

**Agenda for meeting of the Placemaking in
Exmouth Town and Seafront Group
Tuesday, 13th December, 2022, 10.00 am**



**Members of Placemaking in Exmouth Town and Seafront
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, A Bailey, B De Saram and
J Rowland

East Devon District Council
Blackdown House
Border Road
Heathpark Industrial Estate
Honiton
EX14 1EJ
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Tel: 01404 515616

www.eastdevon.gov.uk

Venue: Online via Zoom app

Contact: Sarah James 01395 519978 Email:
sjames@eastdevon.gov.uk

(or group number 01395 517546)
Monday, 5 December 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/UCmNHQruge3LV4hcgRnbwBw>

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>

- 1 Public speaking
- 2 Minutes of the previous meeting held on 10 October 2022 (Pages 3 - 7)
- 3 Apologies
- 4 Declarations of interest
- 5 Progress Update on Placemaking in Exmouth (Pages 8 - 21)

[Decision making and equalities](#)

For a copy of this agenda in large print, please contact the Democratic Services Team on 01395 517546

EAST DEVON DISTRICT COUNCIL**Minutes of the meeting of Placemaking in Exmouth Town and Seafront Group (formerly Exmouth Queen's Drive Delivery Group) held at Online via the Zoom app on 10 October 2022****Attendance list at end of document**

The meeting started at 10.00 am and ended at 11.36 am

5 Public speaking

There were no members of the public registered to speak.

6 Minutes of the previous meeting held on 19 July 2022

Minutes of the previous meeting held on 19 July 2022 were noted as a true and accurate record.

7 Declarations of interest

There were none.

8 Progress Update on Placemaking in Exmouth

The Project Manager – Place & Prosperity (Exmouth) ran through the update report which summarised progress since the Group's last meeting on 19 July 2022, highlighting the following points:

- The fairground provider took up occupancy of the Queen's Drive Space on 7 July 2022 and then departed three weeks later without any notice or contact, impacting negatively on other traders due to the loss of footfall. The Events Team tried to find a replacement but the lack of lead-time proved challenging.
- A debriefing meeting was held with the Queen's Drive Space traders.
- Contact was made with Devon County Council (DCC) Highways concerning signposting for parking along Queen's Drive and the seafront. DCC had responded that there was no current budget for additional signs.
- Led by colleagues in DCC, the Levelling Up Fund bid was submitted and it is hoped the outcome will be known in November 2022.
- In conjunction with Cllr Hayward as Portfolio Holder, officers are negotiating Heads of Terms with McCarthy and Stone to enable the transfer at nil consideration of the freehold of Land to the South of Redgates, Salterton Road, Exmouth, to East Devon DC, with the opportunity to develop four commercial units as part of the Developer's Planning obligation by Unilateral Undertaking under section 106 of the Town and Country Planning Act 1990, subject to a satisfactory build and sign off of same.

Discussion included the following points:

- All Members had been invited to the consultation where a presentation was made concerning the Levelling Up Fund Bid and the Project Manager – Place and Prosperity, Exmouth could forward a copy of the presentation to any Members who had missed it. One Member expressed that she was keen to understand what was included, and how the current bid differs from previous iterations of the proposal.
- Members discussed various ways to move forward with improving signage to car parks in the context of the response from DCC, particularly to direct drivers to lesser used car parks e.g. Maer Road. It was noted that Highways signage was a matter for DCC and outside of the remit of EDDC, but EDDC could look to improve signage within its own car

parks. This Council could approach Devon County Council with an offer to pay for a sign on the highway.

- Some Members suggested lobbying DCC and the MP for East Devon concerning signage, and expressed frustration at the difficulties encountered with DCC.
- Members recognised that for reasons of disability, or for large families where other means of travel could be quite expensive, some people needed to use cars or other vehicles to access the town and seafront.
- It was felt that only one additional sign is needed at the Queen's Drive car park which informs drivers of other car parks they can use.

