

Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 31st July 2024

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA

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

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

- 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

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

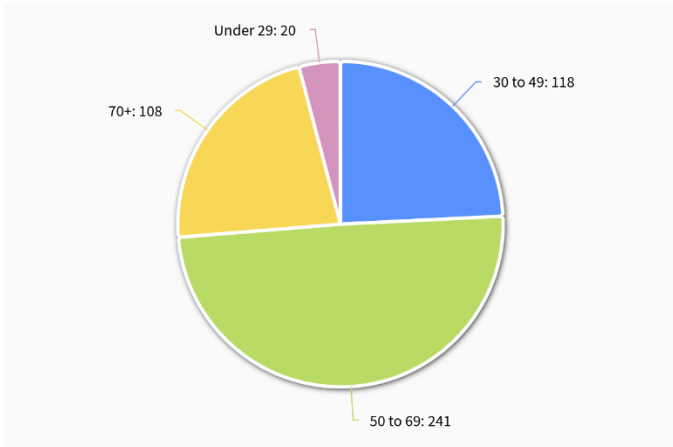
- 1.4 There have also been other engagement with community groups, interest groups and individuals – the one demographic that is largely missing are children and young people, however the local College and Youth Parliament were included in the distribution list. Attempts to engage with children and young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

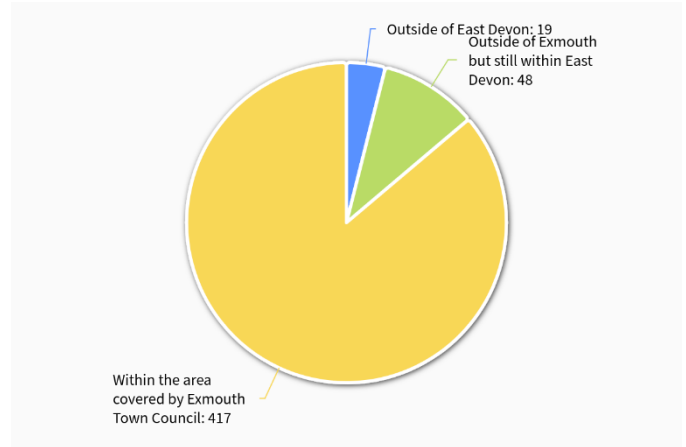
Public consultation exercise March 2024:

1.9 The supplementary consultation ran for two weeks between the 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

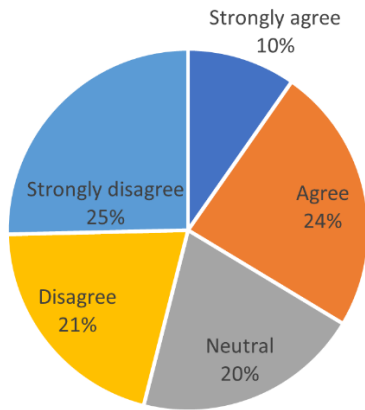


Do you normally live...

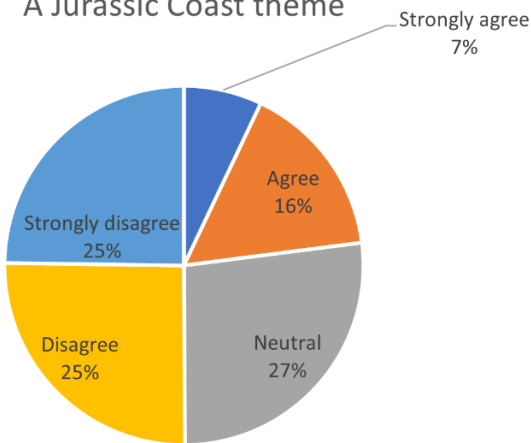
We asked the following Questions using an identical format to that used previously.

