

**Agenda for consultative meeting of the  
Exmouth Queen's Drive Delivery Group  
Tuesday, 3rd May, 2022, 10.00 am**



**Members of Exmouth Queen's Drive Delivery Group**

Councillors P Arnott (Vice-Chair), M Armstrong, O Davey,  
P Hayward, N Hookway (Chair), A Colman,  
D Ledger, B Taylor, J Whibley, C Wright,  
S Gazzard, Bailey, B De Saram and  
J Rowland

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**Venue:** Online via the Zoom app

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(or group number 01395 517546)

Thursday, 21 April 2022; Reissued 25 April 2022; 26 April 2022; 28 April 2022

**Important - this meeting will be conducted online and recorded by Zoom only.**

**Please do not attend Blackdown House.**

**Members are asked to follow the [Protocol for Remote Meetings](#)**

This meeting is being recorded by EDDC for subsequent publication on the Council's website and will be streamed live to the Council's Youtube Channel at  
<https://www.youtube.com/channel/UCmNHQruge3LVl4hcgRnbwBw>

Public speakers are now required to register to speak – for more information please use the following link: <https://eastdevon.gov.uk/council-and-democracy/have-your-say-at-meetings/all-other-public-meetings/#article-content>

Between 8<sup>th</sup> December 2021 to 11<sup>th</sup> May 2022, the Council has delegated much of the decision making to officers. Any officer decisions arising from recommendations from this consultative meeting will be published on the webpage for this meeting in due course. All meetings held can be found via the [Browse Meetings](#) webpage.

- 1 Apologies
- 2 Minutes of the previous meetings held on 17 February 2022 and 8 March 2022 (Pages 3 - 11)
- 3 Declarations of interest
- 4 Officer update report
- 5 Report of the workshop held on 6 April 2022 (Pages 12 - 28)
- 6 Exmouth Queen's Drive Delivery Group Terms of Reference amendments (Pages 29 - 34)
- 7 Local Development Plan Call for Sites (Pages 35 - 37)

[Decision making and equalities](#)

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## **EAST DEVON DISTRICT COUNCIL**

### **Minutes of the meeting of Exmouth Queen's Drive Delivery Group held at Online via the Zoom app on 17 February 2022**

#### **Attendance list at end of document**

The meeting started at 11.00 am and ended at 12.40 pm

#### **20 Public speaking**

There were no members of the public registered to speak.

#### **21 Minutes of the previous meeting held on 30 November 2021**

Minutes of the previous meeting held on 30 November 2021 were noted as a true and accurate record.

#### **22 Declarations of interest**

Cllr N Hookway: Minutes 23 – 24; Personal Interest: Former Chair of the Save Exmouth Seafront group.

Cllr C Wright: Minutes 23 – 24; Personal Interest: Former tenant of the Queen's Drive event space.

Cllr A Bailey: Minutes 23 – 24; Personal Interest: Member of Exmouth Town Council

Cllr B De Saram: Minutes 23 – 24; Personal Interest: Member of Exmouth Town Council

Cllr O Davey: Minutes 23 – 24; Personal Interest: Member of Exmouth Town Council

Cllr S Gazzard: Minutes 23 – 24; Personal Interest: Member of Exmouth Town Council

#### **23 Temporary Uses Update**

The Service Lead Place, Assets and Commercialisation presented his report, providing a general update on progress ready for the new season to commence on 1 April 2022.

The report included the following points:

- The temporary planning consent for the existing temporary uses at Queen's Drive Space expires on 31 March 2022. On the recommendation of the Delivery Group and following a consultative meeting of Cabinet on 6 October 2021 and subsequent Senior Officer Decision, an application was submitted in January 2022 for permanent planning consent. This application will be determined in March 2022.
- The report outlined the investment works being commissioned to be undertaken during February/March 2022 utilising an otherwise underspend in the European Regional Development Fund Welcome Back Fund (ERDF WBF).
- A bike rack and new gates are also being explored to determine whether deliverability is possible within the timeframe required to utilise the ERDF WBF.
- The Event Space, Fitness Area and the Big Wheel (proposed for Beach Gardens) have been marketed and expressions of interest will be assessed using a scoring matrix. Once operators have been selected, the Portfolio Holder and the Delivery Group Chair will be informed. It has been made clear to interested parties for the Big Wheel that planning consent will be required.
- Marketing of the Trading Area and Bar has been delayed. It was recognised that this was frustrating for traders but due to lack of in-house resource, the work had had to be outsourced. The consultant would make contact and seek to agree a commercial rent with each trader, and bar operator from last year, by the end of February, and we would market one vacant/additional pitch at the same time. Should any previous operators not wish to at the new rental level, those pitches would be marketed in March.

Discussion and questions from Members included the following:

- It was clarified that the former car park is not included in the planning application for the Queen's Drive Space as it is the subject of planning consent granted last year for a period of 2 or 3 years, therefore is not due for renewal at this stage.
- The cost for the investment works for this season is in the region of £20-30k. The budget for this is already in place following a change request related to the ERDF WBF, which has been approved.
- A Member asked if the new benches being procured as part of the investment works were future-proofed, to ensure best value for money. The Service Lead Place, Assets and Commercialisation remarked that timber benches were being replaced with recycled composite material type benches which by their nature would be expected to last much longer.
- In respect to the events space that had received expressions of interest, it was confirmed that the offers aligned with the vision of wanting something a little different, more variety, and sustainability.
- A Member asked if there was a contingency in place if it was not possible to procure the gates and bike racks in time to utilise the available ERDF WBF funding. The Service Lead Place, Assets and Commercialisation responded that once the costs are known, if the ERDF WBF was not suitable, he could liaise with the Strategic Lead Finance to ascertain whether other existing budgets are in place which could be used.
- Responding to a question about the length of the lease for the fitness space, the Service Lead Place, Assets and Commercialisation stated that a 2 year lease might attract more interest but the current offer is for a 1 year lease. He commented that since these are temporary uses, it is important that they do not conflict with any longer term plans for the site but 2 years is a term officers could consider.
- In response to a Member's question about discussions with other authorities that had seafront regeneration schemes, the Service Lead Place, Assets and Commercialisation stated that conversations had not taken place over the past 12-15 months as the focus had been on temporary uses. Prior to that, there had been extensive discussions with a range of authorities and consultants, and talks with other councils would resume once there was some clarity on the direction of travel for permanent uses.
- It was noted that the site for a Big Wheel is a prime seafront location and a Member asked whether there was a back-up plan for an alternative attraction in the event that an operator for the Big Wheel did not come forward. The Service Lead Place, Assets and Commercialisation responded that the Big Wheel is a concept generally accepted as a good use of that site but if this is not possible, they would explore with Streetscene potential other uses for the site, depending on planning consents.
- A Member sought to understand how the team arrived at the fees for the sites, and what benchmarking had been done. The Service Lead Place, Assets and Commercialisation responded that a formal market valuation report had been produced by Torbay Development Agency. This was a confidential document detailing comparable evidence within Exmouth and elsewhere, including strong evidence from Queen's Drive itself. He added that the Council is under a duty to get best consideration and it is important to ensure fairness and consistency across the site and more widely across the district.
- Concern was expressed about the impact on marketability of the height restrictions for fairground equipment on the events space. The Service Lead Place, Assets and Commercialisation responded that the height restriction was part of the planning conditions but there had nevertheless been good interest in the site.
- In response to Member's question, the Service Lead Place, Assets and Commercialisation commented that it was not known whether all traders would be signed up by 31<sup>st</sup> March, enabling them to operate for Easter, because only individual traders know how profitable the site is to their business and whether the worth to them of the pitch equals the market value of that pitch. He added that no deals were done until leases were formally in place so whilst some positive response had already been received, leases still need to be progressed.

