



**Agenda for Placemaking in Exmouth Town and  
Seafront Group  
Wednesday, 31st July, 2024, 11.00 am**

**Members of Placemaking in Exmouth Town and Seafront Group**

Councillors: P Arnott (Vice-Chair), A Bailey, O Davey, T Dumper,  
A Hall, M Hall, P Hayward, N Hookway (Chair), T Olive, G Deasy  
and J Whibley

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**Venue:** Online via the Zoom app

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(or group number 01395 517546)

Monday, 22 July 2024

- 1 Apologies
- 2 Minutes of the previous meeting held on 23 January 2024 (Pages 3 - 5)
- 3 Declarations of interest
- 4 Public speaking  
Information on [public speaking is available online](#)
- 5 Exmouth Placemaking Plan - Next Steps (Pages 6 - 19)
- 6 Exmouth Placemaking Plan - Consultation (Pages 20 - 50)
- 7 Exmouth General Update (Pages 51 - 54)

Members of the public exercising their right to speak during Public Speaking will be recorded.

[Decision making and equalities](#)

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**EAST DEVON DISTRICT COUNCIL****Minutes of the meeting of Placemaking in Exmouth Town and Seafront Group held at Online via the Zoom app on 23 January 2024****Attendance list at end of document**

The meeting started at 10.00 am and ended at 11.32 am

**18 Minutes of the previous meeting held on 7 November 2023**

The minutes of the previous meeting held on 7 November 2023 were noted as a true and accurate record.

**19 Declarations of interest**

Cllr M Hall - Minutes 21 – 23; Affects Non-Registerable Interest: Member of Exmouth Town Council.

Cllr N Hookway – Minutes 21 – 23; Affects Non-Registerable Interest: Member of Exmouth Town Council.

Cllr D Wilson - Minutes 21 – 23; Affects Non-Registerable Interest: Member of Exmouth Town Council.

Cllr Davey wished it to be recorded that he is on the membership of the Placemaking in Exmouth Town and Seafront Group in his capacity as Portfolio Holder Strategic Planning, Exmouth Ward Member and as Chair of Exmouth Town Council.

**20 Public speaking**

One member of the public had registered to speak at the meeting.

Mrs Ann Membery commented on the contents of the draft Placemaking strategy and outlined her views concerning the plans for Exmouth town and seafront. Mrs Membery also asked direct questions concerning the Placemaking consultants' report and the Queen's Drive Space.

The Project Manager Place and Prosperity (Exmouth) responded to each of the points raised, and the Chair thanked Mrs Membery for her contribution.

**21 Progress update on Exmouth Town and Seafront**

The Project Manager Place and Prosperity (Exmouth) introduced this report which summarised the progress with Placemaking in Exmouth since the last update on 7 November 2023. This included an update on the Exmouth Active Travel Improvements / Levelling Up project which is led by Devon County Council (DCC).

In discussion, it was noted that informal conversations have taken place between EDDC and DCC regarding the use of EDDC land to facilitate the widening of the shared path

that runs near the Leisure Centre, as part of the Exmouth Active Travel Improvements project.

## 22 **Formation of a Subgroup and amending the Terms of Reference for the Placemaking in Exmouth Town and Seafront Group**

The Project Manager Place and Prosperity (Exmouth) presented this report which set out draft Terms of Reference (ToR) for the formation of a Placemaking Subgroup and also set out some recommendations for the review of the ToR for the Placemaking in Exmouth Town and Seafront (PETS) Group.

It was intended that the recommended ToR would enable better communication between the three stakeholder councils in the delivery of Placemaking in Exmouth, and broaden the remit of the PETS Group to include stakeholder input through the delivery phase of the Placemaking Plan.

Questions, responses and clarification included the following points:

- It was proposed to include the Exmouth Town Clerk on the Placemaking Subgroup as a non-voting member, since she is a useful conduit of information for Exmouth Town Council.
- The Subgroup has a non-executive advisory function and is not a decision-making body.
- The Subgroup shall elect its own Chair. One member commented that in the interests of continuity, it may be appropriate for the Chair to be from EDDC.

### **RECOMMENDED to Cabinet:**

1. To adopt the draft Terms of Reference for the formation of the Placemaking in Exmouth Town and Seafront Subgroup with the addition of the Exmouth Town Clerk on the membership as a non-voting member.
2. That the Council write on behalf of the Leader to invite nominees from both Devon County Council and Exmouth Town Council to sit on the subgroup.
3. To adopt the revised Terms of Reference for the Placemaking in Exmouth Town and Seafront Group under the review clause set out in the paper of the 3<sup>rd</sup> of May 2022.

## 23 **WSP Presentation**

Ms Gayatri Suryawanshi and Ms Ashira Perera, WSP's Placemaking Consultants, delivered a presentation which outlined at length the Exmouth Placemaking Plan (EPP) framework, the approach to delivery, the business case and investment strategy, and next steps.

Questions, responses and clarification included the following points:

- The funds that have been identified for delivery of the EPP are not confirmed but are aspirational at this point in time, and any grants that are secured going forward will be subject to terms and conditions set out in a letter of offer. Analysis of various other strategies produced within the Council is taking place with a view to accessing internal funds to facilitate delivery of the EPP.
- There is a need to work closely with DCC Highways, the Environment Agency and South West Water to ensure that they are able to deliver their projects and improvements to infrastructure, whilst communicating to them what this Council wants to achieve.
- Members were keen that information boards in the town should acknowledge Exmouth's historical and cultural heritage.
- It is important to listen to local people and to clearly explain the EPP, ensuring residents understand the significant economic benefits for the town, what the Plan includes and does not include, and are on board with what is being delivered.

- The EPP is a ten-year strategic plan which fits with the Council's Local Plan and which emphasises the importance of the environment, aims to strengthen the economy and will give confidence to business and investors.

The Chair thanked the Placemaking Consultants for their comprehensive presentation.

**Attendance List**

**Councillors present:**

P Arnott (Vice-Chair)  
A Hall  
M Hall  
N Hookway (Chair)  
D Wilson  
G Deasy (Exmouth Town Council)  
O Davey (Exmouth Town Council)

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

C Brown  
G Jung  
M Martin  
C Nicholas  
T Olive  
M Rixson  
E Rylance  
R Jefferies

**Officers in attendance:**

Sarah James, Democratic Services Officer  
Sarah Jenkins, Democratic Services Officer  
Gerry Mills, Project Manager Place & Prosperity (Exmouth)  
Anita Williams, Principal Solicitor (Deputy Monitoring Officer)  
Matthew Blythe, Assistant Director Environmental Health  
Tim Child, Assistant Director Place, Assets & Commercialisation  
Katie Webb, Property Lawyer

Chair: .....

Date: .....



Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 31<sup>st</sup> July 2024

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA

## The Exmouth Placemaking Plan – Current Position and Next Steps

### Report summary:

A draft of the Exmouth Placemaking Plan was presented to the Placemaking in Exmouth Town and Seafront Group on 24<sup>th</sup> January. Subsequent to this a further consultation as requested by the Group has been undertaken, the results of which, along with a wider review by EDDC Officer Stakeholders, has informed the recommended way forward. It is acknowledged that the draft Placemaking Plan requires further work, particularly around deliverability of proposals by EDDC, other public sector stakeholders and by the private sector. We need to ensure aspiration can move to implementation but also recognising that ownership is needed, not only within EDDC - acknowledging that this not for one person to deliver, but also with our key partners but that we also need to pay particular attention to the funding and resources needed to move to implementation.

In terms of next steps, these can be summarised as follows:

- Refined Placemaking Plan – in response to latest consultation (alongside the 2022 and 2023 consultation exercises) and through closer corporate alignment and with greater emphasis around deliverability.
- Seek endorsement across EDDC Service areas, DCC and ETC.
- Develop clear implementation plan – moving from aspiration to implementation acknowledging that EDDC's role in delivery is actually quite limited.
- Introduce and formalise programme management arrangements consistent with that already in place for other EDDC place-based projects – including as additions to current arrangements, a PETS Sub-Group consisting of Members from across partner authorities, already agreed by Cabinet, along also with a senior-level multi-disciplinary officer group.
- Commissioning WSP to support the next steps - this will require an additional £40K General Fund Supplementary Budget.
- Agree that the currently approved UKSPF budget be used to develop feasibility options for Queen's Drive and Beach Gardens – the total budget being ~£45k (initial design briefs are shown at Appendix A). This budget has previously been approved.
- Form a working group to oversee the UKSPF work outlined above.

Outcomes seeking to achieve by end of 2024:

- Adopt refined Placemaking Plan with Implementation Plan
- Identify Quick Wins
- Secure budget / resources
- Build collaborative advantage
- Explore strategic funding opportunities – discussions with Arts Council England as an example

- Leverage wider investment plans and strategic decisions with closer alignment to other already established corporate workstreams – utilising existing staffing resource but also where possible using existing budgets in a place-based way.

**Is the proposed decision in accordance with:**

Budget Yes  No

Policy Framework Yes  No

**Recommendation:**

That the Placemaking in Exmouth Town and Seafront Group recommend to Cabinet to;

- Note that further work is required to refine the draft Exmouth Placemaking Plan prior to being adopted alongside an Implementation Plan.
- Support the appointment of WSP to complete the work necessary for adopting the Placemaking Plan. This will include some workshops in a similar format as we used previously; a revised Placemaking Plan and an Implementation Plan.
- Activate the PETS Sub-Group previously agreed by Cabinet in February of 2024 which is to be ‘politically led’ supported by Senior Officers to look initially at the ‘common ground’ matters and opportunities that all three Councils have which have been identified in the Draft EPP.
- Support the introduction and formalising of programme management arrangements consistent with that already in place for other EDDC place based projects
- Seek endorsement across EDDC Service areas, DCC and ETC before a Placemaking Plan is adopted alongside an Implementation Plan.
- Invite Stakeholders to join relevant future PETS meetings where it is relevant to do so (also agreed by Cabinet in February via the revised ToR for PETS).
- Agree that the currently approved UKSPF budget be used to develop feasibility options for Queen’s Drive and Beach Gardens – the total budget being ~£45k (initial design briefs are shown at Appendix A. This is already provided for within an approved budget.
- Form a working group to oversee the recommendation in respect of UKSPF.

Recommend to Council:

That a budget of £40,000 be made available to appoint WSP to complete the work necessary for adopting the Placemaking Plan. This will include some workshops in a similar format as we used previously; a revised Placemaking Plan and an Implementation Plan and will be taken from a General Fund Supplementary Budget.

**Reason for recommendation:**

To progress to a final draft of the Placemaking plan and to move forward a delivery phase for the project.

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

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Portfolio(s) (check which apply):

Climate Action and Emergency Response

Coast, Country and Environment

Council and Corporate Co-ordination

- Communications and Democracy
- Economy
- Finance and Assets
- Strategic Planning
- Sustainable Homes and Communities
- Culture, Leisure, Sport and Culture

**Equalities Impact** Low Impact

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

**Climate change** Low Impact

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

**Links to background information**

- a) Appendix A Exmouth Placemaking Plan Design Briefs

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

Priorities (check which apply)

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

**Report in full**

The purpose of this report is to provide Members with the recommended next steps for taking forward the draft Exmouth Placemaking Plan to a position where alongside an Implementation Plan we can move from aspiration to implementation.

**Introduction**

Background

- 1.1 EPP (Exmouth Placemaking Plan) draft was presented to the Placemaking in Exmouth Town and Seafront Group on the 23th of January 24 – and was well received. This built upon a set of 2 consultations in 2022 and 2023 which were published to ensure the transparency of process. At the meeting it was proposed that a further consultation on this be undertaken, which is detailed in an earlier paper – (Paper 2).
- 1.2 Whilst all Placemaking is aspirational, phase 1 proposed in the draft plan has ~13 potential projects to the value of ~£6M which the Council doesn't have at its disposal – we have however a small UKSPF budget (already approved) which is also timebound for spend by March 2025.
- 1.3 To finalise the draft plan will take some refinement and prioritisation which we propose to do in the same transparent manner as before with Members, supported by officers with the outcomes published – this will be in the form of a number of part B workshops in the Autumn and from there we will prepare an appropriate delivery/implementation plan.
- 1.4 We will build through closer corporate alignment and with greater emphasis around deliverability eg as the time lapse between the original consultation to the present has meant that a number of identified projects have been advanced (eg the area around the

Methodist Church on the Strand is being implemented, the issues around sea walls need to be more prominent, the facelift works around the Octagon are also underway.

