

**Agenda for consultative meeting of the
Placemaking in Exmouth Town and Seafront
Group (formerly Exmouth Queen's Drive
Delivery Group)
Monday, 10th October, 2022, 10.00 am**



East Devon District Council
Blackdown House
Border Road
Heathpark Industrial Estate
Honiton
EX14 1EJ
DX 48808 HONITON
Tel: 01404 515616
www.eastdevon.gov.uk

**Members of the Placemaking in Exmouth Town and Seafront
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, Bailey, B De Saram and
J Rowland.

Venue: Online via the Zoom app

Contact: Sarah James 01395 519978 Email:
sjames@eastdevon.gov.uk

(or group number 01395 517546)

Friday, 30 September 2022; Reissued 3 October 2022

**Important - this meeting will be conducted online and recorded by Zoom only.
Please do not attend Blackdown House.**

Members are asked to follow the [Protocol for Remote Meetings](#)

This meeting is being recorded by EDDC for subsequent publication on the Council's website and will be streamed live to the Council's Youtube Channel at
<https://www.youtube.com/channel/UCmNHQruge3LVl4hcgRnbwBw>

Public speakers are now required to register to speak – for more information please use the following link: <https://eastdevon.gov.uk/council-and-democracy/have-your-say-at-meetings/all-other-public-meetings/#article-content>

Until 31st October 2022, the Council has delegated much of the decision making to officers. Any officer decisions arising from recommendations from this consultative meeting will be published on the webpage for this meeting in due course. All meetings held can be found via the [Browse Meetings](#) webpage.

- 1 Public speaking
- 2 Minutes of the previous meeting held on 19 July 2022 (Pages 3 - 5)
- 3 Apologies
- 4 Declarations of interest
- 5 Progress Update on Placemaking in Exmouth (Pages 6 - 8)
- 6 Proposals for the temporary uses of Queen's Drive Space for the 2023 Season (Pages 9 - 12)

- 7 Results of Placemaking in Exmouth Consultation and Next Steps (Pages 13 - 141)

[Decision making and equalities](#)

For a copy of this agenda in large print, please contact the Democratic Services Team on 01395 517546

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 19 July 2022****Attendance list at end of document**

The meeting started at 10.00 am and ended at 10.48 am

1 Public speaking

Two members of the public had registered to speak at the meeting.

Juniper Connal spoke on Minute 39 Progress Update on Placemaking in Exmouth. Ms Connal was of the view that the online consultation survey was poorly written and would not stand up to scrutiny, outlining a number of examples to illustrate where she felt there were shortcomings. She expressed that the results from the survey would therefore not be valid.

The Project Manager – Place & Prosperity (Exmouth) responded that the survey is largely qualitative, and not scientific in nature but intended to help officers to assess whether the themes and characteristics identified by members of the Placemaking in Exmouth Town and Seafront Group chime with the public's view. He recognised that there are differing views, and these are welcomed.

Mrs Membery spoke on Minute 39 Progress Update on Placemaking in Exmouth. She sought to understand why East Devon DC has to apply for planning permission to build on its own land at Queen's Drive, Exmouth. She also asked questions concerning the leases of the businesses using the Queen's Drive site. She went on to express objection to the building of a hotel on Queen's Drive given that it would be damaging to the environment, particularly due to emissions from more cars using the road along the seafront. She urged the Placemaking in Exmouth Town and Seafront Group to be mindful of environmental protection and wildlife when considering future plans for land in Exmouth.

The Chair expressed agreement with Mrs Membery's comments concerning environmental protection and wildlife and it was noted that environmental protection was emerging as one of the strongest themes from consultation responses to date. The Project Manager – Place & Prosperity (Exmouth) explained that East Devon DC has to go through the same statutory process for planning consent as any other body. He stated that leases on Queen's Drive run from April to October and are renewed annually, but it was not appropriate to go into detail in this meeting about the leases of individual businesses. He commented that there had been mixed views from the consultation concerning hotel accommodation, and all of the findings from the consultation would be published in due course.

2 Minutes of the previous meeting held on 3 May 2022

Minutes of the previous meeting held on 3 May 2022 were noted as a true and accurate record.

3 Declarations of interest

There were none.

4 **Progress Update on Placemaking in Exmouth**

The Project Manager – Place & Prosperity (Exmouth) ran through the update report on Placemaking in Exmouth, including:

- An update on the Queen's Drive Space including interest in the fitness space, installation of bike racks, and networking with stakeholder groups.
- Details of the Placemaking in Exmouth consultation which commenced in early June, including an outline of engagement to date via the online questionnaire, public consultation event, and face to face interviews carried out by the South West Research Company independently of East Devon DC.
- An update on the Levelling Up Fund bid which is led by Devon County Council and is ready for submission.
- Outline details of an opportunity being explored by East Devon DC to accept the transfer, at nil consideration, of the freehold of land to the south of Redgates, Salterton Road, Exmouth, 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.

Discussion included the following points:

- The next public consultation event takes place on Sunday 31st July 2022, 10.00 am – 12.30 pm at Ocean, Exmouth. Members of the public who wish to take part are asked to book in advance with Gerry Mills, Project Manager – Place & Prosperity (Exmouth) – gmills@eastdevon.gov.uk
- It appears from consultation responses to date that people are largely in agreement with the themes and characteristics identified by the Placemaking in Exmouth Town and Seafront Group members. Where themes emerge which the Group did not identify, these will be highlighted to Group members. The strongest themes emerging to date are the town's green credentials and environmental protections; navigating around the town and to the seafront; accommodation; signage; and how to travel to Exmouth.
- Having attended a public consultation event, a member observed that people want to make the most of the town's natural capital, and to mend and improve what the town already has. There did not appear to be an appetite for large new infrastructure projects.
- Given that the environment has emerged as a strong theme, the Group will benefit from engagement with Transition Exmouth and Active Travel Exmouth, as stakeholders.
- A member observed that Exmouth is surrounded by valuable environment including the sea, the Exe Estuary, Pebblebed Heaths and the World Heritage Jurassic Coast; the member would like to see some protection of the countryside that is left around Exmouth. How the housing crisis is solved whilst protecting the environment and also enhancing Exmouth will be a challenge.
- It is important to learn from what has been successful in the past, and listen to what residents have said.
- It is important that recommendations emerging from a recent Motorhomes and Campervans Car Park Workshop dovetail with the work around Placemaking in Exmouth; this is a potential future agenda item for a meeting of this Group.
- The shared cycle path along Exmouth seafront is not safe or popular and it is hoped that Devon County Council officers and councillors will take this on board and work with East Devon DC to resolve the problem.
- The write-up following the consultation and outlining draft options is expected to be ready for February 2023.

The Chair thanked the Project Manager for his report and members noted the progress since the last meeting on 3 May 2022.

Attendance List

Councillors present:

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

Councillors also present (for some or all the meeting)

M Chapman
G Jung
G Pratt
E Rylance
E Wragg

Officers in attendance:

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

Also in attendance:

Peter Gilpin, CEO, LED

Councillor apologies:

B Taylor
C Wright

Chair:

Date:

Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 10th October July 2022

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 19th July 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 19th July 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

Queen's Drive

- 1.1 The fairground provider took up occupancy on the 07.07.22 at the Queen's Drive Space (QDS) and then departed 3 weeks later without any notice or contact. This is disappointing as this has impacted negatively on the other traders due to the loss of footfall.
- 1.2 South West Soccer were interested in hiring the fitness space on Queen's Drive, Exmouth (the grass area between the Dinosaur Park & Car Park) during the month of August 2022 which the team pursued. Unfortunately this only lasted for a week due to lack of interest.
- 1.3 We have scheduled a debriefing meeting with the traders on Queen's Drive Space to discuss opportunities for next year and to determine what can be done to support the activities onsite. A verbal update on the outcomes will be shared at the meeting.
- 1.4 We have sent correspondence re signposting to car parks in Exmouth via Andrew Ennis as the issue was raised on the 8th March 2022.

The internal response is as follows:-

As part of the placemaking plan for Exmouth EDDC will examine the need for additional signage and subject to budget and if it is agreed with colleagues in DCC's Highways Team that additional signage is needed we will seek to implement.

Colleagues in Devon County Council have advised:
The Highways team in DCC have no current budget for any additional signs only for the maintenance of existing.

1.5 Placemaking in Exmouth Consultation

The Consultation exercise commenced in early June and is the subject of one of today's papers.

1.6 Levelling up Fund Bid

The bid, led by colleagues in Devon County Council, was submitted and a letter of support has been issued by both EDDC and Exmouth Town Council as has match funding. With the Government Leadership contest over recent months any announcements maybe delayed but we hope to hear the outcome in November 2022.

1.7 Redgates Development Salterton Road Exmouth

East Devon District Council is pursuing the opportunity to accept the transfer at 'nil consideration' of the freehold of land with the opportunity to develop 4 commercial units as part of the Developer's Planning obligation by Unilateral Undertaking under section 106 of the Town and Country Planning Act 1990 relating to Land to the South of Redgates, Salterton Road, Exmouth.

EDDC Officers in conjunction with Cllr Hayward as Portfolio Holder are negotiating the Heads of Terms with McCarthy and Stone to enable this transfer to take place subject to a satisfactory build and sign-off of same.

Financial implications:

There are no direct financial implications from the recommendation/s in the report

Legal implications:

There are no legal implications identified that require comment.

Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 10th October 2022

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA

Proposals for the temporary uses of Queens Drive Space for the 2023 Season.

Report summary:

This report summarises the actions we need to put in place to ensure we have a vibrant level of activity at Queen's Drive Space for the incoming season (2023) by:

Granting leases to current tenants and including a goodwill benefit of a reduction in their rent for the incoming season of 15% below the current market rate.

Appointing a leisure operator to manage the fitness space.

Seeking a reliable operator for the events space.

Is the proposed decision in accordance with:

Budget Yes ☒ No ☐

Policy Framework Yes ☒ No ☐

Recommendation:

That members of the Group recommend to Cabinet to delegate to the Service Lead – Place, Assets & Commercialisation:

- 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.
- 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.
- 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 recommendation:

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.

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 has a low equalities risk and open marketing has been carried out for these opportunities.

Climate change Low Impact

Risk: Low Risk; Any activity must be in keeping with current planning consent and other Council policies eg zero plastic.

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

Queen's Drive Space

- 1.1 Queen's Drive Space (QDS) opened on time just prior to Easter of 2022 following significant refurbishment work supported by the ERDF Welcome Back Fund (cost ~£40,000).
 - The following works were commissioned:
 - Removal of existing wooden picnic benches – including 6nr from the children's play area – 13 nr.
 - Replacement with recycled material picnic benches 1.800 long – 13 nr.
 - Removal of Hammock timber posts.

- Replacement with recycled material picnic benches 1.800 long – 2 nr.
- Removal of existing Festival Tables – 5 nr.
- Replacement with recycled material picnic benches 1.800 long – 10 nr.
- Sun Shelters –works to include cleaning off of roof canopy, and treating timber with wood preservative together with strengthening the frame – 2 nr.
- Festoon Lighting – removal & replacement of festoon lighting in the Play and Events area – 165m
- Support posts embedded in oil drums –Metal surfaces to be treated and repainted in colours to match existing

- 1.2 In early 2022 the opportunities for providers at QDS were marketed publicly and following an assessment process 4 tenants were granted leases for the season at Queen's Drive Space (one pitch remained unlet).
- 1.3 A fairground provider was also granted a lease of the events space and was scheduled to arrive on the 26th of April 2022. A representative of the provider took up occupancy on the 7th July 2022 and then departed 3 weeks later without any notice or contact. This was disappointing and impacted negatively on the other traders due to the loss of footfall.
- 1.4 The fitness space was due to be leased to Leisure East Devon (LED) however The Council and LED were not able to exchange contracts for the fitness space due to a number of issues;- these centred around our delays in issuing Heads of Terms which meant they [LED] couldn't order the equipment in time for the lucrative start of the season. The equipment suppliers had a lead in time and as LED couldn't place their order in time, their suppliers had moved on; there were also staffing challenges. Following a meeting with the CEO of LED, officers asked them to resubmit their proposal for QDS for next season.
- 1.5 Other ad hoc interests were received for the fitness space throughout the season but few were able to generate a consistent market to be sustainable.
- 1.6 Following a debriefing meeting with the traders on Queen's Drive Space to discuss opportunities for next year and to determine what can be done to support the activities onsite, it was agreed that we would seek early approval to grant new leases to allow them to prepare better for the 2023 season – this was done in discussion with the Chair of the Placemaking Group and the Leader. The reality is that 2022 has been a poor season for the traders. Rents in many cases increased significantly for this reason to reflect a market rental level comparable with other similar sites across the south west for what was on offer. Disappointingly as set out in para 1.3 above the fairground operator did not operate as intended and this resulted in a significant drop in expected footfall. The location of the traders stands, set back from highway, makes it difficult to attract visitors onto the site without a larger attraction at the rear of the site or without smaller pop-up type activities and events. Whilst the play park has remained busy, those parents using this space have been reluctant to spend money, preferring instead to bring picnics. Opening hours of the traders have been inconstant, possibly due to lack of footfall, but again this has impacted. Requests have been made by a number of traders for a reduction in this year's rent. This has been resisted, instead seeking to secure traders early for next season and by doing so enabling the traders to plan and invest to better enable a stonger 2023 season – possibly exploring diversification of uses but also holding pop-up events as a group of traders together. In exchange for signing up early (no later than Christmas) each will receive a 15% reduction from current rent levels. This would compensate them for this year's season but provide the Council with greater certainty for the 2023 season.

1.7 The outcome of the discussion was that Council Officers would seek approval as follows:

- 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.
- The Events Space will be tendered to attract an operator for the season and if one cannot be appointed then we can advertise for events proposals for the incoming season on an ad hoc basis on a commercial basis. If we cannot attract an operator for the season, we will look to attract an operator for the 6 week summer 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.
- 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.

1.8 The aim of this approach is to ensure a vibrant level of activity on the seafront and especially QDS;

- 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.

Financial implications:

There is a financial implication identified in the report in relation to 15% reduction in rent income which is in the order of £1,000 reduction in total.

Legal implications:

QD Space – 'As this is a short term let the legal requirement to secure best value does not apply and so letting at 15% less than market value is permissible without having to consider the promotion or improvement of economic, social or environmental well-being under the General Disposal Consent. State Aid (now Subsidy Control) is unlikely to apply here but will be assessed as part of relevant due diligence. Otherwise what is proposed appears acceptable. .

Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 10th October 2022

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA

Results of Placemaking In Exmouth Consultation & Next Steps

Report summary:

This report 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.

Is the proposed decision in accordance with:

Budget Yes ☐ No ☒

Policy Framework Yes ☒ No ☐

Recommendation:

- a) That members of the Group accept the results of the consultations (noting that not all the suggestions fall within East Devon's District Council's statutory remit and those that do will have to be prioritised in terms of deliverability and budget availability)
- b) That the Group recommend to Cabinet 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.
- c) That Cabinet request a budget of £160k* from Full Council to develop the Placemaking Strategy which will include a Habitat Regulations Assessment.

*Please see comment from the [Strategic Lead - Finance \(CFO/S151\)](#) below.

Reason for recommendation:

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.

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 itself will have very little equalities impact noting that it is being done for and behalf of the people of Exmouth and visitors to the area.

Climate change Low Impact

Risk: Low Risk; The report will be prepared digitally to minimise the use of paper and it is proposed that a Habitats Regulations Assessment is undertaken.

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 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. And 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. Further detail is given below in the report.
- 1.3 The feedback as one would expect is mixed, some positive comments and some criticisms but for the most part the feedback was positive with most people indicating that it was worthwhile and that they felt they had been listened to.
- 1.4 The notes of the initial workshop (6th April 2022) with the Exmouth Queen's Drive Delivery Group are attached at Appendix A as a background paper as is the presentation delivered to members at the meeting at Appendix B.

- 1.5 The next steps agreed by Cabinet on the 8th of June 2022 were to proceed with a series of workshops and a public consultation to present the workshop's findings to interest groups, stakeholders and the public and to seek their feedback.
- 1.6 This report provides the feedback received from the consultations, online questionnaires, and the independently-carried out face-to-face questionnaires (by the South West Research Company).
- 1.7 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

- 1.8 The feedback (in the form of the meeting notes) from each of the meetings is attached at appendix C,D,E, F and G
- 1.9 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.
- 1.10 The online Questionnaire closed on the 12th of August 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. In conjunction with the Council's Communications Team we have summarised the comments made by 3 or more people with a count being applied and the results shown attached at Appendix H.
- 1.11 South West Research Company were appointed to complete 400 face-to-face questionnaires with visitors commencing on the 16th of July this concluded on 31st of August 2022. The fieldwork and sampling were conducted within Market Research Society guidelines and a statistically robust sample collected which was calculated specifically for this project. The report of their findings is attached at Appendix I.
- 1.12 A number of unsolicited submissions were made by various people, which have been included at appendix J – as they are not within the format we have not performed any analysis of these but include them for completeness.

- 1.13 Seven hard copy questionnaires were received after the closing date of the consultation; these have not been included in the analysis as the consultation closing date was made clear on the Council's website which closed on the 12th of August.
- 1.14 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).
- 1.15 The key next steps are:
- 10th October the PETS group make recommendations to Cabinet for their meeting on the 2nd November 2022
 - On the 2nd of November Cabinet consider recommendations and if appropriate forward a recommendation to Full Council for their meeting on the 7th of December 2022.
 - Full Council consider the budget request 7th December 22

Provisionally

- Procurement for Design Dec 22 to provide Approval of Terms of Reference for place making first half of 2023 to include:
 - A prioritisation of the key Themes and Characteristics and opportunity sites
 - Spatial analysis of the opportunities across Exmouth
 - Analysis of what the Council can deliver (ie what is within its remit) in the short, medium and long term
 - Identification of key partners to develop other elements eg Devon County Council
 - Preparation of options for sites
 - High Level Feasibility Design and Costing
- Draft options to Delivery group Summer 2023
 - Preparation of shortlist of options
- Further Consultation on the options (we may want to re-consult sooner)
- Cabinet and Full Council approval to move to detailed design and costing
 - Implementation phase begins early 2024 subject to budget constraints.

Financial implications:

There is £60k available from the original £200k allocated by members for staffing resources to support Exmouth Placemaking; this therefore leaves an additional funding request of £100k for members to consider.

Legal implications:

The report does not raise any legal issues requiring comment

EAST DEVON DISTRICT COUNCIL

Notes of the Workshop meeting of Exmouth Queen's Drive Delivery Group held at Ocean 06-04-22

Attendance list at end of document

The meeting started at 06.00 pm and ended at 0835pm

Cllr Hookway gave a brief introduction and welcomed all the members to the meeting reminding everyone present that no decisions or recommendations were to be made at the meeting, which was specially convened to discuss the way forward for Placemaking in Exmouth. Cllr Hookway asked that members approach the meeting with no preconceptions and stressed the need to get a consensus view.

G Mills – gave a short presentation outlining the format for the meeting and the issues to be addressed (presentation attached).

1. What will successful Place and Prosperity in Exmouth look/feel like?
2. What do local people want to see – what will attract them?
3. What do visitors want to see – what will attract them?

Group need to gain consensus on what the placemaking themes for Exmouth should be
Group need to gain consensus about what placemaking characteristics in Exmouth should be

The meeting then separated into three working groups to consider the themes and the feedback summarised below.

Themes for Placemaking

(Readers are asked to note that where duplicate themes were identified, they are not recorded which may make the groups presenting later in the evening appear to have had less of a contribution – which wasn't the case)

Group 1

Placemaking should be mixed use in nature and include a range of free and 'paid for' facilities
Themes to celebrate were:-

- The Jurassic coast (a consensus was that Exmouth needed to capitalise on this more than it had to date)
- Sea/maritime Heritage
- Future development must be accessible for all
- The group posed a question – was a Hotel necessary to be provided to develop Queen's Drive and asked what was around it [the hotel if provided] that would attract tourists?
- Consideration should be given to a cultural building looking at music, the arts, performance space
- Free activities should be considered and the popularity of the dinosaur park was noted
- Paid for attractions eg crazy golf were also put forward as ideas
- Seating was raised for all users

Group 2

- Family orientated attractions – something for all ages
- Arts and culture facilities including a library

- Sports facilities
- Marine based start-up business units especially in the area of Camperdown creek
- A transport interchange at the entrance to the town looking at taxis, buses, rail and also the legibility of the gateway to the town for visitors
- Public realm initiatives must be part of placemaking
- A mixed economy going forward
- A tramway

Group 3

- Asked what was our USP (unique selling point) the beach?
- Connectivity (clarified as being digital, roads, rail, cycling)
- A very useful analysis was that Exmouth is very 'linear' in nature which made it both unique and a challenge to improve connectivity eg from the town centre to the beach
- The need to keep placemaking 'fresh'
- Retail was finding it very tough – was in competition with Exeter and needed to develop more of a USP for the town centre
- The offering should be 'classy' not tacky – high quality
- Lack of activity for young people needed to be addressed
- Arts were important
- Group asked how sustainable was prosperity based solely on hospitality/café culture – the need to develop an all-year offering was put forward
- Linking of the micro areas eg beach, Docks, Strand, Shopping centre Brixington and Littleham – all great areas but not interlinked
- Something iconic
- Signage needed to help people to get around the town/parking
- What to do with Ocean – can it be adapted needed to develop a National Profile
- Imperial Rd area lacked legibility
- Walking/cycling to Exeter needed improvement
- Alternative transport and a move away from cars

Characteristics for Placemaking

Group 3

- Capitalise on the natural environment
- Not tacky
- Diverse – mixing the old (traditional) with the new (respecting our Edwardian and Victoria heritage)
- Something for everyone
- An all year round offering to support businesses
- Safe and confident
- Green (environmentally conscious)
- Have a traditional sea side offering
- Exmouth needs to be clear on its identify and purpose
- The Dinosaur Park should be refreshed, improved and expanded.

Group 2

- Accessible and inclusive
- Cultural development should be sensitive to local views
- Traditional to be respected included maritime, fishing, sailing and watersports
- Take pride in the Jurassic Coast
- Coastwatch facility needed
- Be environmentally sensitive

- River Exe SPA (specially protected area) and beach management plan
- An informative educational visitor centre
- Architecture in keeping with the townscape/heritage and not 'Brutal British' need for design flair.

Group 1

- Need to improve and support the night-time economy
- Council should take control over those areas of the town it owns and use its influence current unoccupied/derelict and void sites let the town down
- Felt there should be dialogue with the Magnolia Centre owners/operators, Thomas Tucker Building and the post office
- There was a need for sympathetic modernisation

Cllr Hookway Thanked everyone for their hard work– and advised that officers would write up an account of the evening and bring to our next delivery group meeting for consideration and to ensure transparency. Copies of all the material produced would be kept should we need to refer to it in the future.

Attendance List

Councillors present:

B De Saram G1
S Gazzard (Exmouth Town Council) G1
B Taylor G1
J Whibley G1
M Armstrong G2
N Hookway (Chair) G2
J Rowland G2
P Arnott (Vice-Chair) G3
O Davey G3
A Bailey (Exmouth Town Council) G3
P Hayward G3
D Ledger G3

Officers in attendance:

Simon Davey, Strategic Lead Finance
Gerry Mills, Project Manager for Place and Prosperity (Exmouth)

Apologies:

C Wright
Tim Child, Service Lead - Place, Assets & Commercialisation

Chair:

Date:

Way Forward for Placemaking in Exmouth

Aim of Today

1. The aim is to get the group to achieve a consensus on the way forward based on the themes and characteristics of successful Placemaking in Exmouth. Note this will not be 'The Plan' – it will be what we use to put together a Terms of Reference for plan to be developed.
2. We must be strategic in our thinking and we need to ensure Exmouth is represented in the Local Plan

Way Forward for Placemaking in Exmouth

Format

- Timing 1800-2100
- Introduction
- Workshop groups
- Placemaking Themes
- Break at 1930
- Placemaking Characteristics
- Finish at 2100

Placemaking in Exmouth

1. Ask members to consider:

- No preconceptions
 - The common ground seems to be 'do something' and maybe even 'do something now'
 - What will successful Place and Prosperity in Exmouth look/feel like?
 - What do local people want to see – what will attract them?
 - What do visitors want to see – what will attract them?
- ## 2. Group need to gain consensus on what the placemaking themes for Exmouth should be
- ## 3. Group need to gain consensus about what placemaking characteristics in Exmouth should be

Placemaking in Exmouth

1. Themes - These are the central topic or subject of placemaking in Exmouth
2. Characteristics – These are the features or qualities of placemaking in Exmouth

Placemaking in Exmouth

Ask members to consider:

- What will successful Place and Prosperity in Exmouth look/feel like?
- What do local people want to see – what will attract them?
- What do visitors want to see – what will attract them?

Group need to gain consensus on what the placemaking themes Exmouth should be



- **Possible themes**

- Mixed use
- Events space (how much)
- Public realm
- Fitness/health Food/beverage offering
- Non-food street trading
- Amusements
- Iconic attraction
- Play space
- Arts/Culture space
- Commercial investment eg a hotel or other offering
- Environmental space
- Others

Group need to gain consensus about what placemaking characteristics in Exmouth should be



- High quality
 - In keeping with surroundings
 - Be accessible
 - Used by local people and visitors alike
 - Include night-time economy/activity element
 - Have an all-year-round offering
 - others
- Traditional vs innovative offering

What next:

- The Key Milestones are:
- April 22 - Consensus on what Place making in Exmouth will look like - round table discussion - The strategic definition
- May 22 - Consultation with the delivery group on the themes and characteristics agreed - with recommendation to Cabinet to go to public consultation
- June 22 - Cabinet approve consultation to public over the summer - Publish the design concepts and consult
- Aug 22 - Present the Findings of consultation to Del Group and seek a recommendation to Cabinet to develop a ToR for Exmouth Placemaking to interpret the findings and come up with a number of options/Bus cases
- Sept 22 - Cabinet to approve the Terms of Reference – this will align The Council and the Group. Important message to get across:

Final Thoughts

If we do not get consensus on Placemaking in Exmouth the risk is this does not get into the Local Plan and therefore we miss the opportunity for investment funding for up to 3 years.

