



# **Exmouth Placemaking Plan**

## Inception meeting

21 June 2023

## **1.Introductions**

Exmouth EDDC and WSP team

## **2. Project Execution**

Expectations of the brief

Delivery plan and Project programme

Meeting and engagement schedule

Project team, roles and responsibilities

Collaborative working methods and data requests

## **3.Placemaking Plan**

What we mean by a placemaking plan

Existing work

Our understanding of the place

Approach to engagement

## 2. Project execution: Expectations of the brief

Prepare '**The Placemaking Plan**' that is **supportable** and **usable** by the Council and its stakeholders as the **principal policy guide** and **route plan** for achieving a vision for sustainable Placemaking in Exmouth Town and Seafront for a period of up to **ten years**.

## 2. Project execution: Local issues

### **Socio-economic Issues**

- Struggles to realise the full potential of its natural assets and USP and is in danger of economic decline.
- Polarising socio-economics and deprivation.
- Ageing population.
- Second-tier tourism offer.
- Competition and draw of Exeter.
- Lack of activities for young people.
- Seasonality and transient renters.

### **Spatial and infrastructural issues**

- Ageing infrastructure.
- Poor sense of arrival; one way in and one way out of the town.
- Fragmented and isolated places (throughout the town and Imperial Road).
- Unclear wayfinding or lack of distinctiveness.
- Patchy green infrastructure spines from the seafront to the town.
- Challenging connectivity due to the town's linear nature.

## 2. Project execution: Objectives

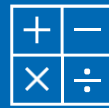
### 'Exmouth Placemaking Plan' to ensure...



'**Shared vision**' for the town that is driven by the community's aspirations



**Socio-economic sustainability** that ensures prosperity and economic opportunities to the residents



**A Framework that will enable the right condition** for bringing forward development on key sites



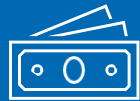
Delivery of **public realm** that is exciting, vibrant and cohesive



**Delivery of projects and opportunities within 10 years**



**Encourage sustainable tourism** to bring investment that provides benefits to the local residents



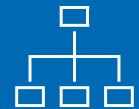
**Capitalise and commercialise public land** that will bring maximum benefits to the town and its residents



**Harness its strategic seafront location,** proximity to key destinations, and key activities



**Improve connectivity and accessibility** within and outside the town



Placemaking Plan as an **opportunity to improve governance, funding mechanisms and collaboration**