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

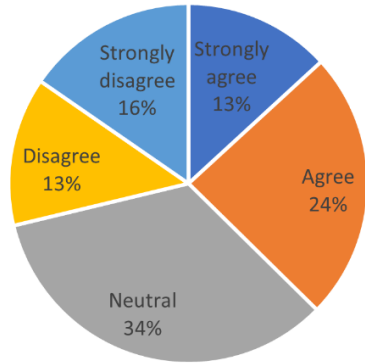
A clear identity and purpose



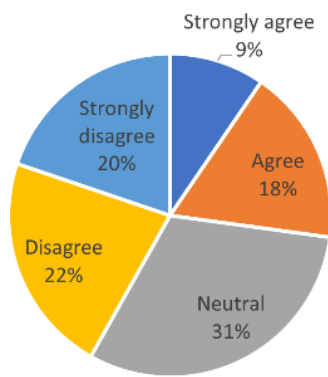
A Jurassic Coast theme



A safe place

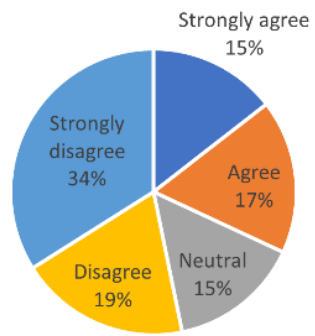


A town that takes action to reduce climate change

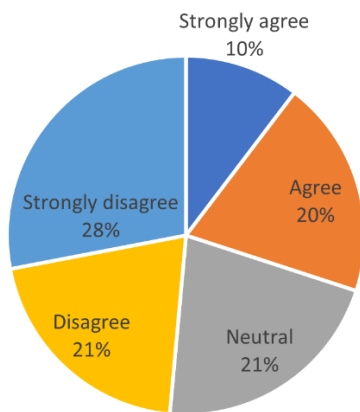


Q: 1 cont.

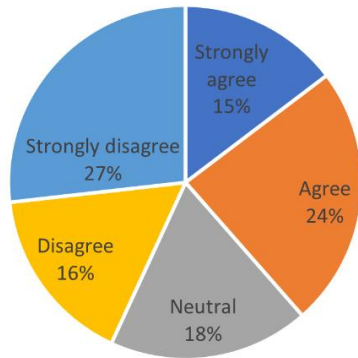
Any changes being respectful of what is already in place. For example; architecture, water sports, maritime, fishing, sailing



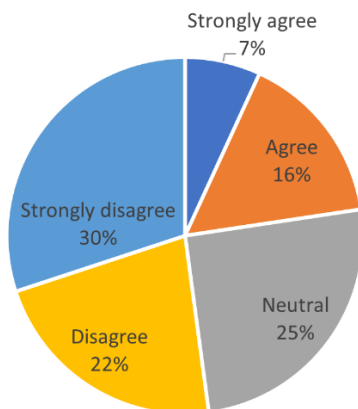
A traditional seaside theme



Accessible by everyone

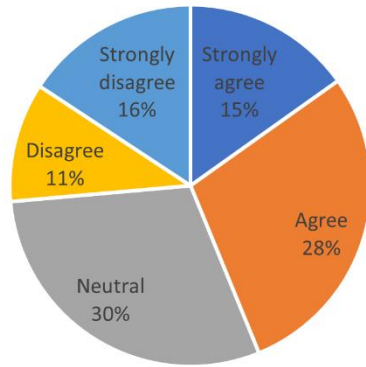


Having a unique selling point or something iconic

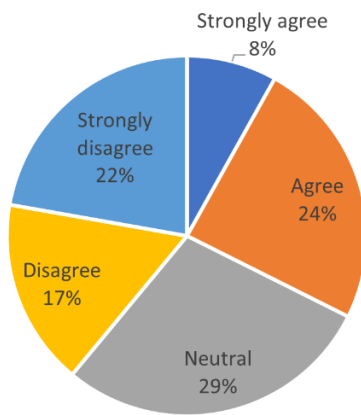


Q: 1 cont.

