

4. Economic Resilience

* **New employment land** * **Higher wage economy** * **Retail** * **Tourism** *
Agriculture * **Creative industries and upskilling**

EMPLOYMENT LAND SITES:

NEED IN EAST DEVON:

A map lays out the larger available sites in the Sid Valley: [Futures Forum: The current state of employment land sites in the Sid Valley](#)

The calculation and allocation of employment sites in general within the Local Plan is nevertheless **controversial**: [Futures Forum: A history of the East Devon Business Forum, part three.....](#) "Members of the Business Forum often underestimated its influence on policy at EDDC; an example was for the need for more employment land in the District." AND [Futures Forum: A history of the East Devon Business Forum, part nine](#) "The local development framework would enable businesses to progress land allocation. It was agreed that the strategy should reflect the Forum's views."

As for the two sites allocated as employment land in Sidmouth, these too are controversial: [Futures Forum: Sidford business park: and Alexandria Rd business park and the Local Plan >>> so many questions and so few answers](#) AND [Futures Forum: The Local Plan and Sidford](#)

SIDFORD SITE:

The Local Plan is very specific: **Strategy 26 - Development at Sidmouth**
Commercial development will be focused on complementing the high quality of the town and its importance as a year round tourism destination. Job opportunities will also be provided through the allocation of additional employment land. 2. Jobs - provision of up to 5 hectares of additional employment land, with a particular onus on B1 space (with any retail "ancillary to primary use of each unit"). Land is allocated north of Sidford (Site 041A / 041B).

There are fears that this 'business park' will turn into a shopping centre:

As in Exmouth: [McDonald's in Exmouth Liverton, Opening Times @ Futures Forum: What is the difference between a 'business park'... and a 'retail park'?](#)

And Honiton: "In recent years there has been an increase of A1/A2 development on Heathpark Industrial Estate. **More B1/B2 development would be desirable in order to increase higher paid employment opportunities, but not bulk goods warehouses.**^[1] The Town Council strongly opposes any development for employment on greenfield sites especially as this is often as a direct result of the **unwelcome proliferation of retail use at Heathpark.** The Town Council is aware of the decision by the Inspector in the case of Countrywide but continues to stress that the proliferation of retail on this site has the effects of loss of land for B1/B2 development, **increase in low income employment and harm to the main shopping area in the High Street and believes that policies must be strengthened to prevent further**

such incidents. (submission to Local Plan panel 6 Sept 2011) @ [Futures Forum: What is the difference between a 'business park'... and a 'retail park'... Part Two](#)
It does not have to be an industrial estate, however: [Futures Forum: Seven alternative options to develop Sidford's AONB](#)

ALEXANDRIA ESTATE:

The Local Plan briefly mentions this site: **Strategy 26 - Development at Sidmouth:** Further land Allocations at Sidmouth d) *Land at Alexandria Industrial Estate – Land for employment use of 0.5 hectares, sites 001A and 001B*

This site is ‘**underused**’: “There are alternative sites in and around the town that could be used for employment, some which are under used, such as the Alexandria Industrial Estate.” [“Sidmouth does not need so much employment land”: Residents and councillors tell a Government planning inspector | Exeter Express and Echo](#) @ [Futures Forum: The future of the Alexandria Road Industrial Estate](#)

There are serious doubts about the ‘need’ for another supermarket in Sidmouth: [Futures Forum: Supermarket saturation point: Is there really room for more in Sidmouth and in Honiton?](#)

Better access could be gained to the site: [Futures Forum: Devon County are 'now looking into' access to Alexandria Road Industrial Estate](#) AND ‘Renewed bid for second entrance for Alexandria Industrial Estate’ (Herald) @ [Futures Forum: Employment land proposals for Sidmouth >>> the latest draft Local Plan](#)

LOCALITIES AND HUBS:

TEMPLE ST:

Unfortunately, the benefits of the Temple St shopping area are not acknowledged – and yet the **car park** is an asset: “Parking is in short supply across the town: EDDC’s short-stay car parks at the Ham and Roxburgh limit parking to three hours. The long-stay Manor Road car park costs £6 for the day. Its Temple Street car park is free, but is a 20-minute walk from the town centre”. [Appeal to ‘sense of fair play’ over car park abuse - News - Sidmouth Herald](#) @ [Futures Forum: Sidmouth parking issues: decreasing capacity at Ham Lane](#)

A model for developing a specific area comes from Totnes: [Futures Forum: The Atmos project: and community development in Totnes: the video](#)