- 1.5 As the Plan will impact on 2 other Councils, Exmouth Town Council and Devon County Council the need for joint working is imperative.
- 1.6 The Aim is to hold the workshops in the Autumn and to finalise the Placemaking Plan in late 2024.
- 1.7 The ultimate goal is to get to a refined Placemaking Plan that can be endorsed by the County, District and Town Councils.

## **Recommendations**

That the Placemaking in Exmouth Town and Seafront Group recommend to Cabinet to;

- Note that further work is required to refine the draft Exmouth Placemaking Plan prior to being adopted alongside an Implementation Plan.
- Support the appointment of WSP to complete the work necessary for adopting the Placemaking Plan. This will include some workshops in a similar format as we used previously; a revised Placemaking Plan and an Implementation Plan.
- Activate the PETS Sub-Group previously agreed by Cabinet in February of 2024 which is to be 'politically led' supported by Senior Officers to look initially at the 'common ground' matters and opportunities all three Councils have which have been identified in the Draft EPP.
- Support the introduction and formalising of programme management arrangements consistent with that already in place for other EDDC place based projects
- Seek endorsement across EDDC Service areas, DCC and ETC before a Placemaking Plan is adopted alongside an Implementation Plan.
- Invite Stakeholders to join relevant future PETS meetings where it is relevant to do so (also agreed by Cabinet in February via the revised ToR for PETS)
- Agree that the currently approved UKSPF budget be used to develop feasibility options for Queen's Drive and Beach Gardens – the total budget being ~£45k (initial design briefs are shown at Appendix A. This is already provided for within an approved budget.
- Form a working group to oversee the recommendation IRO UKSPF

Recommend to Council:

That a budget of £30-40,000 made available to appoint WSP to complete the work necessary for adopting the Placemaking Plan. This will include some workshops in a similar format as we used previously; a revised Placemaking Plan and an Implementation Plan and will be taken from a General Fund Supplementary Budget.

## **Financial implications:**

There is a request for a supplementary budget in year of £40,000. This will have to be met from the General Fund Balance and increases the overall budget that was approved at the beginning of the year. Members need to be mindful of supplementary estimates in year are sums not identified during the budget process and therefore need to be taken from the General Fund Balance, this is not ideal but members can approve on an exceptional basis.

## **Legal implications:**

There are no substantive legal issues to be added to this report.



# **EXMOUTH PLACEMAKING PLAN FOR THE TOWN CENTRE AND THE SEAFRONT**

## **DEVELOPMENT BRIEFS**

# Project Information

Type of Document (Version) Confidential

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DATE: May 2024

# Quality Control

page 10

Issue/revision			
Remarks	Draft		
Date	17.05.2024		
Prepared by	GS		
Checked by	GS		
Authorised by	PC		

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# 1.0 Introduction

This Placemaking Plan for Exmouth (also referred to as EPP) aims to deliver a coherent shared vision for Exmouth Town and Seafront. The Placemaking Plan will provide a strategic direction for the transformation of the place through placemaking opportunities for key character areas that will contribute positively to the future socio-economic sustainability of the town. These will include investment opportunities associated with developing and improving areas and opportunities for investment in the public realm and infrastructure.

As part of the Placemaking Plan and to guide the future developments within the town, a set of Development Briefs are included in this document to inform future development and other interventions associated with the placemaking plan that will deliver benefits of increased civic pride, and attractiveness to the local community, visitors, and investors.

The Placemaking Plan will provide the principal policy guide and plan for achieving a vision for sustainable Placemaking in Exmouth Town and Seafront for a period of up to ten years. The Placemaking Plan is designed to be used by the Council and its stakeholders to deliver against the council's and stakeholders' key aims.

The Placemaking Plan identifies several interventions, of which, the short term interventions that suggest physical and spatial reorganisation are considered for the development briefs. Listed are the ones that are included in this document:

- **Queen's Drive:** A physical intervention to strengthen the experience at Queen's Drive Space as a family hub by unlocking the events space at the rear, and reconfiguring the interface to integrate the events space.
- **Tower Street Church:** Redesigning the public realm to be pedestrian priority shared spaces.
- **Beach Gardens Car Park:** Transformation into a public space for temporary activities and cultural programming.
- **Pier Head Car Park:** Creating a new public space for enjoyment of the seafront, creating a destination.
- **Station Gateway:** Reorganisation of the station area to create an arrival public space and improved leisure and culture facility.



Figure 01: Exmouth Placemaking Plans and Development Brief Sites



# 2.0 Queen's Drive Space

## Context

The Queen's Drive Space (QDS) is an events, recreation, and entertainment space with facilities for all age groups. Since its refurbishment in the last few years, the space has become a popular destination along the seafront. Integral to the cluster of entertainment and sports-related activities, Queen's Drive Space offers an experience that changes seasonally.

QDS is owned and managed by the East Devon County Council. The Jurassic Theme activation is consistent with the rest of the town centre spaces.

The focus of this intervention is the extension to the rear of the QDS to create a new events space that seamlessly connects with the existing space. To extend the space, the huts/ bar will be reorganised within the existing public area to create an entrance and establish a visual connection.

## Site Development Objectives

The vision and objective for this site is to enhance the experience, its use and adaptability as a recreation and entertainment place.

- Create an inclusive events space to the north of the QDS.
- Space for public art, seating and lighting.
- Innovative use of lighting to create an attractive ambience along the seafront.
- High quality materials to be consistent with the existing QDS public realm.
- Seamless connection between the seafront, the space and the events area.
- Provide events infrastructure, sheltered seating, bins, CCTV, storage facilities, etc.

## Site Development Guidelines

### Uses and Activities

The newly created events space will be fully equipped with facilities to showcase various events - cultural, art, performance, sports and similar. A sheltered pavilion seating is proposed to the northern edge that enables use and enjoyment during rainy or sunny days. Creation of this events space will add approximately 3200 sqm to the existing QDS.

### Landscaping and Materiality

The paving materials should be consistent with the existing QDS public realm. The pavilion seating should be innovative and iconic using marine grade materials that are durable, easy to maintain, and sustainable. The design and material vocabulary could be inspired from the play area.

### Access and Movement

The access to the events space is created through QDS, where the level difference is mitigated via steps / ramp

that will seamlessly connect the two spaces. The zone to the east of the Bar is re-organised by relocating the two retail huts towards the western part of the space, thereby opening up the view into the events space.

A vehicular access is provided to the east of the play area that allows drop / pick of the events equipments.

### Conclusion

The extension to Queen's Drive Space provides an opportunity to enhance the vitality along the seafront. This brief is intended for procuring a landscape architect / designer to enable design and construction. In addition to the design development, it is expected that a maintenance schedule, material and furniture procurement schedule and operational management schedule for the space are provided by the designer & contractor.

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Figure 02: Queens Drive Space Site Context

1. Queens Drive Public Space
2. Play Area
3. Events Space
4. Ocean Exmouth



Figure 03: Queens Drive Space Site Vision



# 3.0 Beach Gardens

## Context

The Beach Gardens Car Park is a fairly used car park by the visitors to the seafront and The Pavilion. Currently owned and operated by East Devon District Council, the space caters to 26 car parking spaces and is approximately 1000 sqm in area. The adjacent green spaces are used for recreation and events, such as the setting up of the Ferris Wheel and the Summer Fair during tourist season.

With the Beach Gardens green spaces being a hub of activity, it's time to consider a shift in use of the car park too. The sheltered seating areas along the edges offer a pleasant retreat, and the central space, currently a car park, could be transformed to reduce the dominance of cars in Exmouth, thereby enhancing the seafront experience.

## Site Development Objectives

The objectives for the site are as follows:

- Create a public space that allows events and adaptable activities, including recreation.
- Space for public art, seating and lighting.
- Provide events infrastructure.
- Provide seating and potentially a creative shelter / pavilion.
- Include cycle infrastructure to allow cyclists to visit the space.
- Provide a play area that can be used by all age groups.
- Explore potential for a playful water feature.
- Create an integrated landscape and events space.

## Site Development Guidelines

### Uses and Activities

The transformation of the Beach Gardens Car park into a public space should be understood in the context of the vision for the Placemaking Plan. It is envisioned that the character area is set to undergo significant transformations focusing on sport, arts, culture, and recreation. The Pavilion is a key cultural and entertainment destination. The Beach Gardens Car Park will be re purposed to offer high-quality public space, complementing the Esplanade as a hub for arts, sports, and culture.

This site will be revitalised to cater to all age groups, providing facilities and activities that enhance the community's quality of life. The new public space as a high-quality areas, will be an inviting and lively space. The redesigned Beach Gardens will be an adaptable space for events, which will determine the layout the organisation of street furniture.

### Landscaping and Materiality

Material used for the new public space should be consistent with the paving, lighting, and street furniture vocabulary used along the seafront.

### Access and Movement

The existing car parking within the space will be relocated and accommodated within the on-street car park in the vicinity. Primarily as a pedestrian space, it will be seamlessly connected with the walking and cycling space along the seafront.

### Conclusion

Unlocking of this site is subject to relocation of the parking spaces. Whereby the rationale should prioritise the overall vitality and activation of the seafront over parking numbers.

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Figure 04: Beach Gardens Car Park Site Context

1. Beach Gardens Car Park
2. Exmouth Pavilion & Cafe
3. The Octagon

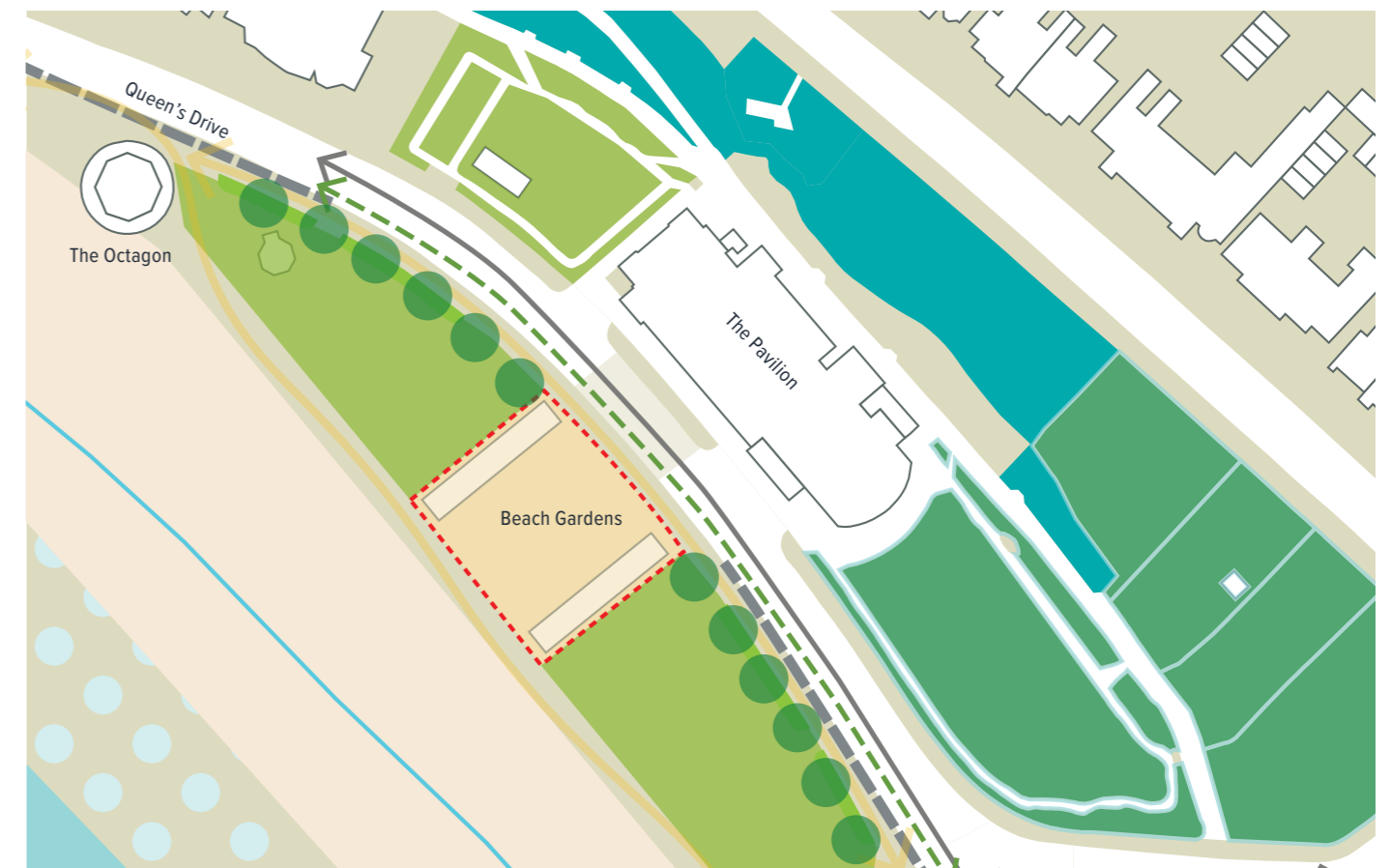


Figure 05: Beach Gardens Vision



# 4.0 Pier Head

## Context

The Pier Head, a unique space to the south of the Marina, currently serves as a car park with approximately 70 spaces. It's also a bustling meeting point for boat rides, managed and operated by several private operators.