We have the opportunity for levelling up funding to put in a bid in July – particularly looking at the Resubmission of a bid for Exmouth – similar to the round 1 bid and led by DCC with emphasis on the Dinan Way highway scheme but including an exciting ‘Gateway’ element, aligned more closely with the Dinan Way element, but also evidencing a real improvement in place making / linkages to the natural environment / sustainable transport for the town centre itself. Will need to be supported by Simon Jupp MP. Whilst DCC will lead, we will need to input particularly in respect of the ‘Gateway’ and town centre elements. Working with DCC we are planning to hold a workshop in May with relevant Councillors and other key stakeholders to help shape the ‘Gateway’ and town centre elements.

The Town Council previously supported this with match funding agreed.

Thank you for all your hard work this evening – we will write up an account of the evening and bring to our next delivery group meeting for consideration and to ensure transparency.

EAST DEVON DISTRICT COUNCIL

Notes of the Stakeholder Consultation held at Ocean 20.06-22

Attendance list at end of document

The meeting started at 06.00 pm and ended at 0835pm

Cllr Hookway gave a brief introduction and welcomed all the members to the meeting reminding everyone present that no decisions or recommendations were to be made at the meeting, which was specially convened to discuss the way forward for Placemaking in Exmouth town and Seafront. Cllr Hookway asked that invitees approach the meeting with no preconceptions and stressed the need to get a consensus view.

G Mills – gave a short presentation outlining the format for the meeting and the issues to be addressed (presentation attached).

1. What will successful Place and Prosperity in Exmouth look/feel like?
2. What do local people want to see – what will attract them?
3. What do visitors want to see – what will attract them?

Group need to gain consensus on what the placemaking themes for Exmouth should be
Group need to gain consensus about what placemaking characteristics in Exmouth should be

The meeting then separated into five working groups to consider the themes and the feedback summarised below.

Themes for Placemaking

(Readers are asked to note that where duplicate themes were identified, they are not recorded which may make the groups presenting later in the evening appear to have had less of a contribution – which wasn't the case)

Group 1

- Kill the Jurassic coast – it's dead already
- Need for arts, science and cultural facilities our USP is a combination of factors i.e. the Beach, The estuary, Train **NR city** – NOT just the beach
- Need facilities for teenage children/young people suggested that EDDC create a business development fund for peppercorn rents
- Make Exmouth a town of 'well being'
- Cycling at the gateway/interchange
- Focus on ethical tech
- A mixed economy doesn't mean anything [G Mills advised that this idea had come forward so that there wasn't a focus on a single sector eg tourism only at the expense of other sectors]
- Promote, Educate and conserve marine, natural; environment and work with nature and human activities

Group 2

- Parking was an issue
- Town was difficult to get around
- Needed opportunities for business start-up
- Possible need for an aquarium and environmental visitor centre
- Limited/no opportunities for interacting with the sea
- Indoor waterpark
- Selling our assets not the way forward (not everyone agreed with this)
- The Estuary and Seafront should be the focus for tourism
- Development should be tasteful and upmarket
- SPA for birds and wildlife should be protected as should the marine environment

Group 3

- Exmouth ergonomically disconnected
- Seafront as a space good – town shopping areas not really attractive or inviting
- USP – yes – the beach and all that goes with it – the whole thing human and non-human – how to 'sell it' was the question – need to ask visitors
- Provide activities for all ages once you know what you're selling
- Magnolia centre tired.
- Quality should be high not low or tacky
- Sea – maritime i.e. natural heritage need to consider all of it i.e. wildlife, ecology, geology (Maritime not rated that highly)
- Jurassic coast – a bit ambivalent to it being the focus – Enhance it, yes but there are other things to focus on.
- The arrival to Exmouth needs to be managed – preferably in a sustainable way – promote electric cars, more pedestrianisation – station gateway. Hotel accommodation - it was felt was more of a proposal rather than a theme.
- Accommodation needed to be better and more of it – but not necessarily a hotel

Group 4

- Better link from the town to the seafront
- Needed to get the infrastructure right to deliver
- Include themed hotels and attractions
- Stall holder lining the route to the seafront
- Tramway
- Stepping stones to starting a business Marriott Hotel
- Music events
- Family attractions
- Marine business at Camperdown
- Bath Road suitable for a market with stall holders
- Jurassic coast and dinosaur trail
- Need to include Pebble Bed Heaths and Woodbury Common
- An adventure park should go at Queen's Drive
- Need for EDDC to provide beach wardens for school holidays
- Promote a ??? Weekend (sorry I couldn't make this out)
- Family attraction
- Mix of paid for and free activities
- Promote routes through Strand, Manor Gardens to seafront

- Encourage small popup businesses along the route to encourage visitors to walk from one to the other
- Use dinosaur trail to encourage and promote Jurassic coast
- USP – Exmouth Seafront

Group 5

- Beach management plan for estuary
- Trails and links should be supported more
- Water taxis and other quirky proposals should be considered
- Better tourism information
- Holistic view of the water front difficult landholding and ?????
- Redevelop the pavilion and library
- Beach volleyball
- Have something to do on rainy days – need to think about activity for teenagers/young people
- Small business development eg recycling waste, plastics
- Beach is important including seaside, fresh air, cycling, walking
- Scheme to develop unique shops/manufacturers
- Redevelop old areas similar to lower ground floor restaurants and residential above
- An Exmouth App should be developed
- It should offer value for money for visitors and locals alike – be pleasant

Characteristics for Placemaking

Group 5

- Night time economy – not sure if this needs to be developed
- Convert 'dead spaces' and make them into innovation centres/training centres
- Business rates
- Traffic improvements
- Sympathetic modernisation with a nod to our history
- Natural environment important
- Customers come from Birmingham, Bristol, Swindon and London – need to target them
- Need attractions/activities all year round eg Winter walking, paddle boarding
- Promote food of all kinds
- Coastwatch important – but don't we have a facility
- Facilities for developing youngsters
- Layout of the town

Group 4

- Capitalise on the natural environment eg Woodbury Common and Estuary
- Be diverse – i.e. celebrate tradition and new initiatives
- Be Environmentally conscious

Group 3

- More houses in Exeter means more crowd management – puts pressure on the need to have a clear offer and avoid 'boom and bust' (not forgetting they [visitors] in the Winter. The offer needs to be spread geographically and seasonally and not focussed solely on the seafront.
- Need to consider locals and visitors – both need a reason to come, get involved learn etc
- The natural environment is a 'no brainer' – we can resell through the arts, sciences etc

- Winter attraction needed
- Combine aspects of education, environment, arts sciences and University
- Seasonal rates would encourage more start-ups (also noting winter wildlife)
- Night time economy quite good as it is...but focussed on the Strand
- Council should be in dialogue with owners of void/empty spaces
- No more premier inns
- Heritage can be enhanced – not preserved
- Good sustainable architecture
- SPA expensive

Group 2

- Group agreed that an app was valuable
- Promote dinosaur trail, blue plaque trail, Orchard and floral trails
- No mention of the Maer and Bystock Pools
- Reluctance to change
- Swap the War memorial for a Stage (and relocated it to Manor Gardens – which was a more 'mindful' place.
- EDDC need to facilitate and enable not obstructs
- Dialogue with Magnolia Centre – it should be knocked down. Other Thomas Tuckers, Post office, Aladdin's Cave are eyesores)
- Canopies to create a 'dry' shopping area/experience
- Put a multi-storey at London Inn site
- Modernise – eg design of the premier was in keeping with art deco style whilst being modern
- Maximise seafront/coastal areas
- Improve car parking and cycle routes
- Park and ride
- Visitors centre
- All about the beach, estuary, water based activities wildlife, birdwatching
- Dreary run down town centre
- Coast watch facility important
- Sand sculpture competition
- Better links from town to seafront
- Improve the town centre shopping

Group 1

- Build a crafted brand – it doesn't need to be tacky
- Consistency is the key as is simplicity
- It would be useful to know what the Council own
- Magnolia Centre needs to go (it wasn't included in the levelling up bid)
- What data do we have around tourist's value to the local town – it seems very tourism centric
- Need trees on Streets eg Exeter Rd
- More train from 10pm to 12pm Exeter to Exmouth
- Encourage more train use and sustainable travel, less car use
- More busses at night
- Shout about our fantastic local business and grow our brand of lifestyle
- Dynamic education space for locals and visitors – not a static display visitor centre.

Cllr Hookway thanked everyone for their hard work– and advised that officers would write up an account of the evening and bring to the next delivery group meeting for consideration and to ensure transparency. Copies of all the material produced would be kept should we need to refer to it in the future.

Attendance List

Group 5

Cllr Nick Hookway (EDDC)
Des White (RNLI)
Ralf Pearson (RNLI)
John Morgan (Exmouth Watersports)

Group 4

Cllr Steve Gazzard (ETC)
Cllr Brenda Taylor (EDDC)
Simon Findel Hawkins (Sideshore)
Cllr Brian Bailey (ETC)
Cllr Aurora Bailey (ETC)

Group 3

Dawn Hirst (Harbour View Café)
Mark Hodgson (Go Cars)
Harry Parkin (Exmouth Family Amusements)
Jo Salter (Tidelines)
Graham Deasy (Exmouth Community Association)

Group 4

Cllr Olly Davey (ETC and EDDC)
Ollie Bainbridge (Grapeview Brewhouse and Crossed Anchors Brewery)
Marian Drew (Exmouth in Bloom)
Ivor Jones (Coastwatch)
Graham Nye (Coastwatch)

Group 5

Stuart Robb (Digital entrepreneur)
Jim Hill (Propellor Exmouth)
John Petty – (Exmouth Community Association and Active Travel)
Jan Gannaway (Exmouth Wildlife Group and Active Travel Exmouth)

Officers in attendance:

Tim Child, Service Lead - Place, Assets & Commercialisation
Gerry Mills, Project Manager for Place and Prosperity (Exmouth)

Apologies:

Cllr Paul Arnott (EDDC Leader)
Cllr Megan Armstrong

EAST DEVON DISTRICT COUNCIL

Notes of the Workshop meeting of Stakeholders held at Ocean 04.07.22

Attendance list at end of document

The meeting started at 06.00 pm and ended at 0835pm

Cllr Hookway gave a brief introduction and welcomed all the stakeholders to the meeting.

G Mills – gave a short presentation outlining the format for the meeting and the issues to be addressed (presentation attached).

1. What will successful Place and Prosperity in Exmouth look/feel like?
2. What do local people want to see – what will attract them?
3. What do visitors want to see – what will attract them?

Group need to gain consensus on what the placemaking themes for Exmouth should be
Group need to gain consensus about what placemaking characteristics in Exmouth should be

The meeting then separated into five working groups to consider the themes and the feedback summarised below.

Themes for Placemaking

(Readers are asked to note that where duplicate themes were identified, they are not recorded which may make the groups presenting later in the evening appear to have had less of a contribution – which wasn't the case)

Group 1

- The group broadly agreed with the themes identified.
- Jurassic coast and maritime
- Accessible – yes
- The hotel question was confusing – accommodation would require a capacity study
- Average Spend £16-20pp
- Beach/beauty/accessibility
- Train – distance from???
- Pebble bed Heath
- Connectivity
- Signage – uniformity
- Library
- Sports facilities – eco hub housing in town centre
- cultural centre
- Estuary Trail
- Cycle infrastructure

Group 2

- The group broadly agreed with the themes identified.
- Art on the seafront = Free
- High End Art in the town = paid for
- Water feature = free
- Join up Bath Road
- Dinosaur park needs to stay = Free

- Jurassic coast gateway at Orcombe point centre based restaurant
- Sea/maritime heritage – marina and RNLI
- Crazy golf and paid for attractions – yes
- Seating – deck chairs are in situ – don't make the area smaller for families
- Parking is needed – not taken away
- Mixed economy and employment is required
- Need more within the Strand – proper information
- Better connection from the railway/through town/Strand/Bath road/seafront
- Signage will improve with if levelling up funding is agreed by Govt – signage should start from M5/Exeter to the town. Routes needed to be clearer in town to the seafront.
- Ocean has the ideal opportunity to expand
- Cost – quality – customer service – value for money
- Exe trail is successful but is abused by some
- We only have 2 main roads – so no cars would mean close Exmouth
- Agreed arts and culture were important
- Café culture was brilliant – more needed
- Family orientated attractions (for all age groups)
- Arts – agreed
- Sports facilities – require more playing facilities – not have them taken away
- Live music
- Agreed – more and better shops in Marina
- Hospitality required EDDC support
- Land train is great
- A tramway??
- USP –live music – watersports, Exmouth in Bloom, arts, café area in Strand
- Connectivity Needs to be better outside of the town i.e. Brixington – Withycombe Littleham
- Within the town – utilise Bath Road – popups required a revamp (total)
- Retail – board offer – more offerings
- More social centres.

Characteristics for Placemaking

Group 2

- Agreed with the bullet points presented
- The magnolia centre is a blot on the landscape
- Can the council(s) buy it? An aspiration? In partnership with developers?
- More nigh time attractions from the Strand to the seafront
- Xmas fayre on the Strand – other festivals
- Events in/behind QDS – objections expected
- Council need to be more robust with NIMBY objectors
- Be more ambitious and robust Aspirations
- Promote the outdoors off season – cycling, sea activities, walking dog walkers etc all year round etc with some all year round facilities
- A cultural destination is required – in town
- Beach and watersports are a key USP
- Demolish harbour view café and replace it with s statement building – ground floor retail/food and beverage. Second floor restaurant/cafe/bar
- 3rd floor (smaller) Coastwatch with some interactive features
- Continuity through the two is vita; - 'instragrammable'
- Exmouth in Bloom a good example

- Promotion of Exmouth locally, regionally and nationally v poor – lack of awareness
- Café and food and beverage key – not retail (small independents)
- Evening venues and activities, all ages 18+
- Extensive leisure activities not promoted/awareness of
- Festival? Lack of supervision of events
- Year round activities
- Beach bar for 18+
- 'No' culture from Councils/planners

Group 1

- Sea swimming need floating pontoons
- Water feature eg Bristol
- Kids splash park – Teignmouth
- Free BBQ area – outdoor cinema area
- Stuart-line cruises
- Night time economy
- Live bands etc
- use local produce markets
- Stepping stones – spaces for small business start-up's
- Do we need to reimagine what our town centre is for?
- Single use occupancy
- Green – both credentials and more eco friendly
- Look at seafront as a whole – not piecemeal
- Some discussion around need for missed please for different clientele eh harbour view
- Capitalise on Edwardian and Victoria heritage
- Safety concerns generally
- Agreed with need to be environmentally sensitive – but it needs a definition
- Local views?
- Informative education centre – connect with a new library
- Magnolia centre needs redeveloped

Cllr Hookway thanked everyone for their hard work– and advised that officers would write up an account of the evening and bring to the next delivery group meeting for consideration and to ensure transparency. Copies of all the material produced would be kept should we need to refer to it in the future.

Attendance List

Group 1

Cllr Nick Hookway (EDDC)

Cllr Brian Bailey (ETC)

Cllr Aurora Bailey (ETC)

Catherine Causley

Debbie Piper

Pip piper

Charlie Tapp (ETC)

Group 2
Peter Gilpin (LED)
Debra Quine
Anna Fitzgerald
Brian Helmers
Cllr Jeff Trail (DCC)
Cllr Richard Scott (DCC)

Apologies
Cllr Megan Armstrong (EDDC)
Cllr Jack Roland
Mike Watson
Cllr Paul Hayward (EDDC)
Geoff Skinner
Christine Ladbrook
Cllr Olly Davey (EDDC)
Hollie Smith-Charles
Stuart Coles

Officers in attendance:

Tim Child, Service Lead - Place, Assets & Commercialisation
Gerry Mills, Project Manager for Place and Prosperity (Exmouth)

Apologies:

EAST DEVON DISTRICT COUNCIL

Notes of the Workshop meeting with Exmouth Town Council 27-06-22

Attendance list at end of document

The meeting started at 06.00 pm and ended at 0835pm

G Mills – gave a short presentation outlining the format for the meeting and the issues to be addressed (presentation attached).

1. What will successful Place and Prosperity in Exmouth look/feel like?
2. What do local people want to see – what will attract them?
3. What do visitors want to see – what will attract them?

Group need to gain consensus on what the placemaking themes for Exmouth should be
Group need to gain consensus about what placemaking characteristics in Exmouth should be

The meeting then separated into five working groups to consider the themes and the feedback summarised below.

Themes for Placemaking

(Readers are asked to note that where duplicate themes were identified, they are not recorded which may make the groups presenting later in the evening appear to have had less of a contribution – which wasn't the case)

Group 1

- Hotels need to cater for a wide range of customers – not just the affluent sections of society
- Seafront plans need to cater for people with hidden disabilities
- South West Coastal Path is not mentioned – well used and could be part of a USP
- Retail needs support
- Need to consider how Exmouth links to the wider East Devon area
- Need brown signs for the motorway
- Sea shanty heritage/maritime history

Group 2

- Agreed with mixed use
- Halsdon needs a pub and a surgery/medical centre
- Larger beach huts could be used as holiday lets
- Camperdown suitable for small businesses
- Seafront should have:
 - Music
 - small businesses
 - Splash – wet sports
- London Inn should be built over – library or museum
- Public hall for [small] events
- Jurassic coast
- Cafe (strand Bus Stop) **Andrew can you clarify this one for me?**
- Better signposting for youth activities as there are quite a lot going on
- Harbour view should come down but keep Coastwatch (look for alternative use(s))

- Bath Road should have market/market stalls during the summer months to bring the town to the seafront

Group 3

- Climate change and nature must be central to all of our forward progress
- Need to integrate thinking through public education/information (including schools and adult education facilities)
- Need for community meeting facilities as a reasonable price
- There are relatively few publicly owned spaces in the town
- Derelict buildings are not attractive for anyone – locals or visitors
- Retail offering totally inadequate
- Need to attract more younger/middle aged people (we have a perpetual pressure from high, and ever increasing, numbers of older people.
- Emphasis on people from all income groups/diverse groups and recognise the cost of living pressures
- Need to ensure the safety for all – including those with disabilities and needs
- Don't leave anyone out
- Don't regard Exmouth as a suburb of Exeter
- The offering in Exmouth should be mixed use – this should cater for all tastes with some free and some paid for attractions
- Attractions must be accessible

Not so sure about:

- Jurassic coast
- New hotel not necessary
- Cultural buildings would be an asset

Must have:

- Sea/maritime and estuary
- Proper transport and interchange around the station plus bus/walk 'stations' in outer areas
- Ideas from this group:
 - Eco hub (eg call of nature) more variety of uses in Phear Park
 - Better sports facilities – we are lacking facilities
 - Transport interchange

Group 4

- New development must respect the history of the town to create a unique clear identity for the town
- Low cost family attractions
- More traffic free areas
- A performance area on the seafront
- Hotel – low /med budget level
- Need to segregate cycle path from pedestrians
- Jurassic coast promotion
- Camperdown suitable for marine industries
- Build a marina in the 'Gut' (Camperdown)
- Create a park and ride for the seafront
- Theme of shipbuilding as part of Exmouth's history
- Improve link of town and seafront (Bath road), dinosaur trail
- Positive identity via history

Group 5

- Need a new swimming pool – last one was paid for by public subscription
- Need a new sports centre – current one was built in the old railway shed
- New transport network for Exmouth
- Cover carpark with solar panels (like in Exeter) this would provide an income stream
- Need to consider demographic dynamics of Exmouth
- Change Seafront to a 20mph zone with a two-way cycle path similar to Sowton to Pinhoe
- Need to create a dedicated area for campers and motorhomes
- A tramway from Exeter to Exmouth – electric
- Create a velodrome at Queen's drive space, which has room underneath it for other facilities similar to Derby
- Encourage more variety of watersports
- Park and ride for town
- Multi-storey carpark needed
- Dinosaur themed pitch and putt
- Camperdown – for start-up businesses or Hotel
- Large play ships made of wood with ramps, ropes etc in the style of the Asian 'Junk' boats
- Indoor go-carts
- Need a hotel in Exmouth
- Ocean – kitchen in the wrong place – needs to be cheaper – ideal for family events, weddings etc.

Characteristics for Placemaking

Group 1

- Need to consider architecture
- Horticultural heritage needs promoted – Exmouth Camellia, parks and gardens
- Food and Drink: Local produce, breweries, vineyards, gin, eateries, seafood mussels etc.
- A Pier
- Watersports offering – not just kite surfing i.e. sailing, rowing, gig racing
- Promote independent retail
- Promote our AONB, SSSI, and Exe Estuary Pebblebed Heath

Group 2

- Need an all year offering
- Micro manufacturing, high tech, craft
- Need a hotel with an entertainment venue
- If we develop the dinosaur trail, we need to address the vandalism
- A visitor centre themed around Jurassic/environment
- Road crossing at station and imperial road need to be reconsidered.

Group 3

- Need to be clear on our identity and purpose – don't get stuck in a rut
- Dinosaur park v popular

- Coastwatch – a bit like marmite – some think it's iconic others think it has no architectural merit
- River Exe SPA – beach management need to ensure the sands are kept at a manageable level
- Educational visitor centre – call of nature/Eco hub (at Imperial rec WCs)
- Architecture should be in keeping with existing – in keeping with the local plan
- Natural environment important
- Not tacky – but need to respect others views/personal tastes
- Museum and library need investment and development
- Diverse, something for everyone
- Seafront Attractions should be all year round
- Exmouth should be safe and confident
- Green – we have a developing green agenda at all levels - need plastic use reduction, wildlife ecosystem, maintenance, sustainable transport, more public recycling facilities and education
- Traditional seaside offering – need to move with the times
- Need things to do in the evenings – wider than pubs restaurants
- Maybe more variety at the pavilion
- We should exert influence where possible over private sector – need to strengthen laws/enforcement
- Agreed on the issues raised with the Magnolia centre, Post office, Thomas Tucker building

Group 4

- Need quiet areas for relaxing
- Places for chilling out
- Popup stalls on Bath road
- Open up more public area
- Eg, Pebblebed heath as it was being closed off – there is a right to roam
- Tiki bar on QDS
- Entertainment/music venue

Group 5

- Conservation areas need to be respected and updated Brixington Bystock
- Focus on visiting family and relatives – not tourists
- Develop a café culture with outside entertainment
- London Inn carpark, post office and Jewson's need redevelopment.

G Mills thanked everyone for their hard work– and advised that officers would write up an account of the evening and circulate it to the members. Additionally he would bring it to the delivery group meeting later in the summer for consideration and to ensure transparency. Copies of all the material produced would be kept should we need to refer to them in the future.

Attendance List

Group 1
Lisa Bowman (Facilitating)
Cllr Steve Gazzard

Group 2
Cllr Pauline Stott
Cllr Andrew Toye

Group 3
Cllr Aurora Bailey
Cllr Tim Dumper

Group 4
Cllr Mike Rosser
Cllr Brian Bailey

Group 5
Cllr Fred Caygill
Cllr Maddy Chapman
Cllr Cherry Nicholas

Officers in attendance:

Tim Child, Service Lead - Place, Assets & Commercialisation
Gerry Mills, Project Manager for Place and Prosperity (Exmouth)

Apologies:

Cllr Andrew Colman
Cllr Ian Kirvan
Cllr Lynne Elson
Cllr Brian Toye
Cllr Tony Woodward
Cllr Bruce DeSaram
Cllr Joe Whibley
Cllr Angela Boatwright

Cllr David Poor
Cllr Joy Whipps
Cllr Alan Whipps
Cllr Olly Davey
Cllr Alex Sadiq
Cllr Frank Cullis
Cllr Eileen Beech

EAST DEVON DISTRICT COUNCIL

Notes of the Workshop meeting of Stakeholders held at Ocean 31.07.22

Attendance list at end of document

The meeting started at 10am and ended at 12.45pm

Cllr Hookway gave a brief introduction and welcomed all the members to the meeting reminding everyone present that no decisions or recommendations were to be made at the consultation, which was specially convened to discuss the way forward for Placemaking in Exmouth town and Seafront. Cllr Hookway asked that attendees approach the meeting with no preconceptions and stressed the need to get a consensus view.

G Mills – gave a short presentation outlining the format for the meeting and the issues to be addressed (presentation attached).

1. What will successful Place and Prosperity in Exmouth look/feel like?
2. What do local people want to see – what will attract them?
3. What do visitors want to see – what will attract them?

Group need to gain consensus on what the placemaking themes for Exmouth should be
Group need to gain consensus about what placemaking characteristics in Exmouth should be

The meeting then separated into five working groups to consider the themes and the feedback summarised below.

Themes for Placemaking

(Readers are asked to note that where duplicate themes were identified, they are not recorded which may make the groups presenting later in the evening appear to have had less of a contribution – which wasn't the case)

Table 7

- Group disagreed with the Jurassic coast theme
- Agreed that natural beautiful nature, wildlife should be shown off
- Disagreed with any new hotel on the seafront
- Agreed with outdoor action/activities – sport.
- Disagreed with a tramway
- The transport [also known as the Exmouth Gateway at M&S] is important and requires better signage.
- Move play areas for kids near café and toilets - but toilets should be free to use to keep toilets free
- Agree that arts, crafts important and a culture centre for all ages near the town centre
- Our USP was the beach, Estuary, Wildlife and view (landscape)
- Connectivity – should include Bus, coaches, Park and ride (allowing for luggage people have) residents should have parking discounts with more parking for them. More less abled parking spaces
- Arts are important – do something about it
- All year round offering is our wildlife and nature
- We should rejuvenate what we have.

