

Plymouth Plan

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1. Introduction

What is the Plymouth Plan?

The Plymouth Plan is a ground-breaking plan which looks ahead to 2034. It sets a shared direction of travel for the long term future of the city bringing together, for the first time in Plymouth (and perhaps in the UK), a number of strategic planning processes into one place. It talks about the future of the city's economy; it plans for the city's transport and housing needs; it looks at how the city can improve the lives of children and young people and address the issues which lead to child poverty and it sets out the aspiration to be a healthy and prosperous city with a rich arts and cultural environment.

It had originally been intended to publish Plymouth Plan in two parts; Part One setting out an overarching strategy for future change and growth in the city; Part Two setting out detailed policies for different areas of Plymouth and site-specific policies for the development, improvement or conservation of land in the city. Part One was approved at a Full Council meeting of Plymouth City Council in September 2015 and has since been used by the City Council, local communities and other partners in the city as Plymouth's guiding strategic framework. However, in February 2016, Plymouth City Council agreed to work with both South Hams District Council and West Devon Borough Council on a Joint Local Plan for Plymouth and South West Devon. As a consequence, the spatial planning components of the Plymouth Plan, including what would have been Part Two of the Plymouth Plan, are now being taken forward through the Joint Local Plan.

Once the Joint Local Plan has been subject to public examination later in 2017, and then formally adopted as the statutory development plan for the Joint Local Plan Area, a fully interactive electronic version of the Plymouth Plan will be re-created, gathering together in one place the policies of the Plymouth Plan and the Plymouth-specific policies of the Joint Local Plan. Until this time, Plymouth Plan Part One (as amended and updated in this document) continues to set the overall strategic direction for Plymouth.

What is being published for consultation?

Two documents are being published at this time:

- The Plymouth and South West Devon Joint Local Plan Pre-submission draft (the JLP).
- Updates to Modules 2, 3, 5, 6 and 7 of Plymouth Plan Part One, made necessary as a result of the moving of some policies into the Joint Local Plan but also to make minor updates where the context has changed.

What changes have been made to the Plymouth Plan?

These are summarised below:

- Module 2 - Philosophy. Minor wording updates and text simplification; Theme 2 (sustainable linked neighbourhoods) now moved to the JLP as a new policy in its spatial strategy section.

- Module 3 - Vision. Minor wording updates and text simplification; removal of Strategic Objective 2 as unnecessary duplication; time frame updated to reflect JLP.
- Module 5 - Healthy City. Some small updates as sought by partners, around themes such as health literacy and oral / dental health, as well as minor wording updates and text simplification; cross-references added to JLP policies; some policies moved to JLP where they are delivered through the planning process.
- Module 6 - Growing City. Minor wording updates and text simplification; cross-references added to JLP policies; some policies moved to JLP where they are delivered through the planning process; update to transport policies.
- Module 7 - International City. Minor wording updates and text simplification; cross-references added to JLP policies.

The following modules of the Plymouth Plan are now being taken forward through the Joint Local Plan:

- Module 4 - Plymouth's Strategic Role. Being considered through the JLP but with strategic connectivity policy also reflected now in the Plymouth Plan's Growing City module.
- Module 8 - Spatial Strategy. Being considered through JLP.

The following modules of the Plymouth Plan will be revised once the JLP is formally adopted and the two documents are united to re-create the single interactive strategic Plymouth Plan.

- Module 1 - Introduction.
- Module 9 - Delivery and Monitoring.

What statutory roles does the Plymouth Plan perform?

The Plymouth Plan itself meets a variety of statutory functions that the City Council and other statutory bodies in Plymouth are obliged to fulfil, including the preparation of the following strategies and plans:

- Transport (Transport Act 2000, as amended by the Local Transport Act 2008) - Local Transport Plan.
- Child Poverty (Part 2 of the Child Poverty Act 2010) - Child Poverty Strategy.
- Health and Wellbeing (Health and Social Care Act 2012) - Health and Wellbeing Strategy.
- Community Safety (Crime and Disorder Act 1998) - Safer Plymouth Partnership Plan.
- Housing (Housing (Miscellaneous Provisions) Act 2009); Self-Build and Custom Housebuilding Act 2015; Housing and Planning Act 2016) - Plymouth Housing Plan.
- Natural Environment (The Conservation of Habitats and Species Regulations 2010 and Natural Environment and Rural Communities Act 2006) - Plymouth Green Space Strategy.

Other strategic principles absorbed into the Plymouth Plan include those dealing with:

- Economy - Plymouth Local Economic Strategy.
- Children and young people - Plymouth Children and Young People's Plan.
- Art and culture - The vital spark: A cultural strategy for the city of Plymouth.
- Waste - Plymouth Municipal Waste Strategy.

How is the Plymouth Plan structured?

Strategic Outcomes set out what the city will look like in 2034; they identify the headline changes that the Plymouth Plan seeks to achieve in order to make the city vision a reality.

Strategic Objectives set out in greater detail what the Plymouth Plan is seeking to deliver, and how.

Policies identify specifically what the Council, and where appropriate, its partners will do in order to meet the strategic objectives. Policies which refer to 'the City' are those where there is a lead partner or where partners may have a shared commitment or responsibility for delivery.

Measures of success, supported by a range of indicators, identify those measures that will be monitored in order to know whether or not the Plymouth Plan is on track.

How is the plan best used?

Although you can read the plan from start to finish, the plan can be more easily navigated using the interactive tools found at www.theplymouthplan.co.uk

1. Use these topic symbols to find strategic objectives and policies throughout the document that might be of interest to you.



2. Look at the interactive plan to search the plan easily and see the latest news and progress that has been made.

2. Philosophy

The philosophy that underpins the Plymouth and South West Devon Joint Local Plan

Each strategic objective and policy in the plan is guided by one or more of five complementary principles. These create an environment for the plan to be delivered in the best possible way for people. They anchor the plan, demonstrating confidence and openness about the basic values and beliefs that create the conditions to drive the prosperity and well-being of the area.

1. Roots: People feel like they belong in the community where they live and care for their own future and that of their local community.



The Plymouth Plan aims to create the conditions where people feel they are part of the city or the community within which they live and are sufficiently secure to contribute and invest in a diverse community and society. This principle also places responsibility for caring for the future of the environment at its heart and recognises that everyone plays a role in this.

The Plymouth Plan aims to create the conditions for this principle in a range of different ways, for example:

- Everyone in Plymouth feels welcome and supported.
- Sustainable development is at the heart of decision making.
- Communities are sustainable and places where people enjoy living.
- High quality homes support people to feel settled, invested in and cared for.
- The city's environment and the heritage is cared for and celebrated.
- Local people feel positive about the place where they live and are proud of their own and the community's culture.



2. Opportunity: People have more equal opportunities and the ability to contribute to and benefit from being part of the Plan Area's future.

The Plymouth Plan aims to create the conditions that enable people to access the resources, services and support they need in order to thrive.

The Plymouth Plan will do this in a range of different ways, for example:

- Addressing health inequalities and long term health conditions.
- Healthy lifestyle choices are supported through a health-enabling transport system and promotion of and access to the natural environment.
- Ensuring children and young people have the best possible start in life.
- Transport options are accessible to support people to get to work, leisure and services.
- Creating an entrepreneurial culture which supports new business start ups and investment among our existing businesses.
- Ensuring that local residents have access to fulfilling careers.

- The built environment respects people's rights and needs for access and high quality spaces.
- Diverse communities of geography, interest and identity are celebrated.
- Planning obligations and where appropriate the community infrastructure levy are used to benefit communities and the natural environments affected by development.



3. Power: People have confidence that they can influence decisions that affect them. Power is distributed in a way that makes the most of existing networks and systems.

Sometimes difficult strategic decisions will need to be made to move the city forward. The Plymouth Plan aims to promote the sharing and devolving of power to enable action to happen, making use of democratic processes already in place and enabling local communities to influence decisions or make decisions in fair and transparent ways.

The Plymouth Plan will create the conditions for this principle in a range of different ways, for example:

- Devolving power and supporting communities to lead change in their area.
- Influencing decisions at a regional and national level.
- Effective conservation and enhancement of the natural environment.
- Empowering people, communities and institutions to drive their own economic success.
- Clear strategic decisions are made about land use and need.
- Local stewardship of heritage assets.
- Improving health literacy amongst the population to allow people to navigate local power structures and obtain the outcome they need.



4. Flourish: Individuals, communities and businesses thrive and there is an environment that is creative, enterprising, diverse and open to new ways of doing things.

The Plymouth Plan aims to enable exciting and resilient opportunities for business and communities. Individuals should feel that making their aspirations happen is possible and be supported to try new things.

The Plymouth Plan will create the conditions for this principle in a range of different ways, for example:

- Creating sustainable linked neighbourhoods and supporting neighbourhood planning where appropriate.
- Strategic and regional role is well promoted to support businesses and communities.
- Supporting Plymouth as a regional centre of excellence for health.
- Low carbon and green improvements that create spaces and facilities for people to thrive.
- Sports are supported and developed as a key element of public health.
- The profile of Plymouth is well promoted regionally and internationally.
- Support for a global market place.

- The city and the surrounding area of West Devon and South Hams will be promoted as a UK destination.
- Celebrating the green city credentials and promoting the green assets within the city.
- Recognising important role which the world class universities and research centres within the city play.



5. Connections: People mix physically and socially, so they can interact, learn from each other and work together.

The Plymouth Plan aims to create conditions that help people work together, meeting different people and finding different ways to deliver change and make things happen.

The Plymouth Plan will create the conditions for this principle in a range of different ways, for example:

- Encouraging joined up public services and shared resources.
- Working together with neighbouring authorities.
- Joined up approach to managing the natural environment to protect and enhance it.
- Enabling communities to mix and share skills to contribute to sustainable neighbourhoods through neighbourhood planning and other appropriate projects and processes such as masterplans.
- Opening data wherever possible to improve our collective understanding of how the city and the wider area operates.

Key themes that run through the plan

In addition to these five principles, the City has adopted two strategic themes which identify the kind of place Plymouth wishes to be identified as. These themes can be seen as 'golden threads' that run through the entire plan, ensuring that as the plan is implemented its principles are held to and fundamental needs are met, whilst at the same time meeting national statutory or policy requirements.

Theme 1

A Welcoming City

To be a Welcoming City where:

1. Every citizen, no matter how young or old feels safe, has the home they need in an environment where they can thrive, and they are supported in playing a full role in the life of their community, culture and city.
2. Every person who lives in or visits the city will be treated fairly and with respect through prioritising the importance of physical, financial and intellectual access to facilities, services and opportunities and promoting community cohesion.
3. Every child has access to an environment that prevents, reduces and mitigates the impact of child poverty, and which provides outstanding early learning opportunities

and schools with a wide-ranging curriculum, as well as safe homes where they can thrive and neighbourhoods designed with their wellbeing in mind.

4. Every young person has access to the opportunities they need to gain skills for productive and fulfilling employment, and the housing, employment and entrepreneurial opportunities they need to be able to remain in the area should they wish to do so.
5. Every student feels welcome and can contribute to the civic life of the city. They have access to quality accommodation near their place of study, and have the opportunity to remain in the city once they have graduated, with the support they need to start a business or enter local employment.
6. Every business and investor / potential investor in the area is provided with the support and encouragement it needs to grow / invest, with the delivery of services and the development of policy designed to reduce obstacles to growth and boost investor confidence.
7. Every visitor will know that they are welcome in the area through the provision of a high quality visitor experience and cultural offer, with attractive sustainable transport gateways and services, a quality and unique historic and natural environment, excellent hospitality services and visitor accommodation, and high quality information and Internet connectivity.



This key theme emphasises that the Plymouth Plan is ultimately about people and meeting their needs. The theme aims to ensure that delivery always occurs in a way which expresses the highest value to the very people the policy is designed to support. A welcoming place can be seen in the services that it delivers as well as the public spaces and physical environment it provides. A welcoming place expresses values that should affect every aspect of local governance.

Theme 2

A Green City

To be one of Europe's greenest cities. Plymouth will be a place where:

1. Challenging emissions reduction targets are met by:
 - a. Conserving energy in our homes, businesses and modes of travel.
 - b. Increasing energy generation from renewable and low carbon sources where appropriate and consistent with the policies of the Joint Local Plan.
 - c. Supporting co-operative action on energy.
2. A thriving green economy is achieved, with a skilled and growing workforce.

3. A high quality and functional network of natural spaces provides for the needs of people, wildlife and businesses, now and in the future.
4. An ambitious housing and social policy is delivered which ensures affordable warmth, addresses fuel poverty, provides healthier homes, and supports local people in accessing cheaper and green energy.
5. A transport system is provided that delivers a step-change in walking, cycling, and public transport as the travel modes of choice.
6. Ambitious recycling rates are achieved and Plymouth is a virtually nil-to-landfill city.
7. People and communities are aware of, value and contribute to the sustainability of the environment around them and are empowered to meet the challenges posed by climate change.
8. Bathing waters are healthy to bathe in at all times, the area is resilient to flooding.
9. Clean air is enjoyed and Plymouth has some of the cleanest air of any city in the country.
10. Known for its food - exceptional quality, locally grown, available to all; with Plymouth building on its reputation as a 'sustainable food city'.



Plymouth provides some of the best environments and opportunities for quality of life of any city in the United Kingdom. The City aspires to be amongst the greenest and most sustainable places in Europe.

Plymouth itself has been recognised as one of Forum for the Future's leading 'green' cities and has a strong reputation in promoting sustainable development. For example, in recent years Plymouth has almost doubled the area of land designated as Local Nature Reserves, supported 1,400 improvements in home energy efficiency, delivered a major programme to supply schools with low cost renewable energy, installed electric car charging points around the city, delivered new walking and cycling initiatives, delivered personalised travel planning to over 84,000 households, and seen major new investment in water infrastructure by South West Water.

However, being a leading 'green city' will require concerted action over a long time span. A 50 year Plan for the Environment for the city will therefore be developed as a visionary initiative, exploring and establishing aspirational targets in relation to carbon reductions, environmental quality, and delivering a socially and environmentally sustainable city.

A University of Exeter research report ('Analysis of Carbon Targets for Plymouth City Council', April 2014) shows that Plymouth can realistically aspire to deliver a reduction in the city's carbon emissions by 50 per cent on 2005 levels provided that a multi-faceted programme of carbon reducing measures is delivered, securing a step-change in green energy, energy efficiency and sustainable travel. This would be a significant move towards supporting the UK government's target for 2050 of an 80 per cent reduction on 2005 levels, as set out in the Climate Change Act 2008. Other major outcomes that are within reach include delivering

substantial progress towards overcoming fuel poverty in the city, and taking care and management of the city's precious natural environment to even higher levels and engaging all of the city's schools in an environmental learning network.

3. Vision

How Plymouth will be in 2034 and beyond

Plymouth's vision is to be *one of Europe's most vibrant waterfront cities where an outstanding quality of life is enjoyed by everyone.*

The vision statement was conceived through an extensive period of partnership working and engagement in the early part of the 2000s, during which time the so-called 'Mackay Vision' was prepared (*A Vision for Plymouth: A Past with a Future*, Report of MBM Arquitectes with AZ Studio, 2003). It was initially integrated into the city's planning policy in 2004 and then formally adopted into the Local Development Framework Core Strategy in April 2007. Since then it has been at the heart of policy and plan-making within the city.

As part of the partner and community engagement process for the Plymouth Plan during 2014, work was undertaken to amplify what this vision means for Plymouth. In addition to identifying the role of the city within its wider hinterland and the city's strategic role in the region, three strategic themes were identified to capture the essence of Plymouth's future and build upon the city's unique assets of people and place:

- Plymouth as a healthy city.
- Plymouth as a growing city.
- Plymouth as an international city.

The vision is articulated below.

Plymouth as a healthy city

This is about enabling all of the city's people to enjoy an outstanding quality of life, including happy, healthy, safe and fulfilled lives.

Quality of life is essential to health and wellbeing and relates to every facet of life. For example, the lack of skills needed to secure productive employment; an unfit and poorly insulated home; poor access to public open space; not having access to affordable healthy food; fear of crime; or a lack of social interaction and sense of community. These can all contribute to problems with physical and mental health and dysfunction in families and communities, resulting in significant disparities in individuals' health and wellbeing between neighbourhoods as well as high levels of child poverty across Plymouth.

A key challenge is to improve health and wellbeing in the city overall and particularly to reduce health inequalities. Healthy communities are places where basic needs of good housing and employment are met, and where the social and physical environment enables children to get the best start in life and older people's needs to be met. This drives change and supports high levels of aspiration amongst children and adults alike, whilst advocating a positive sense of community and social interaction.