- In view of traders' feedback from last year, the team were exploring extensions to opening times and opportunities for small events to be held on the front space, to benefit all traders.
- A Member observed that the play park is very well used by young children and expressed the view that it should be expanded to increase capacity and include equipment for older children. The Service Lead Place, Assets and Commercialisation recognised that retention and enhancement of the play park needed to be considered when looking at longer term uses for the site.

## 24 **Introduction to new Project Manager - Place & Prosperity (Exmouth)**

The Service Lead Place, Assets & Commercialisation was pleased to introduce and welcome Gerry Mills as the new Project Manager for Place & Prosperity (Exmouth). Introduction to Gerry and the Project Manager role included the following:

- Gerry's background is in economic development and place-making, with a delivery focus, comprising quite a unique skill set.
- The Project Manager role is about the long-term use of the various sites across Exmouth, how they contribute towards place-making and economy more generally, and what they give back. It was stressed that the Project Manager role is not about buildings and development alone.
- The role is one of two posts; the more junior post has not been filled and the funding for that post will likely be used to bring in additional support, when needed.
- Priorities for the next 6-9 months include consultation and engagement to generate ideas, linking with other pieces of work across the council such as the Cultural Strategy, Tourism Strategy and work around economic development and growth, and pulling together business cases. This will result in a report to the Delivery Group on a suite of delivery options, and then necessary recommendations through to Cabinet.

The new Project Manager for Place and Prosperity (Exmouth) delivered a presentation detailing his background including previous roles and the programmes he has managed, before inviting questions.

Comment and questions included:

- Members welcomed Gerry, offered thanks for the introduction, and comment was made on his strong background and its relevance to the Project Manager role, and his excellent credentials.
- A Member asked how the new Project Manager had gone about changing perceptions of an area, and how he would go about changing perceptions of Exmouth. The Project Manager Place & Prosperity (Exmouth) responded that changing perceptions is challenging, and difficult to quantify. It is important to assess the baseline by working with traders and the community to identify the current position and why a masterplan is needed to move development forward, and then reassess views at a later point in time to compare and contrast and recognise changes of perception. He added that consultation is crucial to success, ensuring that people have a sense that their input is valued and built into the masterplan.
- Responding to a Member's question about the Project Manager's knowledge of people's concerns about the Queen's Drive development, and issues that had gone before, the Project Manager stated that he had familiarised himself with the Delivery Group's previous public meetings. He observed that people were keen to see things moving forward and he would be driven by the Delivery Group on what the concept is and what the designs will look like.
- A Member commented that there are some negative connotations associated with a masterplan; there is a feeling that they do not always reflect what people want and often do not deliver results. The Project Manager responded that a masterplan sets out the longer term vision in order to avoid a piecemeal badly designed structure. Appropriate

and proportionate consultation is important, with a view to getting a unified consensus on the vision for the Queen's Drive space. He added that a masterplan is a 10 year plus programme, so immediate results will not be evident, but it is important to do what can be done.

- The Project Manager considered various mechanisms for consultation, in response to a Member's concerns about response rates and the limitations of in-person consultation events.
- A Member noted that the Project Manager had worked to connect the town and seafront in Stranraer in his previous role, and asked how this was done and whether lessons were learned that might be applicable in Exmouth. The Member noted that a one-way system had been implemented; he outlined how he felt a similar system might benefit Exmouth, but expressed that people might get upset about it and added that it would, in any case, require the support of Devon County Council. The Project Manager responded that changes had been made only following consultation and the key to connecting the town and waterfront had been i) successful engagement with traders and the local development group; ii) changing traffic priorities and how traffic flowed through the town; iii) architecturally opening up side streets leading to the waterfront to improve the view from the town to the waterfront; iv) closing off some of the side streets as part of the one-way system to reduce 'rat-runs' and make the streets more pedestrian-friendly; and v) lowering kerb heights and narrowing roads, which slowed traffic down, making the area safer for pedestrians and reducing accidents.

The Chair thanked the Project Manager for Place and Prosperity (Exmouth) for his contribution.

### **Attendance List**

#### **Councillors present:**

P Arnott (Vice-Chair)  
M Armstrong  
O Davey  
N Hookway (Chair)  
A Colman  
D Ledger  
C Wright  
S Gazzard  
B De Saram  
J Rowland  
S Gazzard (Exmouth Town Council)  
A Bailey (Exmouth Town Council)

#### **Councillors also present (for some or all the meeting)**

G Jung  
E Rylance  
E Wragg

#### **Officers in attendance:**

Tim Child, Service Lead - Place, Assets & Commercialisation  
Simon Davey, Strategic Lead Finance  
Sarah James, Democratic Services Officer  
Simon Kennedy, StreetScene Area Officer  
Henry Gordon Lennox, Strategic Lead Governance and Licensing (and Monitoring Officer)  
Sarah Jenkins, Democratic Services Officer

Gerry Mills, Project Manager for Place and Prosperity (Exmouth)  
Caitlin Davey, Streetscene Events Officer

**Also in attendance:**

Lisa Bowman, Town Clerk, Exmouth Town Council  
Peter Gilpin, CEO, LED  
Justin Moore, Ocean

**Councillor apologies:**

B Taylor

Chair: .....