Table 2

- We did not receive any notes`

Table 5

- Protect the environment
- Range of paid and free facilities for 12-17 and 20-35 year olds
- IRO accommodation
- Job creation
- Agreed the Jurassic coast
- Close road between Ocean and the lifeboats
- Premier inn was 97% occupied all year round – there is demand for hotels to be built
- Transport interchange needed - need to separate pedestrians and cyclist on seafront
- Need for arts/gallery
- Our usp is estuary, beach, cliffs, Jurassic coast, pebble bed heath, kite surfing – not just the beach.
- Parking still needs to be improved
- Our suggestion was that the pathway between Manor Gardens and the Bath House should be adapted to serve as a craft market accommodating craft stalls. It would attract people to walk from the town to the sea front.
- Regarding the question about a tramway - group questioned the practicality/feasibility of a tram but we did think that there was a need for regular free or very cheap transport from the train station to the sea front. Something designed to accommodate kite surfing or paddle boarding gear so that people don't need to bring their car to the beach
- USP – for town cafe culture on the strand – but this could also be on marine drive
- Agreed lack of activity for young people
- Something iconic could be a rebuilt harbour view cafe
- Toilets raised as an issue (not enough)
- Bring back the open air theatre
- Activities for 11-17 year olds
- Have indoor and outdoor sports facilities throughout the year

Table 6

- Need to keep as much character as possible we've already lost shelly beach, the docks, the old area around the war memorial, elizabeth hall, family activities on the seafront crazy golf, adventure park, boating lake, outdoor swimming pool, model railway
- Should be a range of paid and free attractions Jurassic coast was only one element
- No to hotel development
- Cultural building – we have one, it's the pavilion
- Want crazy golf back
- More seating needed at the Maer
- Arts space needed in town near memorial
- Could use empty shops
- Need for family orientated attractions key
- Need for people of all ages including 'wrinkles']

Sports facilities – tennis, bowls, football, rugby, swimming pool and walking (walks need to be joined up) ie as in exmouth circular walk and paths to st johns church, pebble bed heaths etc.,

- Need to use signposting and QR codes
- Marine start-up businesses in Camperdown – no, it's the wrong place
- Make a HUB – so that when you get off the train, coach, bus etc you go to this hub
- We have a gorgeous library make more of it (coffee community hub, meeting rooms, tourist info) extend or take over nearby empty shops?
- No to a tramway – land train works more buses including circular buses which could 'pick up' at various locations as opposed a new park and ride et al
- Need dog wardens enforcing
- Need to look at Exmouth as a whole – not just the seafront USP is the whole natural woodlands, pebble bed heaths, Estuary, Bystock ponds – join up from Orcombe point to Summer Lane
- Connectivity – need better circular bus routes in town
- Agreed Exmouth is linear in nature – walking needs development
- Agreed the need to keep placemaking fresh
- The cafe quarter – need to be realistic – post super stores, internet shopping and covid there were too many shops around the War Memorial, Rolle St, Albion Hill, Exeter Rd and the Magnolia Centre- need to develop a business quarter and have artists in residence.
- Need a central hub where people who work from home can network – cafe quarter, underused art and business second hand furniture
- Outdoor chess and quoits
- Signage needed to be clear recognisable, eye catching, themed – signage is really needed
- agreed the offering should be classy
- Agreed need for more activity for young people – ask the marines for free classes
- We need cheap efficient buses not tramways and park and ride
- Businesses need to accept cash
- Sea/Maritime heritage – improve the museum signposted walks
- Accessible for all – showering changing facilities and toilets
- Hotel – no [group disagreed]
- Cultural building – we already have one, the Pavilion
- Alternative energy generation eg anaerobic digestion should be developed

This might not be table 6 comments possibly table 2??

- Free activities – group felt no – how would they be paid funded?
- Family orientated – group was very divided on this issue
- Arts & culture – already present – but needs investment and venues for artists, musicians (including practice venues)
- A transport interchange – including signage maps cleaning??
- USP is our underdeveloped 2 miles Esplanade
- Should have free parking in town and paid for parking on seafront/beach
- Make a feature of the walkway from the Maer, behind the tennis and cricket clubs and into town – use this to improve the links between the town and seafront.
- Something Iconic – maximise kite surfing – we have world--class kite surfers here.
- The cycling to Exeter is great but the accessibility [for cyclists] in Exmouth is poor around the town

Table 3

- Group largely agreed with the themes highlighting:
- No to a hotel

- No to paid for attractions like crazy golf
- Art/performance space ie library, museum, arts, culture in a central location
- More toilets
- Sports facilities esp maritime
- Transport interchange – no need to to this – need a park and ride with Dinan way extension – no to tramway.
- USP – was seafront, countryside and lifestyle – retail was not viable or not required as people went to Exeter
- More toilets
- Need for a cultural centre
- No need for something iconic
- Better signage
- Walking and cycling improvements to Exeter
- Link town to Pebblebed heaths.

Table 1

- Agreed we should promote start of Jurassic coast (suitable for all ages, teenagers need interaction)
- Leisure park for all ages – multigenerational
- Free activities
- Sea/maritime heritage – needed to be seen
- Against a hotel
- Support crazy golf – for all ages
- need family orientated attractions
- Arts and culture – more youth facilities – need to use what we have eg pavilion and ocean and Blackmore theatre
- Sports facilities – we have a lot of these paid for and free
- Agreed to marine start-ups
- Transport – better define connection between town and seafront – better signage – ‘yellow brick road’ concept
- Tramway – no
- USP – yes to sandy beach; more signage
- More facilities in safe swimming area
- Roads in/out a nightmare – encourage rail/bus links (park and ride in fields opposite Saddlers)
- Retail space for youth centres/crafts/music/tech etc workshops
- Lack of activity for young people
- All year round hospitality cafe/pavilion live music outside
- People use Strand cafes all year round
- Markets and fairs
- Ocean – working with community collaborations

Table 4

- Largely agreed
- Sea maritime heritage – seaside resort
- Future development for all – yes full inclusive for all including LGBT+
- Group asked of seafront was the best place for a hotel – but agreed it was needed
- Sports facilities had an excellent blend
- Tramway was a good idea
- Arts were important but had to be sustainable

Table 8

- Agree with much of the themes
- Agreed with Sea and maritime theme
- Suggested a Lido [outdoor swimming pool] which could be covered in at night
- Cafes and bars on the promenade cheaper – for all purses open at night and during the day
- More public conveniences
- Suggested a pier/walkway with cafes
- Ban disposable BBQs
- Felt policing was inadequately enforced
- Dogs on beach – should have an area set aside
- agreed with a proper transport interchange
- Redevelop the post office eg 1 bed flats, bedsits
- Shops should be forced to carry out exterior maintenance
- Lower rates for local, independent businesses to help start up and retention
- Use smarter thinking of applications for shops/restaurants eg not duplicating eg pizza places
- Look at quality of life for residents outside town
- Bus service should be further expanded into places of Exmouth not already covered
- More youth clubs
- Felt tacky was nostalgia/retro ie 1950's seaside
- No plastic throwaway toys
- More emphasis on experience than on 'stuff'
- Exmouth town needs to be tidied up generally (use volunteers??)
- Tree protection orders on all trees to protect them against unnecessary felling (on planning applications and insitu trees)
- Could the first floor of ocean be a youth club?
- Public toilets need to be kept open

Characteristics for Placemaking

Table 7

- The dinosaur park needs improving figures with complimentary planting plants that were around in the Jurassic Period (eg a jurassic garden in South London)
- Magnolia centre needs redeveloping
- Signage and a map with suggested walking routes
- Coloured cycle lanes and signage
- new Coastwatch tower with better access and more space to include café and chip shop& visitor centre in Coastwatch House Rehousing staff saved

Table 5

- Capitalise on the natural environment – agreed esp Woodbury Common and Pebble Bed Heaths
- Not tacky - agreed
- Diverse – mixing the old (traditional) with the new (respecting our Edwardian and Victoria heritage) - agreed
- Something for everyone – agreed esp 11-17 year olds
- An all year round offering to support businesses – agreed

- Safe and confident – agreed
- Promote live music in the pubs
- Green (environmentally conscious) - agreed
- Have a traditional sea side offering – questioned what this meant – why not non traditional
- The Dinosaur Park should be refreshed, improved and expanded – yes with more for older kids.
- Dinosaur trail extended to Orcombe Point
- Promote bird watching weekends
- Make dinosaurs climable
- Accessible and inclusive - agreed
- Cultural development should be sensitive to local views – promote tolerance not censorship (some doubted this, 3people in all)
- Agreed - Traditional to be respected included maritime, fishing, sailing and watersports
- Take pride in the Jurassic Coast – agreed
- Coastwatch facility needed – support its development
- Be environmentally sensitive – agreed – sustainable job creation
- River Exe SPA (specially protected area) and beach management plan – agreed it is needed.
- An informative educational visitor centre – group questioned this
- Heritage/Scenic trail suggested by 1 member of the group
- Affordable cheaper eating venues for families
- Need to improve and support the night-time economy – disagree the pubs were fine
- Council should take control over those areas of the town it owns and use its influence current unoccupied/derelict and void sites let the town down – Group questioned what land this was?
- There was a need for sympathetic modernisation agreed
- Transport at night – trains and buses needed

Table 4

- Felt a lot had already been commented on
- Group felt the key question was what do we want Exmouth to be famous for?
- Group felt a 'traditional' seaside offering wasn't appropriate
- Need to learn for success and failures elsewhere ther was the need to 'join up' what was happening
- Need to encourage visitors throughout the Winter especially through marketing to make the economy sustainable
- Felt an upmarket SPA would be supported with an upmarket hotel
- Need to use our existing resources fully before we build new ones

Table 2

- Had no additional comments to make

Table 3

- We need to pick thing to make Exmouth famous for eg beach, the estuary
 - Eg The Tate in St Ives
 - Falmouth
 - Library in Exeter

- Accommodation – a luxury hotel would mean job creation (upgrade the Devoncourt)
- Improve links
- Better facilities
- More seaside offering not traditional
- Take advantage of knowledge base how can we attract different groups
- Town centre manager to draw facilities together

Table 6

- Had only 2 additional comments
- Harbour View and Arcade need places for families to go – incentives should be offered to tenants to improve the businesses
- Architecture and keeping character important
- Outdoor attractions

Table 8

- No comments made as attendees had left the workshop

Questions were asked about:

1. In the original group did it include landscape architects, designers etc?

G Mills advised the group was the Queen's Drive Delivery Group – all elected members. but following the write up of the consultation the recommendation was likely to be to engage with placemaking professionals to develop the plan for Exmouth.

2. What are there 2 councils involved in Parking – it was confusing?

Cllr Hookway advised it was a landownership and highways responsibility issue – EDDC charges for the carparks on land it owns and DDC do the same – many attempts had been made to get a resolution to this but it was still an issue.

3. Who were the stakeholders?

G Mills advised that they was taken from a list built up over some time and included the youth parliament, local college, chamber of commerce, community association. G mills accepted the list may not be perfect but anyone not on that list was free to attend the public workshops or complete the online questionnaire.

4. If anything, could be done with the Magnolia Centre?

G Mills advised that he had requested a search on land registry and was seeking to identify who the pension fund [owner] used as their agent to work with their tenants. So the discussion would proceed in due course. It is not uncommon for pension funds not to respond.

A closing address was made by Cllr Paul Arnott who thanks everyone for their hard work.

G Mills advised that officers would write up an account of the evening and bring to the next delivery group meeting for consideration and to ensure transparency. Copies of all the material produced would be kept should we need to refer to it in the future. The notes would be circulated to those attendees who had supplied contact details.

Attendance List

Kerin Pillans Sally Gallsworthy Graham Bell John Astley Marcia Fletcher Robert Tweedie Linda Newby Sarah Hewitt Samantha Mills Linda Vaughn Peter Anderton Jude Latta Justin Moore Nick Moore Francesca Rowsell Lunda Aasmaa	Sarah Elliott Brian Elliott David Tidball Lucy Ball Jane Sibley John Hunt Siobhan Dobbs Helen Bennett Clive Kirkbride Margaret Sloan Susan Benison Chris Battershill Robert Battershill Bob Hughes Felicity Hughes Ann Membery	Rebecca Ramsden Deborah Jug Sarah Williams Juliet Clarke Paul Clarke Sandra Lecksma Peter Dobbs Siobhan Dobbs Jenny Latham Ken Clayton John Green Denise Williams J Wellington Benita Mc Dougall Kate Stirling Ian Stirling Geoff Morris
---	---	--

Elected Members attending

Cllr Paul Arnott- EDDC
Cllr Nick Hookway – EDDC
Cllr Aurora Bailey - ETC
Cllr Brian Bailey – ETC
Cllr Geoff Jung - EDDC
Cllr Joe Whibley - EDDC

Officers in attendance:

Tim Child, Service Lead - Place, Assets & Commercialisation
Gerry Mills, Project Manager for Place and Prosperity (Exmouth)

Notes of the Workshop meeting of Stakeholders held at Ocean 14.07.22

Attendance list at end of document

The meeting started at 7.00 pm and ended at 09.45pm

Cllr Hookway gave a brief introduction and welcomed all the members to the meeting reminding everyone present that no decisions or recommendations were to be made at the consultation, which was specially convened to discuss the way forward for Placemaking in Exmouth town and Seafront. Cllr Hookway asked that attendees approach the meeting with no preconceptions and stressed the need to get a consensus view.

G Mills – gave a short presentation outlining the format for the meeting and the issues to be addressed (presentation attached).

1. What will successful Place and Prosperity in Exmouth look/feel like?
2. What do local people want to see – what will attract them?
3. What do visitors want to see – what will attract them?

Group need to gain consensus on what the placemaking themes for Exmouth should be
Group need to gain consensus about what placemaking characteristics in Exmouth should be

The meeting then separated into five working groups to consider the themes and the feedback summarised below.

Themes for Placemaking

(Readers are asked to note that where duplicate themes were identified, they are not recorded which may make the groups presenting later in the evening appear to have had less of a contribution – which wasn't the case)

Table 1

- The group broadly agreed with the themes identified.
- Exmouth should capitalise on the Jurassic coast perhaps with a visitors centre
- Sea/Maritime heritage – improve the museum
- Accessible for all – showering changing facilities and toilets
- Hotel – no [group disagreed]
- Cultural building – we already have one, the Pavilion
- Free activities – group felt no – how would they be paid funded?
- Family orientated – group was very divided on this issue
- Arts & culture – already present – but needs investment and venues for artists, musicians (including practice venues)
- A transport interchange – including signage maps cleaning??
- USP is our underdeveloped 2 miles Esplanade
- Should have free parking in town and paid for parking on seafront/beach
- Make a feature of the walkway from the Maer, behind the tennis and cricket clubs and into town – use this to improve the links between the town and seafront.
- Something Iconic – maximise kite surfing – we have world--class kite surfers here.
- The cycling to Exeter is great but the accessibility [for cyclists] in Exmouth is poor around the town

Table 2

- The group broadly agreed with the themes identified – but they are too vague and they miss the ‘Big Picture’:
- Clean – dogs sewage
- Safe – ASB, urination, dog poo, noise, cannabis, fires on beach, vehicles, traffic management pedestrianisation and cycling ‘respect Exmouth ‘ as a theme.
- Quiet – boy racers, speed and noise on the water
- Charm amenity visuals – camper vans overnight keeping
- Except the hotel which is not required.
- We need to use ocean more
- Consideration should be given to a cultural building looking at music, the arts, performance space – Group felt we should only build more facilities when current ones are fully utilised.
- In respect of:
- Family orientated attractions – something for all ages – Group agreed
- Arts and culture facilities including a library
- Sports facilities
- It was felt we already have these with no more required – we should expand the library and support what we have.
- Marine based start-up business units especially in the area of Camperdown creek – yes – we should look at other similar towns
- A transport interchange at the entrance to the town looking at taxis, buses, rail and also the legibility of the gateway to the town for visitors – yes supportive but needs to be radical
- Public realm initiatives must be part of placemaking – yes supportive
- A mixed economy going forward – group were unsure what this meant
- A tramway – Group felt this was too expensive i.e. support what we do have eg the land train rather than a whole new build.
- Asked what was our USP (unique selling point) the beach? Group felt we need to be careful about this – i.e. our natural capital and environment – that we do not spoil it by failing to manage the growth as has happened to date.
- Connectivity (clarified as being digital, roads, rail, and cycling) group felt it is all about cars at the moment – should have more walking, cycling etc.
- A very useful analysis was that Exmouth is very ‘linear’ in nature which made it both unique and a challenge to improve connectivity eg from the town centre to the beach – Group agreed but it just needs managed – need a better land train.
- The need to keep placemaking ‘fresh’ – Group asked of this was a trick question [Gerry Mills comment– no the statement was made at the delivery group – it centred about the offering becoming dated (out of date) hence the comment about keeping it fresh – I hope this helps]
- Retail was finding it very tough – was in competition with Exeter and needed to develop more of a USP for the town centre – Group felt we should modernise and attract more people through the Strand by providing a park and ride at imperial rec, rugby grounds.
- The offering should be ‘classy’ not tacky – high quality – group felt this was a strategic aim
- Lack of activity for young people needed to be addressed – group agreed
- Arts were important – group agreed

- Group asked how sustainable was prosperity based solely on hospitality/café culture – the need to develop an all-year offering was put forward – Group felt that we should focus on the natural environment all year round.
- Linking of the micro areas eg beach, Docks, Strand, Shopping centre Brixington and Littleham – all great areas but not interlinked – the land train could be used
- Something Iconic – our Nature is iconic – lets capitalise on it
- Signage needed to help people to get around the town/parking – Group felt this could mean more cars
- What to do with Ocean – can it be adapted needed to develop a National Profile – group felt it should be used more
- Imperial Rd area lacked legibility – group weren't sure what this meant
- Walking/cycling to Exeter needed improvement – Group felt what we had was already pretty good
- Alternative transport and a move away from cars – group strongly agreed with this

Table 3

Placemaking should be mixed use in nature and include a range of free and 'paid for' facilities – Group unanimously agreed

Themes to celebrate were:-

- The Jurassic coast (a consensus was that Exmouth needed to capitalise on this more than it had to date) - Group unanimously disagreed
- Sea/maritime Heritage Group unanimously agreed adding use of plaques, photomontages historic info or trail be developed
- Future development must be accessible for all - Group unanimously agreed – but though we needed to strike a balance
- The group posed a question – was a Hotel necessary to be provided to develop Queen's Drive and asked what was around it [the hotel if provided] that would attract tourists? Group disagreed – Not on Queen's drive space – but maybe somewhere else and not on public recreation land.
- Consideration should be given to a cultural building looking at music, the arts, performance space – group weren't unanimous on this – felt we should use Ocean more.
- Free activities should be considered and the popularity of the dinosaur park was noted – Group disagreed – they felt the dinosaur park was poor and was only popular because there was nothing else
- Paid for attractions eg crazy golf were also put forward as ideas – Group agreed yes but it should be 21st century (Teignmouth was mentioned as a good example)
- Seating was raised for all users - Group unanimously agreed
- Family orientated attractions – something for all ages - Group unanimously agreed Arts and culture facilities including a library – Group felt this could be part of something else
- Sports facilities – Group felt some were fairly well catered for - room for others outdoors
- Marine based start-up business units especially in the area of Camperdown creek – Group felt this would depend on whether they were new buildings, how many of them – need to be 'in character'
- A transport interchange at the entrance to the town looking at taxis, buses, rail and the legibility of the gateway to the town for visitors – Group agreed with this. Other ideas included park and ride; electric minibuses, a souped-up land train; pedicabs; rickshaws
- Public realm initiatives must be part of placemaking
- A mixed economy going forward

- A tramway - not supported - unclear where it was to be located.
- Asked what was our USP (unique selling point) the beach? – Group said many agreed but not unanimous – there were other things not being managed. The environment. Need to look beyond the beach.
- Connectivity (clarified as being digital, roads, rail, cycling) Group felt this needs improved
- A very useful analysis was that Exmouth is very 'linear' in nature which made it both unique and a challenge to improve connectivity eg from the town centre to the beach – Group felt a souped-up land train and park and ride could be a solution. (Dinan way was questioned)
- The need to keep placemaking 'fresh' – group agreed
- Retail was finding it very tough – was in competition with Exeter and needed to develop more of a USP for the town centre – Group felt this would be even tougher if we had more of the same.
- The offering should be 'classy' not tacky – high quality – lack of good quality shops.
- Lack of activity for young people needed to be addressed – the group's views differed – some felt more was needed for the 11-17 age group. Pointed out facilities at Phear park, the hive, sea cadets, marine cadets
- Arts were important – group unanimously agreed
- Group asked how sustainable was prosperity based solely on hospitality/café culture – the need to develop an all-year offering was put forward – Group felt more was needed
- Linking of the micro areas eg beach, Docks, Strand, Shopping centre Brixington and Littleham – all great areas but not interlinked
- Something Iconic – Group felt a focus on an 'eco resort' the environment – speak to transition exmouth.
- Signage needed to help people to get around the town/parking – group felt it needs improving – not overloaded though – use information boards.
- What to do with Ocean – can it be adapted needed to develop a National Profile – felt it would be better as a gallery or visitor centre – should remove the gaming machines
- Imperial Rd area lacked legibility – group felt it was not attractive
- Walking/cycling to Exeter needed improvement – need speed limit for cyclists – it should be called a multi-use path - agreed
- Alternative transport and a move away from cars

Table 4

- The Jurassic coast (a consensus was that Exmouth needed to capitalise on this more than it had to date) – group all for this
- Sea/maritime Heritage – group agree plus Littleham and the rural hinterland
- Future development must be accessible for all – agreed community and disabled access.
- The group posed a question – was a Hotel necessary to be provided to develop Queen's Drive and asked what was around it [the hotel if provided] that would attract tourists? – one member agreed others did not
- Consideration should be given to a cultural building looking at music, the arts, performance space – group agreed
- Free activities should be considered and the popularity of the dinosaur park was noted – group agreed
- Paid for attractions eg crazy golf were also put forward as ideas – group disagreed
- Seating was raised for all users – sorry I can't tell what the response was

- Family orientated attractions – something for all ages – group agreed
- Arts and culture facilities including a library – Group agreed need an arts centre
- Sports facilities - agreed
- Marine based start-up business units especially in the area of Camperdown creek - agreed
- A transport interchange at the entrance to the town looking at taxis, buses, rail and also the legibility of the gateway to the town for visitors – no sounds too suburban
- Public realm initiatives must be part of placemaking – Group did not understand what public realm meant.
- A mixed economy going forward - agreed
- A tramway – group disagreed – not clear where to and from
- Asked what was our USP (unique selling point) the beach? agreed
- Connectivity (clarified as being digital, roads, rail, cycling). Group felt - digital ok; roads need to be clear routes within town; station could be moved towards Mudbank to make land available – footpaths are not currently ‘shared spaces’; electric hook-ups for cycling
- A very useful analysis was that Exmouth is very ‘linear’ in nature which made it both unique and a challenge to improve connectivity eg from the town centre to the beach – group agreed.
- The need to keep placemaking ‘fresh’ - group agreed it should be kept under review.
- Retail was finding it very tough – was in competition with Exeter and needed to develop more of a USP for the town centre – group felt more ‘niche’ shops need for it to be different
- The offering should be ‘classy’ not tacky – high quality – group agreed
- Lack of activity for young people needed to be addressed – group agreed
- Arts were important – group agreed - Cultural provision – Bideford, Teignmouth and Crediton all have a dedicated Arts Centres. Exmouth with double the population has not
- Group asked how sustainable was prosperity based solely on hospitality/café culture – the need to develop an all-year offering was put forward – group agreed
- Linking of the micro areas eg beach, Docks, Strand, Shopping centre Brixington and Littleham – all great areas but not interlinked – group agreed
- Something Iconic – group the beach – we love it
- Signage needed to help people to get around the town/parking – group agreed
- What to do with Ocean – can it be adapted needed to develop a National Profile – needs to be used
- Imperial Rd area lacked legibility - agreed
- Walking/cycling to Exeter needed improvement – not
- Alternative transport and a move away from cars - yes

Table 5

Placemaking should be mixed use in nature and include a range of free and ‘paid for’ facilities – group were happy with ‘free’ and ‘paid for’ attractions – but not supportive of residential development on seafront.

Themes to celebrate were:-

- The Jurassic coast (a consensus was that Exmouth needed to capitalise on this more than it had to date) – a good theme but not the only one
- Sea/maritime Heritage – need to develop sea and maritime heritage ore effectively especially heritage side. Material in Exeter [museum?] could be in Exmouth. It is worth keeping up the access up the river [to Exeter] by dredging the sand. Sewage is becoming an issue. A Trail.

- Future development must be accessible for all – very important need to be able to take a buggy around
- The group posed a question – was a Hotel necessary to be provided to develop Queen's Drive and asked what was around it [the hotel if provided] that would attract tourists? Group didn't want to see a hotel on the seafront – instead keep the Devon Court
- Consideration should be given to a cultural building looking at music, the arts, performance space
- Free activities should be considered and the popularity of the dinosaur park was noted
- Paid for attractions eg crazy golf were also put forward as ideas – happy to see these – a good idea.
- Seating was raised for all users – agreed more seats
- Family orientated attractions – something for all ages – agreed also need showers, changing facilities more toilets easily accessible and well signposted
- Arts and culture facilities including a library – arts and culture good in the town, the library is very good; public art work good.
- Sports facilities – sports are well provided
- Marine based start-up business units especially in the area of Camperdown creek – a good idea esp at Langerwehe Way
- A transport interchange at the entrance to the town looking at taxis, buses, rail and also the legibility of the gateway to the town for visitors – an excellent idea esp bicycles, clear car parking; route to beach; buses need indicating (I think this means how to get to seafront – not sure) Need better separation between pedestrians and cycle routes.
- Public realm initiatives must be part of placemaking – cleaner streets would be good
- A mixed economy going forward
- A tramway – no need for this
- Deaf academy – important and we could make more of it i.e. signing and hearing aids; possibly the business community using the facilities more
- More foreign students needed as pre covid more awareness of what there is
- Could link Stuart line Cruises with land based activities eg nature exhibitions
- Transition Exmouth – needs to be better known (Eco) Need a PR relations officer to make their role clear sorry not 100% this is right?
- Need to keep Coastwatch facility
- Magnolia centre needs upgrading and improving
- Harbour view needs preserving and developing
- Educational visitor centre a very good idea – could develop some of the points above eg
- History
- Natural heritage
- Where to find attraction(s) what's on
- Nighttime economy – needs toilet facilities
- Agree with group 2 – need to get basics right
- Council owned parts of town eg beach huts, tatty and in wrong place
- Group 3 – comments on Magnolia centre supported
- Someone needs to keep an eye on the general state of the town
-
- USP Beach – wind
- Confluence of river and sea

- Digital connectivity ok – room for some improvement; Roads: completion of Dinan way and Exeter Rd essential; A376 inadequate; Expand cycling and routes connectivity to be improved
- Arts - Are important – all of them inc. music
- All year round tourism businesses required
- Signage needs sorting out professionally
- Ocean – needs better managed for more income
- Parking – consider a park and ride
- Glossy shops – not tacky

Characteristics for Placemaking

Table 1

- Natural environment, green issues, environmentally sensitive, pride in the Jurassic coast were all priorities in the group.
- There are multiple groups already in existence who are perhaps not well known or not well linked up eg plastic free
- Entrepreneurial hub for start-up businesses linked to environmental and local concerns
- Eco resort
- Better use of existing buildings rather than building new.
-
- Table 1 agreed with all of the QDDG group 2 characteristics ie
- Accessible and inclusive
- Cultural development should be sensitive to local views
- Traditional to be respected included maritime, fishing, sailing and watersports
- Take pride in the Jurassic Coast
- Coastwatch facility needed
- Be environmentally sensitive
- River Exe SPA (specially protected area) and beach management plan
- An informative educational visitor centre
- Architecture in keeping with the townscape/heritage and not 'Brutal British' need for design flair.
- Table 1 agreed with all of the QDDG group 3 characteristics except point 1 re the nighttime economy – this needs to be carefully managed.

