

# Community Plan

2007 +

Turning the tide for Torbay

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# Foreword

## by Nick Bye, Chair of Torbay Strategic Partnership

### Welcome to Torbay's Community Plan

This plan has been developed and prepared by the Torbay Strategic Partnership on behalf of all the residents of Torbay. It builds on the previous community plan 'Teaming up for Torbay's Future 2004-2007'. It outlines the Partnership's vision for Torbay over the next 20 years bringing together the views of residents as well as representatives from the business, community and voluntary sectors.

The plan aims to unlock Torbay's potential and drive forward its economic prosperity to give us prosperous communities with a higher quality of life and improved access to jobs. The need for economic regeneration is supported by a host of statistics and national indicators that predict low paid work and little prospects for the future unless something is done about it.

The vision is directed by four key themes: Pride in the Bay, Stronger Communities, Learning and Skills for the Future and, underpinning it all, the New Economy. Together this focus will give us community prosperity for the people of the Bay.

We believe that our greatest resource is our people and we must develop our skills base, creating a 'can do' entrepreneurial culture. We must also become a place that is truly open for business, encouraging investment and new ideas, whilst being committed to upgrading our traditional industries, especially tourism.

We recognise that the three towns, Torquay, Paignton and Brixham, are very different in character. What might be appropriate for one town may be quite wrong for another. Hence, when talking about Brixham there is emphasis on the fishing industry and maritime technology. Torquay has the true 'Riviera' feel. Paignton has the potential to become a key economic centre as well as a family holiday resort without equal.

The plan is the result of many months of work from all partner organisations and includes many of the things that local people have said they care about. I would like to thank everyone involved for their work to produce this important living document.

This is a long term plan and it will be reviewed annually to take into account any changes of view or new opportunities. It represents an important milestone in achieving our goals for the future, and it is a living vision to turn the tide and transform Torbay for its residents, visitors and future generations.

A handwritten signature in black ink, reading 'N. D. Bye' with a stylized flourish at the end.

Nick Bye (Chair)

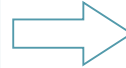
On behalf of the Torbay Strategic Partnership

# Moving forward from the last community plan

Our last community plan 'Teaming up for Torbay's Future' aimed to improve the Bay by focusing on eight key themes. Our new plan aims to improve on this further. The diagram here shows how the plans link together.

## Teaming up for Torbay's Future 2004-2007

Placing learning at the heart of our community



## Turning the Tide for Torbay 2007+

LEARNING AND SKILLS FOR THE FUTURE

Valuing our environment  
Developing Torbay's Culture



PRIDE IN THE BAY

Making Torbay a safer place  
Creating sustainable communities  
Improving health and social care in Torbay



STRONGER COMMUNITIES

Improving Torbay's economy – towards a prosperous Torbay  
Improving access to good quality affordable homes



THE NEW ECONOMY

To deliver on our ambitions we have identified a 'Top Ten for Torbay'. These are aspirations which we intend to focus on over the next ten to 20 years.

## Top ten for Torbay

1. **On the move** - improved transport links to and within the Bay
2. **Business excellence** - better businesses, better jobs, better pay
3. **Maritime excellence** - building our reputation for water sports, encouraging related businesses and better facilities
4. **Excellent learning centres** - better education for all, better prospects
5. **Wonderful waterfronts** - improvements to our harbours and waterfronts
6. **Riviera living** - regenerating the Bay, meeting housing needs
7. **Positive Torbay** - our residents achieve their aspirations
8. **A greener Bay** - using our energy efficiently
9. **Active living** - a healthy and enjoyable lifestyle for all
10. **Premier parks** - maximising our green spaces.



# Vision for the Bay – what we want Torbay to become in 10-20 years

## Our ambition for Torbay

- A prosperous area known to be a great place to live and learn and grow up in
- An area where we compete on a world stage in our traditional industries of tourism and fishing
- An area where communities know and support each other and enjoy some of the best services in England
- An area that widens opportunities and provides high quality employment and retains our young people in the Bay
- An area that celebrates the differences in the three towns, builds on the strengths of these towns and brings back the feel-good factor.

We have identified the following four key themes that will make the biggest difference to our ambitions.