Current businesses/shops should not be turned into flats: **Ring-fencing existing industrial and commercial sites** to avert land becoming lost to housing developments (Frome) [Futures Forum: Neighbourhood Planning and Transition initiatives >>> a guide](#)

The problem being that current government policy allows for the introduction of permitted development rights to convert offices to residential use without consent: Conversely, whether in Temple St or Sidbury, there needs to be much more “provision of **start-up office facilities / micro-business hubs** in rural settlements, localising working”: [Futures Forum: Neighbourhood Planning and Transition initiatives >>> an update](#)

SIDFORD HIGH ST:

The closure of the pharmacy is the latest in businesses vacating the high street: [Futures Forum: Health plans for Sidmouth: feedback](#)

The fear is that these closures and their replacement with the supermarket will reduce community cohesion: *“By all means have a medium sized supermarket in Exeter, but not in the centre of Honiton or Sidford or Ottery St Mary. Another point that is most important is that local shops are a key part of the local community.”* [Is it the end of the road for high street shops and pubs? - Telegraph](#)

REconomy is a Transition Town initiative which seeks to regenerate through community involvement: [Futures Forum: REconomy... and community-led economic development](#)

PORT ROYAL:

[Sidmouth Drill Hall Hub CIC | Promoting positive regeneration @ Futures Forum: Developing a hub for Sidmouth's seafront](#)

Over the years, there have been several proposals for how to put together '**mixed development**': [Futures Forum: Plans for Port Royal: mixed development](#); [Futures Forum: Plans for Port Royal: alternative ideas](#); [Futures Forum: Plans for Port Royal: VGS 2010](#); [Futures Forum: Ham Lane Redevelopment Study - a mixed development for Port Royal](#); [Futures Forum: Schemes for Port Royal and Eastern Town](#)

RETAIL:

This is prominent in the Local Plan: ***promoting the commercial prosperity and vibrancy of our town centres*** 16.16 *The main East Devon towns are commercially vibrant centres offering employment, community activity, transport links and shops. The town centres serve not just their immediate residents, but also support the surrounding rural hinterland and in some cases they form a major destination in their own right... Retail policy throughout the plan has been informed by a retail study produced for the Council by GVA Grimley in 2008 and updated in 2011.*

16.17 *Significant loss of retail and business activity from town centres, to other uses, could threaten the vitality and viability of towns. Accommodating new commercial and retail uses in towns, especially for uses that attract large numbers of people, should be encouraged. Failure to promote the retail and business opportunities in towns may result in loss of shoppers, visitors and business in general, to competing centres beyond East Devon. A better understanding of the dynamics of town centres will assist these areas in becoming viable and active places to shop and visit. By undertaking a 'health check' of town centres a record of unit vacancies can be identified and management solutions developed.*

16.18 ***Activities and uses which contribute to the vibrancy, vitality and viability of town centres will be encouraged***, whilst their loss will be resisted. *Retail activity not easily accommodated in town centres, such as for bulky goods, will be encouraged to locate as close to town centres as possible.*

STREET MARKET/STREET TRADING:

Opinion is generally **in favour of a 'street market'**: [Futures Forum: Street Market Sidmouth](#)

And yet opinion is **against street trading in Sidmouth**: *“Essentially, the key outcomes of the consultation are that non-Sidmouth residents, non-Sidmouth town and parish councils (who took part), and street traders are*

overwhelmingly in favour of more markets and street trading.” [EDDC Street Trading Consultation](#). @ Streetlife AND [EDDC Consultation about Street Trading](#) @ Streetlife

Sidmouth doesn't want it [Futures Forum: Street trading in Sidmouth](#) AND [Councillors told: leave Sidmouth trading as it is - News - Exmouth Journal](#)

Whereas Exmouth does: [Street trading and markets set to be allowed on every Exmouth street - News - Exmouth Journal](#) AND [Street trading - East Devon](#)

FARMERS' MARKET:

Opinion is clearly **in favour of farmers' markets:** [Why can't we have a farmers market by Fields?](#) @ Streetlife AND [Farmers Market](#). @ Streetlife

And there is of course the Vision Group's regular monthly Farmers' Market @ Kennaway House: [Vision Group for Sidmouth - Markets](#)

INDEPENDENT SHOPS:

There is widespread **opinion against chains:** [Chains to revitalise Sidmouth?](#) @ Streetlife

And real support for independent shops with a flurry of letters to the Herald: [Futures Forum: In defence of Sidmouth's independent businesses](#)

