Agenda for Overview Committee
Tuesday, 28 March 2017; 6.00pm

Members of the Committee

Venue: Council Chamber, Knowle, Sidmouth, EX10 8HL
View directions

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1 Public speaking
2 To confirm the minutes of the meeting held on 29 November 2016 (pages 3 - 5)
3 Apologies
4 Declarations of interest
5 Matters of urgency – none identified
6 To agree any items to be dealt with after the public (including press) have been excluded. There are no items that officers recommend should be dealt with in this way.

Matters for Debate

7 **Culture Plan 2017 - 2022 presentation** (pages 6 - 34)
Presented by the Service Lead – Countryside & Leisure

8 **East Devon Local Economy report** (pages 35 - 75)
Presented by the Deputy Chief Executive

9 **Housing Delivery Task and Finish Forum final report** (pages 76 - 92)
Presented by the Forum Chairman, Councilllor Ian Hall.
The recommendations are set out on page 80 of the agenda papers

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Decision making and equalities

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EAST DEVON DISTRICT COUNCIL

Minutes of a Meeting of the Overview Committee held at Knowle, Sidmouth on 29 November 2016

Attendance list at end of document

The meeting started at 6.00pm and ended at 7.05pm.

***15 Public speaking**

There were no public speakers at the meeting.

***16 Minute confirmation**

The minutes of the Overview Committee held on the 27 September 2016, were confirmed as a true record.

***17 Declarations of interest**

Councillor Rob Longhurst
Minute 19
Personal Interest – runs a craft fair in Exmouth Pavilion

Councillor Pat Graham
Minute 19
Personal Interest – Member of Exmouth in Bloom who run stall located in the Strand

***18 Street markets and trading consultation**

The committee considered the findings of the street markets and street trading consultation exercise. The results of the consultation showed overall that there is a desire to extend street trading opportunities in East Devon, with an exception of Sidmouth (where the response was overwhelmingly against any relaxation of existing restrictions) and some businesses with fixed premises.

During discussions, the following points and questions were raised:

- ‘Consent’ street meant that consent had to be sought from the Council for trading;
- This was an opportunity for the council to rescind all previous designations of streets to start again;
- Definition of a ‘street” was set out clearly as “including any road, footway, beach or other area to which the public have access without payment; and a service area as defined in section 329 of the Highways Act 1980, and also includes any part of a street”;
- A time limited ‘consent’ designation for Folk Week in Sidmouth was possible with the remaining time each year being a designation of ‘prohibited’;
- Resource implications would come forward in a future report once the next round of consultation was complete. The intention was for the service to be cost neutral, by means of setting the appropriate fee to cover the administration. In response to a question on transferring this responsibility to town and parish councils, advice was that legislation currently provides for consent to be given by the District Council; and that even by manipulation of block consent to town or parish councils, this would only shift the administrative burden to those town or parish councils with considerably less resource to deal with individual applications;
- Town and parish councils would continue to be involved in being a consultee for an application;

- Introduction of the proposed changes to designated streets would allow the Council to better regulate some current trading that does not have consent;
- The draft Street trading Consents policy and application guidance sets out the criteria that an application must meet. This includes factoring in the quality of the product the trader is offering, and how they may impact on nearby businesses in fixed premises;
- Consideration will be given to the practicalities of a ‘Chairman delegation scheme’, as is utilised by the Development Management service;
- Undertaking a pilot scheme would incur the same level of cost and legalities as the change proposed, thereby increasing the overall cost if including a pilot;
- Applications could be made for block consents as well as individual stall consents.

The Licensing and Enforcement Committee Chairman spoke in support of the proposal to change the designation of streets, commenting on the past evidence that demonstrated the benefits street trading can provide to towns. He also felt that the proposed policy was sufficiently robust in giving protection to towns and parishes.

An amendment to the recommendation to remove the reference to Sidmouth, thereby recommending that the whole District was consulted upon to have all streets designated as ‘consent’ was put to the vote and lost.

RECOMMENDED to Cabinet, and to Licensing and Enforcement Committee:

1. That the Licensing and Enforcement Committee authorise public consultation (in accordance with the legislative requirements) on a proposal to:
   a. Rescind all the Council’s previous resolutions to designate streets as ‘Prohibited Streets’ within the District, and
   b. Resolve to designate all ‘streets’ in East Devon as ‘Consent Streets’ as defined in Schedule 4 of the Local Government (Miscellaneous Provisions) Act 1982 save for certain streets in Sidmouth (as listed) which shall be ‘Prohibited Streets’ except during Folk Week.
2. That the Licensing and Enforcement Committee receive a further report which considers the representations made during the public consultation exercise and which makes further recommendations as to the approach to be adopted by the Council to street trading. Should this approach be to resolve to make additional consent streets then the report shall also detail for the Committee to consider; the likely resource implications, fees to be charged for consent, the Street Trading policy proposed to be adopted and standard conditions to be imposed on any consent granted.

*19 Overview forward plan

The Chairman encouraged the committee to attend the next meeting on Draft Budgets on the 18 January 2017.

The Chairman and Vice Chairman would also consult to bring forward future items for the committee to consider.

Attendance list
Councillors Present:
Peter Bowden (Chairman)
Graham Godbeer (Vice Chairman)

Peter Faithfull
Ian Hall
Rob Longhurst
Pat Graham
John Humphreys

Councillors Also Present:
Steve Hall
Pauline Stott
Geoff Jung
John Dyson

Officers
Richard Cohen, Deputy Chief Executive
Henry Gordon Lennox, Strategic Lead - Legal, Licensing & Democratic Services
Debbie Meakin, Democratic Services Officer

Councillor Apologies:
Mike Allen
Tom Wright
Jill Elson

Chairman .... Date...

Report to:	**Overview**
Date of Meeting:	28 March 2017
Public Document:	Yes
Exemption:	None
Review date for release	None
Agenda item:	**7**
Subject:	**EDDC Cultural Plan 2017-2022 and cultural activities**
Purpose of report:	The report sets out the purpose of the Cultural Plan and the cultural activities that East Devon DC is both promoting and supporting across the district. The report also illustrates how our cultural activities play an important role in helping to deliver our health and wellbeing agenda, the promotion of our outstanding natural environment and how culture can help support our local economy. The report and Cultural Plan clearly demonstrate how cultural activities can make a difference to the way we lead our lives, engage with our environment and develop civic pride.
Recommendation:	**That Overview Committee considers the cultural activities within the Cultural Plan which sets the vision and ambitions for the Council's future engagement with culture within the district.**
Reason for recommendation:	To provide a fuller understanding of the framework for delivering our cultural activities, to help steer future cultural projects and programmes without increasing the current financial support too our cultural assets.
Officer:	Charlie Plowden, Service Lead – Countryside & Leisure x2068 cplowden@eastdevon.gov.uk
Financial implications:	Any financial implications are to be funded from the Arts & Culture budgets.
Legal implications:	The legal framework is set out within the report and requires no further comment.
Equalities impact:	High Impact If there is a reduction in the level of support in managing our cultural assets it will compromise opportunities for local communities to access those assets which provide physical and mental health benefits to the more vulnerable and socially disadvantaged sectors of our district who would otherwise have limited opportunities to access and enjoy cultural activities.
Risk:	High Risk The increasing pressures on the management of the Council's cultural assets means that without an overarching Plan for their future there could be a decline in both quality and accessibility of and to these sites.
Links to background information:	• Culture White Paper
Link to Council Plan:	Delivering and promoting our outstanding environment

Report in full

1. Background

1.1 East Devon is a District that has an outstanding natural environment which has defined its cultural heritage through inspiring artists and writers with its dramatic coastline and countryside that has been largely retained and continues to inspire those who live, work and visit the area.

1.2 The Council owns and manages a number of cultural assets (theatres, cinemas and a gallery) which form an important part of making our area a very attractive place to live and work. They also draw in visitors from around the country and abroad as part of the wider cultural offer the Council supports. It is a combination of these assets along with our outstanding environment which shapes our current cultural offer that drives the wider economy of East Devon.

1.3 It is recognised that culture is not a statutory responsibility of the Council. However, the Local Government Act of 1972 granted local authorities the power to spend money on the arts for public benefit. Cultural activities are often at the heart of Councils' exercising their 'power of well being'. The Council however still owns and manages a number of community venues and green spaces which provide cultural activities across the district.

1.4 The recent Culture White paper provides compelling evidence of how cultural activities can help empower communities, help regenerate towns and also celebrate the uniqueness of our cultural heritage and also make links to our health and wellbeing work. Many of the White Paper policy proposals are already being delivered by the Council and the refreshed Plan has sought to integrate the aims of this document within our ambitions.

1.5 The value of our cultural work was reviewed extensively by an Arts and Culture TAFF in 2014 and recommendations were made to ensure that our resources were carefully targeted to supporting our strategic cultural assets and taking on a more enabling role through partnerships such as Villages in Action, regeneration projects and helping to promote community led initiatives.

1.6 This means that we are able to draw upon officers in our Countryside and Arts based teams to deliver a core "cultural offer" through their service plans but also make a direct link to our Street Scene team, Conservation Officers in planning, Engineers and Leisure East Devon. This enables a more joined up approach to the way we can deliver our ambitions within the Cultural Plan.

1.7 The Cultural Plan (**Appendix 1)** was approved by Council in December 2016. The document will form an important statement of the future work programme of the Arts & Culture Forum helping to shape and guide the Council's future ambitions in this arena. This document has been kept short, focused and realistic in its ambitions.

1.8 The Plan is a high level strategic document that is not seeking to make decisions about our cultural assets. Its purpose is to recognize the value of our cultural work within the setting of our wider corporate agenda and how it is helping to deliver district wide social value, reputational value and through its ambitions can help play a continuing role in the Council's wider corporate priorities.

2. Current cultural activities

2.1 The Council currently delivers its wider cultural programme through the Thelma Hulbert Gallery, Manor Pavilion theatre, the Countryside Service, Blackdown Hills AONB Partnership, East Devon AONB Partnership and LED. These are the core "cultural services" which not only provide opportunities to access a wide range of cultural activities and events they provide a valuable outreach service designed to reach the most socially disadvantaged communities who find it difficult to access these activities (**Appendix 3).**

2.2 The cultural offer has had to be refined in the last five years with the loss of the Arts Development Officer post in 2012 and also the Museums Officer post in 2004. This has meant a rationalization of what the Council is able to deliver across all its communities with a greater emphasis on what our cultural assets can deliver within a more limited cultural programme. This has meant withdrawing resources from areas such as developing the District Arts Directory and being represented on various County led cultural partnership arrangements.

2.3 However the comprehensive review of all the Council's activities within the cultural arena led by the Arts & Culture TAFF in 2014 has provided a clear strategic direction for the cultural assets we manage as well as a challenge to deliver a broader outreach and community led programme of activities from within the cultural teams. This approach is reflected within the updated Cultural Plan.

2.4 The recent successes of the Thelma Hulbert Gallery (THG) working with the Memory Café (dementia), ROC (adults with learning difficulties) and MIND clearly demonstrates how our cultural activities can help deliver health and wellbeing priorities for East Devon DC. This is also a core part of the Countryside team's activities with district wide outdoor learning events and activities being delivered into some of our most socially deprived neighbourhoods in Exmouth and Axminster working closely with our Housing team.

2.5 The AONB Partnerships have developed a programme of cultural heritage projects such as the HLF funded Legacy to Landscape project in the Shute and Colyton area and the Dunkeswell war stories project within the Blackdown Hills. Both AONBs work with their local communities to encourage the mapping, recording and participation in their local cultural heritage to keep it alive for future generations.

2.6 The success of these activities has come through the ability of the THG, Countryside and AONB teams to draw in external funding and also drive up income generation to help support their delivery. The teams have also made clear and strong links with national and sub regional priorities in areas such as health and wellbeing, the natural economy and supporting the local economy. This has meant despite the loss of funding and staffing capacity the Council's cultural programme of activities and events are in "good health".

3. <u>The Culture White Paper</u>

3.1 The document sets out the Government's vision to embed culture in how we enjoy our lives, how it can transform lives especially through education and reaching socially disadvantaged groups and the economic benefits it can bring to communities.

- Intrinsic value of culture
- Social value of culture (education & health & wellbeing)
- Economic value of culture

3.2 The White Paper clearly outlines what it expects it's publically funded cultural assets and services should be delivering. These expectations and how East Devon DC is engaging are being delivered primarily through a wide range "cultural services" – such as the THG, Manor Pavilion Theatre, Led, Housing, Streetscene, Countryside Team and the two AONB Partnerships.

3.3 The White Paper sets out specific areas and opportunities for engagement listing funding streams, partnerships and processes for delivering the ambitions of the White Paper. Listed below are areas where we are meeting those challenges head on and with some success:

- **Increased public participation in culture especially disadvantaged groups -**THG, Led, Community Development & Countryside teams outreach initiatives & collective public events programmes
- **Arts Council England to work with arts sector to help act as brokers between schools and arts facilities** – THG schools outreach programme
- **Provide a pathway for people of all backgrounds to get into the cultural sector especially low income households** – Current apprenticeships and volunteering programmes in place with the THG, Parks & Gardens and Countryside teams
- **Using cultural place making that shapes the development of our communities** – Cranbrook's cultural development work and the Regeneration team in Seaton, Exmouth & Axminster
- **Cultural activate that helps improve health and care outcomes** – THG and its dementia work, Countryside and its work with GP referrals, Led and its walking to health initiative, Community Development and their work with SWITCH**.**
- **Cultural projects that help unlock funding e.g. Coastal Communities Fund –** supporting the development of Seaton Jurassic
- **LAs to develop Cultural Strategies that are deliverable long term and are sustainable –** EDDC Cultural Plan
- **Cultural partnerships that draw together range of organisations to help deliver the White Paper's ambitions** – SW Museums Alliance brokering funding bids for our local museums and Villages in Action programme working across the district
- **Using our cultural heritage to help bring social benefits with understanding our identity but also boosting our local economy through tourism –** World Heritage Site's economic benefits to east devon , East Devon & Blackdown Hills AONB cultural heritage projects
- **Cultural resilience identified as means of sustaining our cultural offers locally – so reviewing business models, seeking sponsorship, grants and encouraging new approaches such as crowd funding –** THG has gone through a review of their business model and developed new opportunities for increasing income and external funding

3.4 These are the key areas that EDDC can help progress the White Paper and where we are already engaging with the resources we have available.

3.5 EDDC as highlighted in the bold text above is already meeting some of the challenges being made through the White Paper and is in a strong place to continue to improve its cultural offer through a wide range of programmes and projects. These are being delivered through its directly funded cultural services – THG, Manor Pavilion theatre and the Countryside Team and also through supported partnership arrangements – 2 AONB Partnerships, Led, Villages in Action & SW Museums iniative.

3.6 EDDC's Cultural Plan 2017-22 reflects these higher level ambitions at a more local level recognising our own unique culture and through the Plan we have a robust and deliverable programme that meets the issue of remaining "resilient" to future funding challenges.

3.7 EDDC has recognised that some of its key corporate priorities around enabling the delivery of a health & wellbeing role, delivering economic wellbeing across its communities and maintaining and promoting our outstanding natural environment can and is being facilitated by our support of our cultural activities. By placing culture at the heart of many aspects of East Devon DC's corporate priorities we are already helping to deliver on The Culture White Paper's vision and priorities.

4. Summary

4.1 The ambitions of the Cultural Plan are firmly embedded in the Council's Corporate Plan, Service Plans and the Transformation Plan to continue to keep East Devon an outstanding place to live and work in.

4.2 The overarching guidance from the Council's Arts & Culture Forum will continue to help steer and champion all the work of the team's engaged in delivering our cultural priorities to ensure that resources are carefully targeted and that we secure maximum visibility and reputation management for this important area of Council business.

4.3 These last five years since the last Plan was adopted has seen a growth in participation of events, a rise in income generation, considerable success in securing external funding, the expansion of outreach programmes and a greater coverage of communities and schools across East Devon accessing areas of our cultural activity. This suggests that we are delivering a strong and well received cultural offer. There is still plenty to do and challenges to face but it is a good place to be in.

A Cultural Strategy for East Devon DC

2017 – 2022

`Our outstanding culture – an East Devon way of life’

Executive Summary

Our purpose

To demonstrate and raise awareness that culture is at the heart of the Council's vision to maintain, enhance and enjoy an outstanding place for everyone in East Devon.

The Strategy sets out a direction of travel for our cultural and related services for the next five years and reflects the Council's current Council Plan 2017-22. The Cultural Strategy provides a high level framework for a number of more detailed, service specific plans that underpin the work of those services that contribute to the delivery of cultural services in East Devon.

Following the lead of the Government's Culture White Paper we want to use our outstanding place to see greater participation among our communities who do not benefit from many cultural opportunities. We want cultural activities that can help improve health and wellbeing outcomes, to use our cultural heritage to bring social benefits though boosting our local economy and help provide opportunities for people of all backgrounds to get the most from and enjoy the cultural sectors we support.

We will use this Strategy to emphasis our view of culture includes but goes beyond Art, music, books, theatre, music, museums, historic buildings etc to encompass our outstanding environment. We want to ensure that we value our landscape; treescape; marine habitat; beaches; ecology etc as part of our cultural heritage.

We take a broad view of culture as we have opportunities to organize our 'way of life' and enjoy culture in the outdoors, alongside the benefits of health and wellbeing

Our Strategic Objectives

1. Enhancing the District's environment:

- To promote better enjoyment and understanding of our historic heritage
- Retain and increase the number of Green Flag awards across our green spaces
- Develop a programme of "outdoor events" that celebrate our outstanding environment

2. Raising the profile of East Devon as a venue for cultural activities

- Support measures to stimulate our town centre economies
- Engage proactively with town centre management and commercial operators to widen the cultural entertainment within all our towns

3. **Building local community spirit**

- Develop a comprehensive programme of events that celebrate our cultural diversity through cross promotional activities of our Countryside and Arts based teams

4. **Meeting the needs of young people**

- Review our play facilities to ensure they are contributing to improved health and wellbeing
- Further develop our work with volunteering and apprenticeships especially identifying opportunities within the cultural sector
- Explore the potential for creating new entertainment facilities for young people as well as providing a greater choice of venues for music, dance etc

5. **Enriching the lives of older people**

- Engage with and deliver actions relating to improving the health and wellbeing of older people that are identified within the East Devon Public Health Plan

6. **Making better use of resources**

- Facilitate better collaboration between the EEDC's cultural services and partners such as Arts Council England as well as local organisations and museums, galleries etc to broker partnership working
- Continue to support the work of Villages in Action which delivers cultural performances into our rural villages

7. **Effective marketing of cultural activities**

- Co-ordinate all our social media and PR tools to help bring together a more cohesive EDDC cultural offer joining up our events from the Countryside team, the Thelma Hulbert Gallery and Manor Pavilion Theatre
- Develop more effective promotional campaigns for the cultural activities EDDC supports such as the Manor Pavilion Theatre's summer season, the events that take place in our parks and gardens that will attract more visitors and visitor spend.

Delivering our ambitions

1. That in future we clearly focus our efforts only on those cultural activities where there are benefits that go beyond mere “entertainment”. Thus we will look for clear wider benefits. Hence we will work to an annually agreed programme of other ‘one off’ projects with clear links to the Corporate Plan, with pre-defined intended outcomes.

2. We will not replicate what community groups already deliver. Where there is existing activity we will merely act as advisor, promoter, creator of linkages, and funding finder.

3.We will not be significantly subsiding facilities in future so wherever we hold and manage cultural facilities we will seek to ensure that they are becoming more self financing (though we may subsidise them where they also act as a base for other projects for wider community benefit). Thus Thelma Hulbert Gallery, Nature Reserves, sports fields, and Manor Pavilion etc will need to continue to operate with minimal subsidy, and finding external funding, though we may occasionally fund them to deliver specific relevant projects.