Being in employment or running a business which is rewarding to the individual is also a key driver of improved health, and there is evidence of a link between higher average wages and better health. The aspirations of a city which is growing economically are therefore closely aligned to those of a healthy city.

People are living longer in the UK, and it is no different in Plymouth. It is therefore a key aspiration to enable these older years to be ones where a good quality of life is maintained and where older people are enabled to continue to contribute to the economic, social and environmental wellbeing of the city. This needs to be seen against a back-drop of reduced public sector spending. Care services will be increasingly under pressure to meet the needs of an ageing population. However, a healthy community will be a place where an ageing population can live independently, reducing the need for residential care or hospitalisation, and continue to make a valuable contribution to society.

A glimpse at what a 'healthy city' might look like in 2034:

- The conditions for good health and wellbeing exist across the entire city, with health inequalities significantly reduced and where people feel safe in the city and their neighbourhoods.
- Major in-roads have been made into key issues such as mental health, healthy weight, substance misuse (including alcohol), integration of health and wellbeing and everyone has equal access to primary care services.
- School leavers and young people are equipped with the skills to improve their wellbeing.
- Children, young people and their families are living in a city where child poverty is not tolerated.
- Older people are living independently for longer and there is a focus on self-care where people are well placed to manage their conditions and care for themselves wherever feasible, accessing support when needed.
- Plymouth is known for being a dementia friendly city.
- Major regeneration programmes have been completed for North Prospect, Devonport and Millbay leaving a legacy of stronger communities, and communities facing challenges in the city have been enabled to improve their own neighbourhoods.
- Targeted interventions focusing on wellbeing, as well as projects focused on cultural activity and the city's heritage, have significantly contributed to a healthier city.
- Plymouth has the most active population in the south west with a mix of quality sports clubs, top class facilities, active schools and accessible community opportunities for sport and physical activity.
- Everyone has a decent home which suits their needs, with a well managed vibrant housing stock across all sectors.
- Huge strides have been made in addressing fuel poverty through programmes and initiatives to address the cost and efficiency of energy in homes.
- The education environment and infrastructure supports high levels of attainment.
- Each neighbourhood provides good access to local employment opportunities, and a transport system that protects the environment and encourages healthy lifestyles.

- Each neighbourhood has an area at its heart which acts as a focal point and provides a range of daily services, including access to healthy and affordable food and good access to high quality open space.
- Plymouth uses its city centre, waterfront and other high profile locations to support the economic and social wellbeing of its sub region through the services it provides and through the business and trade opportunities for rural businesses, including farmers markets and promoting greater use of locally sourced food.
- Plymouth is known as a centre for clinical excellence, where excellent health and wellbeing services are provided for all of its residents.
- Residents show great pride in the city's heritage, leading and supporting many initiatives to promote the city's history and its historic built and natural environment.
- Plymouth is a city where there is a rich vein of community spirit exemplified by a vibrant volunteering culture which enables both increased self-esteem and improved mental and physical health for the volunteers as well as those who receive help.

Plymouth as a growing city

This is about using Plymouth's economic, social and environmental strengths to drive quality growth which transforms the city's long term prosperity, so that the needs of all of its people are met and they benefit from the highest quality of services and facilities.

Plymouth's vision for growth is led by improvements to the local economy. An economy-led growth strategy requires a strategic approach to economic development which supports all sectors of the economy and builds upon the city's key strengths, such as the marine and advanced manufacturing sectors. This helps address the city's low productivity and delivers economic growth. Part of this agenda is to optimise the benefits to be derived to the city from its cultural offer, and to nurture businesses in the creative sector.

Since the 'Mackay Vision' was published, Plymouth has aspired to grow to a city with a population in excess of 300,000. Although there is no precise science to this figure, large and prosperous cities and their sub regions can sustain high-quality services through increased demand in a way that smaller cities with less prosperous sub regions cannot.

A key challenge will be to ensure that residents have the necessary training and skills and that key infrastructure is in place to ensure the city has the right environment for growth and investment. It will also be crucial to ensure that growth does not damage the city's special qualities but instead builds upon what is already good about the city; its local community spirit, its exceptional waterfront and green spaces, and its culture and heritage.

Growth also provides the opportunity to support a low carbon economy, responding to the challenge of climate change and making Plymouth more resilient to its impact. Cities that pro-actively respond to the business challenges and opportunities presented by the shift to a low carbon economy will be more competitive and resilient in the long term. The city already has a substantial reputation for sustainability, being recognised as one of the Forum for the Future's leading 'green' cities. Research has shown that the city's low carbon and

environmental industries will outstrip growth in other industries by a significant margin over the decade to 2025 (*The Low Carbon and Environmental Economy in Plymouth, 2011*, RED Group, Plymouth Business School).

A glimpse at what a 'growing city' might look like in 2034:

- Plymouth is a significant hub for the south west, bringing together business infrastructure, world-class research facilities and expertise, with a thriving knowledge economy.
- Plymouth's key economic strengths and assets (such as the marine and maritime sector, advanced manufacturing, medical and healthcare, the visitor economy), and its primary economic nodes (the City Centre / Waterfront and Derriford) have seen strong and sustained growth over a protracted period, re-balancing and driving the sub regional economy.
- All people in the city have an increased ability to participate in, contribute to, and benefit from its growth and economic prosperity.
- Plymouth's creative and cultural industries have seen significant growth, with new businesses and trade and investment on a national and international scale. This has contributed to a greater retention of creative graduates and also attracted graduates from other areas of the UK.
- Plymouth's young people have the skills they need to find productive employment, through the provision of high quality education, and are supported by the momentum generated through the Plymouth and South West Peninsula City Deal. The city's graduates choose to stay in Plymouth, entering employment, starting businesses, contributing to its success and contributing to its entrepreneurial spirit.
- The City Centre is enhanced and regenerated as a vibrant modern mixed-use regional shopping centre of appropriate scale for prevalent retail patterns, with high levels of Internet connectivity, high quality high density urban living, and a hub for culture and leisure to serve the wider city.
- The Waterfront is enhanced as the showcase piece for the city, a hub for culture and major events, an international gateway with high quality waterside living and a wholly accessible and inclusive destination.
- Around 18,200 new homes have been provided to meet the housing needs of economic growth and the local population, helping to build a city of quality sustainable neighbourhoods.
- Plymouth is a *smart city* having created a socio-digital ecosystem where the City shares data and information between partners and the community through an 'open first' approach, delivering better co-operation, engagement and involvement, and unlocking the full capacity of local people and businesses to contribute to growth.
- Key strategic transport and other infrastructure projects needed to enable this growth have been delivered, as have projects to create the right environment for growth and investment in the marine industries, knowledge-based industries and the visitor economy.
- The Central Park masterplan and major new strategic parks at Derriford and Saltram have been completed.

- A new heart for the north of Plymouth has been delivered at Derriford and is thriving, anchored by the new Derriford District Centre. Derriford is an established hub for new industries and commerce delivering high quality jobs.
- The value of Plymouth Sound and the estuaries is optimised in a way which maintains its environmental status.
- Plymouth's carbon footprint has been substantially reduced and the city is more resilient to the social, economic and environmental impacts of climate change.
- Plymouth's new architecture and innovative urban design are considered to be some of the highest quality and most inspiring in the UK.

Plymouth as an international city

This is about how the city projects itself to the wider world, to people who might invest in or visit the city, the sense of pride that local people take in their city and how Plymouth's businesses engage with an increasingly global market place.

Plymouth has adopted the branding of Britain's Ocean City, reflecting the pride that the city takes in its unique maritime heritage and stunning setting, but also the city's ambition and its confidence in what it has to offer. However, to be known as an international city it is vital that Plymouth realises greater value from its unique assets.

Plymouth has a strong consensus around its aspirations to be recognised at an international level for being: a waterfront city; a university with world-wide reputation and world-class assets in relation to marine science and technologies; one of the finest regional theatres in the country; and a maritime heritage of world-wide significance, including Sir Francis Drake and the Spanish Armada, and the sailing of the Pilgrim Fathers.

The 400th anniversary of the sailing of the Mayflower ('Mayflower 400') in 2020 provides the potential for an internationally significant event. It will be a unique, once in a lifetime opportunity to present 'Britain's Ocean City' to the world and can act as a driver for business growth in marine and related industries, the visitor economy, the culture of the city and raising the city's profile and reputation in the global market place. It also provides an opportunity to engage with the local community, to engender civic pride and to develop legacy projects and significant partner relationships with overseas communities with links to the Mayflower story. These and other unique assets need to be used to Plymouth's advantage.

Plymouth's businesses on average have a comparatively low propensity to export, and this is one of the challenges to address in order to be a successful international city. It has considerable marine and advanced manufacturing strengths, with a number of international businesses, and there is clearly potential for businesses to do more to reap the economic rewards from international trade.

A glimpse at what an 'international city' might look like in 2034:

- Every resident can feel proud not just about Plymouth's unique past as a city of great importance internationally, but also of its status as a modern international city.

- Plymouth provides an internationally competitive cultural and visitor offer, optimising the value of its existing destinations such as Royal William Yard, The Hoe, The Barbican and Sutton Harbour, the National Marine Aquarium, Plymouth Theatre Royal and Plymouth Life Centre, and linking them to new destinations such as the Plymouth History Centre, so that the city is recognised as a 'must do' visitor destination for the UK.
- The Plymouth History Centre is developed as a unique new asset, creating great pride in the city amongst local people, and raising Plymouth's profile to investors and visitors from other parts of the country and world.
- Plymouth has a major international programme with a range of live international projects working across Europe, US and China that contributes to trade and investment in the creative and cultural industries across the city.
- Plymouth's unique waterfront has been transformed through improvements to public spaces and key heritage assets, such as The Hoe and The Barbican, as well as hosting major events for art, culture and sport.
- Water transport improvements have improved access to and opportunities at key locations such as Mount Batten, Sutton Harbour, Millbay, Royal William Yard, Devonport and Mount Edgcumbe country park, as well as providing wider connections to waterfront communities such as Turnchapel and Saltash.
- The Mayflower 400 anniversary in 2020 has created a strong legacy both for the visitor economy and for local people, through improved public realm and waterfront access and lasting economic benefits, and has been a catalyst for cultural development across the city.
- Plymouth has built on its reputation for excellent hospitality and food and drink, with major new investment in quality hotels and visitor accommodation.
- Plymouth's position in the global market place has been greatly strengthened through business growth, inward investment and well developed access to new markets.
- The design of new buildings and of public spaces in the City Centre, along Plymouth's waterfront and at gateways to the city reflect the quality to be expected of Britain's Ocean City.
- A new Marine Industries Production Campus has been fully developed and is driving wider investment in the city and regional economy, helping maintain Plymouth's reputation as a world leader in the marine sciences and technology sector.
- Plymouth University's campus has expanded and supported the regeneration of the City Centre, and the city's three universities and research institutions are collectively giving Plymouth a strong international profile.
- Radical improvements are made to key city gateways, with high quality and modern arrival points through the City Centre's railway station and coach station and an accessible and modernised Millbay port, including the provision of a cruise liner terminal.
- Plymouth is recognised internationally as a leading sustainable city through its environmental credentials.

4. Healthy city

What we are trying to achieve - our strategic objective for a healthy city

Strategic Outcome

People in Plymouth live in happy, healthy, safe and aspiring communities, where social, economic and environmental conditions and services enable choices that add quality years to life and reduce the gap in health and wellbeing between communities.

Improved health and wellbeing for the population demands a whole system approach that includes interventions in education, employment, transport, housing, green space and leisure and supporting local communities, as well as health and wellbeing services that effectively meet the needs of the population and deliver high value. This improvement will be delivered through a combination of integrated health and wellbeing and the implementation of four integrated commissioning strategies covering Wellbeing, Children and Young People, Community Based Care and Enhanced and Specialised Care. It will be supported by the formulation of health-enabling local policy, collaborative efforts to address child poverty, spatial planning that explicitly addresses environmental inequalities and the effective use of public protection and regulation.

Wellbeing is the whole system consideration of a person's life experiences rather than just their physical or mental health. Health, which is defined by the World Health Organisation as a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity, is an important component of wellbeing. This also considers purpose and meaning, life satisfaction and positive emotions and relationships. Wellbeing is important because evidence shows that people with high levels of wellbeing live longer, have more positive health behaviours and generally have better physical and mental health.

The relationship between health and wellbeing is not a simple one – not everyone who reports having good health also reports having high levels of wellbeing. The definition of health and wellbeing was a key consideration for the Health and Wellbeing Board when developing their vision for a Plymouth made up of 'Happy, Healthy, Aspiring Communities'.

Over the course of the plan period, demographic changes and increasing complexity of need will continue to put pressure on all vital front line services. The challenge for the public sector is to meet the volume and complexity of need and demand with a limited and often decreasing resource. A focus on prevention of ill health is evidenced to reduce the burden of disease and consequently reduce demand on front line services. In addition, a move towards a fully integrated population-based health and wellbeing system will provide an efficient and streamlined system that delivers high quality services and improved user experience.

Alongside creating and sustaining economic growth, the aim is to place residents and communities in a position to take advantage of the opportunities growth brings. Some areas of Plymouth have experienced consistently higher rates of economic inactivity and unemployment, including youth and long term unemployment, and low incomes. This often

runs alongside other deep-rooted social-economic issues, all of which are key factors in people's health and wellbeing. The policies set out below will help to address health inequalities, tackle child poverty and support healthy lifestyles and therefore allow all residents to take advantage of economic growth delivered in the city.

Strategic Objective 1

Delivering a healthy city.

To integrate health and wellbeing, promote choice and personal responsibility, formulate health-enabling local policy and develop good quality local services. This will be achieved by:

1. Delivering solutions and creating environments which address the wider determinants of health and wellbeing and make healthy choices available.
2. Reducing health and wellbeing inequalities and the burden of chronic diseases in the city.
3. Delivering the best health, wellbeing and social outcomes for children, young people and families, and reducing and mitigating the impact of child poverty.
4. Helping ensure that children, young people and adults feel safe and confident in their communities, with all people treated with dignity and respect.
5. Building strong and safe communities in good quality neighbourhoods with decent homes for all, health-promoting natural and built environments, community facilities and public spaces and accessible local services.
6. Enabling people of all ages to play an active role in their community and engage with arts and culture and other activities to promote social cohesion and good mental health and wellbeing.
7. Providing a safe, accessible and health-enabling transport network which supports freedom of movement and active travel and promotes low carbon lifestyles that are beneficial to physical and mental health.
8. Delivering quality lifelong learning which is available to everyone and can be tailored to quality employment and social opportunities in a city aspiring to good population wellbeing through a vibrant economy.
9. Ensuring people get the right care from the right people at the right time to improve their health, wellbeing and social outcomes.
10. Making Plymouth a centre of clinical excellence and innovation to benefit the sustainability and growth of the medical and health care sectors in the city and to create education and employment opportunities.



What we are going to do - our policies for a healthy city

Policy HEA1

Addressing health inequalities, improving health literacy

The City will reduce health inequalities and improve health literacy across all communities of interest, identity and geography and improve health and wellbeing in Plymouth by addressing its wider determinants. It will focus on the prevention of ill health and support people to gain the appropriate skills, knowledge, understanding and confidence to make choices that benefit their physical, mental and emotional health. It will achieve this by:

1. Prioritising the promotion of health-enabling lifestyle choices and early detection of the health conditions most strongly related to health inequalities, namely;
 - a. Encouraging a smoke-free Plymouth where future generations are protected from tobacco related harm and live longer and healthier lives through reducing the demand for and restricting the supply of illegal tobacco.
 - b. Reducing alcohol related harm in Plymouth by providing support for children, young people, families and individuals who need it, and reducing the access and availability of alcohol to those most vulnerable.
 - c. Changing attitudes towards alcohol by shifting the focus of the night time economy towards more cultural and sporting activities to create a safer more vibrant Plymouth.
 - d. Promoting healthy weight and ensuring effective prevention, identification, early intervention and management of obesity in children and adults.
 - e. Increasing everyday activity and participation of all sectors of the community in active lifestyles.
 - f. Securing improvements in the oral health of both children and adults through innovative, evidence-based, city-wide programmes targeted at those communities in greatest need.
2. Working to improve health literacy so that people can increase their health knowledge, build their confidence to assess health information in order to make judgements and take decisions about their health and wellbeing in everyday life.
3. Working to prevent people misusing substances whilst ensuring that services focus on prevention and recovery from substance misuse.
4. Promoting mental wellbeing, resilience and improved quality of life through improving the range and access to mental health and early intervention services, integrating physical and mental health care and becoming a Dementia Friendly City.
5. Supporting healthy eating and improving access to good food through:
 - a. Promoting access to food growing opportunities and allotments.
 - b. Ensuring access to healthy catering at sporting, leisure and cultural facilities and events across the city.

