

**Item 5c**  
**South Hams District Council & West Devon Borough Council**  
**Joint Economic Development Action Plan 2009 to 2011**

(please recognise that the environment and quality of life afforded in South Hams and West Devon plays an important role in economic development by providing the appropriate conditions for the maintenance and growth of good employment opportunities)

#:	Description:	Lead:	Due Date:	Progress:	Milestones:	Key Output::	Resources:	Links:
<b>Key Theme #1: Economic Infrastructure</b>								
<b>Enable the provision of workspace, connectivity, and destination facilities</b>								
1.1	Langage Energy Park (strategic employment development opportunity)	SHDC	12/2026	0%	Start on site 12/2011:	130,000 square metres provided	Officer time: Infrastructure funding:	RES AAP Master-plan LAA21 LAA22
1.2	Sherford Sustainable New Community (strategic mixed-use opportunity)	Sherford Board	12/2026	0%	Planning permission secured 08/2009: Start on site 12/2011:	5,500 new homes and 18 hectares of employment land delivered	Officer time: Infrastructure funding:	RES AAP Master-plan LAA21 LAA22
1.3	Progress employment opportunities at Baltic Wharf, Dairy Crest, and Noss-on-Dart	SHDC	Various	0%	Various:	Secure employment opportunities in line with mixed-use development proposals	Officer time:	SCS LDF LAA22
1.4	Greening employment areas to improve environmental efficiency and reduce carbon footprint	SHDC	Ongoing	-	Joint study report for Totnes estate published 01/2007:			LAA6

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1.5	Retain Blue Flag beach awards	SHDC	Annually	-	Engage Beach Management Group: Achieve annual sponsorship:	Ensure green credentials continue to contribute destination reputation of South Hams	Officer time: Private sponsorship:	SCS LAA2
1.6	Monitor appropriate sites and premises for acquisition or disposal to assist corporate assist management objectives	SHDC WDBC	Ongoing	-	Various:	Secure best value for Councils in line with market forces and community interests	Officer time:	DESS AMP LAA22
1.7	Maintain and monitor enquiry database for site and premises enquiries and availability	SHDC WDBC	Ongoing	-	Various:	Maintenance of adequate intelligence and provision of appropriate advice	Officer time:	LAA22
1.8	Monitor Digital Britain opportunities and sources of funding	SHDC WDBC	Ongoing	-	Various:	Secure competitive connectivity	Officer time: Private sector:	LAA18
1.9	Facilitate 'next generation broadband' investment in South Devon	SHDC WDBC	12/2012	5%	Application to SW RIEP Capital Fund 06/2009:	Secure improved connectivity in Plymouth TTWA	Officer time: SW RIEP Capital Fund:	LAA18

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1.10	Tavy Business Centre, Pitts Cleave, Tavistock – let all units	WDBC	03/2010	80%	12 / 15 units let & occupied 07/2009:	15 businesses accommodated	Officer time:	DES DESS LAA22
1.11	Opportunity Okehampton – let all units	WDBC	12/2011	30%	Business Centre opened 09/2008: 5 / 16 units let & occupied 07/2009:	16 businesses accommodated	Officer time:	DES DESS LAA22
1.12	Hameldown Business Park – let all units	WDBC	12/2009	50%	Start on site 01/2008: Largest unit let: Terms agreed for remaining two 07/2009:	3 units let	Officer time:	DES DESS LAA22
1.13	Secure agreement with SWRDA to ensure the future development of Opportunity Okehampton site	WDBC	12/2009	10%	Heads of terms from SWRDA awaited 07/2009:	Timetabled plan for provision of remaining infrastructure	Officer time: Infrastructure funding:	DES DESS LAA22

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1.14	Promotion of sites at Opportunity Okehampton to prospective developers	WDBC	03/2010	10%	Agent appointed by SWRDA: Design guide and marketing information produced 07/2009:	Site actively marketed / enquiries generated	Officer time: Agent's fees: Advertising costs:	DES DESS LAA22
1.15	Secure the development of land in Tavistock allocated in the Local Plan for relevant employment uses	WDBC	03/2011	5%	Supermarket planning appeal dismissed:	4 hectare site developed	Officer time: Infrastructure costs:	DES DESS LAA22
1.16	Secure the allocation of additional employment land to serve West Devon in the LDF Core Strategy	WDBC	12/2009	70%	Final draft of Core Strategy issued 07/2009:	Approximately 20 hectares of employment land allocated:	Officer time:	RSS DES DESS LAA22