Cllr De Saram proposed, seconded by Cllr Gazzard, that the Group recommends to Cabinet that an existing budget is made available to Devon County Council to erect one additional sign directing visitors to alternative parking, and to make the offer to erect the sign ourselves. This sign to be nearby to the Queen's Drive and Sideshore car parks.

The Chair proposed a second recommendation to Cabinet to improve signage within the Council's own East Devon car parks to inform members of the public of additional car parking.

Members voted in favour of both recommendations.

RECOMMENDED TO Cabinet:

1. That an existing budget is made available to Devon County Council to erect one additional sign directing visitors to alternative parking, and to make the offer to erect the sign ourselves. This sign to be nearby to the Queen's Drive and Sideshore car parks.
2. To improve signage within the Council's own East Devon car parks to inform members of the public of additional car parking.

9 Proposals for the temporary uses of Queen's Drive Space for the 2023 Season

The Project Manager Place and Prosperity (Exmouth) presented the report, highlighting the following points:

- Significant refurbishment work on the Queen's Drive Space had taken place prior to Easter 2022, supported by the ERDF Welcome Back Fund, to a value of £40k.
- Some difficulties had been encountered particularly with the fairground provider and with the lead in time of getting paperwork out to colleagues in LED to order equipment for the Fitness Space.
- A debrief meeting with traders had been constructive and traders had been enthusiastic to take up opportunities for next year.

Discussion included:

- Members discussed whether traders could open later in the evenings. It was recognised that there were reasons why some could not stay open longer, and it was difficult to predict when demand would be strong, but there were opportunities in the evenings and perhaps traders could operate on a rota basis.
- The new cycle racks were a welcome addition to Queen's Drive but there were only four, and more would be needed to meet demand.
- To attract the right operatives, the Queen's Drive Space is promoted through the Council's website, on social media and through industry bodies, and this had been quite successful to date in getting a good set of traders.

The following recommendations were approved in a vote of Members present:

RECOMMENDED to Cabinet to delegate to the Service Lead – Place, Assets & Commercialisation::

1. To grant leases to current tenants based on their current rents and include a goodwill benefit of a reduction in their rent for the incoming season of 15% below the current market rate. If the current tenants are unable to take up the offer for 2023 season then we would market the pitches in a tender process.
2. The Events Space will be tendered to attract an operator for the season. If one cannot be appointed for the season we will then put out a tender for the 6 weeks school holidays. Out of this time, the events team will hire out the Event Space as per the events Policy, terms and conditions, and Portfolio Holder agreed prices.
3. We consider a proposal from LED for the fitness space for 2 seasons (received in 26th July 2022) ie 2023/2024 subject to Heads of Terms being agreed – noting that we would have to include a break clause (with a pre-agreed compensatory payment) should we reach a decision to bring forward a development at Queen's Drive Space.

Reason for recommendations:

- To ensure a vibrant level of activity at Queen's Drive Space.
- To allow tenants to better prepare for the season with leases in place before they take possession, and to save on the costs of protracted negotiations of previous years.
- Appointing a leisure operator to manager the fitness space.
- Hire out the events space when not occupied.
- Seeking a reliable operator for the events space for the 2023 season.

10 **Results of Placemaking in Exmouth Consultation and Next Steps**

The Project Manager Place and Prosperity (Exmouth) introduced the report which summarises the outcome of the consultation exercise to determine the key themes and characteristics for successful placemaking in Exmouth town and seafront as discussed at the workshop held with the Delivery Group on the 6th of April 2022. The report provides the feedback received from the consultations, online questionnaires, independently carried out face-to-face questionnaires by the South West Research Company, and proposes next steps.