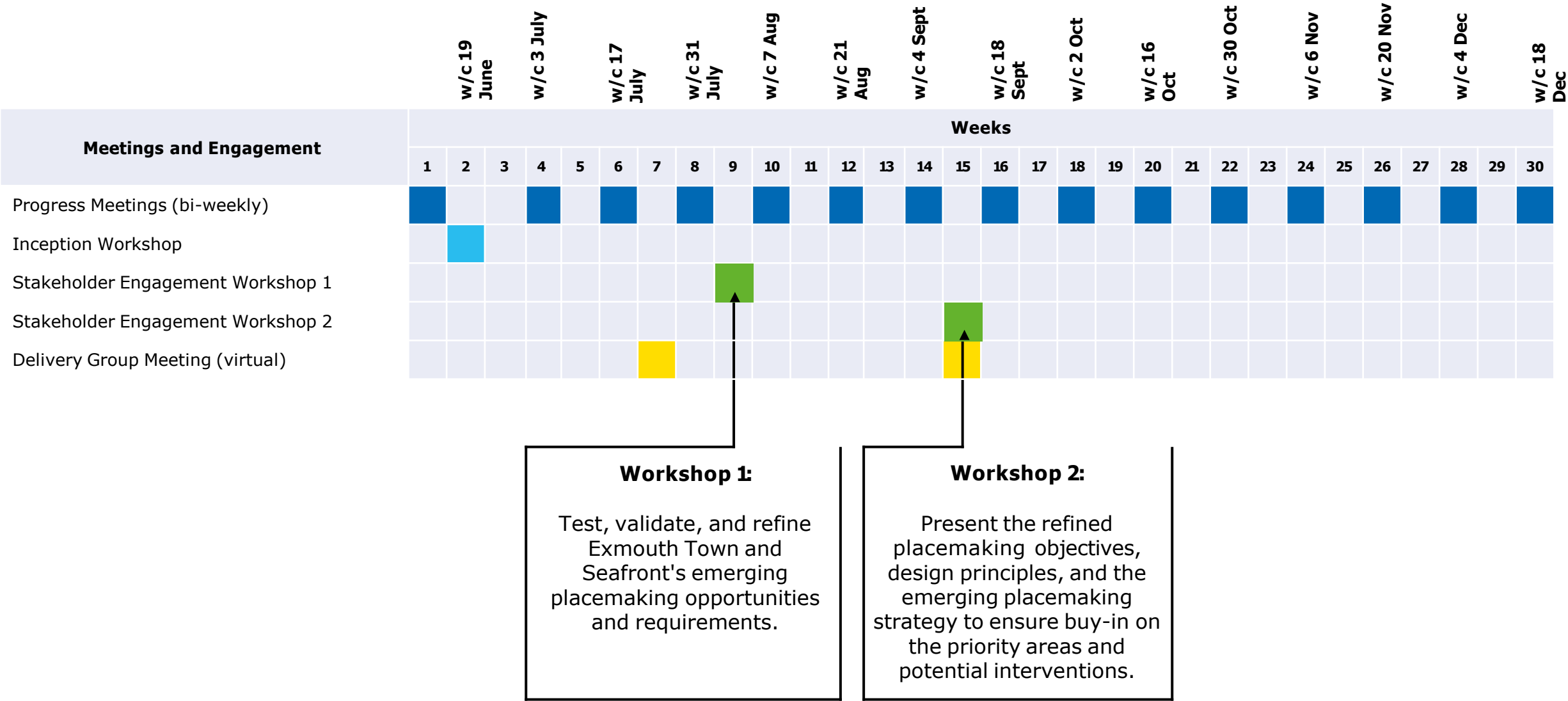
## 2. Project execution: Delivery plan



## 2. Project execution: Project programme

