

Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 28th May 2024

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA

Progress Update: The Exmouth Placemaking Plan

Report summary:

The purpose of this report is to provide Members with a summary of progress on the Exmouth Placemaking Plan that the Place and Prosperity Team is involved in since the last update on the 23rd of January 2024.

Is the proposed decision in accordance with:

Budget Yes No

Policy Framework Yes No

Recommendation:

- a) That Members of the Group accept 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.
- b) 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.
- c) That a Part B Workshop now be arranged with PETS Members to consider Delivery Models for bringing forward the draft Placemaking Plan before the Placemaking Plan itself then comes back with a recommendation for adoption.

Reason for recommendation:

To ensure that members are informed on the type of work that the team is undertaking and any work that is relevant to their ward.

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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

Report in full

Summary of the Exmouth Placemaking public consultation Exercise March 2024

Introduction

Background:

- 1.1 As determined at the 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

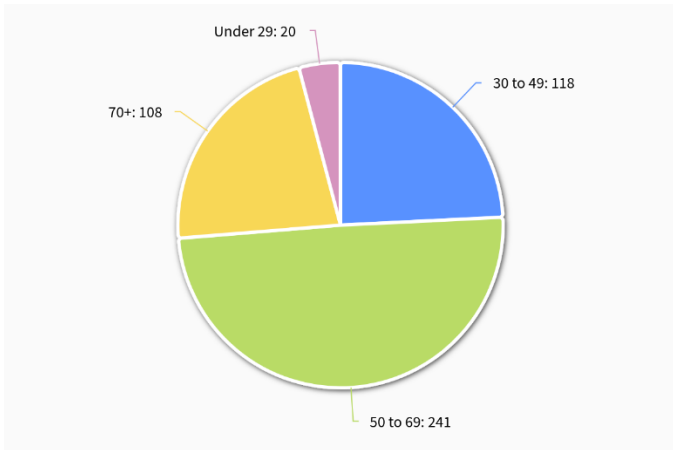
- 1.4 There have also been other engagement with community groups, interest groups and individuals – the one demographic that is largely missing are children and young people, however the local College and Youth Parliament were included in the distribution list. Attempts to engage with children and young 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, an individual member called for an additional consultation. This consultation would focus on collating a response to the draft Exmouth Town and Seafront Place Making Plans and was then supported by the PETS group.

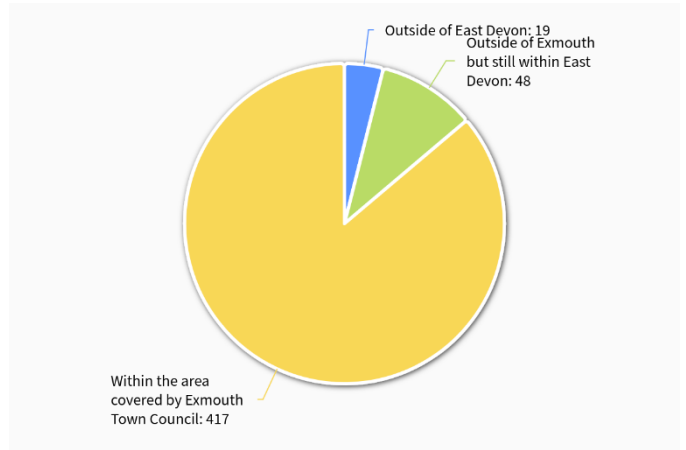
Public consultation exercise March 2024:

1.9 The supplementary consultation ran for two weeks between the 1st – 15th 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

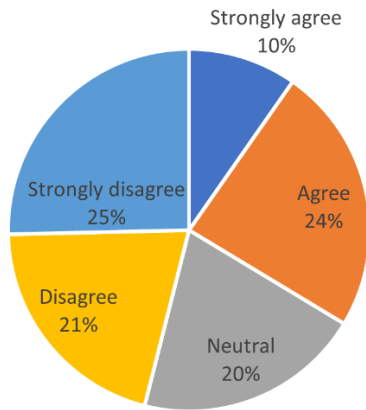


Do you normally live...

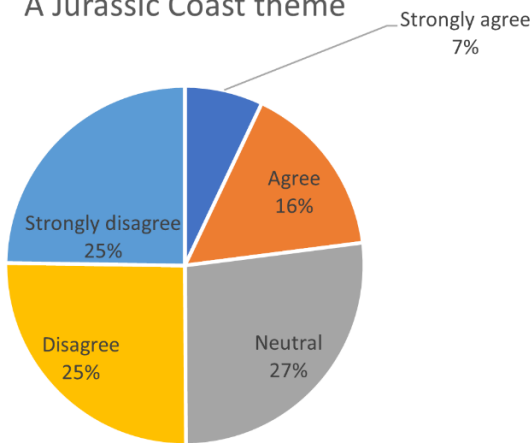
We asked the following Questions using an identical format to that used previously.