- c. Using planning powers to protect the food environment within a 400 metre radius of providers of secondary education.
 - d. Promoting breastfeeding throughout the city
6. Supporting and sustaining a vibrant sports sector and creating excellent opportunities for physical activity through:
- a. Delivering programmes that realise the benefits of sport, walking and cycling and other physical activity, including providing pleasant and secure environments for active travel and improved opportunities for all sectors of the community.
 - b. Using planning powers to safeguard the city's facilities that support opportunities for sport, physical activity and active leisure.



Since 2000 - 2002 life expectancy has improved for both males and females in the city (from 75.5 to 78.3 years and from 80.4 to 82.1 years respectively), however male life expectancy has consistently been below the England average. The latest 2010 - 2012 data reveals male life expectancy in Plymouth is around one year below the England average.

The neighbourhoods of Leigham and Mainstone had the highest overall life expectancy in 2010 (85.8 years) which compares with Devonport where life expectancy was 73.6 years in the same period. On this basis the gap in life expectancy between the neighbourhoods with the highest and lowest life expectancy in 2010 - 2012 is 12.2 years.

People's health literacy, lifestyles and environment affect their health and wellbeing and each of these risk factors is unequally distributed across the city. Plymouth performs poorly against key public health outcomes in life expectancy and causes of death as a result of inequalities across the city.

Health literacy is important as it is linked with unhealthy lifestyle behaviours and an increased risk of morbidity and premature death. Public Health England has estimated that in England 42 per cent of working-age adults are unable to understand and make use of everyday health information; this rises to 61 per cent when numeracy skills are also required for comprehension. Organisations can influence health literacy through the provision of clear accessible information. People with limited health literacy are more likely to use emergency services, and less likely to successfully manage long-term health conditions.

Diseases such as cancer, cardiovascular and respiratory disease and stroke account for more than half of all deaths in Plymouth each year. These diseases have common risk factors: tobacco use, alcohol misuse, poor diet and physical inactivity. The 'Thrive Plymouth Framework' aims to make a significant difference in reducing the current health inequalities across the city, by improving health literacy and addressing the four risk factors which together contribute to the four chronic diseases and account for 54 per cent of deaths in Plymouth.

The Thrive Plymouth framework (Figure 3) has been developed to provide a tool to help understand these risk factors. By avoiding these in the first place, through encouraging lifestyle change, we can reduce the proportion of deaths due to these diseases. This will require all partners to work together to ensure effective prevention, identifying and recognising wider social determinants, and delivering early intervention. Commissioning wellbeing services that empower and enable people to live healthier lives for longer will be crucial to meet the future demand for services and support health promotion and positive health outcomes. Additionally, wider problematic substance use is a behaviour that can be influenced with the right support. The City will aim to create an environment within which people can identify their motivation and move to a focus on longer term change supported by the person's family, peers and community.

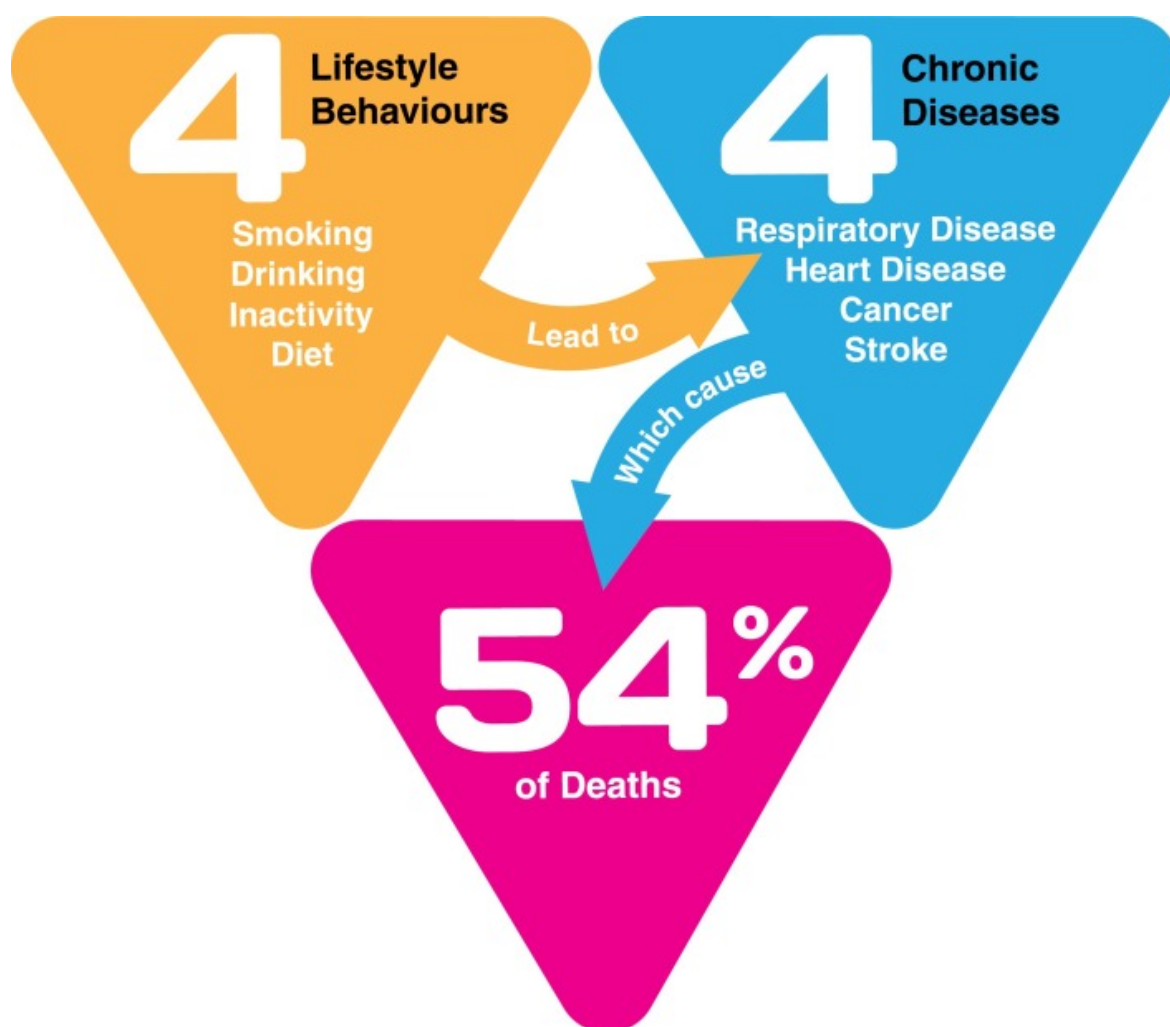


Figure 3: Thrive Plymouth framework.

These four risk factors are also well recognised modifiable risk factors for poor mental health and more specifically dementia. With an ageing society, dementia is becoming increasingly more common and generating significant emotional, social, and financial costs to the person, family, community, and wider society. Understanding the local situation is very important to

providing early diagnosis and appropriate support to people and their carers. Over 3,130 over-65s in Plymouth are predicted to be living with dementia in 2014 and the number of cases in Plymouth are predicted to increase to 4,850 by 2030.

Plymouth will aim to become a Dementia Friendly City, recognising the influence of the modifiable risk factors and the great diversity among individuals with dementia and their carers. It will promote the inclusion of people living with dementia in all areas of community life, respecting their decisions and lifestyle choice, anticipating and responding flexibly to their dementia related needs and preferences. Providing good information, advice and care co-ordination can also support people to live with dementia.

Nearly 26,300 people aged 18-64 years suffer from some form of common mental disorder in Plymouth. It is quite common for people to meet the diagnostic criteria for two or more mental health problems; there are over 11,500 people in Plymouth aged 18 and over estimated to have more than one mental health problem. We know that often critical to enabling and supporting parents with a route out of poverty is ensuring that they are able to access mental health support. Within the economic constraints that affect public service commissioning and delivery, partners across the city will focus on how mental health services can continue to meet the needs of the population. Key elements to the approach will be to improve prevention, support recovery and improve access to mental health services, particularly to those in crisis.

Physical activity is one of the best preventative medicines and if people who are currently physically inactive or have a low level of physical activity increased their activity to a moderate level this would substantially reduce their risk of developing heart disease and contribute to their good mental health and wellbeing. There is also emerging evidence suggesting that the arts, heritage and cultural activities, as well as other interventions that promote cognitive stimulation, can be instrumental in improving wellbeing, including reducing the impact of mild to moderate dementia and slowing the cognitive decline in people who already have dementia. In order to ensure that people have access to opportunities to increase their physical activity it is essential that appropriate facilities are provided, existing facilities are protected and decisions relating to facilities are based on robust assessments of need, alongside supporting physical activity being incorporated into everyday activities, such as travel.

Tackling food poverty is also recognised as an effective measure in reducing health inequalities. The Health and Wellbeing Board identified obesity and healthy weight as a priority for tackling health inequalities across the city and the City is committed to taking co-ordinated and integrated action to tackle the issue through inter-agency working. The Plymouth Report 2014 identifies that across the city 24.9 per cent of children are identified as having excess weight or are obese. Schools are supported in gaining the Healthy Child Quality Mark which ensures that nutrition is taught and that schools facilitate healthier behaviour in children. A contributory measure is to protect the food environment around schools so that uses such as hot food take aways are carefully controlled and healthy food options provided. See the Joint Local Plan to see how this will be tackled through the planning process.

In addition to this, the Food Plymouth Food Charter 2011 - 2014 under 'Health and Wellbeing For All' states that the city will raise awareness of the importance of a nutritious balanced diet and will work to improve the availability of affordable healthy food. It will also provide a

wide range of community growing and other food related activities to improve physical and mental health for people of all ages. The range of green spaces within Plymouth will play an important role for providing these opportunities, not only around giving residents the opportunity to grow their own healthy food, but also for improving socialisation, tackling isolation and improving physical activity.

A Child Poverty Needs Assessment and consultation with stakeholders has identified children's dental health as a critical health inequality that needs to be addressed. More than half of children (55 per cent) living in the most deprived areas of Plymouth are affected by dental decay. This has a detrimental effect on children's all round health and can affect a child's ability to eat, sleep and play with other children.

Policy HEA2

Delivering the best outcomes for children, young people and families.

The City will work to create the conditions where children, young people and families can thrive, assisting them to build resilience through the early development of good physical and emotional health and by equipping young people and parents with the skills to improve their wellbeing. This will be achieved through:

1. Ensuring the best possible start in life for all children by increasing the focus on the first 1001 critical days from conception, ensuring that the best maternity services, parenting programmes, childcare and early year's education are in place.
2. Providing high quality, accessible childcare and helping children become ready for school and enabling parents to work, by ensuring child care and after-school/holiday provision is safe and flexible.
3. Providing children and young people with the best and most appropriate learning and vocational educational opportunities and experiences that inspire them to learn and develop skills for future employment and life.
4. Ensuring that there are sufficient, high quality schools which aspire to achieve not just better education provision but also support wider community cohesion in the area.
5. Ensuring that early intervention, help and prevention meets the needs of children, young people and their families who are 'vulnerable' to poor life outcomes.
6. Ensuring that parents most at risk of poverty are supported in gaining better qualifications, sustainable employment and have access to mental health services which will improve learning outcomes for their children.
7. Ensuring that integrated assessment and outcome-based care planning are carried out for children with additional needs, including social, emotional, learning disabilities or mental health problems, to include the voice of the child and of the parent.
8. Ensuring that all children, young people and their families have access and the opportunity to participate in physical activity and the cultural life of the city.

9. Providing effective safeguarding and excellent services for children, young people and families.
10. Ensuring that employers are sensitive to the needs of working parents by promoting and delivering family-friendly policies.



Young people and their families who are 'vulnerable' to poor life outcomes' include those at risk of suffering harm caused by child development and learning issues, parenting capacity issues, family issues and environmental factors. We want all of our children to live, grow, achieve and exceed in their hopes for the future' with a key ambition to secure Early Help and Targeted Support for children vulnerable to poor outcomes.

The foundations for the educational achievements and subsequent economic status of an individual are laid in childhood. Giving a child and supporting parents to provide the best start in life is crucial to reducing health inequalities and tackling child poverty. What happens in these early years, starting in the womb, has a significant impact on the health and wellbeing of an individual in later life.

Working with childcare providers to improve the quantity, quality and range of childcare provision in the city, will ensure children are afforded the best start in life and gives parents the opportunity and confidence to seek or return to employment if they choose to. It's important that the City works together with employers to implement family friendly policies, such as breastfeeding in the workplace, flexible working arrangements, parental leave, maternity leave and carers leave which benefit employees whilst protecting business productivity.

Increasing the level of attainment, education and skills so that children and young people will be 'school ready' and 'work ready' are also key drivers for change in the plan. Implementing policies which address these issues, whilst also supporting parents and carers of children to engage with their child's learning, will result in a fitter, healthier more economically active population that is better able to break the cycle of intergenerational poverty.

By 2031 all schools will have left local authority control and consequently the number of academies, Multi-Academy Trusts and free schools will rise. The current educational landscape of Plymouth demonstrates mixed potential for self-improvement. School-to-school support blended with a local authority offer is emerging as a sustainable part of a changing education system locally. The local authority role in assisting and influencing the shape of educational provision is evolving. Current and future legislation establishes the role of the local authority as commissioner for high need and this role will be divested through integration with other agencies and partners. The national model relies on local intelligence and place shaping supporting regional improvement and oversight. To mitigate the fragmentation that this model potentially creates, the local authority will continue to work hard to promote collective responsibility for every child.

In addition to their primary education role, schools are a key facility within their local community and can support wider cohesion in the area. They are unique in that they often are the only service provider that will know the whole family and understand the needs of individuals in the context of the whole family. Schools have a strong commitment to their area and an interest in supporting parents, and despite the choices parents can make most on the whole come from the locality.

The City needs to work together to provide excellent safeguarding services for children and young people at risk or in need of support. Children should have a smooth and positive journey through the care system that supports them to recover from negative childhood experiences, builds their resilience and enables them to meet their full potential.

For some children and young people, times of transition and change can be particularly difficult, so reducing these difficulties even by a little, can make a big difference to their lives. There are many types of transition, these may include starting nursery, primary or secondary school, moving home or school, parents separating, puberty, entering care or moving from one service providing support to another. Transitions are stressful and can have far reaching effects on some children's emotional wellbeing and academic achievements. There are many strategies that can be adopted in order to support children and young people through times of transition, it is important that these strategies are identified early to minimise risk and promote positive outcomes and resilience. In addition, for all vulnerable children and young people, planning for these transitions is a priority to ensure good communication and planning across all agencies involved.

Policy HEA3

Supporting adults with health and social care needs.

The City will work together to deliver a health and wellbeing system which provides high quality services and care for those who need it by:

1. Creating the opportunity through integrated services to give people more control over how their health, care and support is provided and ensuring people have a positive experience of the services and care they receive.
2. Delivering high quality services that meet individual outcomes.
3. Implementing a system of whole person care which delivers care and support in a way that makes sense to the person in the context of their whole life.
4. Providing effective services to prevent harm, safeguard adults and ensure they are consulted and treated with dignity and respect.
5. Supporting carers (unpaid/paid, adult/child) to carry out their caring role and have a full life outside of caring.
6. Supporting people to manage their condition(s) to reduce their dependence on professional help.



With an increasing and ageing population, and increasing prevalence of long term conditions, there is a need to focus on prevention, integration and person centred care in order to deal with the demand on Plymouth's health and wellbeing system. The number of new clients assessed by Plymouth's Social Care Service increased by 25 per cent in 2013/14 and an extra 760 admissions to the acute hospital are predicted in 2015/16. Long term illnesses among the 65 and over population that limit day to day activities are expected to increase by 228 in 2015/16. In light of this increase, the City needs to enable and assist communities to play a much larger role in supporting people with complex needs to give them choice and greater control over where and how the care they need is delivered.

The health and wellbeing system will promote a population-based comprehensive universal offer, based around the promotion of wellbeing, information and advice and low level preventative services. For people who need or are eligible for health and care services there is a need to continue to ensure those who are most at risk of harm, abuse or neglect are safe as well as helping people to live independently for as long as possible through person-centred support.