This expansive area, with its stunning views of the sea and the estuary, offers a distinctive spatial relationship between the Marina and the seafront, making it a site of immense potential for transformation.

Along the western edge is the ferry terminal, which uses the north-west corner of the site for storage and ancillary uses. The garages to the northern edge, an integral part of the residential development, will be retained with full access, ensuring the security and convenience of the residents.

The Pier Head, spanning approximately 2200 sqm, is not just a site for transformation into a versatile public space. It's a crucial arrival and gateway into Exmouth, welcoming visitors via ferries.

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Figure 06: Pier Head Car Park Site Context

## Site Development Objectives

The design objectives for this space are in line with the overall vision of the Placemaking Plan that aims to create high quality place, improved connectivity, and better relationship between the station gateway, town centre and the seafront. This space is critical in achieving the vision. As such, it's not just a space that demands a high-quality environment, but a space that can significantly enhance the sense of arrival for all, making it a key element of our proposal.

The design objectives include:

- Create an arrival space to Exmouth with all necessary infrastructure.
- Provide events infrastructure, such as pop-up electrical points.
- Design an iconic pavilion that also acts as a seating / waiting area.

1. Pier Head Car Park
2. Marina

## Site Development Guidelines

### Uses and Activities

Pier Head public space will play a dual role, as a recreational space but also an arrival space by ferries. Uncluttered environment with appropriate infrastructure like seating, pavilion, and lighting will create a transition area for the passengers alighting/ boarding the ferries. The access to the garages will need to be demarcated to limit the use of the space by the vehicles. Innovative and ambient lighting is recommended to create a space that will allow enjoying natural light quality during dawn and dusk.

### Landscape and Materiality

High quality and marine grade materials are recommended in the public realm. An iconic pavilion should be designed using materials and styles that reflect the maritime heritage of Exmouth.

### Access and Movement

The car parking spaces removed from Pier Head should be accommodated / consolidated in alternative parking areas in Exmouth. The access to the garages is retained, however, should be demarcated to maintain safe and pedestrian oriented environment. Pier Head is already an destination for tourists on boarding the ferries or boat rides, however, legibility of the newly transformed space should be encouraged via improved signages.



Figure 07: Pier Head Vision



# 5.0 Station Gateway

## Context

The site is a approximately 19700 sqm in area and located to the west of Exmouth Town Centre. Currently, the site used as a railway station building, retail, surface car park, leisure centre and a office / commercial use by the Great Western Railway Staff Association (GWRSA). Accessed from Imperial Road and The Royal Avenue, the car park offers 240 spaces and free motorcycle parking. The site also offers a public toilet facility adjacent to the station building.

The leisure centre as art of the East Devon County Council leisure facilities is now operated and managed by a Community Benefit Society offering several facilities within the centre.

The GWRSA building situated to the west of the leisure centre is a low rise building used as a social club.

The car park existing level which is below the estuary levels pose a challenge for water drainage and consists of an attenuation tank to the western end that requires regular maintenance.

The Levelling Up gateway project proposal forms a context to this development brief.

## Site Development Objectives

This development brief is a set of high level principles to shape the future development of the site. The brief sets a vision for the redevelopment of the site and includes site specific placemaking principles. The development objectives are based on the aspirations and views of the community gathered at the two workshops conducted as part of the Placemaking Plan.

Several opportunities were identified by the community for the Estuary and the Gateway area:

- Potential for a park and ride outside of the town to reduce dominance of cars within the town
- Improved facilities such as public toilets, cycle infrastructure - cycle lanes and cycle hire, improved pedestrian and cycle connectivity providing continuity
- Better signage and tourist information
- Reduce presence of campervans and motorhomes within the town centre and the estuary
- Improvements to the estuary area with better connections and better landscaping.
- Publicly owned land that requires commercial investment from both private and public partnerships.
- The area can become a focal point for the entry to Exmouth.

These opportunities and community aspirations are reflected into development objectives that enable spatial organisation of the space around the station. The development objectives are defined as follows:

- Create an attractive new place which fosters the growth of a strong community and good quality of life by providing leisure infrastructure and facilities where people can meet and appreciate the views across the Estuary.
- Create an appropriate built form which integrates into the surrounding area and encourages active lifestyles by providing safe attractive new public spaces and direct links to local facilities and active travel routes;
- Respond to the character and appearance of the adjoining town centre and safeguard the views across towards the Estuary
- Respond to the challenge of climate change by prioritising walking and cycling routes, integrating SUDs as part of the overall development strategy and incorporating means to reduce energy use and provide low carbon energy and heat choices.
- Encourage active travel through the provision of cycle and footpaths and provide connections to the town centre and the seafront.
- It is important that the scale of the built form respects the surrounding area and that the height of any development responds positively to the dominant urban grain of the wider area.
- Meet the current needs of the community and enhance the capacity of the site.



Figure 8: Station Gateway Area Site Context

1. Exmouth Railway Station
2. Marks & Spencer Store
3. Exmouth Leisure Centre
4. Great Western Railway Staff Association
5. Imperial Road Car Park

# Site Development Guidelines

## Uses and Activities

Increase the capacity of the site through new and enhanced existing uses reorganised to release land for a new public space. The core objective of the placemaking plan is to improve use of underutilised areas and enhance the experiential quality of spaces by introducing new land uses or clustering the activities and strengthening relationships. Creation of a new public space within this site is the focus, through which the relationship between the town centre, estuary, Imperial Recreation Ground and the railway station is strengthened.

The following land uses are recommended to create an appealing and acceptable mix:

- Public space
- Retail - remains as existing
- Car parking with enhanced capacity in a new built
- New Leisure Centre with enhanced facilities (swimming pool, courts, gym, changing rooms, etc.)
- New Theatre to enhance cultural activities
- Bus stops reconfigured
- GWRSA club
- Tourist information centre
- Play areas

## High Quality Development

The strategic location at the station gateway, the development will be of high quality architecture that will be iconic following from the success of the Sideshore, but sympathetic to the context.

High quality building and facade materials will be inspired from its Maritime heritage and proximity to the seafront. Materials will be marine grade and suitable for exposure to marine environment along the estuary and the seafront.

Because this development will be highly visible, the principal façades should be attractive, dynamic and well proportioned, and the treatment of the massing, scale, layout and elevations will need to be very sensitively developed.

The development should aim to be designed based on net zero carbon building principles that will maximise energy efficiency by encouraging innovative use of materials and systems.

## Height, Massing and Scale

Currently, the site is underutilised with large areas of surface car park. To release the land for a public space, the existing and enhanced activities will need to be consolidated on one part of the site. The activities consolidated in a building will allow a state-of-the-art facility to be created and an arrival public space in between the station and the new building.

The building will be visible on arrival at the station and by road via Imperial Road, hence the height, scale and massing need to be in harmony with the immediate context. The site to the west of the new building is a recreation and sports ground, which means the building will be visible from all 4 sides.

The building is not expected to be over 3 storeys to accommodate all the new uses. Using innovative materials and fenestrations will soften the presence and scale of the building. Inherently, as the building is used for car parking and a leisure centre, it will necessitate a larger footprint and hence scale.

Views of the building will need to be thoroughly evaluated. As part of the scheme design process a detailed computer generated massing model should be prepared.

The facade adjacent to the Imperial Road and the new public space should be designed innovatively to create a strong seamless relationship between inside and outside of the building. Creative use of vertical greening and facade design should be encouraged to sensitively mask the plant and equipment rooms.

## Setbacks and Relationship to the Street and Public Space

Along Imperial Road the set back should be sufficient to allow wider pavements, tree planting, bus and cycle infrastructure. The façades at the ground level could be active frontages to create a pedestrian friendly environment. The quality of public realm should be consistent with the new public space to the east of the building, creating continuity.

The setback from The Royal Avenue should be wider to allow views of the Estuary and the Imperial Recreation Ground. The vehicular access to the car park will be from The Royal Avenue.

The facade along the new public space should be active and contributing to the activation of the space. The interface with the public space and the link with the Estuary is the critical success factor for this development.

## Access and Movement

**Pedestrian movement:** The arrival public space is a pedestrianised space with a tourist information kiosk. The pedestrian desire line towards the Estuary, and the town centre are not impacted by this development. The public space is meant to create a pause point to allow decision making and contribute to intuitive navigation.

**Vehicular:** It is a design objective of the development that the existing Imperial Road Car Park is replaced within the development as a multi-storey building. The junction between The Royal Avenue and Imperial Road should be reconfigured to an efficient footprint. The Royal Avenue that serves the rear of the Station is likely to remain.

The access to the new multi-storey car park will be from the eastern or the southern end of the building.

## Public Open Space

The integration of a public space within the scheme is key to its success. An important characteristic of this space will be the views it offers of the Estuary. There will be a balance between hard and soft landscaping offering an adaptable space for events.

## Conclusion

This site presents a superb opportunity for a development to add to the life, vitality, interest and enjoyment of Exmouth. The site demands a high quality, imaginative and sympathetic design response. The brief is intended to be part of the procurement of an architect / masterplanner. The smoothest route to a top quality development will be to continue the dialogue throughout the design process. This will be particularly important in the early, concept stages of the design.