4. We will seek to link to, and stimulate the local cultural economy (creative industries, and cultural tourism and green tourism) both through specific projects and through acting as an advisor, promoter, creator of linkages and funding finder.

5. We will seek to maximise inward investment into cultural activity.

The Council’s Arts & Culture Forum will provide the overarching strategic steer to delivering the Council’s cultural priorities, projects and activities will be embedded within the Service Plans of the Council’s cultural services.

Our outstanding East Devon

East Devon is undeniably an area of outstanding landscapes and incredible biodiversity which has over time defined and helped shape the culture of our district. The majority of our residents live in our towns and so will derive a lot of their cultural enjoyment from the facilities within their urban setting. The natural environment in East Devon is the backdrop to ensuring people enjoy their lives, where they are healthy, safe and prosperous and where business is able to thrive.

We are privileged to have our entire coastline designated as a UNESCO World Heritage Site, two thirds of our district is an Area of Outstanding Natural Beauty, we have five European protected sites for habitat and wildlife and an internationally important Estuary. This doesn't include a plethora of County Wildlife Sites, Local Nature Reserves and over 200 Scheduled Ancient Monuments. Our residents tell us that we live in a beautiful part of the UK and this makes it a great place to live and work.

The importance of this outstanding natural environment is reflected in the value of tourism to the area and with a network of high quality accessible recreational trails such as the South West Coast Path and cycleway such as the Exe Trail enabling visitors and local people to enjoy the stunning scenery.

East Devon also has a rich cultural heritage with writers and artists having been inspired by the landscapes and coastline of the area especially during the Victorian era. The legacy of this is evident today in the abundance of practicing resident artists and craft makers. There are a large number of active local history, amenity and cultural groups' right across the district. Also the diverse mix of arts festivals and events such as the Sidmouth Folk Week along with country fayres which celebrate our predominately rural way of life. East Devon also has a wide variety of unique cultural customs such as the tar barrels at Ottery St Mary, the Colyford Goose Fayre and the Honiton Hot Pennies, which illustrate the links with this rural way of life that still exists today.

There is also a thriving local food economy bringing £45,147,000p.a into the district (SW Tourism 2008) which has helped to establish East Devon as an area which produces food of the highest quality due in large part to the outstanding quality of our countryside and the traditional farming practices that respect the environment. This in turn is bringing investment into the district with restaurants, farm shops, breweries and wineries that produce and sell local specialities. Also the growth of local farmers markets, street markets and street trading in our high streets and town centres provides an important outlet for our local food producers.

The Council's ambitions are therefore based around these unique characteristics which make an outstanding East Devon and contribute towards the East Devon way of life

The Value of Culture

This Strategy recognises the many ways in which cultural activities can improve the quality of life for everyone in East Devon:

- **Health and well-being -** as people live longer and remain physically and mentally active later into life, cultural activities can make a significant contribution to ensuring good health is enjoyed throughout our lives. Physical exercise, whether through sport or more informal recreation, promotes good physical health in all stages of life from childhood to old age. The growth in East Devon of cycling, water sports and sailing clearly demonstrates how active our local population is in a range of leisure activities. Cultural activities also have a number of psychological and emotional benefits stimulating mental agility, providing companionship and uplifting the spirit

- **Enhancing the environment** – the built and natural environment are integral to our history and wildlife, and together these shape our environment and impact on our quality of life. The enjoyment of cultural activities such as walking and cycling, visiting a playground or playing a round of golf, are all directly influenced by the quality of the environment. Places that are clean, safe and welcoming encourage people to participate in cultural activities.

- **Promoting economic vitality** – cultural activities make a significant contribution to the economy. Tourism in East Devon generates an estimated 7,000 jobs and visitors to the district spend £250 million p.a and 12% of employment is supported by tourism. Participation in cultural activities also generates much economic activity in other sectors, such as transport and parking, food and retail. The work in restoring Mamhead slipway will provide a significant boost in maritime based leisure activities again bringing visitor spend into the local economy.

- **Lifelong learning and personal development** – cultural activities can be enjoyed throughout life in many different ways and at a variety of levels. Museums, galleries and performing arts make a significant contribution to education, help to inform opinions and broaden our understanding of the world. Cultural activities can also enrich our intellectual and social development and enable people to ‘get more out of life’.

- **Strengthening local identity** – recognised excellence in the arts or simply an attractive environment in which to live, work or visit, all contribute to the value we attach to a place. There are many ways in which cultural activities can stimulate a sense of pride in the District and enhance its reputation as a place to be. And when a community values the place where it lives, it will work harder to protect it and ensure the safety of its residents. Furthermore, engaging people in cultural activities who may otherwise be inclined to commit anti social behaviour can in turn lead to increased community safety.

The value of our environment

Drawing on East Devon’s unique cultural characteristics centred on its outstanding countryside and cultural heritage it is reflected into the importance of our natural economy. The importance of promoting and marketing these “assets” as a destination for visitors both domestically and internationally is shown in the levels of spend into the local economy and the jobs that are supported through tourism activities.

KEY FACTS (South West Tourism data 2012)	
650,000	Trips by staying visitors
2,857,000	Staying visitor nights
£136,905,000	Spend by staying visitors

4,213,000	Day visits
£119,522,000	Spend by day visitors
£11,977,000	Other tourism related spend
7,083	Jobs related to tourism spending
12%	Of employment is supported by tourism

This is a powerful reminder of the value of the coast and countryside to the local economy, but perhaps more importantly to the prosperity and vibrancy of East Devon's local economy.

Priorities for our Cultural Strategy

There are 7 priorities for the Strategy:

- **Enhancing the District's environment** – the quality of the local environment (and our safe enjoyment of it) is a priority of the Corporate Plan, and visiting parks and local countryside makes the greatest contribution to quality of life in the District. Our built and historic heritage is also valued, and contributes to the community's 'pride of place'.

  The Strategy does recognise the value of our environment as a cultural asset in itself, as well as a place where we can enjoy leisure activities. It is committed to protecting its intrinsic qualities, and to helping people to enjoy and understand our built and natural heritage. The Strategy already includes proposals to promote better understanding and enjoyment of our historic heritage, to achieve 'Green Flag' status for a number of parks, to involve the public in promoting excellence in the design of new buildings and open spaces, and to develop a programme of outdoor events.

- **Raising the profile of East Devon as a venue for cultural activities** – this needs to be drawn from the current regeneration programmes in the West End, Seaton and Exmouth which are looking to improve the visitor offer alongside our investment in the Thelma Hulbert Gallery, Exmouth and Manor Pavilion theatres, our Museums and cinemas.

  The Strategy should therefore support measures to stimulate the economy of our town centres, and propose working with town centre management, commercial operators, community safety partners and others to widen the "cultural entertainment" for people in all our towns.

  It is the role of this Strategy to help maintain an environment in which culture is valued and can thrive. The Strategy needs to be flexible and responsive to opportunities to raise the District's profile as they arise.

- **Building local community spirit** – culture has a key role in defining a positive identity for the District that the community wants to associate with. Cultural activities can bring together people from all sections of the local community, irrespective of age, ethnic origin or wealth.

The Strategy includes a number of proposals that will help to strengthen community spirit, including the development of a programme of events to celebrate East Devon's cultural diversity.

- **Meeting the needs of young people** – the Strategy identifies culture as a vital ingredient in the development of children and young people, and proposes a range of measures that may contribute to their health, well being and social development, and the contribution young people can make to the community.

  The Strategy could have a commitment to reviewing the provision of play and recreational facilities, to further develop opportunities for volunteering, developing employment skills through apprenticeships and to explore the potential for the creation of new entertainment facilities for young people. In addition, the Strategy recognises need for the development of a greater choice of venues for rehearsal and performance of live music, comedy and dance.

- **Enriching the lives of older people** – participation in cultural activities can help older people to remain physically fit and healthy and to combat the loneliness and isolation that are often a consequence of older age. The East Devon Public Health Plan identifies personal health and well-being as a priority, and enabling older people to stay fit and healthy which could be through cultural activities. A number of measures could be proposed that will contribute to the social inclusion of older people and promote health and well-being in later life. In addition there is an opportunity to work more closely with other service providers in developing new opportunities for older people to participate in cultural activities through the Public Health Plan.

- **Making better use of resources** – the budgetary challenges being faced by the public sector (local government, Arts Council etc) will mean the need for much closer working between partners which offers the opportunity to achieve more through sharing resources. This may take the form of expertise or facilities (such as community centres, village halls, school sites etc), and the Strategy makes a number of proposals for better use of resources to benefit local cultural provision. Further collaborative work will provide new opportunities for better use of existing resources.

- **Effective marketing of cultural activities** – East Devon is fortunate in having a rich and varied cultural life, and this Strategy will aim to build on the strong foundations that exist. However, there are a number of barriers to take-up and participation in cultural activities that can prevent everybody enjoying the same opportunities for cultural activities. Some barriers are more difficult to overcome than others (for example, lack of public transport operating on some routes late in the evenings particularly in rural areas), but one of the most common barriers relates to low awareness of events, services and activities.

This Strategy is committed to improving the effectiveness of ways in which information is provided to the community, through better co-ordination of information, improving ways in which bookings can be made for services and events.

Delivering our Cultural programme

1. **Regeneration and the growth agenda**

East Devon is going through exciting and challenging times. The Council is presented with multiple opportunities to create hubs for cultural development. They include:

- Exmouth regeneration
- Seaton regeneration and the Seaton Jurassic centre
- Axminster regeneration
- Creation of a new town at Cranbrook and the Growth Point area
- Ongoing opportunities arising from the Jurassic Coast, World Heritage designation
- Seaton Wetlands project
- Regeneration of Port Royal in Sidmouth

In addition, there are:

- Play projects being undertaken through the district
- Environmental/cultural education programmes into local schools
- Plans for enhancing cultural assets, e.g. Thelma Hubert Gallery, Local Nature Reserves, SW Coast Path etc.
- Cultural heritage programmes being delivered by the East Devon and Blackdown Hills AONB Partnerships

Focusing on the next 12 months the Service Plans already target:

- The continued formation of Cranbrook Country Park and delivering the Healthy New Town programme
- Delivering the East Devon Public Health Plan through cross service working
- The continued enhancements of the external environment at the Thelma Hulbert Gallery
- Expanding the experiential offer at Seaton Wetlands for its visitors
- Making the new Seaton Jurassic visitor centre the hub for sustainable tourism in Seaton
- Delivering a range of new outreach projects for physical activity, mental health and wellbeing targeting our most socially deprived communities (Led, Housing & Countryside)

Investigation is also needed into how East Devon can further its role as a key player in enabling and delivering significant benefits to the local economy through its cultural and environmental assets.

Maximising the potential of the natural assets of East Devon provides innovative opportunities for uplifting tourism in the District. The regeneration and growth agenda 'hubs' are the springboard for creating high quality visitor experiences that seek to provide appropriate infrastructure, places to stay, cycle ways, access and information points. Planning and delivering requires integration across many disciplines and agencies.

2. **The Planning Policy and Delivery Process**

Currently, the Council has not been able to maximize cultural benefits through the planning process. This Strategy provides a means for ensuring that the new system will deliver improvements. A priority over the forthcoming months will be to develop a framework that:

- Secures contributions through the Community Infrastructure Levy towards funding cultural projects
- Achieves more enhancements in the public realm
- Realises improvements in design through a better understanding of the role of culture
- Firmly embeds a sense of place and cultural benefits within the Local Plan process

This work links in closely with the role of the Council's Asset Management Forum.

3. **Arts & Culture Forum**

In 2012 the Council ran an Arts & Culture Task and Finish Forum to help direct the future of culture and this set a useful direction that was adopted by the Council. This lead to the creation of an East Devon Arts & Culture Forum which provides a strategic steer for the Council's work in all areas of cultural development with internal services and our wider partnerships, so vital to realizing the ambitions in this Strategy.

Implementing our Ambitions

This Strategy will only make a difference to the cultural life of the District if it is able to put ideas into action. The Cultural Strategy sets out ways in which the issues that have been identified can be addressed. Some of these actions can be achieved within a relatively short term whilst others require a longer-term commitment. The Strategy recognises that the Council acting alone will not achieve this, and the commitment of many different organisations working together is vital to the success of the strategy. The Strategy seeks to build these partnerships by identifying the areas of common interest shared by different organisations expressed via links with other strategies and plans.

The Strategy acknowledges that little can be achieved without the investment of resources - this may be through direct financial investment or grant aid, or may be simply a commitment of people's time or shared knowledge and expertise. Whatever the nature of the resources required, it is almost always the case that pooling resources through partnership working can achieve more The Council's Procurement Strategy sets out the principles and policies that guide the Council in its procurement of goods and services, and advocates a number of approaches, including the use of effective partnerships and working with neighbouring authorities. Therefore, the Council will use the full range of approaches to secure the resources necessary to implement the Strategy .

The success of the Strategy will be assessed by a number of measures. Progress toward achieving these will be monitored and reported through annual Service Plans and the performance monitoring framework adopted by the Council. . This will provide the Arts & Culture Forum the opportunity to review the effectiveness of the strategy and amend it in the light of changing circumstances. This will enable the Strategy to remain relevant throughout its lifespan. This commitment to a rolling review will be brought alongside the annual review of the East Devon Public Health Plan to ensure widespread ownership of the strategy.

There is no doubt that Councils are not mandatorily required to deliver cultural activity though this is becoming more overtly expected.

Culture is a vital part of our way of life that contributes towards who we are and our quality of life. This Strategy recognises the value of culture in our everyday lives, and identifies ways in which we can work with partners to improve the cultural experience for residents and visitors to our outstanding area.

Countryside Team workscope/outputs 2016/17.

1. Countryside Team vision:

The Countryside Team operates in 8 key areas (listed below) to deliver a front facing and customer orientated service that aims to raise awareness about East Devon's outstanding natural environment and helps educate and inform local communities and visitors on the importance of its wildlife. The Team also seeks to play a major part in the overall reputation management of the Council by developing partnership working, drawing in funding and maximising media opportunities to promote and publicise the work of the team and also the Council.

2. LNR income 2016/17

(Seaton Wetlands site):

- Seaton Wetlands Environmental Stewardship annual payment - **£11,723**
- Capital grants received from partner bodies:
  - Grant from Cllr Knight DCC locality budget for lease hire for Tramper Off road mobility scooter. **£850**
- Environment Agency grant to support habitat works at Sheep's Marsh (grant received in a previous financial year but remains to be spent on works during 2015/16) - **£120,000**

(LNRs excl Seaton Wetlands):

- Knapp Copse LNR - **£6500 p.a** (Devon CC annual payment)
- Trinity Hill LNR Higher Level Stewardship grant – **£4934.80 p.a**

2.1 LNR habitat & infrastructure improvements

(Seaton Wetlands site):

- Car park extension completed winter 2016 to expand capacity at the Seaton Wetlands facility from 17 cars to over 50.
- Improvements to salinity and water level sluice control on Black Hole Marsh has meant habitat manipulation on the main birdwatching feature is easier and more time efficient.
- Changes to the system of managing site flood water meant facilities and equipment were unaffected by a flood event on the wetlands in November 2016.

- Water Vole survey carried out across the site, and habitat improvements made to over 200m of ditch network, targeting water vole habitat
- Monitoring and active control of mink continuing, with help from extensive network of volunteers
- 4 new seasonal interpretation panels installed at Stafford Marsh
- New waymarking finger posts installed at Popes Lane and Marsh Lane entrance
- New interpretative maps panels installed at above entrances
- New extended car park, new surface, creation of new section of hedgerow.
- Coppicing rotation around the Borrow Pit on Seaton Marshes has continued
- Mobility tramper access audit carried out with new map giving access to Colyford Common

(LNRs excl Seaton Wetlands):

- Maer LNR – New grass cutting regime created and passed to Streetscene to implement on the site which will lead to a reduction in council time cutting this site, with a net gain to the biodiversity of the nature reserve.
- Exmouth LNR – September beach clean in partnership with the Exe Estuary Management Partnership
- Delderfield Community Nature Reserve – sheep grazing reintroduced to further improve wildflower meadow restoration, accompanied by hay cutting and removal.
- Knapp CNR – Orchard and woodland improvements have continued to thrive, with further scrub control carried out to expand wildflower-rich meadows.
- Fire Beacon Hill LNR – 15% heathland habitat improvement/maintenance through grazing and heathland burning (RSPB)
- Knapp Copse LNR – Substantial habitat improvements made to springline mire and wildflower rich grassland through scrub removal. Creation of charcoal kiln site to provide event content and create woodland product to monitise our work on this and other woodland sites. 130m of hedgerow laid in the traditional Devon style.
- Honiton Bottom CNR – Further tree planting and wildflower rich meadow creation with grassland management passed to Streetscene team for ongoing undertaking.
- Holyford Woods LNR – conifer removal through two compartments of the site making up native woodland understorey improvements to 5 % of the total site. Over 30 fallen trees cleared following winter storms across footpaths. Further new benches installed.
- Trinity Hill LNR – significant heathland habitat improvement via HLS capital works – vegetation scrapes, conifer removal and construction of reptile hibernacula. Rhododendron removal on northern slopes. Introduction of pony grazing which will have a major impact on habitat quality.

2.2 LNR visitor numbers (to 31st Dec 2016)

- Seaton Wetlands – **40,908** *(27,400 in Dec 2015)*
- LNRs We are embarking on a programme of visitor data capture for years 2016/17 There are logistical difficulties with most of the LNRs as many have multiple access points and are remote sites. The following data from sites currently monitored
- Holyford Woods = **15,973**
- Knapp Copse = **4,383**
- Trinity Hill = **4,207**
- Key sites not monitored at present include: The Maer, Fire Beacon Hill, Exmouth LNR. 2017 will see visitor surveys carried out as an alternative to data counters.

3. <u>Volunteering</u>

3.1 Outputs:

- We run an East Devon Conservation Volunteer scheme (across all LNRs)
- We run a Tree Warden scheme (District wide)

3.2 2016/17 stats

- We have **148 volunteers** on our main list (some involved with more than one group):

Discovery Hut Volunteers	28
Seaton Wetlands Tuesday Task Force	40
Events helpers	4
What's that bird? Volunteers	8
Water Vole volunteers	2
Office volunteers	2
LNR volunteers	67
Hide caretakers	10
Trinity Hill Stock watchers	8

- Number of volunteer hours (Jan 2016-December 31st 2016))

Discovery Hut volunteers	1321
Seaton Wetlands Tuesday Task Force	702.5
Ad Hoc volunteering (events help, office work)	139
What's that bird?	63

Water Vole volunteers	832
East Devon Conservation Volunteers 1373.5	
Stock checkers at Trinity Hill	156
Hide caretakers	260
Total	**4015 hours**

Value of volunteers' input (based on £50 per day for unskilled labour): 4015 hours = 501.875 working days x £50 pd = **£25093.75**

4. Public events 2016

4.1 Outputs:

- We deliver a annual programme of public events to showcase our spectacular natural environment and help inform and educate . **103** events delivered
- Based mainly around our LNRs
- Supporting partnership events – local amenity groups (AVDCS/OVA/SVA), Natural England, Seaton Tram etc
- The Countryside team also support a number of partnership events during 2016 including Bicton Lambing fair, Axe Vale Show, Colyford Goose fair, Natural Seaton Fesival, Sidmouth Science week, Bluebell Day and Axe Vale volunteer day.