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

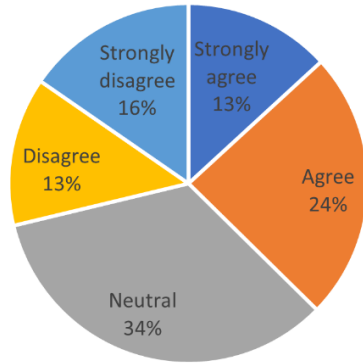
A clear identity and purpose



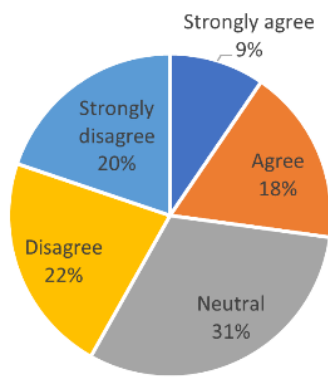
A Jurassic Coast theme



A safe place

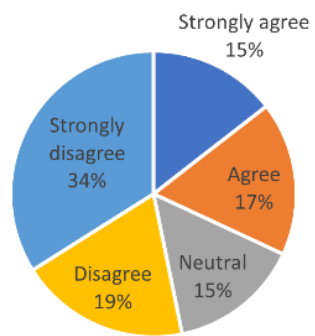


A town that takes action to reduce climate change

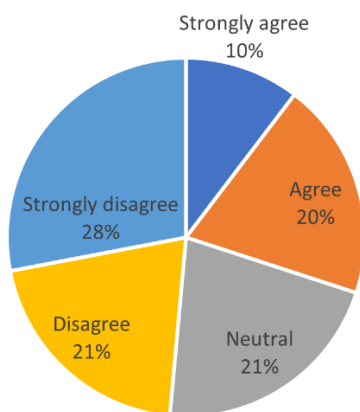


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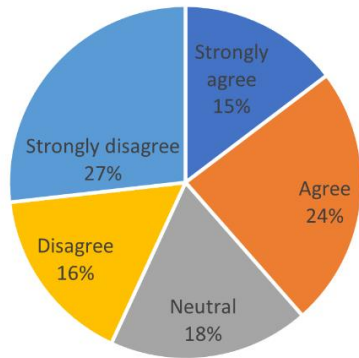
Any changes being respectful of what is already in place. For example; architecture, water sports, maritime, fishing, sailing



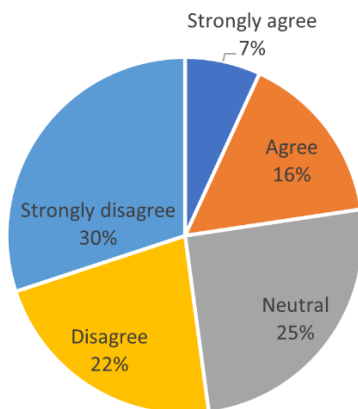
A traditional seaside theme



Accessible by everyone

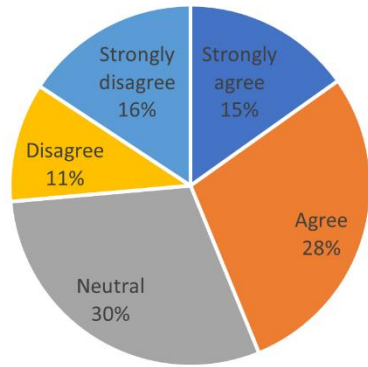


Having a unique selling point or something iconic

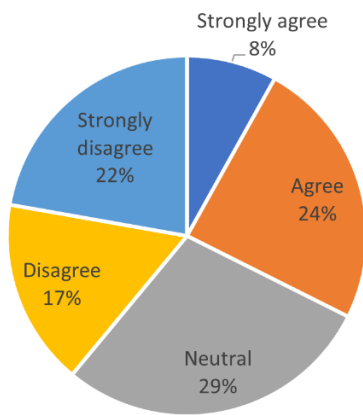


Q: 1 cont.