Discussion included:

- Some Members commented that the dinosaur park is very popular and they would like to see it maintained and extended, perhaps using CIL money. The park is free to use and important for the community particularly in the context of the cost of living crisis, and needs to be maintained well for reasons of health and safety. Other Members recognised the appeal of the dinosaur park but noted that Members were not here to pitch for what they want on Queen's Drive, but were voting on the process. The Project Manager Place and Prosperity (Exmouth) commented that it was important to look to the whole of Exmouth at what the Council can deliver, based on evidence from the consultation and taking account of the pressures for the whole town, and it was not appropriate to look to develop areas of the area in isolation to others.
- Members felt it was important to have accessible play equipment for children and young adults, to make Exmouth a welcoming family-friendly destination for all.
- One Member commented that workshops and consultations had taken place before for over ten years, and people were losing faith. Another Member remarked that a huge amount of work had taken place over the past two years to get to a good place; Exmouth is a major town in the south west and there was a huge amount of work still to do to fulfil and deliver a proper vision for the town and seafront.
- The Finance Director would be asked to set out to Cabinet where £100k of the proposed £160k budget will come from. It was noted that £60k is available from the original £200k allocated by Members for staffing resources to support Exmouth Placemaking.

- The suggested £160k budget is based on previous work that the Project Manager Place and Prosperity (Exmouth) has done on the size and scale of this nature. There is likely to be a cocktail of ways of financing delivery of the placemaking plan.
- One Member suggested allocating a further £50k in the budget to facilitate full delivery of what is required. Another Member felt it was not appropriate to allocate additional funding, without knowing what it is for.
- Cllr Armstrong stated that she gave her apologies for the 20 June 2022 Stakeholder Consultation meeting but this was not recorded in the minutes that had been published as appendix. The Project Manager Place and Prosperity (Exmouth) stated he would make a correction to the minutes accordingly.
- The Project Manager Place and Prosperity (Exmouth) confirmed a procurement exercise would take place for the professional consultants to develop terms of reference, taking account of a range of skill sets including experience with placemaking, design and engineering, and a demonstrable track record.
- Individual traders had been identified and consulted, or invited to engage in consultation, to provide their views for development of the site at Queen's Drive. This included the tenants of the Harbour View café, the former play park, and the amusements.
- Some Members would like to see a space on Queen's Drive for Exmouth's very talented musicians and buskers.

Members of the Group accepted the results of the consultations (noting that not all the suggestions fall within East Devon District Council's statutory remit and those that do will have to be prioritised in terms of deliverability and budget availability).

RECOMMENDED to Cabinet:

1. That the results of the consultation are accepted and that they be used to appoint a professional team to develop a terms of reference and a plan for a Placemaking Strategy for Exmouth Town and Seafront.
1. To request a budget of £160k from Full Council to develop the Placemaking Strategy which will include a Habitat Regulations Assessment.

Reason for recommendations:

- To agree with the results of the public consultation and the next steps before a further report back to the Delivery Group and Cabinet setting out Terms of Reference for Placemaking in Exmouth in the first half of 2023.
- To progress placemaking in Exmouth Town and Seafront.

Attendance List

Councillors present:

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

Councillors also present (for some or all the meeting)

M Howe
G Jung
E Rylance
E Wragg

Officers in attendance:

Tim Child, Service Lead - Place, Assets & Commercialisation
Sarah James, Democratic Services Officer
Sarah Jenkins, Democratic Services Officer
Gerry Mills, Project Manager Place & Prosperity (Exmouth)
Caitlin Davey, Streetscene Events Officer

Also in attendance:

Lisa Bowman, Town Clerk, Exmouth Town Council
Peter Gilpin, LED CEO

Councillor apologies:

C Wright
J Rowland

Chair:

Date:

Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 13th December 2022

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA

Progress Update on Placemaking in Exmouth

Report summary:

This report summarises progress since the Group's last meeting of the 10th October 2022.

Is the proposed decision in accordance with:

Budget Yes No

Policy Framework Yes No

Recommendation:

- a) That members of the Group note the progress since our last meeting of 10th October 2022.

Reason for recommendation:

To keep members advised on progress

Officer: Gerry Mills Project Manager Place and Prosperity (Exmouth) gills@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 report is just to note an update on progress since our last meeting

Climate change Low Impact

Risk: Low Risk; The report is just to note an update on progress since our last meeting.