4.2 2016 stats (January – December 2016):

- Number of events delivered = **103 events**
- Number of attendees = **3325**
- Mean number of attendees per event = **32**
- Income generated from events = **£8946**
- Profit generated from events = **£5313**
- Feedback from public on satisfaction levels (Summer 2016 questionnaire results):
  - 94% rated the event they attended as very good
  - 77% felt that the event was good value for money
  - 87% felt that the booking process was very or fairly easy

Majority of events are based around LNRs, but during 2016 the team attended Community Development Festivals at Allhallows (Honiton), Millwey (Axminster) and Littleham (Exmouth)

New for this year –
7 Education and community engagement sessions at the Thelma Hulbert Gallery

3 Corporate Away days at Seaton Wetlands – Income generated - £1250.

5. Environmental Education

5.1 Outputs:

- Leading a district wide environmental education service which was rated as 5/5 for quality and excellence by **all** schools and community groups we engaged with.
- Providing professional development courses for 40 East Devon based Primary school and Early Years practitioners based on our Nature Reserves, supporting learning outside the classroom best practice.
- Outreach project has worked with young people in targeted communities via 4 childrens' centres and 2 Switch youth groups. This project is financed by the Housing department.
- Naturally Healthy Devon Schools Project. Second year completed. Working with primary schools in Exmouth to increase levels of learning outdoors.

5.2 Education statistics (January – December 2016)

- **2210** school age pupils taken out onto nature reserves (**135** Secondary students, **108** Middle school students, **1967** Primary students
- **143** Pre-school children, **185** children at outreach sessions at Thelma Hulbert Gallery and **138** members of Scout and Brownie groups etc).
- Number of Primary and Secondary schools using the service – **5** pre-schools, **26** Primary schools, **3** Secondary schools.
- Outreach project engaged with 1131 young people.
- Naturally Healthy worked with **8** primary schools, delivering **6** twilight sessions and **4** teacher training days.
- Income from this Service **£5350** *(37 AEW Natural England payments, £1650 from outreach and East Devon Nature Reserve sites)*
- National curriculum targets delivered – early years and key stages 1-3; Science, Biology, Chemistry, Environmental Science, Geography, Literacy, M*athematics, Ecology, Personal Social and Emotional Development.*

5.3 Online developments

Development of Wild East Devon brand through micro-site ***wildeastdevon.co.uk*** and social media.

- Facebook followers up by 182% increase from 249 to704
- Twitter 107% follower increase from 681 to 1408

- Instagram set up in April 2016 now has 215 followers
- E-newlsetter which is sent out to 1050 people.
- Development of online booking system for Countryside events allowing people to book and pay for events online 7 days a week. 59% of event attendees booked for an event online.

6. Arboricultural Service

- TPO applications - 170 in total (93% determined within 56 day deadline)
- Trees in Conservation Area – 112 in total (72% determined within 42 deadline)
- 328 planning consultations (deadline 21 days - average 37.3 days to respond)
- 266 tree status enquiries
- 4 Forestry Commission woodland grant/felling licence schemes
- Consultant to Streetscene for Council owned tree stock – SLA provide management advice based on assessments
- Large schemes advice – West End

7. SW Coast Path

- Major section of coast path running through the Undercliffs National Nature Reserve reopened after two years closure. Working closely with Devon County Council and Natural England, an alternative route was devised and implemented which avoided an area of cliff fall with ongoing movement.
- New fingerpost waymarkers installed at Sandy Bay holiday park to denote route of South West Coast Path.
- Realignment of path at Budleigh Salterton golf course due to cliff erosion left it precariously close to cliff edge.
- Approximately 800 hours on general maintenance and improvement works
- *We manage & maintain the East Devon section (funded by Natural England) to meet Quality Standards Accreditation Scheme for National Trails.*

8 Delivering reputation management for EDDC 2016

8.1 “Shiny stars”:

- Established 2 new Community Orchards for Exmouth and Budleigh.
- Re-branded LNR site signage rolled out across all sites.
- Contributed over 50 good news stories into local press highlighting environmental, education and community work of the council.
- 29% increase in people engaged with through events compared to 2015
- 61% increase in events income compared to 2015

8.2 Partnership working

- Key contributors to Sidmouth Science Festival running 1 Public and 4 School activities.
- Working closely with Seaton Jurassic and Seaton Tramway to provide local expertise and embed the Seaton Wetlands into the vision for the wider economic development aspirations for the town.

THG performance update: April- Dec 2016

	GALLERY SALES				
Month	**Exhibition**	**2016/2017**	**TOTAL 2016/2017**	**2015/2016**	**TOTAL 2015/2016**
April	SOIL CULTURE I & II	**£1,217.99**		£880.33	
May	SOIL CULTURE II	**£3,656.79**		£883.43	
June	OPEN	**£3,231.59**		£1,176.35	
	FIRST QUARTER TOTAL		**£8,106.37**		£2,940.11
July	OPEN	**£1,907.87**		£2,369.71	
August	OPEN	**£4,775.78**		£1,847.03	
September	PAOLOZZI	**£1,562.50**		£3,169.64	
	SECOND QUARTER TOTAL		**£8,246.15**		£7,386.38
October	PAOLOZZI	**£1,516.59**		£2,032.71	
November	PRESENT MAKERS	**£4,644.41**		£4,153.51	
December	PRESENT MAKERS	**£5,449.49**		£4,467.29	
	THIRD QUARTER TOTAL		**£11,610.49**		£10,653.51
	TOTAL INCOME	**£27,963.01**		**£20,980.00**	

	DONATIONS				
Month	**Exhibition**	**2016/2017**	**TOTAL 2016/2017**	**2015/2016**	**TOTAL 2015/2016**
April	SOIL CULTURE I & II	**£183.41**		£179.47	
May	SOIL CULTURE II	**£229.74**		£127.99	
June	OPEN	**£272.52**		£102.53	
	FIRST QUARTER TOTAL		**£685.67**		£409.99
July	OPEN	**£222.76**		£251.77	
August	OPEN	**£307.90**		£194.66	
September	PAOLOZZI	**£308.10**		£104.24	

	SECOND QUARTER TOTAL		£838.76		£550.67
October	PAOLOZZI	**£533.87**		£438.38	
November	PRESENT MAKERS	**£291.92**		£177.29	
December	PRESENT MAKERS	**£155.59**		£97.10	
	THIRD QUARTER TOTAL		£981.38		£712.77
	TOTAL INCOME	**£2,505.81**		**£1,673.43**	

VISITOR FIGURES

Month	EXHIBITION	2016/2017	TOTAL 2016/2017	2015/2016	TOTAL 2015/2016
April	SOIL CULTURE I & II	**657**		718	
May	SOIL CULTURE II	**941**		581	
June	OPEN	**809**		430	
	FIRST QUARTER TOTAL		£2,407.00		£1,729.00
July	OPEN	**678**		701	
August	OPEN	**1088**		815	
September	PAOLOZZI	**1056**		551	
	SECOND QUARTER TOTAL		£2,822.00		£2,067.00
October	PAOLOZZI	**1480**		1621	
November	PRESENT MAKERS	**790**		743	
December	PRESENT MAKERS	**736**		475	
	THIRD QUARTER TOTAL		£3,006.00		£2,839.00
	TOTAL INCOME	**£8,235.00**		**£6,635.00**	

FRIENDS MEMBERSHIPS

Month	Exhibition	2016/2017	TOTAL 2016/2017	2015/2016	TOTAL 2015/2016
April	SOIL CULTURE I & II	**£100.00**		£15.00	

May	SOIL CULTURE II	**£185.00**		£210.00	
June	OPEN	**£395.00**		£40.00	
	FIRST QUARTER TOTAL		**£680.00**		£265.00
July	OPEN	**£0.00**		£105.00	
August	OPEN	**£105.00**		£30.00	
September	PAOLOZZI	**£120.00**		£40.00	
	SECOND QUARTER TOTAL		**£225.00**		£175.00
October	PAOLOZZI	**£15.00**		£85.00	
November	PRESENT MAKERS	**£235.00**		£130.00	
December	PRESENT MAKERS	**£45.00**		£60.00	
	THIRD QUARTER TOTAL		**£295.00**		£275.00
	TOTAL INCOME	**£1,200.00**		**£715.00**	

	EXHIBITIONS	
Month	**2016/2017**	**2015/2016**
April	SOIL CULTURE I & II	DMAL I
May	SOIL CULTURE II	DMAL I & II
June	OPEN	DMAL II
July	OPEN	EVOLVER
August	OPEN	EVOLVER
September	PAOLOZZI	FLOCK TOGETHER
October	PAOLOZZI PEOPLE	FLOCK T/L JERRAM
November	PRESENT MAKERS	PRESENT MAKERS
December	PRESENT MAKERS	PRESENT MAKERS
January	SWAC	SWAc
February	SWAC	SWAc
March	ROGER MAYNE	SOIL CULTURES

THG data: List of activities

April – June

Activity	Leading / Worked With
Schools Education & Outreach Programme	
Clay mould/ plaster tile making	Insight Dynamics Schools
Cyanotype & Photogram workshop	Cranbrook Community, Honiton Community College, St. Martins School Cranbrook
Pigments and Elements	Jenny Mellings/Home Schooled group
Charcoal Making, Drawing and Pigment painting	Penny Evans / Richard Rochester / Honiton Primary & Clyst Hydon Primary School
Pigment painting	WESC/Pete Ward
LifeDrawing with model	Nicci Wonnacott / Masterpieces
Printing	THG Takeover@ ExmouthFestival /Public
Illustrating	THG Takeover@ ExmouthFestival/Public
Animating	THG Takeover@ ExmouthFestival/Public
Garden workshop	Penny Evans / ASPIRE group AxeValey Community College
Public Events Programme	
Drop In Family Workshop	April – Spice Painting using natural materials with Tony Johns. All ages.
Drop in Family Workshop	April – Make a Big box and mini beast mansion with Penny Evans.
Ticketed event. Art Trip	Applehayes Clayhidon -, home of Camden Town Painters. Phil Simmons & Liz Gregory / Public
Ticketed event	Peter Ward Field Trip and Workshop. Pigments – Harvest & Paint
Garden Launch Party	Charcoal Making, Floral Badge Making, Face Painting, Food and bar.

July – September

July Activities	At Honiton Community College @ THG	GROW WILD workshop with Artist Tom McDonagh 3D shadow puppets
	Sidmouth Community Festival	Hesta Singlewood
	Clyst St George	Anna Aroussi
	THG	Anna Aroussi + Clare Conner
	Awliscombe - SWITCH+Masterpieces	Anna Aroussi / Theatre Rush
	Heathpark Community Day	Artist Nicky Thompson
August Activites	Upottery Village hall and field	Artist Nicky Thompson + support Rachael
	Upton Pyne Village hall and farm field	Artist Nicky Thompson + support Claire Gunningham
	Exmouth & Seaton National Playday	Artist Sam White (Camera Obscura) Artist Nicky Thompson + Hesta Theatre Rush
	East Budleigh: Village Hall and play area	Clare Conner
	Shute: School grounds	Clare Conner
	Payhembury:@ THG: Masterpieces+SWITCH	Nicky Thompson + Hesta Theatre Rush prep for performance
	@ THG: Masterpieces+SWITCH YPs	Theatre Rush
	@ THG: Masterpieces – open to public - families	Theatre Rush performance day with evening event
	@ THG family workshop	Artist Penny Evans – leaf printing
	@ THG family workshop	Artist Penny Evans – elder bead creatures
	@ THG family workshop	Artist Monica Shanta Brown

September Paolozzi Workshops	Taunton PRU, Chard School, Cranbrook Primary, Honiton Comm' College, Kings School, Coombeshead, Cranbrook Primary, Woodroffe School

October – December

September	School Workshops	At THG as part of the Paolozzi Exhibition
	HCC	11 – 1 (Yr 11) x11
	Taunton PRU	10.15 – 12.15 (Yr Mix?) x 5
	Chard School	9.45 – 11.40 (Yr 5/6) x14
	Cranbrook Primary	
	Kings School	9 – 10.40 (Yr 12) x10
	Coombeshead	12.45 – 2.15 (Yr 11) x13
	Cranbrook Primary	Am and pm (Yr 2) x22+x25
	Woodroffe School	Pm (6thForm) x 15
October	Cranbrook Primary	
	Chard School	
	Taunton PRU	
	Upottery Primary	9.30 – 11.30 (Yr 5/6) x15
	HCC	
	SWITCH + Masterpieces	4 – 6pm 9 (from SWITCH) 3 (from Masterpieces)
	Woodroffe School	

	Upottery Primary	
	Kings School	
	Colyton	
	Coombeshead	
		Public Gallery Events
	Print Workshop	Paolozzi Wallpaper Workshop 11 – 3 x 77 Double Elephant
	Teacher Day	9.45 – 12 (inc. 15 min break) 12.30 – 2.30 x24
	Halloween Event	Food stalls, bar, Bat box making with Penny Evans, Exotic Animal Handling, Shadow Puppet Making, Music, Face Painting. 600 people attended this event.
Nov	Friends Event	Mulled Wine, Mince Pies, Print your own postcards with Double Elephant. Discounts on gifts
	Printing Workshop	Print your own Christmas Cards and Wrapping Paper

Report to:	**Overview Committee**
Date of Meeting:	28 March 2017
Public Document:	Yes
Exemption:	None
Review date for release	None
Agenda item:	**8**
Subject:	**East Devon Local Economy**
Purpose of report:	This report is designed to update Members and give an overview on the development of a new economic intelligence report called All Business Great and Small, The East Devon Economy Report. The document gives an update on the District local economy, recent key achievements, progress of current projects and provide a forward look to as to what projects are in the pipeline.
Recommendation:	**1. That Members consider the content of this report and Appendix 1** **2. To recommend the following:** **a. This report forms the basis of an Action Plan and further work to confirm the priorities, projects and financing arrangement for a future pipeline of Local Economic Development activity** **b. A report is submitted to Cabinet to agree the direction and detail of the Council's Local Economic Development activity** **c. A report is presented in Autumn 2017 as part of the preparation of a future Economic Development Investment Plan for the Council within the overall budget planning for 2018/19 onwards**
Reason for recommendation:	To advise members of progress in line with agreed recommendations
Officer:	Drew Aspinwall – Economic Development Manager daspinwall@eastdevon.gov.uk 01404 41719; 07734 568 923
Financial implications:	There are no direct financial implications identified at this stage, further details will be presented back to Cabinet and Council which will include financial implications for members to consider.
Legal implications:	There are no legal implications arising from the report.
Equalities impact:	Low Impact
Risk:	Low Risk There are no specific risks associated with this update report
Links to background information:	• Overview and Scrutiny Committee EDDC Business Engagement – Update Report, 22 Mar 2016

- Driving Productivity in the Heart of the South West – Consultation Paper, HotSW LEP, Jan 2017
- Exeter and East Devon Enterprise Zone - Implementation Plan, EDDC/DCC, Feb 2017
- Shared Economic Strategy 2017-20, EHOD Economic Partnership, Nov 2016

Link to Council Plan: Developing an outstanding local economy

Continuously improving to be an outstanding council

Report in full

The purpose of this report is to provide an overview of the key drivers of the East Devon local economy and promote a better understanding of the economic factors of importance to business, employment and economic wellbeing in East Devon. The report will also explore the key achievements and activity of the Team over the past 12 months, current projects underway led by the Economy and Regeneration team, new resources and emerging intelligence, cross-boundary strategic working and the developing forward action plan.

1) Introduction

1.1 In line with the regional, national and global economies, East Devon is a changing economic environment, which as a consequence creates some challenges but also new opportunities to support and encourage business and enterprise. The District has a particular focus on a diverse range of micro and small businesses with a small number of established larger employers. In recent years East Devon has been attracting new larger enterprises establishing themselves within the Growth Point. In April 2017, our Enterprise Zone will be operational, further boosting our location for inward investment.

1.2 East Devon is unique in its mix of countryside, coast and proximity to a city making the district an attractive place to live and visit. Though it is not without its challenges. Patterns of seasonal working, lower than average wages, high local house prices, encouraging workforce skill development, access to public transport, an ageing population and retaining our young people are all live issues for the Council.

1.3 More than ever, we are working closely with our neighbouring authorities to optimise the benefits of growth for the economy across East Devon, most recently, through the Exeter and Heart of Devon Shared Economic Strategy 2017-20 and the early actions toward a Greater Exeter Strategic Plan (GESP). Closer cross border working for the Greater Exeter Travel to Work Area is underway and East Devon, a district of around 130,000 people, is now part of an economic partnership of over 400,000 people.

1.4 With additional resources in place in the Economic Development Team, our aim is to be intelligence led and robustly focused on project management. We will firmly route decision making and work programmes on a strong evidence base, supporting business to develop and grow whilst recognising what is unique to them and East Devon.

1.5 This document summaries some of the key economic issues facing East Devon and the priorities for action that the Economic Development Team will adopt to address those issues.

2) Economic Intelligence Report

2.1 In order to help make Economic Development more accessible, transparent and robust in its decision making, the team's recently recruited Funding and Research Officer has created an

Economic Intelligence Report - called All Business Great and Small, The East Devon Economy Report - which brings together key data and research to provide a bank of information in an accessible format.

2.2 This report brings together research from a wide range of sources and aims to simplify, where appropriate, the amount of information that is required to be included, and is often repeated throughout papers for Members.

2.3 The report, which gives an overview of the District economy and summarises key issues for the council and others to address, has the potential to be adapted to be of use to our local businesses, partners and funders in their decision making regarding investment.

2.4 The Report includes an overview of the District local economy, key positives, key challenges, future uncertainties, key economic drivers for the District and key principles for the future.

2.5 The report also gives the corporate context exploring what can be achieved by the Council, our recent achievements and current work areas and a section on the team itself. The process of collating the report has also helped to identify gaps that exist in our knowledge base and those of our partner organisations. We will seek to fill those gaps.

3) Our economy and how it is changing

3.1 East Devon benefits from low levels of unemployment, supported in part by high levels of out-commuting (rather than a high employment density within East Devon) as well as high levels of self-employment which exceed both the county-wide and the national average.
There are twice as many self-employed people in East Devon than in Teignbridge which illustrates this as both a strength of the District and its importance to it.

3.2 Analysing commuter patterns can provide a valuable insight into new homes and employment planning. Recent research indicates that people are prepared to commute further for work, often across local authority boundaries, with Exeter drawing in commuters from a much wider area than was the case 10 years ago.

3.3 In terms of East Devon's commuters, Exmouth has a significant working age population and is by far the city's biggest commuter town, with 3,795 people daily commuting to Exeter to work. By contrast, Newton Abbot has much lower commuting levels, at 1,177 travelling into the city.

3.4 For East Devon residents, Exeter provides a significant level of employment to the West End of the District and in turn East Devon and Exmouth in particular meet Exeter's need for workforce in quantity and skills. This illustrates the important inter-relationship of the city and East Devon. As the Enterprise Zone picks up the pace of investment we can expect East Devon to increase its own employment offer to its population and that of Exeter and wider commuter travel.

4) Our Businesses

4.1 One of East Devon's key strengths is its business base, the district has 8,652 operational businesses as of March 2017. The high business density is driven primarily by strong business survival rates and a reasonably high level of start-ups.

4.2 In 2012, East Devon's start up rate was 8.4%, with 455 business births that year. Whilst this was the second highest start up rate across Devon, it fell short of regional and national figures of 9.8% and 11.6% respectively. For East Devon to reach national levels, an additional 170 business births would have been required (an uplift of 37%).

4.3 The business survival rates within the district are very good. The 36 month business survival rate in East Devon is very high by national standards, with the district ranking in the top 10% of districts nationally. Of all of the VAT registered businesses in 2011, 67.4% were still trading in 2014.

4.4 We know that 99% of East Devon businesses are either micro or small enterprises. This is comparable with Exeter at 97%. This places our area in the top 30% of districts nationally for the number of micro businesses. The average business size is 6.4 employees which is below the Devon and Cornwall average of 8.1 and the national average of 9.9 employees.

4.5 In terms of the age 65+ population, there has been a significant rise of those who are economically active in the past decade. In 2005 just 5% of the 65+ population were economically active. In 2016 this has increased to 16.8%. This suggests that people are either choosing to postpone their retirement, continuing to work out of necessity or are re-entering the workplace post retirement.