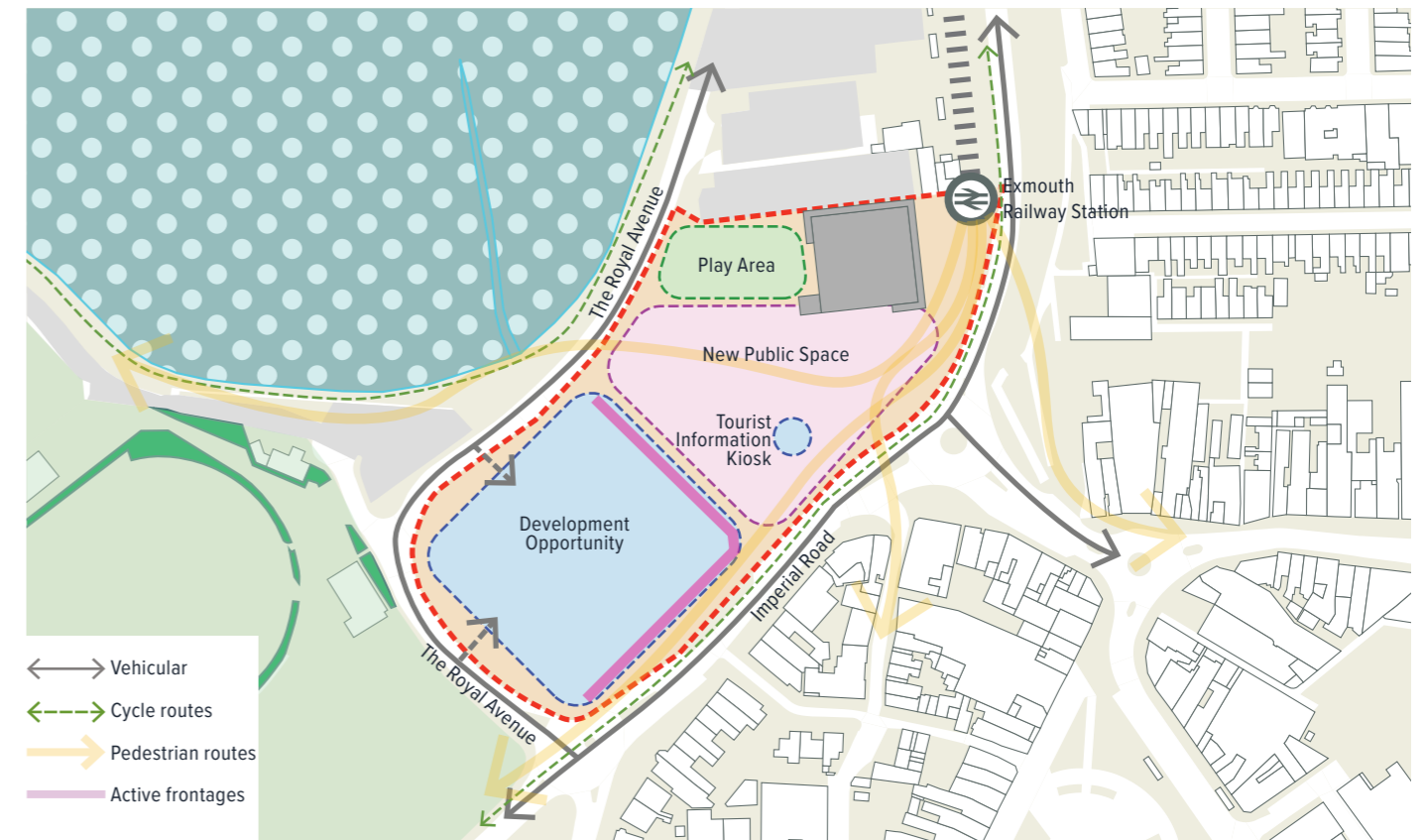


Figure 9: Station Gateway Area Site Opportunities



## The Station Gateway Vision

The primary goal in The Gateway area is to enhance the arrival experience into Exmouth. A key to achieving this by reorganisation of the space, by consolidating the leisure centre, Great Western Railway Staff Association (GWRSA) facility, and the surface car park on the Imperial Road Car Park site. This consolidation will allow a new state-of-the-art leisure centre with improved facilities and infrastructure and a multi-storey car park, which will not only facilitate increased parking capacity but also contribute to the efficient management and reduction of traffic in the vicinity.

This move will release the land currently occupied by the leisure centre to create a new public square to serve as an inviting and welcoming entrance to Exmouth. It will also offer breathtaking views of the estuary, allowing visitors and residents to appreciate this natural asset. The square's design may incorporate a visitors' centre, a playground, and well-manicured green spaces, enhancing the overall aesthetic and functionality of the area.

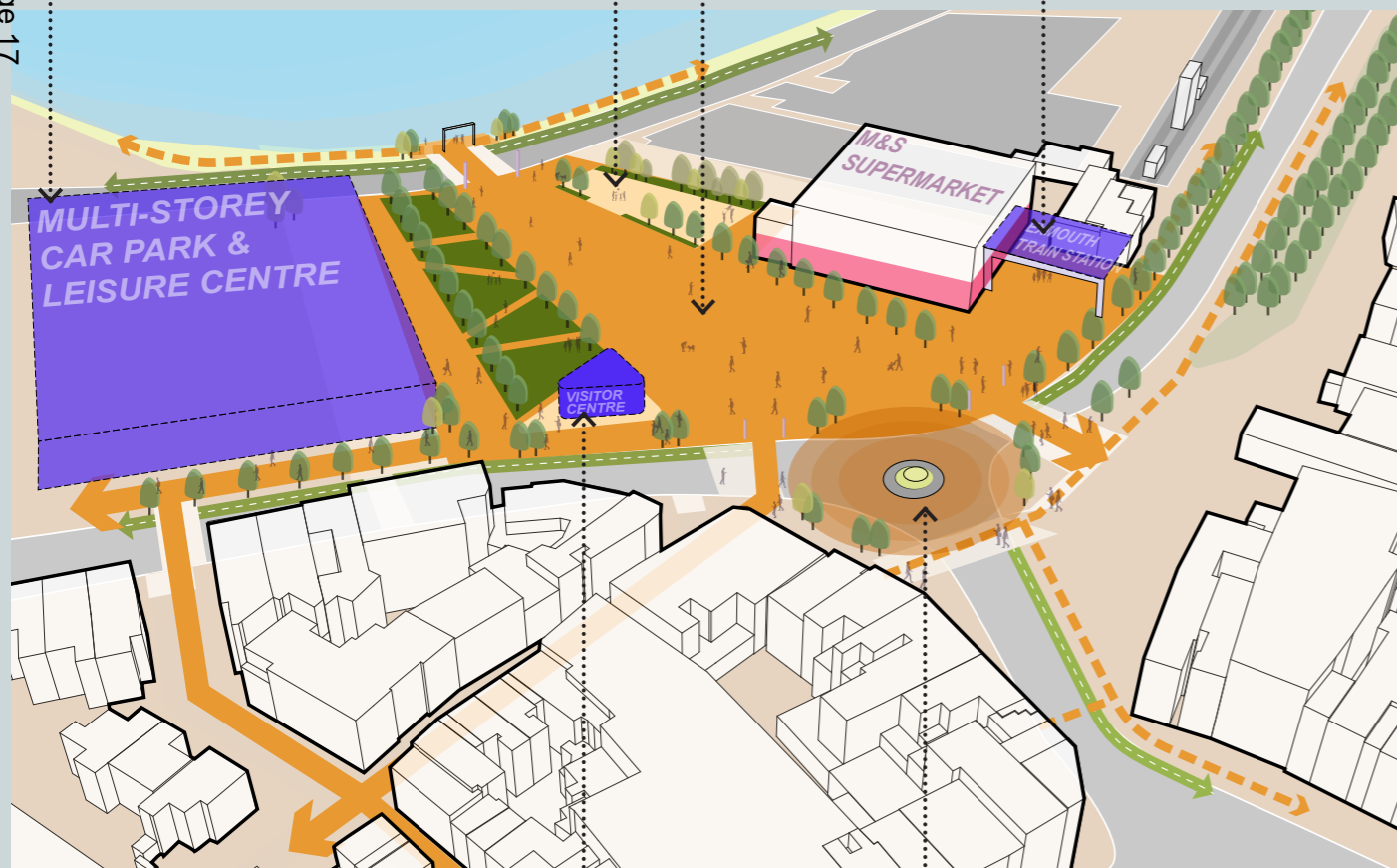
A new leisure centre and GWRSA facility with a multi-storey car park to act as a local park and ride / walk, an transport hub that will consolidate on-street car parking from the vicinity.

A well designed children's play area encouraging use of the space by all age groups and families.

A public space providing views across the Estuary and towards the town centre. Will be designed as an iconic and an adaptable space that could be transformed as an events space.

Extended station forecourt to create a sense of arrival and a decision making point.

page 17



A new visitor centre also acting as a placemaking component, an iconic and sculptural design of the centre will become a landmark.

An improved junction designed with sensitive and pedestrian friendly materials that denotes a gateway and a node. The function as a roundabout will be retained.

Figure 10: Vision for Station Gateway







Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 31<sup>st</sup> July 2024

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA

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## **2024 consultation results on the Exmouth Placemaking Plan**

### **Report summary:**

At the January PETS Group meeting Officers were asked to arrange for a further consultation exercise, this time on the draft Placemaking Plan itself. Members are reminded that extensive consultations had been undertaken in 2022 and 2023, with these then informing the draft Placemaking Plan itself. The preparation of that draft Placemaking Plan being informed through those wider stakeholder and public consultations rather than by Officers or indeed PETS Group Members.

This report provides the consultation results and the separate report to this same meeting (The Exmouth Placemaking Plan – Current Position and Next Steps) sets out how these responses will contribute to informing next steps.

### **Is the proposed decision in accordance with:**

Budget Yes  No

Policy Framework Yes  No

### **Recommendation:**

That Members of the Group note the Consultation findings which are provided in the report (and at Appendix A responses received by email) – noting and respecting that there are positive and negative views expressed as there were previously at the workshops held in the 2022 consultation. The Next Steps recommended in report 1 (The Exmouth Placemaking Plan – Current Position & Next Steps) allows for refinement of the Placemaking Plan and will enable these latest consultation responses to help inform alongside other factors.

### **Reason for recommendation:**

To ensure that Members are fully sighted on the process of the 2024 consultation and the responses received.

Officer: Gerry Mills Project Manager Place and Prosperity (Exmouth)

[gmills@eastdevon.gov.uk](mailto:gmills@eastdevon.gov.uk)

Tel 01395 519960

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Portfolio(s) (check which apply):

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

**Equalities Impact** Low Impact

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

**Climate change** Low Impact

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

### **Links to background information**

- a) Appendix A Exmouth Placemaking Plan Consultation email responses

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**

### **Summary of the Exmouth Placemaking public consultation Exercise March 2024**

Background:

- 1.1 As determined at the Exmouth Queen's Drive Delivery Group Meeting on the 8th of March 2022, 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 should be.
- 1.2 From there it was agreed to carry out a detailed consultation; this included consultation with Exmouth Town Council, 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. The Council also commissioned the South West Research Group to carry out further face to face interviews with up to 400 members of the public visiting Exmouth.

1.3 A summary of the Consultation dates and attendance is set out in Table 1 below:

Table 1

Date	Number Attending	Group
20.06.22	24	Stakeholder
27.06.22	10	Exmouth Town Council
04.07.22	10	Stakeholder
14.07.22	41	Public
31.06.22	53	Public

1.4 There have also been other engagement with community groups, interest groups and individuals – the one demographic that is largely missing are children and young people, however the local College and Youth Parliament were included in the distribution list. Attempts to engage with children and young People will continue.

1.5 The online Questionnaire closed on the 12th of August 2022 as published on the Council’s website with 861 questionnaires being completed. The comments received ran to 101 pages in total and we are not permitted to publish these verbatim as some of the comments could be viewed as inappropriate for the Council to publish. An anonymised and slightly abridged version was therefore published as received

1.6 In addition, extensive networking has been carried out with various interest groups in Exmouth (this is reported on to the Placemaking in Exmouth Town and Seafront Group and can be viewed online).

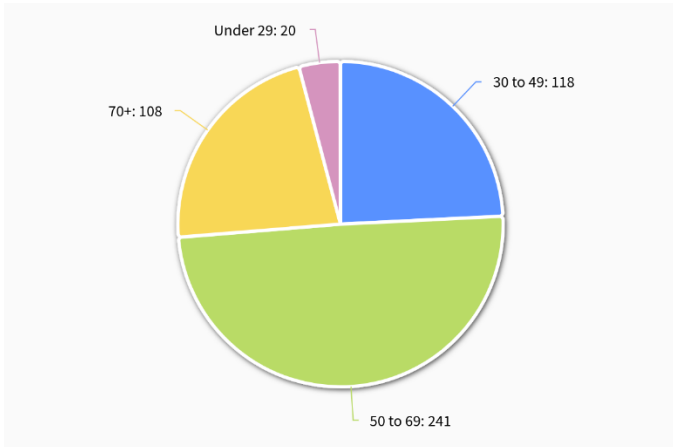
1.7 Further consultations took place with a specific youth survey and a consultation was also carried out by WSP from July - September of 2023 – to identify the placemaking themes and characteristics.