Table 2

- Capitalise on the natural environment - agreed
- Not tacky - agreed
- Diverse – mixing the old (traditional) with the new (respecting our Edwardian and Victoria heritage) - agreed
- Something for everyone – disagreed – not to attract the 'wrong type' ie groups that might dissuade more natural types.
- An all year round offering to support businesses – Group felt that our natural environment does support our existing, adaptable businesses. Need more assistance for those businesses rather than more development.
- Safe and confident – agreed – more police in summer more toilet facilities in summer also.
- Green (environmentally conscious) - agreed

- Have a traditional sea side offering – questioned what this meant – no to more arcades
- Exmouth needs to be clear on its identity and purpose – Exmouth has one – The environment and nature.
- The Dinosaur Park should be refreshed, improved and expanded – Research needed to determine if it is worth funding.
- Accessible and inclusive - agreed
- Cultural development should be sensitive to local views – but also respect nature and wildlife
- Traditional to be respected included maritime, fishing, sailing and watersports
- Take pride in the Jurassic Coast – agreed as gateway to the Jurassic coast
- Coastwatch facility needed - agreed we have it enhance it.
- Be environmentally sensitive - agreed
- River Exe SPA (specially protected area) and beach management plan – agreed it is needed.
- An informative educational visitor centre – yes but in an existing building
- Architecture in keeping with the townscape/heritage and not 'Brutal British' need for design flair – no need for new buildings let's enhance what we have
- Need to improve and support the night-time economy - disagree
- Council should take control over those areas of the town it owns and use its influence current unoccupied/derelict and void sites let the town down - agreed
- Felt there should be dialogue with the Magnolia Centre owners/operators, Thomas Tucker Building and the post office - agreed
- There was a need for sympathetic modernisation – appropriate enhancement of existing structures

Table 3

- Capitalise on the natural environment – generally agreed plus protect and conserve
- Not tacky – agreed – town centre is tacky
- Diverse – mixing the old (traditional) with the new (respecting our Edwardian and Victoria heritage) - agreed
- Something for everyone - agreed
- An all year round offering to support businesses - agreed
- Safe and confident - agreed
- Green (environmentally conscious) - agreed
- Have a traditional sea side offering - agreed
- Exmouth needs to be clear on its identity and purpose - agreed
- Re dinosaur play area: The group agreed is that the current site needed changing and expanding with new activity equipment for older children too and with multi-generational activities, fitting in with any new 'iconic theme' or marine theme.
- The group thought that what is currently on dinosaur play area should be moved to the Maer play site (This was a possibility originally stated when temporary approval was granted.)
- In discussing Themes most in our group had agreed the dinosaur area was 'poor', 'only ok' 'doesn't cater for older children' 'looks popular because there's nothing else'
- Accessible and inclusive - agreed
- Cultural development should be sensitive to local views – agreed
- Traditional to be respected included maritime, fishing, sailing and watersports – not happy with jet skis – not environmentally friendly

- Take pride in the Jurassic Coast – agreed natural environment
- Coastwatch facility needed - agreed needs updating
- Be environmentally sensitive - agreed
- River Exe SPA (specially protected area) and beach management plan – agreed
- An informative educational visitor centre – agreed
- Architecture in keeping with the townscape/heritage and not 'Brutal British' need for design flair – agreed
- Need to improve and support the night-time economy - undecided
- Council should take control over those areas of the town it owns and use its influence current unoccupied/derelict and void sites let the town down – agreed esp the post office/Magnolia Centre/Areas behind
- Felt there should be dialogue with the Magnolia Centre owners/operators, Thomas Tucker Building and the post office – as per point above
- There was a need for sympathetic modernisation - agreed must be sympathetic

Table 4

- Agreed to all characteristics and suggested showers should be part of the seafront offering.
- A central location would bring vibrancy into the town centre all year round. (The Kennaway Centre could be used?) Seafront
- Cold water showers provided at regular intervals would encourage sea swimming. Associated health benefits would encourage tourism

Table 5

- Agreed with the characteristics identified.
- Deaf academy – important and we could make more of it i.e. signing and hearing aids; possibly the business community using the facilities more
- More foreign students needed as pre covid more awareness of what there is
- Could link Stuart line Cruises with land based activities eg nature exhibitions
- Transition Exmouth – needs to be better known (Eco) Need a PR relations officer to make their role clear sorry not 100% this is right?
-
- Need to keep Coastwatch facility
- Magnolia centre needs upgrading and improving
- Harbour view needs preserving and developing
- Educational visitor centre a very good idea – could develop some of the points above eg
- History
- Natural heritage
- Where to find attraction(s) what's on
- Nighttime economy – needs toilet facilities
- Agree with group 2 – need to get basics right
- Council owned parts of town eg beach huts, tatty and in wrong place
- Group 3 – comments on Magnolia centre supported
- Someone needs to keep an eye on the general state of the town
-
- USP Beach – wind
- Confluence of river and sea

- Digital connectivity ok – room for some improvement; Roads: completion of Dinan way and Exeter Rd essential; A376 inadequate; Expand cycling and routes connectivity to be improved
- Arts - Are important – all of them inc. music
- All year round tourism businesses required
- Signage needs sorting out professionally
- Ocean – needs better managed for more income
- Parking – consider a park and ride
- Glossy shops – not tacky
- Added that business other than maritime need support also

Questions were asked about:

Who attended the 'stakeholder' meetings?

G Mills advised this was taken from a list built up over some time. G Mills accepted the list may not be perfect but anyone not on that list was free to attend the public workshops.

G Mills asked those attending to encourage people to attend and/or complete the online questionnaire.

Questions asked at the meeting.

1.

G Mills was asked if Ocean was profitable for the Council?

G Mills confirmed LED were paying their rent but didn't intend to go into details of their lease as it was out with the scope of the workshop.

2. Was the purpose of the meeting to get views to feed into a wider plan still to be developed?

G Mills advised yes, it was.

3. Who were the stakeholders as some businesses seemed not to be aware of the workshops?

G Mills advised that many stakeholder groups had been invited from a mailing list that had been developed over some time. The challenge was in getting people to come along. G Mills confirm the youth parliament had been invited as had the local college and other business groups eg the Chamber of Commerce. He asked those present to encourage others to come along to the next meeting on the 31st of July 2022 at Ocean from 10am-1230pm.

4. Was there any issue with sharing the feedback once it was produced?

G Mills – advised that the documents would be made public so the views could be shared.

5. What would be developed on Queens Drive Space?

G Mills advised that the Placemaking in Exmouth Town and Seafront Group had moved its focus away from just QDS to looking at the whole of Exmouth. G Mills advise that QDS would be part of the plan and that he had no preconceived ideas about what that might look like.

6. What was the role of the Neighbourhood Plan?

Cllr Brian Bailey advised it had been prepared by ETC and was very much alive. G Mills advised that any developments going forward would have to be scrutinised by ETC as part of the planning process – so there were checks and balances throughout the process.

A closing address was made by Cllr Paul Arnott who thanks everyone for their hard work.

G Mills advised that officers would write up an account of the evening and bring to the next delivery group meeting for consideration and to ensure transparency. Copies of all the material produced would be kept should we need to refer to it in the future. The notes would be circulated to those attendees.

Attendance List

Group 1

Julie Mills
Daphne Currier
Pam Jasper
J.M. Gathercole
Adrian Gathercole
Lyndon Massey
Kayt Massey
Annette Ladbroke

Group 2

Chris Sands
Jackie Sands
Anita Johnson
Brian Johnson
Karen Geoffrey
Geoff Geoffrey
Mike Fowler
Cllr Megan Armstrong
Robert Kathro

Group 3

David West
Susan Davies
Annette Tremlin
Ann Membrey
Helen Bennett
Dave Toomey
Simon Pardoe
Jane Ashton

Group 4

Geoff Skinner
W&A Crocker
Peter Brain
Steve Bennett
Steve Jones
Chrissy Lavis
Alec Huett

Malcolm Dodd

Group 5
Michael Jenkinson
Carol Barnes
Gordon Hodgson
Robert Hughes
Felicity Hughes
Trudi Cotton
Rod Latham

Elected Members attending

Cllr Paul Arnott- EDDC
Cllr Nick Hookway – EDDC
Cllr Aurora Bailey - ETC
Cllr Brian Bailey - ETC

Officers in attendance:

Tim Child, Service Lead - Place, Assets & Commercialisation
Gerry Mills, Project Manager for Place and Prosperity (Exmouth)

East Devon District Council
How would you improve Exmouth?
Consultation results
Summer 2022

Summary

861 respondents filled in a copy of the questionnaire.

About You

- Only 4% of respondents were under 29, 25% were aged between 30 and 49, 51% were aged between 50 and 69 and 20% were aged 70 and over. As different age groups may feel very different ways about improvements to Exmouth, the fact that over half of respondents were aged between 50 and 69 should be borne in mind.
- 71% of respondents lived within the area covered by Exmouth Town Council, 12% lived outside of Exmouth but within East Devon. 5% were from outside of East Devon.

Improving Exmouth

When respondents were given a list of 12 proposals for improving Exmouth identified by the Exmouth Queen's Drive Delivery Group, although there was widespread agreement with all the proposals, the three they most agreed with were:

- A safe space – 94% agreed, 2% disagreed
- Accessible by everyone – 93% agreed, 2% disagreed
- The natural environment, including the countryside, sea and beach theme – 92% agreed, 2% disagreed

Out of the 12 proposals, the three with the highest disagreement levels were:

- A traditional seaside theme – 16% disagreed, 63% agreed
- A Jurassic Coast theme – 14% disagreed, 48% agreed
- Having a unique selling point or something iconic – 12% disagreed, 59% agreed

When asked about the 12 proposals for improving Exmouth, there were two proposals that had significant differences between those aged 49 and under and those aged 50 and over:

- 56% of respondents aged 49 and under agreed with a sea / maritime heritage theme, compared with 77% of those aged 50 and over.
- 47% of respondents aged 49 and under agreed with a traditional seaside theme, compared with 70% of those aged 50 and over.

When asked what a unique selling point / something iconic would be in Exmouth, the four most popular suggestions were:

- Clean outstanding/ quality / safe beach for whole family (with dog friendly) with promenade seafront / 2 miles of golden sand.
- Water sports for all ages (improved and open to public) / kite surfers centre / centre of excellence / competitions.
- Maritime and Victorian heritage / history.
- Jurassic themes (interactive visitors centre). World Heritage Site.

When asked what other themes or ideas would improve Exmouth but weren't on the initial list of 12 proposals, the three most common answers were:

- Improve Magnolia Centre / Town centre
- Multi-purpose arts centre / arts and music quarter
- Better / cheaper parking and toilets (preferential parking for locals / disabled) / more parking / more accessible toilets at Maer / toilets at Marina.

When respondents were given a further list of 17 proposals for improving Exmouth identified by the Exmouth Queen's Drive Delivery Group, although there was widespread agreement with all the proposals, the three most agreed with were:

- Improve the town centre - 92% agreed, 2% disagreed
- Improvements to the unoccupied and derelict areas of Exmouth – 91% agreed, 3% disagreed
- An economy with a variety of jobs and services in different sectors, not all based on one sector such as tourism – 91% agreed, 2% disagreed

Out of the 17 further proposals for improving Exmouth, although the percentage of respondents that agreed were still fairly high, the three proposals least agreed with were:

- Improved walking and cycling links to Exeter - 60% agreed, 11% disagreed
- Improved sports and leisure facilities - 66% agreed, 5% disagreed
- Improved attractions suitable for families – 70% agreed, 7% disagreed

When asked about the 17 proposals for improving Exmouth, there were two proposals that had significant differences between those aged 49 and under and those aged 50 and over:

- 84% of respondents aged 49 and under agreed with the economy having a variety of different jobs and services, compared with 93% of those aged 50 and over.
- 78% of respondents aged 49 and under agreed with improved quality places to eat, activities and facilities that are open in the evenings, compared with 87% of those aged 50 and over.
- 69% of respondents aged 49 and under agreed with improved seating suitable for everyone, compared with 78% of those aged 50 and over.
- 60% of respondents aged 49 and under agreed with improved signage to help people find their way around, compared with 73% of those aged 50 and over.

When asked what other proposals would improve Exmouth but weren't on the further list of 17 proposals, the three most common answers were:

- Town centre / Magnolia Centre improvements
- Address anti-social behaviour / more PCOs in evening / stop crime / CCTV
- Improve car park toilets – in disrepair / keep toilets open / toilets in Marina

Methodology

The questionnaire was mainly focused on themes and improvements for Exmouth that were identified by the Exmouth Queen's Drive Delivery Group. The questionnaire was placed online and publicised extensively in a wide variety of ways. Paper copies and copies of the questionnaire in other formats were available upon request. 861 respondents filled in the online questionnaire.

Please note:

- Where total percentages for a question equal 99% or 101% this is because of the rounding up of decimal places when working out the percentages.
- Where there is a difference between the percentages that agreed and disagreed, the rest will have answered 'neither agree nor disagree'.

Full Results

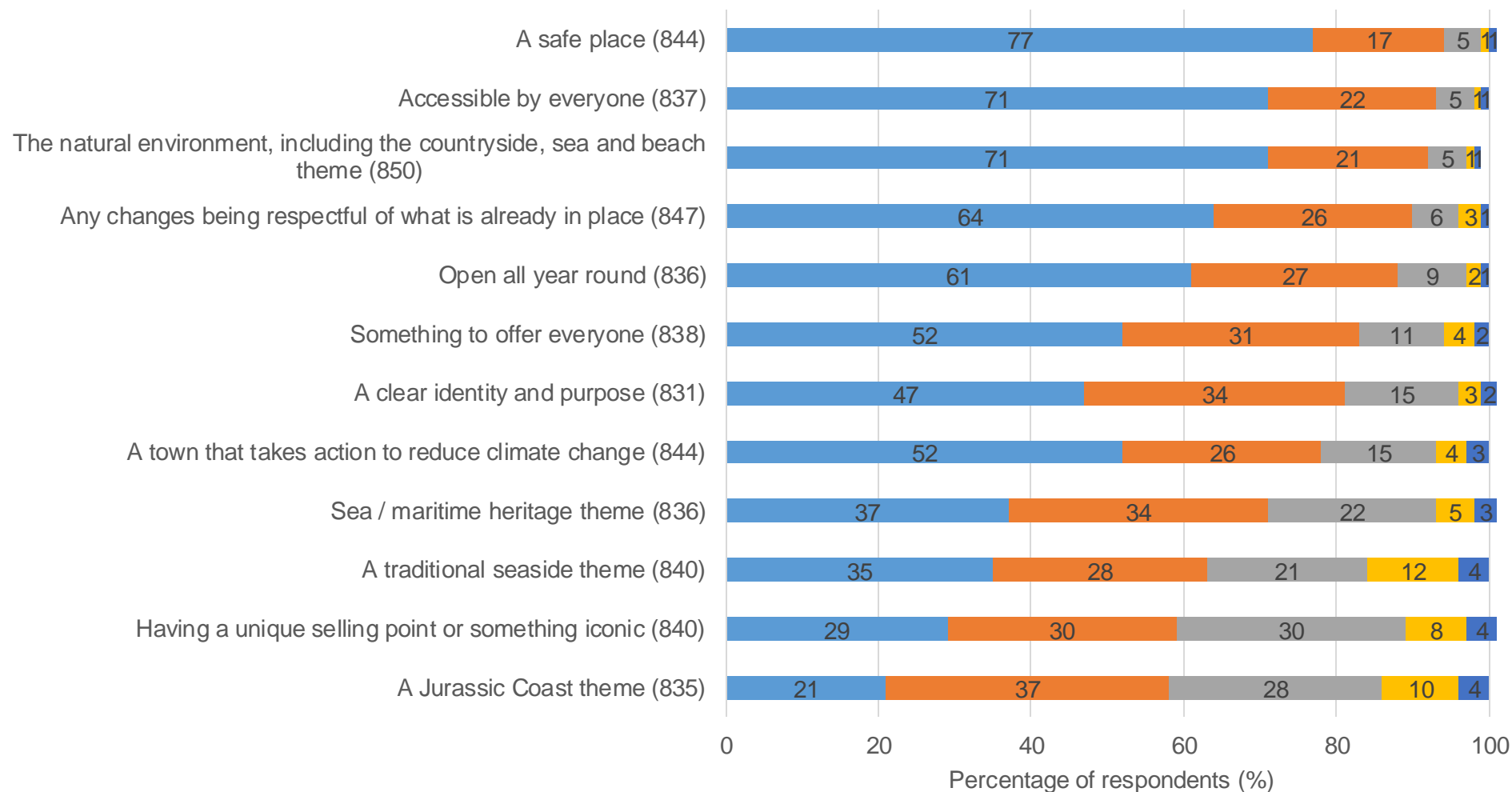
1. Please tick the box below to confirm you've read and understood the data protection statement above:

All 861 respondents had ticked the box stating they had read and understood the data protection statement.

2. Do you agree or disagree with the following for improving Exmouth?

The number in brackets is the number of respondents to that particular part of the question. The graph below is laid out in order of the percentage that agreed.

■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Strongly disagree



Only 4% of respondents were under 29, 25% were aged between 30 and 49, 51% were aged between 50 and 69 and 20% were aged 70 and over.

As different age groups may feel very different ways about improvements to Exmouth, age is an important factor. However, there are not enough respondents aged 29 and under (only 33) to split the results into the 4 age categories. Instead we split them into two age categories to see if there are any significant differences, those aged 49 and under and those aged 50 and over. However the only answers where significant differences appeared between those that agreed were:

Sea / maritime heritage theme	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Number of respondents
Those aged 49 and under	23	33	33	8	4	243
Those aged 50 and over	43	34	17	4	2	588

Traditional seaside theme	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Number of respondents
Those aged 49 and under	25	22	26	18	9	245
Those aged 50 and over	39	31	19	9	2	589

- 56% of respondents aged 49 and under agreed with a sea / maritime heritage theme, compared with 77% of those aged 50 and over.
- 47% of respondents aged 49 and under agreed with a traditional seaside theme, compared with 70% of those aged 50 and over.

If you agree with the idea of having a unique selling point or something iconic, do you have any ideas what this could be?

Out of the 59% that had agreed, 325 respondents commented, the most common ideas were:

Most common comments (said by five or more people):	Number of people that gave that comment
Clean outstanding/ quality / safe beach for whole family (with dog friendly) with promenade seafront / 2 miles of golden sand	47
Water sports for all ages (improved & open to public) / Kite surfers centre / centre of excellence / competitions	40
Maritime & Victorian heritage / history (docks, nelson, whaling, boatbuilding, sea fountain)	35
Jurassic themes (interactive visitors centre). World Heritage Site	33
Green tourism (recycling stations, grey water showers) Eco holidays, natural seafront/ sustainability champion	23
Lido / outside pool / water play-park / tidal sea pool	19

Migratory bird site / AONB wildlife & ecology / coastal environment centre	14
Fun park with swan boats / Go karts -traditional entertainment all year round / helter skelter / mini golf / mini railway	14
Traditional seaside holiday town (with modern twist) not overdeveloped	13
Promote town, beach & estuary combination attraction	13
Large sculpture / more artist work / installation	12
Quality food and drink / seafood / vineyards / independent cafes & bars	11
The 'Tate' style gallery - Maritime – to showcase art, heritage etc.	10
Welcoming & something for everyone 0 – 99yrs with free attractions / sports (parks, beach & coastal paths)	9
Pedestrianise seafront	9
More independent pop up eating / drinking along sea front (later hours)	9
Tram / good walkway linking train station to beach & town	8
Updating / replace Magnolia & Market (destination market)	6
Family friendly town & beach	6
Pedestrianised Rolle Street – High Street with street market	5

3. If you disagree with any part of question 2, how would you improve them, or which ones would you remove?

Of those that disagreed with any part of question 2, 191 respondents commented.

Most common comments (said by five or more people):	Number of people that gave that comment.
Remove 'Traditional seaside theme': This is outdated – modern attractions needed i.e. Volleyball, open water swimming/ pretty lights / stylish. Activities are not sustainable or environmentally beneficial. Need another hotel in keeping with nature. Traditional is stuck in the dark ages More forward looking with more diversity Innovation is needed Lots of other 'traditional' seaside towns, let's push forward Traditional merchandise can be offensive Younger people don't want it	48
Remove 'Jurassic Coast Theme': Already have Jurassic theme in other towns. Too much about Jurassic Coast – limited appeal Jurassic theme does not align with relaxing beach. Should be coast, beach & wildlife not dinosaurs (tacky) Use Seaton Jurassic exhibits Fake themes – go with natural environment Already well publicised and done by lots of other towns Overused. Need something different Exmouth is not on Jurassic Coast Remove dinosaurs – look tired For older people only	26
Remove 'Having Unique Selling Point / Iconic': No theme is needed Not invest in something in the hope that it becomes iconic Out of fashion quickly No gimmick or theme just sustainable No need for iconic just beautiful sand, sea & coastal views Improve on what Exmouth already has	15

Iconic is overused Geographically unique without gimmicks	
Remove 'Something for everyone': We should not offer something for everyone especially booze-fuelled racers, parties & raves / discourage Stag & Hen. Will make mediocre town. Cannot be something to everyone. Trying to please everyone is impossible and would hack off many Don't make it Vanilla	13
<i>Remove:</i> Dinosaurs they look tacky / tired	12
<i>Improve:</i> Become a natural seaside destination/ Eco resort More signs for litter on beach	10
<i>Improve:</i> Town needs cheaper car parking for families day out / shopping	9
<i>Improve:</i> Town centre needs modernising – rebuild Magnolia Centre	8
<i>Improve:</i> More upmarket, quality cafes and eating places, waterpark, sports	6
<i>Remove:</i> amusement arcade - it is outdated	6
<i>Remove:</i> Cyclists along waterfront is unsafe for children, elderly. Remove cycle path as it's dangerous	6
<i>Improve:</i> Need to work on infrastructure of vehicle access in town. 20mph zones	5

4. Please tell us about any other themes or ideas that you think would improve Exmouth, but aren't on the list in question 2:
416 respondents commented.

Most common comments (said by 5 or more people)	Number of people that have that comment
Improve Magnolia Centre / Town centre	66
Multi-purpose arts centre / arts & music quarter	26
Better/cheaper parking and toilets (preferential parking for locals/disabled) / more parking/ more accessible toilets at Maer / toilets at Marina	26
Remove vehicle access from part of seafront / car free zones / Tram along the front	20
Encourage independent traders /local producers / better quality High St names	19
Police - Strong presence to reduce youth crime / zero / boy racers / tolerance on drunkenness. Reopen police station / CCTV	19
Better links pedestrian / cycle route from station to town to beach / marina	19

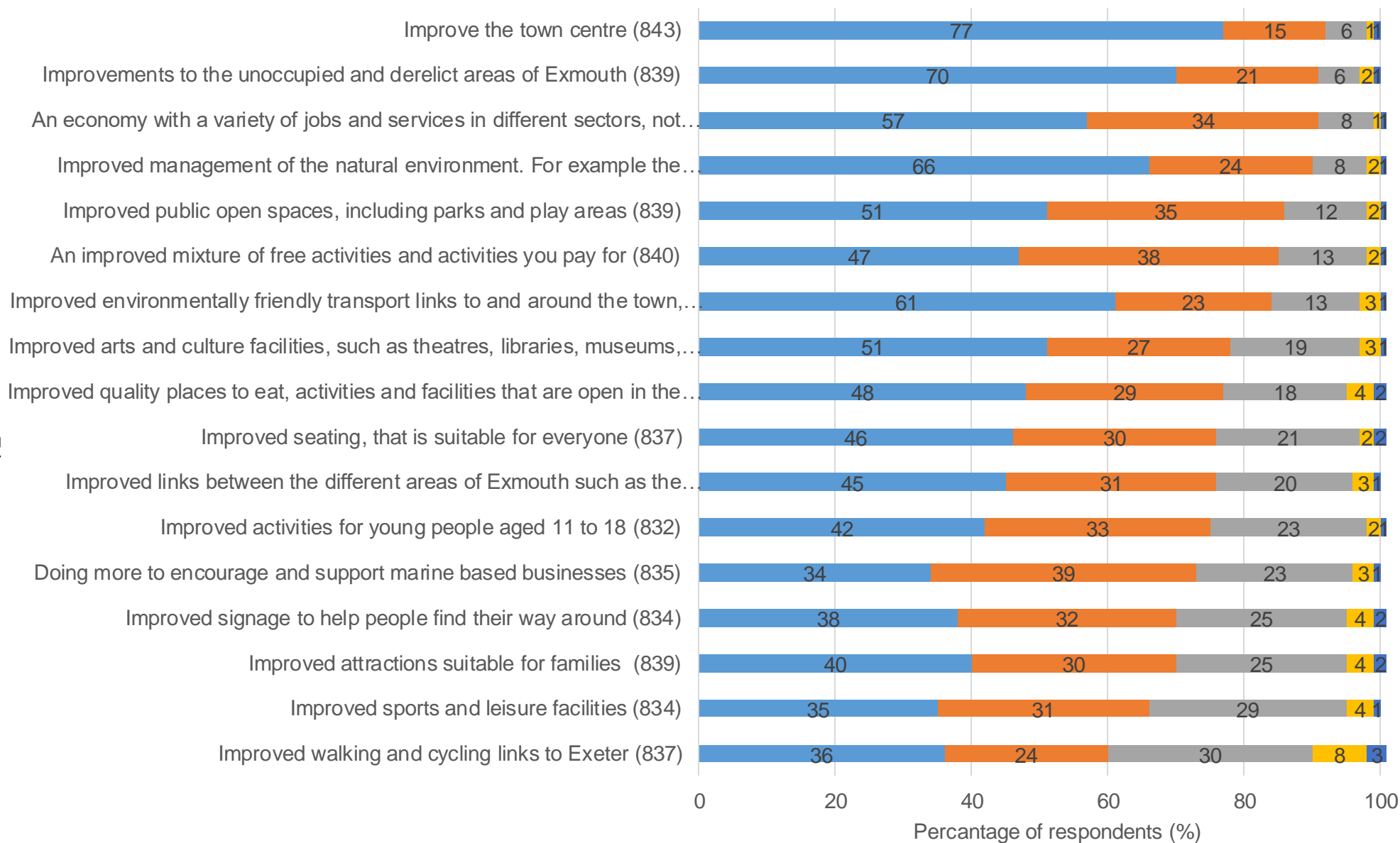
Redesign / remove seafront cycle path as current one is dangerous	19
Water sports investment / outdoor sports areas for all / stadium / Host triathlon / marathons	16
Beach sports / Volleyball	13
Promote natural resources / protection of countryside (Seaside Forest) / wetland	13
Good quality offerings in hospitality / restaurants / bars / cafes	12
History of Exmouth celebrated (large sailing ship)(living centre) (architecture) / blue plaques / ghost / guided walks	11
Dinosaur play park on QDS / crazy golf / Punch & Judy & Donkey Rides / Go-karts	9
Beach & town camping and motorhome facilities	9
Winter attractions / festival / Festival week / regatta / pirate day	9
Encourage hotels to reinvest to create high end hotels / spa hotels / more hotels	8
Showers on beach	8
Reduced speed limits in town and seafront (20mph)	8
Better road infrastructure through town	7
Jurassic coast / Marine Heritage interactive visitors Centre	7
Cleaner beach /streets / more signs / fines for littering / Beach Guardians/patrols	7
Aqua park / splash park	6
Dogs all year on beach (even if at beginning & end of day).	6
More for teens / youth	6
Open air pool / Lido / Splash park / Sea water pool	6
More cafes / mobile food outlets along sea front into the evening	5
Outdoor market in Strand	5
Fairtrade, Transition Town, plastic free – focus on green initiatives. Community sustainability	5
More trees / green spaces / Mediterranean	5

5. Do you agree or disagree with the following proposals for how Exmouth could be improved?

The number in brackets is the number of respondents to that particular part of the question. The graph below is laid out in order of the percentage that agreed.