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1.17	Progress Tamar Valley Mining Heritage project including the remediation of mining heritage sites, provision of new visitor facilities, and secure a sustainable gateway at Morwellham Quay to the proposed World Heritage Site	WDBC	03/2011	50%	O2 funding phase of project completed: First phase of trails opened 07/2009: Mountain bike course operational 2009:	Mining sites secured and contamination made safe, trails opened, and additional visitors attracted to the Tamar Valley	Officer time: Objective 2 funds: Heritage Lottery funds:	RES
1.18	Establish Ruby Country brand to promote area as a sustainable holiday destination, including development of local business and countryside leisure infrastructure in the Hatherleigh to Holsworthy area	Ruby Country	04/2011	30%	Partnership established: Route development in progress:	Increased visitor activity in Ruby Country by supporting local business growth, and improving recreation opportunities	Officer time	RES

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1.19	Identification and branding of Drake's Trail routes linked to national cycle network and Drake's heritage	WDBC	12/2009	20%	Project officer appointed 10/2007: Detailed programme presented to steering group 01/2008:	Spur routes identified, signed, and promoted – website established, and Drake's Trail opened and marketed	Officer time: Grant funding:	RES
1.20	Ensure sustainability of Morwellham Quay as gateway centre for World Heritage Site	Morwellham and Tamar Valley Trust	03/2010	70%	Visitor numbers and secondary spend increased	Establishment of a sustainable centre	Officer time: Funding through Tamar Valley Mining Heritage project::	RES LAA12

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<b>Key Theme #2: Support for Businesses, Employees, sectors, and themes Advice and information</b>								
2.1	Work with South Devon Innovation Centres to provide impartial and appropriate advice to rural businesses	SHDC	Ongoing	-	Monitor agency's target outputs:	Improved business management and local skill levels	Officer time:	SCS LAA17 LAA18 LAA19
2.2	Work with Devon Destination Management Organisation and tourism stakeholders to establish and develop the South Devon Area Tourism Partnership (SDATP)	SHDC	Ongoing	-	Funding bid to DR for production of robust business plan: Development of South Devon brand:	Handover of tourism marketing activity to SDATP	Officer time	SCS
2.3	Continue to support and promote the Green Tourism Business Scheme (GTBS)	SHDC	Ongoing	-	Publish 5 new best practice case studies annually on SHDC website:	Evidence of cost savings, reduced environmental impact, better marketing exposure of GTBS businesses	Officer time:	SCS

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2.4	Engage with Employment & Skills Board in Torbay & South Devon to help deliver employer engagement	SHDC	Ongoing	-	Establishment of ESB core partners group 01/2009: Establishment of employer group 04/2009:	To develop and harness business skills to help achieve a competitive economy under private sector leadership	Officer time:	RES SCS LAA17
2.5	Engage with Employment & Skills Board in Plymouth to help deliver employer engagement	WDBC SHDC	Ongoing	-		To develop and harness business skills to help achieve a competitive economy under private sector leadership	Officer time:	RES SCS LAA17

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2.6	Work with WDBIP to provide impartial and appropriate advice to rural businesses	SHDC WDBC	06/2010	10%	Funding package secured	Improved business management and local skill levels - 150 businesses supported / 200 individual beneficiaries / 300 training days / 100 certificated qualifications:	Officer time: £120K partnership funding package:	SCS LAA17 LAA18 LAA19
2.7	Food & Drink Devon network development to increase the competitiveness and productivity of the sector in the Greater Dartmoor LEAF area	Love the Flavour	12/2010	20%	Funding secured 03/2008:	Increased productivity of the food & drink sector	Officer time: Coordinator time: DR / LAG funding:	RES SCS LAA17
2.8	Work with Business Link to secure impartial and appropriate advice to rural businesses	SHDC WDBC	Ongoing	-	Free business clinics secured in Kingsbridge and Totnes 2009:	Free health checks and improved business management skills	Officer time:	RES SCS LAA17 LAA18 LAA19