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

Queen's Drive

- 1.1 Following a debrief meeting with the traders at QDS we are pleased to advise that all the current traders have submitted interest in taking the pitches for the 2023 season. We hope this longer lead in time will allow the traders more time to plan for the season and improve the activity and footfall at the site. The Estates Team are progressing leases with the aim of having these concluded in the New Year.
- 1.2 We have begun preparing the planning consent for the fitness area (which expires in July 2023) which needs to be renewed. Discussions with LED are taking place with the Estates Team to get a lease in place for the fitness space as raised at the last meeting.
- 1.3 The Events Space has been marketed as agreed to see if we can attract a reliable operator either for the whole season or for the summer holidays. If the latter is the option that comes forward then we will offer the space for events providers to come forward with a calendar of dates for proposals that comply with the existing planning consent.
- 1.4 Carpark signage – we have identified a small budget for this and will proceed with colleagues who look after car parking in Exmouth.

Other Placemaking Updates

- 1.5 The Strand - We have begun preparing the planning consent for the Strand (which expires in September 2023) which needs to be renewed. Traders have also been written to by the Estates Team to ask them to cease trading for the winter period as per the terms of their agreements.
- 1.6 The mural on the rear wall of the Pavilion commenced in November 2023 and is now nearing completion.

Placemaking in Exmouth Consultation

- 1.7 At our meeting of the 10th of October 2022 members of the PETS Group agreed to the recommendations as follows:

- a) That members of the Group accept the results of the consultations (noting that not all the suggestions fall within East Devon’s District Council’s statutory remit and those that do will have to be prioritised in terms of deliverability and budget availability)
- b) That the Group recommend to Cabinet that the results of the consultation are accepted and that they be used to appoint a professional team to develop a terms of reference and a plan for a Placemaking Strategy for Exmouth Town and Seafront.
- c) That Cabinet request a budget of £160k* from Full Council to develop the Placemaking Strategy which will include a Habitat Regulations Assessment.

1.8 The budget is being considered by Full Council on the 7th December 2022 and in anticipation of this the tender specification has been written to appoint the team which we will report on to the Placemaking Group in due course (See Appendix A). Once the inception meeting has taken occurred, we will be in a position to confirm the key milestones for the project and keep members advised on progress.

Draft Key milestones for Place making in Exmouth:

Placemaking Task	RAG Status: Red = not delivered Amber = Delayed Green = on Target
Getting Consensus April 22 (date TBC)	
Consultation with Delivery Group May 22	
Cabinet approval to consult June 22	
Feedback on consultation has slipped due to staff member being off ill – analysis to be completed by 30.09.22	
PETS group 18.10.20	
Cabinet 02.11.22	
Full Council (budget request) 07.12.22	
Next Tasks Provisionally	
Approval of ToR for place making Autumn 22	
Procurement for ToR Dec 22 (we may progress this subject to final approval to get it moving post cabinet)	
Draft options to Delivery group Spring/Summer 2023	
<ul style="list-style-type: none"> • Cabinet approval to move to feasibility, detailed design and costing 	
<ul style="list-style-type: none"> • Implementation phase 	

1.9 Levelling up Fund Bid

The bid, led by colleagues in Devon County Council, was submitted and a letter of support has been issued by both EDDC and Exmouth Town Council as has match funding. With the Government Leadership contest over recent months any announcements may be delayed but we have not heard any news on this since.

Financial implications:

There are no new financial implications being reported or recommendations being made.

Legal implications:

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

Invitation to Tender – Terms of Reference

Placemaking Plan for Exmouth Town and Seafront

Introduction

Exmouth is the largest town in East Devon with a population at the last census of around 36,000. Situated approximately 11 miles from Exeter, the town is in an enviable position at the mouth of the Exe Estuary, with 2 miles of seafront, a World Heritage Coastline and in close proximity to Woodbury Common and yet it struggles to realise the full potential of its delightful setting. Exmouth is in danger of economic decline. It is reliant upon an ageing population, second tier tourism and the draw of Exeter. To prosper and be a successful place Exmouth therefore cannot stand still but needs to look to the future and make decisions that will create a more sustainable, active and balanced community with a strong economy.

