

**Agenda for Placemaking in Exmouth Town and
Seafront Group
Tuesday, 7th November, 2023, 10.00 am**



Members of Placemaking in Exmouth Town and Seafront Group

Councillors: P Arnott (Vice-Chair), B Bailey, M Chapman, A Hall, M Hall, P Hayward, N Hookway (Chair), J Whibley, D Wilson, G Deasy and O Davey

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Venue: Online via the Zoom app

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(or group number 01395 517546)

Monday, 30 October 2023

- 1 Apologies
- 2 Minutes of the previous meeting held on 12 September 2023 (Pages 3 - 5)
- 3 Declarations of interest
Guidance is available online to Councillors and co-opted members on making [declarations of interest](#)
- 4 Public speaking
Information on [public speaking is available online](#)
- 5 The Draft Placemaking Strategy (Pages 6 - 38)

Members of the public exercising their right to speak during Public Speaking will be recorded.

[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 held at Online via Zoom app on 12 September 2023****Attendance list at end of document**

The meeting started at 10.05 am and ended at 11.03 am

After the roll call was completed, it was apparent that the meeting was inquorate. Following advice from the Deputy Monitoring Officer, it was agreed that as there were no decisions to be made, it would be acceptable for the meeting to continue on an informal basis.

9 Minutes of the previous meeting held on 25 July 2023

The minutes of the previous meeting held on 25 July 2023 were noted as a true and accurate record. The Project Manager Place & Prosperity (Exmouth) advised that Cllr Matt Hall's name had been omitted from the attendee list at Appendix 1 Page 4.

10 Declarations of interest

Cllr Davey wished it to be recorded that he is on the membership of the PETS Group in his capacity as Portfolio Holder Strategic Planning, Exmouth Town Ward Member and as Chair of Exmouth Town Council.

11 Public speaking

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

Suzanne Isaacs spoke in her capacity as Vice-Chair of Exmouth Rowing Club. She outlined the Club's history, its current situation, and its challenges for the future. The Club would like to request the use of the land next to their boatyard for boat storage, to resolve their storage challenges and enable them to continue to serve the community.

Jonathan Fisher spoke in his capacity as General Manager – South and East Devon properties, National Trust. He outlined the areas of National Trust land and properties in and around Exmouth for which he has responsibility, and was keen for the National Trust to contribute in the Placemaking process, going forward.

12 Presentation of the Exmouth Youth Survey

A presentation detailing the results of the Exmouth Youth Survey was delivered by Pip and Debbie Piper from One Small Barking Dog Media Charity. The survey was supported by Exmouth Town Council and was undertaken with a view to empowering the young people of Exmouth and ensuring their voices are heard.

Discussion included the following points:

- Members were concerned to note the issues that were affecting young people including mental health, vaping and smoking, travel to and from schools, and traffic around schools.
- The lack of a police presence in Exmouth was of particular concern, and Members felt it would be appropriate to seek the views of the Police and Crime Commissioner on how this issue could be addressed.

The Project Manager Place and Prosperity (Exmouth) stated that the survey is the start of a process to ensure young people are represented, and the findings have been passed to the Placemaking consultants.

The Chair thanked Pip and Debbie Piper for their work on this important survey.

13 **Progress update on Placemaking in Exmouth**

The Project Manager – Place and Prosperity (Exmouth) ran through the update report which summarised progress since the last meeting of the Placemaking in Exmouth Town and Seafront Group. In an appendix to the report, members received a summary of the vision setting workshop which took place on 31st July 2023.

Members also received a verbal update on LED's activities at the Queen's Drive Fitness Space, and were informed of plans by the RNLI for a Yellow Welly Trail around Exmouth to commemorate the RNLI's Bicentennial in 2024.

Discussion and clarification included the following points:

- It is understood that the Exmouth Active Travel Improvement Scheme (formerly known as Exmouth Gateway) has changed over time, to meet the refined criteria for Levelling Up Round One, and the further refined criteria for Levelling Up Round Two. This has meant that the Scheme now has a different emphasis to what was set out in the original application, and is more highways focused.
- The impact of the inclement weather on attractions in and around Exmouth has been varied and it would be advantageous to have more all-weather attractions on Exmouth seafront.
- There have been a large number of events taking place and the Chair expressed thanks to the StreetScene staff for their very good work in dealing with the litter and refuse from these events.
- Members commented positively on the work of the Placemaking consultants, WSP, and felt that a lot of good conversations had come out of the workshop which took place on 11th September 2023.

Members noted the update report and the progress since the previous meeting.

Attendance List

Councillors present:

P Arnott (Vice-Chair)
N Hookway (Chair)
O Davey (Exmouth Town Council)
G Deasy (Exmouth Town Council)

Councillors also present (for some or all the meeting)

G Jung
C Nicholas
M Rixson
E Rylance
E Wragg

Officers in attendance:

Tim Child, Assistant Director Place, Assets & Commercialisation

Sarah James, Democratic Services Officer
Sarah Jenkins, Democratic Services Officer
Gerry Mills, Project Manager Place & Prosperity (Exmouth)
Anita Williams, Principal Solicitor (Deputy Monitoring Officer)
Katie Webb, Property Lawyer

Councillor apologies:

B Bailey
M Hall
P Hayward

Also in attendance:

Lisa Bowman, Town Clerk, Exmouth Town Council

Chair:

Date:

Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 7th November 2023

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA

Progress Update on Placemaking in Exmouth Town and Seafront

Report summary:

This report summarises progress since the Group's previous meeting of the 12th September 2023.

Is the proposed decision in accordance with:

Budget Yes No

Policy Framework Yes No

Recommendation:

- a) That members of the Group consider the Draft Placemaking Strategy and make a recommendation to Cabinet to support the approach as set out in Appendix A The Placemaking Strategy.

Reason for recommendation:

In supporting the Placemaking Plan it will allow the Consultants to:

- Compile the report
- Move forward to the preparation of the Strategic Outline Business Cases (especially of the short terms actions)
- Prepare detailed development briefs
- Develop the Investment Funding Strategy
- Finalise the Placemaking Plan

Officer: Gerry Mills Project Manager Place and Prosperity (Exmouth) g mills@eastdevon.gov.uk

Tel 01395 519960

Portfolio(s) (check which apply):

- Climate Action and Emergency Response
- Coast, Country and Environment
- Council and Corporate Co-ordination
- Communications and Democracy
- Economy
- Finance and Assets
- Strategic Planning
- Sustainable Homes and Communities
- Culture, Leisure, Sport and Culture

Equalities Impact Low Impact

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

Climate change Low Impact

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

Links to background information

- a) Appendix A The Placemaking Strategy.