Date: .....

## **EAST DEVON DISTRICT COUNCIL**

### **Minutes of the meeting of Exmouth Queen's Drive Delivery Group held at Online via the Zoom app on 8 March 2022**

#### **Attendance list at end of document**

The meeting started at 10.00 am and ended at 11.02 am

#### **25 Public speaking**

There were no members of the public registered to speak.

#### **26 Minutes from previous meeting held on 17 February 2022**

The Chair invited comments on the minutes of the previous meeting held on 17<sup>th</sup> February 2022.

A Member asked that the minutes be amended to include reference to a question and answer concerning connecting the seafront and the town, and traffic management. The Chair confirmed that the Democratic Services Officer would make the revisions and the minutes would be re-presented to the next Delivery Group meeting.

#### **27 Declarations of interest**

Cllr N Hookway: Minutes 28 – 29; Personal Interest: Former Chair of the Save Exmouth Seafront group.

Cllr A Colman: Minutes 28 – 29; Personal Interest: Exmouth Town Councillor.

Cllr O Davey: Minutes 28 – 29; Personal Interest: Exmouth Town Councillor.

Cllr B De Saram: Minutes 28 – 29; Personal Interest: Exmouth Town Councillor and member of East Devon District Council's Planning Committee.

Cllr A Bailey: Minutes 28 – 29; Personal Interest: Exmouth Town Councillor.

Cllr S Gazzard: Minutes 28 – 29; Personal Interest: Exmouth Town Council and member of East Devon District Council's Planning Committee.

#### **28 Verbal update on the temporary uses**

The Project Manager – Place & Prosperity (Exmouth) delivered a verbal update on the temporary uses, including:

- Following remarketing of the Queen's Drive space, subject to contract, LED will be seeking to provide a range of activities on the fitness space including Water Walkerz, Trampoline Zone, Body Zorbs and Zoom Balls.
- The Legal team have been instructed to issue leases for a number of pitches.
- Remaining food tenders are scheduled for assessment on 14 March 2022.
- The Queen's Drive space is currently closed for three weeks, for maintenance.
- The new furniture is scheduled for the week commencing 28 March 2022.
- It is intended to open the Queen's Drive space for the season from 1 April 2022.
- The Project Manager – Place & Prosperity (Exmouth) has been networking with a number of different interest groups including Exmouth Rowing Club, Coast Watch and Exmouth Community Association.

Comment, questions and clarification included:

- Members were pleased to note the good progress.



- The lease agreement for the fitness space was for two seasons, subject to Heads of Terms being agreed and signed off. A Member asked whether it was therefore assumed that the final usage would not be in place within two seasons. The Service Lead – Place, Assets & Commercialisation responded that allowing for two summers had attracted interest in the site where there had been no interest for one season, and he was confident this would not impact on any longer term proposals for the site.
- In response to a Member's question, the Chair confirmed that the LED use for the fitness space would form part of the Leisure Strategy.
- A Member observed that there was a huge demand for parking in the Queen's Drive area and asked if the team were any closer to improving signage to direct people to quieter car parks, such as Maer Road. It was noted that i) people had complained locally of a lack of parking; ii) it was damaging to the environment to have people driving around looking for a parking space; and iii) there would be a price differential between some car parks and it was important to signpost people to less expensive car parks. The Service Lead – Place, Asset and Commercialisation stated that as an action point, he would explore what was being done concerning signage and bring an update for the next meeting.
- Members commented on a significant demand in Exmouth for safe and secure storage facilities for bicycles, and for security cameras, noting that there had been reports of thefts from cycle racks in the town. It was suggested that officers consider looking at examples in other local authorities, where there are some good schemes with secure cycle lockers. The Project Manager – Place & Prosperity (Exmouth) noted the concerns and stated that this was something officers would look at proactively.

The Chair thanked the Project Manager – Place & Prosperity (Exmouth) for his report and the Streetscene Events Officer for her work with the events space and fitness area.

## 29 **The next steps for Placemaking for Exmouth**

The Project Manager – Place & Prosperity (Exmouth) delivered a verbal update on the next steps for Placemaking for Exmouth, including:

- Having referred back to minutes from previous meetings, he observed that there was a general consensus to 'do something' and maybe to 'do something now'.
- It was stressed that officers have no preconceptions concerning the way forward for Placemaking in Exmouth, since this would be driven by the Delivery Group.
- The Project Manager – Place & Prosperity (Exmouth) sought to agree with the Delivery Group an initial way forward, and asked them to consider the following questions:
  - What will successful Place and Prosperity in Exmouth look/feel like?
  - What do local people want to see – what will attract them?
  - What do visitors want to see – what will attract them?
- A workshop-style meeting was proposed for the evening of 6<sup>th</sup> April 2022, for Delivery Group members only to meet in person with a view to obtaining consensus on a strategic definition for what Placemaking in Exmouth would look like.
- The Project Manager – Place & Prosperity (Exmouth) shared an ambitious draft timeline for the Delivery Group:
  - April 2022: Consensus on what Placemaking in Exmouth will look like – the strategic definition;
  - May 2022: Consultation with the Delivery Group on the themes and characteristics agreed, with recommendations to Cabinet to go to consultation;
  - June 2022: Cabinet approve consultation to the public over the summer. Publish the design and consultation (8 weeks);
  - August 2022: Findings of consultation presented to the Delivery Group and recommend to Cabinet to give a clear recommendation and terms of reference for Exmouth Placemaking, to interpret the findings and come up with a number of options/business cases;
  - September 2022 – Cabinet to approve the terms of reference.
- The Service Lead – Place, Assets & Commercialisation clarified that the objective for the Delivery Group was to shape the themes, characteristics and terms of reference, by

September 2022. The details of what the space was to be, where it was to be and how it was to be delivered would come in a subsequent phase, post-September, to be worked up in detail using external consultancy and informed by the input of the Delivery Group and the consultation.