In the USA, some cities have managed to keep them out: (Sept 2013) [What It Means to Keep Chain Stores out of San Francisco - The New Yorker](#) AND [USA Today Cities put shackles.pdf](#) AND (April 2006) [Nantucket Votes to Ban Chain Stores From Downtown - The New York Times](#)

In Sidmouth there is a recent initiative to **promote small, independent shops:** [Futures Forum: "Sidmouth needs more small shops"](#)

CHARITY SHOPS

Opinion is also generally **against charity shops:** [Charity shops? Are there too many?](#) @ Streetlife AND [Interference on the High Street](#). @ Streetlife AND [charity shops](#) @ Streetlife

Are charity shops harming the high street? [Charity shops enjoy £1.2bn tax break on business rates - Telegraph](#) AND [Todd charity shops_0912TOSH0001.ashx](#) @ [Futures Forum: Corporation tax, small towns and small businesses >>> giving SMEs the same 'level playing field' as multinationals](#)

COFFEE SHOPS

And **coffee shop chains are not popular** either: [Futures Forum: Sidmouth: a town of charity shops and coffee shops?](#)

In Honiton: “*THE* chairman of Honiton Chamber of Commerce has raised concerns over the state of the town's high street and has **urged EDDC to give the town council more powers to cherry pick which businesses come into Honiton**. Tony McCollum, the market manager and chairman of the chamber, said there was no control on what shops and business could come into Honiton, leaving the town with ‘a saturation’ of coffee chains, supermarkets and charity shops”. [Chamber chairman concerned over choice of high street shops - View News](#) @ [Futures Forum: "We don't want a main shopping area of charity shops and coffee chains."](#)

CLONE TOWN:

Sidmouth **town surveys** 2012 and 2014 fear becoming like any other town: [Futures Forum: Clone Town Sidmouth?](#) AND [Futures Forum: New Economics Foundation: Clone Town Sidmouth? >>>](#) "[The towns most dependent on the biggest chains and out of town stores have proven to be most vulnerable to the economic crisis.](#)"

And there are fears for the future: [Futures Forum: "Sidmouth's different shopping experience is disappearing."](#)

It's clear that **buying from local businesses** is key: [Futures Forum: Why buy local?](#)

SUPERMARKET LEVY:

A levy on supermarkets: [Call to tax Torbay supermarkets - BBC News @ Futures Forum: "Promoting local economic activity, local services and facilities, social and community wellbeing and environmental protection"](#)

A levy on chain stores: [Futures Forum: Can anyone save the High Street?](#)

This is the **Local Retail Levy** under the Sustainable Communities Act: [Futures Forum: Local Retail Levy: District Council to debate](#) AND [Futures Forum: District Council decides against the Local Retail Levy](#) AND [Futures Forum: Local Retail Levy: Exmouth Town Council support Transition Town Exmouth initiative](#)

FAIRTRADE TOWN:

[Futures Forum: Sidmouth becomes a Fairtrade Town](#)

HIGH STREET:

There are clearly fears over **internet** competition: [Futures Forum: Sidmouth high street and online shopping](#)

Everyone wants a 'vibrant' High St: [Futures Forum: District Council leader: "Sidmouth has a vibrant town centre and its community keeps a degree of excellence in maintaining it. Cranbrook should be striving to match that level of vibrancy for it to achieve all the aspirations that we have for it."](#)

Besides, the **shopping centre/mall** is a thing of the past: [Futures Forum: The changing face of the high street ... the death of the shopping mall](#)

Sidmouth can learn from Falmouth in the **Great British High Street Awards**:
Category: Coastal Community: Falmouth "In an incredibly tough category, Falmouth came out on top. Collaboration is key in this coastal community, with the local authority working closely with the BID and Town Team. The strong marketing and events on offer and the lowest vacancy rate in the South-West, blew our judges away." [Falmouth named best coastal community | Coastal Communities Alliance](#) AND [Great British High Street Awards 2016: Is your high street as good as this? - Telegraph](#) AND [The Great British High Street Awards 2016: Winners | The Great British High Street](#)

Walkable Towns/Strong Towns: **Walkable Uptown more profitable than big-box store** "For a long time now I have felt making uptown more walkable and parkable would make it a profit center for the city. A place where people would like to live and business would want to be. For people who question the efficacy of this approach, I would recommend checking out [strongtowns.org](#) on the Internet or reading "Thoughts on Building Strong Towns" by Charles Marohn." [ReadersSpeak: Walkable Uptown more profitable than big-box store](#) AND [Home - Strong Towns @ Futures Forum: The changing face of the high street... the promise of the big box store](#)

