

# Growth Development and Prosperity Service Plan key service objectives for 2022-23

See our website for the full [Growth Development and Prosperity Service plan](#)

<b>Looking forward : what we will do in 2022-23 (service objectives)</b>				
<b>Key Service Objectives (please include consultation or procurement activity required)</b> <i>Please highlight any projects so that they may be recorded and monitored in SPAR. See <a href="#">project guidance document</a> for the definition of a project.</i>	<b>Financial/ corporate resource</b>	<b>Lead Officers</b>	<b>Start date</b>	<b>End date</b>
<b>1) Better homes and communities for all</b>				
Bring forward investment proposals for Cranbrook town centre, particularly the delivery of Cranbox, with the aim to provide the community with a revenue generating asset.	Enterprise Zone, DCC, Heart of the SW LEP	Naomi Harnett	April 2022	March 2023
Support the work of the Cranbrook Strategic Delivery Board, ensuring that a range of services and infrastructure are delivered in step with new homes and that an Implementation Plan for the town is agreed.	DCC/Cranbrook Town Council	Andy Wood	April 2022	March 2023
Progress work to develop a business case for a delivery vehicle (up to and including the establishment of a Development Corporation) to support major development proposals and the implementation of the new Local Plan.	DCC	Andy Wood	April 2022	March 2023
<b>2) A greener East Devon (to include any climate change objectives)</b>				

<p>Deliver the Clyst Valley Regional Park proposals including engaging with key stakeholders and the community;</p> <ul style="list-style-type: none"> <li>• Continue to work with partners to prioritise projects within the masterplan</li> <li>• Identify funding sources to deliver projects</li> <li>• Submit a major Heritage Lottery Fund bid</li> <li>• Raise public awareness through communications and marketing</li> </ul>	CIL, Lottery	Simon Bates	April 2022	March 2023
<p>Progress the Crystal Clear Clyst bond work to increase canopy cover in the CVRP utilising funding from the Natural Environment Investment Readiness Fund.</p> <ul style="list-style-type: none"> <li>• Consider how this could be replicated over a larger area</li> <li>• Continue to support projects that will deliver increased canopy cover in the West End.</li> </ul>	NFU, Environment Agency, National Trust, Forestry Commission	Simon Bates	April 2022	March 2023
<p>Engage with landowners and other partners to implement the Clyst Valley Trail proposals including;</p> <ul style="list-style-type: none"> <li>• Finalise alignment and delivery plan</li> <li>• Secure resources and funding</li> <li>• Raise public awareness of the Trail</li> <li>• Continue to identify interconnecting routes (cycle &amp; footways) in the West End, to improve access to employment sites/recreation</li> </ul>	DCC, National Highways, National Trust	Simon Bates	April 2022	March 2023
<p>Deliver the South East Devon Habitat Mitigation Strategy including</p> <ul style="list-style-type: none"> <li>• Supporting quarterly meetings of the Habitat Regulations Executive Committee</li> <li>• Implementation of on site and off sites measures</li> <li>• Provide an annual monitoring report</li> </ul>	CIL/S.106 ECC/TDC	Neil Harris	April 2022	March 2023

<p>Work with landowners and developers to deliver habitat mitigation on-site with new developments or to provide mitigation close to the development site;</p> <ul style="list-style-type: none"> <li>• Identify, design and help to bring forward proposals for Suitable Alternative Natural Green Space including to serve Cranbrook</li> <li>• Agree suitable sites and instigate negotiations with landowners</li> <li>• Confirm funding and support the development of a long term management solution</li> </ul>	Cranbrook Team	Neil Harris Simon Bates	April 2022	March 2023
<p>Ensure the large scale delivery of zero carbon development in the West End of the District through;</p> <ul style="list-style-type: none"> <li>• Securing investment from the government’s Heat Network Investment Programme to bring forward a large scale source of low carbon heat</li> <li>• Enabling the continued roll out of district heating network to support the Cranbrook expansion areas</li> <li>• Engaging with landowners/ developers and energy companies to help broker and deliver a cost effective solution</li> </ul>	BEIS, University of Exeter, E.ON, developers	Andy Wood	April 2021	December 2022
<b>3) A resilient economy</b>				
<p>Maintain an active approach to sourcing and securing available funds to help with the promotion of the district’s economy including in relation to the Shared Prosperity Fund and the Levelling UP agenda;</p> <ul style="list-style-type: none"> <li>• Help to develop a pipeline of investment ready projects</li> <li>• Provide regular updates to SMT+ with regard to potential funding opportunities</li> <li>• Marshall resources and support bid writing to maximise the chances of submitting successful applications</li> </ul>	Place, Assets and Commercialisation, DCC, LEP	Andy Wood	April 2022	March 2023