Comments, questions and clarification included:

- A Member remarked that local people had seen a lot of debate over the years, with consultations having taken place, and asked how officers intended to convince local people that this was not simply a rerun of a previous consultation. Another Member added that the public would want to be presented with two or three intelligent options on the way forward, and to know that their views are listened to. The Project Manager – Place & Prosperity (Exmouth) recognised the concerns and responded that a communication strategy covering a range of channels of distribution would be put together carefully in discussion with the Communications team. It was noted that the new consultation was building on what has already been done, including previous consultations, and would revisit a number of issues in light of the pandemic.
- A Member expressed a view that people from Exeter and around East Devon should be invited to participate in the consultation, given that Exmouth is the seaside destination for many people outside of Exmouth.
- Another Member commented that it was important for East Devon DC to engage with the Town Council throughout the project.
- The Portfolio Holder – Finance was pleased to see the ambitious timescale and commented that it would be important for any budget requirements to come forward by the autumn, when the budget planning exercise would be in progress for the next financial year.
- One member expressed the view that Exmouth Councillors not on the Delivery Group membership should be invited to attend the 6<sup>th</sup> April workshop, to help shape ideas. The Project Manager – Place & Prosperity (Exmouth) responded that the intention was to start with Delivery Group members only before rolling out a series of meetings with other interest groups. The Chair confirmed that the workshop would be for the Delivery Group only, to keep it focused and manageable,
- In clarification, it was confirmed that the purpose of the workshop and the consultation would be to consider Placemaking for the whole of Exmouth and not only for Queen's Drive. The Service Lead – Place, Assets & Commercialisation stated that following the April workshop, it would be appropriate for the Delivery Group to consider, at its May 2022 meeting, making a formal recommendation to Cabinet to widen the Delivery Group's terms of reference, to this effect.

## **Attendance List**

### **Councillors present:**

P Arnott (Vice-Chair)  
M Armstrong  
O Davey  
N Hookway (Chair)  
A Colman  
B Taylor  
B De Saram  
J Rowland  
S Gazzard (Exmouth Town Council)  
A Bailey (Exmouth Town Council)

### **Councillors also present (for some or all the meeting)**

P Faithfull  
G Jung

P Millar  
E Wragg

**Officers in attendance:**

Tim Child, Service Lead - Place, Assets & Commercialisation  
Caitlin Davey, Streetscene Events Officer  
Simon Davey, Strategic Lead Finance  
Sarah Helman, Democratic Services Officer  
Sarah Jenkins, Democratic Services Officer  
Gerry Mills, Project Manager for Place & Prosperity (Exmouth)  
Anita Williams, Principal Solicitor (and Deputy Monitoring Officer)

**Councillor apologies:**

D Ledger  
C Wright

**Other apologies:**

Peter Gilpin, LED CEO

Chair: .....

Date: .....

Report to: Exmouth Queens Drive Delivery Group

Date of Meeting 3<sup>rd</sup> May 2022

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA



## Feedback Report on Workshop with Delivery Group Members of 6<sup>th</sup> April 2022

### Report summary:

This report summarises the Themes and Characteristics for successful placemaking in Exmouth as discussed at the workshop held with the Delivery Group on the 6<sup>th</sup> of April 2022. The report sets out the next steps for the delivery of Placemaking in Exmouth for the Delivery Group.

### Is the proposed decision in accordance with:

Budget Yes ☒ No ☐

Policy Framework Yes ☒ No ☐

### Recommendation:

- a) That the Exmouth Queen's Drive Delivery Group agree to the themes and characteristics identified at their meeting on the 6<sup>th</sup> of April 2022 as set out in the notes attached which summarise the findings identified in the workshop.

And that the Delivery Group recommend to Cabinet:

- b) To endorse the themes and characteristics supported by the Delivery Group (recommendation a)
- c) To proceed to consult publicly in the manner set out in this report (para 1.6-1.9) to seek views on the identified Themes and Characteristics to help form a terms of reference for placemaking in Exmouth.

### Reason for recommendation:

To endorse the themes and characteristics for placemaking in Exmouth as identified by Delivery Group Members at workshop of 6<sup>th</sup> April 2022.

To agree to next steps and public consultation before a further report back to the Delivery Group and Cabinet setting out Terms of Reference for placemaking in Exmouth.

Officer: Gerry Mills Project Manager Place and Prosperity (Exmouth) [gmills@eastdevon.gov.uk](mailto:gmills@eastdevon.gov.uk)

Tel 01395 519960

Portfolio(s) (check which apply):

- ☐ Climate Action and Emergency Response
- ☒ Coast, Country and Environment
- ☐ Council and Corporate Co-ordination
- ☐ Democracy, Transparency and Communications
- ☒ Economy and Assets
- ☐ Finance
- ☐ Strategic Planning
- ☐ Sustainable Homes and Communities
- ☒ Tourism, Sports, Leisure and Culture

### **Equalities impact** Low Impact

**Risk:** Low Risk; If the level of interest in the consultation is low the Council may be criticised, however we plan to use the draft communications plan as detailed in the report to attempt to get as full a participation as possible. The same risk applies if a consensus is not reached by the delivery group, however early indications are that there is a strong will to 'Do Something' in Exmouth.

### **Links to background information**

EQDDG Workshop Notes draft 06.04.22

EQDDG Workshop presentation 06.04.22

### **Link to [Council Plan](#)**

Priorities (check which apply)

- ☒ Better homes and communities for all
- ☐ A greener East Devon
- ☒ A resilient economy

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### **Report in full**

- 1.1 As determined at the Delivery Group Meeting on the 8<sup>th</sup> of March, Members agreed to hold a workshop-style meeting on the evening of 6<sup>th</sup> April 2022, for Delivery Group Members only to meet in person with a view to obtaining consensus on a strategic definition for what Placemaking in Exmouth would look like.
- 1.2 The notes of the workshop are attached as a background paper as is the presentation delivered to members at the meeting.
- 1.3 The next steps are to seek approval to proceed with a series of workshops and a public consultation to present the workshop's findings to interest groups, stakeholders and the public and to seek their feedback.
- 1.4 Also discussed was the need for the members to attend the consultations to hear first-hand the views being expressed.
- 1.5 Following the workshops and public consultation the information would be collated and presented to the Delivery Group in the summer so a final set of Themes and Characteristics could be agreed and a recommendation made to Cabinet.