Link to [Council Plan](#)

Priorities (check which apply)

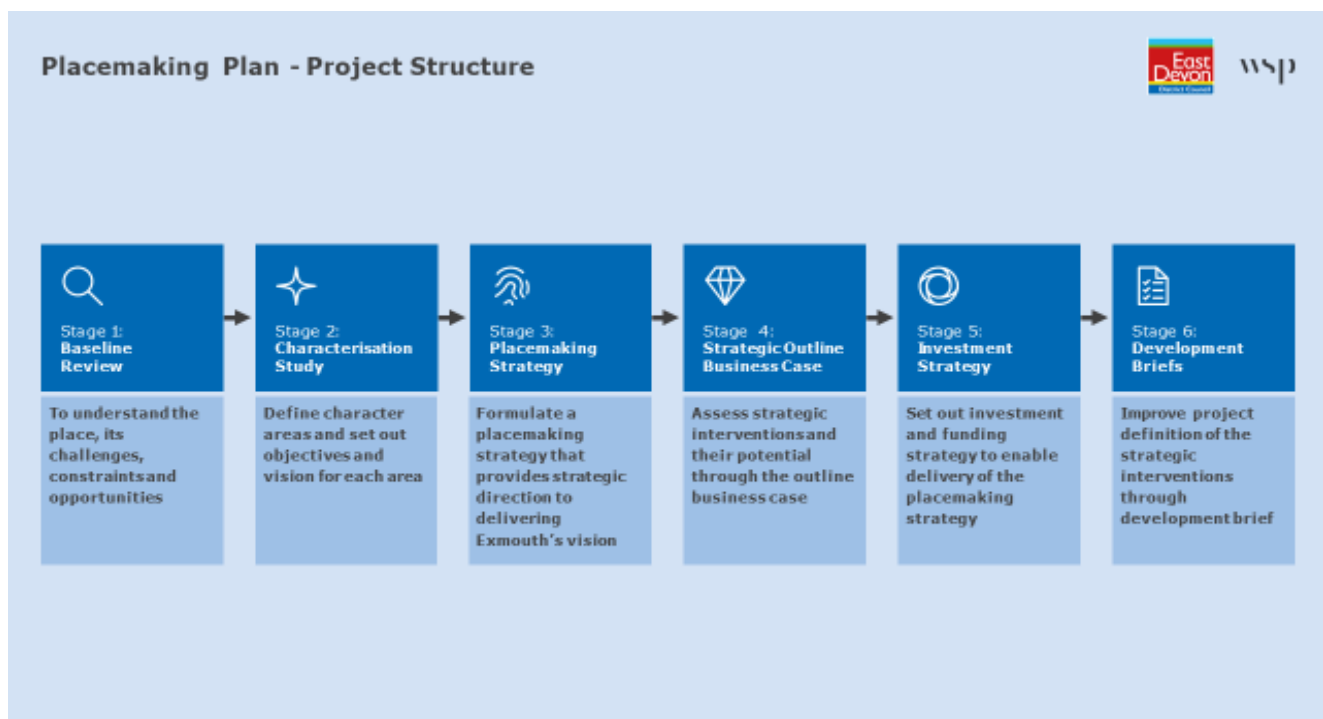
- Better homes and communities for all
- A greener East Devon
- A resilient economy

Report in full

1.1 Placemaking in Exmouth Town and Seafront Plan

- The Placemaking Plan is now in draft form for members to consider, we would ask members to consider it holistically and note that it is a vision for the future and will set out in detail (subject to Cabinet Approval) the way forward for Exmouth Town and Seafront.

A visual Project Summary is shown below as a reminder.



- Stage 1: Baseline Study and Benchmarking Report - the key objective of this is to collect and summarise - baseline information on existing site conditions, opportunities, and constraints to inform the emerging vision.

Complete

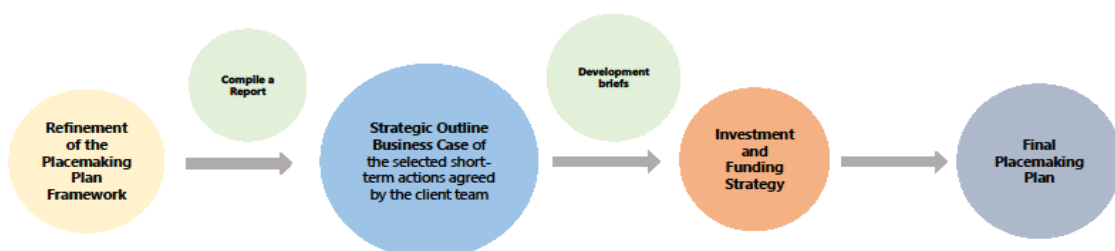
- Stage 2: Characterisation Study - the key objective of this is to analyse - baseline information on existing site conditions, opportunities and constraints to inform the emerging vision and placemaking opportunities. This included a half-day workshop, with stakeholders to test, validate and refine the emerging opportunities and placemaking requirements. The findings from this workshop will inform the vision-setting exercise.

Complete

- Stage 3: Placemaking Strategy - the key objective of this is to interpret the engagement outcomes and the vision and translate them into a placemaking strategy that makes the best use of the land and emphasises placemaking, infrastructure delivery and economic growth. As part of this stage a second half-day workshop was held on the 11th of September where we met with the previously engaged stakeholders and presented the refined objectives, design principles, and the emerging placemaking strategy to ensure their buy-in on the priority areas and the potential interventions.

In draft for consideration and recommendation to Cabinet to support the approach as set out in Appendix A The Placemaking Strategy.

Next Steps



Financial implications:

There are no new financial implications identified.

Legal implications:

There are no legal implications requiring comment at this time. The Local Government Act 2000 gives local authorities wide powers to promote well being. These powers permit local authorities “to do anything” which they consider is likely to promote or improve the economic, social, or/and environmental well being of their area, and they may be exercised for the benefit of the whole or part of a local authority’s area, or for people within it



Placemaking Plan for Exmouth Town and Seafront

10 October 2023

Contents

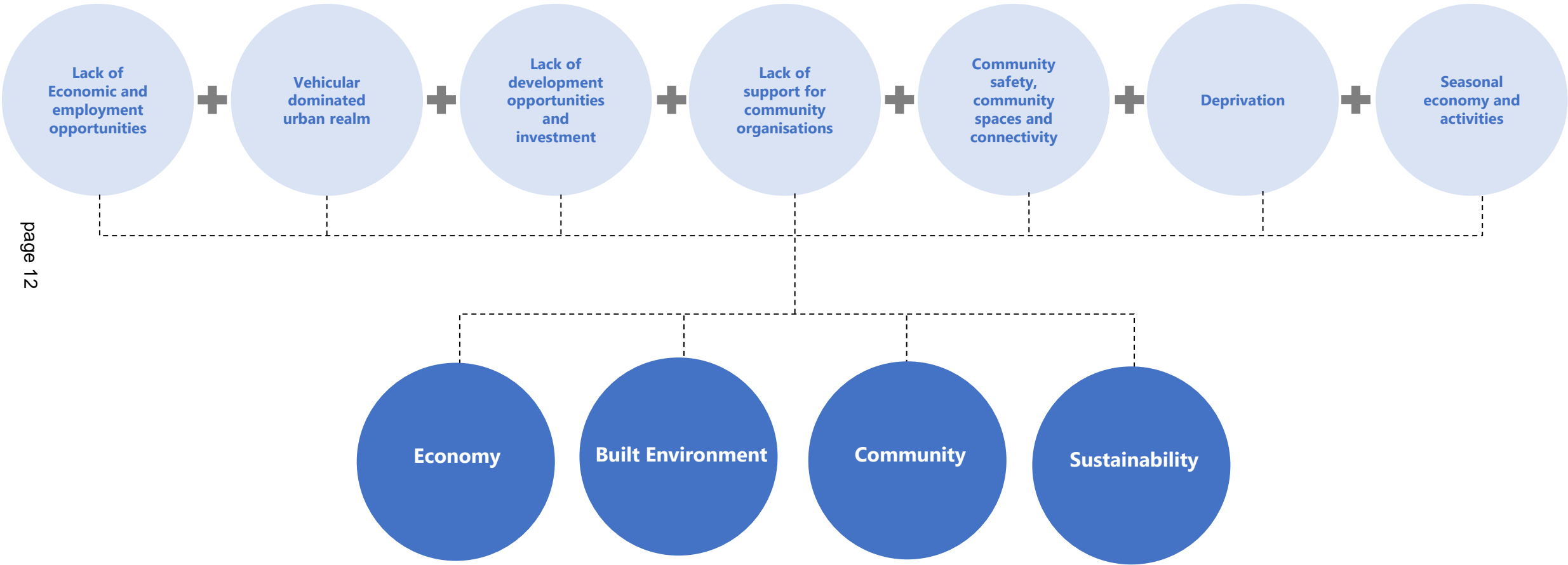
1. Identified challenges
2. Engagement Outcomes
3. Vision
4. Strategic Objectives and Actions
5. Next Steps