■ Strongly agree
 ■ Tend to agree
 ■ Neither agree nor disagree
 ■ Tend to disagree
 ■ Strongly disagree

page 74



Only 4% of respondents were under 29, 25% were aged between 30 and 49, 51% were aged between 50 and 69 and 20% were aged 70 and over.

As different age groups may feel very different ways about improvements to Exmouth, age is an important factor. However, there are not enough respondents aged 29 and under (only 33) to split the results into the 4 age categories. Instead we split them into two age categories to see if there are any significant differences, those aged 49 and under and those aged 50 and over. However the only answers where significant differences appeared between those that agreed were:

An economy with a variety of jobs and services in different sectors, not all based on one sector such as tourism	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Number of respondents
Those aged 49 and under	55	29	14	1	1	244
Those aged 50 and over	57	36	6	1	0	597

Improved quality places to eat, activities and facilities that are open in the evenings	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Number of respondents
Those aged 49 and under	55	23	14	5	4	245
Those aged 50 and over	46	31	19	4	1	595

Improved seating, that is suitable for everyone	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Number of respondents
Those aged 49 and under	40	29	25	3	4	244
Those aged 50 and over	48	30	19	2	1	588

Improved signage to help people find their way around	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Number of respondents
Those aged 49 and under	30	30	31	6	2	238
Those aged 50 and over	41	32	22	3	2	591

- 84% of respondents aged 49 and under agreed with the economy having a variety of different jobs and services, compared with 93% of those aged 50 and over.
- 78% of respondents aged 49 and under agreed with improved quality places to eat, activities and facilities that are open in the evenings, compared with 87% of those aged 50 and over.

- 69% of respondents aged 49 and under agreed with improved seating suitable for everyone, compared with 78% of those aged 50 and over.
- 60% of respondents aged 49 and under agreed with improved signage to help people find their way around, compared with 73% of those aged 50 and over.

6. If you disagree with any of the above proposals, how would you improve them, or which ones would you remove?

Of those that disagreed with any part of question 5, 115 respondents commented.

Most common comments (said by four or more people)	Number of people that gave that comment.
<i>Remove:</i> cycling & walk links to Exeter – already adequate	26
Enough hospitality venues / attractions / eateries	13
Already have enough to offer	7
<i>Remove:</i> Don't need any more benches & seating - sufficient	6
<i>Remove:</i> No more water sports – town has enough	6
No cycling on pavements / clearly marked coloured division	6
Don't over develop seafront	5
<i>Remove:</i> No need for signage - adequate	4
<i>Remove:</i> No nightclubs or late night bars	4
Improve town not sea front	4
Improve – stop boy racers / more CCTV / security	4

7. Please tell us about any other proposals that you think would improve Exmouth, but aren't on the list in question 5:

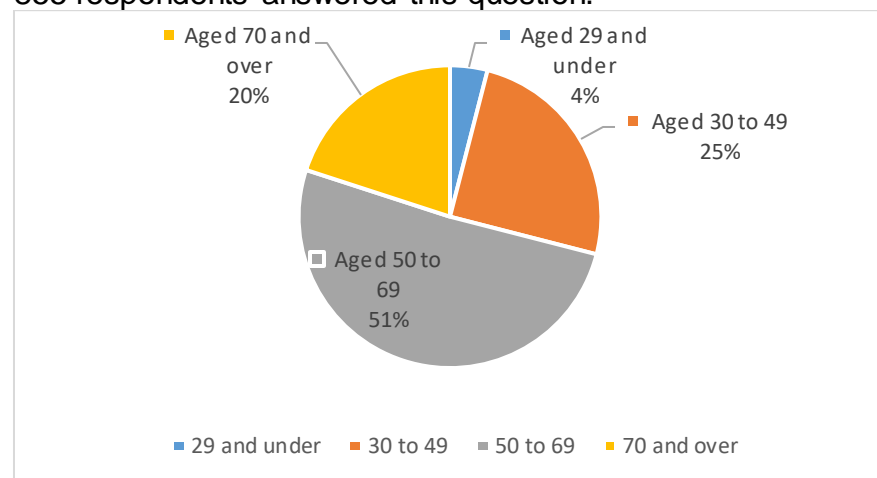
389 respondents commented.

Most common comments, said by seven or more people	Number of people that gave that comment.
Town centre / Magnolia Centre improvements	51
Address anti-social behaviour / more PCOs in evening / stop crime / CCTV	31
Improve car park toilets – in disrepair / keep toilets open / toilets in Marina	29
Remove / redesign cycle lane from sea front – dangerous / widen (Southsea Portsmouth good example)	27

Clear link from train station to sea front via Docks (Tram / mini railway / rickshaws) / Orcombe Point to Estuary	24
Traffic - close sea front to cars / make one way / reduce / park & ride	20
Support local businesses / reduce rates / independent traders / crafts people	17
More / better sea front & town cafes, bars restaurants / pop ups	15
Cultural and community hub / Art Centre	13
Open air pool / splash park	13
More local housing / less second or holiday homes and no more retirement homes	13
Showers / changing and drinking water at sea front	12
Free limited parking (3hrs) / cheaper parking / more accessible	12
Keep sea front tidy / Beach wardens / clean up events	12
Residents parking only for town centre / Beacon / permit schemes	11
Free/ affordable healthy activities for residents and visitors / athletics track	11
Market / stalls in the Strand / Farmer's market / support local producers	11
More festivals – food/ Festival of the Sea / Xmas market / music	10
More green proposals / climate change awareness / nature walks	10
20 mph speed limit beach and town / road humps on seafront	10
More / bigger bins on sea front & town / more frequent collections	9
Finish Dinan Way	9
Maritime museum / Interpretation Centre / Jurassic Centre	9
Stop campervans on Imperial Rec and sea front	9
Encourage outdoor seating in Strand and carry through to rest of town	8
Avoid re development of sea front / no high rise	7
Better signage for car parks / information	7
Better / additional secondary school / sports academy/ FE college	7
Better employment / training / industry links to school	7

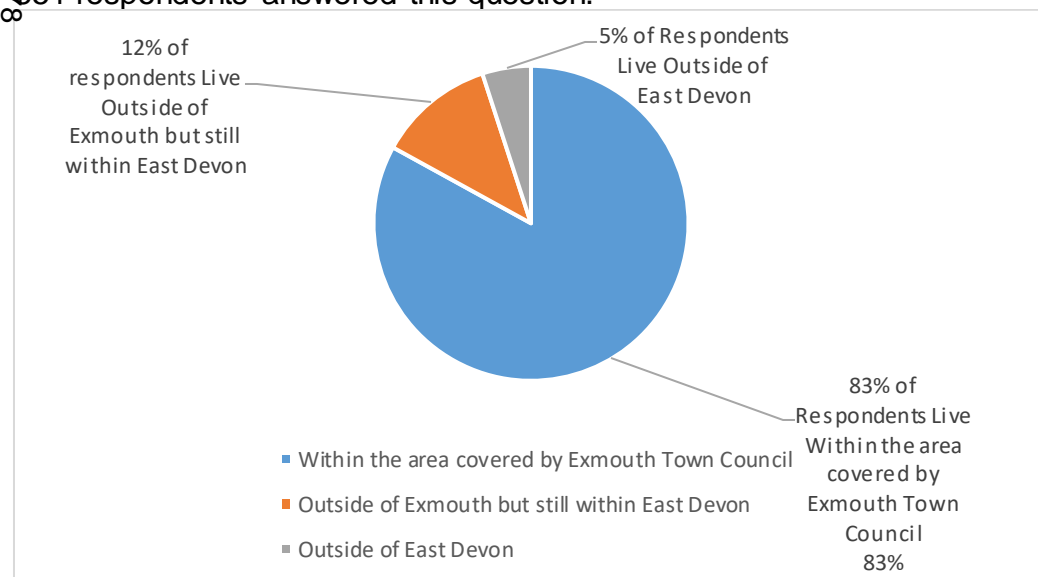
8. Which age group do you fall into?

855 respondents answered this question.



9. Where do you normally live?

851 respondents answered this question.



Those who stated they were from the area covered by Exmouth Town Council were asked to move to question 11.

If you live outside of East Devon, please tell us what city, town or village you live in:

42 respondents commented.

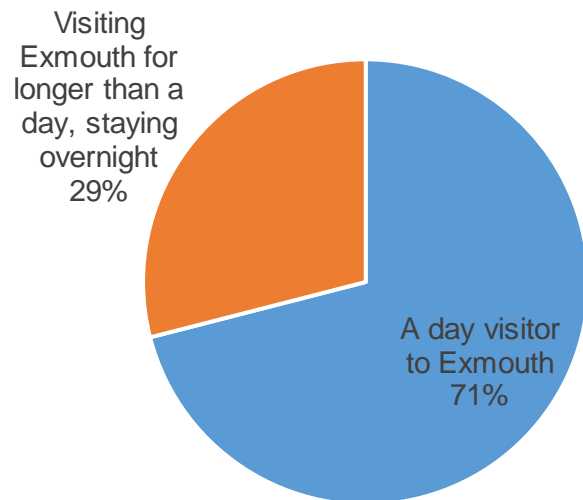
Ten of those stated they were from Exeter, and 5 stated they were from elsewhere within Devon. The others were from:

- Sheffield
- Glossop
- North Somerset
- Bristol
- Plymouth
- Banbury, Oxfordshire.
- Stone Staffordshire
- Llandrindod Wells
- St Mary's Island Chatham Kent
- Kingston upon Hull
- Lydney
- Addlestone, Surrey.
- Redhill
- Stafford, Staffordshire
- Truro
- Bristol
- Shropshire
- United States.
- Hove Sussex
- London
- Eastbourne, Sussex.
- Stratford-upon-Avon
- London
- Horsham
- Sussex

- Fordingbridge, Hampshire
- London

10. Are you:

130 respondents who had stated they did not live within the area covered by Exmouth Town Council answered this question.



11. Would you like to receive the results and feedback from this questionnaire by email?

555 respondents gave us their email addresses so we could send them results and feedback.

Exmouth 'Placemaking' Visitor Survey 2022

Draft report



**Produced for the Exmouth Queen's Drive Delivery Group
(East Devon District Council)**

**By
The South West Research Company Ltd.**

September 2022



Contents

page 82

	Page
Key Findings & Conclusions	3
Introduction	10
Visitor Profile	14
Development Options	25
Development Themes	35



Exmouth 'Placemaking' Visitor Survey 2022



page 83

Key Findings & Conclusions



Key findings

Background

- The seafront area of Exmouth has undergone considerably redevelopment since 2018 in a bid to widen the appeal of the town to both residents and visitors alike and increase leisure spend to further support the local economy. Part of the redevelopment has included the Queen's Drive area and whilst plans for this area continue to be developed a number of temporary usage activities and events have been provided there since the summer of 2018. As determined at the Delivery Group Meeting on the 8th of March, 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 a strategic definition for what Placemaking in Exmouth would look like including possible themes and characteristics. The next steps are now to seek approval to proceed with the placemaking themes and characteristics identified through a series of workshops and a public consultation to present the workshop's findings to interest groups, stakeholders and the public and to seek their feedback.

page 84

As part of this consultation process the Exmouth Queen's Drive Delivery Group at EDDC appointed The South West Research Company Ltd. to conduct a face to face survey amongst visitors to Exmouth during the summer of 2022 to show them how they are thinking of developing placemaking in the town including details of the proposed themes and characteristics identified at the Delivery Group Meeting to explore what visitors think of these plans and what, if any, gaps they think there are in them. The survey explored to what extent visitors agreed with the proposed themes and characteristics for placemaking in the town, what they felt about them and what, if anything, they thought was missing. The data collected via this visitor survey will be collated along with the workshops and public consultation information and presented to the Delivery Group so that a final set of Themes and Characteristics can be agreed and a recommendation made to Cabinet as to the way forward.

- This report has been produced by The South West Research Company (TSWRC) on behalf of East Devon District Council (EDDC) and contains the key findings for the visitor survey based on a sample of 400 face to face interviews conducted in the months of July and August 2022. The face to face survey was conducted by a team of experienced interviewers in five key interview zones across the resort commencing on Saturday 16th July 2022 and continuing through until Saturday 27th August 2022. Adults (aged 16+ years) were sampled on a random basis as they visited the resort in accordance with the Market Research Society (MRS) guidelines for face to face interviewing and 400 is a statistically robust sample to provide an overview of visitors during this period and was specifically calculated for this project.

Key findings

Respondent profile

- 36% of survey respondents were staying overnight in accommodation in Exmouth whilst 64% were visiting the resort for the day either whilst on holiday staying outside the resort (30%) or on a day trip from home (34%).
 - A third of respondents were visiting Exmouth in an immediate family group (husband/wife/partner/children) and 30% as part of a couple (husband/wife/partner). 16% were visiting the resort as part of an extended family group (grandparents/other relatives).
 - Around a third of respondents in each case fell into the 65+ age group, the 45-54 years age group and the 44 years or under age group.
 - 51% of respondents lived in the SW region including approximately 26% in postcode area EX (Exeter). 48% of respondents were from elsewhere in the UK including approximately 5% from the Birmingham postal area code.
 - For half of all respondents visiting Exmouth the chief income earner in their household was in full-time, 30+ hours per week, employment whilst for 32% they were retired with a company/private pension.
- Socio economic groups AB and C1 accounted for 64% of all respondents.
- 76% of respondents were on a repeat visit to the town.
- 80% of repeat visitors had last visited the resort during 2020 or later whilst 20% had done so prior to the Covid-19 pandemic during 2019 or earlier.

Development options

- In the first instance, respondents were told that East Devon District Council are considering a number of development options for Exmouth and that a number of suggestions had been put forward for consideration. Respondents were then asked to rate to what extent they agreed or disagreed with each of the development options on a scale of 'Strongly agree' to 'Strongly disagree' allowing an average agreement score out of a maximum of 5.00 to be calculated. The higher the average score calculated, the higher the level of agreement with the development suggestion.
- Agreement levels were highest for *"Developments should provide income and jobs for a variety of different business types, not just one type"* (4.22) and *"Improvements to the unoccupied and derelict areas of Exmouth"* (4.20).
- Respondents were asked if they had any comments to make about any of the development options proposals. 25% of those respondents providing a comment said the town had already improved a lot and it was all good/no changes were needed whilst 14% said they didn't know/had only just arrived in the town or not been here long enough to comment. In addition, improvements to parking, transport links and signage were some of the areas of most concern amongst those respondents providing a comment.

Key findings

Development options continued

- Respondents were also asked about any other proposals or ideas that they thought would improve Exmouth but which weren't on the development options list already and 19% of those respondents providing a suggestion said the town was all good/had already changed a lot and that no changes were needed whilst 4% said they didn't know/didn't know the area well enough to comment. In addition, parking, along with improvements to public toilets and the cleaning/tidying up the town centre were some of the areas of most concern amongst respondents providing a suggestion.
- The top and bottom five development options are summarized in the table below.

page 86

Top 5 Development options	Agreement score (max. of 5.00)	Rank
Developments should provide income and jobs for a variety of different business types, not just one type	4.22	1
Improvements to the unoccupied and derelict areas of Exmouth	4.20	2
Improved activities for young people aged 11 to 18	3.86	3
A development to encourage and support marine based businesses	3.82	4
Improved management of the natural environment.	3.74	5
Bottom 5 Development options	Agreement score (max. of 5.00)	Rank
An improved mixture of free and paid for activities	3.39	14
Improved signage for pedestrians	3.39	15
Improved sports and leisure facilities	3.37	16
Improved walking and cycling links to Exeter	3.33	17
Improved links between the different areas of Exmouth e.g. between the beach and the town centre	3.32	18

Key findings

Development themes

- Secondly, respondents were told that when any developments take place the town also needs to consider the themes that the developments may need for example: how they appear to people, what they provide, who they are for and how they portray the town. Respondents were then asked to rate to what extent they agreed or disagreed with each of the development themes on a scale of 'Strongly agree' to 'Strongly disagree' allowing an average agreement score out of a maximum of 5.00 to be calculated. The higher the average score calculated, the higher the level of agreement with the development theme.
- Agreement levels were highest for *"Being accessible to everyone"* (4.60) and *"Offering something for everyone to enjoy"* (4.59).
- Respondents who agreed with the idea of having a unique selling point or something iconic in the town were asked if they had any ideas as to what that could be. 21% of those respondents providing a comment said the town already had a USP with the Jurassic Coast/beach/sea/estuary/harbour whilst 4% said they didn't know.
- The main suggestions for a USP focused around Exmouth's history/heritage, a maritime/naval theme and making more of the Jurassic Coast and waterfront.
- Respondents were asked if they had any comments to make about any of the proposed themes for developments. 41% of those respondents providing a comment said that Exmouth was all good/beautiful as it was/didn't need a development theme, 16% that it has already got a theme in the beach/sea/coastline etc. whilst 6% said they didn't know the town well enough to comment. Some respondents who commented were concerned that any proposed development themes were natural/not too thematic and in keeping with the resort whilst some mentioned it having a maritime focus.
- Finally, respondents were also asked about any other themes for developments that they thought would improve Exmouth but which weren't on the development themes list already. 21% of those respondents providing a suggestion said that no changes were needed/lots of changes had happened already/keep it as a traditional seaside town whilst 10% said they didn't know/asked whether there had to be a theme at all?
- Suggestions included improving the range of things to see and do, beach/sports activities, sailing/water sports activities and focusing on nature/wildlife.
- The top and bottom five development themes are summarized in the table overleaf.

Key findings

Development themes continued

Top 5 Development themes	Agreement score (max. of 5.00)	Rank
Being accessible to everyone	4.60	1
Offering something for everyone to enjoy	4.59	2
Consider and be themed around the natural environment	4.33	3
Being a safe place	4.28	4
Being open all year round	4.26	5
Bottom 5 Development themes	Agreement score (max. of 5.00)	Rank
Being a town that takes action to reduce climate change	4.14	8
Having a clear identity and purpose	4.09	9
Having a traditional seaside theme	4.07	10
Having a Jurassic Coast theme	3.70	11
Having a unique selling point or something iconic	3.51	12

Conclusions

- What is clear from the survey findings for both the development options and themes presented to respondents is that there is no disagreement to any of the suggestions put forward, just varying levels of agreement with all of the options receiving positive agreement scores although with some options clearly standing out from others.
- In terms of the development options that were provided to respondents, the top two (1- Developments should provide income and jobs for a variety of different business types, not just one type and 2- Improvements to the unoccupied and derelict areas of Exmouth) achieved agreement scores significantly higher than any of the other options provided and are the stand out choices for visitors to the town.
- Below these developments options the next eight options, when ranked by the agreement score achieved, are all scored within of 0.25 of each other (scores ranging from 3.86 to 3.61). So whilst there is an order of preference calculated through this research, the closeness of the results below the first two options should also be considered.
- Below the top ten ranked development options the scores are lower again and whilst the scores are still good, in comparison to the other options provided these options can probably be marked as not important to visitors from the list of those provided.

page 89 A broadly similar trend is apparent for the list of development themes provided to respondents with the top two (1- Being accessible to everyone and 2- Offering something for everyone to enjoy) displaying scores clearly above the other themes presented. Again, the stand out choices for visitors.

- Below the top two development themes the next eight options, when ranked by the agreement score achieved, are all scored within of 0.26 of each other (scores ranging from 4.33 to 4.07). So again, whilst there is an order of preference calculated through this research, the closeness of the results below the first two options should also be considered.
- In a similar manner to the development options, below the top ten ranked development themes the scores are lower again and whilst the scores are still good, in comparison to the other options provided these options can probably be marked as not important to visitors from the list of those provided.
- Whilst many different comments and suggestions were made by respondents about the suggested development options and themes for the resort, on the whole, the majority commented that they felt the town was good as it was and had already been developed a lot. Whilst considering visitor opinions as part of this process it should be noted that the driver for many visiting the town is that they like it as it is and new developments should be in keeping with the towns character if a good proportion of existing visitors are to be kept onboard.
- What is also clearly evident from the overall survey findings for a good proportion of respondents is that when given the opportunity to express their own opinions about development options and themes outside of the options that they were provided with it, is largely improvements to the basic existing facilities on offer in the resort which are coming out as priorities for many visitors rather than any further new developments for the resort.

Exmouth 'Placemaking' Visitor Survey 2022

page 90

Introduction



Background & rationale

In 2015, Exmouth attracted approximately 421,000 staying visits from UK and overseas visitors combined with approximately 2.9 million day visits, generating an estimated £183 million pound's worth of visitor spend in the local economy. Approximately 3,000 full time equivalent jobs within the resort are tourism related. **(Source; Value of Tourism 2015 – South West Research Company Ltd.).**

The oldest seaside town in Devon, Exmouth boasts two miles of sandy beach and is the gateway to the World Heritage Jurassic Coast. A popular holiday destination since the 18th century, Exmouth truly represents the British seaside at its best with golden beaches for building sandcastles, rock pools to hunt for elusive crabs and sparkling sea in which to paddle, swim, windsurf and water ski.

The seafront area of Exmouth has undergone considerably redevelopment since 2018 in a bid to widen the appeal of the town to both residents and visitors alike and increase leisure spend to further support the local economy. Part of the redevelopment has included the Queen's Drive area and whilst plans for this area continue to be developed a number of temporary usage activities and events have been provided there since the summer of 2018.

As determined at the Delivery Group Meeting on the 8th of March, 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 a strategic definition for what Placemaking in Exmouth would look like including possible themes and characteristics. The next steps are now to seek approval to proceed with the placemaking themes and characteristics identified through a series of workshops and a public consultation to present the workshop's findings to interest groups, stakeholders and the public and to seek their feedback.

As part of this consultation process the Exmouth Queen's Drive Delivery Group at EDDC appointed The South West Research Company Ltd. to conduct a face to face survey amongst visitors to Exmouth during the summer of 2022 to show them how they are thinking of developing placemaking in the town including details of the proposed themes and characteristics identified at the Delivery Group Meeting to explore what visitors think of these plans and what, if any, gaps they think there are in them. The survey explored to what extent visitors agreed with the proposed themes and characteristics for placemaking in the town, what they felt about them and what, if anything, they thought was missing.

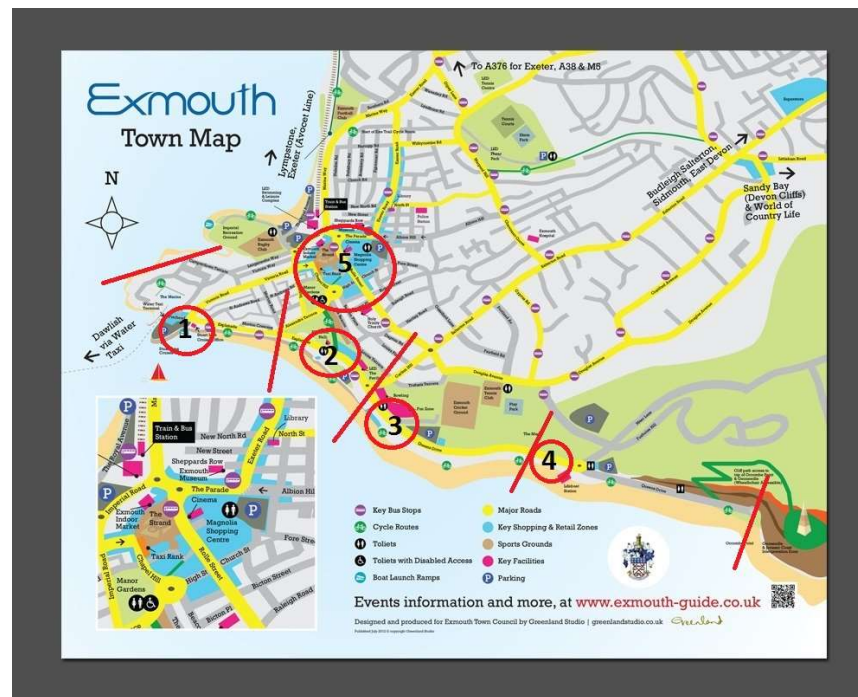
The data collected via this visitor survey will be collated along with the workshops and public consultation information and presented to the Delivery Group so that a final set of Themes and Characteristics can be agreed and a recommendation made to Cabinet as to the way forward.