The City will build on the integration of health and social care services already achieved, to ensure accessible services through a single front door, and streamlined provision where people only have to tell their story once. This enables the delivery of a system which removes barriers to care caused by geographic, regulatory or any other kind of boundary.

People with health and care needs will be provided with relevant and comprehensive advice, information and support to manage their life and condition independently. Alternatives to traditional medical and clinical interventions will be explored, including using social networks and communities alongside professionals.

Where and how services are delivered is also important. The City will deliver more community based services using new and different technology in order to provide a range of services at locations and times that are convenient for the people who need them. Carers will also be recognised and valued and have the support they need to have a full, healthy life of their own.

Adults should be treated with dignity and respect, receive high quality, compassionate care and be safe from abuse and neglect. The City will ensure people are safeguarded from harm through consultation, prevention and by empowering people to make their own choices and decisions. The City will also support and represent people with the greatest need and work in partnership to develop local solutions with individuals and communities. There will be transparency in local safeguarding processes and clear accountability for collaborative decision making.

Policy HEA4

Playing an active role in the community.

The City will enable engaged and supportive communities by:

1. Providing joined up and effective support at the request of communities from the most appropriate organisations to:
 - a. Improve access to the information, advice and evidence needed to support collaborative decision making and ensure communities and voluntary organisations are informed of their rights.
 - b. Promote self-help and targeted volunteering to support locally led solutions, reduce the need for 'professional help' and support positive outcomes for all.
 - c. Encourage intergenerational dialogue to create greater understanding and empathy between generations within communities.
 - d. Encourage health and cultural opportunities that are community led or involve communities and increase the quality of life for residents.
2. Supporting communities that wish to improve their local areas by:
 - a. Providing guidance on the most effective tool to achieve their intended outcomes over the long term.
 - b. Devolving budgets where possible to enable community aspirations to be delivered or facilitation of shared decision making, such as participatory budgeting.
 - c. Providing guidance and support to those communities who want to protect local services, own assets or run services in the city.
 - d. Recognising and supporting the benefits of temporary and meanwhile uses of empty shops and public spaces that can add value to local communities.
3. Supporting children and young people's rights to play an active role in the civic life of the city and provide opportunities for the residents of Plymouth to recognise and celebrate the creative talents of the city's younger generation.
4. Ensuring that as a city we understand and recognise the social value and impact that the voluntary and community sector make and that there is a joined up approach to attracting investment.
5. Sharing knowledge through open data and information which enables communities to have informed engagement, make suggestions for changes and initiate actions relating to their services and lifestyles.



The communities and social networks to which a person belongs can have a significant impact on their health and wellbeing. The link between a person and the community in which they live can help to build the social capital (community networks and resources) that makes communities strong, including for example reducing health inequalities, better educational attainment, better employment outcomes and increased community safety.

A more engaged city means that local people, including children and young people, feel well informed and able to influence change that takes place in their local communities. Consultation results should be published and open for others to use and share where possible. A more supportive and informed community means that people feel fully engaged and empowered and they are better able to support one another through targeted volunteering and initiatives that celebrate and encourage local talent and build relationships. This results in communities that are less reliant on professional assistance and intervention.

Both formal and informal volunteers play a fundamental role in delivering a Healthy City. In 2013, the Plymouth Guild brokered 4,000 volunteering arrangements in the city and the Cities of Service initiative is building on this. Time banking has developed in Plymouth over the last four years and has proved highly successful in supporting engagement with communities, promoting community cohesion within and between neighbourhoods and supporting individuals to become more confident and aspirational. Plymouth aims to build on this volunteering goodwill to target areas of greatest need, for example to help tackle food poverty, and reduce social isolation and loneliness.

Other interventions, such as encouraging people to take up cultural activities within their community can also improve peoples' health and wellbeing. For example, for older adults it has been shown to lower blood pressure and reduce anxiety in cardiac patients and shorten hospital stays for inpatients. Therefore supporting community led cultural activity that involves local people will significantly contribute to a healthier city.

Communities and voluntary organisations have a number of tools to influence or control what happens in their local area or how services are delivered. For example, they can apply to run services or council buildings, list assets of community value to give extra time for them to prepare to purchase assets on the open market, get permission to build housing or other assets, and ask for public assets to be transferred into community ownership. By the end of 2016, six community assets were successfully registered on the Council's asset list using community right to bid powers.

Community planning of local areas supports local solutions and local investment to develop sustainable places to live. This can be supported through processes such as neighbourhood planning and neighbourhood development orders as well as other community plans.

It is important that communities are supported to deliver their aspirations. This requires organisations to work together to meet and prioritise their needs and ensure that information informing communities of their rights and opportunities is clear and freely available. It is also important to have a better understanding of the voluntary and community sector, alongside implementing a more strategic partnership approach towards supporting the growth of the sector and the role they play in meeting future needs. This includes a joined up strategic approach to attracting funding and investment to support the sector.

Where possible and appropriate budgets should be devolved to a community level to enable this. In addition, communities have the opportunity to consider how to mitigate the impact of development through the use of Community Infrastructure Levy receipts, a proportion of which are allocated for spend in the neighbourhood where the development occurs.

Policy HEA5

Delivering strong and safe communities and good quality neighbourhoods.

The City will support strong and inclusive communities where people have a sense of belonging and ownership, feel safe and confident, with the opportunity to live, work and play in good quality sustainable neighbourhoods. This will be through:

1. Delivering a new approach for providing essential and accessible community facilities which host a range of modern services, that inspire learning and improve health and wellbeing.
2. Ensuring the voice of children, young people and families is canvassed and valued and influences community developments.
3. Encouraging schools to play a core hub role within communities so that facilities can be used for the benefit of the local community.
4. Delivering a partnership approach to tackle crime and disorder that causes the most harm and affects those most at risk. This approach will be complimented by well considered use of the planning process and by enabling greater community control to implement local solutions.
5. Reducing opportunities for crime and the fear of crime by requiring all new development to incorporate good design principles.
6. Providing for good emergency vehicle accessibility in new developments and infrastructure projects and encouraging the installation of sprinkler systems in properties which accommodate children and vulnerable adults, including schools, residential care homes and special housing.
7. In neighbourhoods where people are disadvantaged and do not have equal chances, providing specific support to local communities and consider targeted regeneration and other interventions as appropriate. The LPA will support this by identifying sites for development and considering proposals for development in terms of the extent to which they deliver the principle of sustainable linked neighbourhoods, strengthen communities and address inequality, including where appropriate, using its planning powers to control the number of betting shops, fixed odds betting terminals and pay day lenders in the city.
8. Strengthening communities to build upon social value and social movement so that people have control of the communities where they live.



The health and wellbeing of individuals is influenced by the communities in which they live and people's health can be affected by the nature of their physical environment. Improving access to good quality facilities such as libraries or places of worship, strengthening community relations, promoting a sense of pride and improving access to green spaces all impact positively on an individual's physical and mental health and overall feelings of safety.

People are at the heart of our communities so it is important that they are seen as being central to the development of safe and sustainable neighbourhoods, that their views are sought and listened to and they feel empowered to find their own solutions or play a part in decisions that will affect them. Organisations and developers working in the city need to recognise and invest in creating neighbourhoods that support strong communities that will result in long term benefits such as increased social value and activity, and improve opportunities in disadvantaged communities.

The City will develop an integrated approach to deliver high quality and co-ordinated services and interventions for young people and adults. These will protect those groups most at risk, will tackle offending and crime/anti-social behaviour including, domestic and sexual violence, hate crime and the emerging issues of modern slavery, child sexual exploitation and cyber crime.

The City needs to create safe and accessible neighbourhoods where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion. This will require neighbourhoods and the built environment to maximise opportunities for good natural surveillance, thoughtful design and use of public spaces and facilities, including those of local schools, and intelligent use of high quality public realm and street-lighting design so that it allows people to have a sense of safety and pride about the environments where they live. Additionally, it is important that development, especially that which will accommodate vulnerable users, should be designed to minimise the risk of fire and be accessible to all emergency services.

Policy HEA6

Delivering a safe, accessible, sustainable and health-enabling transport system.

The City will deliver a transport system that enables and encourages sustainable and active travel choices, provides good accessibility for the city's population to jobs and services, and supports a healthy environment. This will involve:

1. Using the planning process to: deliver safe and convenient facilities for walking, cycling and public transport; addressing air quality and noise pollution; and promoting sustainable travel choices.
2. Designing highway infrastructure projects to take full account of the needs of all users, the wider community and place shaping needs of the area, whilst also helping to minimise air quality and noise pollution.
3. Facilitating and encouraging walking and cycling through protecting the amenity and safety of the public realm, avoiding street clutter and other unnecessary obstructions and structures, making specific provision for people with disabilities, and maintaining and improving the Public Rights of Way network.
4. Delivering a strategic cycle network and facilities for cyclists which encourage both recreational cycling and the greater use of cycling as a primary mode of transport.
5. Delivering a public transport system that everyone can use, including working with the bus companies to provide easier ticketing, clear journey planning and timetable information, and accessible boarding and alighting across the city.

6. Working with public transport providers to ensure that each neighbourhood is well connected to the city's High Quality Public Transport Network offering good accessibility to key destinations.
7. Investing in and promoting the growth of an electric vehicle charging network and continuing to work with partners to harness the benefits of alternative fuel technologies.
8. Delivering a co-ordinated approach, through new development design and retrospective modifications, to reduce road casualties and air and noise pollution, including 20mph limits and zones where appropriate.
9. Working with our partners, including the charitable sector, to provide community transport to enable people who can not use conventional public transport to access health, leisure, shopping and social opportunities within the city and surrounding area.
10. Working with regional partners, agencies and public transport operators to deliver an integrated transport system across all modes covering key locations within the Plymouth Travel to Work Area.



This policy is supported by the Joint Local Plan which explains how the planning process will be used to deliver a health-enabling transport system.

Transport planning and investment can play a significant role in delivering a healthy city in three primary ways. Firstly, through encouraging active travel such as walking and cycling, with the significant direct health benefits that are derived from physical exercise; secondly, through making it easier for people to get to services they need for their personal well-being and the things that will help them live healthier lives; and thirdly, through designing a safer, more accessible and more environmentally sustainable transport system.

The City will continue to remove barriers to active travel (walking and cycling) and encourage walking and cycling as sustainable and active modes. The continued delivery of the city's public rights of way and strategic cycle networks and encouraging much higher levels of both walking and cycling will help to address low levels of physical activity, which will in turn help to tackle increasing levels of obesity and obesity-related illnesses such as diabetes and heart disease. Active travel also promotes mental wellbeing.

The design of transport infrastructure should be of high quality, supporting the creation of quality places, and with a view to removing street clutter and barriers to make it easier for people to move around. For example, changes to the street environment such as dropped kerbs and removing street clutter can significantly improve mobility and accessibility for all. Increased feelings of personal safety are also an important factor for increasing levels of walking and cycling, particularly at night and this needs to be addressed through considered design.

Vehicle emissions and noise can have a significant impact on the natural environment and on human health. The City will continue to monitor air quality and noise and will implement measures where appropriate. More journeys made by foot, bike and public transport will reduce the number of journeys made by car, reduce air pollution and the respiratory illnesses and premature deaths it contributes to. Investing in and promoting the growth of an electric vehicle charging network and other emerging alternative fuel technologies will also help to reduce air pollution and its health impacts.

A comprehensive network of frequent, affordable, accessible bus services is vital to ensuring access for many to the things that are essential to good physical and mental wellbeing - health services, healthy food, sport and leisure opportunities and green spaces. Equally, decisions about where to locate any new GP surgeries, health centres and services, shops selling healthy food, new sport and leisure facilities can help to improve access to them.

A key requirement of the city's sustainable transport network is that people can easily travel to other neighbourhoods within the city, as well as to the city's key destinations such as the City Centre and Derriford, by the most appropriate mode of transport (as set out in the transport hierarchy diagram within the Joint Local Plan), for the length of their journey, personal needs and trip purpose. This requires an integrated, high quality, sustainable transport system. People need sufficient travel choices so that they can conveniently travel to visit friends and relatives, community facilities, and key services, across Plymouth and its urban fringe.

Between 2000 and 2015 the number of people injured in road collisions has reduced by a third through a combination of education, enforcement and engineering programmes. Additionally, speed management initiatives have played a significant role in reducing casualty numbers. There is a strong link between speed and road casualties. Reducing the average speed of traffic on a road by 1 mph leads to an expected reduction of 5 per cent in the number of collisions on that road. There is a well-understood relationship between the speed of a crash and the impact, and therefore the likely severity of any injuries. However, despite a long term continued decrease in road casualties, there were still 810 people injured on Plymouth's roads in 2015, therefore taking action on improving safety for all road users will remain of significant importance.

The fear of being injured in a traffic-related collision is a real concern for residents and the perceived danger acts as a barrier to travel for many, often deterring people from choosing to walk or cycle. Fear for safety is particularly prevalent when choosing how to travel to school, for example. Parents who drive to school often cite safety as the main reason for choosing to drive their child every day rather than walk or cycle. The City will continue to deliver a targeted approach to road safety education and awareness raising. The introduction of 20 mph speed limits in residential areas, especially near schools, will be considered on a case by case basis, in consultation with the community, mindful of the need to support efficient operation of the network overall. Alongside a prioritised asset management maintenance programme. this will make the journeys around the city by all modes safer and encourage active travel.

Policy HEA7

Optimising the health and wellbeing benefits of the natural environment.

The City will ensure the health and wellbeing benefits of Plymouth's natural environment will be optimised through the following measures:

1. Providing high quality, health promoting places to play near to where children live and that families are confident to enjoy and explore.
2. Working with schools, health centres, family support organisations and local sports and community groups, and through cultural activities, to encourage the use of natural spaces as places for relaxation, recreation and fun.
3. Utilising natural spaces near schools for curriculum based 'learning outside of the classroom' experiences and continuing to facilitate a network of schools that utilise natural spaces for learning outcomes.
4. Engaging in a co-operative and innovative way to improve the quantity and quality of the playing pitches stock and ancillary facilities, and using the planning process to protect and improve playing pitch provision in the city, matching the requirements of Plymouth's growth.



There is clear evidence that interventions using the natural environment can deliver cost savings for health and health-related services and improve physical and mental health outcomes. So increasing the amount, and more crucially the quality, of green spaces and improving access to them, can be part of a cost-effective package to address health inequalities and improve health outcomes. The Council's 'Stepping Stones to Nature' programme has demonstrated the significant benefits of removing the perceptual and physical barriers to people accessing nature. The programme continues to form a key part of maintaining and enhancing the number of people engaged with natural spaces and realising the health and wellbeing benefits.

Participating in formal sport, as a key part of wider physical activity, can also play an important role in getting and keeping people active and thereby improving their health and wellbeing. Whatever the age, there is evidence that being physically active can help us lead healthier lives. To encourage increasing levels of engagement in outdoor sport the provision of high quality facilities must be an essential part of the growth of a healthy city. A key focus is encouraging those who are currently inactive to become active.

Policy HEA8

Meeting local housing needs.

The City will ensure that everyone has access to a decent, safe and affordable home, which is suited to their needs, promotes health and is located in a community where they want to live, by:

1. Identifying sites and delivering programmes to develop a range of new and affordable homes to rent and buy, this includes:
 - a. Bringing empty homes back into use and converting vacant buildings into new homes where appropriate.
 - b. Enabling older people and the most vulnerable to promote, secure and sustain their independence in a home appropriate to their circumstances, including through the provision of specialist housing across all tenures in sustainable locations. This will include provision for retirement accommodation, extra care and residential care housing and other forms of supported housing.
 - c. Enabling the provision of high quality housing for younger people and that considers specialist needs and ensures that young people can live close to their families in Plymouth.
 - d. Bringing forward suitable self build and custom build opportunities to help meet identified needs in the city.
 - e. Increasing choice in housing by greater utilisation of the private rented sector, including new build private sector rented accommodation (Build to Rent).
2. Targeting intervention and resources to improve the standard and quality of private sector housing.
3. Focusing on the prevention of homelessness and its wider impact.
4. Tackling fuel poverty through supporting supplier switching, fuel debt relief, and community-led energy supply services, and promoting domestic and non-domestic energy efficiency.

Complementary use of planning powers will be made to ensure that housing development provides an appropriate number, form, mix and type to meet the needs of all sectors of the community.



The policy aims to ensure that every householder in Plymouth has a decent home and that the city's housing market matches the needs and requirements of current and future residents. It is supported by Policy XXX of the Joint Local Plan.