In November 2020, a Delivery Group comprising of elected members was formed and a Terms of Reference for their operation was agreed by East Devon District Council's Cabinet, this group was known as the Exmouth Queen's Drive Delivery Group (EQDDG).

Progress with options for Queen's Drive Space made limited progress due to a number of factors, not least resourcing, and in January 2022 the Council appointed a dedicated officer (for a 2 year period) to take Placemaking in Exmouth forward.

On the 8th of March 2022, the EQDDG Members agreed to hold a workshop-style meeting on the evening of 6th April 2022, for Delivery Group Members only to meet in person with a view to obtaining consensus on what the Themes and Characteristics for successful Placemaking in Exmouth would look like. At this meeting it was agreed to seek approval from Cabinet (which was approved) to hold a series of public consultation meetings to present the workshop's findings to interest groups, stakeholders and the public and to seek their feedback.

A further report on progress took place on the 06th May 2022 and a report made recommendations to Cabinet that the Terms of Reference for the EQDDG be expanded to cover all of Exmouth Town and Seafront and the group was subsequently renamed at the Placemaking in Exmouth Town and Seafront Group.

The consultation commenced in May 2022 with Exmouth Town Council, followed by 4 face to face consultations with Stakeholders and members of the public which took place from May to the end of August with 138 people in all attending.

An online questionnaire was provided on the Council's website and 861 responses were received and the Council also commissioned the South West Research Group Ltd to carry out further face to face interviews with up to 400 members of the public visiting Exmouth. Further detail is given below in the report.

[Agenda for Placemaking in Exmouth Town and Seafront Group \(formerly Exmouth Queen's Drive Delivery Group\) on Monday, 10th October, 2022, 10.00 am - East Devon](#)

In order to ensure that Exmouth can move forward with confidence East Devon District Council are seeking to commission a multidisciplinary team to prepare a Placemaking Plan for Exmouth Town and Seafront:

Phase 1 – Terms of Reference

A detailed Terms of Reference for a Placemaking Plan for Exmouth town and seafront. This is a key part of the task and will be agreed by East Devon District Council.

Consideration should be given to the following:

- A prioritisation of the key Themes and Characteristics and opportunity sites
- Spatial analysis of the opportunities across Exmouth
- Analysis of what the Council can deliver (ie what is within its remit) in the short, medium and long term
- Identification of key partners to develop other elements eg Devon County Council
- Preparation of options for sites
- High Level Feasibility Design and Costing
- Preparation of shortlist of options
- Draft options to Delivery group Summer 2023
- Further Consultation on the options (we may want to re-consult sooner)
- Cabinet and Full Council approval to move to detailed design and costing
 - Implementation phase begins early 2024 subject to budget constraints.

Phase 2 – The Placemaking Plan

Subject to satisfactory agreement to the Terms of Reference, the successful team will then prepare a Placemaking Plan to give Exmouth a clear direction for the future. It will identify what is required to make Exmouth Town and Seafront viable and vibrant and will establish key milestones.

It is envisaged that the plan will cover key areas but we have intentionally not been too prescriptive about what form these will take but we suggest the outputs will be:

- A coherent **shared vision** for the future socio economic sustainability of the Exmouth Town and Seafront
- A range of **Placemaking options for key sites** that will contribute positively to the future socio economic sustainability of the town. These will include investment opportunities associated with the development and improvement of key sites and premises, and opportunities for investment in the public realm and infrastructure. These investment opportunities will cover a time period of up to ten years;
- A set of **Development Briefs** that will inform future development and other initiatives associated with placemaking that will deliver benefits of increased civic pride and increased attractiveness to the local community and investors.
- A clear and robust **Delivery Plan** and associated Investment Strategy for Placemaking this should include details of funding sources and phasing and

should be based around priorities for action, including a series of 'early wins' that can be delivered within 12-18 months from the date of the Council endorsing the Plan.