Methodology

400 face to face interviews were undertaken amongst visitors to Exmouth in five key interview zones across the resort (shown in the map below) commencing on Saturday 16th July 2022 and continuing through until Saturday 27th August 2022.

Adults (aged 16+ years) were sampled on a random basis as they visited the resort in accordance with the Market Research Society (MRS) guidelines for face to face interviewing and 400 is a statistically robust sample to provide an overview of visitors during this period and was specifically calculated for this project.

page 92



The sample points above were agreed in full consultation with EDDC and were the same as those used for previous visitor survey work conducted in the town. They were selected to cover the whole seafront area and the town centre and to ensure that all visitor types were fully represented by the survey and that they covered the main access routes/car parks etc. to different parts of the beach (all of which are slightly different in terms of facilities). They were

Statistical reliability

All sample surveys are subject to statistical error. The size of this error varies with the sample size and also with the order of magnitude of the research findings being considered.

The table below shows the sample achieved and gives the margins within which one can be 95% certain that the true figures will fall (assuming the sample is random).

The figures shown are at the 95% confidence limits. Thus, for example, we can be 95% certain that, for all visitors with a result of 50%, the true percentage is the range 45.1% to 54.9%.

The margins of error shown below should be borne in mind when interpreting the results contained in this report.

Combined survey response	All Visitors
Research findings	Sample: 400
10% or 90%	+/- 2.9
20% or 80%	+/- 3.9
30% or 70%	+/- 4.5
40% or 60%	+/- 4.8
50%	+/- 4.9

Exmouth 'Placemaking' Visitor Survey 2022

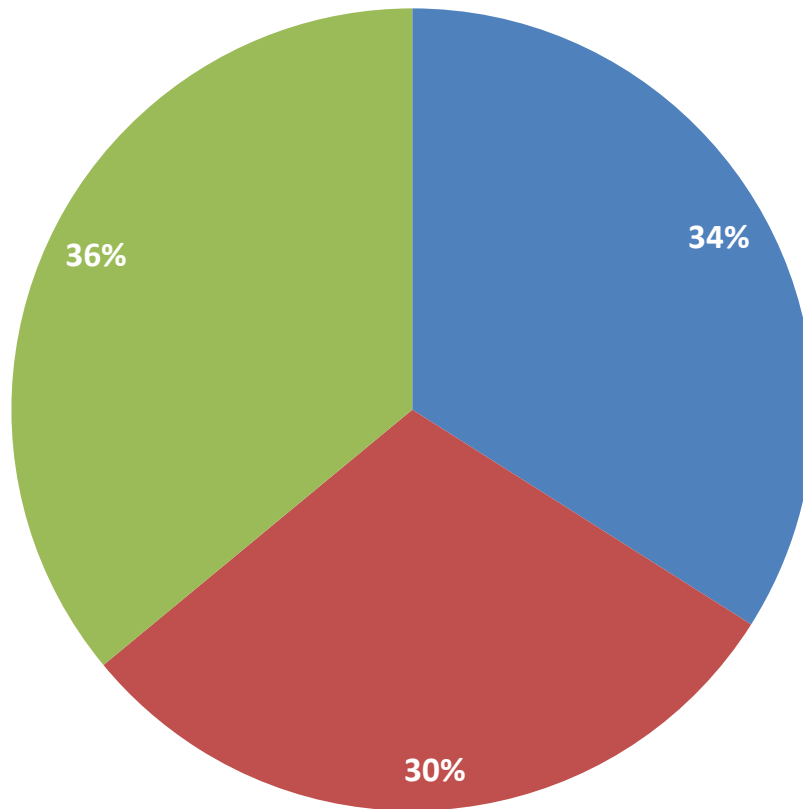
page 94

Visitor Profile



36% were staying overnight in Exmouth

Visitor type



- Day visitor from home
- Staying overnight outside of Exmouth
- Staying overnight in Exmouth

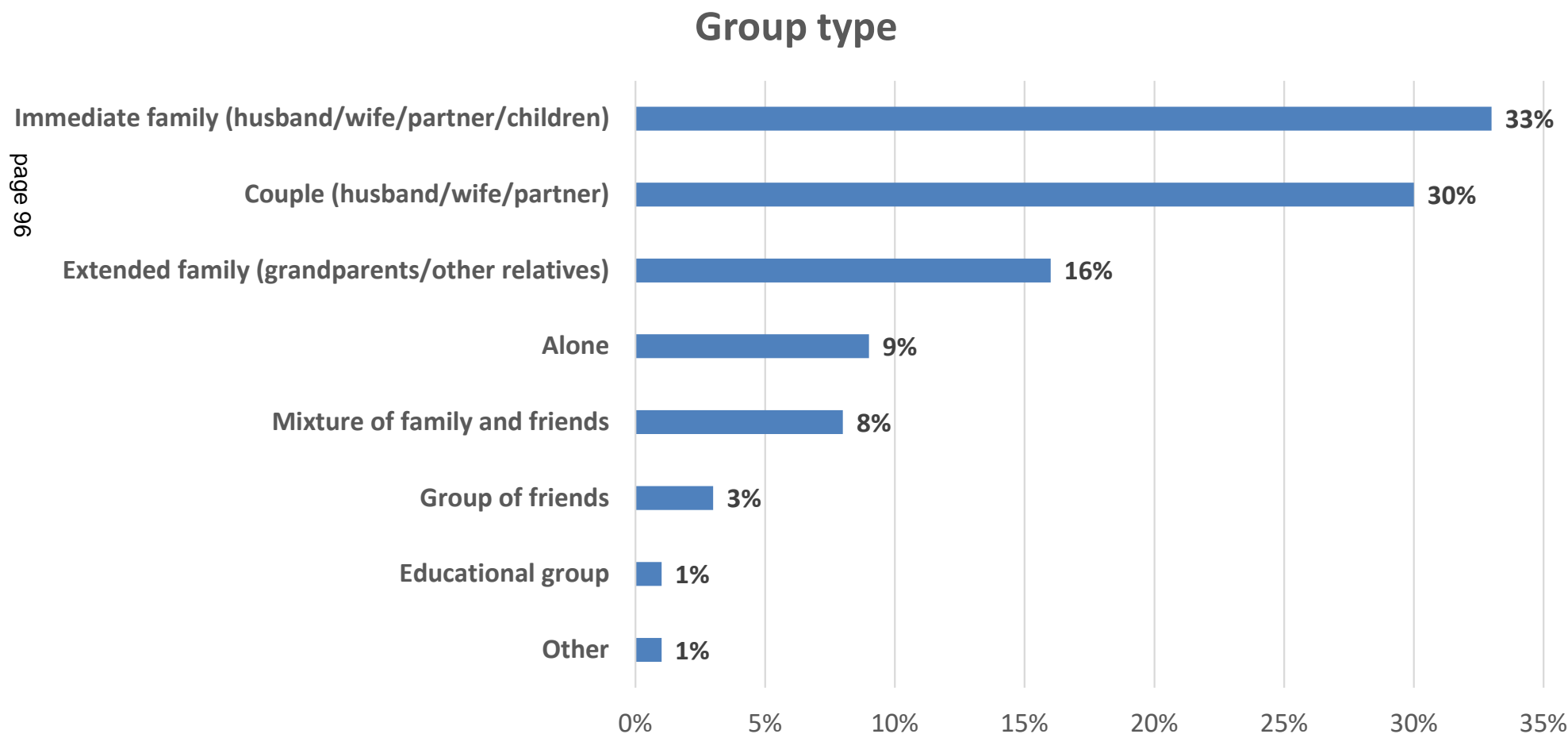
The largest proportion of survey respondents (36%) were staying overnight in accommodation in Exmouth. A similar proportion, 34%, were on a day trip from home on the day of their visit to the resort.

30% were on a day trip whilst staying overnight in accommodation outside of Exmouth.

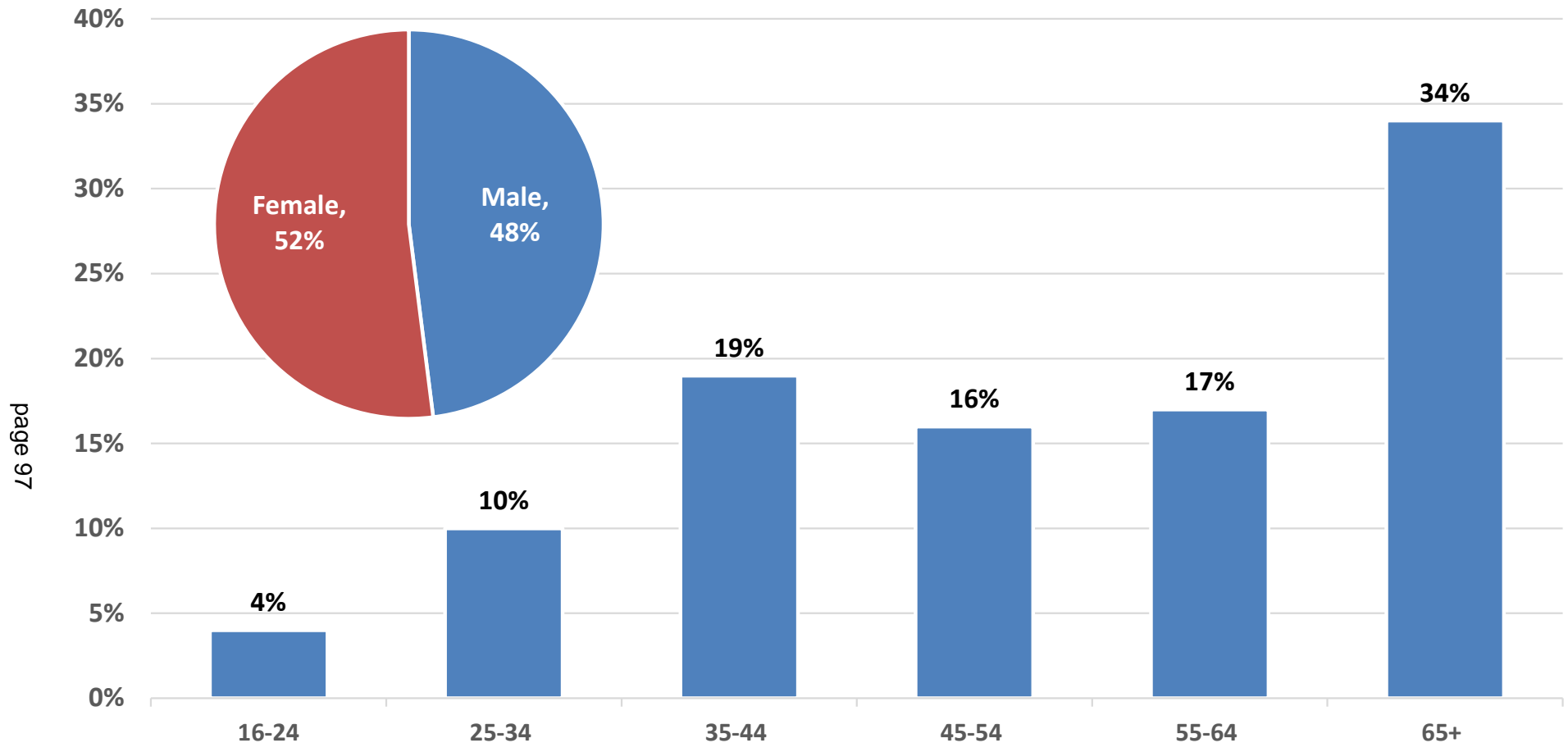
33% were visiting in a family group

A third of respondents were visiting Exmouth in an immediate family group (husband/wife/partner/children) and 30% as part of a couple (husband/wife/partner). 16% were visiting the resort as part of an extended family group (grandparents/other relatives).

9% were visiting alone, 8% with a mixed group of family and friends and 3% in a group of friends. 1% in each case were visiting in an educational group or another type of group.



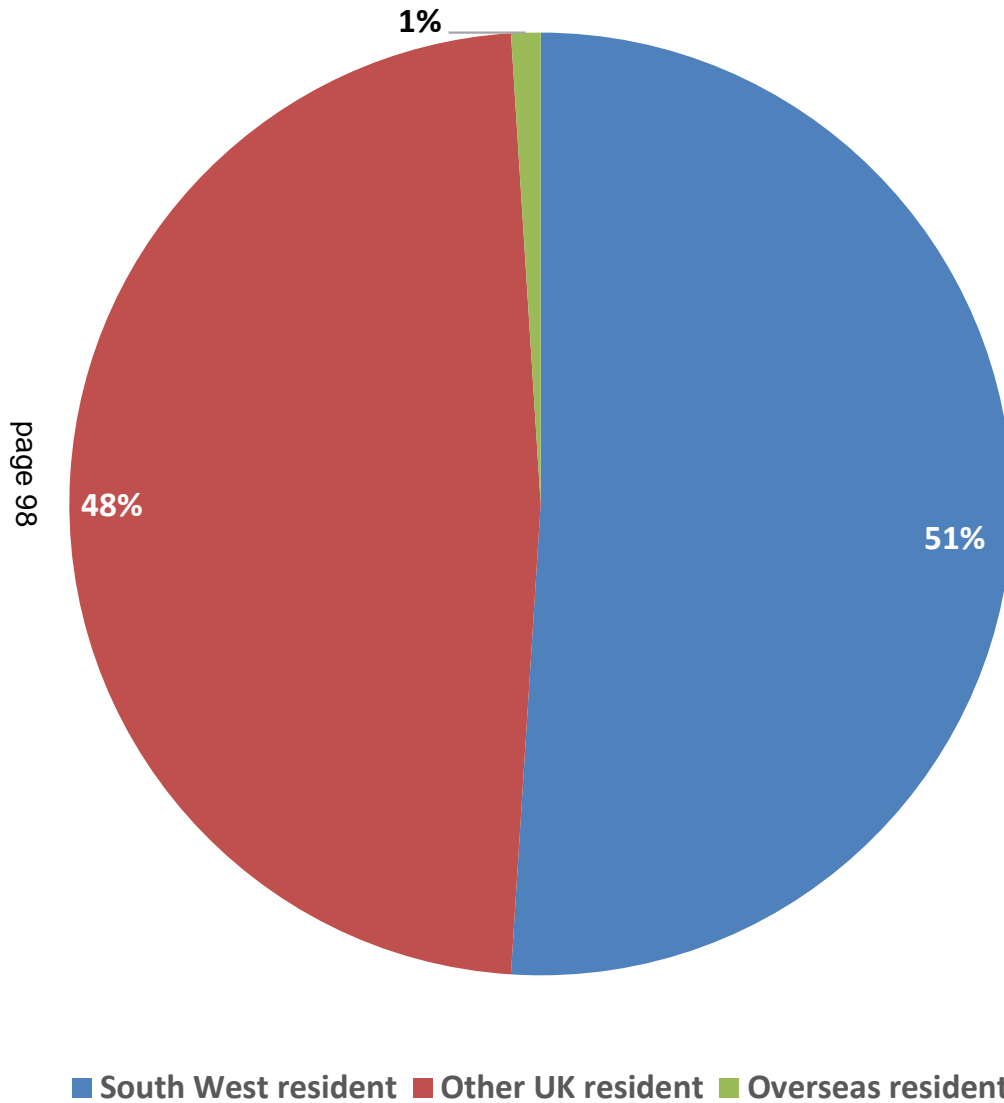
Good spread of respondents across all age groups.



The survey attracted a good spread of interviewees across all age groups with around a third in each case falling into the 65+ age group, the 45-54 years age group (17% aged 55-64 years and 16% aged 45-54 years) and the 44 years or under age group (19% aged 35-44 years, 10% aged 25-34 years and 4% aged 16-24 years).

52% of all respondents were female and 48% were male.

51% lived within the South West region including approximately 26% with a EX (Exeter) postal area code



Survey respondents were asked to provide their home postal code to analyse where they lived.

Around half (51%) lived within the South West region including approximately 26% with a EX (Exeter) postal area code, approximately 7% with a TA (Taunton) postal area code and approximately 6% with a BS (Bristol) postal area code.

48% of respondents were from elsewhere in the UK including approximately 5% from the Birmingham postal area code and approximately 2% in each case from the Coventry (CV) and Worcester (WR) postal area codes.

1% of all visitors were from overseas including Australia, Germany and Romania

A full list of respondents' postal area code origin are shown in the table overleaf.

Ranked visitor origin by postal area

Visitor origin by postal code area – all visitors

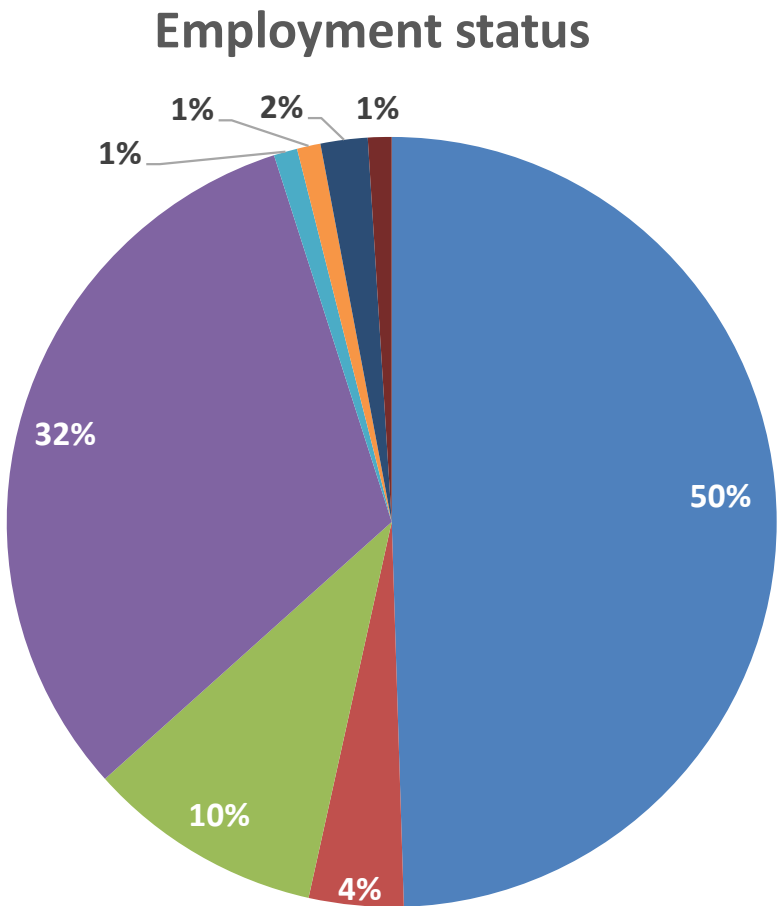
Exeter	26.32%	Newport	1.05%	Luton	0.53%	Kingston Upon Thames	0.26%
Taunton	6.84%	Oxford	1.05%	Oldham	0.53%	Kirkcaldy	0.26%
Bristol	5.79%	Stevenage	1.05%	Paisley	0.53%	Liverpool	0.26%
Birmingham	4.74%	Stockport	1.05%	Southampton	0.53%	Lancaster	0.26%
Torquay	3.42%	Slough	1.05%	Salisbury	0.53%	Llandrindod Wells	0.26%
Gloucester	2.89%	Wolverhampton	1.05%	Tonbridge	0.53%	Leicester	0.26%
Coventry	2.37%	Ipswich	0.79%	Bournemouth	0.26%	Llandudno	0.26%
Worcester	2.37%	Leeds	0.79%	Cambridge	0.26%	Newcastle Upon Tyne	0.26%
Reading	1.84%	Medway	0.79%	Chester	0.26%	Preston	0.26%
Bath	1.58%	Northampton	0.79%	Chelmsford	0.26%	Redhill	0.26%
Derby	1.58%	Portsmouth	0.79%	Dumfries	0.26%	Southend-On-Sea	0.26%
Plymouth	1.58%	Sheffield	0.79%	Durham	0.26%	Telford	0.26%
Cardiff	1.32%	London SE	0.79%	Doncaster	0.26%	Twickenham	0.26%
Nottingham	1.32%	Stoke-On-Trent	0.79%	Edinburgh	0.26%	Southall	0.26%
Swindon	1.32%	London SW	0.79%	Enfield	0.26%	London W	0.26%
Walsall	1.32%	Shrewsbury	0.79%	Guildford	0.26%	Warrington	0.26%
Bromley	1.05%	St. Albans	0.53%	Harrow	0.26%	Watford	0.26%
Dudley	1.05%	Crewe	0.53%	Huddersfield	0.26%	Wakefield	0.26%
Manchester	1.05%	Dartford	0.53%	Hemel Hempstead	0.26%	Overseas	1.32%
Milton Keynes	1.05%	Glasgow	0.53%	Hereford	0.26%		

Visitor postcodes mapped

By analysing the respondents' home postcodes using specialist mapping software, it was possible to map their home origin. Key concentrations of visitors lived in Devon, along the M5 and M4 corridors, former Avon, Birmingham and outer London areas.



For half of all respondents visiting Exmouth the chief income earner in their household was in full-time, 30+ hours per week, employment



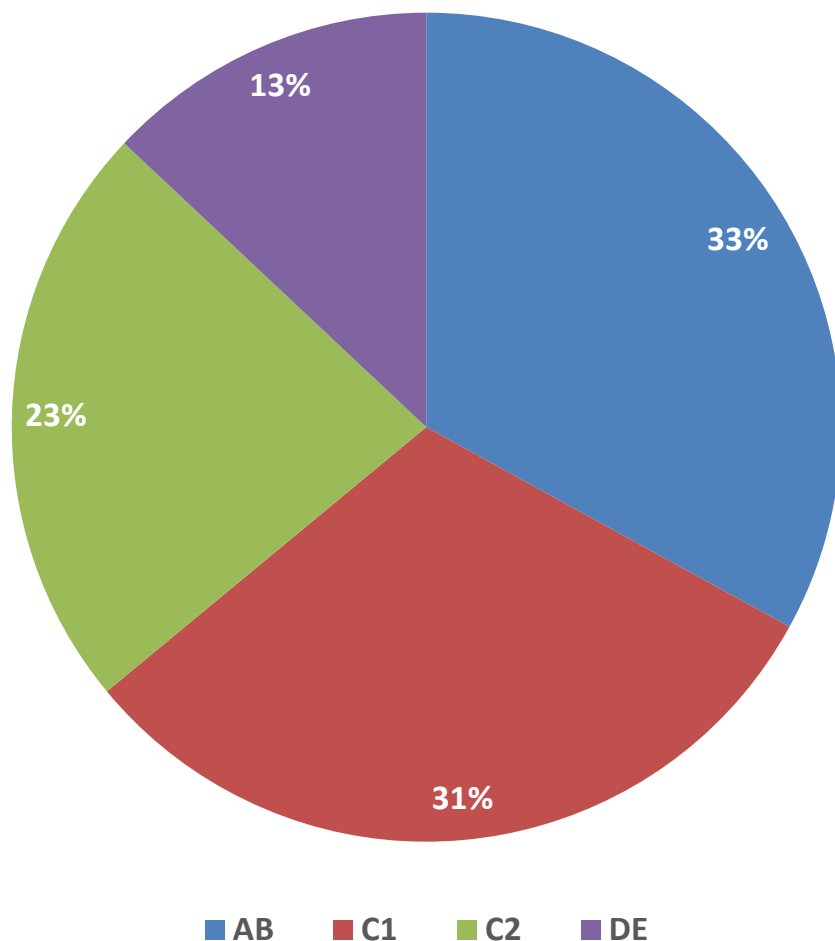
For half of all respondents visiting Exmouth the chief income earner in their household was in full-time, 30+ hours per week, employment whilst for 32% they were retired with a company/private pension.

page 101

- Employed full-time (30+hrs per week)
- Self-employed
- Full-time student
- Retired - state pension
- Employed part-time (8-29 hrs per wk)
- Retired with company/private pension
- Unemployed > 6 mths
- Refused

64% of all respondents were categorised as ABC1's

Socio economic grade



A - Approximately 3% of the total population.

These are professional people, very senior managers

B - Approximately 20% of the total population

Middle management executives in large organisations, principal officers in local government, top management or owners of small business concerns.

C1 - Approximately 28% of the total population.

Junior management, owners of small establishments, and all others in non-manual positions.

C2 - Approximately 21% of the total population.

All skilled manual workers, and those manual workers with responsibility for other people.

D - Approximately 18% of the total population.

All semi-skilled and un-skilled manual workers, apprentices and trainees to skilled workers.