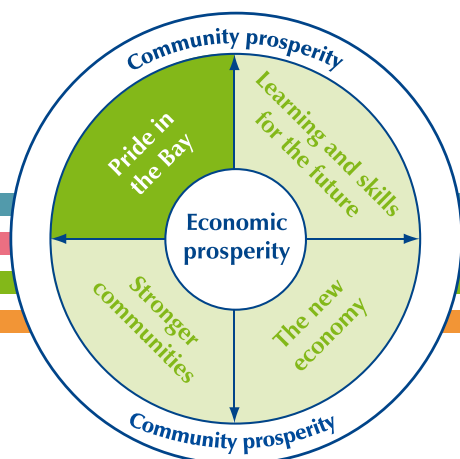
Brixham harbour

# Pride in the Bay

## This means

- Creating and maintaining quality environments that are clean and safe, accessible and pleasant
- Improving the quality and quantity of culture on offer
- Making it easier to get around the Bay.

This links to other areas of the 'Wheel' through regeneration and employment opportunities and the development of communities that care for each other and their environment.



## What you have told us

“A clean, well maintained environment is a priority, not just in the tourist and town centre areas”

“There is a greater awareness and concern about waste disposal and recycling”

“You are concerned about the impact of climate change and believe the council and its partners should be setting an example”

“More support is needed in communities to develop diverse, vibrant and accessible cultural activities that create a sense of identity and belonging.”

## What is Torbay like now?

- Torbay has an outstanding coastal environment, which is important for tourism, the local economy and quality of life. We have over 100 parks and green spaces alongside key attractions.
  - The Torbay Coast and Countryside Trust manages 1800 acres of land including Berry Head National Nature Reserve, Cockington Country Park and Craft Studios, Goodrington Seashore Centre, six SSSI's (Sites of special scientific interest).
  - Torbay's urban environment is mixed. We have some high quality residential neighbourhoods and outstanding buildings. Parts of our town centres need regeneration and we need to do a better job clearing litter and weeds from some of our suburban areas.
  - Generally the air quality across the Bay is good. However there are a couple of areas that we are monitoring closely.
- 
- Culture is one of the fastest growing business sectors in Torbay. However, cultural participation is varied. Only 16.9% of the population take part in sports, whereas the South West has the highest take- up of arts events and activities in the country at 76%.
  - Our waste recycling rate is above the national average for a unitary authority. All our rubbish is disposed of outside Torbay's boundaries. However, our bio-degradable landfill figures will soon exceed the Government's targets, leading to financial penalties. The landfill Torbay currently utilises will be at capacity in 2016.
  - The growth in our bus services and increased cycling rates are a big success story, as are the major environmental improvements and pedestrian priority schemes in some of our shopping streets. However, we also have some localised congestion in parts of our town centres and on and off- street parking problems.
  - Being a coastal area we are aware of the potential impact of rising sea levels over the next 20-30 years. We are in the process of preparing a climate change strategy.



Torbay Refuse Team

# What are our priorities?

## Promoting and maintaining a clean and attractive environment

- Ensure that all new developments are 'carbon light' and energy efficient.
- Promote the use of sustainable energy
- Improve the appearance of the gateways to the Bay at Edginswell and our railways stations
- Make existing employment areas more attractive
- Clear the streets and public places of litter, graffiti and other forms of dumping and discarding
- Make our parks safer and more attractive.
- Develop our parks and gardens as part of the tourism offering
- Protect and enhance our coastal areas and aim to be a World Geopark.

## Improving transport choice and make it easier to get around.

- Renovation of Torbay railway stations
- Landscaping of the business park at Edginswell.

## Improving the range and quality of cultural and leisure opportunities

- Build on the quality of customer services, community advice and libraries in the Bay
- Improve the quality of some play areas and playing pitches
- Increase workshop and exhibition space for the creative industries
- Continue to develop Occombe Farm.
- Continue to improve cycleways and the bus network.

## How will we measure our success?

### Key measure

Increase public satisfaction with the environment of the Bay.

### Other measures and outcomes

- Increase use of public transport
- Increase recycling and composting rates
- Maintain blue flags on beaches
- Increase green flags in parks
- Play areas meet standards
- Occombe Farm prospers as a business
- Torquay railway station regenerated
- Reduction in carbon emissions
- Improved air quality in certain areas
- More people visiting libraries and advice centres
- Increase in the number of cultural industries active in Torbay
- Improvement in perception of cleanliness of roads and public places
- Increased participation in cultural activities by hard to reach groups
- Reduction in the amount of waste taken to landfill.