- The Placemaking Plan will comprise a collection of documents and reports to be delivered through this Commission and described in more detail below in the services required section below.

Phase 3 – Appropriate Habitat Regulations Assessment of the Plan.

Until the Terms of Reference at Phase 1 and the Placemaking Plan at Phase 2, it is at an advanced stage it is envisaged that only then should the HRA be undertaken.

The HRA need to satisfy the Habitats Regulations, by carrying out a Habitats Regulations Assessment of projects or plans that could result in likely significant effects on the qualifying features of the SAC.

[Appropriate assessment - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

We need to carry this HRA process out for internal plans (such as proposed developments, local plans and neighbourhood plans) in order to satisfy the regulations, and make sure that we don't grant permission or create plans which would negatively affect the integrity of the relevant European Sites.

SERVICES REQUIRED

Through this Commission, our Council requires the following services that will deliver the following outputs:

A Baseline Study & Benchmarking Report: This element of the Plan should comprehensively profile the key economic and community characteristics, drivers, performance, strengths and weaknesses of Exmouth Town and Seafront (as far as is possible) to act as a baseline.

This baseline will enable appropriate comparisons to be made over a period of time as and when the Delivery Plan and Investment Strategy is implemented, and should also enable appropriate comparisons to be made to other similar towns in the area and in the UK.

Through this exercise the Council wishes to identify opportunities for developing the vitality and viability of town centre by focusing on opportunities for developing the trading environment and business infrastructure, attracting and growing business, supporting entrepreneurship, developing a competitive workforce, and developing quality of life by strengthening place based assets.

A Characterisation Study (Urban Analysis/Characterisation Study/ Understanding the Place):

A study of the Town and Seafront should be undertaken by the appointed Consultant Team demonstrating its understanding of the form and function urbanism, the street hierarchies and how these serve for better or worse.

This should include analysis of the town's historic growth, permeability and legibility and how these relate to their communities, including assessment of walkable neighbourhoods, using Isochronal diagrams to support findings.

It should be noted that East Devon District Council requires this exercise to assess the relative economic and social interdependency and relationship the town and seafront have to each other and how this is likely to impact on their future sustainability.

Recommendations are required on the physical improvements that should be made through an investment process, and these in turn should be fed into the Outline Business Case and Investment Strategy, and be supported by the Placemaking Strategy and Design Guidance.

A Placemaking Strategy:

This should build on the Characterisation Study, the Baseline Study and Benchmarking Report, reflect the results of the consultation, and be aligned with the emerging Local Development Plan. It should establish placemaking principles; it is essential that these placemaking principles should form linkages between the Town and Seafront where possible. It should establish the urban design principles and placemaking objectives that will support the establishment of the sustainable vision for the area's future as identified through the consultation process. The Placemaking Strategy will also be used to identify regeneration priorities and development proposals, which in turn, should be supported by the Outline Business Case and Investment Strategy.

An Outline Business Case:

This should assess and establish the outline business case for a portfolio of near term priority projects for the first 5 years (2023/2028) that will progress the aims and objectives of the Placemaking Strategy, and it should highlight longer term objectives and potential for investment beyond this. It should select and prioritise those Placemaking projects that are to be the subject of the Investment Strategy and it should estimate the benefits (financial and non-financial) associated with their realisation. It should assess constraints and risks associated with these projects, and provide advice and guidance on issues around procurement (in particular the potential for involvement by the private and community/voluntary sector), timescales, phasing and delivery.

Investment Strategy:

Make recommendations for investment by EDDC through its Capital and Revenue budgets, plus details of potential for additional leverage by this investment programme of external funding, including but not limited to: -

- Council Capital funding
- Government Regeneration Funding eg Levelling Up, UK Shared Prosperity Fund, SALIX
- Potential Lottery funding
- Heritage Fund
- Private Capital Investment; and

- Other funding.