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1. Identified Challenges

Challenges



2. Engagement Outcomes

Engagement Summary – Workshop 1 – Vision Setting

Participants' Placemaking Definitions

A democratic way to make changes to Exmouth while celebrating Exmouth's identity as a great place to be. Improving what's already working and changing outdated uses by building on existing assets and activities and making the most of underused and key spaces.

Participants' Placemaking Examples

Connectivity and Accessibility: Near the thriving Exeter and Pebblebed Heath. Wheelchair access is good currently.

Public Realm: Flowers, Open spaces (Maer), Queens Drive Space, Parks

Multi-functional Places: Seafront, Ocean, leisure centre, Pavilion Theatre, Estuary cycle route/bird watching, Strand, Manor Park, Phear Park, Sideshore.

Socio-economic prosperity: A great place to 'be', hang out, enjoy. Tourism, food and drink, hotel and catering.

Harnessed Strategic Location: Natural beauty of the seafront (sandy beaches, water sports, bird watching, diversity of activities, South West host and hub for water sports).

Unlocking key sites: Magnolia Centre.

Sustainable Tourism: Wildlife, water sports.

Other Conversations

Something needs to happen, and soon: Multiple groups highlighted an urgency for development to begin and mentioned.

Exmouth is caught in a vicious cycle that hampers its development: Tourism increasing car domination >>> places continuing to be planned and designed for the car >>> unhealthy and unsafe environments >>>.

Exmouth needs to establish a virtuous cycle to help improve its development: Tourism leading to economic growth >>> places receiving increased investment >>> public realm, housing, and quality of life improvement >>>.



Engagement Summary – Workshop 2 – Placemaking

Common Placemaking Opportunities Identified



Pedestrian/cycling infrastructure: improvements to current paths, rerouting of paths to the marina, and more bike hire facilities.



Cars: introduce park-and-ride facilities to reduce traffic/pollution, increase connectivity, encourage use of public transport, increased pedestrianised areas.



Signage: improved signage/information boards, better guidance on getting around, especially from the station.

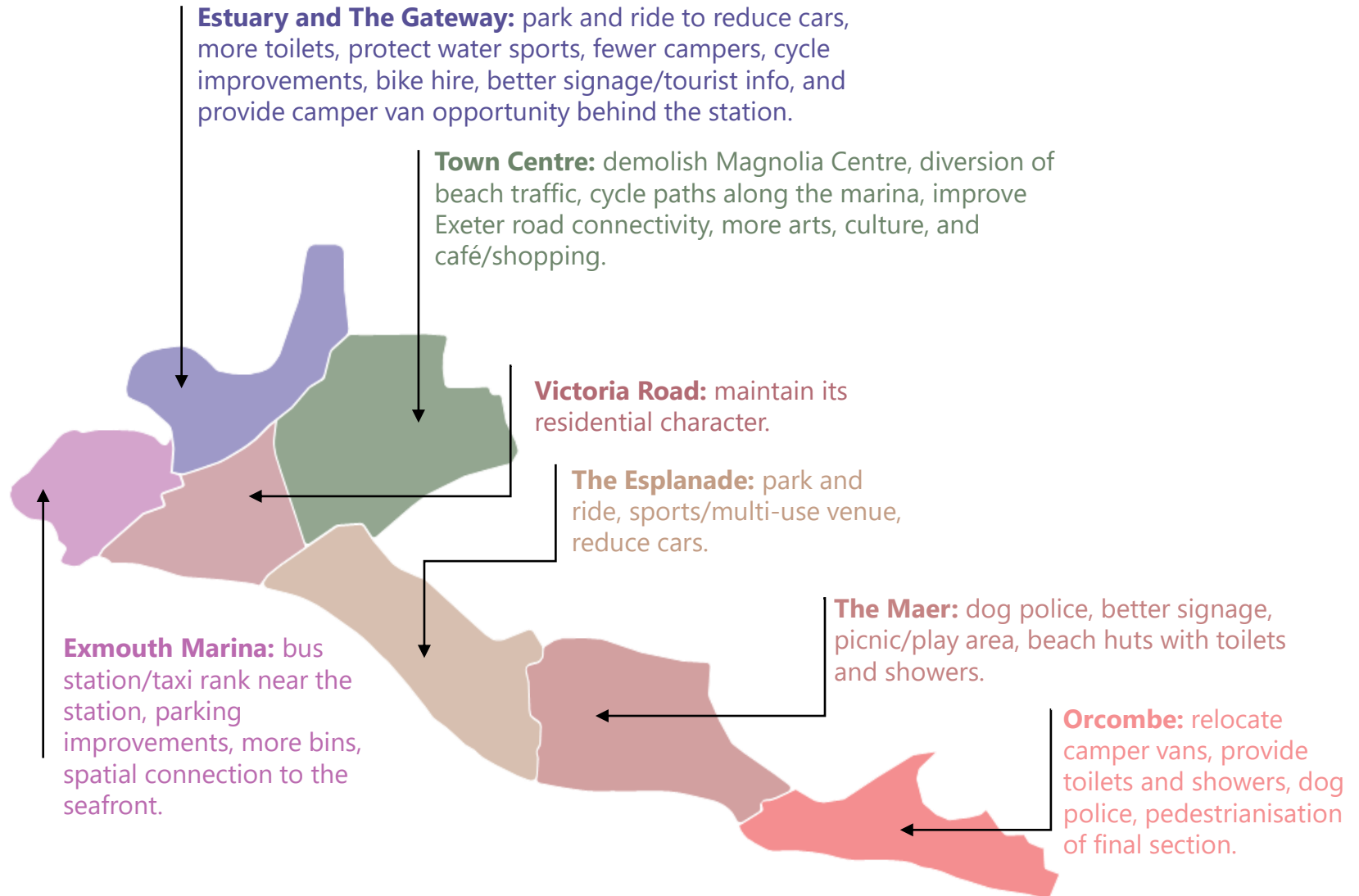


Leisure: attention to water sports/sports facilities, more green space and café/shopping opportunities, strategically placed camper van areas.

