
Economic Development Plan 2018 - 2023

Action Plan



This action plan builds on the 5 years 5 ventures set out in the Economic Development Plan, giving more detail on the direct actions we will take to achieve the objectives we have set for each venture. This is also an opportunity to flesh out who will be delivering the actions, when they will be delivered and how we will measure progress.

Supporting & Networking

Objective	Action	Delivery	Timescale	Measure of progress
To guarantee access to free business advice and to signpost businesses to funding, apprentices, exporting opportunities and providing tax and regulatory guidance.	Businesses seeking advice will be signposted to the Heart of the South West Growth Hub. Should this cease, we will work to procure a replacement.	TDC Economy & Assets Growth Hub	Ongoing: on demand	We receive an update from the HotSW Growth Hub monitoring usage.
	Businesses seeking advice on apprenticeships will be signposted to the most relevant provider.	TDC Economy & Assets Apprenticeship providers	Ongoing: on demand Annual event during National Apprenticeships Week	We meet providers regularly to discuss progress, new initiatives and identify the number of businesses in Teignbridge taking on apprenticeships.
	Businesses seeking funding opportunities will be signposted to the DR Company if potentially eligible. Should funding opportunities alter, we will identify new/additional opportunities.	TDC Economy & Assets DR Company	Ongoing: on demand	We receive an update from the DR Company regarding applications.
To offer a fair and transparent procurement process that offers value for money to the taxpayer and supports local businesses.	We will consider the local economic impact of the procurement decisions we take.	TDC all departments	Ongoing: on demand	We will measure the percentage of Teignbridge businesses used by the council against those from outside of the district.
To meet with businesses and entrepreneurs, run through their future plans, offer pre-application planning advice and discuss joint initiatives with the council.	Council staff are on hand to talk to businesses one-to-one, either at Forde House or through a site visit.	TDC all departments	Ongoing: on demand	A customer relationship management (CRM) system will be used to monitor our contact with businesses.
To use our Teignbridge Business social media account and Business Brief e-newsletter to keep businesses updated on opportunities that could benefit them.	The Teignbridge Business Twitter page will continue to be updated daily.	TDC Economy & Assets TDC Communications	Ongoing: daily	We will monitor the number of Twitter followers we have and track engagement per tweet we post.
	The Business Brief newsletter will be distributed quarterly.	TDC Economy & Assets	Ongoing: quarterly	We will monitor the number of subscribers we have and track engagement per newsletter we release.
To highlight local networking events to Teignbridge businesses and run our own events and training seminars where possible.	Local business networking events will be promoted via our communication streams (Twitter, the newsletter, word of mouth, etc.) and we will attend where possible.	TDC Economy & Assets	Ongoing: on demand	Monitor engagement of our communications and monitor attendance where possible.
	We will facilitate training events, networking events and a business conference to cover topics not currently covered elsewhere locally.	TDC all departments	Late 2018 Possible annual business conference	Monitor attendance.
To trial new and innovative ways of reaching out to our business community.	We will run a New Tenants Leaflet, where all new business rates payers will receive a business support leaflet with their first business rates related letter.	TDC Economy & Assets TDC Business Rates TDC Business Improvement and Development	Late 2018	We will analyse all of our 'Supporting & Networking' indicators to identify where the leaflet has led to an increase in engagement.