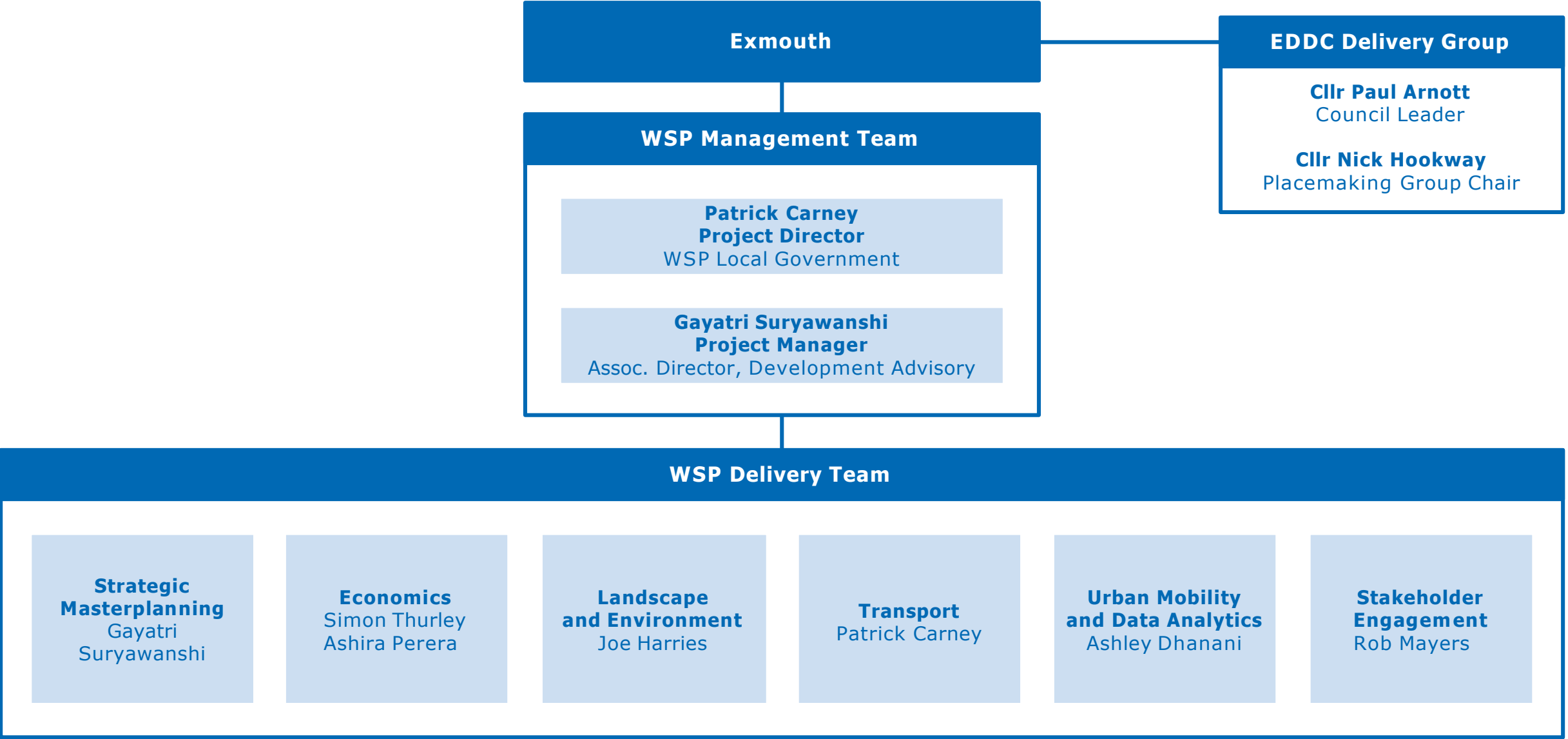
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## 2. Project execution: Meeting and engagement schedule





