

## HotSW Joint Committee

Meeting date – 12 July 2019

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### Heart of the South West Coastal Productivity Plan

Lead Officer: Steve Parrock, Chief Executive, Torbay Council

Author: Alan Denby, Director of Economic Strategy, TDA

Contact Details: [alan.denby@tda.uk.net](mailto:alan.denby@tda.uk.net)

<b>1. Summary</b>	
1.1.	This report sets out a proposal for a Heart of the South West Coastal Productivity Plan, this would sit underneath the Productivity Plan and respond specifically to the issues facing Heart of the South West's most challenged coastal towns and resorts.
<b>2. Recommendations</b>	
2.1.	<b>The Joint Committee is recommended to:</b>  <b>(a) Agree the direction of travel set out in the attached paper specifically to</b> <ul style="list-style-type: none"><li>○ Recognise the issues which are slowing growth in HotSW coastal towns and resorts</li><li>○ Seek Government support to pilot a Coastal Action Zone (CAZ) in Heart of the South West</li><li>○ Develop of and piloting a Digital Business Academy</li><li>○ Seek support to extend Higher Value Apprenticeship Pilot across the coastal towns and resorts of HotSW</li><li>○ Support development of a proposition for HotSW as a Tourism Zone, potentially with neighbouring LEP areas.</li></ul>
<b>3. Reasons for recommendations</b>	
3.1	As set out in the accompanying plan coastal towns and resorts face acute challenges and their slow rates of economic growth present a risk to delivery of the shared objective to double the size of the Heart of the South West's economy.
3.2	The coastal productivity plan is intended to complement the work of the Rural Productivity Commission looking at issues which are distinctive to certain parts of the HotSW geography
3.3	These issues have, perhaps, been best captured by the House of Lords

	<p>Select Committee on the Regeneration of Seaside Towns. Taking evidence throughout the summer and autumn of 2018 the Committee published its report in April. That report provides a robust assessment of the different issues which affect coastal towns but also opportunities for revitalisation and growth.</p>
3.4	<p>Government has indicated through Stronger Towns Fund that it recognises that not all parts of the country have shared in the growth of the national economy. While coastal areas are not specifically referenced in the public details for the fund Government's guidance to date is that it should be used to spur job creation, improve skill levels and boost economic activity all issues which manifestly need addressing in HotSW's coastal towns and resorts. In adopting the recommendations set out in the accompanying plan HotSW can engage with Government setting out how it will support its coastal towns and resorts become more resilient and better contributor to regional economic growth.</p>
3.5	<p>It also provides platform for the partners to lobby Government, through the Comprehensive Spending Review to recognise the important role played by Coastal Communities Fund in bringing about coastal growth.</p>
<b>4.</b>	<b>Background</b>
4.1	<p>As set out in the Coastal Productivity Plan the coastal towns and resorts of the Heart of the South West are typically lagging behind other HotSW areas on economic indicators. Therefore to improve performance and ensure that these areas can contribute to the objective that partners have set to double the size of the economy these places must be supported to develop their economies based on the assets and opportunities that manifest in those areas.</p>
4.2	<p>There are comparisons with the work carried out cross LEP to explore rural productivity and over the past twelve months the issues of coastal towns and resorts have become more visible in policy discussions at a national level. In addition to the House of Lords Select Committee on the Regeneration of Seaside Towns there have been national events led by Coastal Partnerships, the LGA Coastal Special Interest Group and the ongoing input of Coastal Communities Alliance.</p>
4.3	<p>MHCLG's coastal team is aware of the work underway within HotSW specifically through Torbay's involvement with the partnerships set out in 4.2 and are interested to see what comes forward. The HoL report provides a useful platform to promote the coastal agenda further and to raise profile of the issues of HotSW's coastal places. At a national level Blackpool is all too often highlighted as the example of where coastal town &amp; resort growth needs to be encouraged however the evidence suggests that particularly for West Somerset, Northern Devon &amp; Torbay there are comparable issues which are not as nationally visible. There is an opportunity here unilaterally or with partners to trial and develop coastal growth policies.</p>
4.4	<p>In the short term it is expected that Stronger Towns guidance will be released over the summer. This will provide a funding opportunity that could</p>

	support elements of the Coastal Productivity Plan and having support from the partners would be positive. In the medium term it is speculated that the Comprehensive Spending Review may subject the Coastal Communities Fund to pressure. If as a partnership we value that Fund and the Plan calls for the Fund to be increased, then having the Joint Committee recognise that and call for its continuation and an increased allocation to it would similarly be a positive step.
<b>5.</b>	<b>Next Steps</b>
5.1	<ul style="list-style-type: none"> <li>When will each of the actions in the recommendations be in place? Any other hurdles, decision making milestones to be overcome?</li> </ul>