4.6 East Devon has a skilled population with over half of the working population educated to degree or higher degree level. Although skill levels are high, wages in East Devon are markedly less than the national average. The causes of this phenomenon are less clear: there is some anecdotal evidence to suggest that people are prepared to trade quality of life for pay rates and a less than optimal use of their skills and qualifications. Micro-business owners may have a qualification that they have chosen not to use. Others may be working seasonally or part time by choice which affects earnings as well.

4.7 Residents in the west of the District benefit from access to better paid jobs in Exeter and on the motorway corridor. We can reasonably predict that we will continue to see job creation in the west of the District and in Exeter. The challenge for the Council is to ensure that good quality business development and job growth is also encouraged elsewhere in East Devon.

4.8 Our District is classified as ‘Largely Rural’ and in keeping with other rural areas in the UK challenges faced by rural businesses include access to reliable broadband services and mobile communications, modern and resilient transport connections, better regulation and improved planning for rural businesses and more housing. Despite these obstacles, home workers, which are prevalent in the District are more likely to be working in higher skilled roles and earn on average a higher hourly wage.

4.9 Mirroring the employment profile of the county, the largest employment sectors in East Devon are Public Admin, Education, & Health (26%), Wholesale & Retail (20%), Financial & Business (12%) and Accommodation & Food (12%) which collectively account for 70% of total employment.

4.10 There are several sectors which continue to be under-represented in East Devon. These include key private service sectors which are not typically dependent on local demand and expenditure, such as professional, scientific and technical activities, information and communication, finance and insurance and administration and support. In these sectors employment levels in East Devon are as low as half of the national average.

4.11 Figures for the manufacturing economy in East Devon are low with just 6% of businesses identified with this sector. There are some particular manufacturing employers related to the airport such as Flybe Engineering and to the east of the District, Axminster Tools. It is noted that there are some areas where this is growing and businesses are bringing their manufacturing work back into the UK.

5) Working Together

5.1 In line with the greater emphasis on cross-boundary joint working, efficiency and shrinking budgets and acknowledgement the economy does not work to local authority boundaries, East Devon has led on the production of a Shared Economic Strategy for Exeter and the Heart of Devon (EHOD) which sets out our growth ambition, priorities and approach that we will take to enable the growth of the regional economy.

5.2 This is a joint agenda across the four Councils that make up the EHOD sub-region, takes into account the different opportunities and challenges across our local authority areas of Exeter City, East Devon, Mid Devon and Teignbridge. Now published, the group will be developing an implementation plan in order to deliver and monitor the aspirations within the document. There are: skills, inward investment, land availability and support to businesses.

5.3 In addition, the Greater Exeter Strategic Plan (GESP) contains a 'Call for Sites' which provides the opportunity for individuals or organisations to put forward suggestions for sites employment use that may have potential for development in the future. The development potential of all eligible sites that are submitted during the call will be assessed, with prioritisation given to assessing larger strategic sites (completed by August 2017). The assessment of smaller sites will take place afterwards.

5.4 Site assessments will be published in a document called a Housing and Economic Land Availability Assessment. Sites that are assessed as having development potential may be considered for allocation in the Greater Exeter Strategic Plan or any future local planning policy documents produced by East Devon, Exeter, Teignbridge or Mid Devon.

5.5 The Exeter and East Devon Enterprise Zone will be going live in April 2017 and will provide a range of incentives to attract and support businesses that are setting up or growing, including a five year business rate reduction funded by Government which could be worth up to £275,000. The Zone will be in place for 25 years and worth an estimated £10m per year. Over time the uplift in revenues from the Enterprise Zone will be available for reinvestment in economic development in East Devon by EDDC. This is likely to begin from 2020/21 so prior project planning will be important.

5.6 The Zone covers four sites: Skypark; Exeter Science Park; Cranbrook town centre and Exeter Airport Business Park. Business rates generated from within the zone will be reinvested locally to further support economic growth. This will help to ensure its success, working alongside partners such as the Heart of the South West LEP.

6) Future

6.1 The UK's new trading and investment relationships in a post-Brexit world, and their impact on the amount and pattern of trade and investment that takes place, will be important in determining Brexit's impact on economic growth.

6.2 A recent study by the Centre for Cities shows that the EU is by far the biggest market for British cities. Exeter is the most dependent city on EU markets, which buy 70% of its exports. Plymouth and Bristol follow closely behind.

6.3 The Council will be taking a keen interest in development regarding Brexit and analysing, where possible, the impact this could have on East Devon and the wider area.

6.4 Looking ahead, the way in which the Council supports and helps to create a business friendly environment is becoming increasingly important. Significant shifts in Council funding means that by 2019/20 local Councils are expected to retain all income from business rates, replacing the current grant system from central Government. Many of our micro-businesses fall under the Business Rate threshold but for many others they will expect a service from the Council.

6.5 East Devon receives 9% of the rateable charge back from central government currently. With an increase to 18% in 2020-21 predicted, by this point, the central government grant will have reduced to zero.

6.6 In addition to these changes it is likely that there will be pressure from local businesses to cut rates, making it crucial that we can illustrate how business rates are used, and those activities support business growth at the same time helping to grow businesses of size and turnover that pay Business Rates.

6.7 East Devon will continue to play an active role in EHOD, the GESP, the Enterprise Zone and the wider ongoing discussions regarding productivity, devolution and future governance to ensure the district growth prospects are maintained and built upon.

6.8 Achieving business growth in our rural areas has more challenges due to the issues with broadband reliability and AONB designations for parts of the District but our aim is to work with others towards achieving a thriving rural economy. Officers will continue to support planning applications that enable business growth through the planning process by commenting on these planning applications. The Council is continuing to press BT for solutions that will see much greater connectivity throughout the District.

7) Key Economic Drivers for the District and Key Principles for the Future:

7.1 It is key to understand which challenges and opportunities are ones that the Council can most effectively intervene in. The Economic Intelligence Report explores these in more detail, but in summary the key economic drivers for the District are:

7.2 Working age proportion is low and 65+ is high as a proportion of total population; Self-employment is twice the South West average as a proportion of working population; The employment relationship between Exmouth, the West of the district and Exeter is strong; East Devon has a much stronger proportion of high skilled people than local and national averages but wage rates are below average; House prices are 10x annual income compared to 7.5x for the national average; Number of businesses in East Devon is increasing and growth is happening in the small and micro area.

7.3 On the basis of the issues identified above the Council proposes to adopt the following key principles to direct its work: Larger businesses have an overall bigger economic impact; Small business defines the look and feel of East Devon; provision of workspace; the Increasing Importance of Business Rate; transparency regarding the services the Council provides in return for the revenue collected.

7.4 Across the functions of the Council there is an impact on business and economic growth. From our local purchasing power to food hygiene and from planning enforcement to our own commercial rents and leases. The Economy Team is there to guide the authority toward optimising its positive economic impact.

7.5 The team recommends that Economic growth should be a corporate objective, with the team enabling and guiding the rest of the Council to deliver economic benefits. A wider engagement across service areas could help achieve this.

8) Conclusion

8.1 East Devon is an unusual economic geography displaying quite polar strengths and weaknesses and numerous opportunities where the local authority can effectively intervene to promote prosperity.

8.2 In the West End we are seeing a likely acceleration of economic development as the Enterprise Zone gets underway. The slow burn of the Science Park alongside the micro-business vitality that Cranbrook can harness. On the boundary there will be 280 new jobs initially in the Lidl logistics centre and another 50,000 m2 or more next door.

8.3 New sectors and new productivity levels should be our objective and much of this is achievable by cooperation with our neighbouring authorities.

8.4 Further east in the district we need to safeguard and identify new employment sites capable of supporting micro, small and medium sized enterprises. These can be both new sectors or the best of our traditional sectors. With limited resources and challenges in productivity and tough competition from other areas, East Devon needs to focus its attention on quality.

8.5 We can build workshops and serviced office spaces and we also need to be looking into space for what comes next be it tech entrepreneurs or next-gen manufacturing. If we open up street trading and street markets it should have a priority for the best of local produce. If we want to see economic growth that comes from regeneration sites then those spaces should be unquestionably high quality.

8.6 If we are a Council for business then we need to provide the space and ethos to grow productive businesses. We must be there to promote the best of East Devon in terms of produce, culture and leisure. We must also enhance the spaces in our towns where business can thrive by tying in with our regeneration priorities from Exmouth Strand and Seafront to Sidmouth's Port Royal and Seaton Jurassic. Other places cry out for intervention that will lead to business growth and commercial revival: Axminster town centre, Exmouth Magnolia Centre for example.

8.7 The Council can make a significant impact and help secure its own future by investing in business because business creates the wealth and wellbeing of the district and the economy will increasingly become the source of the revenues that fund our services. This is a challenge to be embraced. We will prepare a strategy and action plan of investment and reinvestment so that we provide the space for business to start and grow especially businesses that deliver productivity and quality.

8.8 The report attached will lead onto the production of a detailed action plan to identify key project activity and interventions.

All Business Great and Small

The East Devon Economy Report

March 2017

Table of Contents

Introduction

The East Devon Council Plan has adopted a key priority of 'Developing an Outstanding Local Economy'. It is particularly but not exclusively the responsibility of the Economy Service of the Council to deliver that priority and the Council has agreed additional resources within the Economic Development Team to that end.

The Council Plan goes on to commit the Council to promote new and diverse business and jobs growth. This is a commitment that East Devon also shares with its neighbouring authorities in the Greater Exeter Partnership and, most recently, through the Exeter and Heart of Devon Shared Economic Strategy 2017-20.

Significant change and opportunity is underway in and around East Devon. Our own business community has been growing consistently in recent years especially among micro and small businesses. At the same time the Growth Point is starting to show success in attracting larger enterprises and from 1 April 2017 the launch of our Enterprise Zone is projected to further accelerate inward investment. It is important that we optimise the benefits of this growth for the economy across East Devon. While we are pursuing closer working with our neighbouring authorities around the wider Travel to Work Area it is vital that the Council also actively supports the success, productivity and quality of the local economy of East Devon.

The relationship between city, coast and countryside in East Devon together with a powerful combination of great schools, leisure opportunities, food culture, environmental quality and diversity of businesses in the District make this a wonderful place not just to work and run a business but also to live and to visit.

This document identifies key economic issues for East Devon and the priorities for action that the Economic Development Team will adopt to address those issues and promote an outstanding local economy.

A detailed action plan, time line and projected outputs will be developed to follow this report following a process of corporate consultation and discussion with our business community.

Economy Overview 2017

1. Overview of the District local economy
2. Key positives for the East Devon economy
3. Key challenges for the East Devon economy

1

Overview of the District Local economy

Resident population

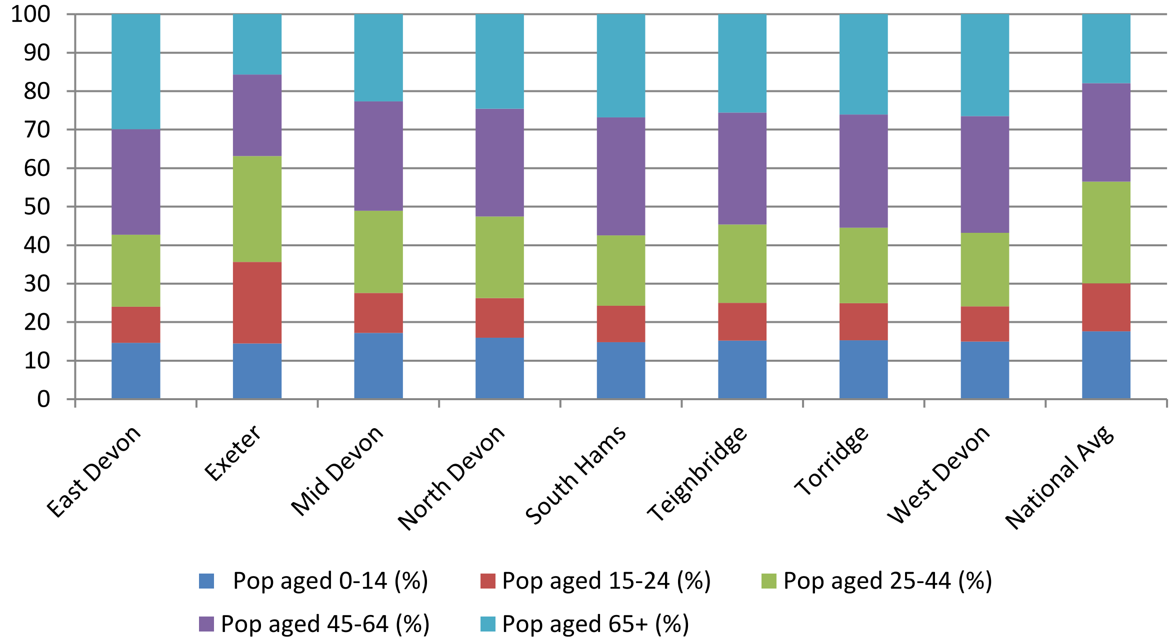
East Devon is the county's largest district in population terms. In 2015, the district was home to 138,141 residents, accounting for 18% of Devon's total population. The East Devon population is predicted to increase by over 8,000 people between 2014 and 2024, a rise of 6%.

Age Profile

East Devon has the oldest age profile of all of the districts in Devon with the largest percentage of those aged 65+ at 28.19%. This equates to 37,346 people. East Devon also has 2,300 people aged 90+, more any other district in the county (Teignbridge is next with 1,611).

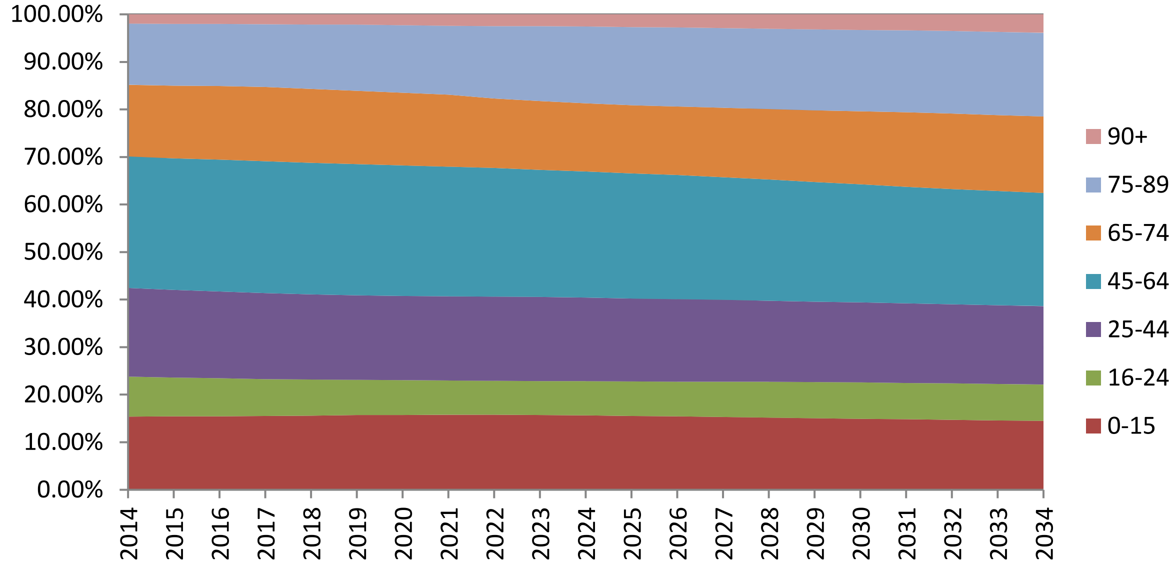
The average age of residents in East Devon is 50.3 years. The national average is 40 years. East Devon has a small working age population in comparison to the other EHOD areas and Torbay with just 54.5% of the population at working age.

Proportion (%) of the population by age range 2015



The 65+ age range looks set to grow more than any other over the next decade, growing from 29.9% of the population in 2014, to 33.1% of the population in 2024 and up to 37.6% by 2034. The main household composition in East Devon is a one person household with a resident aged 65 and over, making up 18.3% of all households – nationally this figure is 12.4%.

East Devon population change by age 2014-2034



The England and Wales average for the age 65+ population is 16% according to the 2011 census (ONS). The East Devon ward with the highest number of 65+ year olds is Seaton with 2,914. The ward with the highest proportion of 65+ population is Sidmouth Town with 45.13% of its residents being 65+. The proportion of 85+ residents in Sidmouth is 10.99% compared with the East Devon average of 4.8% and the English average of 2.2%. The South Hams has a similar age profile to East Devon, and coastal communities such as Charmouth (Dorset), Aldeburgh (Suffolk), Fairlight (East Sussex) and Milford on Sea (Hampshire) all have over 40% of their population in the 65+ age bracket.

At the younger end of the spectrum our newest town of Cranbrook is a much more youthful community with 37% of its population aged 0-14 and only 2% aged 65+ which are significantly above and below the England average respectively. Ottery St Mary Town has the next highest proportion of 0-14 population with 18%.

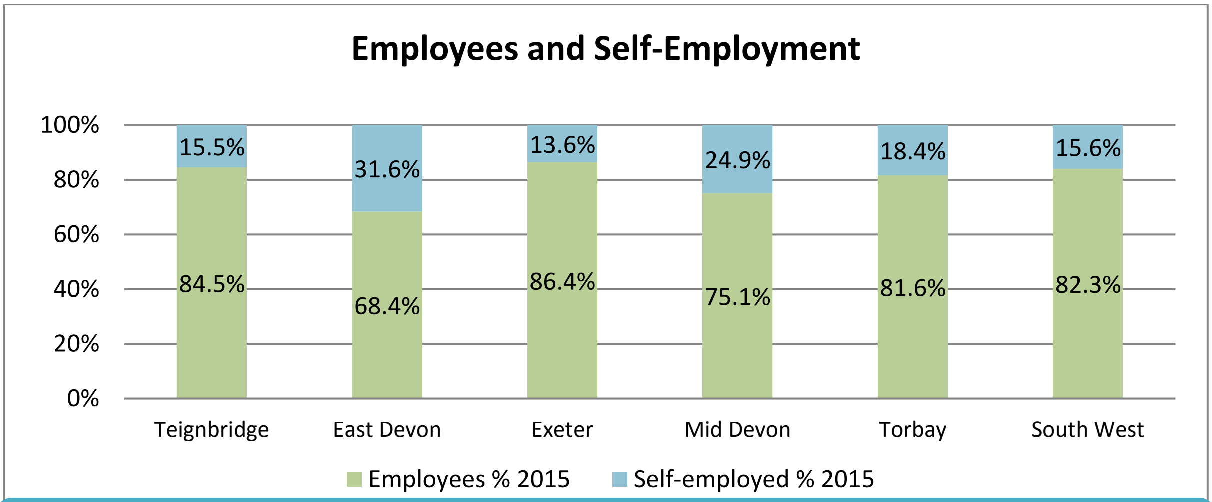
One of the effects of the ageing population is the impact it will have on the dependency ratio (the ratio of economically dependent people to those who are economically active). In East Devon this is 0.78 which is very high by local and national standards and puts the district in the top 10 of all district areas across the country. By comparison, Exeter has a dependency ratio of 0.42 and the national figure is 0.55. With an increase in the ageing population this dependency on the economically active will increase and affect our labour market. By 2037 the dependency ratio in East Devon is expected to reach 1.07. At this point there will be fewer working age people than non-working age people living in East Devon.

By national standards, the district's birth rate is fairly low with the number of births per 1000 of the resident population in 2010 being 8.16. By comparison, the Devon figure was 9.83 and the national figure was 12.93. There is not predicted to be a significant change in the birth rate for the next 20 years. An ageing population will have an impact on the provision of health care, housing requirements, the labour market and economic growth.

Economic Activity

East Devon benefits from a high employment rate for those that are of working age driven by low levels of unemployment. The employment rate is supported in part by high levels of out-commuting (rather than a high employment density within East Devon) as well as high levels of self-employment which exceed both the county-wide and the national average.

There are twice as many self-employed people in East Devon than in Teignbridge. This diversity and number is a strength of the District.



