prioritised by this review are not static, nor do they reflect all activities undertaken by partners in delivering economic development. Therefore, while the overarching strategic framework should remain stable, the actions themselves will be more fluid, subject to periodic review and tweaked to incorporate new opportunities/interventions as they emerge. The Torbay Economic Logic Model set out below highlights the high-level and long-term nature of economic improvement which will be needed through this Economic Growth Strategy up to 2030, but also beyond.

Torbay Economic Logic Model



In order to measure progress, the Council will produce an Annual Economic Monitor which will draw together a suite of 'real time' economic intelligence indicators. The Economic Growth Action Plan sets out the measures and outcomes that Torbay is seeking to deliver against each of the Priority areas. The Action Plan also establishes core outcomes by 2030, which sets the overall target by the conclusion of the lifespan of this Economic Growth Strategy. These plans will be 'living' documents, monitored and refreshed by project teams. This will ensure all partners are working together towards a coherent set of economic objectives, prioritising resources and delivery where appropriate. The Council will also host an Annual Economic Forum to highlight progress being made on the strategy, and to provide an update on economic performance.

Our Priority	Key performance indicators	Core outcomes	Source
Supporting innovators, entrepreneurs and Business Owners	Business start-up rate Business density Business survival rates	Increased Gross Value Added (GVA) per worker, average worker income and productivity	ONS Business Births, Deaths, and Survival Rates 2021 Business Density & Business Population Estimates 2021
Building on our economic specialisms	New investment from companies in Photonics and Micro-electronics, Fishing or Tourism sectors Number of inward investment successes in key sectors Improved recruitment position reported by key companies	High levels of business start-up, with increased survival rates beyond 3 years Number of inward investment successes Increase in the number of jobs in our core sectors	UK Business Investment Data ONS Inward investment successes Primary research to find recruitment position with companies in Torbay ft/pt employment outcome (BRES data)
Helping our community and residents to reach their economic potential	Businesses reporting skills shortages Number of schools engaged Youth-unemployment rate Number of apprenticeships	Creating more full-time job opportunities for Torbay residents and provide good work for all Improvement in educational attainment – increasing the number of residents qualified to deliver the jobs needed by local business	Primary research with local schools/businesses Unemployment rate and Claimant count Youth unemployment rate national statistics (UK Gov) Youth unemployment by region (ONS) House of Commons Apprenticeships Statistics
Supporting our key sectors	Employment Land Acquired/Developed GVA levels for the Torbay Increase in employment levels	High levels of business start-up, with increased survival rates beyond 3 years	Torbay Gov Housing and Economic Land Availability Assessment ONS CVA Nomis Labour Market Profile

9. Implementing the Economic Growth Strategy

Torbay has several economic strengths; we are however facing deep-rooted challenges. The Economic Growth Strategy outlines the necessary steps needed to begin to address the issues. Many will be generational challenges where we need to make a start and address for the long term – such as Skills issues. Other have shorter term solutions upon, including regenerating and refocusing our Town Centres and supporting our entrepreneurs and innovators, these are set out in our priorities and apply across all sectors. Delivering inclusive growth is a key theme within this strategy. This is about ensuring that people and places contribute to and benefit from growth to their full potential. Our priority activities are set out in the Economic Growth Strategy Action Plan. The Action Plan identifies the projects and approach that Torbay will be taking to support the local economy.

This document can be made available in other languages and formats. For more information, please contact Carl Wyard at carl.wyrd@tda.uk.net

ACTION PLAN

The Action Plan sets out a high-level programme for the Council's economic development activities.

Torbay Council will produce an annual update on the programme, provide greater detail on planned activity and the progress on outcomes for each of the workstreams.

This Action Plan captures potential costs to Torbay Council on a scale of '£' indicators:

- A single '£' represents under £25k
- Two '££' represents up to £100K
- Three '£££' represents up to £500k
- And ££££ represents over £501k.

The timeline is set out as 'Short, Medium or Long term.'