## **6. Equalities Implications**

- 6.1** There are no equalities implications associated with the recommendations. As individual projects and proposals are progressed, and decisions required, the equalities implications will be addressed as part of the considerations.

## **7. Financial Implications**

- 7.1** There are no financial implications associated with the recommendations. However, the proposals seek to attract future investment to the Heart of the South West.

## **8. Legal Implications**

- 8.1** There are no legal implications associated with the recommendations.

## **9. Business Risk**

- 9.1** Not applicable

## **10. Other Implications: Health and Well-being; Health and Safety; Sustainability; Community Safety; Privacy**

- 10.1** None at this time

## **11. Background papers**

- 11.1** “The Making of an Industrial Strategy” Localis2017  
“Living on the Edge” Social Market Foundation 2017  
“Coastal Enterprise Zone briefing” TDA 2018  
“The Future of Seaside Towns” House of Lords Regeneration of Seaside Towns Select Committee 2019  
Government response to Regeneration of Seaside Towns Select Committee 2019



## Annex

The matrix below shows what an opportunities-based delivery plan could look like and how the existing work is captured within this. Note that this is a draft only and is not intended to be a comprehensive plan. Subject to Joint Committee agreement of the overall approach a fuller picture will be developed in the coming weeks.

	Opportunity	Existing High-Level Activity (includes Tony Bray workstreams)			Future Activity		
Transformational	Digital - creative - big data - photonics	<ul style="list-style-type: none"> <li>iHeritage (UoP, UoE)</li> <li>Digital infrastructure (TB)</li> </ul>	<ul style="list-style-type: none"> <li>Ideas – Innovate UK MOU (TB)</li> <li>Employment &amp; skills workstream (TB)</li> <li>x-LEP rural productivity commission follow-up</li> <li>Rural productivity workstrand (TB)</li> <li>Coastal productivity workstrand (TB)</li> </ul>		<ul style="list-style-type: none"> <li>Develop Environmental Data Institute</li> </ul>		
	Advanced engineering - marine - nuclear - aerospace	<ul style="list-style-type: none"> <li>Nuclear SW &amp; Nuclear sector deal</li> <li>National College for Nuclear</li> <li>South Coast Marine Cluster</li> </ul>			<ul style="list-style-type: none"> <li>Nuclear innovation programme</li> <li>UKHO digital hub</li> </ul>		
	Healthy ageing	<ul style="list-style-type: none"> <li>Medical schools &amp; UoP Life Sciences scoping</li> <li>UoE drugs trials</li> </ul>			<ul style="list-style-type: none"> <li>Scoping research to quantify the opportunity</li> </ul>		
Bedrock	Food & drink						<ul style="list-style-type: none"> <li>Develop offer through rural strand</li> </ul>
	High value tourism						<ul style="list-style-type: none"> <li>Develop offer through rural strand</li> </ul>
	Defence						<ul style="list-style-type: none"> <li>Maximise defence legacy for advanced engineering sector</li> </ul>
	Construction	<ul style="list-style-type: none"> <li>Construction skills working group (LEP)</li> </ul>	<ul style="list-style-type: none"> <li>Construction bid to ISCF</li> </ul>				
	Housing	<ul style="list-style-type: none"> <li>Housing workstrand (TB)</li> </ul>	<ul style="list-style-type: none"> <li>Innovative funding mechanism to unlock housing development</li> </ul>				
Enablers	Energy	<ul style="list-style-type: none"> <li>Energy strategy in development (LEP)</li> </ul>					
	Infrastructure	<ul style="list-style-type: none"> <li>Digital infrastructure (TB)</li> <li>Growth corridor study</li> <li>Sub-national transport board</li> </ul>			<ul style="list-style-type: none"> <li>Digital infrastructure investment</li> </ul>		