Out of those who are employed, this can be split into those who are employed by others, and those who are self-employed. Data from Nomis Labour Market Profile.

In terms of the age 65+ population, there has been a significant rise of those who are economically active in the past decade. In 2005 just 5% of the 65+ population were economically active. In 2016 this has increased to 16.8%. This suggests that people are either choosing to postpone their retirement, continuing to work out of necessity or are re-entering the workplace post retirement.

A tightening of the rules around self-employment status comes into effect in April 2017 which means there is the potential for individuals to change from self-employed to Jobseeker’s Allowance status. We will need to monitor the numbers and impacts around this with help from our Revenues and Benefits colleagues.

Where residents are economically inactive, around a third are retired, with a further third looking after family or home. The remainder are students, long-term sick or have other reasons for inactivity.

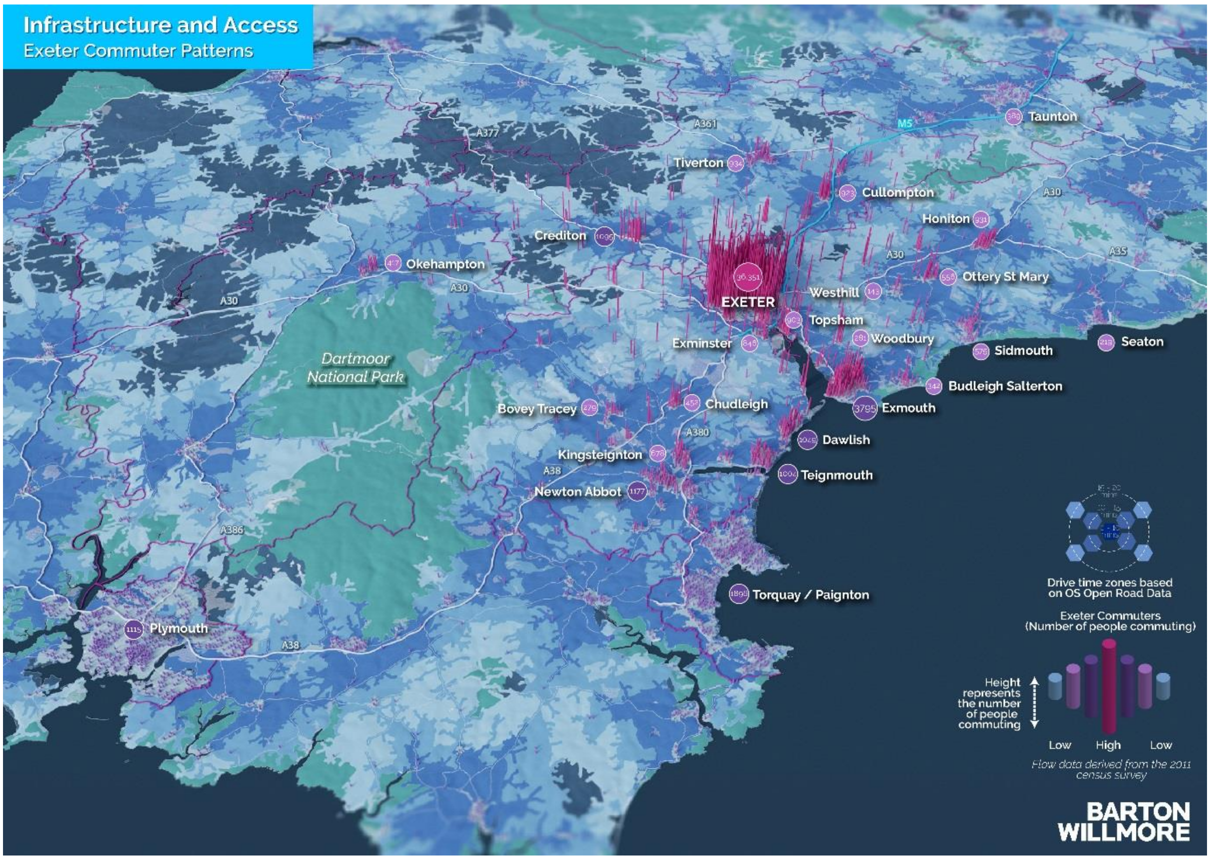
Commuter Patterns

Recent research by Barton Willmore, a Bristol based planning and design practice, illustrates the daily influx of commuters to Exeter from across Devon. Analysing commuter patterns can provide a valuable insight into new homes and employment planning.

The conclusions from this research indicate that people are prepared to commute further for work, often between local authority boundaries, with Exeter drawing in commuters from a much wider area than was the case 10 years ago. For example, people now commute into Exeter from as far as Okehampton in the west, Tiverton and Bampton in the north and Honiton to the east.

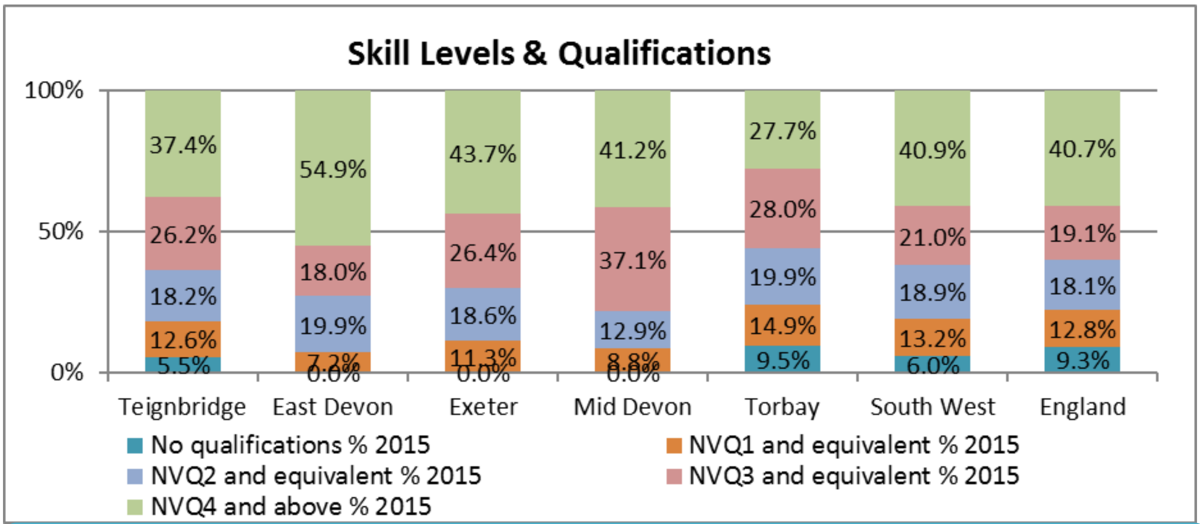
In terms of East Devon, Exmouth has a significant working age population and is by far the city’s biggest commuter town, with 3,795 people commuting to Exeter to work every day. In comparison Newton Abbot does not have anywhere near the same commuting levels, at 1,177. Likewise, Exeter does not draw a significant amount of commuters from Axminster, with fewer than 100 people traveling from the town to the city to work.

Exeter provides a significant level of employment to the West End of the District and in turn East Devon and Exmouth in particular meet Exeter’s need for workforce in quantity and skills. This illustrates the important inter-relationship of the city and East Devon in particular.



Skills

East Devon has a skilled population. The chart below from Nomis Labour Market Profile illustrates that over half of the working population is educated to degree or higher degree level. The Office for National Statistics: Annual Population Survey 2016 puts this percentage slightly lower at 48.3%, however this still ranks East Devon in the top fifth of districts nationally.



This chart shows the level of qualifications of residents; from NVQ1 or equivalent (e.g. 5 GCSEs at A - C) to NVQ4 and above (degree and higher degree level). Data from Nomis Labour Market Profile.

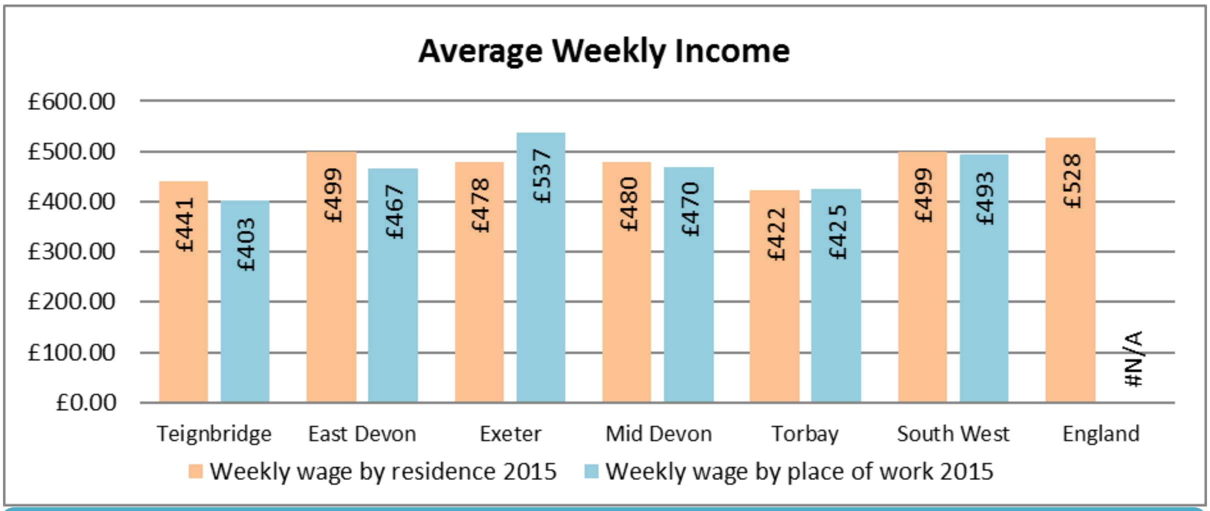
The proportion of the working age resident population with no qualifications in East Devon is very low, with the area ranking in the bottom 30% of districts nationally. In 2015, 3.64% of the working age population had no qualifications, compared with 5.38% nationally.

The proportion of 15 years olds achieving 5 or more GCSE's at grades A*-C including English and Maths in East Devon in 2013/14 was 71.30% with the area ranking in the top 20% of districts nationally. The proportion of students gaining 5+ GCSEs (A*-C) in East Devon has been improving since 2002 following the national trend. East Devon has seen big improvements in numbers gaining 5+ GCSEs and is catching up with the best performing districts in Devon.

Earnings

Although skill levels are high, wages in East Devon are markedly less than the national average. The District appears to have a profile of highly-skilled working age people who either commute out of the district to earn better money, or are prepared to trade income for other considerations such as quality of life. Residents in the west of the District benefit from access to better paid jobs in Exeter and on the motorway corridor.

We can reasonably predict that we will see job creation in the west of the District and in Exeter. The challenge for the Council is to ensure that good quality business development and job growth is also encouraged elsewhere in East Devon.



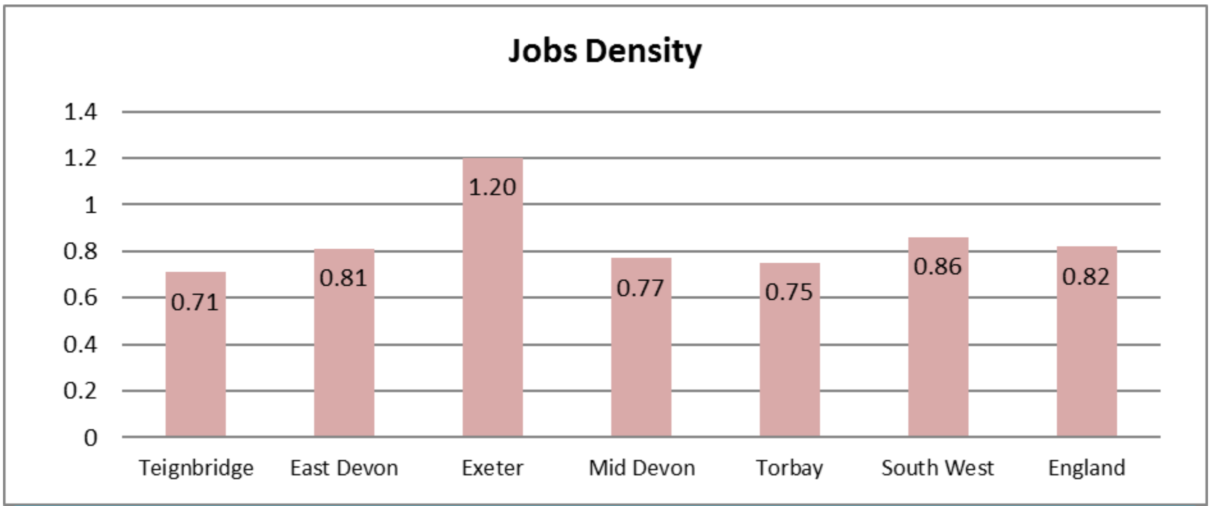
The average weekly wage is the median income per week of full-time employees, measured by those who work in an area, and those who live in an area. Data from Nomis Labour Market Profile.

Employment

Despite the overall scale of the employment base, East Devon has a lower number of jobs for every 100,000 working age residents than the average for the South West and England.

Although below the South West average, it is notable that the ratio of jobs available in East Devon is ahead of Teignbridge, Mid Devon and the conurbation of Torbay. This suggests a reliance on employment opportunities outside the district for our economically active residents.

The percentage rate of full time jobs is 62.4% which is below the national average of 68.3%.

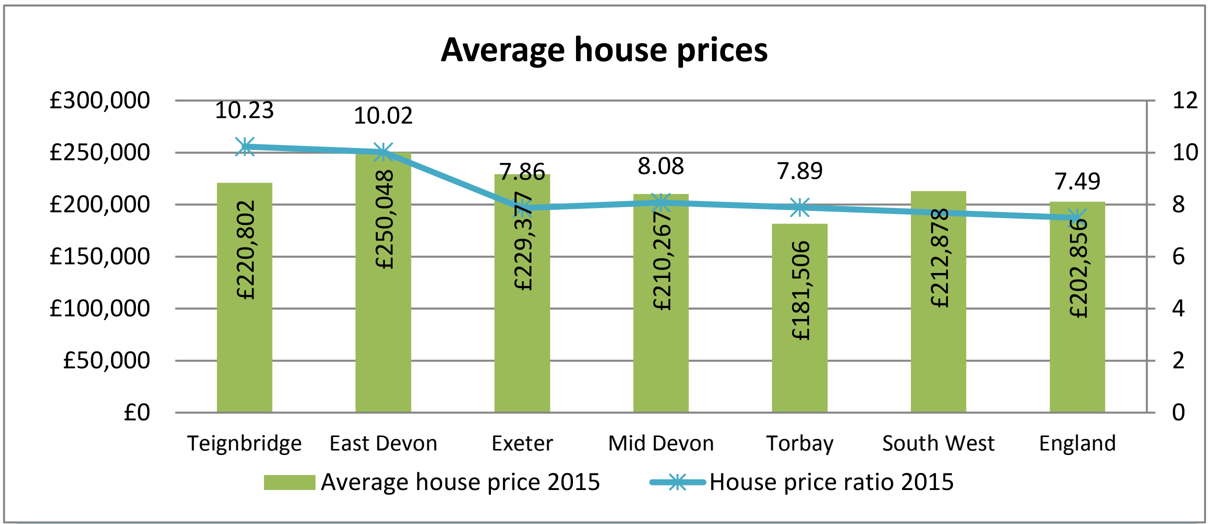


Jobs density is the ratio of people available to work, to jobs available; a jobs density of 0.71 indicates there are 71 jobs available to every 100 people. Data from Nomis Labour Market Profile.

House Prices

In contrast to earnings, house prices in East Devon are higher than the England average and all other EHOD areas.

The East Devon house price ratio of 10.02 means that more than 10 years' income is required to buy a property. Buying a property in the District is therefore out of reach for many people, forcing buyers to seek properties, and possibly employment in other Districts. This underlines the need to support the younger generation, working age families and those not on high incomes. We should focus our interventions on affordable and overall new homes building, encouraging higher paid jobs, skills and the infrastructure that promotes increased productivity.



Average house price and the house price ratio; house price ratio is the number of years' income required to buy an average price home (calculated using lower quartile earnings). Data from ONS.

Business Base

The scale of the business base is one of East Devon's key strengths, with 8,652 registered companies as of March 2017. The high business density is driven primarily by strong business survival rates and a reasonably high level of start-ups.

The business survival rates within the district are very good. The 36 month business survival rate in East Devon is very high by national standards, with the district ranking in the top 10% of districts nationally. Of all of the VAT registered businesses in 2011, 67.37% were still trading in 2014.

Business survival rates 2011

	Survival rate: 12 mths %	Survival rate: 24 mths %	Survival rate: 36 mths %
East Devon	**94.02**	**74.73**	**67.37**
Exeter	93.07	74.07	57.69
Mid Devon	95.24	77.36	64.15
North Devon	92.96	77.78	64.91
South Hams	92.77	78.26	69.01
Teignbridge	92.92	70.37	62.07
Torridge	93.02	75	61.54
West Devon	95.35	81.25	65.71
National Average	93.56	73.92	60.52

In 2012, East Devon's start-up rate was 8.4%, with 455 business births that year. Whilst this was the second highest start up rate across Devon, it fell short of regional and national figures of 9.8% and 11.6% respectively. For East Devon to reach national levels, an additional 170 business births would have been required (an uplift of 37%).

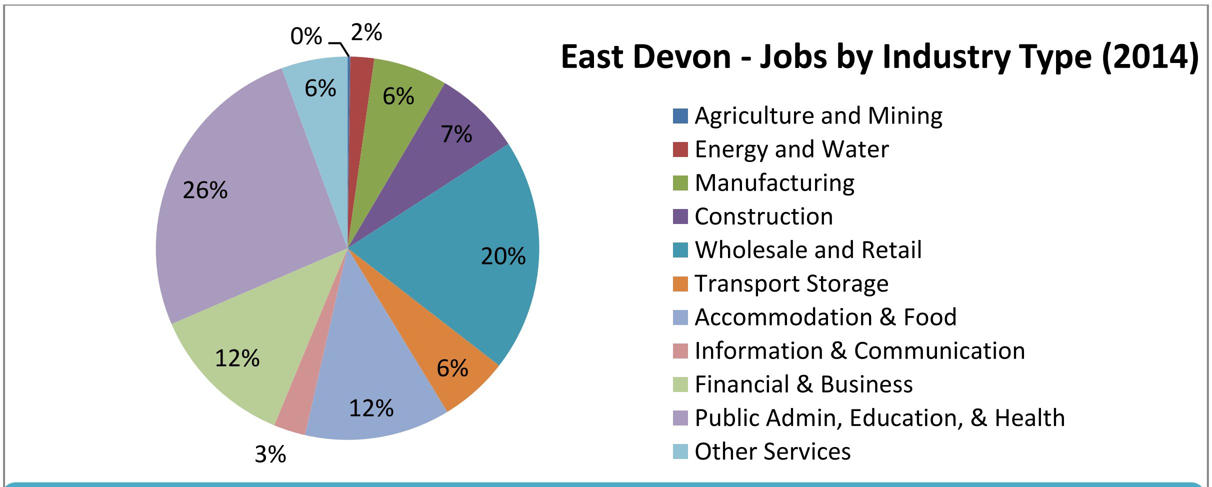
Employment sectors

Mirroring the employment profile of the county, the largest employment sectors in East Devon are Public Admin, Education, & Health (26%), Wholesale & Retail (20%), Financial & Business (12%) and Accommodation & Food (12%) which collectively account for 70% of total employment.