1.6 The draft timeline for the Delivery Group:

- April 2022: Consensus on what Placemaking in Exmouth will look like – the strategic definition;
- May 2022: Consulting with the Delivery Group on the themes and characteristics they have identified with a view to obtaining consensus on a strategic definition for what Placemaking in Exmouth would look like. A recommendation to Cabinet to proceed with a public consultation (Format of the Consultation is set out below) will be the next stage;
- The purpose of the consultation is to ask our stakeholders if they agree or disagree with the Themes and Characteristics identified by the group thus providing feedback. The feedback will allow the Delivery Group the opportunity to shape and refine the Themes and Characteristics further and in addition, reach a consensus on final Terms of Reference for Placemaking in Exmouth.
- June 2022: Cabinet approve consultation to the public over the summer. Publish the proposed themes and characteristics and hold further consultation (8 weeks);
- August 2022: Findings of public consultation presented to the Delivery Group and recommend to Cabinet that a terms of reference for Exmouth Placemaking be prepared, to interpret the findings and come up with a number of options/business cases;
- September 2022 – Cabinet to approve the terms of reference.

1.7 Format of the Consultation:

The Audiences are:

- a. Exmouth Town Council
- b. Interest Groups
- c. Stakeholders
- d. The Public
- e. Visitors

1.8 The timelines are:

A consultation period of ~8 weeks

1.9 The communication channels we will use include but are not limited to:

Workshops both by invitation and open to the general public

Online Questionnaire

Email and or targeted letters

Website

Social media such as twitter, Facebook, Instagram

Press releases and editorial

Electronic meetings such as Zoom and Teams

Physical Meetings/briefings

Other media as appropriate

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**Financial implications:**

The planned consultation can be met within the approved budget.

**Legal implications:**

There are no legal implications requiring comment at this time. Each and any individual issue will need to be considered as it arises

## **EAST DEVON DISTRICT COUNCIL**

### **Notes of the Workshop meeting of Exmouth Queen's Drive Delivery Group held at Ocean 06-04-22**

#### **Attendance list at end of document**

The meeting started at 06.00 pm and ended at 0835pm

Cllr Hookway gave a brief introduction and welcomed all the members to the meeting reminding everyone present that no decisions or recommendations were to be made at the meeting, which was specially convened to discuss the way forward for Placemaking in Exmouth. Cllr Hookway asked that members approach the meeting with no preconceptions and stressed the need to get a consensus view.

G Mills – gave a short presentation outlining the format for the meeting and the issues to be addressed (presentation attached).

1. What will successful Place and Prosperity in Exmouth look/feel like?
2. What do local people want to see – what will attract them?
3. What do visitors want to see – what will attract them?

Group need to gain consensus on what the placemaking themes for Exmouth should be  
Group need to gain consensus about what placemaking characteristics in Exmouth should be

The meeting then separated into three working groups to consider the themes and the feedback summarised below.

#### **Themes for Placemaking**

(Readers are asked to note that where duplicate themes were identified, they are not recorded which may make the groups presenting later in the evening appear to have had less of a contribution – which wasn't the case)

#### **Group 1**

Placemaking should be mixed use in nature and include a range of free and 'paid for' facilities  
Themes to celebrate were:-

- The Jurassic coast (a consensus was that Exmouth needed to capitalise on this more than it had to date)
- Sea/maritime Heritage
- Future development must be accessible for all
- The group posed a question – was a Hotel necessary to be provided to develop Queen's Drive and asked what was around it [the hotel if provided] that would attract tourists?
- Consideration should be given to a cultural building looking at music, the arts, performance space
- Free activities should be considered and the popularity of the dinosaur park was noted
- Paid for attractions eg crazy golf were also put forward as ideas
- Seating was raised for all users

#### **Group 2**

- Family orientated attractions – something for all ages
- Arts and culture facilities including a library



- Sports facilities
- Marine based start-up business units especially in the area of Camperdown creek
- A transport interchange at the entrance to the town looking at taxis, buses, rail and also the legibility of the gateway to the town for visitors
- Public realm initiatives must be part of placemaking
- A mixed economy going forward
- A tramway

### **Group 3**

- Asked what was our USP (unique selling point) the beach?
- Connectivity (clarified as being digital, roads, rail, cycling)
- A very useful analysis was that Exmouth is very 'linear' in nature which made it both unique and a challenge to improve connectivity eg from the town centre to the beach
- The need to keep placemaking 'fresh'
- Retail was finding it very tough – was in competition with Exeter and needed to develop more of a USP for the town centre
- The offering should be 'classy' not tacky – high quality
- Lack of activity for young people needed to be addressed
- Arts were important
- Group asked how sustainable was prosperity based solely on hospitality/café culture – the need to develop an all-year offering was put forward
- Linking of the micro areas eg beach, Docks, Strand, Shopping centre Brixington and Littleham – all great areas but not interlinked
- Something iconic
- Signage needed to help people to get around the town/parking
- What to do with Ocean – can it be adapted needed to develop a National Profile
- Imperial Rd area lacked legibility
- Walking/cycling to Exeter needed improvement
- Alternative transport and a move away from cars

### **Characteristics for Placemaking**

#### **Group 3**

- Capitalise on the natural environment
- Not tacky
- Diverse – mixing the old (traditional) with the new (respecting our Edwardian and Victoria heritage)
- Something for everyone
- An all year round offering to support businesses
- Safe and confident
- Green (environmentally conscious)
- Have a traditional sea side offering
- Exmouth needs to be clear on its identify and purpose
- The Dinosaur Park should be refreshed, improved and expanded.

#### **Group 2**

- Accessible and inclusive
- Cultural development should be sensitive to local views
- Traditional to be respected included maritime, fishing, sailing and watersports
- Take pride in the Jurassic Coast
- Coastwatch facility needed
- Be environmentally sensitive

- River Exe SPA (specially protected area) and beach management plan
- An informative educational visitor centre
- Architecture in keeping with the townscape/heritage and not 'Brutal British' need for design flair.