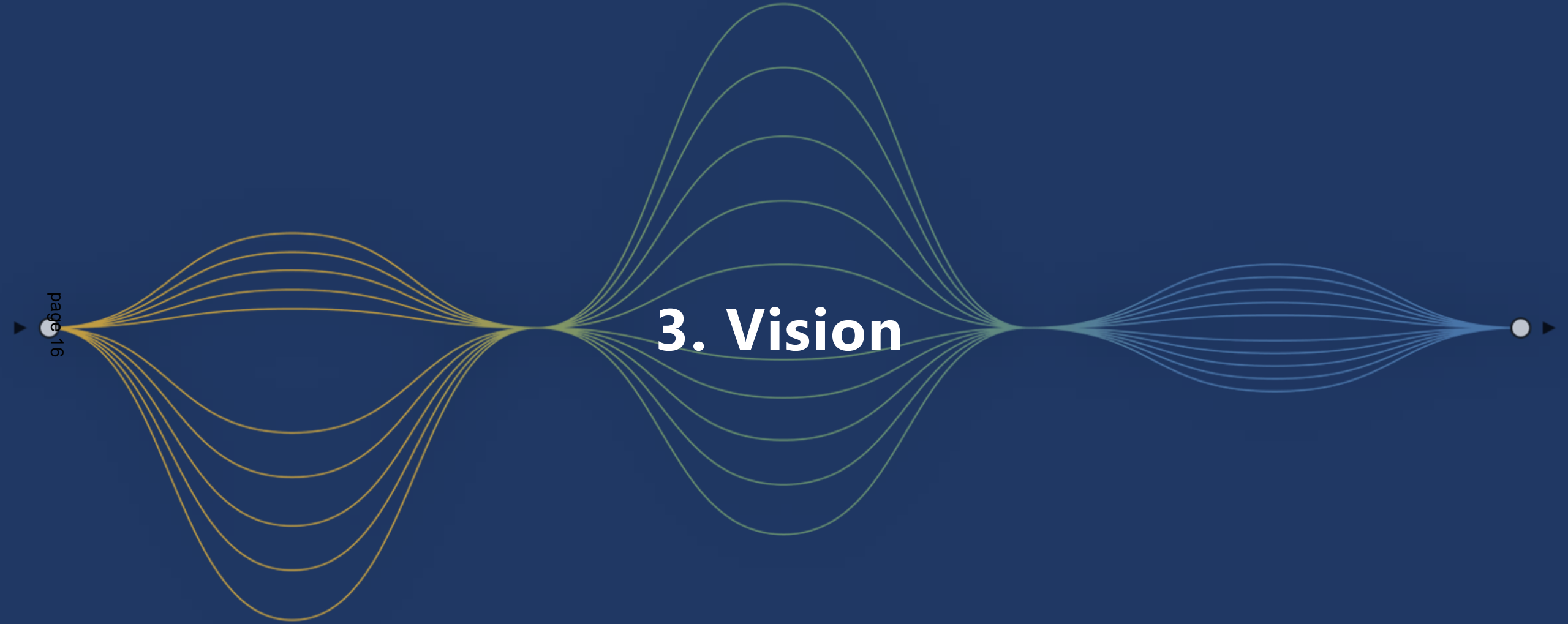


Look and feel: more bins, more toilets and shower facilities, 'dog police' to combat fouling.

Area Specific Opportunities Identified



3. Vision



EXMOUTH IS

The vision is centred on four key areas where the placemaking will positively impact across:



CREATIVE AND ENTERPRISING:

Drives economic growth, supports local businesses and encourages start-ups, curates the arts and culture, and benefits from a thriving daytime & evening economy.



GREEN, RESILIENT AND SUSTAINABLE:

Environmental conservation, increase biodiversity, responsible development, and reduced carbon footprint.



INCLUSIVE AND PROSPEROUS:

For creating safe, healthy, and accessible living environment, that is appealing to all, and fosters genuine sense of belonging.



THRIVING AND INDEPENDENT:

Develops and delivers infrastructure advancement, and tourism expansion, providing unique opportunities for the businesses to scale up and scale out.

4. Urban Design Framework

Emerging Placemaking Plan Framework



Emerging Placemaking Plan Framework



6. Strategic Objectives

01 | Harness availability of land for development and tourism opportunities

1. Harness land availability for development and tourism opportunities

1.1
Redefine the role and offer of the town centre. Enable repurposing of underutilised sites for other economic and employment activities.

1.2
Create opportunities for sports tourism along the seafront

1.3
Rationalise the use of surface car parks to maximise the availability of the land for other activities.

1.4
Transform Beach Gardens Car Park into a public space for temporary activities and cultural programming.

1.5
Repurpose the Pavilion Site for an improved sports facility.

1.6
Reimagine Foxholes car park into an arts and culture hub to provide facilities to cater for the needs of the visitors to the Orcombe.

1.7
Attract investment in training and skills facilities to increase employment opportunities at managerial/directorial levels in key sectors.

1.8
Identify and provide affordable business accommodation opportunities to increase occupancy rates in the town centre.



Repurpose existing buildings for additional economic development to revitalise the town centre.



Create an arts and culture hub, with facilities to support activity along the waterfront.



Create opportunities for sports tourism along water frontages.



Consulate existing carparking, to provide additional placemaking spaces at key nodes.

01 | Harness Land Availability for Development and Tourism Opportunities

Underutilised land along the seafront and within the town centre could be harnessed for development opportunities and tourism activities.

Objectives:

- *To reposition and diversify Exmouth's economy from seasonal tourism to a year-round active place with different recreational, leisure, and cultural offers.*
- *Maximise the use of land by reorganising activities and uses.*
- *Support the emerging entrepreneurial network and ecosystem through innovative collaboration and partnership opportunities.*
- *New activities – leisure centre, sports facility, cultural hubs, etc. will kick start the regeneration and repositioning of Exmouth.*
- *Create new employment and business opportunities.*

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02 | Connected and Continuous Public Realm to Strengthen the Relationship Between the Town Centre and the Seafront

2. Connected and continuous public realm to strengthen the relationship between the town centre and seafront

2.1
Reorganise activities to create a public space at the station area to improve the sense of arrival.

2.1
Pedestrianize Queen's Drive between Foxholes Car Park and Orcombe Point, allowing emergency vehicles only.

2.3
Commission a signage strategy to improve the legibility of the town and the seafront.

2.4
Create a sequence of public spaces within the town centre.

2.5
Improve the setting of the Methodist Church by redesigning the public realm to be pedestrian priority shared spaces.

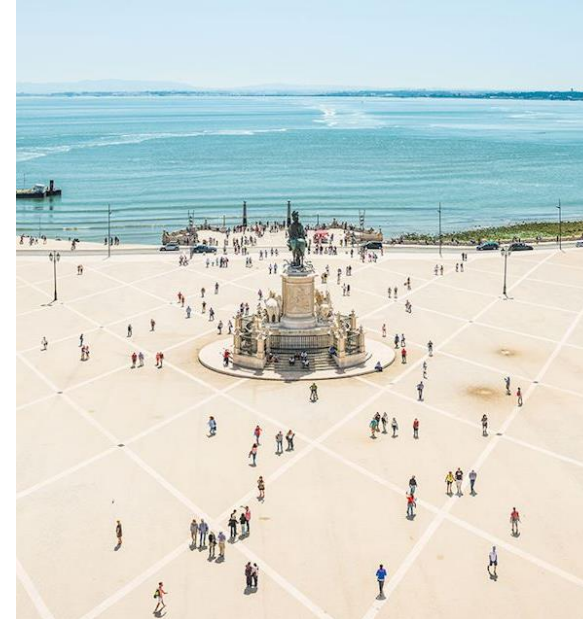
2.6
Provide information boards around The Maer Nature Reserve and other heritage assets, both built and landscape to promote and celebrate its rich local heritage.