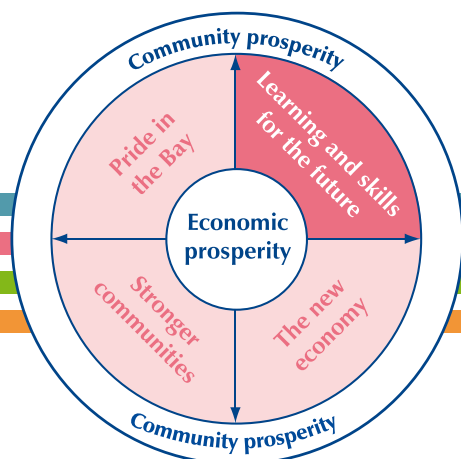


# Learning and skills for the future

## This means

- Promoting a culture of life -long learning
- Encouraging continuous improvement in achievement
- Raising aspirations for all
- Better links between education and training and businesses
- Narrowing the gap between the most and least advantaged children
- Supporting a range of life long learning opportunities for adults and older people.

This links to other parts of the 'Wheel' through the encouragement of innovation and entrepreneurship and addressing issues of inequality through stronger communities. Priorities focused on children and young people will be delivered through the Torbay Children & Young People's Plan



Science lesson at Paignton Community College

## What is Torbay like now?

- There are a growing number of children and young people with health issues
- Our schools have performed in inspections and none is in an Ofsted category of concern
- There are areas for improvement in attainment at Key Stages 2 and 4
- There is high occurrence of pupils transferring schools both within and from outside the Bay
- The percentage of primary and secondary school pupils with a Statement of Special Education Needs is above the national average.
- The council works together with South Devon College, the Connexions company and the Learning and Skills Council to enable young people to improve their job and career prospects
- Attendance is improving.
- Staying on rates post 16 are good
- We work together with the Learning and Skills Council and South Devon College to raise skill levels and qualifications in adults
- As older people become an ever more significant proportion of our society we need to continue to support them to acquire new skills and contribute to the workforce.

## What you have told us

“Many people see learning as a major factor in quality of life”

“Raising levels of attainment is seen to be important as is the raising of aspirations and entrepreneurial skills”

“There are too many children in the Bay living in fragile communities and without the quality of life enjoyed by the majority”

“Residents living within disadvantaged communities need support to engage in a good quality of life.”



South Devon College, Paignton

## What are our priorities?

- Early intervention to support children and families and prevent issues developing.
- Targeted intervention when it is needed
- Improve services to promote the mental well-being of children and young people
- Help young people to live a healthy lifestyle, keep fit and avoid obesity
- Raise standards of achievement in pre-16 aged children
- Raise aspirations and increasing choice 16-19
- Encourage involvement in learning post 19 for adults of all ages
- Work with the voluntary sector to raise skills through community development
- Commit to Social Enterprise Units and the employment of older people aged 50 plus.



Vocational training at Westlands School, Torquay

## How will we measure our success?

### Key measure

Increase in the proportion of 19- year-olds with 5 GCSEs A-C or National Vocational Qualification equivalent.

### Other measures and outcomes

- Increase the proportion of 'looked after children' achieving five or more GCSEs grades A-C
- Increase awareness of learning opportunities and participation across the Bay
- Increased attendance and reduced exclusion rates
- Improved achievement at Key Stages 2 and 4
- A workforce committed to life- long learning and one that meets employer's needs
- Establish specific health and lifestyle goals for targeted groups of children and young people.

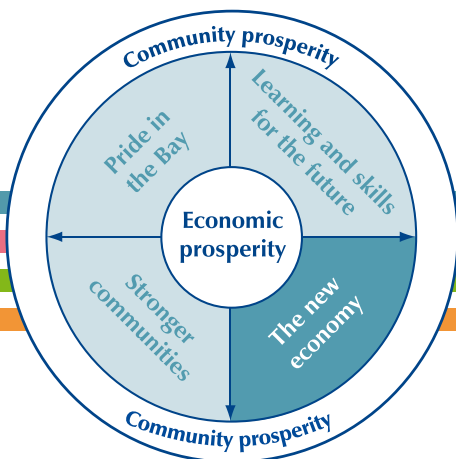


# The new economy

## This means

- Building on and developing our traditional industries of fishing and tourism
- Encouraging investment and business growth in new businesses that use up-to-date technology
- Supporting the development of other growth sectors such as cultural industries
- Supporting the renaissance of Torbay with a strong transport infrastructure and affordable housing.