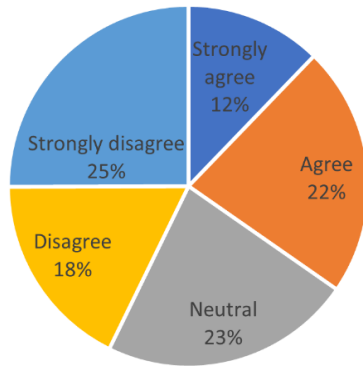
Open all year round



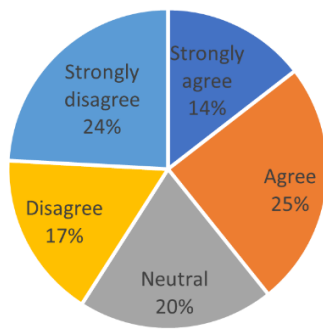
Sea / maritime heritage theme



Something to offer everyone

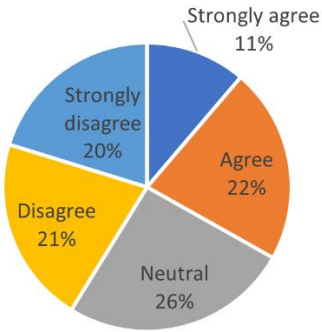


The natural environment, including the countryside, sea and beach theme

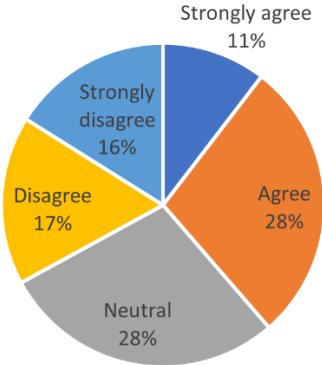


Q 5: We asked the following Questions using an identical format to that used previously. Previously we asked if you agreed or disagreed with the following proposals for how Exmouth could be improved – do you think the Draft Plan reflects these?

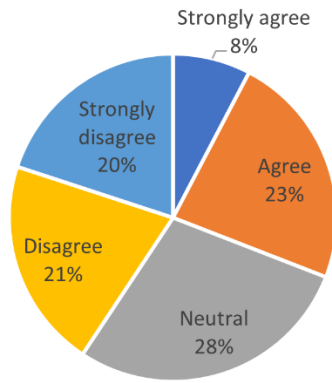
An economy with a variety of jobs and services in different sectors, not all based on one sector such as tourism



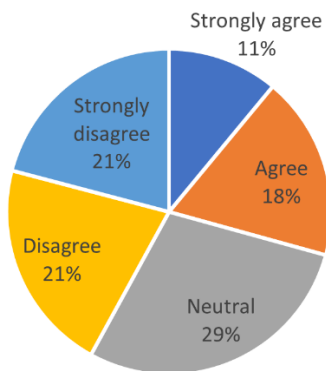
An improved mixture of free activities and activities you pay for



Doing more to encourage and support marine based businesses

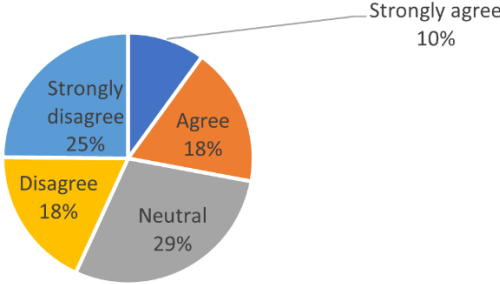


Improved activities for young people aged 11 to 18

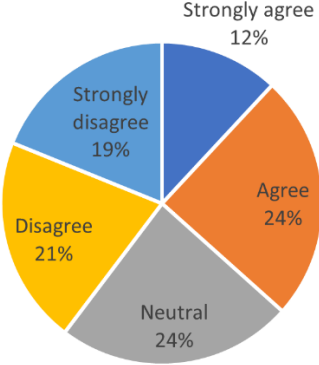


Q:5 cont.

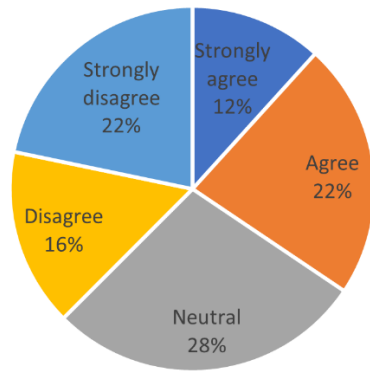
Improved links between the different areas of Exmouth such as the docks, The Strand, Brixington, Littleham, Orcombe Point, the town centre, beach



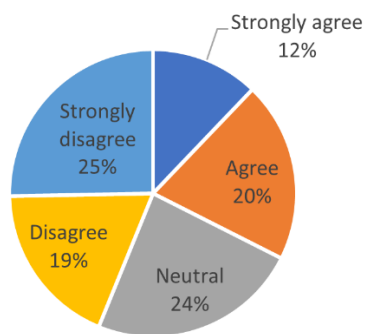
Improved arts and culture facilities, such as theatres, libraries, museums, visitor centre



