



**Agenda for Placemaking in Exmouth Town and
Seafront Group (formerly Exmouth Queen's
Drive Delivery Group)**

Tuesday, 14th March, 2023, 10.00 am

**Members of Placemaking in Exmouth Town and Seafront Group (formerly Exmouth
Queen's Drive Delivery Group)**

Councillors: P Arnott (Vice-Chair), M Armstrong, O Davey,
P Hayward, N Hookway (Chair), A Colman, D Ledger, B Taylor,
J Whibley, C Wright, S Gazzard, A Bailey, B De Saram and
J Rowland

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Venue: Online via Zoom app

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(or group number 01395 517546)

Wednesday, 1 March 2023

- 1 Public speaking
- 2 Minutes of the previous meetings held on 10 October 2022 and 13 December 2022 (Pages 3 - 10)
- 3 Apologies
- 4 Declarations of interest
- 5 Progress update on Placemaking in Exmouth (Pages 11 - 13)
- 6 Placemaking Consultants appointment

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[Decision making and equalities](#)

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

The meeting started at 10.00 am and ended at 11.36 am

5 Public speaking

There were no members of the public registered to speak.

6 Minutes of the previous meeting held on 19 July 2022

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

7 Declarations of interest

There were none.

8 Progress Update on Placemaking in Exmouth

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

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

Discussion included the following points:

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

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

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

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

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

Members voted in favour of both recommendations.

RECOMMENDED TO Cabinet:

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

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

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

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

Discussion included:

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

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

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

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

Reason for recommendations:

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

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

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

Discussion included:

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

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

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

RECOMMENDED to Cabinet:

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

Reason for recommendations:

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

Attendance List

Councillors present:

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

Councillors also present (for some or all the meeting)

M Howe
G Jung
E Rylance
E Wragg

Officers in attendance:

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

Also in attendance:

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

Councillor apologies:

C Wright
J Rowland

Chair:

Date:

EAST DEVON DISTRICT COUNCIL

Minutes of the meeting of Placemaking in Exmouth Town and Seafront Group (formerly Exmouth Queen's Drive Delivery Group) held at Online via Zoom app on 13 December 2022

Attendance list at end of document

The meeting started at 10.01 am and ended at 10.42 am

11 Public speaking

There were no members of the public registered to speak.

12 Minutes of the previous meeting held on 10 October 2022

Members asked for a small amendment to the minutes of the previous meeting at item 10, to clarify that it was *the current tenants* of the former play park who were consulted or invited to engage in consultation, to provide their views. The revised minutes to be presented at the next meeting.

13 Declarations of interest

Cllr B De Saram: Minute 14; Affects Non-Registerable Interest: Exmouth Town Councillor.

Cllr J Whibley: Minute 14; Affects Non-Registerable Interest: Exmouth Town Councillor.

14 Progress Update on Placemaking in Exmouth

The Project Manager – Place & Prosperity (Exmouth) ran through the update report which summarised progress since the Group's last meeting, including:

- Following a debrief meeting with the traders at Queen's Drive Space, all the current traders have submitted interest in taking the pitches for the 2023 season.
- Planning consent is being prepared for the fitness area; it expires in July 2023 and needs to be renewed.
- The Events Space has been marketed as agreed to see if a reliable operator can be secured either for the whole season or for the summer holidays.
- A small budget has been identified for car park signage and this will proceed with colleagues who look after car parking in Exmouth.
- We have begun preparing the planning consent for the Strand which expires in September 2023 and needs to be renewed.
- Following the Placemaking in Exmouth Consultation, the budget of £160k to develop the Placemaking Strategy was approved by Full Council on 7 December 2022 and in anticipation of that, the tender specification was written to appoint the team which will report on to the Placemaking Group in due course, as set out in Appendix A to the update report.
- Led by colleagues in Devon County Council, the Levelling Up Fund Bid was submitted and a letter of support has been issued by both East Devon District Council and Exmouth Town Council, as has match funding. To date, there has been no news on whether the bid has been successful.

Discussion included the following points:

- It was confirmed that traders on Queen's Drive Space were offered a 15% discount.
- Members discussed the use of grassed areas in the Strand. One Member expressed concern that because traders were licensed to use the grassed areas, the space was not

available for one-off events. The Service Lead – Place, Assets & Commercialisation commented that the agreements with traders covered two seasons, to enable them to plan, so an agreement for arrangements for summer of 2023 was already in place. However, it was agreed with the traders and the PETS Group that these arrangements would be reviewed thereafter, and the review could take account of one-off events if that is considered appropriate. It is expected that discussions with traders for the 2024 season will commence in Spring 2023.