Pedestrianisation would help: [Futures Forum: An idea for improving Sidmouth: making the town more pedestrian friendly](#) AND [Futures Forum: An idea for improving Sidmouth: making the town more pedestrian friendly: press report](#)
And access through design is vital for an elderly population: **Inclusive design:**
“*Designing the built environment, including buildings and their surrounding spaces, to ensure that they can be accessed and used by everyone*”
www.eastdevon.gov.uk/publicationdraftnewlocalplan.pdf @ [Futures Forum: 'Inclusive Design' in Sidmouth...](#)

FOOD INDUSTRY:

LAND USES:

As part of the District Council’s Vision as laid out in the Local Plan, there are mixed messages around agriculture: **3 Vision for East Devon to 2031 East Devon in the Future and Our Vision: 3.12** *We will support a strong and viable agricultural sector in East Devon, focused on:*

- a) *helping local food production;*
- b) *maintaining food security and home supply; and we recognise that*
- c) *the rural economy will be a varied one, widening the options for providing jobs and promoting the different attractions (both natural and man-made) that East Devon has to offer; and we recognise that*
- d) *land is a finite resource and Planning Policy needs to integrate issues in different sectors involving land use (physical development, food, forestry, energy, tourism, water management and landscape value). The multifunctional nature of most land is recognized and will be a material consideration in assessing planning applications. Housing, industrial use and infrastructure development will compete with land for agricultural use. **Strategic Policy is now to consider the holistic, strategic needs weighed against other land-uses with a presumption in favour of continued use of the land for food, energy and tourism.** There will be a presumption in favour of real farm diversification needs but the material consideration will be added value in the planning application. <http://eastdevon.gov.uk/media/1772841/local-plan-final-adopted-plan-2016.pdf>*

In other words, there is a fundamental conflict over the use of land in the District:
[Futures Forum: What exactly do we want to do with our land in East Devon?](#)

LOCAL FOOD PRODUCTION:

Market Garden: [Fresh and Green](#) @ [Futures Forum: Fresh and Green: open day Sunday 7th July](#)

Small local family dairy farms: [Futures Forum: What is the price of milk?](#)

As opposed to the large farms: [Futures Forum: 'Mega farms'... for Devon...?](#)

Urban growing: [Severn Project - an urban farm producing high quality salads](#) @ [Futures Forum: Sustainable food production and consumption](#)

Biofuel/Anaerobic digestion: [John and Clare Clapp, who farm cereals, maize and beef on their farm at Halberton near Tiverton, were named Devon Farmer of the Year at the Devon Farm Business Awards | Western Morning News](#) @ [Futures Forum: Food for fuel... anaerobic digestion... and farming in Devon](#)

FARMERS’ MARKET:

Opinion **in favour of farmers' market:** [Why can't we have a farmers market by Fields? @ Streetlife AND Farmers Market. @ Streetlife](#)
Farmers' Market @ Kennaway House: [Vision Group for Sidmouth - Markets](#)

FOOD FESTIVAL:

A lot of interest over the last two years: [Food Festival @ Streetlife AND Futures Forum: A food festival for Sidmouth?](#)

Sidmouth's first: [Futures Forum: Sidmouth's First Food Festival: Congratulations!](#)

FISHING INDUSTRY:

Last remaining local fishing family: [Sidmouth Trawlers, fresh fish for sale AND Futures Forum: Sidmouth Trawlers: representing UK in-shore fishing](#)

They have collaborated with projects in **Hastings:** [Futures Forum: Sidmouth Trawlers at Tourfish in Hastings](#)

TOURIST INDUSTRY:

IMPORTANCE OF HOSPITALITY INDUSTRY:

Prominence in the Local Plan: **Tourism in East Devon 16.19** *Tourism is a key sector in the East Devon economy. The coastal towns of East Devon form one of the focal points for tourism but the draw to visitors extends beyond these resorts into the stunning coastline between them, the wonderful countryside and the picture postcard villages that East Devon has to offer. The Local Plan will support tourism throughout the District with the onus on **encouraging high quality attractions, facilities and tourist accommodation.** Tourism development will be encouraged, particularly where it enhances and capitalises on the geology, wildlife, coastline, countryside, historic environment and other assets that are unique to the District.*

Strategy 33 - Promotion of Tourism in East Devon: *The Council will support and facilitate high quality tourism in East Devon that promotes a year round industry that is responsive to changing visitor demands. Tourism growth should be sustainable and should not damage the natural assets of the District but aim to **attract new tourism related businesses** that can complement the high quality environment of East Devon.*