Inadequate housing exacerbates the impact of child poverty and causes or contributes to many preventable diseases and injuries, including respiratory, nervous system and cardiovascular diseases. Poor housing is estimated to cost the NHS nationally at least £600 million per year. To achieve this aspiration, proactive measures are needed to overcome a number of challenges the city currently faces. For example:

- Plymouth's relatively high concentrations of poorly maintained and fuel inefficient private homes occupied by older and vulnerable low income households.
- More than 11,500 households are currently in fuel poverty.
- About 12,000 private rented homes in the city are energy inefficient and are wasting heat, energy, carbon and money.
- Over 5,000 social houses are considered to be non-decent.
- Relatively high levels of debt and housing affordability are a barrier to accessing housing.
- The need for housing adaptations for Plymouth's rising population of elderly or disabled people, so that more people can live independently and safely in their own homes.
- The need to utilise private rented accommodation more effectively so that households in need can access decent private rented housing much more quickly, and in areas of their choosing.
- The need to focus activity on prevention of homelessness and rough sleeping at the earliest possible stage and address the wider causes and impacts of homelessness. The causes and consequences of homelessness are broad and extremely damaging to health, wellbeing and life chances.

There is a significant need for more affordable homes in Plymouth - even the lowest property prices to be found in the city are over six times the earnings of those on the lowest wages. In order to ensure that people in housing need in Plymouth can access affordable homes, the policy sets out a multi layered approach combining proactive work with affordable housing providers to bring forward the construction of affordable housing developments.

Policy HEA9

Delivering accessible health services and clinical excellence

The City will continue to develop as a location of national and international excellence in clinical and medical science, where everyone has access to the health care they need by:

1. Focusing on integration and joining up services that benefit the people of Plymouth and improving the sustainability of the health and care system.

2. Ensuring that all communities in the city have access to high quality primary care services, with provision of technology-enabled care where appropriate.
3. Supporting the development and emergence of Derriford Hospital as a regional centre of excellence for clinical specialisms that reflect its strengths, aspirations and the health needs of the people of Plymouth and wider population.



The integration of health and wellbeing remains a crucial national and local policy objective and it is important that the City builds on its current progress towards integrated health and wellbeing services – not only in the spheres of commissioning and provision, but also in terms of assets through intelligent use of the public sector estate. The innovation of an integrated health and care system is likely to deliver population health and wellbeing benefits that significantly outweigh the investments required to make it happen.

There is a national policy drive towards increasing the role of the health service in prevention and advancing the public health agenda. Prevention is a key strand of a sustainable local health service, as is an openness to technological innovation where there is evidence of likely population benefit. However, there will remain a strong demand for health services to be provided in an accessible way for all local communities and so it will be important to ensure that growth of the city is matched by appropriate provision to meet these growing demands.

The Derriford area of Plymouth is an established commercial and academic area of the city. Plymouth Hospitals NHS Trust has a well established reputation for high quality research and development and a strong record of participation in commercial and non-commercial clinical trials and further development would result in the best outcomes for the people of Plymouth and the wider population. A vibrant clinical research sector will not only yield positive economic and reputational benefits for the city but will also, with equal focus on translational and action research, advance the influence of research on industry and on population health.

There are multiple specialisms in Derriford hospitals and it is important that this diversity is preserved. However, the sustainability of Derriford Hospital would be enhanced by its emergence as a regional and / or national centre of excellence for specialisms that reflect its sustainability aspirations and the needs of its wider catchment population.

How we will know we have been successful - our measures of success of a healthy city.

- A. People in Plymouth have the best start to life and improved health, increased life expectancy, and a better quality of life, helping to reduce the gap in health inequalities.
- B. More people taking care of themselves or finding care within the community.
- C. More residents are contributing to and being involved in their community.

D. People of Plymouth live in good quality neighbourhoods where they feel safe and happy and where poverty is a thing of the past.

E. Good quality and sustainable health and wellbeing services for people who need them.

5. Growing city

What we are trying to achieve - our strategic objective for a growing city

Strategic Outcome

Plymouth has used its economic, social, environmental and cultural strengths to deliver quality and sustainable growth. The city's long term prosperity has been improved, and its economy has been transformed and rebalanced. It has raised its productivity, and provides higher average wages as well as employment opportunities to support a skilled and talented workforce. Its population has grown to nearly 300,000 by 2034.

The City Vision is to become one of Europe's most vibrant waterfront cities. This vision is underpinned by growth which achieves a transformation in the Plymouth's long term prosperity. This transformation will be driven by the economic, social and environmental strengths of Plymouth which have the ability to generate long term, sustainable growth.

This strategic outcome has a very close alignment with the HotSW LEPs mission statement 'to reposition the Heart of the South West's profile and reputation, nationally and globally. Connecting people, places, businesses and ideas to transform our economy, securing investment in infrastructure and skills to create more jobs and enable rewarding careers.'

The Plymouth Plan supports the LEP's mission statement and positions Plymouth as a growing city in the following ways:

- Economically growing – setting out the strategic framework for economic growth in the city. This includes:
 - Ensuring that the measures are in place to transform the city's economy, raising productivity, growing our existing businesses, building on our natural and competitive strengths, and creating new high wage job opportunities for people to find work in Plymouth.
 - Enabling the delivery of homes to provide high quality places for new and existing residents to live, and growing the city's population to nearly 300,000 by 2034.
 - Ensuring that Plymouth is a place where investors find a positive and welcoming environment for commercial projects and developments.
- Socially growing – ensuring that the economic growth of the city delivers a better quality of life for all. This includes:

- Managing the growth to ensure that it creates a quality city of well designed places and buildings, a respected and utilised heritage.
- Ensuring that growth contributes to the creation of sustainable linked neighbourhoods, where local people can create opportunities to improve their neighbourhoods and deliver quality places.
- Environmentally growing – the city has an enviable environmental quality and setting which is second to none in the UK. These assets must be utilised to create and promote a city of natural networks. Additionally, the city's low carbon credentials must be built upon, setting ambitious targets for reductions in emissions, ensuring Plymouth is resilient to the impacts of climate change. The city has existing strengths in low carbon and environmental industries and these must continue to play a significant role in the transformation of the economy.

Strategic Objective 2

Delivering a growing city.

To create the conditions for high quality and sustainable growth, which meets the present and future needs of Plymouth residents and businesses and transforms the city into a prosperous place to live; and to empower people to equip themselves with the skills and to find the opportunities to take advantage of that prosperity. This will be achieved by:

1. Transforming and re-balancing the economy to build a strong inward investment and export portfolio with a focus on higher value, knowledge based industries (including marine, advanced manufacturing, and the medical/healthcare sector).
2. Capitalising on Plymouth as a 'city of makers', using this wealth to drive the creative economy by retaining more creative graduates and attracting makers on a national scale to locate to Plymouth.
3. Managing the city's growth in a way that is resilient and adaptive to future environmental changes and impacts, and which provides sustainable solutions for development, energy, waste and water catchment management.
4. Creating an environment to harness the aspiration and talent of the city's population and attract new talent, ideas and innovation to the city.
5. Developing a pipeline of skilled staff and supporting those who are outside of the labour market back into work.
6. Maintaining and enhancing Plymouth's natural networks, providing the green and blue natural spaces needed to support the social and economic wellbeing of Plymouth as well as safeguarding the natural environment for future generations.
7. Delivering a sustainable transport network that supports Plymouth's long term growth.
8. Delivering a positive and sustainable approach to waste management that optimises its economic and social benefits.



What we are going to do - our policies for a growing city

Policy GRO1

Creating the conditions for economic growth.

The City will create the conditions for a transformed and rebalanced economy, attracting inward investment in knowledge-based industries including the marine and advanced manufacturing sectors and supporting new and existing city business, through the following measures:

1. Delivering transformational economic infrastructure.
 - a. Developing its world class marine assets through Oceansgate Enterprise Zone and other key developments and locations.
 - b. Adopting a proactive and innovative approach to utilising the City's significant marine research assets, including the creation of new research facilities in strategic locations.
 - c. Developing a world-class 'knowledge campus' in the north of the city, particularly in the Derriford area, through proactive management of strategic employment sites to achieve optimal outcomes.
2. Encouraging business growth and investment.
 - a. Creating an integrated and accessible business support offer for all businesses looking for start-up support, advice, guidance and signposting.
 - b. Supporting the development of new business incubation environments to raise business start-up rates, including space for connecting students, academics, researchers and entrepreneurs.
 - c. Raising the proportion of businesses exporting (including trading online) and helping those currently exporting to exploit new market opportunities through targeted support.
 - d. Opening up data where possible to improve our collective understanding of how the city operates and unlocking the potential of a *smart city*, thereby supporting the growth of existing businesses, driving innovative business opportunities and maximising the potential of the digital industry.
3. Empowering people, communities and institutions to develop social enterprise initiatives to drive their own economic success.
 - a. Providing targeted support to social enterprises across the city, building on Plymouth's status as a Social Enterprise City.

- b. Empowering communities to develop new economic opportunities, including through the transfer of community based assets and the growth of social enterprises and the voluntary and community sector.
 - c. Boosting levels of local procurement and connecting residents to opportunities arising from major developments and inward investments.
4. Supporting creative (including digital) businesses,.
 - a. Creating a renowned major creative industries programme that nurtures creative talent including that of young entrepreneurs in Plymouth and assists with start up capital, space, mentoring and skills development in order to retain talent and attract national creative workers.
 5. Use planning powers to ensure that a good supply employment land is provided and maintained to meet the needs of existing and new businesses.



With a population of 262,700 (ONS 2015), an economic output of £5.2 billion (ONS Income Based, 2015), 107,800 jobs (ONS 2015) and 100,000 people in its travel to work area; Plymouth is the most significant urban area on the south west peninsula.

Whilst much progress has been made, Plymouth continues to experience a ‘productivity gap’ compared with other stronger performing city economies, and is yet to fully realise its potential as the urban driver of economic growth across the south west. Allied to this, an over-dependence on the public sector in output and employment terms has created an economic vulnerability more akin to areas of northern England, rather than the relatively more prosperous south.

Therefore, at the heart of the approach set out in this plan are the overarching objectives of raising average productivity across the city’s industry sectors, and re-balancing economic activity in favour of business investment and exports, helping to deliver high value jobs with increased average earnings.

This approach is underpinned by a strong understanding of what makes Plymouth’s economy tick. The six drivers are:

1. Enterprise and entrepreneurship: in particular increasing the rate of business start-ups in the city.
2. Indigenous and inward investment: supporting and attracting new investment to the city, bringing in new jobs, skills and ideas.
3. Innovation and the knowledge economy: balanced, diversified and knowledge intensive business base.
4. Employment and skills: raising skills levels and supporting people back to work.

5. Economic re-balancing: encouraging private sector jobs growth and higher levels of exporting.
6. Connectivity: maximising the physical and digital connectivity.

Significant areas of opportunity include:

- The Plymouth and South West Peninsula City Deal, focused on exploiting the city and wider peninsula's unique strengths and assets to drive productivity led growth. This initiative will be supported by the Oceansgate Enterprise Zone, which was designated by the Treasury in August 2015.
- Improving the coordination of current technologies, monitoring and facilities in Plymouth Sound and the western English Channel and to promote and develop this marine environment for the testing and development of marine technologies of the future, through a 'Smart Sound Plymouth' initiative.
- The HotSW LEP capitalising on future government funding deals to deliver strong and transformational levels of economic growth across the Heart of the South West.
- Allied to this, Mayflower 400 will be a pivotal moment for the city's economy. This is intended to be designed and delivered as a dynamic and innovative event with the potential to drive forward many aspects of the city's economy.
- Capitalising on Plymouth's Social Enterprise City status as a driver of economic growth and community regeneration. The accolade recognises the extent and quality of social enterprise business activity in the city. In addition Plymouth University was the first institution in the world to be awarded the Social Enterprise Mark in recognition of its long-standing history of support for the sector. The University currently leads the national Social Enterprise University Enterprise Network.
- Supporting creative businesses. In the UK as a whole, creative industries contribute 6 per cent of Gross Domestic Product and employ over two million people. The sector is forecast to play a bigger role in coming years. If Plymouth is to achieve a balanced, high-growth economy, it is vital that the key strengths of businesses in the creative sector are nurtured. Programmes on a range of issues will therefore be developed to deliver the conditions under which our creative industries can thrive.
- Growing the green economy. Plymouth has among the lowest carbon emissions of UK cities and there exists a real opportunity to capitalise upon its green credentials as a driver of growth and investment. To maximise the benefits of green growth we need to be aware of the opportunities and follow technological developments and trends closely, prepare our workforce with appropriate knowledge and skills, ensure that plans and strategies reflect infrastructure needs as they develop over time, and develop a reputation in the UK and abroad as a centre for low carbon innovation.
- Creating the landscape and culture for a *smart city*; one that allows Plymouth people and businesses to fully utilise the power of accessible and machine readable open data. A *smart city* will unlock the use of integrated digital and technological solutions leading to efficiencies, sustainability and a better quality of life, and can drive new and existing business growth.

The JLP sets out how the LPA will seek to ensure that there is sufficient land of the right quality and location to meet the economic growth needs of the city.

Policy GRO2

Delivering skills and talent development.

The City will provide an accessible environment for high quality lifelong learning so that all of its residents have the opportunity to access learning to develop their skills and talents in order to progress in their working lives, contributing to the realisation of Plymouth's economic potential. In particular:

1. Skills will be matched with demand by:
 - a. Strengthening partnerships between the city's education institutions, communities and employers to match skill levels with demand.
 - b. Enhancing 'advice, employability matching and mentoring' schemes to guarantee that progression routes to skills training and work are fair.
2. Enterprise and innovation will be driven by:
 - a. Supporting the removal of barriers to innovative development, training, growth and expansion, business start-up and advice.
 - b. Monitoring, communicating and supporting sector specific skills gaps and their interventions.
3. People will be helped to prepare for and progress in work by:
 - a. Streamlining and co-ordinating high quality training and education courses to ensure there is a fair and relevant city-wide offer.
 - b. Improving learner access to employability skills and STEM (Science, Technology, Engineering and Maths) subjects.
 - c. Improving learner access to core skills, including English, maths, ICT, green, interpersonal, life / social, relationships and customer skills.
 - d. Providing pre-vocational targets for people who can't meet academic targets and providing support to enable those with additional needs to prepare for and progress in work.
4. Learning environments will be provided that equip people with the skills they need by:
 - a. Ensuring that new school places are provided to accommodate growth in the city's population, through a planned approach to expansion and where necessary, through identifying locations for new schools.
 - b. Developing an employer led system, to ensure the city's skills supply matches demand and residents are productively and sustainably employed.
 - c. Placing the assets, facilities, talent and expertise of the city's higher and further education providers at the heart of business growth.
 - d. Using planning powers to help address skills deficiencies and training needs, particularly (but not exclusively) in the construction industry.



The development of people's skills and talents is at the heart of the strategy for economic growth, whilst also strongly supporting its vision of a healthy and international city. Fundamentally, lifelong learning helps people to progress in their working lives, whilst also contributing to their personal sense of wellbeing and ability to contribute to their community and city.

Economic growth depends on the availability of the right skill levels, in the right place, at the right time. Within the city of Plymouth there is a strong network of schools, colleges and higher education institutions providing a talented workforce with a wealth of skills, knowledge and innovation that supports the city's growth. City College Plymouth for example, has excellent established relationships with local employers and provides innovative, skills based vocational education, training and apprenticeships linked to future employment opportunities in the city. This offer is further enhanced with their STEM centre of Excellence due to open in September 2017. There is also a healthy vocational offer from independent training providers with good and excellent quality training that also delivers apprenticeships and traineeships. Collectively the apprenticeship offer has now expanded from Intermediate to higher and Degree Apprenticeships.

The aspiration of the City in general and that of the Employment and Skills Board in particular is that employers and educators work in strong partnership to develop the highest possible levels of skills linked to our economic strengths and plans and meet this demand and address any market failure in supply to meet demand in the process. This is a vital component of fulfilling Plymouth's strategic role as the urban driver of economic growth across the south west, recognised nationally and internationally as Britain's Ocean City.

Evidence shows that there is demand from employers for new recruits as our companies and businesses grow. Evidence also shows that there is a need to replace an ageing workforce combined with the need to become increasingly more productive to remain competitive and gain market advantage.

Sectors where this is particularly prominent is advanced manufacturing and marine, health, construction, digital and hospitality. The decision to leave the European Union also needs to be considered in relation to certain workforces who rely on foreign labour (across a number of skills levels); this may increase gaps dependent on Government policy going forward.