### **Group 1**

- Need to improve and support the night-time economy
- Council should take control over those areas of the town it owns and use its influence current unoccupied/derelict and void sites let the town down
- Felt there should be dialogue with the Magnolia Centre owners/operators, Thomas Tucker Building and the post office
- There was a need for sympathetic modernisation

Cllr Hookway Thanked everyone for their hard work– and advised that officers would write up an account of the evening and bring to our next delivery group meeting for consideration and to ensure transparency. Copies of all the material produced would be kept should we need to refer to it in the future.

### **Attendance List**

#### **Councillors present:**

B De Saram G1  
S Gazzard (Exmouth Town Council) G1  
B Taylor G1  
J Whibley G1  
M Armstrong G2  
N Hookway (Chair) G2  
J Rowland G2  
P Arnott (Vice-Chair) G3  
O Davey G3  
A Bailey (Exmouth Town Council) G3  
P Hayward G3  
D Ledger G3

#### **Officers in attendance:**

Simon Davey, Strategic Lead Finance  
Gerry Mills, Project Manager for Place and Prosperity (Exmouth)

#### **Apologies:**

C Wright  
Tim Child, Service Lead - Place, Assets & Commercialisation

Chair: .....

Date: .....

# Way Forward for Placemaking in Exmouth

## Aim of Today

1. The aim is to get the group to achieve a consensus on the way forward based on the themes and characteristics of successful Placemaking in Exmouth. Note this will not be 'The Plan' – it will be what we use to put together a Terms of Reference for plan to be developed.
2. We must be strategic in our thinking and we need to ensure Exmouth is represented in the Local Plan

# Way Forward for Placemaking in Exmouth

## Format

- Timing 1800-2100
- Introduction
- Workshop groups
- Placemaking Themes
- Break at 1930
- Placemaking Characteristics
- Finish at 2100

# Placemaking in Exmouth

## 1. Ask members to consider:

- No preconceptions
  - The common ground seems to be 'do something' and maybe even 'do something now'
  - What will successful Place and Prosperity in Exmouth look/feel like?
  - What do local people want to see – what will attract them?
  - What do visitors want to see – what will attract them?
- ## 2. Group need to gain consensus on what the placemaking themes for Exmouth should be
- ## 3. Group need to gain consensus about what placemaking characteristics in Exmouth should be

# Placemaking in Exmouth

1. Themes - These are the central topic or subject of placemaking in Exmouth
2. Characteristics – These are the features or qualities of placemaking in Exmouth

# Placemaking in Exmouth

Ask members to consider:

- What will successful Place and Prosperity in Exmouth look/feel like?
- What do local people want to see – what will attract them?
- What do visitors want to see – what will attract them?

Group need to gain consensus on what the placemaking themes Exmouth should be



- **Possible themes**

- Mixed use
- Events space (how much)
- Public realm
- Fitness/health Food/beverage offering
- Non-food street trading
- Amusements
- Iconic attraction
- Play space
- Arts/Culture space
- Commercial investment eg a hotel or other offering
- Environmental space
- Others



Group need to gain consensus about what placemaking characteristics in Exmouth should be



- High quality
  - In keeping with surroundings
  - Be accessible
  - Used by local people and visitors alike
  - Include night-time economy/activity element
  - Have an all-year-round offering
  - others
- Traditional vs innovative offering

## What next:

- The Key Milestones are:
- April 22 - Consensus on what Place making in Exmouth will look like - round table discussion - The strategic definition
- May 22 - Consultation with the delivery group on the themes and characteristics agreed - with recommendation to Cabinet to go to public consultation
- June 22 - Cabinet approve consultation to public over the summer - Publish the design concepts and consult
- Aug 22 - Present the Findings of consultation to Del Group and seek a recommendation to Cabinet to develop a ToR for Exmouth Placemaking to interpret the findings and come up with a number of options/Bus cases
- Sept 22 - Cabinet to approve the Terms of Reference – this will align The Council and the Group. Important message to get across:

## Final Thoughts

If we do not get consensus on Placemaking in Exmouth the risk is this does not get into the Local Plan and therefore we miss the opportunity for investment funding for up to 3 years.

We have the opportunity for levelling up funding to put in a bid in July – particularly looking at the Resubmission of a bid for Exmouth – similar to the round 1 bid and led by DCC with emphasis on the Dinan Way highway scheme but including an exciting ‘Gateway’ element, aligned more closely with the Dinan Way element, but also evidencing a real improvement in place making / linkages to the natural environment / sustainable transport for the town centre itself. Will need to be supported by Simon Jupp MP. Whilst DCC will lead, we will need to input particularly in respect of the ‘Gateway’ and town centre elements. Working with DCC we are planning to hold a workshop in May with relevant Councillors and other key stakeholders to help shape the ‘Gateway’ and town centre elements.

The Town Council previously supported this with match funding agreed.

Thank you for all your hard work this evening – we will write up an account of the evening and bring to our next delivery group meeting for consideration and to ensure transparency.

Report to: Exmouth Queens Drive Delivery Group

Date of Meeting 3<sup>rd</sup> May 2022

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA



## Terms of Reference Amendments

### Report summary:

This report summarises the proposed amendments to the Terms of Reference for the Group agreed by cabinet on the 25<sup>th</sup> November 2020 following the Delivery Group meeting of 17<sup>th</sup> November 2020..

Attached are the original Terms of Reference (ToR) agreed by Cabinet on 25<sup>th</sup> November 2020 and then the modified ToR with tracked changes showing what a potential revised version of the Terms of Reference might look like. A clean copy of the proposed new ToR is also attached.

In order for the Group to make recommendations for Placemaking in Exmouth the group need to widen their ToR and have this agreed by Cabinet so that the positions of both the Council and the Group become aligned and Cabinet or Council as relevant can consider recommendations from the Group relating to the whole of Exmouth.

### Is the proposed decision in accordance with:

Budget Yes ☒ No ☐

Policy Framework Yes ☒ No ☐

### Recommendation:

#### Recommendation to Cabinet

That the amended Terms of Reference (Final Revised Terms of Reference) be adopted.

### Reason for recommendation:

In order for the Group to make recommendations for Placemaking in Exmouth the group need to widen their ToR and have this agreed by Cabinet so that the positions of both the Council and the Group become aligned and Cabinet or Council as relevant can consider recommendations from the Group relating to the whole of Exmouth.