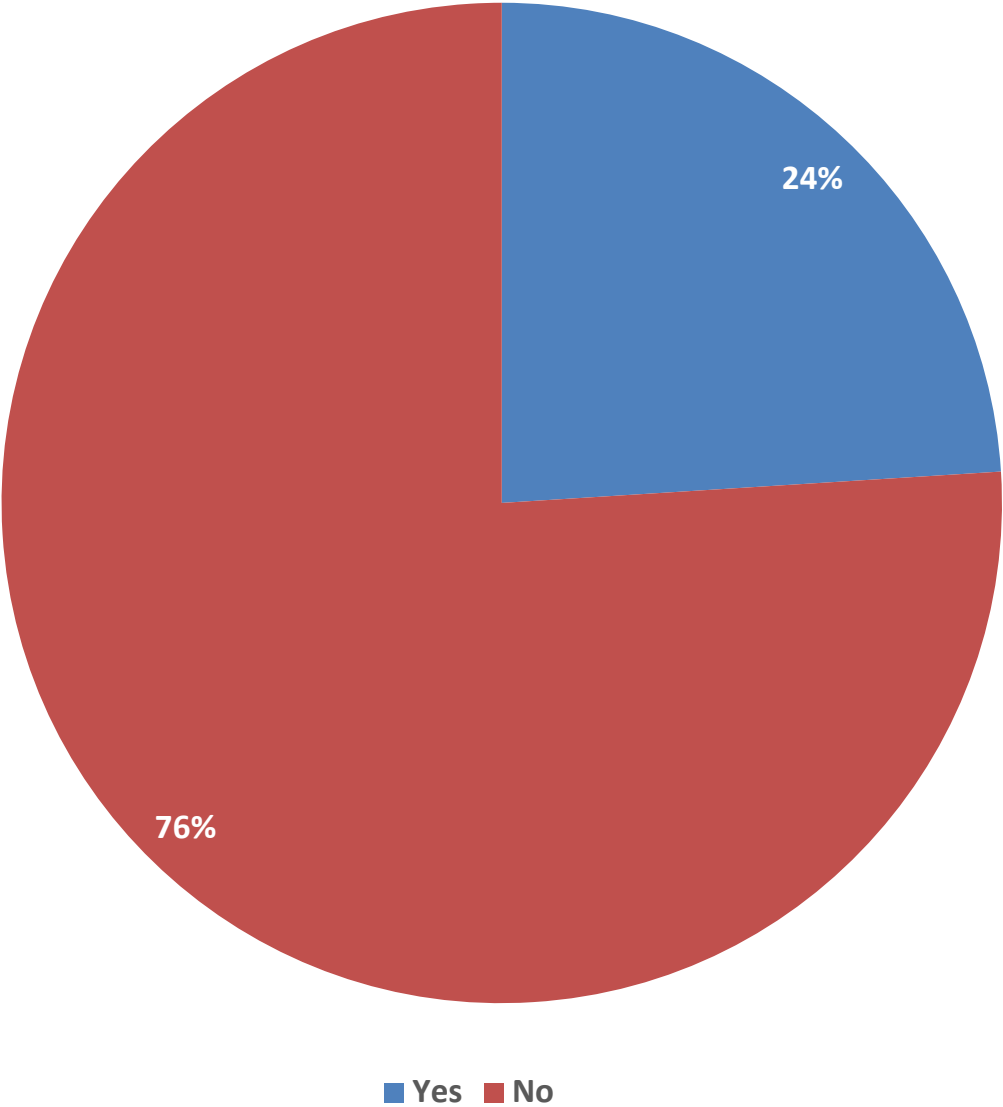
E - Approximately 10% of the total population.

All those entirely dependent on the state long-term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding six months

64% of all respondents were categorised as ABC1's including 33% as AB's and 31% as C1's based on the occupation of the highest earner in their household. A further 23% of visitors were categorised as C2's and 13% as DE's.

76% of respondents were on a repeat visit to Exmouth

Whether first ever visit to Exmouth

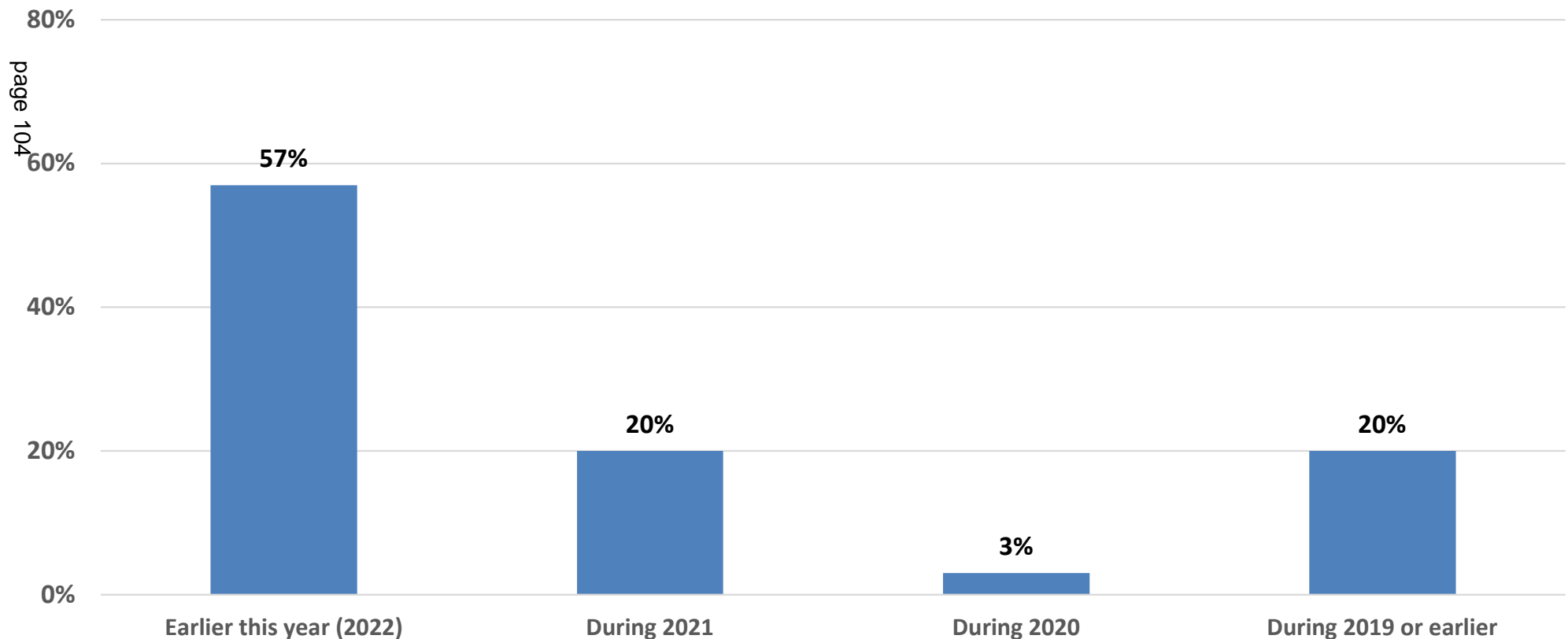


76% of respondents were on a repeat visit to Exmouth and 24% were visiting the resort for the first time at the point of interview.

80% of repeat visitors had last visited the resort during 2020 or later

80% of repeat visitors had last visited the resort during 2020 or later including 57% who had visited earlier in 2022, 20% during 2021 and 3% during 2020. 20% had last visited the resort prior to the Covid-19 pandemic during 2019 or earlier.

When last visited Exmouth – Previous visitors



Exmouth 'Placemaking' Visitor Survey 2022

page 105

Development Options



Introduction – Development options

In the first instance, respondents were told that East Devon District Council are considering a number of development options for Exmouth and that a number of suggestions had been put forward for consideration. Respondents were then asked to rate to what extent they agreed or disagreed with each of the development options on a scale of 'Strongly agree' to 'Strongly disagree' allowing an average agreement score out of a maximum of 5.00 to be calculated. The higher the average score calculated, the higher the level of agreement with the development suggestion. The development options included the following:

- *An improved mixture of free and paid for activities*
- *Improve the town centre*
- *A development to encourage and support marine based businesses*
- *Improved activities for young people aged 11 to 18*
- *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*
- *Improved management of the natural environment.*
- *Improved links between the different areas of Exmouth e.g. between the beach and the town centre*
- *Developments should provide income and jobs for a variety of different business types, not just one type*
- *Improved public open spaces, including parks and play areas*
- *Improved quality of places to eat that are open in the evenings*
- *Improved quality of activities and facilities that are open in the evenings*
- *Improved seating, that is suitable for everyone*
- *Improved signage for pedestrians*
- *Improved sports and leisure facilities*
- *Improved walking and cycling links to Exeter*
- *Improvements to the unoccupied and derelict areas of Exmouth*

page 107



Agreement levels were highest for: Developments should provide income and jobs for a variety of different business types, not just one type (4.22) and improvements to the unoccupied and derelict areas of Exmouth (4.20)

Agreement levels were highest (3.65 or more out of max. of 5.00) with the following development options:

- Developments should provide income and jobs for a variety of different business types, not just one type (4.22)
- Improvements to the unoccupied and derelict areas of Exmouth (4.20)
- Improved activities for young people aged 11 to 18 (3.86)
- A development to encourage and support marine based businesses (3.82)
- Improved management of the natural environment (3.74)
- Improved arts and culture facilities, such as theatres, libraries, museums, visitor centre (3.73)
- Improved attractions suitable for families (3.72)
- Improved quality of activities and facilities that are open in the evenings (3.68)
- Improved environmentally friendly transport links to and around the town, such as cycling, buses, trains, walking, tramway (3.65)

They were lowest (3.61 or less out of a max. of 5.00) for the following development options:

- Improved links between the different areas of Exmouth e.g. between the beach and the town centre (3.32)
- Improved walking and cycling links to Exeter (3.33)
- Improved sports and leisure facilities (3.37)
- Improved signage for pedestrians (3.39)
- An improved mixture of free and paid for activities (3.39)
- Improve the town centre (3.42)
- Improved seating that is suitable for everyone (3.47)
- Improved public open spaces, including parks and play areas (3.49)
- Improved quality of places to eat that are open in the evenings (3.61).

Development options agreement scores summary

Development options	Agreement score (max. of 5.00)	Rank	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Developments should provide income and jobs for a variety of different business types, not just one type	4.22	1	32%	55%	9%	1%	-	4%
Improvements to the unoccupied and derelict areas of Exmouth	4.20	2	29%	43%	8%	1%	1%	17%
Improved activities for young people aged 11 to 18	3.86	3	16%	40%	14%	6%	0%	24%
A development to encourage and support marine based businesses	3.82	4	11%	53%	17%	4%	0%	15%
Improved management of the natural environment.	3.74	5	17%	43%	20%	10%	0%	10%
Improved arts and culture facilities, such as theatres, libraries, museums, visitor centre	3.73	6	12%	47%	19%	8%	0%	15%
Improved attractions suitable for families	3.72	7	15%	48%	22%	9%	1%	7%
Improved quality of activities and facilities that are open in the evenings	3.68	8	9%	32%	13%	8%	-	38%
Improved environmentally friendly transport links to and around the town, such as cycling, buses, trains, walking, tramway	3.65	9	19%	38%	23%	14%	0%	6%
Improved quality of places to eat that are open in the evenings	3.61	10	10%	29%	14%	10%	0%	37%
Improved public open spaces, including parks and play areas	3.49	11	12%	41%	23%	18%	1%	6%
Improved seating, that is suitable for everyone	3.47	12	11%	45%	19%	21%	0%	4%
Improve the town centre	3.42	13	10%	28%	20%	15%	1%	26%
An improved mixture of free and paid for activities	3.39	14	5%	34%	31%	12%	-	17%
Improved signage for pedestrians	3.39	15	11%	36%	27%	20%	1%	5%
Improved sports and leisure facilities	3.37	16	5%	32%	25%	13%	0%	26%
Improved walking and cycling links to Exeter	3.33	17	7%	30%	21%	17%	1%	25%
Improved links between the different areas of Exmouth e.g. between the beach and the town centre	3.32	18	9%	31%	32%	19%	1%	8%

Development options agreement scores summary by analysis group

Ranked agreement scores for each of the development options	All visitors	Staying	Day on holiday	Day from home	First time	Repeat
Developments should provide income and jobs for a variety of different business types, not just one type	1	1	2	1	1	1
Improvements to the unoccupied and derelict areas of Exmouth	2	2	1	2	2	1
Improved activities for young people aged 11 to 18	3	3	4	5	5	3
A development to encourage and support marine based businesses	4	5	3	3	3	4
Improved management of the natural environment.	5	8	9	4	8	5
Improved arts and culture facilities, such as theatres, libraries, museums, visitor centre	6	4	6	7	6	6
Improved attractions suitable for families	7	5	8	8	4	7
Improved quality of activities and facilities that are open in the evenings	8	7	5	12	7	9
Improved environmentally friendly transport links to and around the town, such as cycling, buses, trains, walking, tramway	9	9	10	6	10	8
Improved quality of places to eat that are open in the evenings	10	10	6	9	8	10
Improved public open spaces, including parks and play areas	11	15	11	11	15	11
Improved seating, that is suitable for everyone	12	11	12	13	11	12
Improve the town centre	13	14	17	9	18	13
An improved mixture of free and paid for activities	14	12	17	15	14	14
Improved signage for pedestrians	14	16	14	13	13	15
Improved sports and leisure facilities	16	13	13	16	11	16
Improved walking and cycling links to Exeter	17	18	15	18	16	17
Improved links between the different areas of Exmouth e.g. between the beach and the town centre	18	17	16	16	17	17

Development options agreement scores summary by analysis group

Ranked agreement scores for each of the development options	All visitors	Last visited Pre-covid	Last visited since Covid	Aged <44 yrs	Aged 45 – 64 yrs	Aged 65+ yrs
Developments should provide income and jobs for a variety of different business types, not just one type	1	2	1	1	1	1
Improvements to the unoccupied and derelict areas of Exmouth	2	1	2	2	2	2
Improved activities for young people aged 11 to 18	3	4	3	3	3	5
A development to encourage and support marine based businesses	4	5	4	4	4	4
Improved management of the natural environment.	5	10	5	9	9	3
Improved arts and culture facilities, such as theatres, libraries, museums, visitor centre	6	3	6	7	5	6
Improved attractions suitable for families	7	5	8	6	6	7
Improved quality of activities and facilities that are open in the evenings	8	7	9	5	7	10
Improved environmentally friendly transport links to and around the town, such as cycling, buses, trains, walking, tramway	9	9	6	10	7	7
Improved quality of places to eat that are open in the evenings	10	8	10	8	9	13
Improved public open spaces, including parks and play areas	11	11	11	13	13	11
Improved seating, that is suitable for everyone	12	16	11	15	12	9
Improve the town centre	13	13	13	14	11	16
An improved mixture of free and paid for activities	14	12	15	12	16	15
Improved signage for pedestrians	14	17	14	17	15	12
Improved sports and leisure facilities	16	15	16	11	18	18
Improved walking and cycling links to Exeter	17	14	18	16	16	16
Improved links between the different areas of Exmouth e.g. between the beach and the town centre	18	18	17	18	14	14

Development options agreement scores summary by analysis group

Ranked agreement scores for each of the development options	All visitors	Visited alone	Visited in a couple	Visited in a family group	Visited in an other group
Developments should provide income and jobs for a variety of different business types, not just one type	1	2	1	1	1
Improvements to the unoccupied and derelict areas of Exmouth	2	1	2	2	2
Improved activities for young people aged 11 to 18	3	3	8	3	3
A development to encourage and support marine based businesses	4	5	4	4	4
Improved management of the natural environment.	5	7	3	7	5
Improved arts and culture facilities, such as theatres, libraries, museums, visitor centre	6	4	4	7	9
Improved attractions suitable for families	7	14	4	6	8
Improved quality of activities and facilities that are open in the evenings	8	8	12	5	7
Improved environmentally friendly transport links to and around the town, such as cycling, buses, trains, walking, tramway	9	6	7	10	6
Improved quality of places to eat that are open in the evenings	10	16	9	9	10
Improved public open spaces, including parks and play areas	11	13	14	11	11
Improved seating, that is suitable for everyone	12	9	10	13	17
Improve the town centre	13	12	11	15	15
An improved mixture of free and paid for activities	14	18	17	12	12
Improved signage for pedestrians	14	9	13	17	16
Improved sports and leisure facilities	16	11	17	13	13
Improved walking and cycling links to Exeter	17	17	16	15	14
Improved links between the different areas of Exmouth e.g. between the beach and the town centre	18	14	15	18	18

25% of respondents providing a comment said the town had already improved a lot and it was all good/ no changes were needed

Respondents were asked if they had any comments to make about any of the development options proposals. 46% of all survey respondents had a comment to make about them and the top 10 comments (receiving 5 or more comments each) have been summarised in the table below. However, 25% of those respondents providing a comment said the town had already improved a lot and it was all good/no changes were needed whilst 14% said they didn't know/had only just arrived in the town or not been here long enough to comment.

Improvements to parking, transport links and signage were some of the areas of most concern amongst those respondents providing a comment.

Top 10 comments received about the development options	Count	%
All good - already improved a lot/no changes needed/fine as it is	46	25%
Don't know/unsure	25	14%
Parking– more/cheaper/park and ride	12	7%
Transport links - railway/buses/more taxis	11	6%
Signage – to public toilets/town centre/to beach	10	5%
Improvements are always a good idea	10	5%
Exmouth is a bit tired and run down - town centre needs attention	6	3%
More seating needed	6	3%
Public toilets - more/keep open/clean	6	3%
Evening entertainment – more activities/for children/out of season/open later	5	3%
Other comments combined	46	25%

19% of those respondents providing a suggestion said the town was all good/had already changed a lot and that no changes were needed

Respondents were also asked about any other proposals or ideas that they thought would improve Exmouth but which weren't on the development options list already. 63% of all survey respondents offered a suggestion and the top 12 comments (receiving 4 or more comments each) have been summarised in the table below. However, 19% of those respondents providing a suggestion said the town was all good/had already changed a lot and that no changes were needed whilst 4% said they didn't know/didn't know the area well enough to comment.

Once again parking, along with improvements to public toilets and the cleaning/tidying up the town centre were the areas of most concern amongst respondents providing a suggestion.

Top 12 other development proposals or ideas to improve Exmouth	Count	%
All good - already improved a lot/no changes needed/fine as it is	49	19%
Parking - better/cheaper/dedicated zone for campervans	34	13%
Public toilets - better/improved	16	6%
Exmouth is a bit tired and run down - town centre needs attention	14	6%
Focus on families - more for children to do/affordable activities/consider those with special needs	13	5%
Don't know/unsure	11	4%
Signage – to public toilets/town centre/to beach	10	4%
Cleaner beach/improved beach facilities	7	3%
Improve the range of shops - more independents/shopping centre outdates	7	3%
Lido/paddling/swimming pool	4	2%
Public transport – improve/disabled access	4	2%
Extend dog friendly areas/on the beach/green areas	4	2%
Other comments combined	80	32%

Exmouth 'Placemaking' Visitor Survey 2022

page 115

Development Themes



Introduction – Development themes

Secondly, respondents were told that when any developments take place the town also needs to consider the themes that the developments may need for example: how they appear to people, what they provide, who they are for and how they portray the town.

Respondents were then asked to rate to what extent they agreed or disagreed with each of the development themes on a scale of 'Strongly agree' to 'Strongly disagree' allowing an average agreement score out of a maximum of 5.00 to be calculated. The higher the average score calculated, the higher the level of agreement with the development theme.

The development themes included the following:

- *Having a Jurassic Coast theme*
- *Being a safe place*
- *Being a town that takes action to reduce climate change*
- *Having a traditional seaside theme*
- *Being accessible to everyone*
- *Developments should be in keeping with what is already in place in Exmouth*
- *Being open all year round*
- *Having a clear identity and purpose*
- *Having a sea / maritime heritage theme*
- *Offering something for everyone to enjoy*
- *Consider and be themed around the natural environment*
- *Having a unique selling point or something iconic*

Development themes agreement scores



Agreement levels were highest for: Being accessible to everyone (4.60) and offering something for everyone to enjoy (4.59)

Agreement levels were highest (4.07 or more out of max. of 5.00) with the following development themes:

- Being accessible to everyone (4.60)
- Offering something for everyone to enjoy (4.59)
- Consider and be themed around the natural environment (4.33)
- Being a safe place (4.28)
- Being open all year round (4.26)
- Developments should be in keeping with what is already in place in Exmouth (4.22)
- Having a sea / maritime heritage theme (4.21)
- Being a town that takes action to reduce climate change (4.14)
- Having a clear identity and purpose (4.09)
- Having a traditional seaside theme (4.07)

They were lowest (3.70 or less out of a max. of 5.00) for the following development themes:

- Having a unique selling point or something iconic (3.51)
- Having a Jurassic Coast theme (3.70)

Development themes agreement scores summary

Development themes	Agreement score (max. of 5.00)	Rank	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Being accessible to everyone	4.60	1	62%	37%	2%	0%	-	-
Offering something for everyone to enjoy	4.59	2	61%	37%	2%	1%	-	0%
Consider and be themed around the natural environment	4.33	3	41%	51%	7%	1%	-	-
Being a safe place	4.28	4	32%	65%	3%	1%	-	-
Being open all year round	4.26	5	37%	52%	10%	1%	-	0%
Developments should be in keeping with what is already in place in Exmouth	4.22	6	36%	52%	9%	2%	-	1%
Having a sea / maritime heritage theme	4.21	7	36%	51%	12%	2%	-	0%
Being a town that takes action to reduce climate change	4.14	8	30%	55%	10%	3%	-	2%
Having a clear identity and purpose	4.09	9	22%	67%	10%	1%	-	-
Having a traditional seaside theme	4.07	10	29%	52%	16%	3%	0%	1%
Having a Jurassic Coast theme	3.70	11	9%	61%	17%	10%	0%	3%
Having a unique selling point or something iconic	3.51	12	9%	46%	28%	14%	0%	4%

Development themes agreement scores summary by analysis group

Ranked agreement scores for each of the development themes	All visitors	Staying	Day on holiday	Day from home	First time	Repeat
Being accessible to everyone	1	1	2	1	1	2
Offering something for everyone to enjoy	2	2	1	2	2	1
Consider and be themed around the natural environment	3	3	3	5	3	3
Being a safe place	4	4	7	4	4	5
Being open all year round	5	7	6	3	8	3
Developments should be in keeping with what is already in place in Exmouth	6	5	5	6	6	6
Having a sea / maritime heritage theme	7	6	4	7	5	7
Being a town that takes action to reduce climate change	8	8	8	8	7	8
Having a clear identity and purpose	9	10	9	9	10	9
Having a traditional seaside theme	10	9	10	10	9	10
Having a Jurassic Coast theme	11	11	11	11	11	11
Having a unique selling point or something iconic	12	12	12	12	12	12

Development themes agreement scores summary by analysis group

Ranked agreement scores for each of the development themes	All visitors	Last visited Pre-covid	Last visited since Covid	Aged <44 yrs	Aged 45 – 64 yrs	Aged 65+ yrs
Being accessible to everyone	1	2	2	2	1	1
Offering something for everyone to enjoy	2	1	1	1	2	2
Consider and be themed around the natural environment	3	3	4	3	3	4
Being a safe place	4	4	5	4	3	7
Being open all year round	5	9	3	6	5	6
Developments should be in keeping with what is already in place in Exmouth	6	5	6	7	6	3
Having a sea / maritime heritage theme	7	8	7	7	6	5
Being a town that takes action to reduce climate change	8	7	8	5	8	8
Having a clear identity and purpose	9	10	9	10	8	9
Having a traditional seaside theme	10	6	10	7	10	10
Having a Jurassic Coast theme	11	12	11	11	11	11
Having a unique selling point or something iconic	12	11	12	12	12	12

Development themes agreement scores summary by analysis group

Ranked agreement scores for each of the development themes	All visitors	Visited alone	Visited in a couple	Visited in a family group	Visited in an other group
Being accessible to everyone	1	1	1	2	2
Offering something for everyone to enjoy	2	2	2	1	1
Consider and be themed around the natural environment	3	7	3	3	3
Being a safe place	4	4	6	4	4
Being open all year round	5	3	4	6	5
Developments should be in keeping with what is already in place in Exmouth	6	5	5	6	6
Having a sea / maritime heritage theme	7	8	7	5	8
Being a town that takes action to reduce climate change	8	9	8	8	6
Having a clear identity and purpose	9	5	9	10	9
Having a traditional seaside theme	10	10	10	8	10
Having a Jurassic Coast theme	11	12	11	11	11
Having a unique selling point or something iconic	12	11	12	12	12

21% of respondents providing a comment said the town already had a USP with the Jurassic Coast/beach/sea/estuary/harbour

Respondents who agreed with the idea of having a unique selling point or something iconic in the town were asked if they had any ideas as to what that could be. 34% of all survey respondents had a comment to make about it and the top 12 comments (receiving 3 or more comments each) have been summarised in the table below. However, 21% of those respondents providing a comment said the town already had a USP with the Jurassic Coast/beach/sea/estuary/harbour whilst 4% said they didn't know.

The main suggestions for a USP focused around Exmouth's history/heritage, a maritime/naval theme and making more of the Jurassic Coast theme.

Top 12 ideas/suggestions for USP	Count	%
Already got one - Jurassic Coast/beach/sea/estuary/harbour	29	21%
Associate it with what Exmouth is famous for - local/history/heritage/historic	18	13%
Maritime history/naval theme	15	11%
Expand/make more of/Jurassic coast theme/fossils	15	11%
Outdoor activities - marine biology/sailing/water based activities	9	7%
Something educational/educational centre	5	4%
Don't know/unsure	5	4%
Dinosaur trail/park/museum	4	3%
Aquarium/Sealife centre	3	2%
Big wheel	3	2%
Friendly/family orientated	3	2%
A monument/sculptures/statue	3	2%
Other comments combined	25	18%

41% of respondents providing a comment said that Exmouth was all good/beautiful as it was/didn't need a development theme

Respondents were asked if they had any comments to make about any of the proposed themes for developments. 39% of all survey respondents had a comment to make and the top 11 comments (receiving 3 or more comments each) have been summarised in the table below. However, 41% of those respondents providing a comment said that Exmouth was all good/beautiful as it was/didn't need a development theme, 16% that it has already got a theme in the beach/sea/coastline etc. whilst 6% said they didn't know the town well enough to comment.

Some respondents who commented were concerned that any proposed development themes were natural/not too thematic and in keeping with the resort whilst some mentioned it having a maritime focus.

Top 11 comments received about the development themes	Count	%
All good - beautiful as it is/keep unspoilt/sells itself as it is	63	41%
Already got it - beach/sea/coastline/maritime theme/Jurassic coast	25	16%
As long as all good - nice/smart/natural/not too thematic/tacky	13	8%
Don't know/unsure	10	6%
Maritime/sea/coast	6	4%
Things to attract children/more for families – dinosaurs/fairgrounds	4	3%
Too much focus on the Jurassic coast	4	3%
Watersports/outdoor activities	4	3%
Disabled friendly/accessibility	3	2%
Festival/events	3	2%
Other comments combined	19	12%

21% of those respondents providing a suggestion said that no changes were needed/lots of changes had happened already/keep it as a traditional seaside town

Respondents were also asked about any other themes for developments that they thought would improve Exmouth but which weren't on the development themes list already. 28% of all survey respondents offered a suggestion and the top 8 comments (receiving 3 or more comments each) have been summarised in the table below. However, 21% of those respondents providing a suggestion said that no changes were needed/lots of changes had happened already/keep it as a traditional seaside town whilst 10% said they didn't know/asked whether there had to be a theme at all?