Whilst transformational projects such as Hinkley Point will offer opportunities in key sectors (nuclear, construction, transport and logistics), there will also be a potential 'backfill' issue as people move from a job to one with more or better prospects. The City has developed a STEM strategy with three key elements: Grow, Keep and Attract STEM talent, which is a positive way of approaching the future and being able to help minimise risk of these threats.

Policy GRO3

Accelerating the delivery of new homes.

The City will implement a range of initiatives in a 'Plan for Homes' to ensure that a proactive approach is taken to driving and accelerating the delivery of the new homes needed to meet the City's growth aspirations.

Planning powers will be used to ensure that sufficient sites are identified to enable this growth to happen and to ensure that the right mix and balance of housing is provided in accordance with the principle of sustainable linked neighbourhoods.



The Plan for Homes represents a radical approach to the housing challenges facing the city and provides a comprehensive delivery framework to increase the supply and quality of new housing in the city. Launched in November 2013 and refreshed in March 2016, it provides for leadership, engagement and partnership working through proactive housing enabling, positive planning and development.

The Plan for Homes sets out an £80 million commitment to housing investment to support the overall delivery of 5,000 new homes over five years, contributing to the prosperity and growth of the city and meeting a range of identified housing needs.

The JLP identifies how planning powers will be used to help meet Plymouth's housing needs.

Policy GRO4

Using transport investment to drive growth.

The City will deliver targeted integrated transport measures to help support the sustainable growth of Plymouth, in accordance with the strategic transport policies of the Joint Local Plan. These include:

1. Continuing to support the High Quality Public Transport network and improve bus services through bus subsidies and new infrastructure.
2. Maintaining, improving and expanding the network of Park & Ride facilities and services, addressing the needs of both Derriford and the City Centre including a new facility at Deep Lane, exploring new facilities in Cornwall and considering the reallocation of space at existing sites to serve Derriford.
3. Continuing to support and develop new and existing local passenger ferry services, by working with stakeholders.

4. Working with partners to promote improved and more resilient local rail services, including the Plymouth / Devon Metro, reinstating the Tavistock to Plymouth branch line and investigating the need for new rail stations.
5. Improving facilities and services to encourage cycling, including continued delivery of Plymouth's Strategic Cycle Network.
6. Investing in a range of measures to enable and encourage more journeys to be made on foot, including maintaining and expanding the network of Public Rights Of Way and trails.
7. Continuing to support, and looking, to expand Community Transport schemes.
8. Supporting and promoting car sharing and the establishment of co-ordinated car clubs in new developments.
9. Using Intelligent Transport Systems to increase the efficiency of the highway network to make best use of its assets.
10. Partnership working with neighbouring authorities and Highways England to ensure effective operation of the local and strategic road network and the interface between the two.
11. Development and implementation of powers to reduce the impact of works being undertaken by statutory providers.
12. Management of demand for travel through the application of accessibility based car parking standards, charging policy for car parks to discourage commuting by car, and targeted fiscal based management strategies in major employment locations.
13. Use of smarter choices and travel planning to provide and promote travel choice, through the planning process.
14. Facilitating efficient freight movements at all spatial scales, with due consideration for the most appropriate mode of travel for the freight being transported, including encouraging and enabling low emission logistics.
15. Developing and delivering targeted infrastructure interventions.



The overall framework and strategic approach for transport and planning is set out in the JLP. The above policy explains in more detail the approach that will be taken in Plymouth to support the city's growth.

A hierarchy of measures are proposed that the City will use when developing transport solutions and delivery plans:

- First priority will be to promote 'softer' measures which encourage and enable use of sustainable means of travel rather than the car. Such measures include travel planning, including personalised travel planning, which the LPA may require of new developments, setting up car clubs, providing car sharing facilities, and encouraging 'active travel' - walking and cycling which also have clear health benefits and promoting the use of public transport.

- Secondly, the City will continue to work with bus operators to develop a strategic High Quality Public Transport (HQPT) network, with the initial focus on key high quality public transport corridors, connecting Plymouth's three growth areas (City Centre and the Waterfront; Derriford and the Northern Corridor; Eastern Corridor). In these areas, growth will lead to an increased demand for travel which should be met through an improved, integrated, multi modal transport network, which provides people with genuine travel choice. Key to the creation of attractive and popular public transport services will be a combination of safe, accessible and attractive bus stops; utilisation of the latest technology for both journey planning and ticketing; ongoing investment in modern vehicles with the latest emissions and accessibility standards; and the delivery of consistent, frequent and reliable journey times.
- Finally, it is recognised that it will be necessary to invest in targeted network improvements to both increase highway capacity and improve bus journey times, in order to fully open up parts of the city to growth.

It is anticipated that the HQPT network will have the following attributes:

1. A clearly defined and efficient network.
2. Modern good quality, clean and welcoming buses operating at regular frequencies.
3. Safe, accessible and attractive bus stop environments with real time electronic information displays at key locations.
4. Bus priority measures delivered where practicable along the entire route to ensure reliability.
5. Future potential built in to allow for responding to new technologies and funding opportunities.
6. Multi-operator ticketing through technologies designed to speed up passenger boarding times and remove a perceived barrier to travel by non-bus users.

The delivery of such a network will require strong partnership working with public transport operators, with the City Council playing a key role in influencing and creating the right environment for the required investment in the local bus network.

The policy sits within the context of a wider set of rail and road connectivity asks that the local authorities, the LEPs and regional partners have of government and key agencies.

Road and rail connectivity

The City will work with its partners in the south west to promote and secure radical improvements to the quality and resilience of Plymouth's road and rail connectivity.

Plymouth needs a well performing Strategic Road Network that supports the economy through:

- Plymouth's inclusion on the Department for Transport's Strategic National Corridors.

- Improvements to the A303 identified in the first Road Investment Strategy (RIS1) as part of RIS2.
- Improvements to the strategic road networks that connect Plymouth and South West Devon to wider markets, including improving journey time reliability on the A38/M5/M4 corridors and on the second corridor to London and the south east via the A303/A358/A30 corridor.
- Strengthening the strategic role of the A38 in supporting economic growth in Plymouth and South West Devon, and Cornwall, including delivering an improvement plan for the A38 and investigating the case and options for upgrading the road to a high standard.

Plymouth needs a resilient railway that has fast journey times with sufficient capacity and connectivity to and from Plymouth.

The Peninsula Rail Task Force report "Closing the gap: The South West Peninsula strategic rail blueprint", sets out the priorities for investment in the peninsular railway.

Immediate priorities to 2019 are:

- **Invest £284m in resilience**, including commencing the securing of the rail line through Dawlish and Teignmouth
- **Completion** of committed flood relief schemes
- **Introduce trains** capable of operating along the seawall in all weathers
- **Invest £2.5m** in GRIP 3 options for the diversionary route East of Exeter
- **Invest £22m** in GRIP 3 options for reducing journey times
- **Increase frequency** to two direct trains an hour from Plymouth to London in the new franchise, reducing journey times by up to 10 minutes, whilst at least maintaining existing services
- **Work with the rail industry** to maximise the benefits of new trains from December 2018 and **invest £25m** to make our journeys more productive through on board travelling office, media and mobile / Wi-Fi connectivity.
- **Invest £1.5m** in the development of Tavistock to Plymouth design.

Over the medium term to 2029, we are focused on gaining continuing investment:

- **Invest £301m** to complete Dawlish seawall and cliffs resilience, the diversionary route between Exeter and Castle Cary and estuary flood protection
- **Invest £1.5bn to reduce journey times** by up to 14 minutes to Penzance, through infrastructure improvements, partial electrification and franchise renewals
- **Invest £150m** reducing journey times and increasing core capacity on the Exeter - Waterloo line
- **Invest £358m** to improve capacity and comfort through new rolling stock, infrastructure enhancements and phased opening of the Northern Route
- **Increase frequency** to two trains an hour west of Exeter to Bristol and the Midlands.

The development of the road and rail network needs to keep pace with economic and population growth in the city and across the South West Peninsula.

The Strategic National Corridors were developed by the DfT to promote connectivity by road and rail between cities in the UK. Strategic Corridor 6 links London to the south west but does not extend beyond Exeter, leaving much of the south west unserved. Plymouth is the largest city in England with no direct road or rail connections on the network of Strategic National Corridors and is a designated port on the Trans-European Network, criteria that should be considered when national corridors are designated. The lack of connection to the Strategic National Corridors inhibits our plans for growth and investor and developer interest.

To support planned growth and maintain competitiveness both regionally and nationally there needs to be resilience in the strategic road network, a reduction in journey times and improved journey time reliability. The maintenance and enhancement of the A38 is crucial to the growth of the city and therefore we will seek to ensure that the A38 meets appropriate standards between Plymouth and Exeter and that the A38 and its key interchanges with the Local Road Network in Plymouth and the urban fringe are enhanced, including at Deep Lane, Marsh Mills, Forder Valley, Manadon and St. Budeaux.

The ongoing call for investment in better rail connectivity across the South West Peninsula also remains unchanged. In November 2016 the Peninsula Rail Task Force published its 20 year plan for rail in the South West - 'Close the gap' the South West Peninsula strategic rail blueprint. The 20 year plan is based on the 3-point plan, of resilience, improved journey times and connectivity and greater capacity and comfort. Its intention is to redress decades of under-funding and create and support economic growth in the South West Peninsula through a sequenced programme of investment and delivery in the rail network over an agreed time frame.

The building and financing of the high speed train fleet for the south west is a crucial step towards addressing the decades of under-funding of rail in the south west and an end to some of the 40 year old rolling stock operating in the region. New trains, with automatic passenger doors, better performance in terms of acceleration and deceleration and faster top speeds will help bring about incremental reductions in journey times before the end of the Great Western Franchise, contributing to journey time savings that are essential to achieving economic growth.

Policy GRO5

Enhancing Plymouth's sporting facilities.

The City will support and enhance Plymouth's excellent sporting facilities so that they broaden the city's sporting success and act as catalysts for regeneration, by:

1. Supporting the development of first class strategic sports facilities and venues to meet the needs of a growing city.
2. Ensuring that local neighbourhoods have access to sporting facilities to meet the needs of the local population.

3. Ensuring that the city's sporting offer, and the enthusiasm of its residents for sporting events, is used effectively as part of the marketing of Plymouth to investors.
4. Using planning powers to address gaps in the provision of sporting facilities across Plymouth.



Plymouth has a growing reputation for sporting excellence, both in terms of its facilities and in terms of the performance of its teams and individuals. This excellence can be seen in the quality of Plymouth Life Centre (which is one of the premier aquatics centres in the country and was used as an Olympic training venue for London 2012), in the reputation of the University College of St Mark and St John (as a specialist sports university training elite athletes), and in the success the city experienced as the host of the America's Cup in 2011. Sport is a key element of the city's offer. Sport England has estimated an annual total direct economic value of sport to the city of £79.3m (2013) and as such sport is seen as a significant contributor to a growing Plymouth.

Plymouth's sporting reputation and its facilities are something which the City will support and enhance through promoting and encouraging the development of further strategic and neighbourhood sports facilities, including encouraging the community use of sport's facilities in local schools. New sporting facilities can be a catalyst to the regeneration of places across the city. For example Plymouth Life Centre and its relationship to Home Park. A strong sporting offer driven by enthusiastic fans and followers can create a strong identity which is attractive to investors. However, the policy also picks up the importance of local sporting facilities which allow teams and organisations to play and host sporting events within the local community.

The JLP explains how planning powers will be used in support of this policy.

Policy GRO6

Delivering Plymouth's natural network

The City will ensure that the natural environment is fully considered and embedded in the delivery of the city's vision for growth. The Natural Network will consist of a functional network of green and blue spaces that support a high quality of life for communities as well as providing an attractive environment for investment, space for nature to thrive and increased resilience to the impacts of climate change. The Natural Network includes public open space, allotments, play areas, woodlands, trees, playing pitches, Local Green Spaces, statutory and non-statutory designated sites, Strategic Greenspace Areas, Undeveloped Coast, Strategic Landscape Areas, Protected Landscape Areas, marine areas.

Plymouth's natural network will be delivered through the following measures:

1. Developing a new model for managing natural spaces that enable communities to have more involvement and ownership of their local spaces, and deliver effective partnership working maximise the benefits it brings to health and well being.
2. Aiming to ensure that everyone in the city has good access to a high quality natural space within a target distance of their home, in accordance with the following accessibility standards:
 - i. Informal natural space: 400m
 - ii. Playable space: 600m
 - iii. Strategic natural space: 2km.
3. Enabling the designation of 1 ha of Local Nature Reserve (LNR) for every 1,000 people in Plymouth.
4. Seeking to provide at least 0.15 hectares of allotments and 0.08 hectares of equipped play provision for every 1,000 people in Plymouth.
5. Ensuring our bathing water quality achieves 'Excellent' under the new more stringent EU standards and continues to provide a high quality cultural, wildlife and recreational resource for the city. This work will be delivered with the support of South West Water, the Environment Agency, the Marine Management Organisation and other partners.
6. Sustainably managing the city's water environment by adopting a catchment based approach to ensure reductions in flood risk and enhanced water quality, wildlife, amenity value and designated shellfish waters.
7. Using planning powers to protect and enhance the network and support the achievement of the accessibility standards.



Plymouth has one of the most unique and diverse natural environments of any city in the country. Over 40 per cent of the city is designated as green space, and is surrounded by three Areas of Outstanding Natural Beauty (AONB's), a European Marine Site, a Marine Conservation Zone and Dartmoor National Park. This provides an enviable setting and a distinctive collection of assets that can support the growth of Plymouth. Green and blue spaces that are healthy and able to function naturally also provide solutions to climate change impacts, including reducing flooding, improving water quality and enabling wildlife to thrive.

The delivery of Plymouth's natural network will include green spaces (including parks, nature reserves, woodlands and allotments) and blue spaces (including rivers, streams, the coast and sea). As natural networks do not conform to administrative boundaries, the delivery of the network will happen both within and around the city. This will require cross border co-operation.

High quality natural spaces, and the network of links between them, are essential in the delivery of services that provide significant social, economic and environmental benefits. A high quality and properly functioning natural network will therefore provide the following:

- Space for recreation and relaxation - There is a key relationship between the quantity of accessible green space and quality of life. As Plymouth grows we must ensure that we provide high quality natural spaces that are accessible to everyone to enable them to access the health and wellbeing benefits these spaces offer.
- Playful spaces - The time children play outside during the week has halved in one generation. This shows how vital it now is to provide high quality places to play that are near to where children live and that families are confident to enjoy and explore.
- Engaging learning environments - The design of our natural spaces will therefore incorporate features that allow them to become exciting and thought provoking learning environments where students can flourish.
- Benefits to businesses - An attractive natural setting encourages inward investment and the relocation of businesses. As a result of Plymouth's distinctive natural environment, this will be a unique selling point for city businesses.
- Climate change support measures – The natural network will form an important part of the solution to managing the unavoidable impacts of climate change.
- Spaces for Nature - Plymouth's wealth of rare and protected habitats and species will be protected and enhanced so that they can thrive within the natural network.

The JLP sets out how this policy will be supported through the planning process.

Policy GRO7

Reducing carbon emissions and adapting to climate change.

The City will pursue the following approaches to deliver significant reductions in carbon emissions in Plymouth, aiming to halve 2005 levels of carbon emissions by 2034 by :

1. Encouraging and enabling large scale uptake of retrofit insulation, and renewable / low carbon energy generation equipment and infrastructure to existing buildings, and promoting other energy demand reduction measures.
2. Supporting and enabling the installation of renewable and low carbon energy generation capacity, including encouraging community owned installations and identifying land for large scale renewable energy installations.
3. Promoting and supporting exemplar low carbon development that adopts higher design and construction standards, such as BREEAM, Passivhaus and the Code for Sustainable Homes etc.
4. Promoting the creation of infrastructure to supply low carbon heat through the delivery and expansion of district energy networks.
5. Support the development of resilient, efficient local energy markets through the identification and promotion of local opportunities for SMART energy infrastructure that helps to balance local supply and demand.
6. Seeking solutions that reduce the need to travel, and encourage the move towards sustainable modes of movement.
7. Using planning powers to promote development that reflects the risks posed by climate change and the need for society to move towards a low carbon future.



Research commissioned by the City Council has established the main sources of carbon emissions from Plymouth. It indicates that the commercial and industrial sector is responsible for 39 per cent of the city's carbon dioxide emissions, the residential sector 34 per cent, and the transport sector 27 per cent. The research has identified the elements of a strategy, with associated targets for 2031, which could help deliver this challenging carbon reduction goal. These are supported by the policy. Its success will rely on proactive local implementation of national schemes to reduce energy use, drive energy efficiency in how we live, work and move around; and an increased uptake of renewable forms of generation.