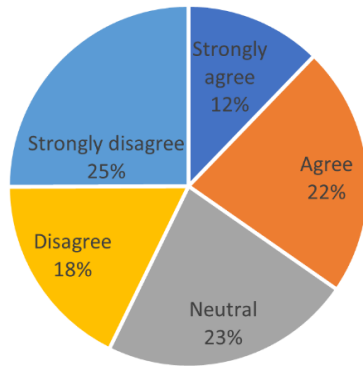
Open all year round



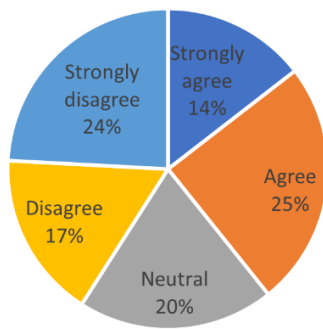
Sea / maritime heritage theme



Something to offer everyone

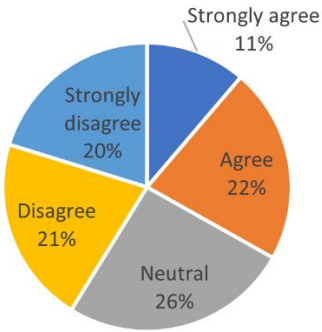


The natural environment, including the countryside, sea and beach theme

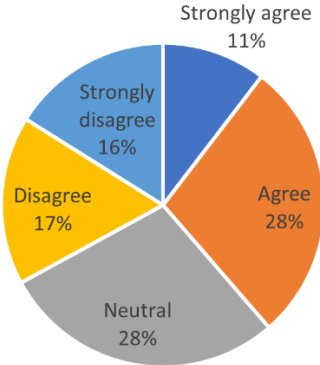


Q 5: We asked the following Questions using an identical format to that used previously. Previously we asked if you agreed or disagreed with the following proposals for how Exmouth could be improved – do you think the Draft Plan reflects these?

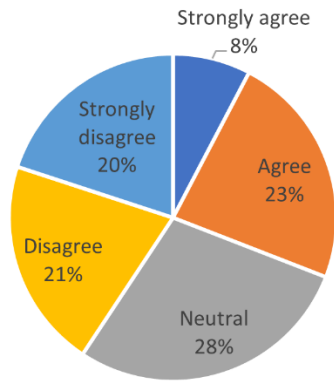
An economy with a variety of jobs and services in different sectors, not all based on one sector such as tourism



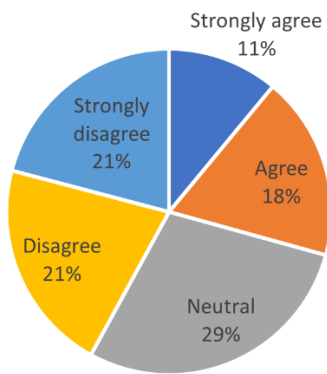
An improved mixture of free activities and activities you pay for



Doing more to encourage and support marine based businesses

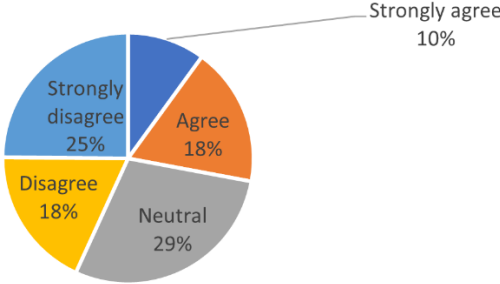


Improved activities for young people aged 11 to 18

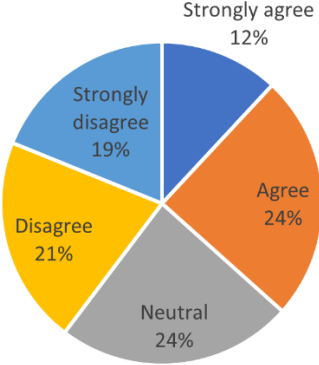


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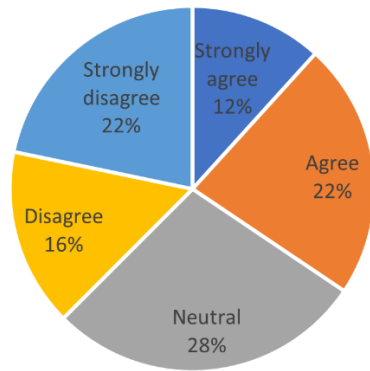
Improved links between the different areas of Exmouth such as the docks, The Strand, Brixington, Littleham, Orcombe Point, the town centre, beach



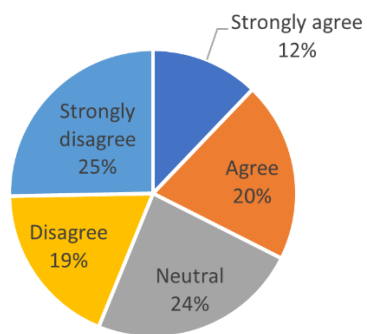
Improved arts and culture facilities, such as theatres, libraries, museums, visitor centre



