

Devon Strategic Partnership



stronger together

Devon Strategic Partnership Sustainable Community Strategy Evidence Base

Summary of Issues – Economy

As well as the theme analysis identifying current and future issues, issues and strategic priorities have been identified from elsewhere, which must be taken into account. This document compares the issues raised by the theme analysis with those from the current Community Strategy for Devon, from District LSP Community Strategies, from partner strategic plans and it includes a link to a summary of regional drivers. In this way the importance placed on particular issues can be seen, and further issues identified. The information summarised here can be seen in fuller form in the 'Links to Other Strategies' section of the Evidence Base

Issues from Theme Analysis	Issues carried forward from 2004 Community Strategy	Issues from District Community Strategies	Issues from Other strategies	Regional Drivers
				see 'The Regional Strategies' document in the Links to Other Strategies section of this evidence base
Demographic change		Decline in village services	To enable and encourage young people to enjoy and achieve, improve their economic wellbeing and encourage them to make, a positive contribution to society	
Earnings and house prices		Low earnings		
		Priority: Increasing average income opportunities through regeneration		

Issues from Theme Analysis	Issues carried forward from 2004 Community Strategy	Issues from District Community Strategies	Issues from Other strategies	Regional Drivers
Levels of deprivation		Seasonality of activity and employment	Further economic development and regeneration of its region	
		Low value added sectors predominant in local economy	Encourage wider participation in economic activity and support the regeneration of disadvantaged communities	
		working with and on behalf of local communities to reducing inequality, improving employment prospects and educational attainment	Unlocking the economic potential of disadvantaged communities	
Business productivity, including environment as an economic driver	Use the environment as an economic driver	Low GDP per head	Promote sustainable economic growth	
	Raising productivity levels to the national average	Growth of rural tourism	To develop a prosperous economy and create increased employment in Torbay for a more sustainable future	
		Improve prosperity and employment and strengthen the economy	Be the champion of the environment (in the context of sustainable development) and advise on environmental issues, whilst taking account of economic and social issues	
		Create the conditions for new and innovative businesses to develop, such as access to start-up units and support to social enterprises; Encourage business practices that protect the natural environment, and promote the benefits for local business in managing their environmental impact, such as supporting the take-up of 'Green Tourism';	To contribute to the achievement of sustainable development in the UK where it is relevant in the region to do so	
		Sustainable development in Exeter and East Devon	To raise business productivity and to increase economic inclusion	

Issues from Theme Analysis	Issues carried forward from 2004 Community Strategy	Issues from District Community Strategies	Issues from Other strategies	Regional Drivers
			To enhance the development and application of skills relevant to employment in its region	
			Supporting the growth of businesses in targeted sectors and through access to technology	
Employment including skills	Promote a culture of training and development and raise aspirations overall	Importance of self employment and small business	Drive the development of a skilled and adaptable workforce	
		Structural change in agriculture	Sustainable Growth Create the right conditions for business success and sustainable economic growth	
		Under representation of higher skilled occupations	To boost the contribution of education and training to economic performance. Involve the employers of Devon and Cornwall in the post-16 agenda and increase the number of employers investing in the continuous development of their employees Develop a strategy for improving the skills of the workforce in Devon and Cornwall in line with predicted future skills needs	
		support for long term unemployed and for small businesses,	Increase the effective supply of labour by promoting work as the best form of welfare and helping	
		investment to achieve more jobs and higher education attainment, and	unemployed and economically inactive people move into employment	

Issues from Theme Analysis	Issues carried forward from 2004 Community Strategy	Issues from District Community Strategies	Issues from Other strategies	Regional Drivers
		Work with others to remove barriers to employment, such as improving access to childcare provision;	Helping Devon's workforce develop the skills employers need	
		Develop links between employers and learning providers in order to increase availability of, and access to, higher level and vocational skills		
		Retention of a skilled workforce		
??Infrastructure??	Ensure an innovation friendly environment which encourages entrepreneurship	Narrow economic and employment base/need to diversify economic activity	Encourage a flourishing local economy	
		Importance of market towns in providing a focus for business development and service provision for many rural communities	a prosperous City	
		Promote a variety of businesses in the area	Promoting the local economy	
		Accessibility to business information, advice and training which is responsive to the needs of local business and the workforce	Create the conditions for the growth and maintenance of quality economic activity	
		Importance of support services such as product development, marketing, tourist information services	The promotion of economic prosperity and tackling of poverty and exclusion within the Borough	
		the establishment of the new Regeneration Company.	To create business efficiency, investment and competitiveness in its region, and to promote employment in its region	
		More inward investment and growth	To improve regional communications and partnership	

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			Support the growth of new and existing businesses	
			Encourage and supply quality business sites and premises	
			Develop the South West as a leading region for innovative knowledge based business	
			Plan and make the case for better infrastructure. Promote investment in the South West and support major regional projects	
			Improve the way the region works together	
			Developing a prosperous economy	
			grow the value of visitors to the region rather than just the volume of visitors	
			create quality jobs with career progression and prospects - not just quantity jobs	
			unite businesses into Brand Clusters and destinations to enable them to exceed customer expectations	
			provide a focus and unity within the industry	
			move the industry into a new era of technology supported customer relations marketing	
			<p>We will support Devon's economy by:</p> <p>Promoting a strong positive image for Devon as a dynamic and sustainable place to live, work, learn and visit</p> <p>Supporting the growth of businesses in targeted sectors and through access to technology</p>	

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			Promoting a strong positive image for Devon as a dynamic and sustainable place to live, work, learn and visit	
Other	Work together to provide sustainable solutions to transport problems which will promote economic growth	Ensuring proper balance between tourism activity, community needs and the environment	Developing an effective transport system	
			Making Devon Greener by ensuring we:	
			Procure goods and services in a more sustainable way	
			Help local businesses to adopt more environmentally friendly practices	
			Increase the market resilience and self containment of local communities	
			Support the sustainable growth of greener businesses linked to Devon's natural assets	
			strengthening Devon's economy	