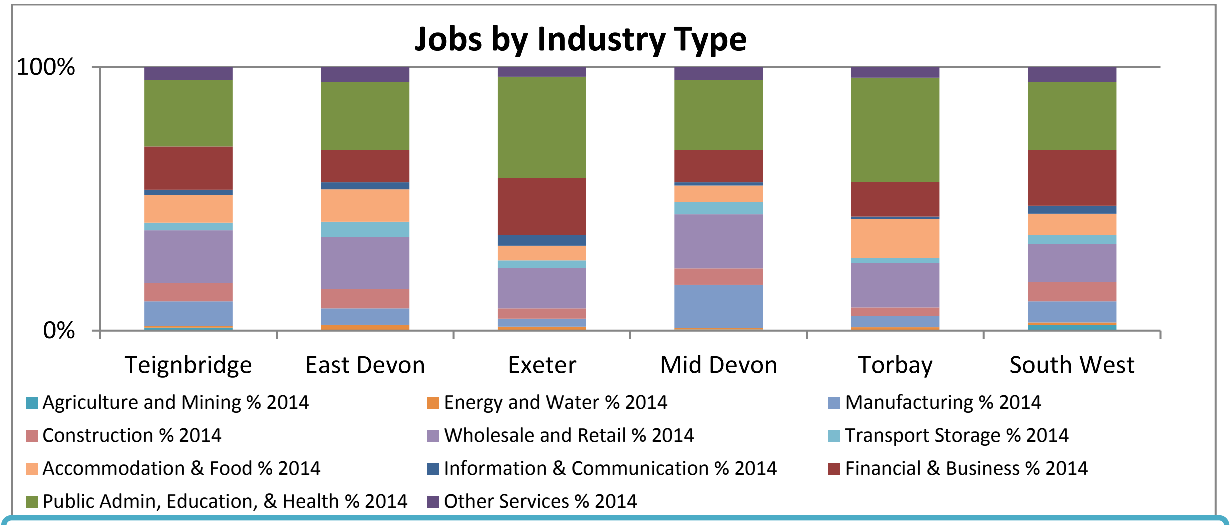
At the opposite end of the spectrum, there are several sectors which continue to be under-represented in East Devon. This includes key private service sectors which are not typically dependent on local demand and expenditure, such as professional, scientific and technical activities, information and communication, finance and insurance and administration and support. In these sectors employment levels in East Devon are as low as half of the national average.

Figures for the manufacturing economy in East Devon are low with just 6% of businesses identified with this sector. There are some particular manufacturing employers related to the airport such as Flybe Engineering and to the east of the District, Axminster Tools. The district also hosts sectors of engineering, R+D, high end and specialised production such as Supacat, Goodridge, Carling Technologies and Antech. With the advent of the Enterprise Zone we will be able to significantly strengthen our offer to investors there. Elsewhere in the district we have business parks that can also attract production industry. As new methods of production of smaller scale develop such as 3D printing and new materials then East Devon could be able to offer the locations and spaces to attract emerging design, development and production sectors as well.

Also worth noting is that a small proportion of East Devon enterprises are run by their members on a community basis or classify themselves as a social enterprise which means they work to achieve a social impact and improve people's lives. These types of enterprise are more challenging to identify due to the way they are structured, however they should not be overlooked.



This chart shows the proportion of jobs by different industry groups (excluding self-employment, government-supported trainees, and HM Forces). Data from Nomis Labour Market Profile.

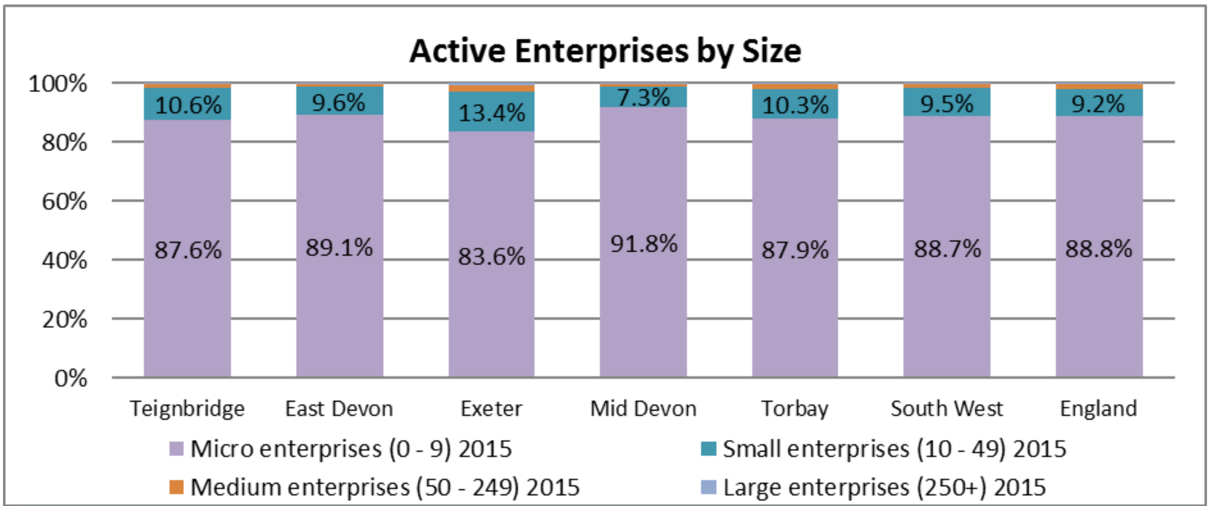


Data from Nomis Labour Market Profile.

Enterprise Size

The vast majority, 99%, of East Devon businesses are micro or small enterprises. This is comparable with Exeter at 97%. This places the East Devon in the top 30% of districts nationally for the number of micro businesses.

The average business size is 6.39 employees which is below the Devon and Cornwall average of 8.13 and the national average of 9.89 employees.



Enterprises are classified here by size, from micro businesses which employ fewer than 10 people, to large businesses which employ more than 250 people. Data from Nomis Labour Market Profile.

Key Businesses

East Devon businesses classified as Large Enterprises (+250 employees) are listed in the following table.

	Company name	Employees	Description
1	Flybe Group PLC	1,988	Airline operator and aircraft technical support services
2	Viridor Waste Ltd	1,038	Waste management services
3	East Devon District Council	503	Local Government
4	Exmouth Community College	343	Education
5	Crealy Adventure Park & Resort	300	Holidays
6	Devon Cliffs Holiday Centre	300	Holiday parks and camps
7	The Donkey Sanctuary	285	To relieve the suffering of donkeys, mules and other such animals in need of care and attention anywhere in the world
8	Exeter and Devon Airport Ltd	284	Operation and management of a regional airport
9	Styles & Brown Ltd	277	Power tool retailers, wholesalers and hirers
10	Otter Nurseries Ltd	273	The operation of retail nurseries, the sale of garden machinery and furniture, the sale & erection of greenhouses and provision of contract gardening services

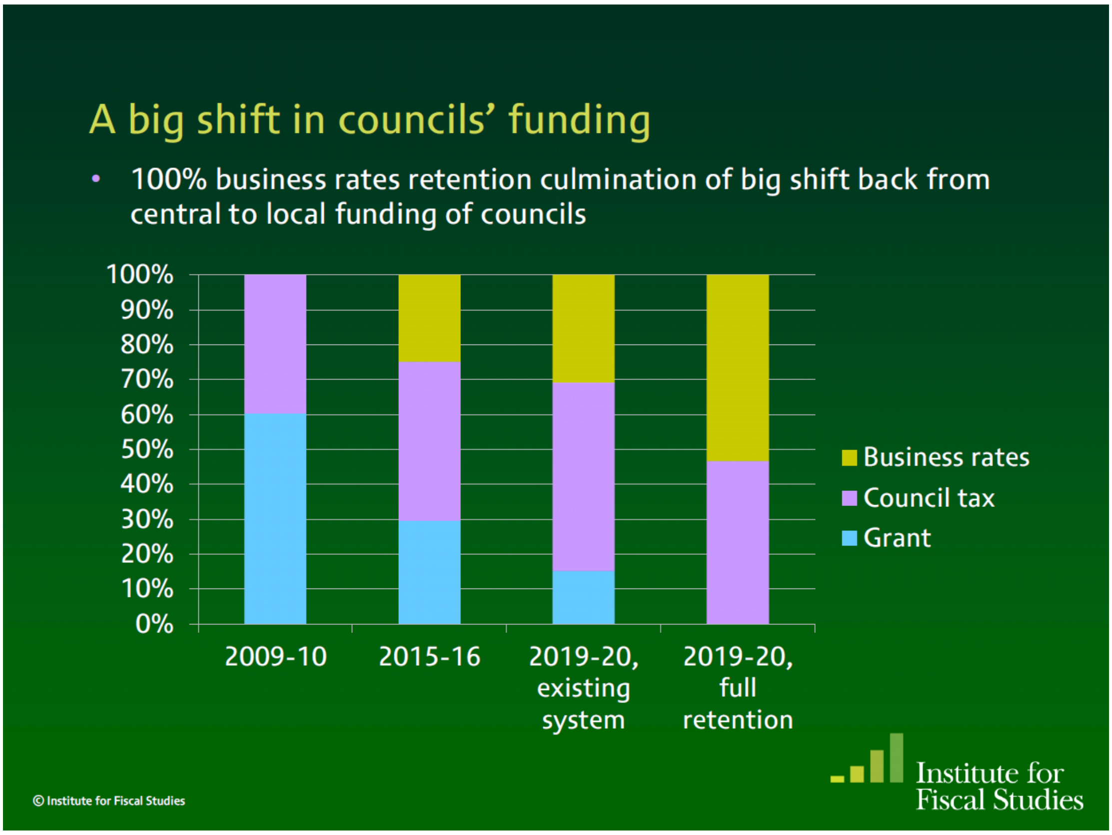
As can be seen, this is a wide ranging array of different businesses and reflects the mix of places that makes up East Devon. Small business remains the future character of the district outside of the West End, but increasing employment with larger businesses will become the dominant western trend driven by the Enterprise Zone sites. Our towns offer important locations for new and existing business growth. Two thirds of the district is AONB and within that we have significant agricultural and tourism enterprise activity as well as the opportunity for sensitive further business growth that will help sustain our towns, villages and rural communities.

Business Rates

A fundamental shift is underway regarding the future of Council funding. By 2019/20 local Councils are expected to retain the income from business rates, replacing the current grant system from central Government.

At present, EDDC receives 9% of the rateable charge back from central government. It is predicted that this will increase to 18% in 2020-21 however this is yet to be confirmed and, by this point, central government grant will have reduced to zero. A medium term plan has been drafted to take into account the forthcoming changes so that the level of required business growth in East Devon can be understood in order to meet the shortfall. The Council's Transformation Strategy recognises the need to restructure our funding arrangements and Business Rate income is key to this transition.

In addition, once these changes take effect, there is the probability of pressure from local businesses for additional services and/or to cut rates and so it will be important to illustrate how business rates are used, and plan an appropriate response to these groups.



East Devon's top 10 business rate payers are:

	Business	Town	Rateable Value	2017/18 Charge
1	Devon Cliffs Holiday Park	Exmouth	£1,970,000	£943,630.00
2	Tesco	Exmouth	£1,350,000	£666,161.59
3	Exeter International Airport	Clyst Honiton	£1,250,000	£598,750.00
4	Tesco	Seaton	£1,200,000	£621,602.07
5	Tesco	Honiton	£875,000	£437,470.21
6	Royal Marines	Exmouth	£845,000	£517,564.86
7	John Lewis – Waitrose	Sidmouth	£580,000	£293,970.67
8	Sainsburys	Ottery St Mary	£550,000	£277,010.30
9	Friends Life	Clyst St Mary	£545,000	£307,718.84
10	Ladram Bay Holiday Park	Budleigh Salterton	£535,000	£242,850.11

Other significant business rate payers include: Tesco in Axminster, Crealy, DPD Logistics, Otter Nurseries, Bicton College, Axminster Carpets, Woodbury Park Hotel & Golf Club and Axminster Tools.

The Rural Economy

England's rural areas make a substantial and vitally important contribution to the economy, accounting for around £210 billion, or 16% of England's total output. Rural areas host around half a million businesses, over 25% of all registered businesses in England. Rural areas in England are home to 17.6% of England's total population and 15% of jobs. Many people in the rural economy are involved in agriculture, either directly or indirectly. High tech and manufacturing industries also provide jobs in rural areas. Home-working is more prevalent in rural than urban areas. According to the Office of National Statistics, home workers are more likely to be working in higher skilled roles and earn on average a higher hourly wage, making use of technology to connect them to customers and the wider economy. Tourism also provides significant employment. Net internal migration from urban to rural areas is being seen, including of highly skilled people attracted by the excellent quality of life on offer.

The East Devon District is classified as 'Largely Rural'. Challenges associated with a rural economy include:

- Access to extensive, fast and reliable broadband services and mobile communications
- Modern transport connections
- Better regulation and improved planning for rural businesses
- More housing

These are challenges we can feel a degree of familiarity with in East Devon.

Key Rural Employers

Identifying a pure list of East Devon businesses that are genuinely rurally based is a challenge. This reflects on the inter-relationship with our countryside, towns and villages and significant employment sites that are based in the countryside, for example Greendale, Hill Barton and Dunkeswell.

The below table lists a selection of the District's key rural businesses, with more than 150 employees. It is somewhat difficult to easily classify and identify rural business or necessarily separate their local operations from national numbers. The list reflects this challenge.

Aside from businesses employing a significant number of people, there are also a number of individual businesses in the District that are rurally based that provide a certain individuality and wider repute to East Devon such as Lyme Bay Winery, Otter Brewery, River Cottage and Pecorama.

	Company	**Employees**	**Turnover £'000s**	**Description**
1	Viridor Waste Ltd	1,038	96,654	Waste management services
2	Crealy Adventure Park & Resort	300	14,135	Holidays
3	Maximum Fun Holdings Ltd	241	7,533	Provision of management services
4	Trinity Ten Ltd	239	21,548	Design, installation and maintenance of fire detection and alarm management systems
5	Capital Air Ambulance	200	6,651	Air Ambulance services
6	Colyton Grammar School Academy Trust	185	4,939	Education
7	Bicton College	180	9,599	Further Education
8	SC Group-Global Ltd	175	25,484	Research and development
9	Coastguard Road Ltd	175	10,555	Wholesale of footwear and related merchandise
10	Pritchard Patent Product Company (2001) Ltd	156	9,067	Distribution and manufacture of model railway accessories, marketing, technical and advisory services and publishing of magazines

Productivity

''Productivity isn't everything, but in the long run it is almost everything. A country's ability to improve its standard of living over time depends almost entirely on its ability to raise its output per worker.'' Paul Krugman, *The Age of Diminishing Expectations* (1994)

Productivity is a guide to how good a country/area is at delivering the goods and services that are bought and sold. If the objective is to improve living standards, services, wealth and income for the next generations and a growing population then productivity needs to be going up per capita or per hour worked. Productivity, technically, is the rate of output per unit of input, measured per worker or by the number of hours worked. In layman's terms, it is a measure of what goes in and what comes out. Drivers of productivity include investment, innovation, skills, entrepreneurship and competitiveness.

At the national level, UK productivity has barely grown since the financial crisis, and now lags 35% behind Germany and 30% behind the US. In 2015, the output per worker in the UK was 18% below the average for the rest of the G7. According to the Heart of the South West Draft Productivity Plan (January 2017) the HotSW LEP area is ranked 32 out of 39 LEP areas in England in terms of its productivity despite the fact that we enjoy a significantly higher qualification level and employment rate than other parts of the country.

East Devon has the fourth lowest productivity level in Devon with real value added per employee equivalent to just 80% of the national average in 2012. If productivity levels met the national average, an additional £425m of value added would be generated per annum.

GVA per FTE job	2002	2012	Change
East Devon	£35,571	£35,884	+1%
Exeter	£41,597	£51,139	+23%
Teignbridge	£34,196	£38,589	+13%
Mid Devon	£32,740	£37,756	+15%
UK	£42,638	£47,915	+12%

Sector performance levels contribute to the below average levels of performance in East Devon. In 2012, the productivity levels of all but one of the twelve major sectors in East Devon were below the national average. The extent of the disparity varied significantly by sector, ranging from the productivity of the information and communications sector being equivalent to just 65% of the national average to transport and storage reaching 96%. The relative productivity levels of the business and finance and manufacturing sectors were also particularly low.

Sector mix is also a significant factor. Several of the sectors which are highly represented in East Devon in employment terms typically generate lower levels of value added, including accommodation and food and distribution. In contrast, sectors with higher levels of productivity, including information and communications continue to be under-represented in Devon in employment terms. While the realisation of Enterprise Zone opportunities may help to ameliorate this situation, we need to ensure that economic growth and improved productivity accrue across East Devon and so benefit the wider district.

Sources of evidence

This report was compiled using data and information from the following sources:

1. Knowing East Devon, A people and place profile, Sep 2016
2. Economy & Regeneration Service Plan, 2017-18
3. EHOD Shared Economic Strategy 2017-2020
4. East Devon Area Profile, Feb 2014
5. SQW: An analysis of Devon's productivity performance, June 2015
6. Enterprise Zone Implementation Plan (Draft)
7. East Devon Economic Development Policy in Rural areas
8. Barton Willmore, Commuter Map, 2016
9. Towards a one nation economy: A 10-point plan for boosting productivity in rural areas, Defra, Aug 15
10. Institute for Fiscal Studies, Local Government and Devolution: Council funding shift
11. Bureau van Dijk, Mint UK business database
12. EHOD Headline Economic Indicators, Joe Walsh
13. Centre for Cities, Cities Outlook 2017
14. Driving Productivity in the South West – Consultation Paper, HotSW LEP, Jan 2017
15. Devon Health and Wellbeing, Devon County Council, Population Change 2015
16. Exeter and East Devon Growth Point, Cranbrook Population Pyramid
17. ONS 2011 Census: Coastal Communities Report

2

Key Positives - The East Devon Economy

The District benefits from:

- A well connected district with an attractive residential offer. As a mix of market and coastal towns and rural district, East Devon is one of the best connected districts in the county and benefits from its close proximity to Exeter, the M5, good rail services and the presence of our International Airport which offers domestic and international flights and supports 2,000 jobs locally.

- Quality of life – environmental quality, schools, leisure and local food culture. The mixed urban, rural and coastal offer and the attractive natural environment underpin East Devon's popularity and role as Devon's most populous district. The scale of the population generates spending power within the local economy, and creates demand for local services. Quality of life is a significant contributor to inward investment decisions by both businesses and individuals.

- Enterprise Zone opportunities. Previous Growth Point and future Enterprise Zone investment creates a rare opportunity for East Devon to be the place for new productive enterprise, high quality job creation and remain one of the best and most attractive places to live and work. The scale of resource is considerable and provides opportunities to generate thousands of jobs and high quality employment sites to boost the local economy, support the diversification of the economic base, create new communities in a cared for and stewarded natural environment.

- An established business base, supported by high levels of enterprise. Micro businesses form the core of the business base, contributing to East Devon having the second highest business density in the county. The business base is also supported by high levels of self-employment, suggesting a strong entrepreneurial culture. These businesses are spread throughout the district and that geography means that business is at the heart of all our communities: towns, villages and rurality. The dominance of small employers means that the economy should be less vulnerable to the impact of business closures which can be severe in areas with high dependence on single employers. Given the business structure, it is important to consider how small businesses can be supported to grow their operations and create new employment opportunities.

- There is improving economic cooperation with neighbouring authorities and agencies. For example, proposals to create an Economic Development Company for the Greater Exeter Area, and City, Coast Countryside combination to secure inward investment. The increasing joint working by economic development teams through the Exeter and Heart of Devon (EHOD) cooperation to secure inward investment and programme funding for business growth. Exeter is interdependent on East Devon for its workforce and the environmental reasons why people have such high regard for the area. Every day 3,700 people commute from Exmouth alone to work in Exeter.

- Approved capacity for continued economic growth. A trajectory of growth exists through identified employment space and the infrastructure of transport and new homes. Future growth will be assisted by a new strategic plan for the economic area that will identify new sites for business as well as East Devon specific initiatives including Enterprise Zone, road improvements and a District Housing Company. For the micro and small business sector the Council is funding business support and planning new business unit development across the district and unlocking the growth of street and market trading.