Improved attractions suitable for families

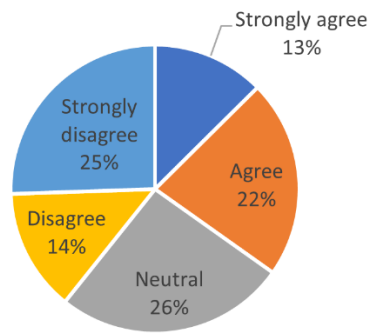


Improved environmentally friendly transport links to and around the town, such as cycling, buses, trains, walking, tramway

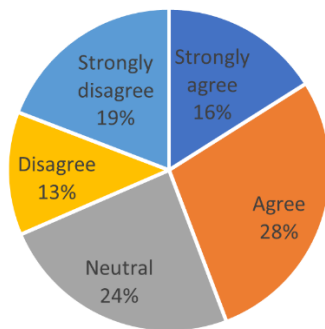


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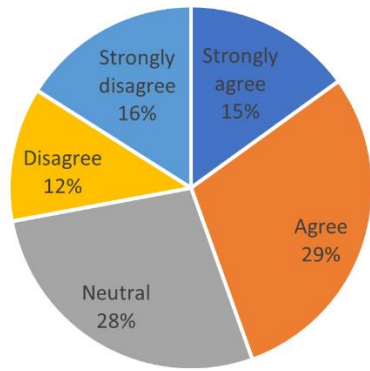
Improved management of the natural environment. For example, the beach management plan



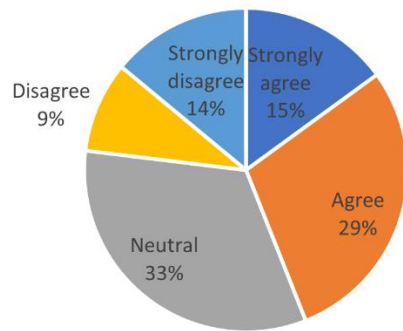
Improved public open spaces, including parks and play areas



Improved seating, that is suitable for everyone

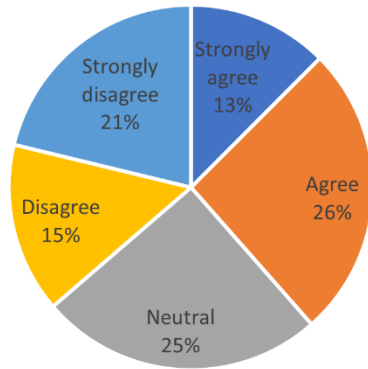


Improved signage to help people find their way around

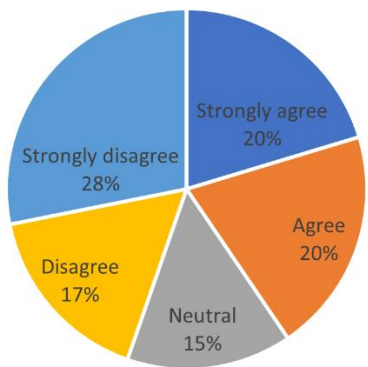


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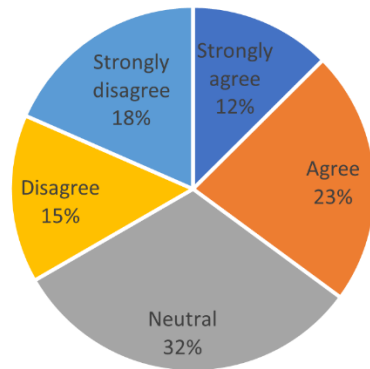
Improved sports and leisure facilities



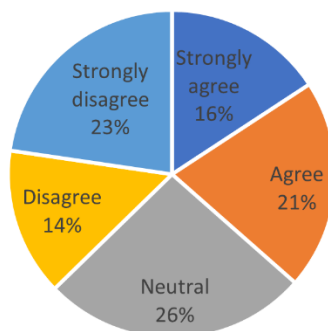
Improve the town centre



Improved walking and cycling links to Exeter



Improvements to the unoccupied and derelict areas of Exmouth



- **Recommendation**

- a) That Members of the Group accept 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.
- b) 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.
- c) That a Part B Workshop now be arranged with PETS Members to consider Delivery Models for bringing forward the draft Placemaking Plan before the Placemaking Plan itself then comes back with a recommendation for adoption.

Financial implications:

There are no new financial implications identified.

Legal implications:

There are no legal implications requiring comment at this time.