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Create a continuous public realm along the seafront to maximise space for pedestrians and cyclists.



Reorganise and create a public space at the station area to improve the sense of arrival.



Encourage and manage shop frontage design to achieve a co-ordinated approach to look and feel of the town centre.

02 | Connected and Continuous Public Realm to Strengthen the Relationship Between the Town Centre and the Seafront

2. Connected and continuous public realm to strengthen the relationship between the town centre and seafront

2.7 Redesign the Esplanade to shift the emphasis from road to public spaces by creating a promenade with high quality lighting, seating and planting.

2.8 Create a continuous public realm along the seafront to maximise space for pedestrians and cyclists.

2.9 Commission a comprehensive public realm design strategy focussing on materiality, street furniture, public facilities, beach huts, and lighting strategy.

2.10 Unlock the Pier Head Car Park to create a new public space for enjoyment of the seafront, creating a destination.

2.11 Provide drinking water, toilets and changing rooms all along the seafront.

2.12 Commission a shop-front design strategy to achieve a coordinated approach to the look and feel of the town centre.



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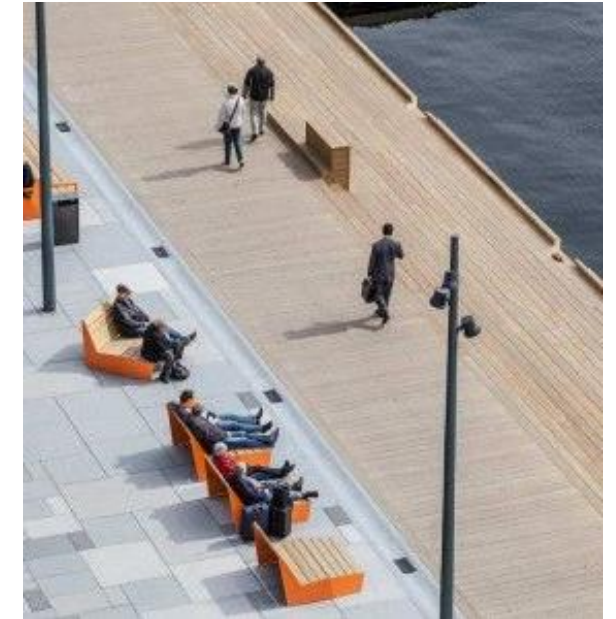
Pierhead carpark could be transformed into public space overlooking the sea.



Innovative and creative sculpture along the beach



High quality street lighting along the seafront promenade



High quality public space along the seafront

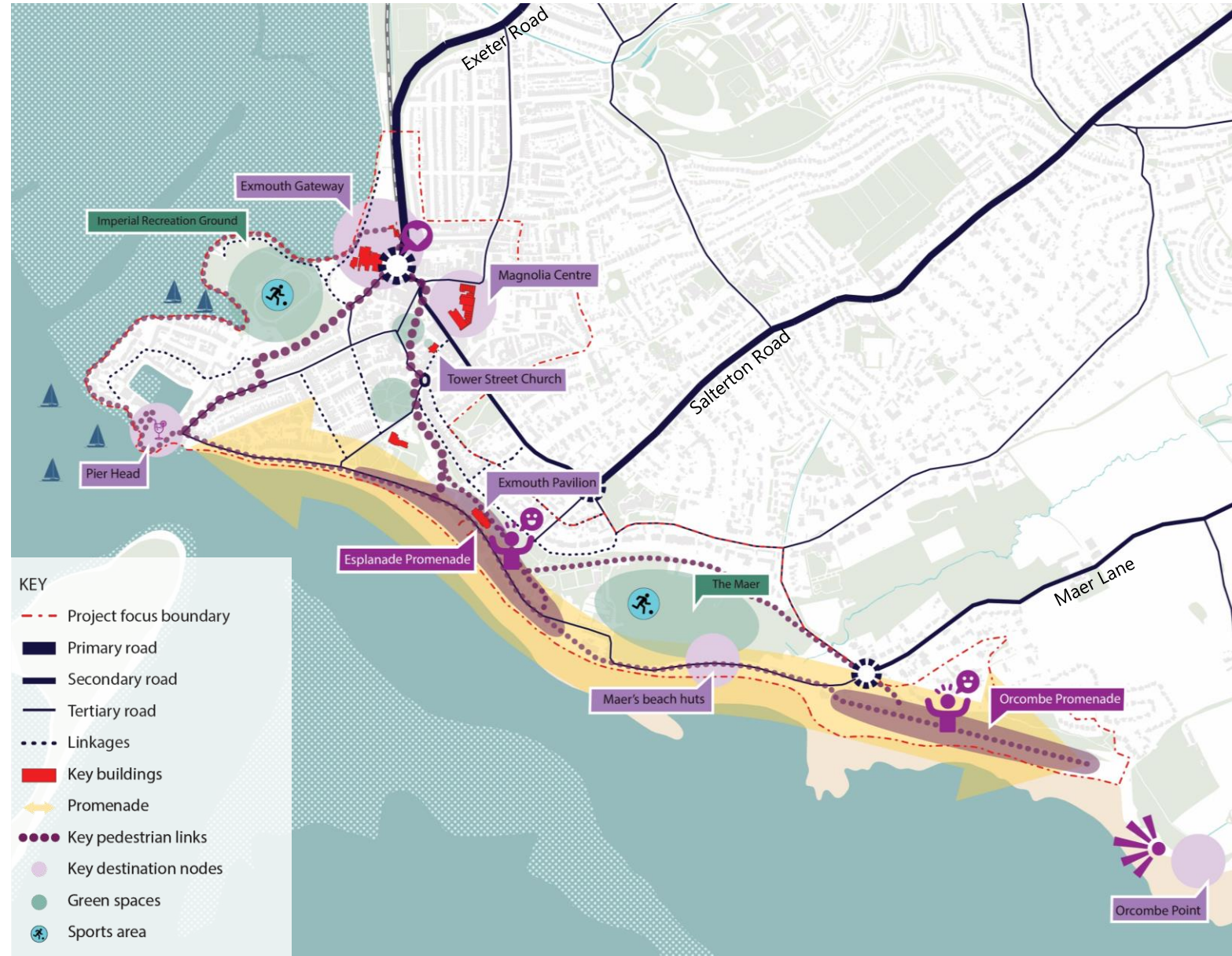
02 | Connected and Continuous Public Realm to Strengthen the Relationship Between the Town Centre and the Seafront

The public realm is the glue that holds the spaces together and improves the spaces' legibility, navigability and appeal. The disconnect between different character areas in Exmouth will be tackled with a high-quality public realm to enhance the community's sense of place and pride. It will transform Exmouth's seafront from a traditional to a 'modern' and 'contemporary' seafront.