Development Briefs:

The consultant team should also prepare Development Briefs for those regeneration or development sites identified in the Outline Business Case and Investment Strategy that are also particularly critical to the establishment or maintenance of a sense of place, as discussed in the Placemaking Strategy. In broad terms the selection of such sites should be based on the prominence or environmental sensitivity of a development. The Briefs should comply with the emerging Local Development Plan.

QUALITY REQUIREMENTS

The Council’s Quality Expectations from the Appointed Consultants will be as follows:

(a) Project Quality Expectation

The Council’s quality expectation for this project is that it should produce a set of documentation – ‘the Placemaking Plan’ documentation -that is supportable and usable by the Council and its stakeholders as the principal policy guide and route plan for achieving a vision for sustainable Placemaking in Exmouth Town and Seafront for a period of up to ten years. The Placemaking Strategy and Development Briefs should be of a sufficient standard as to be adoptable by the Council.

(b) Quality Expectations from Commission Products

PRODUCT	QUALITY REQUIREMENTS
Baseline Study & Benchmarking Report	The Baseline Study and Benchmarking - The approach selected by the Tenderer must be described in the Tender submission. The approach selected should also be replicable by the Council and/or its partners at no or minimum additional cost to create further reports on a time series basis.
Characterisation Study	Every effort should be made to provide an accurate record of the Town and Seafront’ material palettes and building typologies and how these relate to street hierarchies. This should include information on the use of certain materials in different locations or on different buildings within the settlement core, e.g. where there is predominant use of sandstone on a High Street and secondary routes and red brick in tertiary streets/routes elsewhere. Identification and Description of Character Areas - The

	<p>study should highlight areas of key importance and should include Conservation Areas, Listed Buildings of interest and other key character areas such as retail clusters on High Streets or areas of important public space. These areas may be currently thriving, underutilised, neglected, unseen or lack formal delineation, but should be highlighted together with specific recommendations for inclusion within the Placemaking Plan document.</p> <p>Environment Mapping - To include flooding/landscape analysis</p> <p>Infrastructure Mapping - Roads/rail/ water/drainage</p> <p>Current Land Use - Annotated Plan</p> <p>Community Infrastructure - Mapping exercise of Local service provision</p>
<p>Outline Business Case</p>	<p>The Outline Business Case should include the following chapter headings/sections:</p> <ul style="list-style-type: none"> • Executive Summary • Introduction • Strategic Case • Economic Case • Commercial Case • Financial Case • Management Case • Conclusion • List of Appendices <p>Where it is proposed that an alternative document structure/ chapter headings or sections be used, then this should be pre agreed with the Council.</p>
<p>Investment Strategy</p>	<p>A funding matrix would be desirable and would a high level viability assessment prepared in a standardised format using proprietary software such as Argus Development or SDS Proval</p>
<p>Development Briefs</p>	<p>The Development Briefs should cite diagrammatic examples, illustrating key characteristics on sites for development and or areas/buildings for targeted investment and regeneration and provide coherent rationale on urban design (block treatment) including access, density, nature of development, appropriate materials, car parking and rudimentary elevation/frontage treatments to principal elevations together with estimated costs.</p>

General	All final reports and documentation should be provided in digital and print formats.
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Other Studies to be aware of are:

Exmouth Masterplan 2011

[Placemaking in Exmouth - East Devon](#)

Exmouth Seafront Vision

[Placemaking in Exmouth - East Devon](#)

East Devon Cultural Strategy

[East Devon Cultural Strategy - East Devon](#)

East Devon Tourism Strategy

[East Devon Tourism Strategy](#)

East Devon Leisure Strategy

[East Devon Leisure Strategy](#)

East Devon - Climate Change Strategy and Action Plan

[Council Strategy - East Devon](#)

The Exmouth Neighbourhood Plan

[The Exmouth Neighbourhood Plan Link](#)

(c) The indicative timescale for delivering the Commission is as follows:

- Invitation to Tender Closing Date:
- Appointment of Commission Team:
- Inception Meeting:
- Completion of Draft Framework:
- Draft Framework Consultation Period:

Management

The Contract will be managed by The Place, Assets and Commercialisation (PAC) Team or as otherwise delegated. The selected organisation shall be expected to report to a range of officers and Councillors as required.