## 2. Project execution: Project team, roles and responsibilities



## 2. Project execution: Collaborative working methods and data sharing

### Communication

**Client Contact:**

Gerry Mills

**WSP Point of Contact for Management**

Patrick Carney

**WSP Team Contact:**

Gayatri Suryawanshi

### Sign Off and Approval

**Client Core Team:**

Tim Child

Gerry Mills

**Delivery Group:**

### Data Sharing

**All project and client files are managed in the Teams SharePoint folder:**

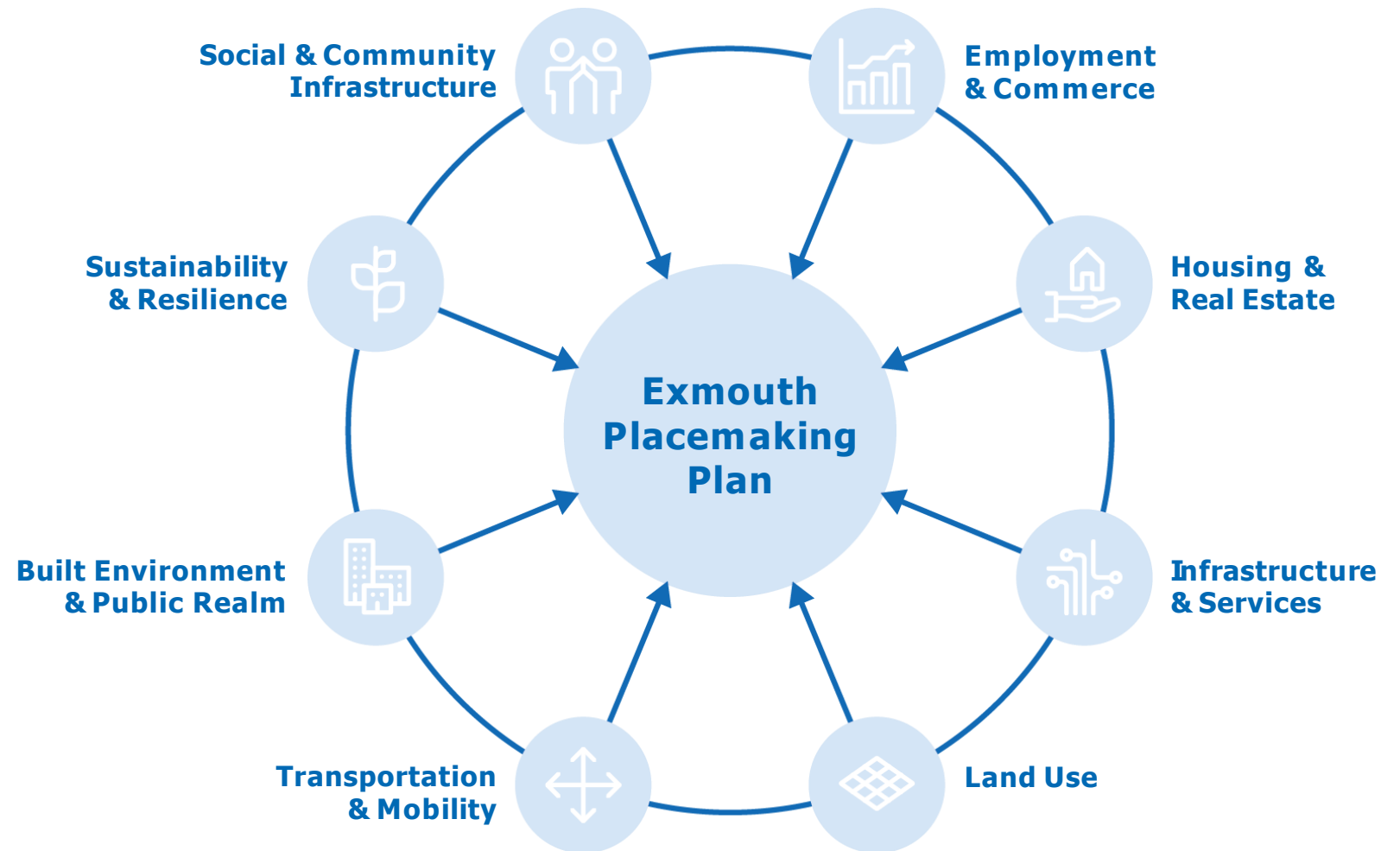
[Exmouth Placemaking Plan - Client Portal](#)

**Data Request Log:**

[20230620 Exmouth Data Request Log.xlsx](#)

### 3. Placemaking Plan: What we mean by a placemaking plan

Understanding and harnessing the value of Exmouth's **assets** through a set of **interconnected actions** that reimagine and reinvent Exmouth as a cohesive place where people choose to live, work, and spend time.



### 3. Project brief: Existing work

**Exmouth Town Centre and Seafront Masterplan 2011:** Character and land use, urban layout, access and movement, public realm, green infrastructure and blue infrastructure. Limited delivery detail.