Objectives:

- *Improve look, feel, and dwell time within the town centre and seafront.*
- *Improving the town's urban design and spatial structure to enhance legibility.*
- *Refining the place narrative and identity.*
- *Creating a safer, inclusive, enjoyable walking and cycling environment along the seafront.*
- *Create 'promenades' to increase footfall and revitalise economic activities.*

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03 | Activation and Meanwhile Activities and Events to Create a Year-round Interest.

3. Activation and meanwhile activities and events to create a year-round interest

3.1 Promote public art to complement the heritage buildings and to foreground arts and culture of Exmouth.

3.2 Promote evening events throughout the year, especially food focussed events that make use of the newly created seafront huts and other public realm and pedestrianised spaces.

3.3 Provide events infrastructure in appropriate locations to enhance the ease of setting up events.

3.4 Create opportunities for arts and culture by repurposing the existing assets, complementing them with new facilities and a curation strategy.

3.5 Identify opportunities that increase average daily visitor spend and encourage longer holiday duration.

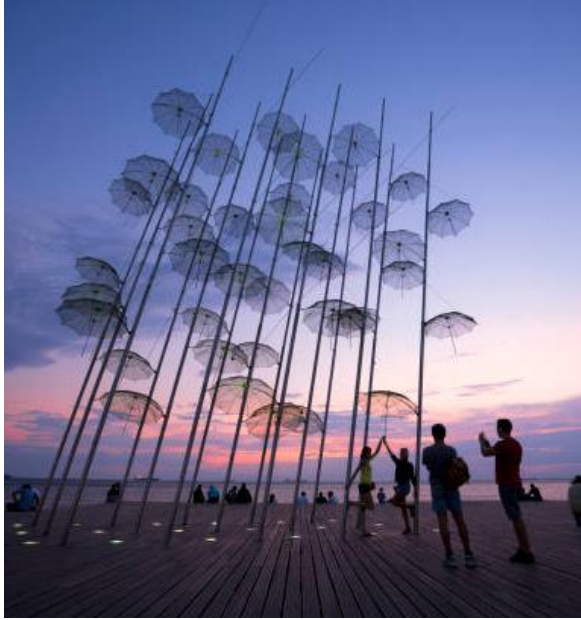


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Promote public art to complement the heritage buildings to foreground arts and culture of Exmouth.



Promote evening events throughout the year, especially food focussed events that make use of the newly created seafront huts and other public realm and pedestrianised spaces.



Create opportunities for curated seaside art festivals.



Identify opportunities that increase average daily visitor spend and encourage longer holiday duration.

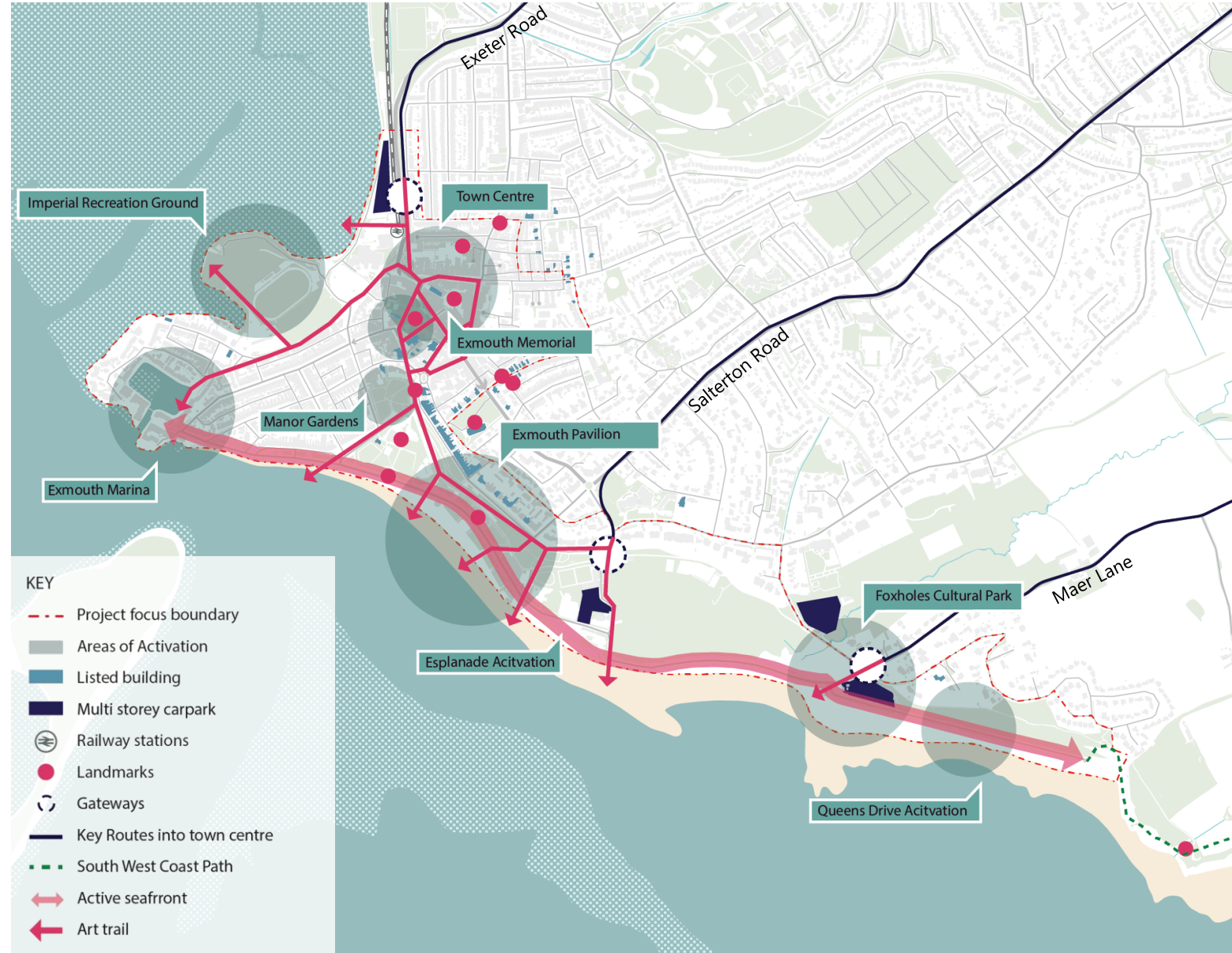
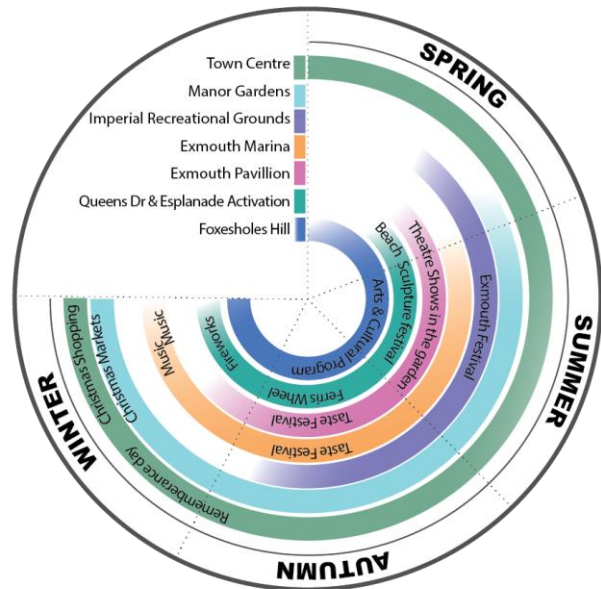
03 | Activation and Meanwhile Activities and Events to Create a Year-round Interest.