Instructions

The Council will require a costing which shall include the number of hours to be allocated to the piece of work, the personnel delivering the work, the timetable for delivery and final inclusive costs. All estimates shall be in accordance with the pricing submitted as part of this tender. The Council's nominated officers will confirm in writing acceptance of the estimate. No work must commence until confirmation in writing has been issued.

Lead Advisor's Staff

Tenderers shall be required to nominate a Partner to act as Lead Consultant for the project, and shall be required to demonstrate that its proposed team of advisors are of senior status in the firm, suitably qualified for the task and have a thorough and demonstrable knowledge of the processes involved in the tasks. Tenderers must nominate and allow the Council to interview the Lead Consultant who shall have personal responsibility for the contract throughout, including key assigned staff.

The Consultants shall outline any conflicts of interest with either D&GC, Stena Line Ltd or other developers. Organisations will be expected to outline how such conflicts will be mitigated as part of their tender response.

Basis of Pricing

Tenderers are required to price on a daily basis.

Tenderers are required to show the pricing for the Lead Consultant and other proposed team members and which tasked/areas of expertise they will advise on. Daily rates prices shall be fully inclusive of the expenses and other items detailed below. It should be noted that the Council will expect most of the work, if not all, to be undertaken by the Lead Consultant and tenderers should note the hourly/ per diem rate tendered for the Lead Consultant shall be the rate marked for the purposes of the cost element of tender evaluation.

The tendered Price shall make provision for all costs associated with the Key Tasks/Aims and Objectives

The Council proposes to make payment of the agreed price to the Consultants on a monthly basis in arrears in respect of work satisfactorily completed. Tenders shall be submitted on the basis that work will commence immediately on appointment.

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Specific Questions – Method Statement

Tenderers should note that their answers to these questions will be marked and will form the basis of quantitative and qualitative tender evaluation.

1. Please give an explanation of the fee structure you are proposing

Consultant	Role	Per diem rate x number of days (show)	total
		Grand total	

Price score weighting 40%

Lowest Bid / Subsequent Bid *weighting = score

2. Please provide details of the Team structure, roles and responsibilities of the staff who will be working on this contract. As a minimum, please include positions and a structure chart.

Response (Max 500 words) score weighting 25%

3. Please provide details of other similar analysis and reports which **your organisation** has delivered the baseline methodology.

Response (Max 500 words) score weighting 25%

4. In your opinion, what do you consider to be the 5 key challenges facing Placemaking in Exmouth Town and Seafronts economic regeneration in the current economic climate and why?

Response (Max 500 words) score weighting 25%

5. Please give an outline as to what, in your opinion, are the current enablers and barriers to bringing forward the Placemaking in Exmouth Town and Seafront?

Response (Max 500 words) score weighting 25%

Applicants are asked to use this ITT form provided and to adhere to the word limits specified.

Summary of tender assessment scoring

Criteria	Score weighting	
Price	40%	
Quality	60%	Quality Section Weighting
Q2		25
Q3		25
Q4		25
Q5		25
	100	

Price

The lowest submitted grand total shall receive a score of 40. All other bids will receive a score based on the formula below.

Lowest Grand Total Bid / Subsequent Grand Total Bid *weighting = score

Quality

Points will be awarded to the weighted questions as per the scoring Methodology used by the matrix below

4	Excellent response.
3	Good response.
2	Average response.
1	Minimal or poor response providing little evidence of understanding.
0	Nil or inadequate response with little or no understanding of requirement.

The total weighted scores for price and quality will be added together to give the final score