1.8 In January 2024, after an initial consultation period between April 2022 and August 2022 a request was made for an additional consultation. This consultation would focus on collating a response to the draft Exmouth Town and Seafront Place Making Plan and was then supported by the PETS group.

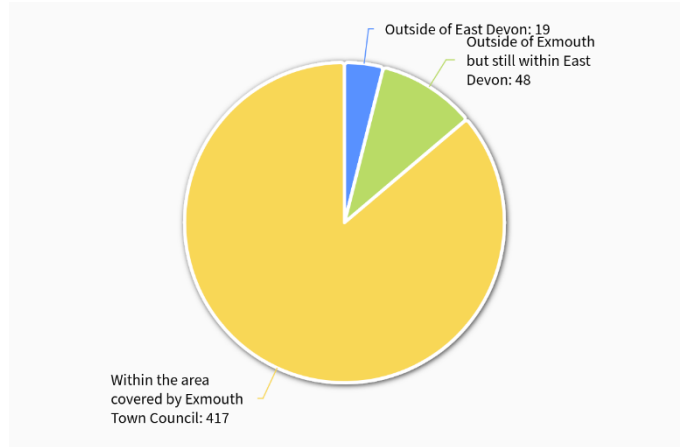
**Public consultation exercise March 2024:**

1.9 The supplementary consultation ran for two weeks between the 1<sup>st</sup> – 15<sup>th</sup> of March 2024. The consultation followed a similar format to the first online consultation. The consultation had 712 responses. In addition to the online consultation, we received a high number of email responses. These have been anonymised and included in the analysis process (Appendix A).

1.10 Of the 712 respondents 587 provided us with some information about their age ranges and whether they lived in Exmouth, East Devon or outside of East Devon.



What is your age

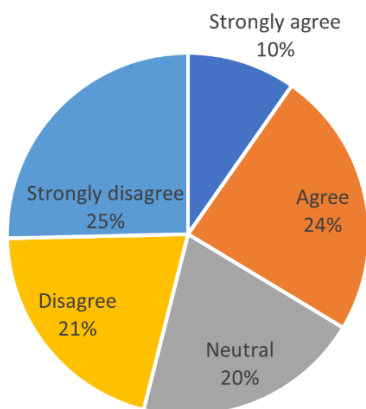


Do you normally live...

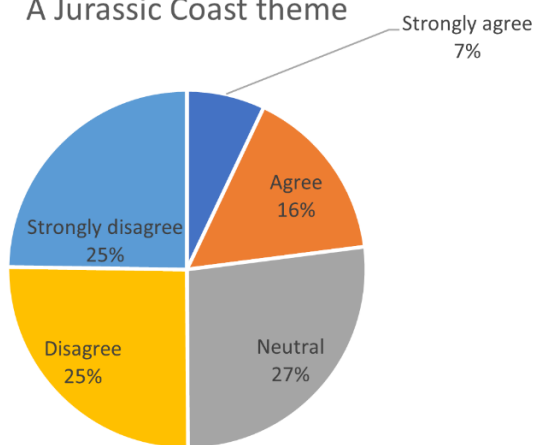
We asked the following Questions using an identical format to that used previously.

**Q 1: Previously we asked if you agreed with the following themes for improving Exmouth - do you think the Draft Plan reflect these?**

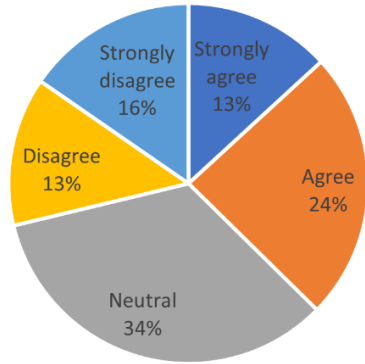
A clear identity and purpose



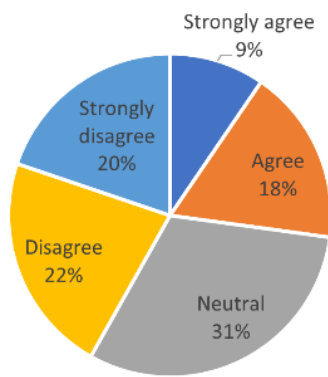
A Jurassic Coast theme



### A safe place

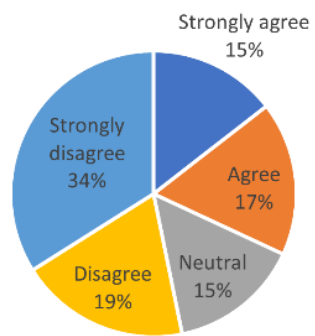


### A town that takes action to reduce climate change

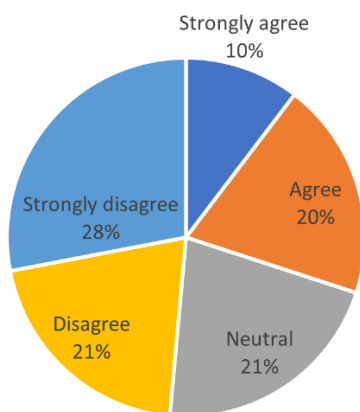


**Q: 1 cont.**

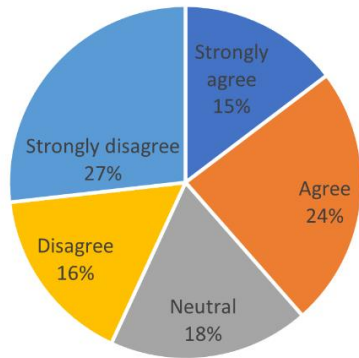
Any changes being respectful of what is already in place. For example; architecture, water sports, maritime, fishing, sailing



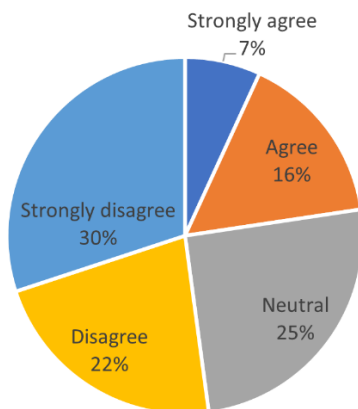
A traditional seaside theme



### Accessible by everyone

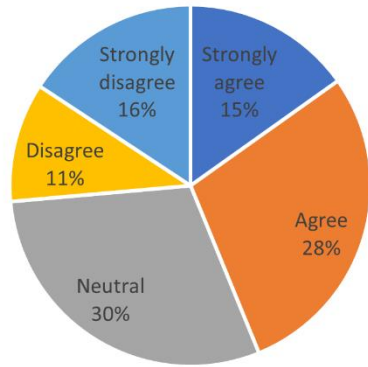


### Having a unique selling point or something iconic

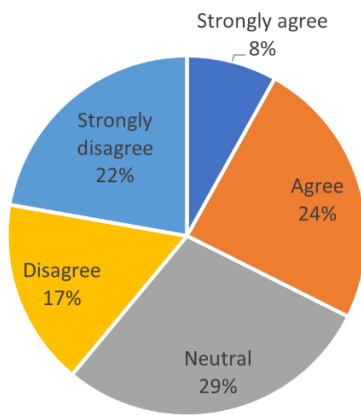


**Q: 1 cont.**

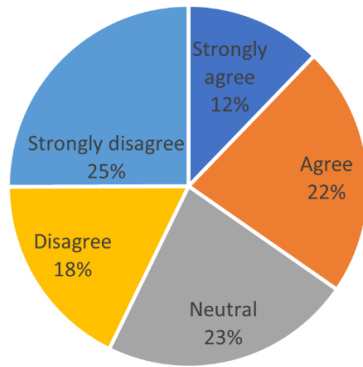
### Open all year round



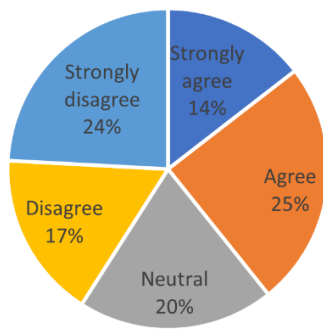
### Sea / maritime heritage theme



Something to offer everyone



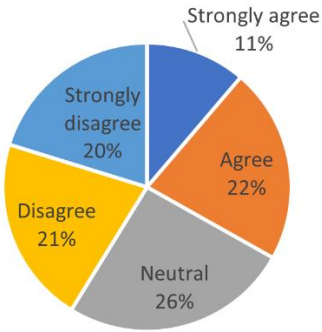
The natural environment, including the countryside, sea and beach theme



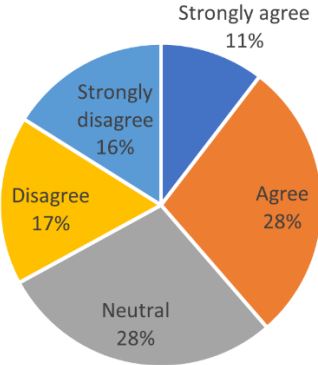
**Q 5: We asked the following Questions using an identical format to that used previously. Previously we asked if you agreed or disagreed with the following proposals for how Exmouth could be improved – do you think the Draft Plan reflects these?**



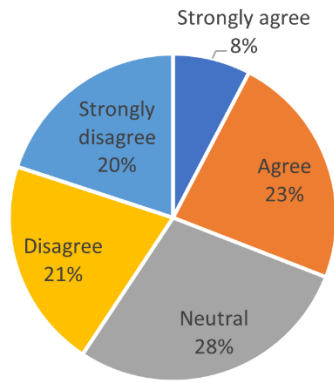
An economy with a variety of jobs and services in different sectors, not all based on one sector such as tourism



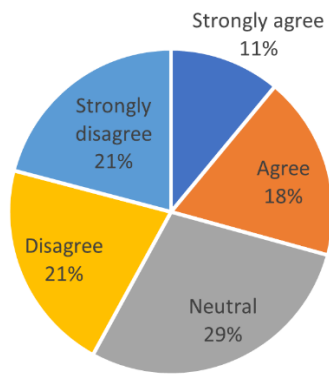
An improved mixture of free activities and activities you pay for



### Doing more to encourage and support marine based businesses

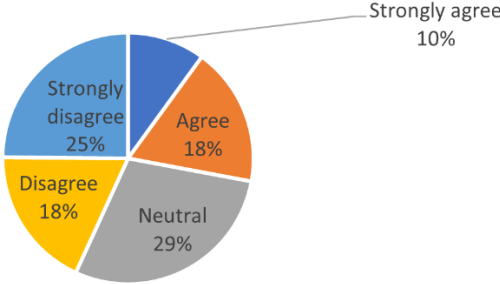


### Improved activities for young people aged 11 to 18

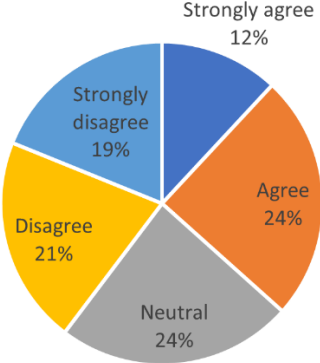


**Q:5 cont.**

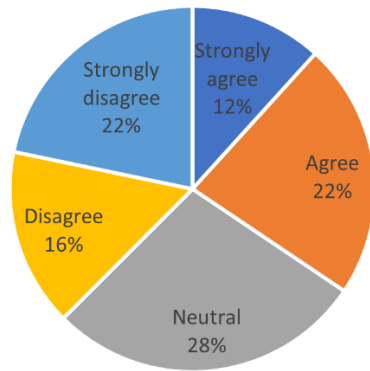
Improved links between the different areas of Exmouth such as the docks, The Strand, Brixington, Littleham, Orcombe Point, the town centre, beach



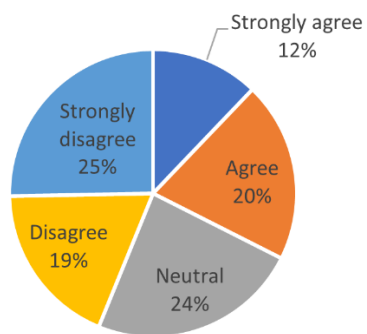
Improved arts and culture facilities, such as theatres, libraries, museums, visitor centre