Arts and Culture are integral to activating and revitalising our built environment, especially in places such as Exmouth, where environmental constraints limit development; temporary activities can help create a strong place brand and identity. Exmouth's long seafront is an ideal place where events and festivals can create interest for all age groups and visitors.

Objectives:

- *Promote arts and culture to encourage local artists' involvement and an opportunity to showcase Exmouth's potential.*

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04 | Active Lifestyle Offer in the Town Centre and the Seafront for All Age Groups

4.
Active lifestyle offer in the town centre and the seafront for all age groups

4.1
Create hubs within the town centre and the seafront to harness the opportunity to link into the wider walking and cycling networks.

4.2
Rationalised traffic movement within the town centre and along the seafront reducing car access to minimum will encourage the modal shift to embrace walking and cycling.

4.3
Develop a cluster approach to sports offer around the Side Shore to maximise the identity, use and regional reach of the offer.



Create hubs within the town centre and the seafront to harness the opportunity to link into the wider walking and cycling networks.

Rationalised traffic movement within the town centre and along the seafront reducing car access to minimum will encourage the modal shift to embrace walking and cycling.

Develop a cluster approach to sports offer around the Side Shore to maximise the identity.

Create opportunities for play scapes for all age-groups.

04 | Active Lifestyle Offer in the Town Centre and the Seafront for All Age Groups

Exmouth is at the doorstep of the Jurassic Coast and several regional walking and cycling routes. With ample opportunities, the town centre and the seafront would be integrated into the regional networks, offering varied, healthier lifestyle choices. This objective defines several place-based actions to build upon Exmouth's strengths, such as waterfront sports and other activities.

Objectives:

- **Create hubs within the town centre and along the seafront that become the gateways to the regional walking and cycling network.**
- **'Promenade' as the use and focus of the seafront by transforming the seafront into a public space.**
- **Active water sports opportunities along the seafront to attract the youth.**

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05 | Encouraging Active and Sustainable Transport in the Town Centre and the Seafront

5. Encouraging active and sustainable transport in the town centre and the seafront

5.1 Rationalising traffic movement and on-street car parking along the seafront.

5.2 Create opportunities for active travel throughout the town centre, by reducing share of road space used by cars and reallocating gained space for cycling and pedestrians.

5.3 Create a continuous network that gives priority to non-motorised modes in the most scenic and economically important areas of the town and seafront.

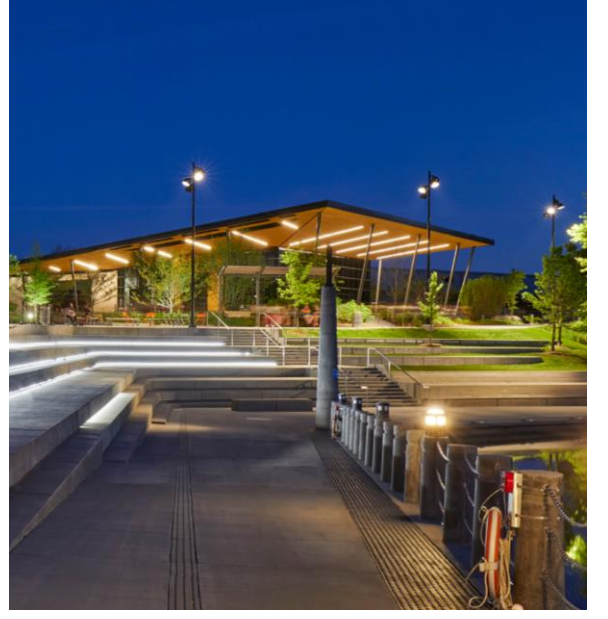
5.4 Explore the potential for a park-and-ride system to reduce traffic in the town are free up space currently used for parking for new development, event space and pedestrianisation.

5.5 Consolidate and increase parking capacity around three nodal car parks.

5.6 Explore the potential to convert a section of parking on the seafront to echelon from parallel parking.

5.7 Explore the potential to convert a section of the seafront into one-way traffic (eastbound only).

5.8 Development of full kerb segregated infrastructure between pedestrians and cyclists on seafront shared-use path to reduce user conflict and improve safety.



XXXXXX

Explore the potential for a park-and-ride system to reduce traffic in the town are free up space currently used for parking for new development, event space and pedestrianisation.

Development of full kerb segregated infrastructure between pedestrians and cyclists on seafront shared-use path to reduce user conflict and improve safety