- Short terms relate to projects that will be completed within 12 months.
- A medium timescale equates to delivery in 1-3 years.
- A long term is over 4 years to completion.

Focus 2022-2030

i) Supporting innovators, entrepreneurs and business owners

High Level Actions	Our role	Our partners	Costs, resources and funding	Challenges and risks	Timeline Short/Medium/Long	Monitoring and measurement
We will help to boost innovation throughout the economy by providing advice and signposting to our business community, including commercialising knowledge from universities and government, and supporting firms of all sizes in all sectors.	<p>The Council has a key role in supporting and enabling business growth.</p> <p>We will continue to support the Hi-Tech Cluster.</p>	<p>South Devon College.</p> <p>HotSW LEP.</p> <p>Business community.</p>	£.	<p>Challenge is to secure public funds to support businesses and the time required to signpost enquiries and attendance at partner meetings.</p> <p>Key risk is meeting potential demand from Torbay's businesses.</p>	Long.	<p>Number of companies assisted.</p> <p>Financial value of innovation grants won by companies supported.</p> <p>Jobs created.</p>
We will provide business support services to Torbay's start-ups and scale-up businesses.	<p>The Council supports companies of all sizes through signposting or providing advice.</p>	<p>HotSW LEP.</p> <p>South Devon College.</p>	£.	<p>Reaching smaller companies and providing a valuable programme is the major challenge.</p>	Long.	<p>Number of companies assisted.</p> <p>No. of new businesses started.</p> <p>No. Individuals supported in business start-ups.</p> <p>Financial value to companies supported.</p> <p>Jobs created.</p>
We will provide workspace, to encourage	<p>The Council will lead & support the</p>	<p>Co-working space providers.</p>	£££.	<p>Torbay needs to be able to attract and house</p>	Medium.	<p>Progress will be measured on a project-by-project basis.</p>

<p>innovative companies to grow, base & develop in Torbay.</p>	<p>delivery of new workspace.</p>	<p>Serviced office providers. Developers.</p>		<p>entrepreneurs in high quality facilities.</p>		<p>Jobs and businesses created/attracted to Torbay.</p>
<p>We will use the findings of the DBI research to identify services which will help our under-represented business communities to engage with local business support networks.</p>	<p>The Council supports the development of an inclusive economy.</p>	<p>Torbay Business Forum. Torbay Champions.</p>	<p>£.</p>	<p>Our key challenge is ensuring that all under-represented communities can access local business support networks.</p>	<p>Short.</p>	<p>Number of companies assisted. Research projects / Data collection through short surveys etc.</p>
<p>We will target prospective businesses inward investment opportunities which we can accommodate in the employment space we have available.</p>	<p>We have responsibility for inward investment. With the current lack of employment land, we will research companies using intelligence from our existing business base to identify potential investors.</p>	<p>Torbay Hi-Tech Cluster. Department for International Trade.</p>	<p>£.</p>	<p>Our biggest risk is the lack of employment land available in Torbay.</p>	<p>Medium.</p>	<p>Number of companies attracted to Torbay. New Jobs created.</p>

ii) Building on our Economic Specialisms

High Level Actions	Our role	Our partners	Costs, resources and funding	Challenges and risks	Timeline Short/Medium/Long	Monitoring and measurement
We will provide business support to companies to enable them to start, grow and prosper. As part of this, we will contribute to quality workplaces with a healthy, skilled, and motivated workforce.	The Council supports companies of all sizes through signposting or providing advice.	Torbay Business Community and business networks. HotSW LEP.	£.	Macro-economic factors such as Covid-19, leaving the EU and its resulting change in regulations provide risks we need to account for when supporting businesses. Reaching smaller companies and providing a valuable programme is the major challenge.	Medium.	Number of companies assisted. Jobs created.
We will work with local businesses to identify barriers which restrict recruitment. We will work with the business community to identify initiatives that will address this.	The Council has a role in enabling companies to work productively and profitably.	South Devon College. Job Centre+. Torbay Business Community.	£.	Finding skills to meet business demand is a growing challenge across the country.	Short.	Number of people employed. Unemployment levels. Vacancy rates.