The JLP sets out how the planning process will be used to support this policy.

Policy GRO8

Dealing with flood risk.

The City will manage risk in association with flooding by:

Working with South West Water, the Environment Agency and other relevant organisations including asset owners to ensure that Plymouth's flood defence, coast protection, drainage and sewerage infrastructure is sustainable and meets the requirements placed upon it by population growth and climate change. Flood defence, water supply, surface water and waste water infrastructure requirements should be put in place in tandem with planned growth to avoid adverse social, economic and environmental impacts.

1. Working with the Environment Agency and South West Water to align priorities for the efficient and effective management of tidal, fluvial, surface water and sewer flood risk, and to improve and ensure the effective functioning of the city's sewerage and drainage infrastructure.
2. Maintaining an emergency response plan, sufficient to address the risks to life and livelihood from extreme weather events.
3. Using planning powers to ensure that development takes place in appropriate locations and with proper regard to flood risk.



Changes in weather patterns could result in an increase in flooding in some parts of the city. Intense rainfall events are expected to continue to increase in frequency in the coming decades throughout the UK. Sea levels are rising and will continue to do so, and storms are expected to increase in frequency and severity. Flooding can come from a range of sources such as tidal inundation, flooding from rivers after heavy rainfall and flash flooding caused

by rainfall running off hard surfaces or from fields in rural areas. Flooding can overload sewerage and drainage systems and increase the risk of pollution and nuisance. It is important that flood risk is carefully considered, including how new development is designed so as not to increase vulnerability, where areas are vulnerable, risks should be managed through suitable adaptation measures. The JLP identifies how the policy will be supported through the planning system.

National flood risk mapping indicates that there are more than 900 properties at high risk of flooding (Flood Zone 3) in Plymouth from the sea or main rivers. Over 3,000 properties are at risk from surface water flooding. There is also a risk of damage to key transport infrastructure and services that would have a significant economic cost. Plymouth's 'Plan for Managing Local Flood Risks' will include maps of risk areas for sea, fluvial and surface water flooding and information on strategic flood risk management infrastructure requirements. The South Devon and Dorset Shoreline Management Plan has a policy of 'hold the line' for the majority of Plymouth's coast, having considered and rejected the alternative options of no active intervention and retreating defences further inland.

In order to mitigate these risks, the policy will help to:

- Reduce the amount of rainwater reaching the sewers and water courses in Plymouth.
- Improve the capacity of particular water courses and sewers, so that flood risk is significantly reduced during storm events.
- Restrict the volume and nature of development in risk areas, and ensure any development in these areas is resilient to flooding and coastal erosion/storm damage.
- Secure financial contributions to the maintenance and improvement of strategic drainage infrastructure, fluvial and tidal flood defences, and erosion defences.

Policy GRO9

Minimising Plymouth's waste

The City will adopt an approach to waste management that strives to achieve the most sustainable solution, subject to the constraints of feasibility and financial viability. As such, the City will proactively support the development of a circular economy to gain maximum value from materials and products by keeping resources in use for as long as possible, and then recovering material value at the end of life. In order to achieve this outcome, the City will review its policies and plans which currently support the city's waste management in the following order: 1. Prevention; 2. Preparing for reuse; 3. Recycling; 4. Other recovery; 5. Disposal, and will aim to achieve a 50 per cent recycling rate. Particular measures include:

1. Waste prevention. In order to sustain the delivery of high levels of waste reduction, the City will:
 - a. Continue to actively undertake waste prevention and minimisation awareness raising campaigns and educational activities.

- b. Promote and support home composting for garden, vegetable and fruit wastes.
 - c. Support those engaged in the development of a circular economy and the extension of product life.
2. Waste reuse and recycling. The City will:
 - a. Continue to proactively assist community and voluntary groups, and businesses which seek to explore, pilot and develop reuse and recycling activities and projects to generate economic and social value.
 - b. Enhance its recycling infrastructure and continually seek opportunities to support investment in its Materials Recycling Facility, Household Waste Recycling Centres and the expansion of these and other facilities as viable options for increasing recycling.
 3. Waste recovery. In relation to residual waste that is still left to be managed and which is not committed as part of the waste stream to be processed through the Devonport North Yard Energy from Waste Plant, the City will strongly encourage the use of emerging green technologies for waste recovery. In this respect, the City will give proactive assistance to public sector organisations, community and voluntary groups, and businesses which seek to explore, pilot and develop the use of green technologies.
 4. Municipal waste management outcomes. The City will continue to minimise the amount of municipal waste that is landfilled, so that less than 2 per cent of waste arising are landfilled by 2016. Additionally, the City will identify detailed actions to achieve ambitious waste management outcomes to maximise the prevention, reuse and recycling of waste.
 5. Planning powers will be used to ensure that development contributes positively to the achievement of the waste management hierarchy.
 6. In respect of the processing of incinerator bottom ash from the Energy from Waste plant, which forms part of the waste stream generated for Torbay and south and west Devon, the City will expect a regional solution to be found given the city's urban nature.



The management of all of the waste streams generated by people and businesses and that arise in Plymouth are guided by the waste hierarchy. These are identified as municipal, commercial and industrial, and construction and demolition waste. The principle that waste should be driven higher up the hierarchy is set out in the policy, in order to achieve the most environmentally sustainable approach to waste management. The guiding principle behind this approach is that waste should be seen as a resource to be reused either directly or through recycling, rather than being disposed of.

It is important that the opportunities for enhancing the reputation of the city for environmental stewardship and as a green city is maximised. Waste as a resource and the waste hierarchy is an important part of this strategy.

Plymouth's waste needs assessment (2014) identifies that there are small quantities of low level radioactive waste generated in Plymouth, primarily from the healthcare sector. Given the specialist nature of treatment/management requirements it is not anticipated that any specific provision will need to be made in Plymouth for the management of this waste. It also identifies that there are movements of hazardous waste in and out of the city for treatment at specialist facilities. It is not expected that significant new specialist treatment facilities for such waste will be needed during the time covered by the Plymouth Plan.

Finally, Devonport Dockyard undertakes strategic defence operations, including work on nuclear submarines. Any specialist waste streams that arise from these operations will be expected to be managed by the site operators. Proposals which facilitate the safe and efficient transportation of any wastes from the City are supported but it is not considered that a treatment facility within the city would be appropriate.

The JLP identifies how the planning powers will be used in support of this policy.

How we will know we have been successful - our measures of success of a growing city.

- A. The population has grown close to the city's ambition of 300,000.
- B. Plymouth continues to be recognised as a leading Green City.
- C. Plymouth has a vibrant, productive and innovative business sector with a workforce that is paid a living wage.
- D. The people of Plymouth have the skills to be school ready and work ready to meet the needs of the city.
- E. Plymouth continues to strengthen the conditions for increased growth and investment including accelerated infrastructure delivery.

6. International city

What we are trying to achieve - our strategic objective for an international city

Strategic Outcome

Plymouth is internationally renowned as Britain's Ocean City and is the UK's premier marine city, famous for its waterfront. It is recognised as unique among UK cities for its natural drama and for its 500 year old history as a place of embarkation and exploration. Plymouth's continuing journey towards a world leading marine city supports the cultural experiences it offers to visitors who are looking for authenticity and character. The city's world class universities and research institutions are recognised for their innovation, and Plymouth is a place where businesses can capitalise on a unique economic position and talented workforce. Visitors from around the world are welcomed to a city that provides a diverse cultural experience. Plymouth is an international city that local communities can enjoy, be a part of and be proud of.

Plymouth is a city with assets that are internationally significant. They are assets which if harnessed correctly will play a major role in supporting the long term transformation of the city and the achievement of its vision to be known as one of Europe's most vibrant waterfront cities.

Plymouth has a world class natural setting. With the backdrop of Dartmoor to the north, it has an outstanding waterfront with the deep harbour of Plymouth Sound to the south and the rivers of the Plym and Tamar to the east and west. It is also in close proximity to some of the best beaches and landscapes in the UK.

The city's maritime heritage is one of worldwide significance, including Sir Francis Drake and the Spanish Armada and the sailing of the Pilgrim Fathers. With dramatic views across the Sound, Plymouth Hoe also provides a natural auditorium for national and international events and is the location of the iconic Smeaton's Tower and one of the finest art deco lidos in England. Additionally, Royal William Yard is considered to be one of the most important groups of historic military buildings in Britain, and includes the largest collection of Grade 1 listed military buildings in Europe.

Plymouth also plays host to significant national attractions with one of the finest and best attended regional theatres in the country (Theatre Royal Plymouth), the National Marine Aquarium and Plymouth Life Centre.

The city has considerable marine and advanced manufacturing strengths, with a number of international businesses, and there is clearly potential for businesses to do more to reap the economic rewards from international trade, while our universities and research institutions continue to attract attention around the world.

These unique assets provide an excellent foundation for the city's international aspirations and must be used to Plymouth's advantage, building on the existing sense of pride in the city. On the journey to becoming an international city, the people and communities of Plymouth will remain at the heart of the city's ambitions and share in the benefits of its achievements.

Strategic Objective 3

Delivering the international city.

To enhance Plymouth's profile as an international city where the city projects itself to people who might invest, study or visit the city; to encourage and support Plymouth's businesses to engage in trading terms in an increasingly global market place; and to ensure the city fulfils its potential as a distinctive, dynamic, cultural centre of international renown. This will be achieved by:

1. Raising the profile of Plymouth internationally through it's Britain's Ocean City brand and through using Mayflower 400 in 2020 as a key catalyst and driver.
2. Promoting Plymouth as an internationally competitive tourist destination, providing an accessible and well connected visitor experience which capitalises on the city's world class waterfront and maritime heritage and delivers a long standing economic legacy for the city.
3. Supporting the growth of internationally significant businesses, attracting new investment into the city and encouraging all businesses to expand trading in the global market place.
4. Establishing Plymouth as a distinctive, vibrant, cultural city known on the international stage for its rich heritage, creative industries and unparalleled natural setting, having an equally strong appeal for residents, visitors and investors.
5. Providing innovative, high quality architectural development to set the city apart and create an attractive, forward looking environment.
6. Providing a full range of hotel and visitor accommodation, including new high quality provision, to ensure that there is adequate accommodation capacity for all visitors.
7. Recognising Plymouth internationally as a leading green city.
8. Further developing our universities, research institutions and knowledge based industries which are widely known for their innovation and world class assets.
9. Delivering a strong, diverse and dynamic city that welcomes new residents, students and visitors and that celebrates cultural diversity.



What we are going to do - our policies for an international city

Policy INT1

Implementing Britain's Ocean City.

The City will create worldwide recognition and interest in Plymouth and use Mayflower 400 in 2020 as a key catalyst and driver to bring in more investment, attract more visitors and make Plymouth's case at a national and international level, by:

1. Raising the international profile of Plymouth through increasingly and consistently promoting the Britain's Ocean City brand in all promotional plans for Plymouth.
2. Proactively seeking the highest quality of architecture on key and prominent city centre and waterfront sites, which reflects and enhances Plymouth's unique maritime and heritage offer, using architectural competitions where appropriate.
3. Celebrating Plymouth's unique coastal location by valuing our blue spaces and its link to physical activities, recreational opportunities and fishing industry.
4. Investigating opportunities to build and strengthen links with other cities around the world for mutual benefit. This will include:
 - a. Exploring the benefits of increased international links on trade, tourism and culture.
 - b. Identifying a coordinated approach to maximising the city's collective international links through businesses, visitors, cultural activity, education and research institutions and the Council.
 - c. Exploring opportunities for schools and colleges to further strengthen international relationships through learning.



At the heart of this policy is creating a city that all of its residents and businesses can be proud of and that attracts more people to visit and invest. The City must promote itself with real pride, in a way that communicates complete confidence in Plymouth's unique assets. This is something that should also be recognisable from the quality of its built environment and in particular through the use of high quality, distinctive and innovative architecture for prominent sites. It's Britain's Ocean City brand will help promote the city's competitive advantages and create worldwide recognition and interest. The city's waterfront is a huge asset; it is a place that captures Plymouth's history and showcases the city at its best.

Strengthening existing relationships with cities such as Brest in France and Plymouth, Massachusetts, and identifying opportunities to build new relationships for the benefits of trade, culture and tourism should be explored. The Mayflower 400 celebrations are an excellent opportunity to present Britain's Ocean City to the world, raising the profile and reputation of Plymouth across the globe through commercial and cultural activities.

The city already has a number of established international links through educational institutions in France, US, Ghana, China and the Gambia. Building international links is increasingly important in a globalised society and international educational links provide opportunities for young people to learn the values and cultures of different societies while developing their ICT, language, professional and enterprising skills.

The Council, businesses, creative sector, education and research institutions will work to collectively advocate for Plymouth and its residents, to put Britain's Ocean City on the international map.

Policy INT2

Plymouth in the global market place.

The City will actively work to promote Plymouth's position in the global market place, using the Britain's Ocean City brand and building on the strengths that the city already has, particularly in relation to marine sciences and high technology manufacturing as well as its maritime location. The City will encourage business growth and inward investment and assist more businesses to export and access new markets.



Plymouth needs to continue to play to its strengths. It needs to take account of what makes the city stand out in an increasingly crowded global market place to foster and attract enterprise and investment. The City must help more businesses to start trading internationally and support those currently exporting to exploit new markets as set out in Policy 17. Businesses that export tend to experience higher levels of productivity, improved competitiveness in domestic markets and by tapping into global markets, greater incentives to innovate. In order to ensure that Plymouth has international links that provide businesses with access to wider markets for the movement of goods and services and which supports a vibrant visitor economy, it is important to safeguard and support the city's strategic connectivity to global markets as set out in Policy 4.

The Mayflower 400 celebrations will be a pivotal moment for the city's economy, raising the profile and reputation of Plymouth in global markets through the development of trade links with US businesses, culminating in a Trade and Investment Expo as part of the celebrations.

There is also a need to build on the successes of the Plymouth and South West Peninsula City Deal and the regeneration of South Yard now branded 'Oceansgate' to drive productivity led growth and exploit the commercial potential of our marine technology, knowledge and natural assets. A key strand will be the development of a Marine Business Technology Centre, providing a jumping off point for businesses wanting to test and commercialise prototypes in open water, linked to a wider initiative developing an in-sea test facility in and around Plymouth Sound. Today many companies and organisations such as Plymouth Marine Laboratories and Plymouth University use the waters in and around Plymouth Sound to monitor and test equipment for scientific and commercial benefit. The new in-sea test facility initiative aims to improve the coordination of current technologies, monitoring and facilities in Plymouth Sound and the western English Channel and to promote and develop this marine environment for the testing and development of marine technologies of the future. With the Technology Centre, it will provide unique facilities attracting both national and international interest and significant commercial investment, helping make Plymouth a global centre for marine research.

Policy INT3

Positioning Plymouth as a major UK destination.

The City will support and secure additional investment in its visitor economy, with programmes and actions to enhance Plymouth as a destination for all seasons, to market the city effectively, and support business tourism and tourist related business development. This will include:

1. Delivering high quality and high capacity visitor accommodation offer for all visitors in its core tourism and business areas, including:
 - a. Working proactively to attract 4 and 5 star and boutique hotels to the city and in particular to its core tourism, waterfront and business areas, filling a current gap in provision in the city's visitor accommodation offer.
 - b. Supporting investment in alternative visitor accommodation models such as high quality self-catering accommodation, serviced apartments and improving the offer currently provided.
2. Recognising Plymouth as a destination for high quality restaurants and catering, and supporting proposals that strengthen this offer.
3. Enhancing the overall experience of visitors in travelling to and within the city through:
 - a. Promoting high quality strategic and local public transport into and around the city (including the South West coastal path and National Cycle Network, with good quality visitor information and additional efficient transport management for major events.
 - b. Transforming the gateways to the city, including delivering comprehensive improvements to Plymouth railway station and coach station, and a new international cruise liner terminal at Millbay Port.

- c. Providing and promoting high quality pick up and drop off facilities for visitor coaches at accessible and convenient locations around the City Centre and Waterfront.
 - d. Delivering a quality public realm for the City Centre and core tourism areas along the waterfront.
 - e. Promoting the City Centre as suitable for active travel modes well connected to green and blue spaces.
 - f. Creating smoke-free spaces when events are held.
4. Maintaining and delivering a vibrant mix of attractions and destinations to support the visitor economy, including in the cultural, arts, leisure, heritage and retail sectors, as provided for by other policies of this plan.
 5. Delivering a strategic programme of major events, including the Mayflower 400 celebrations, which deliver a long term economic and cultural development legacy for the city and will provide a vibrant and rich educational resource.
 6. Enhancing Plymouth's offer for hosting major conferences and as a meeting place for national and international business events through delivering a conference and meetings strategy and associated campaigns to attract targeted groups.
 7. Using planning powers to identify strategic opportunities for new high quality hotels and address capacity shortages in hotels and visitor accommodation, and to support the provision of services and facilities to support the visitor economy.