Improved attractions suitable for families

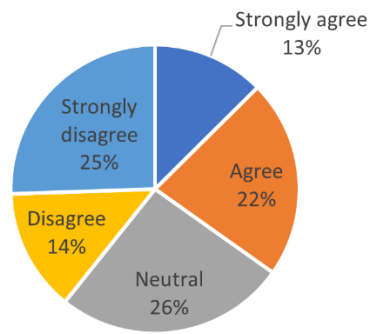


Improved environmentally friendly transport links to and around the town, such as cycling, buses, trains, walking, tramway

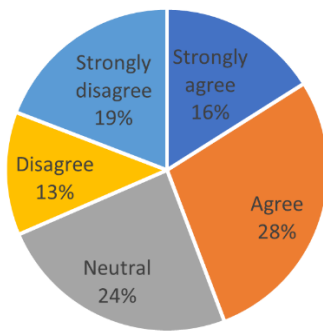


Q:5 cont.

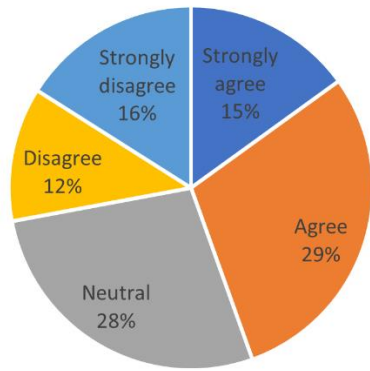
Improved management of the natural environment. For example, the beach management plan



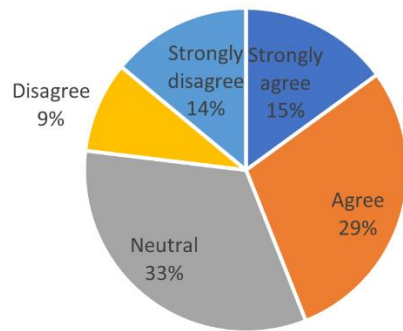
Improved public open spaces, including parks and play areas



Improved seating, that is suitable for everyone

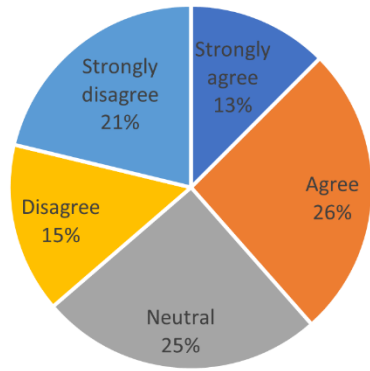


Improved signage to help people find their way around

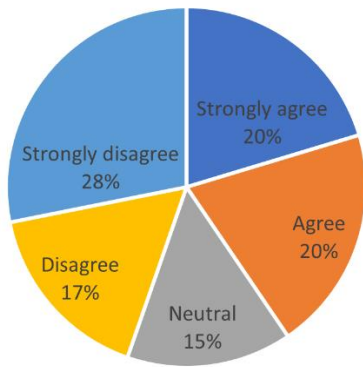


Q:5 cont.

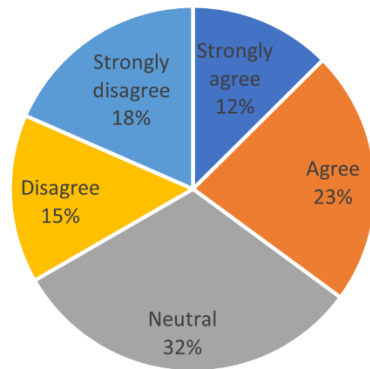
Improved sports and leisure facilities



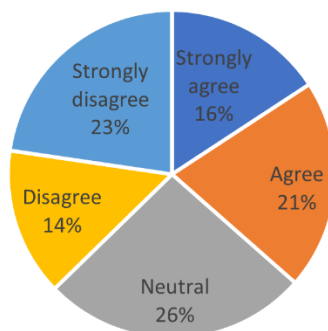
Improve the town centre



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.