We will work with Health partners to assess the economic opportunities associated with the role of medical innovation in delivering service transformation. There is an opportunity to develop Torbay as a test bed for new products and services that can be assessed in a clinical test environment to determine the impact and benefits.

With an ageing population there is potential to explore different opportunities during the life of the strategy.

Health partners.

££.

The project will need broad buy in from the local community if we are to secure new opportunities.

Long.

Number of people employed.
Vacancy rates.

We will work with Torbay's tourism sector to identify and deliver initiatives and events which can support the move to a year-round economy. This will improve economic outcomes for the sector.

We will work with the Tourism sector to deliver the Destination Management Plan.

Tourism businesses.

££.

The project will need support from the sector and media to ensure that new initiatives receive public support.

Medium.

Number of visitors.

We will seek to address the challenge regarding the limited amount of employment land we have available to support economic growth, We will seek to expand the amount of land available for employment, and to safeguard it from other uses.

The Council will identify opportunities to increase employment space and meet the demands of the business community.

Developers and Landowners. £££.

The Council needs to acquire and/or redevelop employment land and protect that which is already designated in order to help facilitate economic growth. Medium.

Amount of employment land available.

Development Plan wording of “reasonable prospects” test for changing the use of employment land (Strengthened wording to Local Plan Policy SS5).

iii) Helping our community to reach their economic potential and build an inclusive economy

High Level Actions	Our role	Our partners	Costs, resources and funding	Challenges and risks	Timeline	Monitoring and measurement
<p>We will work with key skills stakeholders in Torbay to ensure that business needs are understood, and that provision is focused on ensuring that our young peoples are equipped with the skills Torbay businesses need.</p> <p>We will update evidence of employment land need to support the Local Plan and Development Management in bringing forward sufficient employment space and safeguarding existing and allocated land/space.</p>	<p>The Council has a key role in enabling the skills agenda so that business needs are met, and our community can achieve their potential.</p>	<p>South Devon College.</p> <p>Job Centre+.</p> <p>Schools.</p> <p>Business community.</p> <p>Anchor Institutions.</p>	<p>£.</p>	<p>Enhancing the skills agenda will need support from a range of agencies. Coordinating this is a risk.</p>	<p>Long.</p>	<p>Improved NVQ attainment.</p> <p>Reduced vacancy rates.</p> <p>Businesses reporting that they can recruit to vacant posts.</p>
<p>We will bring employers and education providers together to ensure education and training meets employers' needs.</p>	<p>The Council has a partnering role.</p> <p>The Council has local knowledge & understanding local business needs.</p>	<p>South Devon College.</p> <p>Schools.</p> <p>Training providers.</p> <p>Business Community.</p>	<p>£.</p>	<p>The main challenge is to ensure that Torbay businesses are engaged and participating in activities, particularly in key growth sectors.</p>	<p>Medium.</p>	<p>Key indicators will include number of primary and secondary schools/college and businesses engaged in delivery.</p> <p>For the Construction sector the number of Employment and Skills Plans established on all Torbay Council contracts</p>