This links to other parts of the 'Wheel' through developing the environment of the Bay to be attractive to business and enable people to get around the Bay. The Learning and Skills section provides the foundation for people to make the most of the new opportunities.







Affordable housing, Torre

## What you have told us

“The fishing industry is high quality but we are not yet maximising the economic benefits of the industry in the Bay”

“Tourism has changed in the last 20 years and the Bay needs to re-invent itself to attract returning and new visitors”

“There is a need to replace manufacturing jobs with businesses that can start up and grow in the Bay”

“We need more places to live in the Bay for the people who work here”

“Getting into Torbay by road from Newton Abbot is a barrier to improvement.”

## What is Torbay like now?

- Torbay Gross Value Added (GVA) is one of the lowest in the country, beneath Cornwall and the Isle of Scilly and 63% of the national average. GVA is the difference between the value of goods and services produced and the cost of raw materials and other inputs that are used up in production. It is a key indicator of economic prosperity
- Unemployment is low but many jobs are poorly paid and this leads to high benefit dependency
- The Bay is a popular destination for early retirement. This means the number of people of working age who are not working is high
- It costs ten times the average salary to buy an average priced house in the Bay
- Too many young people are leaving the Bay.



Brixham fishermen

## What are our priorities?

- Achieve growth in the traditional tourism, retail, manufacturing, health care and fishing sectors
- Broaden the economic base by encouraging new opportunities that offer high value jobs
- Increase the number of higher value jobs in existing sectors and exploit technology-based opportunities
- Encourage entrepreneurship and innovation
- Encourage business development from traditionally more excluded groups
- Increase the number of new affordable homes built
- Promote and market a positive image for the Bay locally, regionally and nationally
- Use heritage-led regeneration to make areas of the Bay more attractive and accessible
- Increase the proportion of people of working age in employment and make sure older people are valued as an asset to the Bay



The Common Players theatre group

## How will we measure our success?

### Key measure

Trend of increasing wage levels

#### Other measures and outcomes

- South Devon Link Road built
- Numbers of new jobs created
- Area of employment land brought into use
- More businesses surviving for more than 18 months
- More businesses surviving for more than 36 months
- Higher levels of full time employment
- Older people feeling valued
- Greater accessibility to affordable homes.

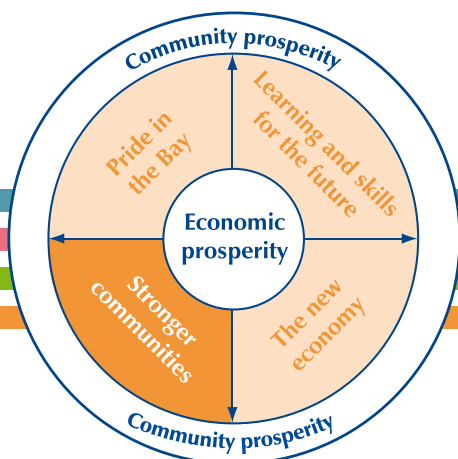
# Stronger communities

## This means

- People feel safe
- People have access to good quality housing and support, education, training and employment
- People live in healthier communities and have happy, independent and healthy lives
- People can develop their own communities and treat each other with respect and consideration
- Older people feel valued, contribute and benefit from the Bay's improved economy.

Strong communities feel empowered, they are inclusive and people engage in what matters to them and their locality. Feeling safe, being able to live in decent accommodation with support if necessary and being healthy are also factors that lead to a community feeling strong.

This links to other parts of the 'Wheel' through supporting strong local communities in the Bay, with the development of young people with skills and positive aspirations for the future of the Bay, and the empowerment of older people to contribute fully to economic and social well being.