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2.9	Support geographic / thematic business networks	SHDC WDBC	Ongoing	-	Support at least one cross-sector network event annually:	To ensure alignment of regional and sub-regional sectoral targets	Officer time:	RES SCS
2.10	Engage with Local Action Programme community partnerships to help determine local economic actions and maximise the use of external funding opportunities	SHDC WDBC	12/2013	16%	Monitor and review first year delivery plans:	Achieve total £3.6 million expenditure	Officer time: DR project management: Potential match funding for approved projects:	RES RDPE SCS LAA14
2.11	Support local supply chain initiatives including local procurement	SHDC WDBC	Ongoing	-	Various:	To improve local purchasing and supply of goods and services	Officer time:	SCS LAA6
2.12	Promote cultural tourism activities	SHDC WDBC	Ongoing	-	Examine impact of cultural tourism on economic prosperity: Research partnership opportunities:	Achievement of Sustainable Tourism project objectives	Officer time:	SCS LAA12

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2.13	Identify and exploit opportunities arising from World Heritage Site inscription	Tamar Valley Service	10/2010	20%	Proposals for interpretation and orientation centre being developed 07?2009:	TVMHP interpretation installed in Tavistock: Morwellham secured as World Heritage Site key centre:	Officer time: TVMHP funding:	RES
2.14	Provide marketing expertise and financial support to the Dartmoor Partnership, the largest trade organisation in West Devon	WDBC	03/2010	50%	Activities and attractions guide, food & drink shopping map, and 2009 Dartmoor Guide published: Progress web marketing and development: Add facility for on-line bookings:	600 businesses supported	Officer time:	RES DNPA Manage Plan

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2.15	Support two nationally networked Tourist Information Centres at Okehampton and Tavistock	WDBC	Ongoing	-	Member group looking at future options:	Local key performance targets monitored:	Officer time: Revenue budget:	RES
2.16	Play an active role as director on 'Visit Devon' board	WDBC	Ongoing	-	Focus on 'on-line bookings / Devon Quality Standards / PR & overseas marketing:	Efficient partnership working: Improved service to West Devon businesses:	Officer time:	RES SCS
2.17	Develop and implement an action plan to increase local purchasing opportunities	WDBC	03/2010	0%	Engagement with LSP partners to follow WDBC practices:	Increased opportunity for local businesses to supply goods and services	Officer time:	SCS LAA6
2.18	Operate grant funding schemes to support local economic activity	WDBC	03/2010	20%	1 grant offered 07/2009:	Economic priorities supported:	Officer time: LABGI revenue funding:	SCS

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<b>Key Theme #3: Community Engagement &amp; Regeneration</b>								
<b>Engage with businesses, town &amp; parish councils, chambers of trade &amp; commerce, and other communities of economic interest</b>								
3.1	Engage local Chambers of Commerce to promote sustainable production, fair trade, and local supply chains	SHDC	Ongoing	-	-	To generate wealth and reinvestment in local economies	Officer time:	RES LAA5 LAA6 Climate change Action Plan
3.2	Support the local action programmes (RDPE) for South Hams Coastal and Greater Dartmoor	SHDC WDBC DR	Annually to 2013	16%	Monitor and review first year delivery plans:	To allocate and draw down £3.6 million Local Action funding to deliver locally-driven, community-led, economic projects	Officer time: Potential matched funding for local projects:	RES DES LAA14 LAA15
3.3	Contribute to the annual Business Forum and assist various business groups and individuals in a consultative process	SHDC WDBC	Annually	100%	Convene meeting: Arrange agenda: Facilitate meeting:	To gauge rural intelligence and inform policy and strategy development to achieve a consensus	Officer time	Statute