### Improved attractions suitable for families

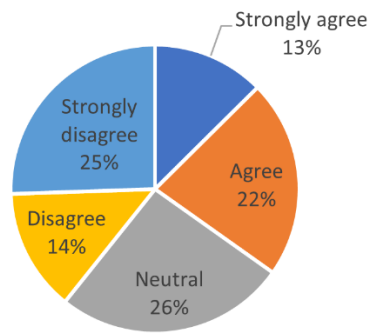


### Improved environmentally friendly transport links to and around the town, such as cycling, buses, trains, walking, tramway

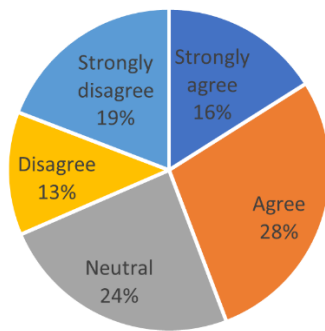


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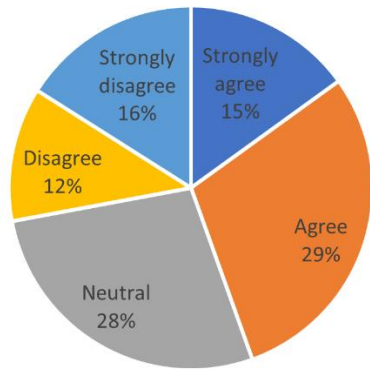
Improved management of the natural environment. For example, the beach management plan



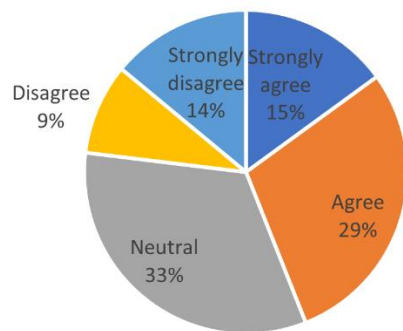
Improved public open spaces, including parks and play areas



Improved seating, that is suitable for everyone

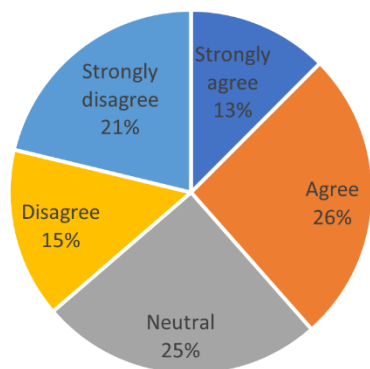


Improved signage to help people find their way around

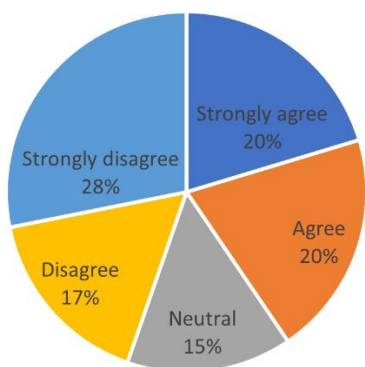


**Q:5 cont.**

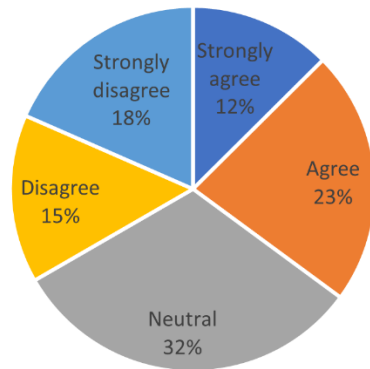
### Improved sports and leisure facilities



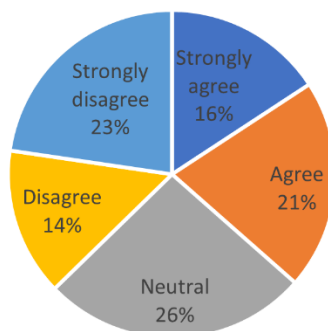
### Improve the town centre



### Improved walking and cycling links to Exeter



### Improvements to the unoccupied and derelict areas of Exmouth



## Conclusions

1.11 The results of this 2024 consultation, along with a wider review by EDDC Officer Stakeholders, has informed the recommended way forward. It is acknowledged that the draft Placemaking Plan requires further work, particularly around deliverability of proposals by EDDC, other public sector stakeholders and by the private sector. We need to ensure aspiration can move to implementation but also recognising that ownership is needed, not only within EDDC - acknowledging that this not for one person to deliver, but also with our key partners but that we also need to pay particular attention to the funding and resources needed to move to implementation.

## Recommendation

That Members of the Group note the Consultation findings which are provided in the report (and at Appendix A responses sent by email) – noting and respecting that there are positive and negative views expressed as there were previously at the workshops held in the 2022 consultation.

## Financial implications:

No direct financial implications are identified from the recommendations.

## Legal implications:

There are no legal implications requiring comment at this time.



No	Feedback summary	Detail
1	Required physical doc	Unable to access document online
2	Deadline issue and difficulty reading documents	<p>The consultation document states that the engagement finishes on 15<sup>th</sup> March. It is still 15<sup>th</sup> March but when I tried to contribute my views a few minutes ago, a message appeared to say the consultation was finished.</p> <p>The plans are really difficult to understand as they are small and with the writing being indistinct, small and blurred, it is difficult to see what areas of Exmouth are being shown.</p> <p>I hope this consultation process will be improved if it ever moves any further. However, these tight time lines which councils offer to residents to find out about and comment on proposed changes to Exmouth do not help people to become fully involved in the process.</p>
3	Deadline issue, attached a copy of feedback but none found on email?	<p>I went on to the Commonplace engagement portal for Exmouth seafront placemaking and it has closed, despite stating it closes 15<sup>th</sup> (i.e today and it is now 18.50). This is misleading and 15<sup>th</sup> suggests the end of the day, e.g. midnight I therefore, attach my feedback here. Can you please pass on to the relevant people.</p>
4	See highlights.	<p><b>1. Current swimming pool and sports centre area.</b></p> <p>It is not made clear that the swimming pool is not shown but seemingly it would be rebuilt on the current site of the Pavilion. Pools are expensive to build and the current one is well placed with an adjacent car park. the public were involved in raising the funds and making the current pool happen. Any proposed energy saving measures could probably be incorporated in the existing location.</p> <p>A multi storey car park in this location would be detrimental to general feel to an area which is adjacent to the much vaunted wildlife area of the estuary. There is sewage and drainage infrastructure under the existing car park area and the is no information on if this can be built over and the high costs involved.</p> <p>It is also suggested that the same area could be the site of a leisure centre and maybe a new place to locate a theatre to replace the Pavilion. How big and what height would this building actually be. Massive it would seem.</p> <p>There are at least three public spaces currently where events are and can be held. Close to the proposed area is the Recreation Ground. There are ongoing events here and its views of the river and estuary are very good. It could be enhanced in a number of ways. ( It is contaminated ground and not suitable for building) Some events attract very large audiences. The Manor Gardens has successful events annually and is close to the facilities of the town. The Strand has events and could have more if the support is there. There are also areas on the Seafront where events have been held and can be again</p>

		<p>A visitor centre would be welcome. it needs to be properly manned. There have been several versions of this in various locations including in Manor Gardens which was quite successful. There would appear to be an area by the existing swimming pool that could be opened up as a location for a new one.</p> <p><b>2. Improvement of Public Spaces.</b></p> <p>No particular comments although would like to see more detail . More trees, as were planned in the improvements to the Strand should be planted.</p> <p>The area in front of the Co Op store would benefit form a redesign and good management. The old post office are is an eyesore and creates a very bad impression currently. Urgent work to improve is required.</p> <p><b>3. Seafront area of the Pavilion and Octagon.</b></p> <p>The Octagon is currently undergoing improvement due to open in summer 2024</p> <p>Current green areas could be improved with more trees and planting. The parking area across the road from the Pavilion should be retained. There are many users of the building who have disabilities and this area is helpful to them in particular, The seating provides covered space and protection in inclement weather. It has a traditional feel which is still appreciated by many.</p> <p>I cannot see the benefit of extending the public space forward of the current sea wall. Particularly as the effect of such a move may have on the action of the sea on the beach sand. This is a particular issue with rising tides and sea level and the unknown impacts from previous " hardening up areas around the old docks , ramp projections and other locations where building in front of the old wall line has been carried out.</p> <p>There seems to be no sense in removing a theatre facillty from this location. More and careful research regarding the "benefit" of trying to have 1000 seats should be done. Would bigger and better events actually come to Exmouth rather than say Exeter which has Westpoint and a number of other theatres with parking nearby. Measures to upgrade the existing building on this site should be explored rather than the idea of relocating.</p> <p>The Ocean seems to fall short of what could be offered. The top floor above the restaurant area seems to be significantly under used . The views are excellent and it should be promoted in preference to a facility on the Imperial Rd car park site. The Sega machines space on the ground floor seems under used.</p>
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		<p>The Harbour View café is not referred to. It needs a major uplift . Maintenance is required along with remodeling and to provide a night time dining experience and upgraded outdoor eating area. The old water tower /Coast watch tower is a heritage feature and could be incorporated into a redesigned building.</p> <p><b>4. Foxholes and Orcombe Point area.</b></p> <p>A multi storey car park in Maer Rd would be out of character with the area.</p> <p>The size of vehicles permitted in the Orcombe point on street parking area should be limited and controlled. Cars and small vans only and no vehicles extending half way across the promenade.</p> <p>I do not see Foxholes as a suitable for a colony of work and maker spaces . Sites for such activity in the town ( not on the seafront) have consistently been allowed to be developed for housing. I have seen an example of the sort of space mentioned in Watchet in Somerset and it does not appear to be very successful or utilised and it is closer to the main hub of the town than Foxholes is to Exmouth Centre. The area out of the season can be quite exposed and even bleak .</p> <p>The apparent obsession with doing away with parking ( unless in a multi storey building) is not practical . People will still need and want to take their all electric vehicles close to the sea in order to unload their paddle boards and other beach equipment and the like.</p> <p>I support having fewer spaces in the Orcombe point area but not the complete pedestrianisation of the area.</p> <p>I support more seating with weather protection. Design is important as in the past antisocial behaviour resulted in demolition of earlier versions of covered seating on the front.</p> <p>The potential effect of building projections for enlarged grass areas need thorough research regarding potential for increasing coastal erosion further along.</p> <p>Traffic calming such as wide rumble strips could be employed to control speeding cars and motorbikes . Not only to Orcombe point area but along the seafront as a whole.</p> <p><b>5. Other Points</b></p>
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		<p>I support exploring a one way system on the front. Along with traffic calming at regular intervals such as rumble strips</p> <p>Bikes on the same promenade as walkers does not work well. I am a pedestrian and a bike user.</p> <p>The closing of Orcombe Point toilets is likely to cause an environmental health issue.</p> <p>A site for an edge of Town Park and Ride system should be seriously explored . It would need a regular and reliable transport to take people to beaches and or town on the busiest periods.</p> <p>Consider covering car parking sites with solar panels.</p> <p>Consider changing use of some of the garden space off Carlton Hill as its original purpose of providing seating and recreation space has been significantly spoiled by allowing the construction of the Ocean building in front of it blocking both views and sun. Maybe an experimental site for work /maker units on a small scale could be explored.</p> <p>Enhance the Queens Drive Space to include features such as a better crazy golf and attractions such as high walks , slides performance area sports area.</p>
5	<p>Good consultation – bottom up. Multi-story CP unlikely to get support here. Use lorry park. Sport centre used community donations. Better to build another sports centre for growing population. Culture hubs in town centres (see axamples) Retailn Orcombe point parking for elderly.</p>	<p>Firstly, congratulations on holding the first EDDC bottom up consultation. The single hardcopy of your document, produced by Josh at the Exmouth office, was really helpful.</p> <p>Exmouth residents have resisted multi -story car parks for years and I don't see how putting one by the side of the estuary will gain support. To get extra parking far better to use the entire lorry park section by the side of the estuary for cars and let the lorries and coaches park elsewhere, not by the Gateway to Exmouth. Everything must be done to preserve the Westerly view, especially the famous sunset</p> <p>The existing sports centre has a special place in the hearts of Exmouthians, they paid for it with donations. The cost of running it is the least in all of the LED portfolio. It is a success where it is. Far better to build another sports centre to accommodate the ever growing Brixington area.</p> <p>To move any facility ,which will be predominately used throughout the year by residents, to the seafront is not good. This includes the proposed culture centre which we certainly need. The winter months will deter people from using it.</p>

