

# Your Future - Your Torbay



# Torbay:

An unrivalled quality of life, in one of the UK's most beautiful destinations; where connectivity, culture, and ambition are growing fast, creating opportunities for everyone who lives, works and enjoys being here.



# Introduction

Torbay offers an unrivalled quality of life for individuals and families – its natural environment, clean air, climate, location, excellent schools, growing arts and cultural sector, low crime rate and wide range of outdoor activities, means that Torbay provides everyone the opportunity to live a healthy and fulfilled life.

Torbay is one of the UK's most beautiful destinations. It is world renowned as the 'English Riviera', with first class beaches, miles of stunning coastline, a climate that is envied across the UK, with a deep rooted and diverse heritage offer and UNESCO Geopark status. In a growth market for both international and domestic tourism, Torbay is well placed to attract new and different visitors, creating more and higher-quality year round jobs in the sector.

Torbay has established areas of economic success in many industries including fishing, a large social care sector, and growing pharmaceutical and tech industries. We want to develop, attract and retain a highly educated and motivated young population, who will be an asset to a growing economy. Torbay is also a retirement destination for many fit, active, skilled and affluent older people who can play a key role in the economy and the community.

## Our challenges

Torbay is a unique place and our residents have high levels of satisfaction with Torbay as a place to live. However, it also has its challenges, which this vision seeks to address. Like many coastal areas, Torbay suffers from high-levels of poverty and deprivation, with not enough opportunities for young people, meaning that many of them leave the area in order to develop their careers. Torbay currently has a predominantly low-wage, low skill economy and over reliance on the tourism industry. Torbay needs to utilise its transport and digital infrastructure in order to grow and develop its economy to its full potential. Our ageing population means that an ever higher proportion of diminishing public resource is spent on care.

The cumulative impact of these challenges highlights the need for effective partnership working is greater now than ever, with a focus on the actions that have greatest impact.





# Our Vision for Torbay

Our vision for Torbay will build on our strengths to deliver economic growth, tackle inequality and create change in the area that benefits everyone who lives here.

## 1. Skills, growth and opportunity:

**To promote organic sustainable economic growth in Torbay, as well as attracting investment and high quality jobs, ensuring that local people have the skills needed to take the opportunities that economic growth of the area will offer. To tackle inequality through skills, opportunity and growth. To build on existing strengths in the health sector and develop a diverse and responsive care sector to meet the needs of our older people.**

We will support Torbay's economic growth and tackle the deprivation in our communities through building our local skills base in health, technology and hospitality, creating the higher skilled and well-paid jobs that underpin economic success. As a partnership, we will collectively support South Devon College's higher education growth ambitions, with a strong skills focus on professional and technical degrees, building on its existing strengths. We will work with schools, colleges and businesses to create a programme of local apprenticeships, encouraging young people to stay in the area through the creation of genuine opportunity. We will only achieve these aims if Torbay fully utilises its transport and digital infrastructure already in place, along with working together, as a strong and unified voice for the area, to bring further investment in integrated infrastructure that supports growth.

Torbay is a place where health and well-being are at the front and centre of our local economy. We want to grow the health industry here, attracting pharmaceutical and health companies to the area, building on our existing strengths to create economic growth and local opportunity. We want Torbay to be a great place to do business, where support is available for new and existing businesses.

We will innovate in the health and social care sector to better care for our ageing population and using our resources better to create alternative models of living including high quality accommodation. Whether through thriving communities, innovative partnerships between culture, arts and health or using new technology to support independent living, we want Torbay to make the most of what our older population has to offer and to be a fantastic place to live at every stage of life.



## 2. Taking Torbay into the 21<sup>st</sup> century

---

To promote, protect and enhance Torbay's unique natural environment and rich heritage. As the keystone of the area's success and prosperity and in our role as custodians of the place we will encourage high quality development with sustainability at its heart, which enhances the Bay's natural assets and built heritage.

---

Torbay's uniquely beautiful natural environment, sunny climate and proud destination heritage have led it to be known as the English Riviera, one of the UK's key tourist locations.

Its UNESCO Geopark status has provided an opportunity to develop tourism beyond its traditional base. A renewed focus on culture, with £1.2 million of new funding for the area will further enhance this and has the potential to create a vibrant, community-led cultural programme that will bring visitors from across the region and the UK. We need to develop the visitor offer to reflect our status as a centre for well-being, with a high quality leisure and cultural offer to attract a wide range of visitors to the area. Torbay can be a place where visitors can enjoy unparalleled year round access to outdoor experiences, a place where people can relax and rejuvenate, as well as enjoying a wide range of exciting and healthy, activities; we want the English Riviera to thrive as a premier coastal resort for the 21st century.

## 3. A great quality of life for all:

---

To make Torbay a fantastic place to live for all our residents, whatever their background, attracting new people to live here and providing opportunities for success and well-being for all our communities.

---

Torbay offers unrivalled quality of life, through its outstanding natural environment and access to healthy lifestyles. It has some outstanding schools and one of the lowest crime rates in the UK, which attract new families to the area. We need to consolidate the culture, leisure and heritage offer to create something vibrant and engaging, as much for residents as visitors. We need to ensure the area has high quality housing and accommodation for residents at every stage of their lives.


We need a renewed commitment to tackling the underlying inequalities in the area, through jobs, skills and growth, but also through focusing on health and well-being issues, tackling entrenched health inequalities such as obesity, poor mental health and teenage pregnancy.

We want Torbay to offer a great quality of life for everyone who lives here.



# Strategic Partnership Commitment





As a partnership, working together, we will provide clear and focused place-leadership; to be a strong, bold, unified voice with a shared narrative for Torbay, standing up for the area and its communities, promoting our successes, building local pride and campaigning for the investment that the area needs, as well as tackling inequality. We will work together to deliver:

- A strong, confident Torbay, with unified political, business and community leadership. A partnership that will advocate and lobby for the area, build local pride and optimism, secure infrastructure investment and effectively position the Bay locally, nationally and internationally.
- A great place to do business and where companies grow and succeed; well-connected, with a skills-led economy, underpinned by the offer at South Devon College, apprenticeships and outstanding schools. A thriving and innovative economic hub, building on existing strengths.
- A great place for everyone to thrive; a place with an outstanding natural environment for healthy and safe living and a vibrant cultural life, where young people can stay and succeed, families can thrive and older people can enjoy a healthy and active retirement.
- A premier coastal resort for the 21st century; a thriving tourism centre that plays to the strengths of our natural environment, cultural offer and destination heritage.
- A vibrant and supported community and voluntary sector, working across the Bay, maximising our assets for the benefit of all.