Junior street wardens, Watcombe

## What is Torbay like now?

- Torbay is a relatively low crime area
- Except for criminal damage, crime rates are falling but the fear of crime remains
- The condition of housing stock in Torbay is worse than in surrounding areas and does not meet the Decent Homes Standard
- There is a wealth of older and younger people who volunteer on a regular basis to help shape their local community
- Torbay has a higher percentage of older people( 43% vs. national average 33.5%'06) compared to some areas and this brings the opportunity to make sure older people's wisdom is fully part of our community
- Torbay is becoming more diverse as a community with growth in population from Europe and elsewhere, and this brings opportunities as well as challenges to ensure we stay a cohesive community.

## What are our priorities?

- Develop modern and dependable social and health care services in communities, and modern acute care when needed in a rebuilt Torquay Hospital
- Public health programmes to prevent avoidable ill health such as introducing measures to halt the rise in obesity
- Promote the health and social well being of young people, including working with schools and South Devon College to reduce the number of teenage pregnancies
- Implement the 'Sure Start to Later Life' model making sure increased independence, healthier, active living, fairness and recognition in work and later life, increased economic well-being and higher quality dignified support and care when needed are all adopted
- Prevent homelessness
- Tackle domestic violence by raising awareness and providing coordinated support services
- Continue to develop the Supporting People programme which offers housing related support to

## What you have told us

“You are concerned about the health inequalities between people living in different parts of the Bay”

“You are concerned about rising levels of obesity and teenage pregnancies”

“There is a strong preference for home care and health provision that encourages independence”

“Reducing crime would make Torbay a better place to live. Particular causes of concern are anti-social behaviour and criminal damage”

“You are concerned that there is not enough access to suitable housing to meet the needs of people in Torbay”

“You would like more local decision making and integrated quality support from public services”

“You are concerned about facilities for younger people in the Bay”

“You want the plan to recognise that within a few years older people (50 plus) will form the majority of the population of the Bay.”



help vulnerable people live independently in the community

- Create a safer environment by maintaining our street wardens, undertaking programmes of neighbourhood improvement and designing out crime in new developments
- Support local decision making in neighbourhoods and integrated access to public services
- Reduce and prevent crime, building on the work of our successful Youth Offending Team to target children who are at risk of offending
- Reduce the fear of crime by taking steps to speed up enforcement actions including the removal of abandoned vehicles, graffiti and vandalism and providing better information to the public. Maintaining programmes to deal with drug and alcohol abuse
- Increased choice in integrated public services and developing some local decision making
- Support volunteers in the community and self help
- Increase access to and quality of private rented homes
- Increase the uptake of affordable warmth grants.



Community Safety Officer, Preston Seafront

## How will we measure our success?

### Key measures

Decreasing the number of people on sick and disability benefits

Increasing the percentage of residents surveyed who feel safe while outside during the day and night.

### Other measures and outcomes

- Reduce premature mortality rates from major killers such as cancers and circulatory diseases and reduce current suicide rates and deaths from substance misuse
- Reduce the rate of conception amongst girls under 18 years of age
- Increased number of volunteers
- Increased satisfaction with public services
- Reduce crime in areas such as criminal damage, burglaries, drug and alcohol related crime and anti-social behaviour.

# How we will monitor our progress

The Torbay Strategic Partnership (TSP) has been established as a way to involve local people and organisations in shaping the future of Torbay. The Partnership is designed to provide strategic direction on the development and implementation of the community plan.

Individual agencies and partnerships will be responsible for delivery of the 'four quarters of the wheel' which together will help improve the overarching ambition of improving economic prosperity in the Bay to give us community prosperity.

The lead for these individual 'quarters' or themes will be asked to provide a progress report on their respective targets to the meeting of the TSP in each year. These reports will be examined and will be available publicly through our website. Progress against linked strategies will also be monitored at individual partnership level.

Each year we aim to have a public event which will enable stakeholders to have their say, update the plan, look at new opportunities and identify where we need to concentrate our efforts in subsequent years. You can help by giving us your views as we need the energy and direction of local people to help in the delivery of our ambitions for the Bay.

In the first three years of our community plan the measures will be focussed through what is described as a Local Area Agreement (LAA) and these will also be monitored by our partners in Government Office and by other partners in the region. All reports will be published on our TSP website and summarised in our newsletters.

Our TSP has been praised by external bodies for its partnership working. We are going to build on this strength by managing high level strategic priorities at board level and delegating detailed action plans and targets to our four themes and partnership based boards.