<http://eastdevon.gov.uk/media/1772841/local-plan-final-adopted-plan-2016.pdf>
@ [Futures Forum: East Devon and tourism](#)

This is the **key to the Sidmouth economy:** [Futures Forum: Jobs and services: the hospitality industry](#) AND [Futures Forum: Tourism awards for East Devon: ""You are all very special - in an era of ever dwindling public sector funding you are the industry leaders who can take Devon forward.""](#)

There are doubts whether EDDC consider tourism as key to economy: [Is tourism important to East Devon District Council? | Sidmouth Independent News @ Futures Forum: The West County, East Devon and tourism](#)

A Parliamentary Committee inquiry into the role of tourism in supporting rural growth: *Rural tourism provides around £17 billion a year to the English economy. But rural communities face some particular challenges to tourism growth such as transport connections, restrictions to broadband access and seasonal employment. Now the (EFRA) Committee launches an inquiry into the role of tourism in supporting rural growth in England the Environment, Food*

and Rural Affairs (EFRA) select committee has launched an [inquiry into how rural tourism can be supported](#). Committee chairman Neil Parish said: **"Tourism in rural areas creates job opportunities and supports the economic viability of communities."** [MPs launch rural tourism inquiry @ Futures Forum: Tourism in rural England >>> Environment, Food and Rural Affairs select committee launches inquiry into how rural tourism can be supported](#)

GREEN TOURISM:

[The Salty Monk Bagged Bronze in Prestigious 'Visit England Awards 2013' | The Chefs Forum @ Futures Forum: Green Tourism Business Scheme - more awards](#)

RESPONSIBLE TOURISM:

Residents vs Visitors: [Futures Forum: Airbnb: tourists, local residents and the sharing economy](#) AND [Futures Forum: Airbnb and irresponsible tourism](#)

EXPERIENCE ECONOMY:

"We increasingly see a trend for consumers to spend more on experiences rather than on products," said Kevin Jenkins, the UK and Ireland managing director of payment card group Visa Europe. **"Eating out, booking holidays and discovering new experiences are all driving spending growth** at a time when the lower cost of living is creating higher disposable incomes." [The way we shop now: the revolution in British spending habits | Business | The Guardian @ Futures Forum: Peak stuff: and the 'experience economy'](#)

*Developing the experience economy – in its simplest form this is the selling of experiences. Responsible tourism experiences can be framed in a range of ways; however, connecting tourists in an **authentic** way with local sustainable food, local livelihoods and culture, and the meaning of place, is particularly relevant in the context of agri-food and small-scale fisheries.* [Responsible tourism: a guide for tourism and sustainability in small-scale fisheries and agri-food: executive summary - SidmouthDrillHall](#)

CUT VAT FOR TOURISM:

MPs have pushed for tax cuts in the South West: [MPs back drive to cut VAT to create tourism jobs | Torquay Herald Express @ Futures Forum: Looking to the future of the South West seaside town](#) AND [Campaign growing for reduction of VAT to 5% for tourism industry | Western Morning News @ Futures Forum: Looking to the future of the South West seaside town ... part two](#)

LOW WAGES IN THE HOSPITALITY INDUSTRY:

The push for a **'living wage'** impacts the profitability of SMEs: [Fears low-paid workers in Devon and Cornwall are being exploited | Western Morning News @ Futures Forum: Jobs and services: the hospitality industry](#)

There is heavy reliance on **migrant labour**: *The Sid Valley does not have potato factories or fields of asparagus, but its hotels and care homes are key industries - staffed primarily by migrant workers:* [Futures Forum: Brexit: and migrant workers in care homes and hotels >>> Who will take care of us "when the immigrants leave?"](#) AND [Futures Forum: Brexit: and migrant workers in Devon](#) [Although East Devon has always attracted people from outside the area: *"The migration of population into East Devon from other parts of the UK show that in*

2011 there were 1130 more people moving into the area than out.”

www.eastdevon.gov.uk/knowning_east_devon_version_1.0-2.pdf @ [Futures Forum: Migration, Sidmouth and East Devon](#)]

However, **‘there are not enough low-skilled workers in the Exeter area’**: [Futures Forum: Brexit: and low-skilled migrant workers: "There are parts of the country where unemployment is really, really low \[such as Exeter\]. Many of the young unemployed people are on the other side of the country and they are not going to come down to Exeter, and they don't."](#)

EMPLOYMENT:

In the Local Plan, the only reference to ‘high-value employment’ is the **Exeter Science Park** which will offer limited opportunities to Sidmouth in the Eastern part of the District: 7.39 *This significant investment will lead to the creation of a high value employment site offering high skill and wage jobs for the local economy. It will further help position the Exeter sub-region as a leading business centre with specialist scientific and technological activities which have a national and international standing.* <http://eastdevon.gov.uk/media/1772841/local-plan-final-adopted-plan-2016.pdf>

However, looking at **Ensuring Vibrant Rural Areas**, 15.2 *Housing development should be balanced by the provision of jobs particularly those offering skilled positions. **Technology based industry** with a low environmental impact will be particularly encouraged.*

And concerning **Jobs in Rural Areas** 15.9 *We are keen to see **skilled jobs**, and higher paid jobs, particularly in areas such as **technology and home-working**.*

Nevertheless, the Local Plan is not itself very ambitious for the Eastern part of the District: **Jobs and the Economy** 16.4 *Key objectives for East Devon include seeking to improve job opportunities and business performance. We recognise that **large scale inward investment** into the District, providing skilled jobs, is most likely to occur in the Western part of East Devon and for this reason we have identified strategic development sites close to the M5 motorway that will appeal to this sector. Elsewhere in East Devon site provision is to be geared around securing development to **promote business growth of smaller scale existing and new businesses**.*

Although it does at least recognise the aspirations of the people of East Devon: **Jobs and the Economy** 16.6 *The promotion of employment opportunities in East Devon will seek to **retain young graduates through development of knowledge based businesses**. Currently only 5% of East Devon’s economic structure is represented by those employed in knowledge based sectors in comparison to 18% in Exeter and nationally. To secure a better paid more diverse local economy East Devon needs to secure and promote job opportunities in higher skilled, knowledge based industries.*

APPRENTICESHIPS:

There is support from EDDC & businesses: [Futures Forum: Apprenticeships in Sidmouth](#) AND [Futures Forum: Jobs and training for young people in East Devon](#) Plus calls for **Local Labour Agreements**: [Futures Forum: Local Labour Agreements: "Train local young people if you want to build"](#)

DONKEY SANCTUARY:

This is the largest employer in Valley (after EDDC, currently!): [Work for us | The Donkey Sanctuary @ Futures Forum: The Donkey Sanctuary](#)

COMMUNITY/SOCIAL ENTERPRISE:

Otter Rotters: [Futures Forum: Otter Rotters: Stop community composting being crippled by disproportionate government agency fees \(sept13\)](#) AND [Futures Forum: Support Otter Rotters as cuts threaten their existence >>> 'at the forefront of green waste recycling' and 'providing valuable work opportunities'](#)

Help for initiatives: [Futures Forum: "Power to Change" roadshow for community enterprises: Dartington, Totnes: 24th September](#)

Social Entrepreneur of the Year: [Futures Forum: The Remakery: up for Social Entrepreneur of the Year >>> teaching people to repair their computers, furniture and clothes, or refurbish them to sell onwards ... while campaigning for zero waste](#)

BUSINESS AND THE ECONOMY:

ON THE COAST:

Blue New Deal: *Britain's 11m coastal residents face unique and urgent challenges: higher levels of underemployment, economic inequality and educational underachievement than those living further inland; on top of greater vulnerability to the impacts of climate change and the declining health of the UK's marine environment. But **the marine environment is a unique asset, with huge economic and social potential.** Already Britain's coasts are dotted with innovative, community-led regeneration projects [160,000 new jobs for Britain's coasts - New Economics Foundation @ Futures Forum: The Blue New Deal from the New Economics Foundation > launching an action plan for coastal communities](#) AND [Blue New Deal @ Futures Forum: The Blue New Deal from the New Economics Foundation: 'delivering good jobs and economic sustainability for coastal communities through a healthier marine environment'](#) AND [Futures Forum: Coastal entrepreneurs >>> thriving by promoting a healthy environment](#)*

Architecture has a part to play in improving our coastal towns:

architectural interventions can develop the infrastructure of the built city to increase resilience to economic and environmental shocks [Futures Forum: Re-imagining coastal towns >>> The response is usually "let's get a large supermarket and a Pizza Express - that'll do it". Oh - and not forgetting the "luxury apartments".](#)

Entrepreneur-led revitalisation: [From ebb to flow: how entrepreneurs can turn the tide for seaside towns - The Centre for Entrepreneurs](#) AND [Once more on to the beach: how Britain's seaside towns bounced back | Travel | The Guardian @ Futures Forum: "Belligerence and creativity" >>> entrepreneur-led revitalisation of seaside towns >>> "People aren't interested in that old seaside ice cream cone and walk along the beach any more. They're looking for more."](#)