3

Key Challenges – The East Devon Economy

- Available labour. Despite being the largest population centre in the county, East Devon has a small working age population as a proportion of the total. Just 56% of the district's population are of working age compared to 64% nationally. With forecasts for the population to age, it will become imperative to attract and retain working age residents, based on the area's attractive residential offer, including the new communities that are being created through the Growth Point. Expanding the employment base and offer will also help to attract younger residents who wish to live near to their place of work.

- Employment opportunities. East Devon is the second largest employment base in Devon but the number of employment opportunities is lower than would be expected for an economy of this size. The relatively low number of jobs available sits alongside high levels of out-commuting, particularly among residents in the West End of the District, to Exeter. While this trend ensures that some residents have access to a wider range of higher skilled and higher paid employment opportunities, it means that the performance of the East Devon economy is closely tied to the health of neighbouring economies and has led to an east/west disparity.

- Lower wages in the east/further from Exeter, rural and coastal areas. Although East Devon has a high concentration of highly skilled occupations, this does not translate into high wages. Average annual workplace earnings are equivalent to just 87% of the national average. This reflects the sectoral profile of the district's employment base, with a high proportion of managers likely to work in sectors which are typically lower paid. A focus on capturing a larger share of growth in higher value sectors is therefore a priority. This also needs to be supported by initiatives to ensure that the working age population are appropriately skilled to meet the needs of such employers.

- House prices v average wage rates. The average house price in East Devon is significantly higher than all the other EHOD areas and the England average. The UK average house price is 7.5 times the average annual wage. In East Devon the ratio is 10 times.

- Development constraints. East Devon is renowned for its beautiful countryside. Two Areas of Outstanding Natural Beauty (AONB) cover two thirds of the district. Special protection is incorporated into the East Devon Local Plan to minimise development in AONBs which is an important mechanism for protecting the district's beautiful landscape, but this places restrictions on applications for business expansion (e.g. Lyme Bay Winery). Furthermore, a lack of industrial land supply is becoming apparent with Hill Barton and Greendale both reaching capacity and constrained by the surrounding areas. Striking a balance between employment land, infrastructure and housing will become more of a challenge over time.

- Economic Identity. The economic identity of East Devon is somewhat overshadowed by Exeter when it comes to inward investment and branding. The increasing inter-dependence of Exeter on business locations in East Devon is a positive for both areas and we are, collectively, recognising the benefits of joint working on growth and productivity across the economic and Travel to Work Area with our neighbouring authorities. East Devon has the opportunity to raise its profile for economic purposes through the availability of high quality employment land, its skilled work force and the quality of life and environment that is mirrored in the business energy of our towns, villages, coastal and rural areas. Food and drink, craft and tech, visitor attractions, cultural and leisure sectors all mark East Devon as a special place to live, work and visit. The Council will focus on promoting the best that East Devon has to offer.

- Transport infrastructure. Although the District is well connected, transport resilience can be an issue. Key challenges are mainline rail resilience at Tiverton Parkway, the frequency of trains on the Waterloo line, A30/A303 capacity in the event of incidents on the M5 and J29/J30 capacity generally. The private car will always be a significant mode of transport for East Devon residents. We can hope to reduce car use for commuting when public transport regularity and connectivity reach a critical mass sufficient to make leaving the car at home or the park and ride the easier thing to do.

- ICT/broadband connectivity. The benefits that ICT could bring to rural communities through improved local services and business opportunities are well documented. Coverage and quality of fast broadband and mobile services need improvement. 25% of consumers in East Devon suffer from poor or non-existent coverage. Broadband speed and connectivity is a particular and ongoing concern. The Council's Scrutiny Committee meeting in March 2017 was advised by BT that the best that could be expected was 95% coverage by 2017 but members think that this is more likely not achievable until 2020.

Future Uncertainties and Economic Drivers

4. Future Uncertainties
5. Key economic drivers for the District

4

Future Uncertainties

The UK's new trading and investment relationships in a post-Brexit world, and their impact on the amount and pattern of trade and investment that takes place, will be important in determining Brexit's impact on economic growth. A recent study by the Centre for Cities shows that the EU is by far the biggest market for British cities. Exeter is the most dependent city on EU markets, which buy 70% of its exports. Plymouth and Bristol follow closely behind. At the other end of the list is Derby, however it still sends 25% of its exports to EU countries.

Striking deals with other countries, through the potential trans-Atlantic trade deal for example, and countries such as Canada, China, India, Mexico, Singapore and South Korea who were named in the recent industrial strategy, will be of some benefit. However, currently just 10% of British goods and services are exported to these markets. This indicates that securing the best possible EU trade deal will be of the greatest importance for almost all our cities.

5

Key Economic Drivers for the District

It is important not just to recognise what the challenges and opportunities are for the East Devon economy but to understand which are the ones that the Council can most effectively intervene in.

The Key Economic Drivers for the District are:

1. Working age proportion is low and 65+ is high as a proportion of total population
2. Self-employment is twice the South West average as a proportion of working population
3. The employment relationship between Exmouth, the West of the district and Exeter is strong
4. East Devon has a much stronger proportion of high skilled people than local and national averages but wage rates are below average and productivity is weak
5. House prices are 10x annual income compared to 7.5x for the national average
6. Number of businesses in East Devon is increasing and growth is happening in the small and micro area

Mechanism for the Future

6. Key principles for the future
7. Recent achievements and ongoing work
8. The Regeneration and Economic Development Team - Who we are

6

Key Principles for the Future

The Council proposes to adopt the following key principles to direct its work:

1. **Larger businesses have an overall bigger economic impact** – this may sound obvious but in terms of use of resources, we support existing large employers, identify and prioritise growth businesses and dedicate time to inward investment promotion and enquiry handling.

2. **Small business defines the look and feel of East Devon** – The quality of life and visual amenity that micro and SMEs create is what helps to makes East Devon an attractive place to live and visit. Support to small business, high streets, leisure and tourism, crafts, food and drink are important. We will support our visitor, food, craft leisure and cultural sectors to be the best that they can be. The reputation of the district depends on how good its businesses are. The food and drink and craft sectors are well suited to rural locations and could assist in the expansion of our rural economy.

3. **Workspace Provision** – The Council can fill an important gap in workspace provision in both serviced office and business units. We can provide employment space closer to our local communities than the private sector will. But we need to work out how space can be genuinely 'move on' and what workspace will look like in future.

4. **The Increasing Importance of Business Rate** – By 2020/21 we expect that core grant from central government will have ceased. This will leave local government responsible for generating its own funding of which Business Rate will form a major source alongside Council Tax. We need to grow businesses of size and turnover that pay Business Rates. We will focus our financing interventions that grow business in East Devon and show a re-investable return that helps to fund our services.

5. **Delivering a Service** – In future we will need to show business that the Council provides a service for the rates that they pay and that East Devon is a place to do business:
   - Provider of office and workspace
   - Promotion – inward investment, visitor economy
   - Advice
   - Advocacy and lobbying – corporately and externally
   - Access to funds
   - Business to Business connection
   - Local purchasing and supply
   - Helpful and professional services
   - Promoting local economies and new business activity – high streets and town centres, street trading and markets, local produce
   - Encouraging businesses to be more productive and to be the best that they can be in quality of product and service.

6. **The Economy Team has a Corporate Responsibility** – Across the functions of the Council there is an impact on business and economic growth. From our local purchasing power to food hygiene and from planning enforcement to our own commercial rents and leases. The Economy Team is there to guide the authority toward optimising its positive economic impact and the benefits we can bring to local business.

   An 'Outstanding Economy' is a corporate objective, with the team enabling and guiding the rest of the Council to help deliver that aspiration through supporting our economy and business activity. A wider corporate engagement from the Economic Development Team across service areas will help achieve this. The below chart highlights the capacity of different parts of the Council to benefit local business and support the growth of the local economy:

Estates

Workshops, rents, leases

Asset acquisition and disposal

Provides a service to businesses and income to the Council

Housing

Significant contractor in the local economy

Provider of affordable housing to working age people

Future participant in local homes development

Planning

Provider of guidance to commercial and business applicants

Powers of enforcement in planning and building control

Planning as a tool to deliver economic growth and productivity

Revenues and Benefits

Collection of business rates

Business intelligence

Management of business rate regime and flexibilities

Countryside Services

Cultural and leisure activities and assets that generate footfall into the District

Licencing

Night-time economy impact

High streets, markets, street trading, festivals

Enabling and regulatory impact

Carpark Services

Availability of car parking, flexing car park charges to increase usage and complement highstreet economies, events

Streetscene

Economic opportunities in parks and garden events

High quality urban environments are good for business

Environmental Health

Inspection, regulation and advice to business sectors involved in food processing and public health impact

7

Team Achievements and Ongoing Work

- Delivered the new **Seaton Jurassic visitor centre** in partnership with Devon Wildlife Trust. 12 FTE jobs were created, and 50,000 visitors were received in the first 9 months of trading. Won the 'Best Small Business Friendly Place' category in the Devon Region of the FSB Council Awards 2016.
- Delivered the renewed **Mamhead Slipway** in Exmouth to re-establish the town as a leisure maritime destination.
- Established the **Business Boost** initiative in partnership with the other three EHOD authorities to transform the way business support is delivered across East Devon's economic geography. Between Apr- Dec 2016, 471 unique clients have been registered onto the project, nearly 300 pre-start, new and existing businesses have been assisted, and 24.5 FTE jobs created across the four authorities.
- **Workspace**
  - Achieved 95% occupancy at the East Devon Business Centre as at Dec 2016 (up from 55% in May 2015). 11 businesses are located here, employing around 50 staff. Businesses include the Cosmic social enterprise offering IT support and consultancy, Emerald Group recruitment specialists, and our newest tenants PC Southwest who provide IT support to homes, micro businesses and SMEs.
  - Completed the Vacant Workspace Review. Three of the five identified sites are now in active use or under offer.
  - Established a workspace project pipeline, submitted several key funding bids.
  - Secured £12k via the DEF to procure support from a development specialist to provide plans to complete a £550k application to the ERDF Workspace fund to build a Phase 3 office space extension at the EDBC.
- Helped to attract **Inward Investment of high GVA businesses** by offering flexibility on business rates and generating guaranteed future business rate income to the Council. Key examples:
  - A **leading aerospace manufacturer** to purchase one of our largest vacant factory units with a planned provision of 115 new high GVA jobs, along with a comprehensive apprenticeship programme and c.£500,000 NNDR income to EDDC over the next decade.
  - The new **Lidl Logistics Centre** currently being built at Clyst Honiton will create around 280 new jobs to start with.
- Economic development **inputs on planning applications**, supporting new development, creation of jobs and increased business rate income. Over the past 18 months, this has helped secure millions of pounds of investment in commercial sites across the District (£7m at Lympstone Manor hotel and restaurant alone) which has unlocked the provision of hundreds of new jobs.
- Leadership of the completion of the **EHOD Shared Economic Strategy** (2017-20) which has been endorsed by the 4 partner authorities. Four agreed themes, joint resources and economies of scale underpin the joint working approach.
- Influencing internal corporate teams with **direct support** and **commercial input** to deliver economic development, for example the new car park in Seaton aligned to

Seaton Jurassic which generated £98,000 income to the Council in 2016 compared to £53,000 in 2014.

- Preparation of a pipeline of new micro and small business spaces across the district form the following:
  - Seaton employment sites at Colyford and Harepath Roads
  - East Devon Business Centre Extension, Honiton
  - Former Ceramtec employment site, Colyton
  - Cloakham Lawns employment land Axminster
  - Cranbrook enterprise centre
  - Exmouth – mixed business space opportunities including a focus on tech and ICT based entrepreneurism
- Identifying and implementing the means by which EDDC can invest in our economy by funding business growth and, at the same time, secure a return on our investment:
  - Improved fund finding from 3rd party sources to invest in business growth projects
  - Prudential borrowing and/or use of reserves to invest in new business space
  - Providing new access to finance for local business
- Using our wider corporate levers to open up new opportunities for business growth eg planning, licensing, asset management and new homes investment. From street concessions to Science Park, EDDC has the ability to positively and practically grow its economy and the quality and success of its business community.

9

Regeneration and Economic Development - Who We Are

Richard Cohen
Deputy Chief Executive Development, Regeneration and Partnership

Jay Lambe
Service Lead – Regeneration and Property

Alison Hayward
Senior Manager – Regeneration and Economic Development

Alison has overall responsibility for ensuring delivery of the team's work programme, including the delivery of regeneration projects that are being delivered by the Council. Key projects are Seaton Jurassic, Queen's Drive leisure project in Exmouth and Port Royal in Sidmouth.

Linda Perry
Regeneration Assistant

Drew Aspinwall **Robert Murray***
Economic Development Manager
*on shared paternity leave until Aug '17

Lorna Todd
Regeneration Assistant

Tammy Down
Business Liaison Officer

Lynsey Lawrence
Funding and Research Officer

Alison Davey
Administration Assistant

Overview Committee Task and Finish Forum:

Housing Delivery

March 2017

Preface

Councillor Ian Hall

Chairman of the Housing Delivery Task and Finish Forum

Members: Mike Allen; Peter Bowden; Peter Faithfull, Graham Godbeer, Mrs Pat Graham, Rob Longhurst

I personally feel we need to take our fate in our own hands, develop an EDDC building company and eventually, as a realistic aspiration, physically build homes and set up apprentice schemes for a sustainable future across the board. ‘Homes supplied by and built by the residents of East Devon’.

So many young people, I have had conversations with over the last few years, have said there does not seem to be many options for home occupancy in the future – I believe this initiative gives **HOPE.**

I would like to thank all the guest speakers for their valuable time taken, the members of the forum and last of all Debbie – who has supported me and the members throughout and has made this an enjoyable TaFF.

Recommendations

The Forum has recommended the following, based on their interviews, findings and consultation.

(1) That Overview welcomes the Cabinet decision to support the proposal for establishing a Local Housing Company for the Council, as a means of delivering more housing;

(2) That Council continues to maintain as a priority the delivery of affordable homes in its Council Plan;

(3) That Cabinet asks relevant officers to undertake further research into the financial model of affordability, considering new practices emerging in other local authorities, to report back to the Overview Committee;

(4) That Cabinet asks relevant officers to looks at means of attracting other registered providers to the District in order to have a wider choice of providers than the dominant Devon and Cornwall Homes (DCH);

(5) that Council explores how it can better support existing Community Land Trusts, and help bring forward new Trusts, through using partner organisations such as the Wessex Community Housing Project, and regular promotion of successful projects;

(6) That Cabinet explore investment into property as a means of better financial return on reserves;

(7) That the forthcoming District Design Guide (under the adopted Local Plan) is developed not only to improve the quality of new buildings, but to be innovative in seeking high quality of design, sustainability, and build, in order to drive a higher quality of planning applications submitted;

(8) That consideration is given to encouraging the use of off-site manufacture for both developers in the area and for those interested in self-build;

(9) That Council ensures a robust response to the government on the housing white paper including a request for a more coherent national housing policy; a return to a grant providing scheme of funding to stimulate growth; and practical solutions to deliver more diversity in the housing market.

1. Review Approach

1.1 How does the review relate to the Council Plan?

1.1.1 Priority one of the Council Plan is encouraging communities to be outstanding. One of the outcomes of this priority is to have more good quality, local homes for local people.

1.2 Scope of the review

Specific areas to explore within topic area:	**Legislation and guidance** • Clear definition of what is an "affordable home" • Introduction of "Starter Homes" requirement and how that impacts on % affordable homes element of a development • Retaining % of right to buy sales • "Permission in principle" (PIP) • Garden Villages **Application of Policy** • Is the current affordable housing policy fit for purpose? • Is there clear advice on how exceptions to policy are applied? • What amendment to policy is needed to cover self and custom build? **What the Council can do under own powers** • Selling "higher value" housing to raise money to fund the build of affordable housing • Implications of finding land for self-build & custom build in terms of cost and staff resource • What land is available to the Council now that is suitable to build on and how many housing units could that potentially provide? • What does it cost to have a Council acquisition and build programme? Can the Council form its own company for building homes and what are the implications of this? • How can more supported social housing be delivered? • Exploring cost benefit of "flat packed" housing for build of affordable housing alongside other forms of construction and their expected costs and lifespan • What influence does the Council have over Registered Providers? • How can the council access funding streams for purchasing land and/or own build? **Welfare reform** • How is welfare reform impacting on affordability of housing?

	Alternative delivery models • How can Community Land Trusts help provide more affordable housing? • How can assistance be provided to smaller house builders? • What models are available for providing a 'rent to buy' option? Construction types • What is available on the market that provides housing at a cheaper rate than traditional build and how practical, to both live in and to mortgage, are such homes?
Areas NOT covered by the review:	Reviewing the adopted Local Plan Achieving better paid employment
Desired outcomes of the review:	A clear understanding for Members of the current issues and pressures on the district in terms of what level of housing delivery is required; and what proportion of that is needed to be at a cost that the most vulnerable groups in the district can afford or aspire to; To make a case to Government where national policy and legislation needs to be flexible in order to allow the delivery of housing at the level required; To recommend what steps the Council can take within its own powers to help deliver the level of housing required, using the opportunities that come from the Housing and Planning Act 2016 and building on existing successful delivery with partners. To recommend steps that will achieve the goal of 300 units of social housing delivered per year.
Who should be consulted to obtain evidence (e.g. Ward Member, officers, stakeholders)	Devon and Cornwall Housing House builders and Cranbrook Consortium Homes and Communities Agency local Community Land Trusts Small/medium construction company Design company Strategic Lead Housing, Health & Environment Service Lead Planning Strategy & Development Management
What evidence already exists	South West Home Truths report 2015/16 Community Land Trusts case examples Garden Villages – Empowering localism to solve the housing crisis

What experts are needed to help with the review:	Strategic Lead Housing, Health & Environment Service Lead Planning Strategy & Development Management
Timescale:	1 meeting to agree scope Allocation of 3 meetings to receive evidence from stakeholders 1 meeting to debate findings and draft recommendations (evening) Draft version of report can be circulated to TaFF membership for agreement on content Report to Overview Committee to agree recommendations
Who are the recommendations being reported to:	Depending on recommendations produced: • Cabinet • Strategic Planning Committee • Council

2. Context

2.1 A national shortage of housing has been recognised for some time, but more recently brought to the forefront following the publication of the Housing White Paper on 7 February 2017. This sets out how to reform the housing market and boost the supply of new homes in England.

2.2 Whilst this district has seen houses built, of most significance in scale in the new town of Cranbrook, demand still outstrips supply. Of particular concern is the proportion of affordable units that has dropped against the total number of house completions.

	2011/12	2012/13	2013/14	2014/15	2015/16
Market Completions	213	319	711	674	815
Affordable Completions	108	148	119	355	212
% affordable	33.6	31.7	14.3	34.5	20.6
Total Completions	321	467	830	1029	1027

Homes completed in East Devon

2.3 The cost of getting onto the property ladder in the district continues to rise. This impacts on the demographics of the district further with young people being unable to secure a home in the area of their choice.

3. Evidence sources

3.1 The Forum received presentations from the following:

- The Homes and Communities Agency – Steve Jackson
- Beer Community Land Trust – Honorary Alderman Mike Green and Councillor Geoff Pook
- Wessex Community Assets – Steve Watson
- Devon and Cornwall Housing – Paul Crawford, Chief Executive
- Rentplus – Debbie Holloway
- Council owned housing company proposal – John Golding
- M A Griffin Associates – Michael Griffin
- HAB Housing – Mike Roberts, CEO

And written submission from Clinton Devon Estates.

Unfortunately it was not possible to obtain a presentation from other local developers to the Forum.

4. Findings

4. No magic bullet

4.1 The Forum were clear from all evidence gathering that there was no one solution to increasing housing delivery – a combination of delivery vehicles would need to be utilised. This has been confirmed in the Housing White Paper published on the 7 February 2017 with a number of options for consultation, with which government are confident will turn the current housing situation around.