<p>We will work with businesses and the public sector to identify how a package of support could be developed so that we can attract or retain highly skilled work.</p>	<p>The Council has a planning role in ensuring high quality housing and employment space is available.</p>	<p>Employers and Developers (to attract jobs, housing and quality environment).</p>	<p>££.</p>	<p>Attracting new highly skilled workers and retaining talented is currently a challenge to Torbay.</p>	<p>Long.</p>	<p>Key metrics will be agreed within the strategy and will focus on attracting and securing new high skilled workers.</p>
<p>We will promote the delivery of apprenticeships to the Torbay business community.</p>	<p>The Council has a partnering role encouraging businesses to establish apprenticeship roles and supporting lead agencies to offer apprenticeship training qualifications.</p>	<p>Chamber of commerce. HotSW LEP. South Devon College and private training providers.</p>	<p>£.</p>	<p>The key risk is change to Apprenticeship policy. At present this is not foreseen.</p>	<p>Short.</p>	<p>Key metrics will include the number of apprenticeships secured and the number of companies actively supporting apprenticeships locally.</p>
<p>We will deliver Build Torbay to support the Construction sector in Torbay. The Council was awarded Towns Fund in 2020 – which is investing £21.9m in regeneration projects to create spaces to thrive by improving Torquay’s built environment and public realm.</p>	<p>The Council has responsibility for maintaining the fabric of our environment. We want to ensure our community has the skills to support this.</p>	<p>Build Torbay works in partnership with Tier 1 contractors, sub-contractors, engineers and consultants.</p>	<p>£££.</p>	<p>Without skills being available we run the risk of Towns Fund projects facing delivery problems.</p>	<p>Medium – Long.</p>	<p>Town Deal project delivered on time and budget.</p> <p>Increase in the number of Apprenticeships.</p> <p>Number of schools and individual pupils being engaged with construction careers advice and guidance, and employer contact.</p>

We will promote the Community Wealth Building Memorandum ensuring that our business and institutions consider where we buy goods, the people that are employed, the assets they own, and the powers that they have, to bring about positive change and maximise the local economic opportunities.

The aim of community wealth building is to use local economic assets to develop the economy in ways that have tangible benefits for its citizens, communities, organisations and businesses. This will have considerable benefit for Torbay residents.

All Key stakeholders and Anchor Institutions.

££.

The community wealth building approach will need broad support from the Torbay community and institutions.

Short.

Level of Progressive procurement undertaken proactively engaging and enabling businesses and social organisations based in these neighbourhoods to compete to supply goods and services.

Level of Progressive procurement: working with existing suppliers based in these neighbourhoods to encourage, support and, ultimately, require them to work with the Big Local /resident-led partnership to recruit residents into secure jobs paid at or above the Living Wage Foundation living wage.

We will review opportunities through the Levelling Up Fund, UK Shared Prosperity Fund and other Government initiatives.

The Council has a key role working with partners to secure national funding to support economic growth.

All key stakeholders and anchor institutions.

£.

Our challenge is to prepare a compelling package to attract government funding.

Short.

Amount of funding secured.

£.

We will work with stakeholders to develop bespoke support for the over 50s which enhance their economic opportunities.

The Council has a role in helping our communities to secure new economic opportunities potential of our over 50s population.

South Devon College.
Job Centre +.
Community and Voluntary groups.
Business Community.

Working with key stakeholders such as the South Devon College, Job Centre + and DWP we will explore options that will support the economic opportunities.

Medium.

Number of people employed.

iv) Maximising the economic value of nature capital

High Level Actions	Our role	Our partners	Costs, resources and funding	Challenges and risks	Timeline	Monitoring and measurement
We will explore how Torbay’s natural capital can offer new opportunity for economic growth. We want to positively and sustainably use our natural environment to help secure economic growth. This will include reviewing marine opportunities and potential growth in sectors such as Viticulture.	Torbay has outstanding natural capital we want to ensure that we can establish sustainable economic outcomes that drive our economy.	Key stakeholders. Local businesses.	£.	We will explore opportunities that will enhance the local environment and increase economic growth.	Long.	Increase in GVA. Job Creation.
We will deliver improvements to our High Streets using Towns Fund and Future High Street Funding secured from Government.	We have secured £21.9m for Torquay town centre from the Towns Fund and £13.36m from the Future High Streets Fund for Paignton.	English Riviera BID. Businesses.	£££.	Improvements will kick start the exciting transformation of Paignton and Torquay town centres. Both schemes have detailed risk registers.	Short.	Retail Vacancy rates. Footfall data from platforms such as Town and Place and AI.

We will explore the potential to establish a maintenance centre for the South West's fishing fleet.

We will explore the economic hub for the sector.

Marine and Maritime partners.

£££.

Torbay Harbour Authority.

Fishing sector.