- It was noted in respect of the Strand that all of the agreements required traders to remove outside furniture by the end of September; however, some had gone beyond this date, with one trader having only very recently removed their tables and chairs but leaving some flower pots and fencing, and officers would be addressing this with the trader today. A Member commented that this is entirely unsatisfactory conduct on behalf of that tenant. This has been a very challenging issue for Officers going over 2 or 3 years and there has been bullying conduct towards Officers by some of the licensees. The tenant has carried on making extra dollar, on the public of East Devon, throughout the autumn and into the Christmas season and if they had wanted to do that, they should have come back to the Council and applied, and paid for something different. The Member felt it was important that these points are recorded in the minutes to demonstrate if necessary to the MP, who supported the traders but did not know his facts, that this Council has not driven the traders out but has been very tolerant, and the Member expects thanks from the licensees for this Council's forbearance.
- There is a firm proposal for LED to take on the Fitness Space at Queen's Drive for the 2023 and 2024 seasons, but not immediately post-Christmas.
- Members were disappointed that an update has not been received from DLUHC on the Levelling Up Bid and it was agreed to email East Devon MPs Simon Jupp and Richard Foord to ask for an update on when a decision can be expected, for both the Exmouth and Axe Valley bids.

Members of the Group noted the progress since the last meeting of 10 October 2022.

Attendance List

Councillors present:

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

Councillors also present (for some or all the meeting)

G Jung

Officers in attendance:

Sarah James, Democratic Services Officer
Tim Child, Service Lead - Place, Assets & Commercialisation
Gerry Mills, Project Manager Place & Prosperity (Exmouth)
Anita Williams, Principal Solicitor (and Deputy Monitoring Officer)

Debbie Meakin, Democratic Services Officer
Charles Plowden, Service Lead Countryside and Leisure
Matthew Blythe, Service Lead Environmental Health & Car Parks

Councillor apologies:

A Colman

Chair

Date:

Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 14th March 2023

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA

Progress Update on Placemaking In Exmouth

Report summary:

This report summarises progress since the Group's last meeting of the 13th December 2022.

Is the proposed decision in accordance with:

Budget Yes No

Policy Framework Yes No

Recommendation:

- a) That members of the Group note the progress since our last meeting of 13th December 2022.

Reason for recommendation:

To keep members advised on progress

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
- Democracy, Transparency and Communications
- Economy and Assets
- Finance
- Strategic Planning
- Sustainable Homes and Communities
- Tourism, Sports, Leisure and Culture

Equalities impact Low Impact

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

Climate change Low Impact

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

Links to background information

Link to [Council Plan](#)

Priorities (check which apply)

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

Report in full

- 1.1 Leases are being progressed by the Estates Team and Legal Services for the pitches at Queen's Drive.
- 1.2 The planning consent for the fitness area at Queen's Drive (which expires in July 2023) has now been submitted via the planning portal. Legal are now progressing the lease with LED.
- 1.3 The Events Space was marketed as agreed to see if we could attract a reliable operator either for the whole season or for the summer holidays, we had no interest by the closing date (6th of December 22). Some further marketing has been carried out on social media but again there has been little or no interest (bearing in mind it must be compliant with the planning consent conditions).
- 1.4 Carpark signage – we have identified the location and are awaiting confirmation from DCC.
- 1.5 The planning application for the Strand's tables and chairs (The current permission expires in September 2023) has been submitted via the planning portal. Legal Services have now been asked to prepare the leases.
- 1.6 We have been advised that the mural on the rear wall of the Pavilion will not now commence until April 2023.
- 1.7 Placemaking in Exmouth Consultation

Following a desktop exercise using the Crown Commercial Framework, supported by colleagues in Devon County Council we are pleased to advise that we plan to appoint WSP to take forward the placemaking plan for Exmouth Town and Seafront (subject to contract and a pre commencement meeting).

Draft Key milestones Place making in Exmouth:

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

1.8 Levelling up Fund Bid

The bid, led by colleagues in Devon County Council, was successful and has secured £15,765,899 for the road at Dinan Way and the Destination Exmouth/Gateway project. We await a letter of offer and will work in support of our colleagues in Devon County Council.

There has been an initial inception meeting with the Dept for Transport DfT, and the first steps are to mobilise project teams – and briefs for this have been issued.

For Dinan Way, DCC are commencing the land assembly in the first instance and have instructed our land agents.

For Exmouth Gateway, the initial task will be to confirm the designs before commencing a public consultation – we will need to review our stakeholder list for this.

Financial implications:

There are no direct financial implications from the recommendations in this report.

Legal implications:

There are no legal implications from this update report.