4.2 Existing application of policy

4.2.1 The Local Plan was adopted on 28 January 2016, setting out a need for a minimum of 17,100 new homes in the 2013 – 2031 period and making provision for 18,241 dwellings. Many of these homes are already consented with the main sites currently without planning permission being the Cranbrook expansion areas (4370 homes), NE Axminster (650 homes) and Goodmores Farm, Exmouth (350 homes). The first two of these sites present the greatest opportunities for influencing the type of housing delivered. This is because the Cranbrook Plan provides an opportunity to put in place detailed planning policy about the type and form of housing coming forward for the new community. The Axminster site has to be masterplanned under policies in the Local Plan and so additional planning guidance can also be put in place to influence the form of housing coming forward on this site.

4.2.2 Aside from the master planning of these allocations in the Local Plan there are other opportunities to influence housing delivery through other planning policy work outlined in the Local Development Scheme (LDS) including:

Affordable Housing Supplementary Planning Document – It is intended to produce this document later this year with adoption in 2018. The document will provide detailed guidance on the types and forms of affordable housing we expect to see coming forward including affordable housing products such as starter homes, shared ownership and rent to buy products. The document can also cover the role of different providers including Housing Associations and Community Land Trusts.

Self Build Register Policy – The Council is already maintaining a self build register as is required by government, however a policy statement is envisaged to detail how the register will be used and what actions the Council will take to promote and deliver self build plots in the district. Work is likely to commence on this later this year with adoption likely in 2018.

East Devon Design Guide - This planned guidance document is intended to provide detailed design guidance to influence the quality of future large scale housing sites in the district. The document presents an opportunity to support new forms of housing such as off-site manufacture and provide guidance about how these could be incorporated into housing delivery.

Greater Exeter Strategic Plan (GESP) – The GESP will provide a strategic policy base for housing delivery across the greater Exeter area through to 2040 and, whilst preparation is at a very early stage, it does provide an opportunity to influence the type and form of housing delivered into the future and how it should be delivered before allocations are made.

4.2.3 These above mentioned documents provide significant opportunities to influence the delivery of housing in the district both during the period of the Local Plan and beyond through planning policy.

4.3 How to fund housing development

4.3.1 The Homes and Communities Agency

Home Building Fund is designed for application from the private sector, including community builders, as loan funding to meet the development costs of building homes for sale or rent; or for site preparation and infrastructure needed to enable housing to progress. There is also a range of non-financial support available for larger infrastructure schemes to help overcome barriers to schemes progressing more quickly.

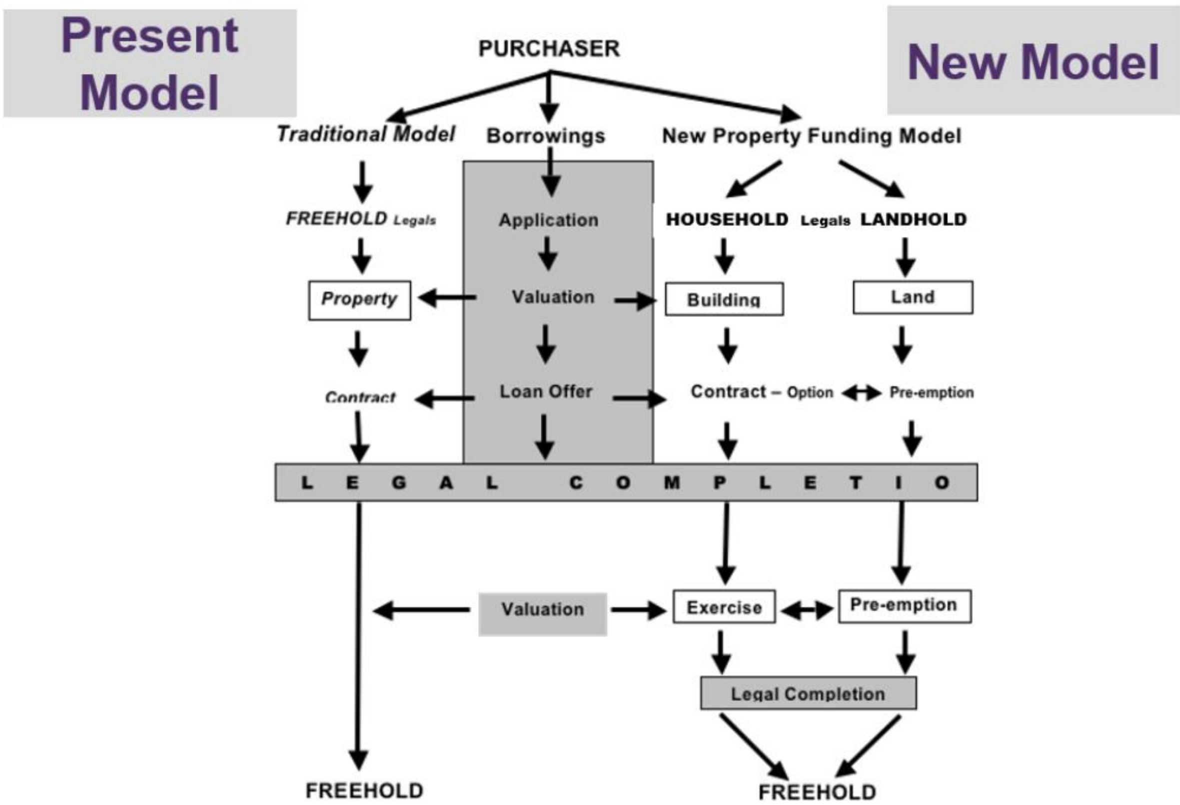
4.3.2 The Shared Ownership and Affordable Homes Programme 2016 – 2021 saw initial allocations of capital grant for new affordable housing schemes announced on 5 January 2017. The government expects the additional £1.4 billion to deliver a further 40,000 affordable homes nationally (bar London).

4.3.3 Various funding schemes are available and advice given was to utilise such sources to assist in housing delivery, such as the purchase of land or investment in projects as they emerge. The HCA are happy to keep an open dialogue with the Council to discuss what funding streams will fit with the aspirations of the Council.

4.3.4 Different model of financing new homes

The Forum heard from Michael Griffin of M A Griffin Associates, on his new model proposal that he was in the process of debating with a number of local authorities.

4.3.5 His proposed new model covered how the value of the land is made separately from the value of the building that would be delivered upon it, enabling the landowner to retain the land value and capitalise on it, such as the Council as land owner, and give an option to the purchaser to buy the land element, or a proportion of it, at a future point. The model is set out below:



4.3.6 In questioning this model, the Forum understood it to be another form of shared equity and needed to be tested further to see if the returns were better than if the traditional model of house sale including the land it was built upon was used. This financial model offered another means of reducing the financial risk, offering a lower entry cost to the home buyer, and allowed the landowner to retain an asset in the land – but this still needed to be tested further.

4.4 Large scale developers

4.4.1 The larger developers that operate in the district were contacted to attend to speak with the Forum. Unfortunately those contacted were either unable to attend or did not respond.

4.5 Community Land Trusts

4.5.1 The Forum heard from two sources on the successes in delivery of widely ranging projects, both locally and in the south west region. Starting locally, the Forum looked at the success of the Beer CLT in delivering homes and the model used to run that Trust. A strong community spirit, and determination and dedication by those driving the Trust, had delivered a successful outcome that would benefit the community in having homes in perpetuity, with a strong buy-in from the community on how the scheme operated.

4.5.2 Looking in the wider area, the work by Wessex Community Assets in facilitating CLTs to set up and deliver projects gave the Forum an idea of the varying scale of development, and other models of CLT working in partnership with registered providers or developers. Many of the case examples of CLTs were not just about delivering housing, but also in running a local shop, which contributed to the sustainability of a community. Evidence from those case examples also demonstrated a willingness from local land owners to bring forward land for development to support a community.

4.5.3 The advantages discussed by the Forum were:

- Community buy in, which in turn demonstrated support at planning application stage
- Homes kept for local people in perpetuity
- Bringing forward small sites that might not be considered as viable by a developer
- Good delivery method for small scale housing delivery to villages and small communities

4.5.4 The disadvantages were agreed as:

- Not all small communities would be willing to become involved in setting up a CLT, or to see an increase in housing
- Not all communities had the skills or determination to set up to CLT and see it through to project delivery.

4.5.6 The Council could consider encouraging local communities to contemplate the possibility of a CLT in their area, through means of hosting an event on the topic, or funding increased capacity in the service offered by Wessex Community Assets.

4.6 Council owned house building company

4.6.1 The Housing Review Board had already considered the option of a joint venture company with Teignbridge District Council in undertaking new housing development and land and property acquisitions. On balance they felt that they would prefer more control, with the Council setting up a local housing company. The Forum heard from John Golding, Strategic Lead for Housing, Health and Environment directly about this option for setting up a company and the advantages this would offer:

- Lifts restrictions on rent levels, borrowing and tenancy terms that the Housing Revenue Account currently imposes on the existing housing stock;
- Opens up other funding opportunities;
- Market sales could help subsidise affordable homes;
- No right to buy element from homes build by the company, so can help to grow housing stock;
- Build on the existing good reputation the Council has in its provision to tenants.

4.6.2. The local housing company model had been undertaken in a number of authorities elsewhere. Work was still to be undertaken in outlining the detail of how a local housing company would operate, with Cabinet considering the options and business case at the time of this report being published.

4.6.3 The Forum were in support of this model of housing delivery as a means to help increase the diminishing housing stock and tackling specific areas of need with a greater flexibility and freedom to achieve delivery. There was some discussion over how any profit from the company would be utilised, in terms of being invested back into the company itself or to the Council as an income to fund delivery of services, as reductions in financial settlements from government continued.

4.6.4 Maintenance of housing stock was also debated, which would need to be explored further if a local housing company was agreed.

4.7 Self-build promotion

4.7.1 The East Devon Local Plan 2013 – 2031 includes a policy to encourage the provision of some plots on larger sites for people wishing to build their own home (page 185 H2 of the Local Plan). Self-builders are also exempt from paying CIL (Community Infrastructure Levy) and this is already a major incentive to self-build but increases the deficit in monies to provide infrastructure to serve new homes in the district.

4.7.2 There is a requirement for local planning authorities to hold a “self-build and custom housebuilder register”, as introduced by the Self-build and Custom Housebuilding Act 2015; the Housing and Planning Act 2016 inserts a duty on authorities to grant permission for enough serviced plots to meet the demand shown on the register.

4.7.3 The local planning authority must “have regard” to the register when exercising their planning, housing, regeneration and disposal of land functions. **There is no requirement for local authorities to match people on the register to suitable land** (paragraph 7.7 of the Explanatory memorandum to the October Regulations).

4.7.4 The self-build register for East Devon was established by 1 April 2016. For the period 1 April 2016 to 21 February 2017, 61 individuals (no application has been made by a group) have registered; of these 22 have also applied to be added to another register in a different area. The specific areas of interest in the district mainly cover the main towns, with smaller numbers for the other settlements.

4.7.5 Teignbridge District Council

Teignbridge received £100K to help self builders when it was named by the DCLG as a Right to Buy vanguard. They employ a full time officer as part of their Spatial Planning and Delivery Team to help deliver their Custom and Self Build Supplementary Planning Document.

4.7.6 Other assistance to self and custom build

There is a National Custom and Self Build Association, who collate and share best practice, and lobby government. There is support in the White Paper "Fixing our broken housing market" of their Right to Build Task Force, expected to start in the spring of this year.

4.7.7 The National Self Build and Renovation Centre is a permanent venue for advice and support in this sector, located in Swindon.

4.7.8 The register for self-build indicates a relatively low demand for self-build; however that is dependent on individuals registering an interest. Would an individual think to approach the Council in the first instance if they wanted to build their own home? A broader picture of overall demand might be possible if information on requests for one dwelling plots was readily available from estate agents across the District. It isn't, and would require considerable resource to obtain.

4.7.9 The Forum have already discussed to date their feeling that most areas of the District have a shortage of land or restrictions through policy that prevent it; and any land available will be priced accordingly. Is there any appetite by the Council to pursue some of that land, and package it up to offer to the self and custom build market, bearing in mind the cost of land purchase and the staff resource required? Will investment in such an initiative bring about a self-funding service or help towards the level of new housing that the Council wants to see achieved?

4.8 Working with Registered Providers

4.8.1 Devon and Cornwall Housing

The Council continues to work with the second largest landlord in the district – DCH. External factors have also impacted on their housing delivery, such as the rent reduction of 1%, the benefit cap and the changes in local housing allowance. The ongoing concerns for DCH also covered:

- Continued public sector cuts
- Limited financial capacity with existing housing association partners
- If current housing strategies were sufficient to meet demand

4.8.2 In debate with the Forum, the DCH outlined their build cost per unit as being between £95K and £130K if linked to a section 106 agreement, or between £150K to £165K per unit. DCH had no current interest in off-site manufacture, as national interest was not currently high in using that for delivery. DCH continues to land bank where possible, but does not have a vast amount and has to continue to compete with private developers on price for land. In summary, the DCH view was that the Council should look at how to attract and foster other partners for delivery of housing in the area.

4.8.3 Rentplus

Rentplus is an emerging registered provider, with three tenanted schemes in Devon, Dorset and the Cotswolds currently. Their funding is provided from pension funds and institutional investors who are keen to invest in the affordable housing sector. The model they provide is to build new homes, which are leased to a local housing authority for twenty years, let through the choice-based lettings scheme, with rent being at 80% of the market rate.

4.8.4 Opportunity for the tenant to purchase the property in full arises on a five year cycle, with a gift of 10% deposit from the funder of the scheme. Throughout the tenancy, help is available to encourage tenants to get themselves out of any debt they have, and to save money, for example through a help to buy ISA. This model does not stipulate for local connection to the area, as Rentplus felt that a local connection condition restricted what mortgage providers were prepared to consider.

4.8.5 No clear sales data was yet available as the scheme had only been in operation for a few years.

4.9 Construction types

4.9.1 The Forum have only briefly discussed the cost benefits of different construction types, as this has only formed a small part of the overall scope of the topic. Questions were put to individual presenters about the use of off-site manufacture (OSM) for providing a cheaper solution. DCH had not invested a great deal of time in researching OSM because the developers they partnered with for delivery did not use it in high demand currently. HAB Housing used OSM in some projects because of the cost benefit of building off site and how construction on site was quicker as a result.

4.9.2 Persimmon PLC have their own company Space4 who are currently the largest timber frame manufacturing plant in the UK, located in Birmingham. The panel system is used in approximately 39% of their builds and then cladded in traditional materials to give a traditional build appearance. Other companies, such as Legal & General, and SIG PLC, are expanding in the market of OSM, and there is considerable interest with foreign investment coming into the country to set up additional production plants.

4.9.3 There are identifiable benefits to moving to OSM for building and the Forum may wish to consider if this needs further exploration and how they might encourage the main developers to invest more in that option.

4.10 Good design and sustainability

4.10.1 The Forum heard from HAB Housing on their work in establishing quality design and sustainability in the projects they undertook. As a developer, they welcomed some aspects of the Government's White Paper in the proposals on wider thinking on affordability, the need to diversify the type of houses offered, and revitalise the small and medium enterprise sector of builders. HAB Housing was also exploring a product offer for self and custom build. Off-site manufacture was also a growing industry now with considerable investment in that sector.

4.10.2 A number of projects were shown to the Forum, which showed HAB's low impact approach to development, including a focus on biodiversity and sustainable drainage, balanced with providing well designed homes that were economic and efficient to run.

HAB Housing design for new development in Somerset

4.10.3 The Forum discussed how such projects could come forward, when compared with the applications from other larger developers for sites in the District. A district design guide is in development as part of the suite of documents supporting the adopted Local Plan. This could be an opportunity, if the Council had the appetite, to input into that guide to help bring about more sites of the standard that the Forum considered from the HAB Housing examples. Other bodies were working nationally to help drive up standards, including the Good Homes Alliance. Cambridge City Council had recently published a sustainable housing design guide for application to their council homes and land, putting themselves forward as a vanguard local authority.

4.11 Land availability

4.11.1 The Local Plan provides sufficient land to maintain a 5 year land supply providing that the sites are delivered in good time. Recent delays on some sites has meant that the Council's housing supply position is in decline and increased delivery is required if supply is to be maintained. The Local Plan relies on a small number of large scale housing sites to deliver the housing needs of the District and while these sites are delivering this creates a robust delivery position, but if one or more were to fail or stall then housing supply is at risk. The Housing White Paper talks about revising CPO powers so that these are more readily used by local authorities to unlock stalled sites.

4.11.2 How sites are delivered is becoming a critical issue and reliance on a small number of providers is considered to be a risk. The Housing White Paper refers to the demise of small and medium sized house builders, the dominance of a small number of major national house builders and the need to broaden the number of housing providers. House builders who provide sites of less than 100 units have only 12% of the total market of homes built in 2015 (Source: NHBC registrations). Much of the housing in East Devon was traditionally built by small local builders and rebuilding this sector would enhance supply, diversity and make for a more robust supply chain. However one of the big barriers to housing delivery by small and medium sized builders is the availability of land as so much developable land is optioned to major house builders with smaller providers unable to access land and unable to meet the values that the major house builders can afford to pay. The Housing White Paper talks about ensuring that a proportion of housing allocations are small scale sites, however there are not likely to be opportunities to do this until a local plan review.

4.11.3 In the long term the Council is working on the GESP which will be followed by a Local Plan Review where there will be an opportunity to allocate further land for housing. A search for sites for this purpose has already started through the HELAA (Housing and Employment Land Availability Assessment). This is essentially a call for land owners and developers with land for development to put their land forward for consideration for allocation through the GESP or a later review of the Local Plan. This would be an opportunity for the Council and other public sector bodies to put forward land in their ownership as well.

4.12 Possible changes in government policy – published white paper

4.12.1 Published on 7 February 2017, the Housing White Paper sets out the Governments vision and policy for housing and planning.

4.12 2 The proposals in the White Paper articulate how the government intends to boost housing supply and, over the long term, create a more efficient housing market whose outcomes more closely match the needs and aspirations of all households, and which support wider economic prosperity.

4.12.3 The Housing White Paper has received mixed reactions from the sector, with some commentators suggesting that it has failed to address some aspects of market failure and is seeking to blame others for the lack of delivery of the fragmented national policy in the past. It presents little by way of new ideas and to some extent just consolidates government thinking.

4.12.4 Some of the headline features of the Housing White Paper include:

- Housing targets – The government will introduce a standardised assessment of housing need, which will apply from April next year if a Local Plan is not in place. Over time if councils are not delivering a high enough percentage of their targets in their Local Plan presumptions in favour of sustainable development will apply.
- CPO powers – The government will prepare guidance for local authorities encouraging use of their compulsory purchase powers to support the building of stalled sites. This has been seen as a threat to force builders to develop.
- Affordable housing in build to rent – Build to rent developers will be allowed to offer discounted rental apartments instead of more traditional affordable housing. A condition will be that 20% of the development is affordable and three year tenancies are offered throughout.
- Starter Homes – Plans to impose 20% of Starter Homes on all new developments were changed in favour of an expectation that 10% of new sites be affordable home ownership. The manifesto pledge to build 200,000 Starter Homes by 2020 has been scrapped.
- Registered Provider rents – The rent cut will continue as planned until 2020, with a new rent standard introduced by the regulator from that point, the contents are unknown at this time.

4.12.5 The government plans to punish councils who miss their own housing targets in Local Plans by making it easier for developers to gain planning permission. Savills have reported that half of all planning authorities have lower housing targets in their Local Plan than the objectively assessed housing need. The White Paper says that councils will have to update their Local Plans if the housing target “can no longer be justified against their objectively assessed requirement”. The consultation process runs until 2 May 2017.

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