'Call for Seaside Tsar to Save Coastal Towns': *"The hospitality and tourism industry employs 4.5m people or 14% of the UK workforce. The association, which represents more than 40,000 businesses in the sector, cites the successful regeneration of Folkestone in Kent and along the Jurassic Coast in Dorset and east Devon as examples of how the British seaside can recover" [Call for Seaside](#)*

[Tsar to Save Coastal Towns - British Hospitality Association](#) AND [Call for 'seaside csar' to champion coastal communities | Plymouth Herald @ Futures Forum: "Creating Coastal Powerhouses" >>> creating coastal enterprise zones and coastal action groups](#)

BUSINESS AND AONB:

Building on AONB: [Futures Forum: "It is possible to develop employment opportunities in the Area of Outstanding Natural Beauty without 'ruining' what makes it special."](#)

SMEs:

Small and Medium-sized enterprises are of great importance to the local economy: [Futures Forum: "Statistics show us that small and medium-size businesses \(including those in tourism\) are our life blood."](#)

Support comes from national campaigns: [Futures Forum: Keep Trade Local... the campaign from the Federation of Small Businesses](#)

Balancing low-pay, 'self-employment' and 'sharing': [Futures Forum: SMEs, self employment and the sharing economy](#)

And the push is coming locally too: [Futures Forum: "Sidmouth needs more small shops"](#)

CORPORATION TAX:

[The Town That Took On The Taxman, TV review: Rebellious business owners get a crash course in tax avoidance | The Independent @ Futures Forum: Corporation tax, small towns and small businesses >>> giving SMEs the same 'level playing field' as multinationals](#) AND [Futures Forum: Corporation tax, small towns and small businesses >>> giving SMEs the same 'level playing field' as multinationals >>> demonstration Monday 1st February >>> reports](#) AND [Futures Forum: Corporation tax, small towns and small businesses >>> giving SMEs the same 'level playing field' as multinationals >>> from Google to Crickhowell and back again](#)

FOLK WEEK:

The importance to local economy: [Futures Forum: Sidmouth Folk Week](#)

Or not: [Futures Forum: Is Folk Week good for Sidmouth?](#)

FOREIGN DIRECT INVESTMENT:

The Local Plan is very clear about the benefits of ***Stimulating Inward Investment, Connectivity and Local Benefits Strategy 30*** – *Inward Investment, Communication Links and Local Benefits Support will be given to promoting inward investment by businesses and service providers and to improvements of both transport links and electronic media links. The Council will seek to secure opportunities for local residents (including young people and people who are disadvantaged in the labour market) and local businesses to benefit from employment and procurement associated with largescale major developments and investment through a targeted recruitment, training and supply chain agreement with the developers. This may form part of a planning agreement.* <http://eastdevon.gov.uk/media/1772841/local-plan-final-adopted-plan-2016.pdf>

However, *"There are many well-documented benefits to our communities and to each of us to **choosing local, independently owned businesses.** We realize*

it is not always possible to buy what you need locally and so merely ask you to Think Local FIRST!" [Why Buy Local? – Sustainable Connections @ Futures Forum: Foreign Direct Investment ... vs ... supporting locally-owned small businesses](#)

SELF-SUFFICIENT, LOW CARBON COMMUNITY:

There is support from EDDC: [Futures Forum: Sustainable Communities](#)
The New Economy in 20 Enterprises: [Inspiring enterprises : REconomy @ Futures Forum: The New Economy in 20 Enterprises report released](#)

GREEN JOBS:

[Futures Forum: Climate change: climate jobs: green jobs](#)

INNOVATION:

Frugal Innovation: [Futures Forum: Jugaad: The Rise of Frugal Innovation](#) AND [Futures Forum: Frugal Innovation: on BBC Radio 4's In Business](#)

Upcycling: [How to upcycle your neighbourhood - NewStart](#) AND [Why A Man Who Hates Plastic Water Bottles Is Making Plastic Water Bottles | Co.Design | business + design @ Futures Forum: Latest upcycling projects and business ideas](#)

CIRCULAR ECONOMY:

[Circular Economy - UK, USA, Europe, Asia & South America - The Ellen MacArthur Foundation @ Futures Forum: The Circular Economy](#)