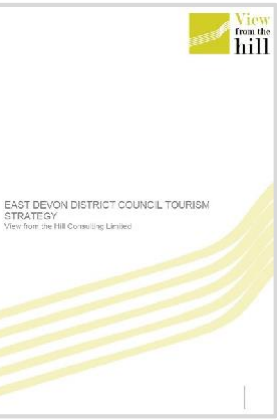
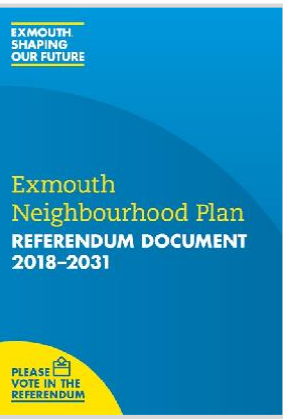
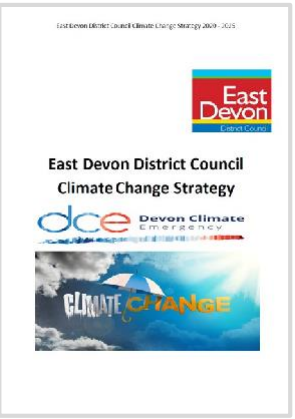
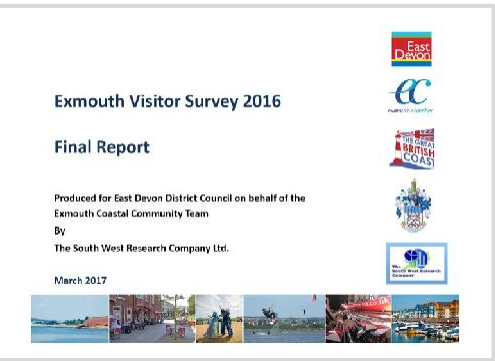
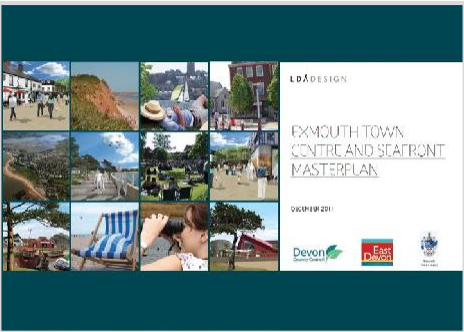
**Exmouth Seafront Vision 2020:** Focuses on meanwhile use.

**Cultural Strategy 2022-2031:** Uses culture to address the climate emergency as cohesive and integrated actions.

**Tourism Strategy 2022:** Leading year-round destination through natural diversity, food and drink, active nature, and cultural tourism.

**Leisure Strategy 2021-2030:** Focuses on health and wellbeing benefits. Targets socially and economically disadvantaged residents.

**Climate Change Strategy 2020-2025:** Enhancing resilience to climate change, reducing emissions from energy consumption, promoting renewable and low-carbon energy supplies, supporting environmentally friendly development, and fostering the low-carbon economy.



### 3. Project brief: Our understanding of the place (Economics)



#### Economic baseline

A baseline review of Exmouth's economy will cover:

- Gross value added and employment in key sectors
- Labour force characteristics (income, educational attainment, skills development opportunities and gaps, economic activity rates)
- Exmouth's population characteristics (age, population structure, population growth, health, ethnicity)

Inform the local economic trends, developments and drivers impacting the performance of the town



#### Strategic outline case

Placemaking strategy will comprise an outline programme of projects and interventions.

Strategic outline case brings together the rationale for the strategic fit of the package of the interventions with:

- Policy.
- Aims of the strategy.
- Likely social and economic impacts.

Articulate the strategic narrative setting out the need for the projects



#### Investment strategy

Understanding and articulation of the existing funding sources applicable to the development projects. External funding sources may include:

- Council capital funding
- Government regeneration funding
- Private capital investment, and/or
- Other funding sources.

Compiling recommendations to ensure the delivery framework aligns with the investment landscape.



### 3. Project brief: Our understanding of the place (Economics)

## Demographics

### Ageing population

- Exmouth has a [population of 50,248 \(Parish: 35,500\)](#) compared to 150,800 in the whole of East Devon.<sup>1</sup>
- **Average median age in East Devon is 50 years old** – 6 years older than in the rest of the South West (44) and [10 years older than England](#) as a whole (40).<sup>2</sup>
- Proportion of **people over pensionable age** in East Devon is predicted to increase at a faster rate to the rest of England – from [30.1% in 2018, to 32.8% in 2028](#) (England: 18.2% to 20.7%, respectively).<sup>3</sup>

**Income:** Weekly median gross pay for residents in East Devon is £628 for full time workers – slightly lower compared to £646 for England as a whole.<sup>4</sup>