Risk surrounds industry enthusiasm and ability to see the potential economic benefits of a regional hub in Torbay.
The availability of suitable land and space.

Medium.

Support for the Hub results in formal project development.

Cross Cutting Theme – Tackling the Climate Emergency

High Level Actions	Our role	Our partners	Costs, resources and funding	Challenges and risks	Timeline	Monitoring and measurement
The Council is committed to becoming Carbon Neutral by 2030. We will proactively deliver initiatives which reduce our carbon emissions.	Torbay Council is committed to addressing the Climate Emergency as a key priority.	All stakeholders. Business Community. Torbay's Communities.	£££.	Key risk is not taking action early enough to mitigate the impact of Climate change.	Long.	Torbay's average annual average Carbon emissions.
We will encourage our businesses and stakeholders to reduce their carbon footprint through updated and more effectively implemented planning policy/ influencing.	The Council has a partnering role in encouraging stakeholders to take measures to reduce their carbon footprint.	Businesses. English Riviera BID. Devon Chamber. Health partners.	£.	Improvements are dependent on stakeholders seeking to reduce their carbon footprint.	Short.	Key metrics will include the number of businesses engaged and the extent of reductions they make to their carbon footprint.

Torbay Economic Growth Strategy 2022 - 2030 Consultation

Below is the vision for the next Torbay Economic Strategy, which will cover the next eight years from 2022 – 2030. Please read it and then let us know if you agree or disagree with it:

VISION: We will continue to build our reputation as the UK's 'hi-tech bay' by supporting Torbay's existing businesses and new investors. We will accelerate our economic growth and create the conditions for private sector investment. Torbay will be inclusive; our communities will be able to secure good employment and learning opportunities that will enhance their potential. We will offer a high-quality environment which attracts new investment, visitors and ensures that our talented people stay within our growing economy. Our economy will operate all year round, providing greater full-time employment and higher salaries. Torbay will be a sustainable place tackling the Climate emergency and securing new economic opportunities as we move to a carbon neutral future.

(Choose any 1 options) (Required)

- Agree
- Don't know
- Disagree - please let us know why

Are the priorities we have in this strategy right? They are to:

- Build on our economic specialisms – which are Photonics and Micro-electronics, tourism and fishing industries. The outstanding marine and natural experience of our Bay (see economic specialisms in section 6 of strategy)
- Help our community to reach their potential
- Support innovators, entrepreneurs and business owners to stay in and grow in Torbay
- Make the most of our natural landscape to grow our economy
- Work together to tackle the climate emergency

(Choose any 1 options) (Required)

- Yes
- Don't know
- No - please let us know what needs to be changed, deleted or added

We have identified five key sectors that we will be focussing on in this strategy, do you agree with these?

The sectors are:

- Photonics & Microelectronics
- Construction
- Tourism
- Health
- Fishing

(Choose any 1 options) (Required)

- Yes
- Don't Know
- No - please let us know what needs to be changed, deleted or added

Let us know if you agree with these actions that the strategy will deliver:

Torbay Economic Growth Strategy 2022 - 2030

Your Say Torbay

- Secure new opportunities for Torbay's residents by attracting new jobs
- Encourage more full time and high-quality jobs
- Attract new investment into the Bay to strengthen our economy
- Raise the income and productivity (or Gross Value Added (GVA)) of every worker
- Support start-ups
- Support businesses of all sizes in all sectors to grow and improve their products and processes.
- Boost innovation throughout all areas of the Bay, using knowledge from Universities and Government.
- Use the findings of the Doing Business Index (DBI) research to help our under-represented business communities to engage with local business networks

We will do this by:

- Growing our main sectors (which are Photonics & Microelectronics, Construction, Tourism, Health and Fishing), which will create more money and jobs (economic prosperity) for the Bay.
- Providing the best support we can that lets our local businesses start, grow and prosper.
- Ensuring innovation is key by connecting businesses with new opportunities
- Working with our main sectors to find out what skills are needed for their workforce and along with our colleges and schools ensure these skills are available for our young people to gain qualifications in.
- Working with our Health Sector who can offer opportunities for economic growth, for example things like clinical and medical trials, development of new healthcare products and technologies, remote care and better digital provision. With an ageing population there is potential to explore different opportunities between now and 2030
- Looking at how Torbay can become a year-round destination for our visitors.
- Exploring how the South West's fishing fleet can be serviced and maintained here in Torbay instead of having to travel to the Netherlands
- Reviewing land which is currently classed for employment purposes only, and seeing if we can find more by changing the use of other pieces of land.