Driving Productivity

Objective	Action	Delivery	Timescale	Measure of progress
To continue supporting the work of Connecting Devon and Somerset and others to achieve our aims of improving broadband quality, mobile coverage and raising awareness of improved coverage to increase take-up.	We will work with Connecting Devon and Somerset (CDS) to develop projects that will demonstrate the contributions achieved by TDC investments.	TDC CDS	2018 - 2020	We will be regularly updated by CDS on coverage and take-up, ensuring we receive regular report for rollout of the program.
	We will promote increased take-up of superfast broadband via our communication streams.	TDC Economy & Assets	Ongoing: throughout	Monitor engagement of our communications.
	We will work with our Exeter and the Heart of Devon (EHOD) partners to identify ways to close gaps in coverage that are not covered by CDS or the market.	TDC Economy & Assets EHOD	Ongoing: throughout	We will meet with our EHOD partners on a regular basis to discuss opportunities, actions and results.
To explore the possibility of introducing free public Wi-Fi for town centres, to increase their appeal and stimulate local spending.	Phase 1: Teignbridge intend to deliver the installation of a public Wi-Fi solution for Newton Abbot, Teignmouth and Dawlish town centres. We are seeking a no-cost option for the council, where both the provider and the council can profit from the application.	TDC Economy & Assets Strata	2019	We are seeking a solution that allows us to monitor usage and footfall.
	Phase 2: If the public Wi-Fi in Newton Abbot, Teignmouth and Dawlish is successful in generating an income for the council, we will seek to extend the project to Ashburton, Bovey Tracey, Buckfastleigh, Chudleigh and Moretonhampstead town centres.	TDC Economy & Assets Strata	2021-2023	We are seeking a solution that allows us to monitor usage and footfall.
To work with education providers and businesses to encourage apprenticeships and other qualifications that increase skill levels and the prospect of higher paid employment, both for young learners and older workers seeking to retrain.	We will actively promote apprenticeships and work experience opportunities both internally and externally.	TDC Economy & Assets	Ongoing: throughout	We will monitor the number of apprentices we take on and the number of work experience days per year.
	We will facilitate events in partnership with local education providers aimed at Teignbridge businesses.	TDC Economy & Assets Local education providers	Ongoing: annually	We will monitor the attendance of the events we facilitate.
	We will facilitate events in partnership with local education providers aimed at Teignbridge businesses.	TDC Economy & Assets Local education providers	Ongoing: annually	We will monitor the attendance of the events we facilitate.
To actively promote Teignbridge as an attractive place to start a business, especially to more productive business models such as employee owned enterprises.	We will update our 'Invest in Teignbridge' brochures to target external businesses when employment land is brought forward.	TDC Economy & Assets	2019	We will monitor the delivery of employment space.
	We will develop techniques to promote the employee ownership model as the preferred succession plan for retiring businesses owners.	TDC Economy & Assets	2019-2020	We will develop a database of employee owned firms, cooperatives and social enterprises.
To support transport infrastructure projects to reduce journey times for employees and accelerate local supply chains.	We will regularly liaise with Devon County Council to receive updates on upcoming infrastructure developments. We will link this with our Local Plan work and the transport demands of employment land developers.	TDC Economy & Assets Devon County Council	Ongoing: throughout	We will monitor local transport improvements and emerging demands.
To encourage and support businesses to lengthen their times of trade, including the evening economy and shoulder months of the tourism season.	We will support and promote proposals for businesses that will allow for longer trading.	TDC all departments TDC Planning	Early 2019	We will consult with affected businesses regarding the proposals and any consequential changes.

Building Partnerships

Objective	Action	Delivery	Timescale	Indicator
To maintain and build upon our relationships with the Chambers of Commerce, the local Federation of Small Business branch, town centre managers and other business led groups and individuals, to understand their concerns and explore new ideas and projects.	We will run a joint chamber of commerce meeting on a quarterly basis with the chairs of each town chamber and business focussed groups, along with representatives from the local FSB.	TDC Economy & Assets Chamber of Commerce FSB Teignbridge	Already commenced, will continue quarterly.	We will monitor the amount of meetings we have and monitor the consequential decisions, actions and results.
	We will seek to facilitate a peripatetic town centre manager role for Ashburton, Bovey Tracey, Buckfastleigh, Chudleigh and Moretonhampstead town centres.	TDC Economy & Assets Town councils	2018 - 2019	We will contact the town councils on the viability and success of the role.
	We will work with town centre managers on common initiatives.	TDC all departments Town councils	Ongoing: on demand	We will monitor the amount of meetings we have and monitor the consequential decisions, actions and results.
To continue close collaboration with our Exeter and the Heart of Devon (EHOD) partners by sharing ideas and jointly funding common initiatives.	We will meet with our peers from the EHOD authorities on a regular basis to share knowledge, identify shared projects and meet the commitments set in the Shared Strategy.	TDC all departments All EHOD authorities	Ongoing: monthly	We will monitor the amount of meetings we have and monitor the consequential decisions, actions and results.
To explore opportunities for working closer with other local authorities, such as town and parish councils, Dartmoor National Park, Devon County Council, Torbay Council and others.	We will involve other local authorities in projects and initiatives that involve them and their communities.	TDC all departments Other local authorities	Ongoing: on demand	We will monitor the amount of meetings we have and monitor the consequential decisions, actions and results.
To work closely with local education providers to jointly promote training opportunities to employers.	We will endeavour to meet with all other education providers active in Teignbridge when opportunities arise.	TDC all departments Local education providers	Ongoing: on demand	We will monitor the amount of meetings we have and monitor the consequential decisions, actions and results.
To engage with community groups and viable community-led projects.	We will make contact with local groups where appropriate and discuss any assistance we can provide for their projects.	TDC all departments	Ongoing: on demand	We will monitor the amount of meetings we have and monitor the consequential decisions, actions and results.
To support the work of the Heart of the South West LEP in attracting resources and investment into the region.	We will work with the LEP to identify Teignbridge based projects for LEP funding.	TDC all departments HotSW LEP	Ongoing: on demand	We will monitor the amount of meetings we have and monitor the consequential decisions, actions and results.
	We will constructively engage with the development and delivery of the Local Industrial Strategy.	TDC all departments HotSW LEP	Ongoing: on demand	We will monitor the amount of meetings we have and monitor the consequential decisions, actions and results.