### Changes

1. Name change of the Group to eg Placemaking Exmouth; or Exmouth Place and Prosperity Group or Placemaking in Exmouth Town and Seafront Group
2. Remove the Queen's Drive reference throughout
3. Remove the specific reference to Ocean
4. Amend – 'To liaise with and share information with Exmouth Town Council' – and add 'and relevant Stakeholder groups as appropriate'.

Portfolio(s) (check which apply):

- ☐ Climate Action and Emergency Response
- ☒ Coast, Country and Environment
- ☐ Council and Corporate Co-ordination
- ☐ Democracy, Transparency and Communications
- ☒ Economy and Assets
- ☐ Finance
- ☐ Strategic Planning
- ☐ Sustainable Homes and Communities
- ☒ Tourism, Sports, Leisure and Culture

**Equalities impact** Low Impact

**Risk:** Low Risk; The risks of these changes being made are very low as they enhance the recommendation making capability of the group to cover all of Exmouth.

**Links to background information**

EQDDG Original Terms of Reference

EQDDG Revised Terms of Reference with Tracked Changes

Final Revised Terms of Reference

**Link to [Council Plan](#)**

Priorities (check which apply)

- ☒ Better homes and communities for all
- ☐ A greener East Devon
- ☒ A resilient economy

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**Report in full**

This report summarises the proposed amendments to the Terms of Reference for the Group agreed by cabinet on the 25<sup>th</sup> November 2020.

Attached are the original Terms of Reference (ToR) agreed by Cabinet on 25<sup>th</sup> November 2020 and then the modified ToR with tracked changes showing what a potential revised version of the Terms of Reference might look like and then a final amended version.

In order for the Group to make recommendations for Placemaking in Exmouth the group need to widen their ToR and have this agreed by Cabinet so that the positions of both the Council and the Group become aligned and Cabinet or Council as appropriate can consider recommendations from the Group relating to the whole of Exmouth.

Amending the ToR is acceptable but the membership remain the same otherwise annual Council approval would have to be sought.

The amended ToR will have to be signed off by Cabinet

## Attachments

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### **Financial implications:**

There are no financial implications identified.

### **Legal implications:**

There are currently no further issues to note, any operational actions of the group will need to be considered as they arise

## ***Exmouth Queen's Drive Delivery Group – Original ToR***

### ***Terms of Reference***

- *To provide a reference group of district and town councillors with officer support to inform progress and to make recommendations to East Devon District Council's Cabinet to enable it to take forward the successful delivery of Exmouth Queen's Drive Redevelopment – phase 3;*
- *To provide a reference group of district and town councillors with officer support to make recommendations to East Devon District Council's Cabinet on the development and management of the Ocean building.*
- *To receive briefings and reports from officers and to act as a point of reference for the successful delivery of Exmouth Queen's Drive Redevelopment – phase 3;*
- *To monitor progress on achieving the delivery of the Exmouth Queen's Drive Redevelopment – phase 3;*
- *To advise on and input to external expert and professional consultancy;*
- *To support further engagement of public and stakeholders;*
- *To promote best practice, help overcome barriers and promote optimal outcomes for the benefit of Exmouth in delivering the redevelopment programme;*
- *To promote the objectives and successes of Exmouth Queen's Drive Redevelopment;*
- *To liaise with and share information with Exmouth Town Council.*

*To assist the Delivery Group they may, through the Chair, invite individuals with relevant expertise to attend on a 'one-off' basis to discuss a particular issue. The District Council will provide the secretariat service for the Delivery Group.*

*The Delivery Group will be open to the public (Part A) but may have a private part to the meeting (Part B) to discuss confidential and sensitive matters.*

*To ensure that there is public awareness of the Delivery Group's activities, discussions and project progress, notes of meetings will be publicly available and published as part of the District Council's Cabinet agendas.*

*The Delivery Group will be subject to review in two years' time to assess need for continuation and/or whether any changes are appropriate.*



## **Exmouth Queen's Drive Delivery Group Placemaking in Exmouth Town and Seafront Group – Revised ToR**

### **Terms of Reference**

- To provide a reference group of district and town councillors with officer support to inform progress and to make recommendations to East Devon District Council's Cabinet to enable it to take forward the successful delivery of Exmouth Queen's Drive Redevelopment ~~—phase 3;~~
- To provide a reference group of district and town councillors with officer support to make recommendations to East Devon District Council's Cabinet on the development and management of Place Making in Exmouth Town and Seafront ~~of~~ including the Ocean building.
- To receive briefings and reports from officers and to act as a point of reference for the successful delivery Place Making in Exmouth Town and Seafront ~~of Exmouth Queen's Drive Redevelopment—phase 3;~~
- To monitor progress on achieving the delivery of the Place Making in Exmouth Town and Seafront ~~Exmouth Queen's Drive Redevelopment—phase 3;~~
- To advise on and input to external expert and professional consultancy;
- To support further engagement of public and stakeholders;
- To promote best practice, help overcome barriers and promote optimal outcomes for the benefit of Place Making in Exmouth Town and Seafront ~~Exmouth in delivering the redevelopment programme;~~
- To promote the objectives and successes of Place Making in Exmouth Town and Seafront ~~Exmouth Queen's Drive Redevelopment;~~
- To liaise with and share information with Exmouth Town Council and relevant Stakeholder groups as appropriate.

To assist the Delivery Group they may, through the Chair, invite individuals with relevant expertise to attend on a 'one-off' basis to discuss a particular issue. The District Council will provide the secretariat service for the Placemaking in Exmouth Town and Seafront Group ~~Delivery Group~~.

The Placemaking in Exmouth Town and Seafront Group ~~Delivery Group~~ will be open to the public (Part A) but may have a private part to the meeting (Part B) to discuss confidential and sensitive matters.

To ensure that there is public awareness of the Placemaking in Exmouth Town and Seafront Group's ~~Delivery Group's~~ activities, discussions and project progress, notes of meetings will be publicly available and published as part of the District Council's Cabinet agendas.

Placemaking in Exmouth Town and Seafront Group ~~The Delivery Group~~ will be subject to review in two years' time to assess need for continuation and/or whether any changes are appropriate.