Suggestions included improving the range of things to see & do, beach/sports activities, sailing/water sports activities and focusing on nature/wildlife.

Top 8 other themes to improve Exmouth	Count	%
Don't change it - done a lot already/don't take away from its natural beauty/like it as is/traditional seaside town	23	21%
Don't know/unsure - does there have to be a theme?	11	10%
More things to see & do - amusements/attractions/theme park/crazy golf/water park/Punch & Judy/trampolines	7	6%
Beach/sports facilities/activities	6	5%
Sailing/water sports	6	5%
Nature/wildlife - enhanced more	5	5%
Developments for families	3	3%
Aquarium/sea life centre	3	3%
Other comments combined	47	42%

Exmouth 'Placemaking' Visitor Survey 2022



D Currier 27.7.22

Dear Mr. Mills,

Please could I book in for the second meeting at Ocean on Sunday July 31st?

The first meeting was exceptionally positive and quite different from any previous encounter.

I completed the questionnaire but when I sent it, it flashed then disappeared, so I am going to do it again. Apologies if you get it twice from me.

Whilst I know it is important to look to the future with a fresh eye and be realistic about finances, for those of us who are long term residents, it does seem perverse that previous popular and successful offerings are not supposed to be mentioned. A hugely well supported public response to a town poll of 4,515 residents voted that they wanted further consultation before the previous council went ahead with plans including demolishing the popular Fun Park . Less than 5% of respondents liked the plans. This was ignored and the plans went ahead.

Only now we are required to sit on our hands and not mention this - however difficult it is to say- that it was a mistake to close down the Fun Park when the person running it was waiting in the wings for a new lease to allow investment into professional plans.

There was a great deal of unpleasantness as a result of this , culminating in a very well attended public meeting where one town councillor, with public support, was waving in the air a letter from council planning withdrawing the offer of a further lease- but somehow, this resulted in legal action.

I believe- I was not there in court - I have been led to believe that the legal position taken was the leaseholder had refused the lease- when in fact, he believed he was in an ongoing process of negotiating the terms when the lease offer was withdrawn. Please forgive me if any of this is inaccurate- I was at the meeting where the councillor tried to draw attention to the letter - and this was completely ignored. Council claimed leaseholder had refused the 25 year lease- leaseholder claimed he was negotiating and it had been unexpectedly withdrawn.(as in the letter referred to).

Grounds given for shutting the Fun Park were as follows;-

1. The area was needed as a compound for storing building materials for the Water Sports Centre.
 2. There was no access to the area once building began.
 3. The area needed to be cleared to make it more attractive to future developers.
- The area was never used as a compound.
 - There was always access - the road down the side of the Rowing Club leading to the back of the site with side entrances to the Fun Park site was marked clearly as an access route - on the council's own plans for the area.
 - As soon as the area was cleared, it was covered in wooden eating benches and stands and wagons at the front and decked out with lights and chairs and screens at the back.

A former well loved, repeat visit area that served local people as well as visitors was paying rates and ready to invest - it became a food court that cost rate payers thousands to maintain.

This is what your new appointment sought to avoid looking at as it could skew future use. I understand that to re-instate some of the lost beauties that we had would cause misery and embarrassment to the previous council members- it could even muddy the legal situation if one person was prevented from offering a certain entertainment, then another person was allowed to do it- but we in Exmouth, we lose. We lose money, facilities, community assets which allow in particular women and children and all ages to gather in a lovely, affordable venue- we have lost. We really have lost and it still upsets people.

I have tried to explain this as honestly and clearly as I can.

This explains why the much loved seafront ponds were only filled in on a temporary basis. That tells you something. The local councillors were loath to see this facility shut down . Many would love to see it reinstated in some form or other.

The suggested spend of visitors to Exmouth does not take into account that if they only spent £13.00, they might be doing this repeatedly, especially regarding the Fun Park type offering. Foreign language students also bring masses of employment and money into modest households but may not show up as a "Spend". Please look carefully at claims made by previous surveys. One was done in term time and came to the conclusion that it was older people who visited and not enough families with youngsters- if it had been done on a bank holiday- it would have been completely different.

Thank you for your attention reading this and I look forward to future developments. I have done my best to be clear and hope that I have not caused offence as none is intended. People have genuinely different priorities .

Thanking you for all that you do and are about to do !
Regards,
Daphne Currier.

Dave Toomey 14.07.22

One issue which was not covered on the night was motorhome parking.

As a motorhomer myself I have tried to persuade the town & district council to provide some facilities.

Back in 2018 a TAFF (Task & Finish Forum) was convened to look into the issue. The TAFF consisted of members of EDDC, Exmouth Town Council & Devon County Council. The outcome was to ban motorhomes from parking overnight at the Orcombe Point end of the beach, completely banning motorhome parking, day or night, on the beach side from the new Lifeboat station to the new "World Class Watersports Centre". Overnight parking was to be allowed in the Maer car park for a fee. This was to be a trial for 2 years. As far as I am able to ascertain the original TAFF has not met for some 2 years. The outcome was discussed at a meeting earlier this year by the staff responsible for car parking. I have attended meetings where the issues have been discussed & was horrified to hear Exmouth Town Councillors rally against motorhomers. Suggestions from councillors included "we could erect a height barrier along the seafront" and "they should be on a site like caravanners" so minds were already made up before the trial. Only 1 member of the original group, Councillor Fred Caygill, had any idea of motorhome users' needs or requirements. I tried to have an input, emailing Andrew Ennis with suggestions but was met with lots of reasons against. The initial plan was that if the trial was successful then EDDC would look at providing a fresh water supply, grey waste empty point, black waste empty point & rubbish bins. At the car park meeting it was mentioned that the trial was so successful that the council should double or even triple the 24 hour rate of £11. Still no mention of any facilities being provided.

There was a suggestion that the old lorry park could be turned into a motorhome overnight parking area, with grand suggestions of electricity supply & water supply to each pitch. As usual the councillors failed to ask anyone with experience of motorhoming what was actually required. In reality they cannot even agree on a rubbish bin for the Maer car park so the chance of these facilities being provided by Exmouth Town Council are minimal.

There have been lots of moans about motorhome parking in Exmouth, one Exmouth councillor even stating that motorhomes should be banned from the seafront so that more parking is available for tourists completely missing the point of what a tourist is & who spends the money, indeed it was mentioned that motorhomers did not spend any money locally because they brought everything with them. It is pretty clear from these comments made by town councillors & the ideas put forward, where the town council stands on the issue.

Motorhoming is on the increase, with increasing numbers wishing to visit Exmouth & spend locally. I think that the regeneration of Exmouth seafront should consider providing overnight facilities for motorhome tourists. We do not require lots of electricity points & personal water supplies just access to drinking water & waste empty points. We often do not use sites as they are too far away from the town or seafront. Near to town & seafront is ideal as once parked for the night we do not want to move the van.

There is a clear distinction between campervans & motorhomes, which the TAFF never really appreciated. Campervans as a rule are not equipped with toilets, showers & waste tanks. Motorhomes as a rule have toilets, showers & waste tanks. Campervan users need to be near toilet facilities, motorhome users do not.

Other councils in the UK are realising this need & are providing “aires” style facilities, as in Europe. I think it would be great if Exmouth were to follow this example.

Happy to discuss at length any of the points raised.

Dave Toomey.

USP

It may be obvious but Exmouths Unique Selling Point is quite often overlooked. The combination of the open sea, a beautiful major river estuary and outstanding coastline and the adjacent hinterland of Woodbury Common. This needs to be preserved for future generations. These assets need to be utilised very carefully to allow businesses to develop but not turn the place into a clone resembling so many of over developed and spoiled seaside towns.

Seafront

Ideas /suggestions for the play area

1. Extend the free activities to include features for older children and disabled children.
2. Include a splash area 9 Teignmouth has an example.
3. Have a lake/water feature that may have boats for hire and also be available for model boat owners to use in off peak times and throughout the year.
4. The above area to be landscaped and have seating.
5. Derive income from pay to use high ropes or similar feature.
6. Pay to use high quality Adventure golf .
7. Vivary Park in Taunton have similar features as an example.
8. A boules court. Located near cafe food outlets . Free to use .
9. Preserve the Maer.

Seafront Road. Queens Drive.

1. Reduce speed limit to 20 mph.
2. One way traffic in summer.
3. This would allow room for a safer use of promenade with cycles on the road.
4. This could encourage use of bikes/ cycles for hire along the seafront.
5. Introduce other pedestrian priority areas.

Parking

1. Develop better coordination between DCC and EDDC re parking strategy and information. Develop apps for visitors to use showing parking areas fees, and indication of spaces available.
2. Encourage use of Maer Rd car park.
3. Have electronic display boards on entry routes with advance information on parking charges and directions.

From Town to Seafront

1. From Station area and Imperial Rd Car park areas introduce a carefully designed waymarking system that is intuitive and easily identified.
2. From the Strand have a clear pedestrian priority route that links to manor Gardens and Bath Rd.

3. Upgrade Bath Rd from an unattractive and sometimes messy back way into a prime route with interesting features on the way . That could be art work, temporary licensed stalls.

Speed limits.

If 20mph is not applied across the whole town of Exmouth and the built up area then prioritise this along Marine Way from traffic lights at junction with Exeter Rd.

The Strand

1. Plant more trees. The planting scheme as shown on the original approved plans for the Strand were not all planted.
2. Maintain the grass areas. Remove litter and control encroachment by cafe businesses.
3. Ensure paved areas are cleaned thoroughly and regularly.

Arts Centre

The facilities once offered by the Kennaway are no longer available. They used to offer a varied and full curriculum for Art, Music, Pottery, Languages, Fitness, Yoga , and other Adult Education subjects.

Either re establish the use of the Kennaway with a useful programme or provide another Centre elsewhere in the Town.

Compared to other local towns Exmouth is not well served. Examples include Lympstone, Budleigh, Sidmouth, Bideford.

Shopfronts

Other Towns, such as Tiverton have successfully campaigned and achieved improved shopfronts and signage and minimised gaudy , scruffy and downmarket appearance.

Helen Bennett received 12.07.22

Secondly, from your reply you appear to think I'm concerned about housing around St John's Church or St Johns Village as I call it or behind Bystock Court aka Bystock Village. I'm not concerned. I think they are the obvious places for further housing (Government are not going to stop demanding new houses in Devon and across the country) and would be very popular with those who appreciate the countryside beyond such as the Pebblebed Heaths and Bystock Ponds not to mention all the other pluses to living in Exmouth?

But I am against 'ad hoc' building in the Littleham Valley as per EDDC new Strategic Plan. We don't have the Dinan Way to Lympestone extension or the extension between McDonalds to Sandy Bay so why infill until we have the 'whole picture'? For me, the Maer/Littleham Valley like Lower Halsden Farm on the estuary, this should be 'sacrosanct' from building and the valley and biodiversity improved for locals, holiday makers and wildlife including migratory insects and birds. The numbers of bees and butterflies have sadly greatly declined in my garden over the last ten years..... due to the over use of pesticides on the surrounding farms.

Given our location by the sea surely if we were to work with the main local landowners eg the National Trust and Clinton Devon and their tenants we could reverse this trend? Who wants to walk along the coast path and see more new housing along the valley, The view between Exmouth and Budleigh is part of our 'smorgasbord'!

Further information received 15.07.22

Firstly, thank you for opening up the future of Exmouth Town and Seafront to locals as you did on thursday evening at Ocean, in relation to planning the future of the sea front and town much appreciated. But from the blurb I thought you were looking for our ideas rather than comments on others' work. I left feeling confused and cheated. I have over the last twelve hours processed everything I heard and saw and realised what you are trying to achieve. A shared view and projects 'ready to go' when funding becomes available via Levelling Up Funds, Shared Prosperity Funds or SIL. For me to add clarity to this process we need a 'Strapline' for Exmouth so it's obvious what we are trying to do and why and so keep people focused so that outcomes can be achieved. Obviously this is mine.

For clarity a 'Strapline' is 'somewhere between descriptive and aspirational. Straplines tell the customer what the brand does, but in a way that tells you something about their values'. From the Yardstick [Agency.co.uk](https://www.agency.co.uk)

From last night for me the Strapline for Exmouth reads something close to this

1. Exmouth is a safe, family friendly, economically vibrant, environmentally and ecologically aware Historic Seaside(or Maritime?) Town set in a Stunning Natural Environment which looks after everyone (and everything) rich and poor, young and old, local or holiday maker alike.

We want you to enjoy life as we grow a vibrant town for 21st Century living'.

2. 'Exmouth is a Safe, Family Friendly, Economically Vibrant, Environmentally and Ecologically aware Seaside Town set in a Stunning Natural Environment which looks after Everyone (and everything) rich and poor, young and old, local or holiday maker alike.

We enjoy life as we grow a vibrant town for 21st Century living by the sea'.

'3. Exmouth is a safe, family friendly, economically vibrant, environmentally and ecologically aware maritime town set in a Stunning Natural Environment which looks after everyone rich and poor, young and old, local or holiday maker alike.

We want you to enjoy life as we grow a vibrant town for 21st Century living'.

4. Exmouth is a safe, family friendly, economically vibrant, environmentally and ecologically aware seaside town set in a Stunning Natural Environment which looks after everyone (and everything) rich and poor, young and old, local or holiday maker alike.

We want you to enjoy life as we grow a vibrant town for 21st Century living'.

'5. Exmouth is a safe, family friendly, economically vibrant, environmentally and ecologically aware seaside town set in a stunning natural environment which looks after everyone and everything as we grow a vibrant town for 21st century living by the sea.

6. Exmouth is a safe, family friendly, economically vibrant, environmentally and ecologically aware seaside town, set in a stunning natural environment, which looks after everyone and everything as we grow a vibrant town for 21st century living.

My favourite is no 6?

Anchored to this is the work you are doing. As you are probably aware Devon was the most popular county in the country for incomers in 2020 with 8,500 moving here of which 2,400 moved to East Devon. We have so many positives, location,

transport, weather, proximity to Exeter, Bristol and beyond, internet, airports etc., The world is a different place post internet shopping and covid. People are leaving the cities. How do we adapt not just for the next ten to twenty years but for this century? If we can't do the above in Exmouth, which is so blessed, where can this be done?

Further thoughts

1. RETAIL/BUSINESS/HOUSING

What happens to the Magnolia Centre, Rolle Street and Exeter road shops? None of us shop the way we used to. Do we need all these shops? I love a good charity shop but we have too many. Could we create a 'Business Quarter' to encourage start ups cheaper than other office properties or is this way of working a thing of the past? Business hot desking/placemaking office space/cafe so homeworkers can get out and meet others and share ideas? Do we create 'studio spaces' for local craftsmen and artists? Do we create more housing here, flats for those who cannot afford to buy houses? Bearing in mind many of the shops were once houses? To build the Magnolia Centre terraced streets were demolished. What do we do? We have a cinema, theatres, music venues, restaurants, hotels b&b's and pubs. We do not need more of these but we need more attractions, beauty/art and housing? How have other towns managed this? Don't reinvent the wheel. We will lose a lot of 'business rates' but I think we will look and function better?

2. CAFE QUARTER

Improve the design of the Cafe Quarter? it was a 'rush job' that we had little say in. Do we really need lots of seating and expanses of paving so that we can sit and watch one another? To my eye the scale is all wrong? Lacks beauty and balance there was a strange symmetry to the old rectangle, roads, trees and identity. What would artists and landscape and garden designers do inspired by other towns here and in europe? Obviously still respecting the War Memorial. Perhaps section the area?

What else could we do here? Table tennis, volley ball, chess, petanque, bowls, Busker venue, Information Notice Boards on History and Historic Walk, Information Board Maritime History and Walk with relevant, colour coded, signage around the town and to the beach and docks including QR Codes? Little Pavillion like in the Magnolia with details of all the groups and things to do in Exmouth. Static Exercise machines similar to beside the Pavillion?

3. RESPONSIBLE

Do we need to be encouraging alcohol and betting? We now have three betting offices in Exmouth? What do we do about 'amusement machines' in council properties?

4. HARBOUR VIEW

In the nineteen years I have lived in Exmouth this cafe has been a stalwart of the seafront used by everyone young, old, disabled, mentally ill, those with disabilities and not at all intimidating as some of the other venues are. There is an argument to be made that it is 'mid century' seaside vernacular and adds character to the seafront but the tenants have never invested in it. It needs an upgrade and renovation of the building, paintwork, loo's, kitchen, quality of food, oils and

smells. It is a 'goldmine' but even before the seafront was redeveloped and its future in the balance it was substandard and never looked good or cared for. It's always been a management and lack of investment issue not a building issue. It also house the Coastwatch which is a nice dual use.

5. SEWAGE

We have a significant sewage problem that will only increase as housing and visitor numbers grow? This impacts on Exmouth, health, tourism and revenue. What are we going to do? Sue SWW also?

6. WASTE - ANAEROBIC DIGESTER

Could we have an appropriately sized, Anaerobic Digester for garden waste (including from council maintained greenspaces and verges) food waste, paper etc., dog poo, farm slurry etc less vehicles on road transporting waste, recycling etc., to Clyst St Mary and beyond? Also all the new 200 Rewilded areas in East Devon will need machines that 'cut and take away' grass some of which could come here? Same with verges when they are cut? We would not want a digester that relies on fuel such as wood chips from woodlands or specifically grown sweet corn. Ours would be using waste products as much as possible although I understand some form of sugar is needed in the process? I suggest Liverton 2 or 3 as a possible site? Good access roads and tucked away. This would also produce some gas and electricity for the proposed St John and Bystock Villages and or Exmouth and fertiliser for local farmers? Win, win, win.

7. TRANSPORT Exmouthians are wedded to their cars. Bus services are declining in frequency and use. What can we do? More walking and pedestrian areas but how? Obviously completion of the Exmouth Circular Path/Cycleway/Multiway needs work from The Maer to Summer Lane/Exeter road. Extensions to St Johns Church, Bystock Ponds and the Pebblebed Heaths.

All Pavements need to be kept level without overgrown hedges etc and to be resurfaced where needed. Can we improve parking on the housing estates using 'black matting' on existing green spaces?

Project for Urban Planner and Landscape Architects? Do we employ these? Are we capable of this work and transition without them?

8. HOUSING We need to decide what is best for Exmouth via Google Earth not local landowners/speculators who have provided little for Exmouth in the past.

Obviously retain all historic features, lanes, hedges and woodland. Why plant trees and allow local woods to be cut down? Protect Maer and Littleham Vally for locals, holiday makers and biodiversity including migratory. I'm not being a 'nimby' I think housing here would be detrimental to our lifestyle and economy. The farmland between Exmouth and Lymestone is protected thanks to it being bequeathed to the National Trust. We need the same between Budleigh and Exmouth. Obvious places around St Johns Church and behind Bystock Court where the solar farm is currently. Housing behind Bystock would also allow access up the drive hopefully from Dinan Way by foot to the Pebble bedheaths etc., so creating another footpath/multi way?

9. HISTORY Exmouth needs a history project available in various formats to capture our journey from Littleham via King John and the creation of Exmouth, through

boat building, smuggling, the blue collar town it was, Shelly Beach, to the current day. Most people don't even realise that if you had to travel in the past it was preferable by boat than road till the industrial revolution.

10. POOR AND DISADVANTAGED There is significant deprivation in some of our schools, housing estates and homes. We have food banks. We have those with drug and alcohol problems. We have homeless people both young and old. What can we do for them? We have a lot of retired people moving in with a host of skills and abilities waiting to be tapped for the good of our community. Do we create local charities to achieve a better standard for all? David Cameron's 'Big Society'?

11. SAFETY ON OUR STREETS We need to keep our streets and roads safe and part of this is to improve mobility and vision. Hedges and parking are ongoing problems in Exmouth which create both H&S as well as personal safety issues. We are a safe town and we need to maintain that. How? Do we cut the hedges? How do we get EDDC to keep the pavements and roads in good order?

12. POLICING/PCSO's Fifteen years ago we had 14 PCSO's now we have 3.

13. ART AND CREATIVITY

More art and murals and graffiti walls. Love the big posters in the bus stops. What about something similar in some of the glass huts along the seafront maybe great quotes? Love the 'knitted hats' many post boxes are wearing for charity.

14. HIGH CHEMICAL USE FARMING AROUND EXMOUTH POSSIBLE BUSINESS OPPORTUNITY THAT BENEFITS US ALL

There has been a huge decline in the bee and insect population in the last ten years, obvious by the decline of such in most peoples gardens. Could we work with local landowners and their tenants namely Clinton Devon Estates and the National Trust for a more low chemical regenerative farming approach? Knepp in Sussex via it's Rewilding has done amazing things for it's cash flow and biodiversity?

The company that owns Centre Parcs has recently taken over Sandy Bay, finished the cheap holidays via The Sun and Daily Mirror Newspapers and is generally investing and improving the site. The old Bristol Schools Camp which belongs to the National Trust above Orcombe Point is presently not tenanted? The National Trust's Pratteshayes Farm provides Camping and holidays for inner city children. Could we work with all the 'stake holders/businesses' in the Littleham/Maer valley to create something new for locals, business, holiday makers and biodiversity via holiday cabins, regenerative farming and rewilding? This would be a huge boon to biodiversity along the valley and within Exmouth.

15. STATIC EXERCISE EQUIPMENT, YOUTH SHELTERS, GRAFFITI WALLS, PLAY PARKS, FREE CLASSES

Work with the Marines to provide exercise equipment and classes in all the parks to teach and inspire local children and parents to get fit. Role models.

Obviously, this goes beyond the sea front and town but it all interrelates and so I think is part of the whole and integral as Exmouth maximises it's many assets for the 21st Century. Cars and Housing and not much else will not achieve this.

John Hunt 31.07.22

Thank you very much for getting in touch - and for organising such a useful and productive workshop on Sunday.

I was on table 4 and I've looked at your notes and agree with them. What we found though is that we spent so much time discussing all these issues that we did not have much time to write up the key points (although many of these points were made and recorded by those on other tables).

The extra points which I feel we did not capture in writing were:

- The importance of learning from what had happened in other seaside towns - what has been successful elsewhere, and just as important, what has not been successful
- Exmouth's USP - includes outstanding watersports (especially windsurfing and sailing - all year round), two miles of sandy beach, wildlife (especially in the estuary, all year round), the multi-user estuary trail, and very good communication by road/motorway, bus and train
- The importance of enhancing the link between town and beach, especially by increasing the profile of the Madeira Walk link between the south of the Strand by the Town Hall/Manor Gardens and the Exmouth Pavilion, with extra features and better signposting.
- Reducing (or eliminating) cars from the main section of the seafront.
- Opportunities to offer themed weekends or weeks.
- Higher profile for the arts, especially with more visual art on display and greater use of our current assets of the Pavilion and The Ocean (a particular interest of mine - see Exmouth Arts website and Facebook Group - <https://www.exmoutharts.co.uk/> and <https://www.facebook.com/groups/exmoutharts>).

I hope this helps.

I'll expand on these and other key points when I submit the questionnaire later this month.

With many thanks for all the great work you are doing.

Best wishes

John

Hi Gerry

This proposal is a modified idea taken from an undated (possibly 2005-10) but largely unimplemented Exmouth Masterplan done by LDA Design for EDDC & DCC.

The Aim: To make Exmouth Seafront a more friendly, environmentally sustainable place for all to enjoy

1. To alter Queens Drive in favour of pedestrians and cyclists – (Highway Code changes 2022)
2. To create more space for kite-surfers/windsurfers/wingfoilers for rigging and packing.
3. To create a thriving social space – piazza - between RNLI station and Fortes Café without Queens Drive bisecting.
4. To create a thriving social space at Orcombe Point – a natural destination

The Opportunity:

1. To realign Queens Drive from Foxholes roundabout through the existing Foxholes car park to link with the existing road to Orcombe Point/RNLI
2. To close Queens Drive east of Sideshore to Foxholes roundabout to 2 way traffic – this is would be desirable not essential and could be limited to Summer months only.
3. To fund by developing “Build for Rent” beach front apartments/lodges as high quality holiday homes on Foxholes Car park (EDDC owned) – following the theme of Sideshore – cedar & glass.

The Task:

1. Create a Vision statement supported by the Exmouth Neighbourhood Plan 2015 and Exmouth Seafront Reports 2010.
2. Create a robust Business Plan on the viability/feasibility – financial comparison of current v projected returns.
3. Produce an Environmental Statement – comparing the benefits of the proposal with the status quo

I believe this end of the Seafront is ripe for improvement and that the added value of creating quality beachfront holiday accommodation will more than offset the development costs.

I look forward to hearing from you.

Nick Moore
02.08.22

31.07.22

Julian Pillans

Create a long term creativity hub to attract artists/creative people to live here and run workshops for a living/invite local to do creative activities so it becomes more like Fore St in Exeter or Brighton which will attract many to visit Exmouth and make it more attractive for families to live with a more 'joined up' society/neighbourhood.

Look after the play parks ie top up the sand in the dino park and invite volunteers to maintain ponds eg wildlife groups

Re-hire a dog warden for the beach as there are too many dogs and we need someone to keep it in check.

Arlo Pillans Aged 5

Protect the dino park – better looked after

Have safe swimming

Want to see people having nice fun

More toilets – child friendly

Lisa Martin

Thoughts from a mother

Families and children keep this town alive – don't forget us. Some of us don't have a lot of disposable income, don't forget that either. Families and communities can be destroyed by tourism eg Padstow, St Ives, Bude. We are a town first and a tourism and entertainment centre second; we are also a welcoming town to refugees and other communities. We like community activities and events and we enjoy nature and exercise (obesity crisis!). We want to see where we live cared for (see my son's sandpit example) We love Exmouth in Bloom and we contribute and the contribution our schools make to our community. Thank you.

Izzy Pillans Aged 8

Marina – I want more people to live there more of the year. Less holiday homes and more family homes.

More protected areas for wildlife

More shelter from seagulls