Catalysing Growth

Objective	Action	Delivery	Timescale	Indicator
To manage the Newton Abbot Markets, maintaining their heritage and character, enhancing their appeal and ensuring they are ready and fit for future trading.	We will ensure the public Wi-Fi project in our Driving Productivity venture is extended to cover the markets.	TDC Economy & Assets Strata	Early 2018 to early 2019	We are seeking a solution that allows us to monitor usage and footfall.
	We will establish social media platforms for the markets to target a younger demographic.	TDC Economy & Assets TDC Communications	Late 2018	We will monitor the amount of 'followers' and monitor site engagement statistics.
	We will raise the quality and aspirations of the markets by improving the physical and visual appeal and renewing the code of practice.	TDC Economy & Assets	Ongoing: throughout	We will monitor the footfall of the markets, along with trader and customer feedback.
To maintain the markets and pop-up shop to allow entrepreneurs to test their goods and services to a wide audience of potential customers.	We will establish a 'business incubator' approach to letting out selected council retail property, by offering training, support and helping tenants to grow.	TDC Economy & Assets	This approach will be trialled from 2019-21	We will monitor the demand and vacancy rates of the markets and town centre shops. We will seek feedback from new start-up businesses and established traders. We will monitor business births and deaths.
To encourage a mix of new commercial tenancy types to meet demand, such as business incubators and enterprise hubs.	We will seek to establish 'enterprise hubs' offering small office units for micro businesses. This will be accompanied by training and support.	TDC Economy & Assets	2019-2021	We will monitor the vacancy rates of the units and measure gained revenue.
To support applications for employment sites and meet the targets outlined in the Local Plan.	We will directly support applicants with the aim of increasing the likelihood of planning approval. The Economic Development team will seek involvement in the planning process of all major commercial developments.	TDC Economy & Assets TDC Planning	Ongoing: on demand	We will monitor the delivery of employment space.
	We will directly confront the organisations who are prohibiting the development of employment sites with a solutions-based approach to resolving the issues faced.	TDC Economy & Assets	Ongoing: on demand	We will monitor cases where employment land has not been brought forward and where issues have been resolved.
To bring forward our own commercial sites where appropriate, trial new types of workspace and generate additional income to the council.	We will identify potential sites to develop and purchase these sites for commercial use when a viable business case has been developed and when funding is available.	TDC Economy & Assets	Ongoing: opportunities are continuously brought forward	We will monitor the demand for differing types of commercial unit and monitor the vacancy rates of new council owned commercial units.
To continue identifying and delivering regeneration projects to increase business capacity and boost Teignbridge as an attractive place to live, work, trade and spend.	We will continue the regeneration of Newton Abbot town centre and explore projects in other Teignbridge towns.	TDC Economy & Assets	Ongoing: throughout	We will monitor the vacancy rates of new council owned commercial units and monitor the footfall of regenerated areas.
To encourage higher footfall and local spending in our town centres through branding, marketing and running events.	We will run events in the town centres, such as Summer Nights, to actively increase footfall.	TDC Economy & Assets Event partners	Ongoing: throughout	We will monitor the footfall of the events.

Cooperative Services

Objective	Action	Delivery	Timescale	Indicator
To use our regulatory powers to ensure a fair and level playing field, supporting those who want to achieve the high standards and challenging those who fall below what is required.	We will fulfil our statutory duties to the best possible standard in a consistent, fair and transparent manner. We will ensure all teams are aware of the business charter.	TDC all departments	Ongoing: throughout	We will monitor the positive and negative feedback we receive.
To be proactive wherever possible, for example by championing business rate relief and exemptions for those who are eligible.	We will provide ongoing advice and support with rate relief for eligible local businesses.	TDC Revenue and Benefits	Ongoing: throughout	We will monitor the number of businesses supported and compare to national and regional averages.
	We will look to attract valued new employers by use of discretionary relief powers.	TDC Revenue and Benefits	Ongoing: throughout	We will monitor the number of businesses supported and compare to national and regional averages.
	We will analyse the results of the business rate retention pilot 2018-2019.	TDC all departments	2020	We will analyse the results of the pilot to see if it has raised revenue for the council.
To consider and potentially change the delivery of regulations to meet the needs of business.	We will use the Better Business for All initiative to identify regulatory reform.	TDC all departments	Ongoing: throughout	We will monitor the success of regulatory reforms we have delivered.
To take a 'digital first' approach and explore new technologies for the benefit of our customers.	We will engage with customers to understand what they need, to enable us to improve the delivery of our services through improved online platforms.	TDC all departments Strata	Ongoing: throughout	We will monitor the use of our online services and record the feedback we receive from users.
To run events that inform businesses of relevant regulations and decisions, and helping them to better understand their responsibilities and our duties.	We will run events, such as the Event Organiser Forum for example, that informs businesses of their responsibilities and the responsibilities of the council.	TDC all regulatory departments	Ongoing: throughout	We will monitor the number of attendees and any feedback or the events provided.
To promote and uphold the Business Partnership Charter: www.teignbridge.gov.uk/businesscharter	We will raise the awareness of the business charter via our communication streams and during face-to-face encounters.	TDC all departments	Ongoing: throughout	We will monitor the positive and negative feedback we receive.
	We will make all TDC teams aware of the charter and adopt the key commitments.	TDC all departments	Ongoing: throughout	We will monitor the positive and negative feedback we receive.