**Poverty:** Exmouth has [5 of the top 10 of the most vulnerable neighbourhoods in East Devon](#): Littleham; Town Centre; The Point, Docks and Victoria Road Area; Liverton and Veiges; and Moorfield Road.<sup>5</sup>



### 3. Project brief: Our understanding of the place (Economics)

## Labour market

**Labour scarcity across Devon: Firms face difficulties filling vacancies** due to a scarcity of skilled labour caused by:

- Lack of **affordability of housing** for current and future employees.<sup>6</sup>
- **Insufficient public transportation** to many tourism destinations for employees.<sup>6</sup>
- **Reluctance to work in tourism** due to demanding hours and conditions.<sup>6</sup>

Exmouth is perceived to have grown without a balance of employment or housing, **serving as a commuter hub** for employees working in Exeter, and as a retirement destination.<sup>7</sup>

- Approximately **57% of the population of Exmouth is of working age** (aged 15-64), broadly in line with East Devon as a whole (55.5%) and lower than in England as a whole (64.1%).<sup>1</sup>
- **52% of people aged over 16 in Exmouth are economically active** (57.4% in England) 45.6% economically inactive (39.1% in England), and 2.2% unemployed.<sup>1</sup>





### 3. Project brief: Our understanding of the place (Economics)

## Tourism

In 2015, Exmouth's tourism sector attracted 421,000 staying visits and 2.9 million day-visits, generating approximately £183 million of visitor spend in the local economy.<sup>9</sup>

**Low visitor spend:** As of 2020, the average spend per day in Exmouth was £15 per day, compared with £34 for East Devon, and £36 for Devon.<sup>8</sup>

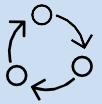
**Repeat day visits:** The latest 2022 Visitor Survey showed that almost two-thirds of respondents made day visits to Exmouth, 76% were on a repeat visit; and one third was aged over 65 years.

**Looking forward:** older customers dominate the tourism sector in Exmouth and there is potential to expand into the millennial market for future growth.<sup>8</sup>





### 3. Project brief: Our understanding of the place (Transport)



#### Transport Baseline

A **baseline review** of Exmouth's Transport will cover the following:

- Mapping of existing transport **hubs, linkages** between key destinations and **mobility** challenges.
- Liaison with the **Local Highway Authority** and identification of existing planned improvements.
- Identify areas of congestion, safety issues and barriers to growth and development.

Inform the placemaking strategy and the link between transport and spatial planning.



#### Transport Interventions

**Transport interventions** will feed into the placemaking strategy and potentially be considered part of the programme in the SOBC, based on various **criteria**:

- Readiness, priority, and scale.
- **Alignment** with the other interventions considered in the SOBC.
- The likely social and economic **impacts**.
- Improving **connectivity** between the town centre, Estuary & Seafront.

Articulate the strategic narrative setting out the need for transport interventions.



#### Investment in Transport

Building upon the investment from **LU funding for Exmouth Gateway**, additional funding sources will be explored, which may include:

- Council capital funding
- Government regeneration funding
- Private capital investment, increasing the value of sites and/or
- Other funding sources.

Compile recommendations to ensure the delivery framework aligns with the investment landscape.

### 3. Project brief: Our understanding of the place (Transport)

#### Current Challenges

- Poor connectivity to wider parts of Devon
- Seasonal traffic levels and variations in parking demand
- Poor linkages between key destinations within Exmouth
- Limited private sector funding for improvements

#### Planned Improvements:

- £15.7 million Improvements planned as part of the Exmouth Levelling Up Fund, including the Dinan Way Extension and Exmouth Gateway

#### Opportunities:

- [Good Rail links](#) – Improved sense of arrival and connectivity to the town centre
- [High-quality cycle links](#) – Improved access to the Sea Front and Marina
- Improve legibility with stronger [connectivity between the town centre and seafront](#)
- Improve the [public realm](#) in town centres and seafront areas to increase dwell time
- Improved [access](#) to potential regeneration sites



3. Project brief: Our understanding of the place (Landscape and environment)

Bringing together multiple social, urban, and natural dimensions, and private and public spaces for the community and visitors.