Tourist demand for Plymouth is growing and significant efforts are being made to increase visitor numbers through events planning and improving the destination offer. In particular, the Mayflower 400 celebrations are a key focal point and opportunity for enhancing the tourism experience. The visitor economy attracts significant numbers of visitors annually. In 2014, 5 million visitors visited the city and contributed £311 million to the economy. Culture and heritage must be an integral part of the visitor experience and part of the reason they choose Plymouth.

It is also essential that if Plymouth is to become a major UK destination then it must provide outstanding quality facilities and amenities to welcome visitors to the city. This is not only important for attracting visitors and investors but is also important for the reputation of the city.

Current occupancy levels in the city are running at 78 per cent which is one of the highest in any city outside of London. The core city area has approximately 24 hotels providing 1,746 rooms of predominantly 3 star and below. Due to the seasonal nature of tourism in the city many accommodation providers are at full capacity between June and the end of September and this is stifling the opportunity to further grow the staying and overseas visitor markets which are a key to overall economic growth and additional jobs.

Currently UK staying visitors account for only 14 per cent of total visitor numbers (645,000 per annum) and yet provide 35 per cent of total spend. Overseas visitors provide a further 1.9 per cent of visitors (89,000) and a further 13 per cent of total spend.

A hotel demand study in September 2014 provided detailed analysis of the drivers for accommodation in the city and identified that there is a gap in the market for good quality 4 star and above provision. There is clear and evidenced potential for new hotel supply with high standards, leisure facilities and international brand to benefit from a global distribution system. The ideal site characteristics for new high quality hotels in Plymouth include: good views to sights that make Plymouth unique (particularly the sea and waterfront) and good access to the main business and tourist areas.

Improving the sense of arrival and departure to and from the city through ensuring that the city has a high quality transport infrastructure which is welcoming, easy to use and efficient for everyone is also important, along with ensuring this achieves a positive impression of the city.

Large cruise liner operators are attracted by the offer that Plymouth and the wider region can provide, and visits have included Princess Cruise Line's 'Royal Princess' and 'Crown Princess' and the Royal Caribbean 'Splendour of the Seas'. There is a real opportunity for the city to provide purpose built facilities to deliver the infrastructure that would support Plymouth in the Northern European cruise market.

Plymouth also has a growing reputation as a destination for high quality restaurants and catering on which it should build. This offer ranges from high-end restaurants with world class chefs through to excellent mid-range offerings and great pubs and cafés. The city also promotes and celebrates the food and culinary traditions of all cultures through public events such as Plymouth's Flavourfest. The main food quarters, at the Royal William Yard and the Barbican, provide both residents and visitors with fantastic environments to eat and drink.

Plymouth Hoe and Plymouth Sound are key assets to be used for major events, which bring economic benefits not just in terms of spend but also supply chain opportunities for local businesses. In 2020 the City of Plymouth, Plymouth Massachusetts and their wider partners in the US and UK will commemorate and celebrate the 400-year anniversary of the sailing of the Mayflower. Plymouth has ambitions for this celebration to be a year of both national and international significance for the city that will bring about commercial opportunities and create a truly transatlantic cultural celebration fit for a global audience.

The JLP sets out how the planning process will be used to support this policy.

Policy INT4

Delivering a distinctive, dynamic cultural centre of regional, national and international renown.

The City will support a thriving arts and cultural sector and promote Plymouth's reputation at a national and international level by:

1. Developing a major international cultural programme stimulating trade and investment with cities in Europe, the United States and China.
2. Establishing three cultural hubs in the following general locations:
 - a. Royal Parade, The Hoe and historic waterfront (to include Royal William Yard, Millbay and The Barbican / Sutton Harbour)
 - b. North Hill / Tavistock Place (including the area around Plymouth University, College of Art, Museum and proposed History Centre).
 - c. Devonport (centred around Devonport Guildhall, Market building, and Plymouth Music Zone and Music Hub)
3. Supporting the cultural hubs and the places that connect the hubs as locations where it will be easier for people to occupy temporarily vacant spaces for artistic and cultural ventures.
4. Investing in public engagement, appreciating the lasting impact that one-off projects can have on places and people, and recognising the possibilities for different types, forms and timespans for arts in the public realm.
5. Developing and providing more music venues for local and underground talent, and seeking to build on opportunities to stimulate further cultural opportunities across the city.
6. Raising the profile of key cultural assets through high quality national public relations.
7. Investing in the delivery of major new cultural assets, including the Plymouth History Centre, Ocean Studios and The House, and identifying priorities for new future cultural assets.
8. Developing a coherent and structured offer to nurture new creative talent within the city to grow creative industries and increase graduate retention.
9. Increasing community engagement and development in the least engaged communities through targeted investment, training, development and public art projects.
10. Supporting coherent cultural programming and the delivery of distinctive events, festivals, projects and commissions, to develop capacity and raise the profile of the city.
11. Using planning powers to deliver and deliver public art through key infrastructure and development proposals at key gateway locations.



Plymouth's unique geography and access to the international community, combined with its rich higher education institutions and cultural and creative organisations places the city in a prime position to engage strategically with international cities from mainland Europe, the east coast of the United States (US) and China. In order to attract interest in international trade and investment, and draw more visitors to the city, Plymouth needs to collaborate more with the cultural sector internationally. Through an international cultural programme that stimulates

trade and investment with cities in Europe, the US and China there is an opportunity for Plymouth to place itself as a major centre for international collaboration in the south west of England.

The Plymouth Plan seeks to support cultural activities and experiences in communities across the whole of Plymouth through a 'hub and spoke' concept. The policy sets out proposals for establishing three cultural hubs in the locations of Royal Parade, The Hoe and historic waterfront; North Hill/Tavistock Place; and Devonport which build on existing community activity, assets and infrastructure. Investment in the three hubs will seek to stimulate further cultural opportunities across the city that gives greater local accessibility to cultural activities.

Developing a distinctive and dynamic cultural sector in Plymouth that will unlock the potential of the city's arts, creative sector and cultural heritage will help raise the profile of Plymouth and support the visitor economy. It will also provide opportunities for local communities and attract those seeking to relocate for business offering a lifestyle that cannot be found elsewhere, with arts, music, drama, comedy and entertainment forming a unique city identity that supports growth.

Policy INT5

Celebrating Plymouth's sporting excellence.

The City will promote and celebrate Plymouth's reputation for sporting success and its provision of first class sports facilities by:

1. Establishing Plymouth as a nationally and internationally recognised venue for sporting events, particularly in aquatic and water sports.
2. Developing an international major events calendar to raise the profile of Plymouth as a leading international sports destination.
3. Seeking opportunities to celebrate the successes of the city's sport's clubs and athletes, and assisting them to expand and improve their facilities and performance.
4. Recognising and supporting the work and achievements of locally led sports clubs and the positive impact they have on communities.
5. Working with partners to provide swimming programmes for schools so that as many primary aged children learn to swim as possible.
6. Working with the University College of St Mark and St John, and with Plymouth University, to raise the profile of their sports specialisms, particularly the work with elite athletes.



Plymouth has some of the best sailing waters in the country, and has hosted a number of prestigious competitive sailing events, including the America's Cup World Series in 2011. The Rolex Fastnet in 2013 and the Transat in 2016. Plymouth Life Centre also has aquatic facilities that are the largest of their kind in southern England and were used by a number of international swimming and diving teams in preparation for the London 2012 Olympics.

The city has an enviable range of sporting attractions and nationally significant sports training facilities. The University College of St Mark & St John has a reputation for sporting excellence and training elite athletes with one of the most comprehensive programmes of sport participation, performance, education and research in the UK. It is renowned for its world-class facilities and expertise which it is committed to sharing with international partners. Additionally, in Plymouth Argyle (football), Plymouth Albion (rugby union) and Plymouth Raiders (basketball) it has three teams that play within their respective national leagues.

There is also a well established network of local community led sports teams that promote participation and work with communities to improve levels of physical activity which continue to deliver world class athletes.

Policy INT6

Enhancing Plymouth's 'green city' credentials.

The City will actively pursue measures that build upon its current strengths in green technologies as well as its exceptional natural environment, to become one of the leading green cities in Europe. This will include:

1. Developing and promoting our contribution to managing climate change and sea level rise through continuing to pursue ambitious carbon reduction emission targets and proactive natural network management, and putting in place infrastructure to enable businesses to make the transition to a low carbon economy.
2. Promoting our marine renewable energy technological and operational expertise, through the creation and promotion of a Marine Renewable Energy Hub and a well trained and qualified, carbon literate workforce able to recognise and respond to the green growth opportunities of a low carbon economy. This will provide a basis for inward investment and international collaborations in the energy sector.
3. Reducing transport related carbon emissions by offering an attractive choice of sustainable travel for all sectors of the community, visitors, businesses and commuters within pleasant and secure environments and supporting alternative emissions and zero emission vehicles.
4. Safeguarding the special conservation status and environmental quality of the Plymouth Sound and Tamar Estuaries European Marine Site, the Tamar Estuaries Special Conservation Zone and other sites, species and habitats of European importance.
5. Recognising organisations that demonstrate excellence in green and sustainable solutions across the city.
6. Continuing to lead the way nationally in natural infrastructure delivery.

7. Developing innovative approaches through culture to engage communities and address issues of sustainable living using international models of best practise.
8. Working closely with our local businesses to develop a 'green' culture and to support and encourage them to use best practise to benefit their business as well as the wider city environmental aims.



This policy builds on the City's commitment to be a leading green city. This means working to substantially reduce carbon emissions therefore making our own contribution to the international effort to manage climate change. This commitment includes big efforts to help people and businesses save energy, generate low carbon energy, protect Plymouth's special natural environment and reduce transport-related carbon emissions and utilise the services nature provides.

It is recognised that climate change will have unavoidable impacts for which we must prepare, such as improving resilience to flood risk from heavy rainfall and rising sea levels and to wave damage from the sea. The Plymouth Plan's commitment to sustainable development is also reflected in its policies relating to waste management, natural space enhancement and local food.

Policy INT7

Supporting world class universities and research institutions.

The City will support the continued growth of its higher education and research institutions to raise their profile internationally by:

1. Recognising the competitive strengths of the city's higher education and research institutions and supporting their development and marketing on an international stage.
2. Providing the physical space, networks and facilities to capture the commercialisation of Plymouth's strong knowledge base into new higher value, exporting businesses.



The city has a significant pool of knowledge and innovative potential with an extensive network of colleges and research facilities as well as three universities; Plymouth University, Plymouth College of Art and the University College of St Mark & St John.

The city's considerable strengths in marine science and technology include research institutions such as Plymouth Marine Laboratories, Marine Biological Association, Sir Alister Hardy Foundation for Ocean Science and South West Marine Energy Park, backed by a number of leading companies in the marine technology sector (including Babcock in Plymouth and Appledore, Princess Yachts and M-Subs) in various locations in Plymouth and the South Hams. Plymouth will continue to play a leading role in the creation and development of the UK South Coast Marine Cluster.

Plymouth's marine research institutes present a unique research and development opportunity with the combination of expertise in marine science, education, and technology. Together these organisations put Plymouth in a unique position within the UK and internationally to derive scientific, academic, and economic benefits for the local community, the region and the UK. Plymouth therefore provides opportunities for governments, agencies and industry through technology transfer, joint ventures, collaborative research, international partnerships and multi-disciplinary conservation efforts. Embedded within the science base is also a unique capability for the dissemination of knowledge and public understanding of science. Plymouth will showcase its globally significant marine capabilities through Marine Tech Expo 2016 and continue building momentum and traction up to a major inward investment and business engagement event during Mayflower 400.

Plymouth University's Marine Innovation Centre (MARIC) operates across the south west, with offices in Plymouth, the Brixham Blue Environmental Hub and an outreach office at the Bristol & Bath Science Park. This Business Technology Centre operates across the region making intelligent connections between small and medium sized enterprises (SMEs) and academia, to help increase the competitiveness of the south west marine sector businesses. The Centre provides an intelligent brokerage service to support SMEs access the knowledge, expertise and world class facilities that sit in the marine institutions, universities and public sector research establishments. The University Technical College also supports the city in becoming a world leader in marine technology as a centre of educational excellence for marine engineering and advanced manufacturing.

Plymouth's rapidly developing medical and health care sector includes a mix of activity from teaching to medical-engineering, medical informatics and biomedical science. Plymouth Hospitals NHS Trust is the largest hospital trust in the south west peninsula and is a teaching trust that forms part of the Plymouth University Peninsula Schools of Medicine and Dentistry and conducts a wide research programme.

The city is developing a growing knowledge-based manufacturing and service industry by linking to the work of Plymouth University, the hospital and the advanced engineering sector. Plymouth Science Park hosts some of the most innovative businesses in the south west which include medical, science, technology and knowledge based companies. The Plymouth International Medical and Technology Park has supported Derriford to become a centre of excellence for knowledge based industries.

Plymouth is also increasingly recognised as having a diverse and vibrant creative industries sector which includes creative and digital media, audio-visual, design, TV and film production and visual arts, music technology and software games development. Plymouth College of Art is a specialist provider of education in art, craft, design and media which aspires to develop

its distinctive profile of work nationally and internationally. The College runs a busy national and international programme of visiting artists, exhibitions, public events and partnership activities. Plymouth University Peninsula Arts also hosts the largest contemporary art space in Plymouth with year round exhibitions from local and international artists.

Policy INT8

Celebrating diverse communities.

As the city grows and attracts new international businesses, visitors and students, Plymouth will need to strengthen its reputation as a welcoming, multicultural city where a broad range of partners promote the benefits of diversity and challenge unfair discrimination. Plymouth will be a fair city where people take pride in their communities, are listened to and can make a real contribution to Plymouth as a place to live, work and visit.

The City will:

1. Ensure that the needs of different communities of geography, identity and interest are respected, celebrated, and valued for and enabled in their contribution to the economy and culture of the city.
2. Ensure that people feel safe and secure, with good levels of community cohesion and where people from different backgrounds get on well together.
3. Ensure that as service providers it understands and responds to the needs of Plymouth's increasingly diverse communities and service users.
4. Ensure that diverse communities have access to contribute to, lead and develop culture based projects in the city and this work is profiled and supported accordingly.
5. Ensure that young people are prepared for a life in a modern, globalised and increasingly diverse Britain, enabling them to take up their roles in the Plymouth of the 21st Century.



If Plymouth is to fulfil its city vision and deliver an ambitious growth agenda it must strengthen its reputation as a welcoming city with good community cohesion. Community cohesion is a state of harmony between people from different backgrounds living within a community and is strongly linked to the concept of social capital. A socially cohesive society is one that 'works towards the wellbeing of its members, fights exclusion and marginalisation, creates a sense of belonging, promotes trust and offers its members the opportunity of upward mobility' (OECD 2012:14). Strong and positive relationships are developed between people from different backgrounds and circumstances, in the workplace, schools and within neighbourhoods. 'Guidance on community cohesion' (LGA, December 2002) and 'Community cohesion - an action guide' (LGA, 2004).

As the population of Plymouth grows, it will become more diverse with a growing number of people from different backgrounds. It is therefore essential that we celebrate this diversity, harness talent and ensure an outstanding quality of life for everyone – newcomers and established populations alike. Our approach will help ensure Plymouth has a strong reputation and is an attractive, safe place to live, visit, work and invest in, and one which understands and provides for different cultural needs.

The City will also look to promote the effective teaching of Citizenship Education across all our schools which will support the increased awareness, knowledge and understanding of Plymouth's diverse cultural profile. Children and young people in the city will therefore be active and informed members of their communities able to appreciate, celebrate and exploit the links between the Plymouth of the 21st Century and the rest of the world.

How we will know we have been successful - our measures of success of an international city.

- A. Plymouth continues to improve its diverse cultural and sporting experience with major events, good food and hospitality offer.
- B. Plymouth is internationally renowned as a leading UK tourist destination.
- C. Plymouth is recognised internationally for expertise in marine science and high technology manufacturing.
- D. Plymouth's reputation for world class universities and research institutions continues to grow.
- E. Plymouth's reputation is strengthened as a welcoming, multicultural city where a broad range of partners promote the benefits of diversity.