		<p>There are culture hubs in Bideford, Ashburton, Sidmouth, Crediton, Teignmouth etc. They are all in the centre of town, many in older buildings which have been converted ie. Ashburton -cinema, Crediton – simple hall, Sidmouth - old house and I think Bideford a bank. I'm sure the money saved from the overall scheme would cover any costs.</p> <p>Regarding the closure to traffic of the Orcombe Point road, from an elderly local's point of view, it would be a shame as many enjoy the winter months enjoying the view from the comfort of their car ( after paying their parking fee!)</p>
6	Difficulty making sense of document, too much jargon.	<p>I have viewed the consultation document online, but it is almost impossible to make sense of the images and there is too much jargon and abbreviations used throughout the document.</p> <p>I want to be assured that there will be a public enquiry over several days where there will Councillors on hand to discuss, explain and listen to the taxpayers who will be footing the bill for all this.</p>
7	Complaint about signposting to consultation.	<p>This plan and "consultation" has been brought to my attention by someone posting on Facebook that we only have until March 17th to comment. I'm not sure on the latter - I can't find any means to actually feed back on the whole thing - it seems quite one-way.</p> <p>I think my first comment is: how have we only found out about this in this obscure and coincidental way? How have we not been notified, as a resident, of these plans that will have huge impacts on our lives? Relying on those who habitually attend and read about council operations will always just result in plans dominated by retirees, with a certain mindset. And it shows.</p> <p>I feel that plans of this significance should be very widely communicated, not hidden behind legacy processes. This is how we ended up with the disastrous residents' parking scheme now causing horrible damage to residents (especially adjacent to the scheme's zone) in the north of the town.</p> <p>So my first request is: Push the feedback timing back by several months, publicise public presentations of the plans, and proactively engage with the residents via direct mail to each residence. In other words: consult with the town, not the council enthusiasts.</p> <p>It may be that you've done all this and that somehow my building, all my friends and neighbours have been "missed off the list" - but right now it feels like another plan foisted upon us. It's a bit too similar to the first chapter of The Hitch-hiker's Guide...</p> <p>I've signed up "to be kept informed" but it shouldn't take desperate posts on social media groups by worried individuals to trigger that. I hope you can understand why it's frustrating for us!</p>

		<p>I will need a long time to pick through a 30-page plan, although on first skim it looks like a mixture of really good planning and some worrying ideas that seem to pander to tourists at the expense of residents. Please can we have proper awareness across the community of these plans and appropriate events in which we can debate the plan? Otherwise it will just generate huge issues further down the line.</p>
8	<p>Some proposals in doc seem impossible to achieve.                  Concerns on public consultation                  Wants to retain the Harbour View Café for community use.                  Land train or electric vehicle on seafront.                  From train station perhaps.</p>	<p>Thank you for taking the time to talk and listen to me last week when we were both at the Exmouth town hall.</p> <p>After talking to you I understand why there has been a report published for the 10 year strategic plan for Exmouth so as to attract business and money into the town, but I think some of the contents of the report seem impossible to achieve.</p> <p>As I said to you I think there should be a public consultation now the report has been completed. When I listened to the last Placemaking and Exmouth seafront group meeting which was held on 23rd January 2024, after the presentation by WSP I was pleased to hear the comments made by Councillor Olly Davey who said he thought that the people of Exmouth should be consulted and be brought along with the Placemaking and Exmouth seafront group. I thought the last administration at EDDC were always using spin and propaganda when the Sideshore building and other developments at the seafront were being planned, I am now of the opinion that the present administration are not being open and consulting with the public regarding the changes that are being planned for Exmouth in the future.</p> <p>While we were in conversation at the town hall you asked me what I would like to see happen to the Harbour View cafe, and I said it could be a community hub. If the structure of the building is still in good condition, I think the building should stay but with internal alterations.</p> <p>The interior of the building could be modernised to be changed into a room to be used for meetings and workshops, plus a coffee shop selling light meals to be used by people using the hub, but also open to the public. Any organisations who used the building would obviously pay for the use which would bring an income to EDDC. If it was possible I think an internal staircase should be built which would give access to the Coast Watch tower building. Parking maybe a problem for people who would be using the building, but that is where my idea of an electric operated shuttle bus operating from the Maer car park taking the same route as the land train would be the answer for anybody wanting to visit other businesses along the seafront or town centre and also connect up with passengers arriving by train at Exmouth station.</p>

		Thank you again Nick for talking to me as you know how emotional I get about any future developments planned for the seafront, and I hope EDDC will consider amenities for all generations to enjoy at an affordable price.
9	Not enough time allowed for consultation	<p>While the timeline shows lots of meetings and events, nobody I know was even aware of them, which is where my concern lies. It feels as if only the kind of people who habitually follow council work (mainly retirees) will have been aware of it all, so your feedback will be hugely skewed and in favour of things that matter to that group, which will be very different to the community at large, who care a lot more about a functioning town than a flashy seafront.</p> <p>I won't get time ahead of the deadline to digest and comment properly on the plan; it needs a few weeks of spare time to pick through something that big and to give it thought. So the main feedback is, "<b>Ask for feedback in a way that the community as a whole will know about</b>". Sadly, I suspect that anything that's "approved" by this process will meet with stiff opposition once people do actually become aware of it.</p> <p>Anyway - sorry you were given the task of responding to rants! Please do pass this one to someone who was actually responsible for making the community aware of the consultation so that they can perhaps take on board the main point of my email.</p> <p>Many thanks</p>
10	Difficulty reading the consultation document	<p>Exmouth Town Centre and Seafront Consultation.</p> <p>I am not sure if it was the intention of EDDC to commission a company to make the above consultation webpages as difficult as possible, so as to discourage feedback, but if this was the case then 'good choice'!</p> <p>Please can I have a word document emailed to me so that my wife and I can complete the consultation via the very archaic, inefficient and unsatisfactory way.</p>
11	Difficulty accessing the documents. (e-mailed and resolved – MA) See highlights.	<p>Time is running out to have my say. I can't find on the website anywhere where I can read a copy of the draft plan. I can find it, but it is not easy to understand from the diagrams. I am very concerned by the withdrawal of parking to the East of Foxholes car park. How can the elderly be expected to park in a multistorey carpark when they enjoy sitting in their car and looking at the sea.</p>
12	In favour of option 1&2. Option 3&4 waste of money.	<p>Hello, I am in favour of options 1 and 2 but see 3 and 4 as a waste of money at a time when vital services are being cut back and people are resorting to food banks.</p> <p>I can see the need for extra parking and a multi storey in the town perhaps connecting with a shuttle bus to the seafront might well work wonders.</p>

	<p>Agrees with more car parking. More retail pref at Bath Rd. Future jobs to move away from tourism ind. Look at parking needs of visitors, do not dictate. Maer car park better used for hotel. Camperdown to be used for car park.</p>	<p>If there has to be extra retail to link the two sites then Bath Road should be the preferred route. But seasonal jobs will not help those bringing up a family, instead we need some kind of industry to bring aspirational young families in, not necessarily tourists who are already catered for.</p> <p>As it is the town is populated by older folk who love to sit in their cars along the seafront. The active visitors bring with them all sorts of paraphernalia to carry to the beach and need to park nearby.. I think the council should look at what people DO and not dictate what they want them to do. The Maer car park has never been wholly successful and might be the better place to site a new Hotel and leave the other parking in place.</p> <p>At one time there was a plan to move the council depot from Camperdown Terrace but nothing came of it. That space could give more parking and the depot could move out to the fringes of town ?</p>
13	<p>Wanted copy sending via email. A376 needs upgrading first.</p>	<p>I would like to see the plans you have drawn up for Exmouth Town center and the sea front without looking at these I can't make a honest comment on You plans, If it's possible I would like to see the and will you send a copy via email of have I got to go to the council offices to look at your proposed outlay for Exmouth, I will say living in Exmouth I think the A376 needs upgrading before you do anything to the Town or sea front</p>
14	<p>Difficulty accessing and reading document (responded – MA)</p>	<p>I am a concerned Exmouth resident. I wish to see and comment on your proposals but the pics online are poor and can not be used to review and comment. Please will you send me a higher resolution image or pdf of the document. The download button does not seem to be working. This lack of transparency will cause suspicion of the entire project with residents.</p>
15	<p>Difficulty accessing on 15<sup>th</sup> March, site closed. See highlights</p>	<p>We have tried to provide our comments on the plan. We have received a banner which says that the feedback window has closed. It clearly states that the window for responses is open until 15/03/2024. No time is specified therefore we believe our responses are still admissible. We would like to provide feedback on your proposals. The questionnaire provided does not give an opportunity for this. Please note our observations.</p> <p>The Pavilion stretch - shows a wavy line and steps to the beach. Will it provide enhanced sea defences as currently the access to the beach at this location gets barriered in the winter.</p>



		<p>Will the entirety of the sea wall need to be rebuilt in waves as per the illustration. This would be phenomenally expensive and provide no obvious financial benefit.</p> <p>The key feature of Exmouth, which draws tourists, is the massive expanse of beach which is readily accessed, at many places. The whole plan will severely restrict access to the beach. This is more likely to deter rather than encourage visitors.</p> <p>The works would take years and be hugely disruptive, again severely depleting tourist revenue.</p> <p>Queens Drive Stretch - again has the wavy wall. The illustration shows no access to the beach. Seating and recreational facilities will be vulnerable to vandalism and anti-social behaviour due to remoteness from the rest of the town.</p> <p>Dogs are only permitted at the Orcombe Point end of the beach, one third of all households have dogs - this proposal will restrict access by both locals and visitors as nearby parking will be removed.</p> <p>There is a real risk that Queens Drive and Orcombe Point will become little used outposts.</p> <p>Access will be difficult for families, surfers, paddle boarders, other water sports users, people with mobility issues and horse owners who require vehicular access with equipment. It will be an undesirable place to run a business with little passing trade.</p> <p>An alternative solution would be to use the existing Queens Drive Space for the Art and Culture Hub proposed for Foxholes Car Park, together with the business units. This would place them in close proximity to Sideshore, The Ocean and Pavilion Development.</p> <p>This would save a huge amount of money as a result of the saving from not building a multi-storey car park and not redeveloping an existing, perfectly serviceable car park.</p> <p>The whole plan does not identify locations for toilets, showers and access for persons with mobility issues. These will negatively impact the proposals.</p>
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		<p>There is reference to Park and Ride but no reference is made to who will operate a bus service to facilitate Park and Ride.</p> <p>Private Landlords in the Town Centre - the plan refers to having a more uniform approach to shop fronts but makes no reference to how this can be achieved when many of the landlords are not local and are not interested in local affairs.</p> <p>Furthermore there is no reference to how businesses will be encouraged into the town centre when business units are being built away from the town centre.</p> <p>Currently there is a significant presence of motorhomes and camper vans on the sea front. These bring revenue to the town and pay enhanced overnight parking fees. There is no obvious provision for these in the plans.</p> <p>This will discourage these visitors. No one will come to Exmouth to park their campervan in a multi-storey car park.</p>
16	Difficulty accessing online	Please could you send me a physical copy of the Draft Plan and consultation questions.
17	Difficulty accessing online	<p>I am aware that I am not the only person experiencing the same issue, but the online consultation process is appalling and after an hour my wife has given up.</p> <p>I have emailed EDDC to ask for a word document so that we can complete and submit feedback. I wonder how many people have just given up?</p> <p>My concern is that by using such a poor electronic system for seeking feedback, you will have far fewer responses than you would have received with an effective system which will make the consultation less reliable</p>
18	Difficulty accessing online (sent hard copy – MA)	Please can you send me a physical draft document and questionnaire as i am unable to access your questionnaire online so i can have my say.
19	Consultation timed out on 15 <sup>th</sup> March Highlighted key points.	<p>Customer enquiry: Planning consultation regarding Exmouth does not allow comments. Here are some comments (ends 15 March). How to improve Exmouth:</p> <ol style="list-style-type: none"> <li>1. The sea front is the jewel in the crown: stop new development – the creeping of new buildings such as food outlets. The so-called watersports centre, like the Ocean building, is much too big and not what was advertised.</li> <li>2. Other open areas are great: Manor Gardens, Maer and Gunfield Gardens. Do not need info boards but better upkeep. No mention of Madeira Walk and all the footpaths. Publicise, creating an informal trail to provide a number of</li> </ol>