<p>Ensure that the Innovation and Resilience Fund is fully deployed, helping to support economic recovery and to promote the transition to a low carbon economy;</p> <ul style="list-style-type: none"> <li>• Complete call for applications and provide support to applicants as required</li> <li>• Ensure that meetings of the Cllr Panel are presented with well developed applications</li> <li>• Leverage opportunities to secure funding from other sources e.g. DCC's Green Innovation Fund</li> <li>• Complete all associated funding agreements and monitor impact of the funds</li> </ul>	BEIS, DCC	Robert Murray	April 2022	March 2023
<p>Employment &amp; Skills project delivery:</p> <ul style="list-style-type: none"> <li>• Employment &amp; Skills Plans secured and delivery monitored at Exeter Logistics Park</li> <li>• Robust evidence base to support the wider requirement of E&amp;S Plans for major development within a new, specific Local Plan Policy</li> <li>• Supporting the local delivery of education and skills projects funded via the Community Renewal Fund (CRF)</li> <li>• Redundancy Response – Coordination and direction of a strengthened network of relevant agencies.</li> </ul>	DCC, Planning, Policy, SAP, Retrofit Academy CIC, DWP, Redundancy Response Network	Robert Murray	April 2022	March 2023
<p>Develop initiatives and provide support to secure economic investment in the District and to generate employment opportunities;</p> <ul style="list-style-type: none"> <li>• Launch an inward Investment platform (East Devon Delivers)</li> <li>• Develop a Key Ambassadors Network</li> <li>• Provide dedicated business support where gaps are identified</li> </ul>	DCC	Robert Murray	April 2022	March 2023
<p>Support the deployment of projects funded through the Community Renewal Fund ensuring that the benefit to local people and organisations is maximised;</p>	DCC, Delivery Partners	Robert Murray	April 2022	July 2022

<ul style="list-style-type: none"> <li>• Devon Agri Tech Accelerator</li> <li>• Retrofit Skills and Business Accelerator</li> <li>• Stronger Together</li> <li>• Velocity - VCSE Devon</li> <li>• Devon Start and Grow</li> <li>• Ability not Disability</li> <li>• Innovation for Youth and Community</li> <li>• Devon Elevation Fund</li> <li>• Digital Devon</li> <li>• Libraries Unlimited</li> </ul>				
<p>Promote prosperity and reduce hardship within the District through supporting the delivery of the Poverty Reduction Strategy;</p> <ul style="list-style-type: none"> <li>• Progress actions identified in the Action Plan</li> <li>• Monitor key economic data</li> <li>• Support meetings of the Poverty Panel</li> <li>• Provide corporate support to Financial Resilience Team; Business Rates; Housing</li> </ul>	<p>Financial Resilience Team; Business Rates; Housing</p>	<p>Andy Wood</p>	<p>April 2022</p>	<p>March 2023</p>
<p>Develop the infrastructure needed to support our local economy, including transport and housing.</p> <ul style="list-style-type: none"> <li>• Lead work to understand the infrastructure needs of further major development in the West End of the District</li> <li>• Engage with utility companies to understand potential capacity issues and work to influence investment plans</li> </ul>	<p>DCC, utility companies</p>	<p>Andy Wood</p>	<p>April 2022</p>	<p>March 2023</p>