(Choose any 1 options) (Required)

- Yes
- Don't know
- No - please let us know what needs to be changed, deleted or added

For our communities and residents, through this strategy we want to:

- Secure new opportunities for our residents
- Do more with what we already have, increase our economic performance and productivity
- Help you reach your potential and become more resilient

We will do this by:

- Working with employers and education providers to improve the skills of those already in work
- We will support the over 50s to learn new skills, retrain and be aware of all the opportunities available to them

Do you agree with these actions?

(Choose any 1 options) (Required)

- Yes
- Don't know
- No - please let us know what needs to be changed, deleted or added

Torbay Economic Growth Strategy 2022 - 2030

Your Say Torbay

Torbay is a beautiful place to live, with its outstanding marine and natural experience. This is important for attracting, re-training and growing successful and innovative tech businesses as much as it is for bringing visitors to the area and being a place where people want to live.

This is important to us because:

- Torbay's landscape offers new opportunity for economic growth, both onshore and offshore
- The fishing port of Brixham currently lands the highest value of catch in England
- It ensures that new opportunities increase productivity, provide new opportunities for residents and ensures that our economy performs better.

Through the strategy we want to:

- Explore how we can support our key sectors of tourism and fishing, helping them to grow, using the most of our natural environment.
- Ensure that our High Streets and Town Centres are working for us by providing the services businesses, residents and visitors need

Do you agree with these actions?

(Choose any 1 options) (Required)

- Yes
- Don't know
- No - please let us know what needs to be changed, deleted or added

One of the Council's current priorities is for Torbay to be carbon neutral by 2030. Through this strategy we can support this by:

- Establishing a net zero emission economy by looking at how we can improve areas like transport, buildings, waste, energy and using local suppliers
- Supporting our businesses to adopt climate neutral policies and practices
- Exploring how our land can capture and store carbon
- The development of a local energy action plan and programmes such as insulating homes, solar panels etc.

Do you agree with these actions?

(Choose any 1 options) (Required)

- Yes
- Don't know
- No - please let us know what needs to be changed, deleted or added

Are there any actions missing from the strategy that you feel should be included?

Do you have any other comments about our plans and actions that are in the Torbay Economic Strategy 2022 – 2030?

Torbay Economic Growth Strategy 2022 - 2030

Your Say Torbay

Demographics

We are collecting information about age and race so we ensure we understand views from a range of people. Personal details will not be published, but we need the information for our analysis. Under the Local Government Access to Information Act 1985, your consultation response will be available for inspection if required; however, your personal details will remain confidential.

Are you a:

(Choose any 1 options) (Required)

- Resident of Torbay
- Visitor
- Business in the Tech sector
- Business in the Medical & Healthcare sector
- Business in the Construction sector
- Business in the Tourism sector
- Business in the Professional sector
- Business in the Public sector
- Business in the Fishing sector
- Business in the Education sector
- Other Business
- Voluntary or Community Organisation
- Business in the Retail sector
- Other (please specify)

If you are business, how many people do you employ?

(Choose any 1 options)

- 1 - 9
- 10 - 49
- 50 - 249
- 250+

Which of the following age groups applies to you?

(Choose any 1 options) (Required)

- 0-15
- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

How would you describe your ethnicity?

(Choose any 1 options) (Required)

- Asian or Asian British
- Black, Black British, Caribbean or African
- Mixed or multiple ethnic groups
- White
- Prefer not to say