We will build on our strengths by reinforcing the performance management culture across different agencies in order to make sure we deliver on our commitments in the community plan. That will be against a background of challenge from elected members and other individuals as part of the scrutiny process. They will check that we are on track and we will welcome this challenge as we make progress.

## Key statistics about the Bay

- Resident population: Torbay's resident population is projected to grow by 19.9% from 137,000 in 2007 to 164,200 in 2027. This compares to growth regionally of 12.8% and national growth of 9.9%.
- Older population: The proportion of older people (people aged 50 and over) in the resident population is projected to increase from 43.4% in 2007 to 50.6% in 2027. This projected growth is in line with national trends, however nationally the proportion of older people in 2027 is projected to be 39.8% and 45.3% regionally.
- Young population: The overall number of young people in Torbay is projected to increase, conversely the number both nationally and regionally is projected to decrease. However, for Torbay, the proportion of young people in the resident population is projected to drop, from 21.8% in 2007 to 19.1% in 2027.

- Diverse population: Torbay's non-white population has virtually doubled in recent years. From 856 (0.7%) in 1991 to 1,601 (1.2%) in 2001. The BME( Black, minority, ethnic) population in Torbay has increased from 3.2% in 2001 to 4.3% in 2003. With the expansion of the European Union, there has been a further increase in Eastern European workers in recent years – with 690 known migrants on the Worker Registration Scheme (May 2004 to March 2006).
- Economic challenges: Earnings for employees working in Torbay are significantly lower than the national figure, £17,929 or 72.6% of the national mean annual gross pay £24,710. Well over a third (42.1%) of employees working in Torbay earn less than £250 per week compared to 29.5% nationally.

## Torbay in the broader South West context

The Government has made fundamental changes to the way in which planning is carried out in the South West region. Under the new system the number of houses, amount of employment land and policies for protecting the environment will be determined regionally by a new type of plan called the Regional Spatial Strategy (RSS).

The draft RSS identifies Torbay as one of the South West's most significant areas, which are to attract most of the region's new investment over the next 20 years.

To support our community plan's vision of economic regeneration Torbay is set to expand by 500 homes per year with the aim of attracting a younger population. The Bay's recent Growth Point Status will assist us in making important infrastructure funds available to achieve this vision. The Torbay Local Development Framework will translate the proposals of the RSS at a local level and will provide the detailed planning framework for implementing the spatial elements of the community plan.

The RSS also sets out sustainable transport plans for the South West and Torbay Council is currently working with Devon County Council on a South Devon Link Road. This scheme has been identified by all sections of the community as critical to Torbay's economy.

## We welcome your comments

This is a live document that will change as our local ambitions are delivered and regional and national agendas change. We would be grateful for any comments you may have, which can help inform future updates.

Thank you

TSP Support

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Tel: 01803 207021

Email: [community.plan@torbay.gov.uk](mailto:community.plan@torbay.gov.uk)

## Partnerships and organisations committed to this community plan

We would like to thank the many organisations and individuals that have helped put together the ideas and thinking behind the plan which include;

Age Concern	Stagecoach
Bay Blooms	Sure Start
Brixham 21	The Children's Society
Business Forum	The local press
Children's Society	Torbay Advice Network
Community Partnerships	Torbay Business Forum
Connexions	Torbay Coast and
Devon and Cornwall Police	Countryside Trust
Devon County Council	Torbay Council
Devon Fire and Rescue	Torbay Cultural Partnership
Government Office South West	Torbay Development Agency Ltd
Groundwork Trust	Torbay Drug Action Team
Housing associations	Torbay Environment Forum
Housing Forum	Torbay Harbour Authority
Job Centre Plus	Torbay Local Education Authority
Language schools	Torbay Care Trust
Older Persons Board Board	Torbay Change- up Consortium
Project 58	Torbay Citizen's Advice Bureau
Safer Communities Torbay Partnership	Torbay schools and community colleges
School Governors	Torbay Sports Council
South Devon Chamber of Trade	Torbay Strategic Partnership
South Devon College	Torbay Voluntary Service
South West Regional Development Agency	Torbay Youth Offending Team
South Devon Women's Aid	Westcountry Housing Association
Sports clubs and organisations	

This document can be made available in other languages, on tape, in Braille, large print and in other formats. For further information please contact 01803 207021.