<p>Commission, develop and secure endorsement for a tourism strategy for the District with an emphasis on supporting sustainable tourism and ensuring alignment with the Cultural Development Strategy;</p> <ul style="list-style-type: none"> <li>Engage with key stakeholders and partners</li> <li>Ensure that there is a clear implementation plan</li> <li>Utilise impetus provided by place marketing campaign funded through the Welcome Back Fund</li> </ul>	<p>Visit Devon, Visit South Devon, East Devon Excellence</p>	<p>Geri Panteva</p>	<p>April 2022</p>	<p>March 2023</p>
<p>Lead the delivery of the Enterprise Zone programme to accelerate the delivery of new commercial space;</p> <ul style="list-style-type: none"> <li>Bring forward investment proposals</li> <li>Manage the investment programme ensuring that key outputs are realised</li> <li>Support quarterly meetings of the Enterprise Zone Board</li> </ul>	<p>Enterprise Zone/DCC/LEP</p>	<p>Naomi Harnett</p>	<p>April 2021</p>	<p>March 2022</p>
<p>Continue to develop the simplified planning regime in the Enterprise Zone area by bringing forward further Local Development Orders with the support of stakeholders.</p> <ul style="list-style-type: none"> <li>Complete the LDO for the Power Park site</li> <li>Commence work on an LDO for Skypark</li> </ul>	<p>Enterprise Zone/Site Owners</p>	<p>Frances Wadsley</p>	<p>April 2021</p>	<p>Mar 2022</p>
<p>Support the delivery of a vibrant town centre for Cranbrook including bringing forward specific investment proposals in conjunction with the One Public Estate programme.</p>	<p>Enterprise Zone/One Public Estate</p>	<p>Naomi Harnett</p>	<p>April 2022</p>	<p>March 2023</p>
<p>Support the development of a sustainable aviation cluster focused on Exeter Airport in line with the ambition set out in the Local Industrial Strategy;</p> <ul style="list-style-type: none"> <li>Work in conjunction with the LEP to develop a High Potential Opportunity offer and to provide representation on the Sustainable Aviation Programme Board</li> </ul>	<p>LEP/DCC/Exeter Airport</p>	<p>Andy Wood</p>	<p>April 2022</p>	<p>March 2023</p>

<ul style="list-style-type: none"> <li>Support the 2Zero electric flight project</li> </ul>				
<p>Promote a green economic recovery and the transition to net zero through;</p> <ul style="list-style-type: none"> <li>Supporting the introduction of the Devon Doughnut model to inform decision making</li> <li>Taking forward the vision for clean growth in the West End of the District</li> <li>Identifying the skills and training needs for green jobs including retrofit</li> </ul>	DCC	Andy Wood	April 2022	March 2023
<p>Support improvements to digital connectivity in the District by liaising with the Connecting Devon &amp; Somerset appointed and commercial providers to influence investment plans and facilitate infrastructure improvements;</p> <ul style="list-style-type: none"> <li>Raise awareness of current and future broadband and 4G mobile phone booster voucher schemes</li> </ul>	DCC	Robert Murray	April 2022	March 2023
<b>4) Other relevant considerations</b>				
<p>Provide evidence and input to the development of the new Local Plan with a focus on establishing robust, effective and defensible policies and proposals in the following areas;</p> <ul style="list-style-type: none"> <li>Habitat mitigation</li> <li>Green infrastructure</li> <li>Protecting existing biodiversity and nature corridors and enhancing green spaces and nature habitats</li> <li>Biodiversity net gain – receptor sites</li> <li>Economic development i</li> <li>Enterprise Zone</li> <li>Employment sites including a District wide workspace demand assessment</li> <li>Zero carbon development</li> </ul>	Local Plan team	Andy Wood	April 2022	March 2023

<ul style="list-style-type: none"> <li>• Energy</li> <li>• Delivery vehicles</li> </ul>				
<p>Ensure that key messages and achievements are clearly communicated both internally and externally across a range of media channels through;</p> <ul style="list-style-type: none"> <li>• Online and offline channels including issuing press release</li> <li>• Supporting consultation events and exercises</li> <li>• Providing advice and support on the use of social media</li> </ul>	Communications	Anne Mountjoy	April 2022	March 2023
<p>Develop and publish regular Business Newsletters to engage and inform an increased business readership</p>	Communications/ Economic Development team	Anne Mountjoy	April 2022	March 2023
<p>Raise the profile of the area by developing and implementing a branding strategy for the Enterprise Zone designation and celebrating its 5<sup>th</sup> year of operation.</p>	Communications	Anne Mountjoy	April 2022	March 2023