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3.4	Engage with town and parish plans and the activities of local regeneration groups	SHDC WDBC	Ongoing	-	-	To identify and monitor local needs and aspirations	Officer time	SCS LAA14 LAA15
3.5	Promote and enable local town centre regeneration initiatives	SHDC WDBC	Ongoing	-	-	Strengthen local communities and networks to identify and help meet needs	Officer time	DES SCS LAA17
3.6	Promote available grant schemes in line with available resources and Council priorities	SHDC WDBC	Ongoing	-	-	To pump-prime community activities that stimulate enterprise or meet identified need	Officer time	SCS LAA14 LAA15
3.7	Promote voluntary and community sector activities to deliver support services for individuals and communities in need / at risk	SHDC WDBC	Ongoing	-	Review of SLAs	To integrate CAB and CVS activity to assist individuals and communities at risk	Officer time: LA contributions to core costs:	SCS LAA14 LAA15
3.8	Tavistock Townscape Heritage initiative	WDBC	03/2011	25%	Submission of HLF bid 11/2009:	Regeneration of Tavistock Conservation Area:	Officer time: Capital contribution: HLF grant:	SCS

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3.9	Mill Road, Okehampton	WDBC	03/2010	75%	Proposal accepted 09/2007: Development to be established 02/2008:	Disposal of site for vocational training and library facilities	Officer time:	DES DESS LAA22

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<b>Key Theme #4: Strategic Intelligence and Influence</b>								
<b>Exert local rural knowledge to inform higher authority level policy and strategy</b>								
4.1	Inform policy and strategy development at regional and sub-regional levels	SHDC WDBC	Ongoing	-	-	Ensure that rural interests are recognised and preserved in both local authority areas	Officer time	RES DES DRS
4.2	Engage with SW Councils	SHDC WDBC	Ongoing	-	-	Ensure that rural areas' interest are recognised and that available external resources are deployed therein	Officer time	RES RSS DES DRS
4.3	Contribute to Devon Economic Partnership activities	SHDC WDBC	Ongoing	-	-	Maintain network contacts and ensure that rural interests are recognised and preserved		DES LAA17 LAA18 LAA19 LAA21 LAA22

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4.4	Contribute to LDF, DPD, and AAP development to ensure employment needs and opportunities are met	SHDC WDBC	Variable in each authority according to LDF timetables	-	Publication of DPDs in Autumn 2009	Ensure needs to 2016 and 2026 are met	Officer time	RES RSS LDF
4.5	Ensure that regeneration activity aligns with LAA themes	SHDC WDBC	Ongoing	-	-	Draw support for identified local needs, where possible	Officer time	DES DRS LAA
4.6	Engage with local partnerships to gain support and secure resources for local economic opportunities	SHDC WDBC	Ongoing	-	-	Seek resources that enable the introduction of specific rural programmes (eg: Workspace Buildings Programme / Apprentices)	Officer time	DES DESS DRS LAA SWRDA Corporate Plan
4.7	Maintain up-to-date evidence, statistical data, and relevant	SHDC WDBC	Ongoing	-	-	Access to coherent and relevant evidence base	Officer time	DES DRS LAA

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4.8	Undertake a business survey with partners to provide intelligence and guide strategy development	Devon Renaissance	Bi-annually	100%	Inform database: develop questionnaire: contribute to finding package:	Current state of local economy identified from business perspective	Officer time: LA funding contribution (circa £2K)	RES SCS LAA14 LAA15
4.9	Respond to relevant strategic and sub-regional consultations of economic significance	SHDC WDBC	Ongoing	-	-	Argue that rural issues and priorities are reflected in 'proofed' policies and strategies	Officer time	Policies and strategies (various)

**Acronyms:**

AAP	Area Action Plan		LAA	Local Area Agreement
AMP	Asset Management Plan		LDF	Local Development Framework
DES	Devon Economic Strategy		O2	Objective 2
DESS	Devon Employment Space Strategy		RDPE	Rural Development Plan for England
DNPA	Dartmoor National Park Management Plan		RSS	Regional Spatial Strategy
DPD	Development Plan Document		SCS	Sustainable Community Strategy
DRS	Devon Rural Strategy		SLA	Service Level Agreement
GTBS	Green Tourism Business Scheme		RIEP	Regional Improvement & Efficiency Partnership
HLF	Heritage Lottery Fund		WDBIP	West Devon Business Information Point