Improved perception of safety through increased street lighting

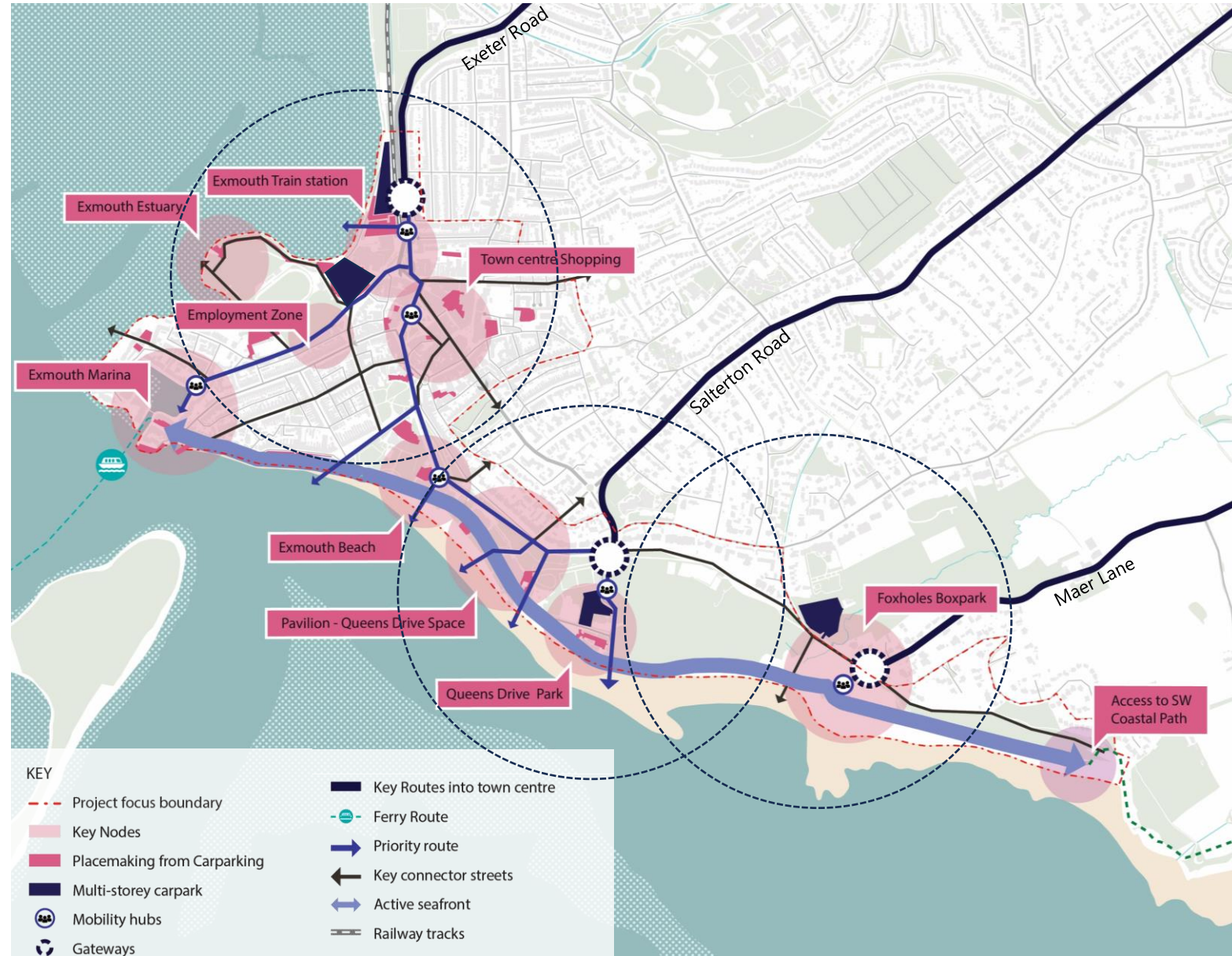
05 | Encouraging Active and Sustainable Transport in the Town Centre and the Seafront

Movement and accessibility are critically important both within, out-of Exmouth and along the seafront. Interventions should ensure that sustainability is at their centre, ensuring the most vulnerable street space users and those who cannot afford, or access transport, are provided with access to transport to reach key every-day and employment destinations.

Objectives:

- **Prioritising walking and cycling across Exmouth town centre and the seafront to create a safer more inclusive mobility environment.**
- **Enhancing the environments of key routes, including reimagining Queens Drive and Esplanade.**
- **Providing residents with opportunities to easily access the destinations in Exmouth by ensuring appropriate public transport is available.**
- **Improve access to healthier choices and reduce the car dependency by providing low-cost transport links to the destinations.**

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06 | Enhance and Celebrate the Rich Biodiversity and Natural Assets of Exmouth

6. Enhance and celebrate the rich biodiversity and natural assets of Exmouth

6.1
Enhance biodiversity of flora and fauna along Queens Drive

6.2
Link the gateway area with the estuary by creating a public space at the arrival to provide uninterrupted views across the estuary. An adaptable space will enhance seasonal interest for bird watching and events.

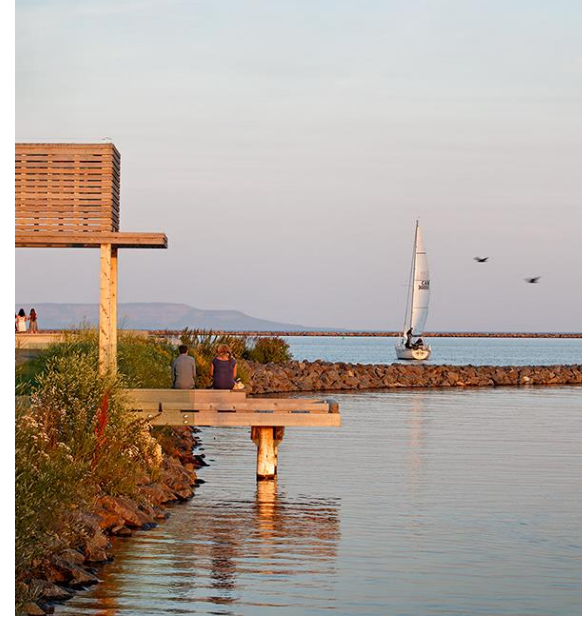
6.3
Enhance the coherency of the town and its links to the seafront by introducing a unified and appropriate coastal planting palette.



Enhance the coherency of the town and its links to the seafront by having a unified street planting plant palette.



Enhance biodiversity of flora and fauna.



Create spaces for bird-watching and estuary-focused events.



Protect and enhance existing ecologically significant sites and connections.

06 | Enhance and Celebrate the Rich Biodiversity and Natural Assets of Exmouth

How people interact with their local landscapes and everyday spaces strongly influences attachment to and treatment of those spaces. Interventions will create landscapes actively used by the community and the visitors to appreciate and protect the rich natural setting.

Objectives:

- *To separate distinctive natural landscapes from everyday spaces that could support the needs of the residents and the visitors.*
- *Complement existing landscapes with new landscape areas.*

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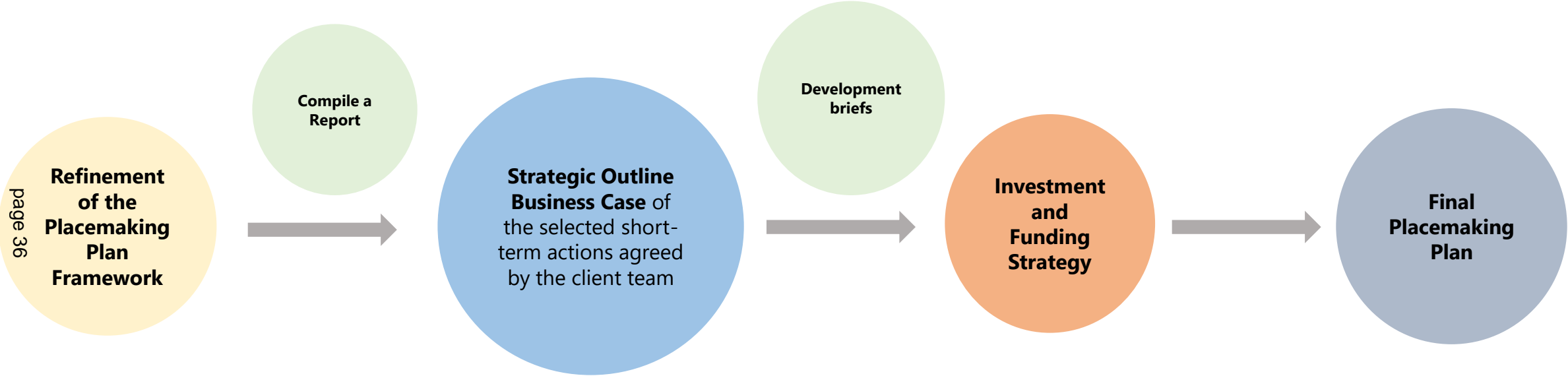


5. Next Steps



Next Steps

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Thank you.