"The idea that we could soon all be able to 3D print our own homes, cars, clothes using open-access, open-source code, near-free energy and resources in local [Fab Labs](#) is mind-blowing but a near reality. If done with a closed eye on ecological limits it could herald a true circular economy." [The Fabulous Future of p2p Economics, Commerce and Democracy | The Huffington Post @ Futures Forum: The Real Economy Lab](#)

[The Circular Economy: Butterflies and the Fourth Industrial Revolution | EconoMonitor @ Futures Forum: Is an environmentally sustainable economic transition possible? >>> "Full transition to a sustainable economy will not be complete until business performance is measured in terms of returns on natural resources rather than just returns on financial capital."](#)

LOCALISM AND BUSINESS:

Relocalisation: [Michael Shuman @ Futures Forum: Michael Shuman and economic localisation: "Those counties with the highest density of local and small business were those that actually had the highest level of per capita income growth and were doing the best job of reducing poverty."](#) AND [Futures Forum: Relocalisation](#)

A model from the Midlands: [Localising Prosperity | – by mainstreaming community economic development @ Futures Forum: Localism and local prosperity](#) AND [Futures Forum: Localising Prosperity >>> by mainstreaming community economic development](#)

And from Preston: **requiring contractors on public works to source locally:**

*"The council is working with the city's anchor institutions to help them use their spending power locally. **Anchor institutions** – local authorities, hospitals, universities and housing providers – are key components of local economies and places. They are significant employers and investors in communities, largely unfettered by global economic change, and wedded to place. They are also*

significant spenders, with large annual budgets for staff, food, energy and other supplies and services. The challenge facing anchor institutions is that while they are wedded to place they are far from embedded in place. They draw in labour from other towns and cities, purchase goods and services from large non-local corporates, and will often fail to collaborate with key local institutions” [Preston: Building a new local economics - NewStart @ Futures Forum: How local authorities can boost their economies](#)

Here are recent critiques of EDDC’s **Regeneration and Economic**

Development Special Item - Proposed Budget 2016-17: [Futures Forum: "Regeneration and economic development" in East Devon >>> looking beyond the conventional, the ideological and the heavyhanded](#) AND [Regenerate, degenerate, exterminate ... | East Devon Watch](#)

ULTRA-MICRO BUSINESS:

'Ultra-local approaches to people-powered prosperity': [Opinion: The future isn't so much local, it is small @ Futures Forum: "Small plus small plus small equals big" >>> 'There is a blind spot about economic regeneration in most local authorities'](#)

“Local shops can come together in co-operatives to offer more products to their customers./Abandoned buildings and plots of land can be transformed into service centres or community gardens by local enterprises.” [2174_Rural_ultra-micro_economics.pdf](#)

MICRO-MANUFACTURING:

[Micromanufacturing | CTE Publications](#) AND [Make-It-Yourself: The rise of the micro-manufacturers - BBC News @ Futures Forum: Developing an alternative economy >>> 'stimulated by a climate of changing technology and increasing individual power'](#)

MICRO-ENTREPRENEURSHIP/DIY ECONOMY:

[The Rise Of The Micro-Entrepreneurship Economy | Co.Exist | ideas + impact](#) AND [SEO San Diego | Wordpress & Ecommerce Consulting – DIY Economy @ Futures Forum: The DIY economy](#)

NETWORKING:

IN EXETER:

Exeter Sustainable Business Network is a sub-group of Exeter Chamber of Commerce & Industry. The group is led by representatives from Exeter Chamber, Zero 2050, Lloyds, Bicton College, Environment Agency, Devon County Council, Exeter City Council, Travel Devon & E.ON. [About Us - Exeter Sustainable Business Network - ESNB @ Futures Forum: Exeter Sustainable Business Network](#)

Exeter City Futures: [About - Exeter City Futures](#) AND [Exeter City Futures unveils plan for Science Park research centre | Exeter Express and Echo @ Futures Forum: Exeter City Futures > technology, innovation, sustainability](#)

IN DEVON:

Local Entrepreneur Forum: [Local Entrepreneur Forum | REconomy Centre Totnes](#) @ [Futures Forum: The Local Entrepreneur Forum](#) AND [Futures Forum: The Local Entrepreneur Forum 2016](#)

Devon Environmental Business Initiative *is a networking organisation set up to inform, support and motivate businesses, of all sizes and from all sectors in Devon, to adopt environmentally sound and profitable business policies.* [Home](#) | [DEBI Devon Environment Business Initiative](#)

FINANCE:

[Futures Forum: Devon Funding >>> free support for business](#)

[Futures Forum: Making it Local: funding for East Devon businesses](#)