## **Placemaking in Exmouth Town and Seafront Group – Revised ToR**

### **Terms of Reference**

- *To provide a reference group of district and town councillors with officer support to inform progress and to make recommendations to East Devon District Council's Cabinet to enable it to take forward the successful delivery of Exmouth Queen's Drive Redevelopment.*
- *To provide a reference group of district and town councillors with officer support to make recommendations to East Devon District Council's Cabinet on the development and management of Place Making in Exmouth Town and Seafront including the Ocean building.*
- *To receive briefings and reports from officers and to act as a point of reference for the successful delivery Place Making in Exmouth Town and Seafront.*
- *To monitor progress on achieving the delivery of the Place Making in Exmouth Town and Seafront*
- *To advise on and input to external expert and professional consultancy;*
- *To support further engagement of public and stakeholders;*
- *To promote best practice, help overcome barriers and promote optimal outcomes for the benefit of Place Making in Exmouth Town and Seafront*
- *To promote the objectives and successes of Place Making in Exmouth Town and Seafront*
- *To liaise with and share information with Exmouth Town Council and relevant Stakeholder groups as appropriate'.*

*To assist the Delivery Group they may, through the Chair, invite individuals with relevant expertise to attend on a 'one-off' basis to discuss a particular issue. The District Council will provide the secretariat service for the **Placemaking in Exmouth Town and Seafront Group**.*

*The **Placemaking in Exmouth Town and Seafront Group** will be open to the public (Part A) but may have a private part to the meeting (Part B) to discuss confidential and sensitive matters.*

*To ensure that there is public awareness of the **Placemaking in Exmouth Town and Seafront Group's** activities, discussions and project progress, notes of meetings will be publicly available and published as part of the District Council's Cabinet agendas.*

***Placemaking in Exmouth Town and Seafront Group** will be subject to review in two years' time to assess need for continuation and/or whether any changes are appropriate.*

Report to: Exmouth Queens Drive Delivery Group

Date of Meeting 3<sup>rd</sup> May 2022

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA



## Local Development Plan Call for Sites

### Report summary:

On the 28<sup>th</sup> of March 2022 East Devon District Council made a Call for Sites to be submitted to the Local Development Plan as this will provide individuals and organisations with an opportunity to suggest land they own that they think has the potential to be developed.

This will run from Monday 28<sup>th</sup> of March until 12noon, Tuesday 10<sup>th</sup> of May.

This report summarises the steps Officers are taking in Exmouth to identify sites in previously prepared plans, which are still relevant, as well as those that may need to be considered in light of new/emerging Government policy.

### Is the proposed decision in accordance with:

Budget Yes ☒ No ☐

Policy Framework Yes ☒ No ☐

### Recommendation:

**That the Delivery Group note the actions being taken by Officers.**

### Reason for recommendation:

As the Delivery Group moves towards developing Placemaking in Exmouth it will in due course prepare a plan – but this will not be in time to be included in the call for sites. It is intended that officers identify sites in previously prepared plans, which are still relevant, as well as those that may need to be considered in light of new/emerging Government policy.

Members will still have their opportunity to say what sites are included in the consultation process and through planning if sites are proposed for development.

Officer: Gerry Mills Project Manager Place and Prosperity (Exmouth) [gmills@eastdevon.gov.uk](mailto:gmills@eastdevon.gov.uk)

Tel 01395 519960

### Portfolio(s) (check which apply):

- ☐ Climate Action and Emergency Response
- ☒ Coast, Country and Environment
- ☐ Council and Corporate Co-ordination
- ☐ Democracy, Transparency and Communications

- ☒ Economy and Assets
- ☐ Finance
- ☐ Strategic Planning
- ☐ Sustainable Homes and Communities
- ☒ Tourism, Sports, Leisure and Culture

### **Equalities impact** Low Impact

**Risk:** Low Risk; The risk of not submitting sites to this call will hamper all development in Exmouth as all planning applications must be benchmarked against the Local Development Plan.

### **Links to background information**

#### **Link to [Council Plan](#)**

Priorities (check which apply)

- ☒ Better homes and communities for all
  - ☐ A greener East Devon
  - ☒ A resilient economy
- 

### **Report in full**

Local plans are prepared by the Local Planning Authority (LPA), usually the Council or the national park authority for the area.

The National Planning Policy Framework (NPPF) states that the planning system should be genuinely plan-led. Succinct and up-to-date plans should provide a positive vision for the future of each area and a framework for addressing housing needs and other economic, social and environmental priorities.

As the Delivery Group moves towards developing Placemaking in Exmouth it will in due course prepare a plan – but this will not be in time to be included in the call for sites.

The categories which can be submitted are:

- Gypsy and traveller accommodation (permanent or transit sites)
- Small sites suitable for residential development
- Employment sites
- Other site/use

It is intended that officers identify sites in previously prepared plans, which are still relevant, as well as those that may need to be considered in light of new/emerging Government policy.

Members will still have their opportunity to say what sites are included in the consultation process and through planning if sites are proposed for development.

The sites being proposed are:

- Estuarieside
- London Inn and Post office site
- The old coal yard
- Imperial rec ground

- Camperdown creek
  - Exmouth Pavilion
  - Exmouth Splash
  - Beach gardens
  - Exmouth Family Amusements
  - Queen's Drive Space (already included)
  - Harbour View Café
  - Coast Watch
  - The Octagon
  - Beach huts The Esplanade/Queen's Drive
- 
- Estuary Long Stay EX8 1BZ
  - Imperial Rd CP EX8 1BY
  - Exmouth Lorry Park 3 Royal Avenue EX8 1EN
  - Exmouth Station CP 3 Royal Avenue EX8 1EN
  - 17 Union St CP EX8 1HZ
  - Pierhead CP EX8 1ER (do we own it?)
  - Queen's Drive CP EX8 2AY
  - Beach Gardens CP The Esplanade EX8 2AZ
  - Foxholes carpark 3339 Queen's Drive EX8 2DB
  - 11 Maer Rd Carpark EX8 2DA
  - Camperdown Terrace CP EX8 1EJ
  - Camperdown Depot
  - London Inn CP EX8 1HZ
  - Exmouth Marina CP EX8 1ET
  - Imperial Road Long Stay EX8 1DG

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### **Financial implications:**

There are no financial implications identified at this stage.

### **Legal implications:**

There is no direct comment to be made in relation to this report, each and any individual issue will need to be considered as it arises in due course.