		<p>lovely walks for all and keep cyclists out.</p> <p>3. Toilets: need lots for all the pedestrians, those just arriving and about to depart, and users of beach.</p> <p>4. Spend money on improving the Town Centre existing spaces instead of new ones. Make the Strand attractive and people will want to stay in it: currently far too much paving, heaven for skateboarders and cyclists. Spend money on helping individual businesses selling unique items and services to establish themselves. Ask young people what they would like?</p> <p>5. Parking and transport. Find the attitude towards parking and transport very unclear in the proposals. Need to distinguish between needs of locals and visitors. Want to remove the Pavilion car park and the Pavilion to replace with a gym. Where are people to park, or how are they to get there, so far from station and buses? Cycling impractical for people who bring kit with them. The Leisure Centre is in the right place, the Pavilion provides one of the few cultural offers for the town, in pleasant surroundings.</p> <p>6. Remove all traffic from the sea front past Foxholes. In an ideal world, yes, but for now, no. Visitors do not arrive on bikes.</p>
20	Difficulty accessing online	I have tried to respond to your draft plan, and twice tried to get my email address verified but received no email from you to do so. (There is nothing in my spam folder.) So I assume my response has not been received?
21	Found online process confusing not user friendly. See highlighted comments.	<p>I am writing with regard to the Exmouth Placemaking Framework Consultation.</p> <p>Having looked at the proposal document and clicked on the response box to comment, I, together with many friends, have found it to be a very confusing questionnaire, not user friendly and does not really give an opportunity to voice our concerns. Also, the time limit to return this is 15 March, and judging by the numbers who have responded, this form of response is obviously totally inadequate as there is a vast elderly population in Exmouth who would not either be able to access the online form, or even if they did, would not understand it fully.</p> <p>It seems this 'Proposal' is being pushed through at speed without giving adequate ways of responding. Considering the costs that will be involved if this project goes ahead, why could a simple door drop leaflet/return questionnaire not have been put in place?</p> <p>Everyone I have spoken with about the proposed Placemaking Plan are horrified at what has been put forward, the costs involved (which will no doubt escalate considerably and place more burden on local residents).</p> <p>Whilst a vision for the future of Exmouth is a good thing, this gung-ho attitude of lets rip everything out and start again is ludicrous. In particular, the LED is a well used and decent sports centre used by many age groups. It has car parking outside and a train station for those further afield to access it. We do not need a new sports centre, particularly one that is positioned on a multi storey car park which would be a blight on the scenery, nor do we need the much loved Pavilion on the seafront to be erased in favour of extra sports facilities.</p> <p>Additional car parking can be achieved by a multi storey at the London Hotel site, this would not be an eyesore and is ideal for town centre visitors. Then the seldom used lorry park by the train station could be altered so that too could offer town centre visitors parking whilst still retaining some lorry/coach spaces. For visitors to the seafront, the Maer Road car park could have a multi storey section, and offer a park and ride along the seafront.</p>

		<p>Regarding the parking along the road to the end of Orcombe Point from the lifeboat station, taking this away adds pressure on the lack of parking, but it is important that this should be untouched for the numerous elderly residents whose pleasure it is to park up and enjoy the relaxation of sitting in their car enjoying the views, a simple pleasure if they are unable to get down onto the beach or walk far..</p> <p>The Ocean is another site that can be used as an Arts and Culture Hub on their top floor.</p> <p>At a time when we are all having to watch 'our budgets' to even contemplate a project of this scale is a huge worry. Who will be left footing the bill when the project costs then double/triple or worse, look at the sea wall by Sideshore as an example of how costs can suddenly shoot up.</p> <p>Exmouth is already a place that offers plenty of leisure and entertainment, with views across the estuary and coastline that many seaside towns would envy, the only 'brightening up' currently required is to the Town Centre. I am asking that you submit my comments as my 'Response' to this Plan to the relevant Committee , in place of the online Response form, and would suggest to them that they give more consideration to inviting comments from Exmouth residents who are unable to submit online views.</p>
22	Difficulty with accessing online	Please could you send me a physical copy of the Draft Plan and consultation questions
23	Difficulty with accessing online	I would like a fully disclosed hard copy of the proposals for Exmouth please
24	See highlights	<p>Louisa Terrace where we live is a very important part of the Exmouth Conservation Area.</p> <p>There are many listed Georgian buildings along the terrace and they make a very positive contribution to the whole area. These houses were built to include gardens sweeping down towards the sea. The present arrangement reflects this. They are very attractive. Looking outwards from the terrace towards the sea and from the seafront walkway up to the terrace.</p> <p>The history and heritage of Exmouth can be appreciated. Apart from the loss of amenity etc. already mention we cannot see how placing modern sports building between the Louisa Terrace and the sea would be an improvement to the seafront when it will detrimentally change the area forever and we believe actually cause harm to the Seafront's, character .Change is not necessarily an improvement.</p>
25	Difficulty with accessing online	I'm trying very hard to read the draft the draft plan plan presentation of the Placemaker plan, but I can't find anywhere online in a readable form. Can you direct me please to a website where I can really see it to read it so that I can answer before the 15th of March?
26	See highlighted comments	We have only come across these proposals recently .We are concerned about creating a sports centre at the Pavillion site.

		<p>We are not sure if the Pavillion Theatre is to be incorporated. The Theatre is very important to the town with shows on offer nearly all year round. With regard to the gardens:</p> <p>creating such a built environment where there is a precious green open space is unacceptable.. The gardens at the Pavillion provide a great amenity for young family's with prams that make the beach difficult to access also for the elderly to have the benefit to enjoy the sea view in a quiet sheltered space. The proposed seating out front could not make up for the loss of the present amenity .So as we understand this would represent a loss of amenity.</p> <p>The yearly series of music gathering in the Pavillion Gardens are an important part of the Summer Season and bring the community together as well as being an attraction to visitors that come here for holidays from far and wide.</p> <p>The Heritage of Exmouth is worth preserving The Conservation Area needs to be protected. A Sports Centre could go anywhere. it does not need to be on the seafront The problem with parking is bad enough around the area without adding</p>
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Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 31<sup>st</sup> July 2024

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA

## Progress Update on Exmouth Town and Seafront

### Report summary:

The purpose of this report is to provide Members with a general summary of progress since the last update on 23<sup>rd</sup> January 2024 with on-the-ground placemaking projects in Exmouth currently being delivered by the Place and Prosperity Team.

There are other placemaking related projects being delivered across Exmouth by other Teams, namely the successful Gate to Plate event earlier this summer, events and other arrangements secured through the Council's Events Team, and of course the sea defence works being delivered by the Council's Engineering Team.

With a new Place Directorate now in existence since June, in this report and moving forward we are including these to PETS. This will provide Members of this Group with a wider awareness of the activities taking place.

### Is the proposed decision in accordance with:

Budget Yes  No

Policy Framework Yes  No

### Recommendation:

That Members of the Group note this update and the successes achieved.

### Reason for recommendation:

To ensure that Members are informed about the on-the-ground placemaking projects being delivered 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
- Communications and Democracy
- Economy
- Finance and Assets
- Strategic Planning
- Sustainable Homes and Communities



Culture, Leisure, Sport and Culture

## **Equalities Impact** Low Impact

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

## **Climate change** Low Impact

**Risk:** Low Risk; The report is 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

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## **Report in full**

### 1.1 General Update

#### Queens Drive

- All five food and beverage pitches have now been let for the season.
- Some 'facelift' work was carried out at Queen's Drive from 2023/24 budget. This was mainly the parasols over the tables and some repairs to the seating and painting of the Bar.
- The Events Space at rear of Queen's Drive site was marketed in January by our colleagues in Streetscene in the hope of attracting a reliable operator – we received one proposal that was suitable who was aiming to start operations by the 2<sup>nd</sup> May Bank Holiday – however the slip and slide equipment was not made in time and therefore cannot be deployed. This part of the site therefore remains vacant.
- Council staff have agreed to work with the traders to facilitate entertainment in the trader's area (around the food pitches). This has included (at the time of writing) proposals for 24 events to take place in the traders area on Queens Drive which we hope will provide a much needed boost (4 have taken place so far). The events consist of low-key music, entertainment eg facepainting for children and bands playing etc– the traders have agreed to bring forward a summary and evaluation in due course in the end of season round up to enable Officers to consider the success of this initiative and to consider learnings for next season.

#### Events

- The events team have issued 18 fitness licences this year across EDDC with Exmouth having the most.
- Exmouth Beach Rugby and Netball Festival took place at the end of May. A well attended event comprising of Rugby and Netball Tournaments, plus live music including bands & DJs. The Events Team had excellent feedback from those attending the event and the organisers. Again, the organisers have rebooked for 2025.
- Exmouth Pride ran its biggest page 5 to date this year which is a welcome development.

### Exmouth Festival

- The Cultural Producer & Climate Change Officers have been working with the Exmouth Town Hall Arts Manager & Climate Change Officer on decarbonising Exmouth Festival, supported through funding from the EDDC Green Team. With support from South West Energy and Environment Group, the carbon footprint of last year's festival has been calculated and recommendations for reducing this and sharing sustainable messaging are being implemented. The dates of the festival are July 19<sup>th</sup> – 21<sup>st</sup> 2024. Our goal of this pilot project is to not only make this festival carbon neutral by 2030, but to create a template, measurement tool and guidelines which all East Devon festivals can adopt so that event organisers can run festivals which are carbon reducing and commercially viable. Ultimately, we would like East Devon to be recognised as the home of 'green festivals,' a USP that sets us apart from other areas in the South West.
- Local band performances have started again, including the Exmouth Town Band.. Exmouth Pavilion are also providing free music entertainment throughout the summer every week too.

### Exmouth Seawall

- Phase 1 of the seawalls works have been completed with phase 2 planned to be completed by October 2024 to extend the sea walls to the slipway next to Harbour view café. The work is overseen by the Council's engineers.

### Beach Management

- Ongoing SWW issues of pollution discharge with heavy rain.
- Exmouth Beach Management Plan is progressing well with a report expected in January of 2025.

### Other

- Deep Green energy harvesting proposal at Exmouth Leisure Centre to reduce energy consumption using excess heat for a server farm – required consent from landowner to approach National Grid for supply / capacity data. Provided on 9<sup>th</sup> July to LED.

## 1.2 Levelling up Fund Bid – Destination Exmouth/Exmouth Gateway

On the 8th of May 2024 DCC's Cabinet made the following recommendation:

"That the Cabinet be asked to:

note the results of the Consultation and approve the removal of the Exmouth Gateway proposals from the Destination Exmouth Levelling Up Fund (LUF) package".

Senior Officers approached DCC Officers prior to that Cabinet meeting taking place, expressed our concern and disappointment and made alternative suggestions of how this funding could instead be spent on placemaking interventions within the town, to support projects which were shovel ready and deliverable.

### **Financial implications:**

No direct financial implications are identified from the recommendations.

**Legal implications:**

There are no legal implications requiring comment at this time.