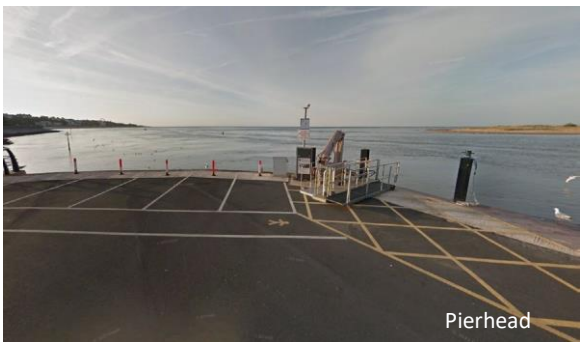


### 3. Project brief: Our understanding of the place (Landscape and environment)

Wayfinding - Uses



Destinations



Play on the way



Iconic



Artistic



Nature Trails





### 3. Project brief: Our understanding of the place (Landscape and environment)



1. Train station bus depot



2. Leisure centre



3. Exmouth Rugby Club



4. Imperial Recreation Ground



5. Victoria Way



6. The Parade



7. The Strand



8. Magnolia Centre



9. Library



10. Manor Gardens



11. The Harbour



12. Pierhead



13. Mamhead Slip



14. The Imperial Hotel



15. Clock Tower



16. Exmouth Pavillion



17. Cricket Club



18. The Maer



19. Lifeboat Station



20. Orcombe Point



21. The Royal Avenue Car Park



22. The Imperial Road Car Park



23. Harbour-View  
café/Coastwatch tower



24. London Hotel Car Park



25. Queen's Drive Space



26. Foxholes Car Park



27. Maer Road Car Park



28. Proposed children's play area  
at Queens Drive

### 3. Project brief: Our understanding of the place (Engagement so far)




#### Overview


**6 April 2022**  
**Delivery Group Workshop**  
Members agreed themes and characteristics for placemaking in Exmouth Town and Seafront.


▼


**8 June 2022**  
**Meeting**  
Cabinet proposed a series of workshops and a public consultation to seek feedback from interest groups, stakeholders, and the public.


#### Feedback

**Consultation with Exmouth Town Council**

**Questionnaire (online)**  
**861 respondents**  
Closed 12th of August 2022

**Workshops (face-to-face)**  
**138 participants**  
May to August 2022

**Visitor surveys (face-to-face)**  
**400 visitors**  
July to August 2022

**Additional, unsolicited feedback**

#### Findings

**Exmouth’s top place characteristics**

- Long sandy beaches, Jurassic coast World Heritage Site, estuary, and the seaside town and promenade.
- Water sports activities for all ages and centre of excellence.
- Victorian, maritime, and naval history.

**Exmouth’s top development themes**

- Diversify the economy with sectors and business types beyond tourism.
- Improve quality of town centre spaces and facilities.
- Improve unoccupied and derelict areas.
- Maintain the towns character to keep existing visitors onboard.

Respondents largely supported the placemaking project and reported that their voices were heard. Children and young people are currently underrepresented.

### 3. Project brief: Approach to Engagement



**Objective**

Confirm prior engagement data.  
Gain insight on stakeholder groups.  
Review of engagement to date.

**Format**

Half-day workshop.

**Participants**

Stakeholders incorporating Exmouth’s suggestions.

**Objective**

Test and validate the Exmouth placemaking challenges, opportunities, and vision.

**Outcomes**

Findings will inform the vision setting and placemaking strategy.

**Format**

Half-day workshop.

**Participants**

Stakeholders engaged in previous stage.

**Objective**

Present the refined vision, and proposed interventions to ensure buy-in on the priority areas and potential interventions.

**Outcomes**

Findings will inform the vision-setting exercise.



# **Exmouth Placemaking Plan**

## Inception meeting

21 June 2023