

**Agenda for Placemaking in Exmouth Town and
Seafront Group
Tuesday, 23rd January, 2024, 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, 8 January 2024; reissued 16 January 2024

- 1 Apologies
- 2 Minutes of the previous meeting held on 7 November 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 Progress update on Exmouth Town and Seafront (Pages 6 - 13)
- 6 Formation of a Subgroup and amending the Terms of Reference for the Placemaking in Exmouth Town and Seafront Group (Pages 14 - 20)
- 7 WSP Presentation (Pages 21 - 54)
 - i. The previous presentation (7 November 2023)
 - ii. The Placemaking Plan framework
 - iii. Approach to Delivery
 - iv. Business Case
 - v. Next Steps

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 the Zoom app on 7 November 2023****Attendance list at end of document**

The meeting started at 10.00 am and ended at 12.08 pm

14 Minutes of the previous meeting held on 12 September 2023

The minutes of the previous meeting held on 12 September 2023 were noted as a true and accurate record.

15 Declarations of interest

Cllr M Chapman – Minute 17; Affects Non-Registerable Interest: Member of Exmouth Town Council.

Cllr T Dumper – Minute 17; Affects Non-Registerable Interest: Member of Exmouth Town Council.

Cllr N Hookway – Minute 17; Affects Non-Registerable Interest: Member of Exmouth Town Council.

Cllr A Toye – Minute 17; Affects Non-Registerable Interest: Member of Exmouth Town Council.

Cllr J Whibley – Minute 17; Affects Non-Registerable Interest: Member of Exmouth Town Council.

Cllr D Wilson – Minute 17; Affects Non-Registerable Interest: Member of Exmouth Town Council.

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 Ward Member and as Chair of Exmouth Town Council.

16 Public speaking

No members of the public had registered to speak at the meeting.

17 The Draft Placemaking Strategy

The Project Manager – Place and Prosperity (Exmouth) introduced the draft Placemaking Strategy which sets out a vision for the future for Exmouth Town and Seafront.

Ms Gayatri Suryawanshi, WSP's Placemaking Consultant, then delivered a presentation outlining at length the emerging placemaking plan framework, and the proposed actions to deliver the following strategic objectives:

- Harness availability of land for development and tourism opportunities
- Connected and continuous public realm to strengthen the relationship between the town centre and the seafront

- Activation and meanwhile activities and events to create year-round interest
- Active lifestyle offer in the town centre and the seafront for all age groups
- Encouraging active and sustainable transport in the town centre and the seafront
- Enhance and celebrate the rich biodiversity and natural assets of Exmouth

Members were asked to consider the draft Strategy, and to recommend to Cabinet to support the approach set out therein.

Discussion and clarification included the following points:

- One Member questioned whether Foxholes was an appropriate location for an Arts Hub and suggested the Pavilion would be more suitable, and closer to the town.
- The beach needs to be family-friendly; some Members were concerned that families should be able to paddle in areas free from boats and jet skis, and questioned whether the Plan includes enough attractions for families.
- Concern was expressed that there is no provision in the Plan for secure storage for electric bikes.
- In trying to build Exmouth as a destination, the Council needs to work with South West Water to get the seas clean.
- Careful thought will need to be given to any development along the seafront and shoreline, given the climate emergency, and money needs to first be found to shore up the sea wall.
- There needs to be a focus on the town's heritage, and particularly its maritime history.
- The baseline review at stage one of the Placemaking process took account of a raft of existing studies and strategies together with associated documents. The baseline study arising from the review is a comprehensive document from which progress is measured and a copy will be circulated to PETS Group Members, for reference.
- The Pebblebed Heaths and the Exe Estuary are special nature conservatory locations and concern was raised that there is a focus in the Plan on promoting watersports, but that wildlife and watersports do not generally go together.
- Whilst the Plan seeks to reduce the dominance of cars, car parking space on the seafront will need to be available for people with limited mobility and for those transporting equipment for watersports. It was noted that there is provision in the Plan for some car parks to be expanded.
- A number of the proposals in the Plan will require co-operation from Devon County Council (DCC) and consideration will need to be given to how this is achieved.
- It was proposed to establish a steering group with representatives from DCC and Exmouth Town Council, to take the Placemaking Plan forward. It was suggested the steering group could include representatives from Stagecoach, with a view to ensuring a good local bus service.
- The Placemaking Consultant advised that the proposed strategy links to and is compatible with the Levelling Up project for Dinan Way and the Exmouth Gateway.
- Consideration should be given to a Park and Ride facility for lorries, coaches and motorhomes on the outskirts of town. One Member was of the view, however, that consideration should be given to possibilities more generally, since lorries are likely to need parking facilities only, and users of motorhomes might not want to use Park and Ride.

RECOMMENDED to Cabinet:

1. That the draft Exmouth Placemaking Plan be fully supported.
2. That a steering group be formed consisting of Exmouth Town Council, East Devon District Council and Devon County Council, to oversee and co-ordinate the Placemaking Plan.
1. That a Park and Ride facility be considered on the outskirts of Exmouth which provides necessary space for motorhomes, coaches and lorries.

Attendance List

Councillors present:

P Arnott (Vice-Chair)
M Chapman
A Hall
P Hayward
N Hookway (Chair)
J Whibley
D Wilson
O Davey (Exmouth Town Council)
G Deasy (Exmouth Town Council)

Councillors also present (for some or all the meeting)

I Barlow
G Jung
M Rixson
T Dumper
P Fernley
C Nicholas
E Rylance
A Toye
C Fitzgerald
E Wragg
M Howe

Officers in attendance:

Sarah James, Democratic Services Officer
Gerry Mills, Project Manager Place & Prosperity (Exmouth)
Alethea Thompson, Democratic Services Officer
Anita Williams, Principal Solicitor (Deputy Monitoring Officer)
Tim Child, Assistant Director Place, Assets & Commercialisation

Councillor apologies:

M Hall

Chair:

Date:

Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 23rd January 2024

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA

Progress Update on Exmouth Town and Seafront

Report summary:

The purpose of this report is to provide Members with a summary of progress with Placemaking in Exmouth that the Place and Prosperity Team is involved in since the last update on the 7th November 2023.

Is the proposed decision in accordance with:

Budget Yes No

Policy Framework Yes No

Recommendation:

- a) That members of the Group note the progress and preparation for the new season.

Reason for recommendation:

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

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

Tel 01395 519960

Portfolio(s) (check which apply):

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

Equalities Impact Low Impact

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

Climate change Low Impact

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

Links to background information

- a) Appendix A Exmouth Active Travel Promotional Material

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 General Update

- Following an end of season meeting with the traders we have received requests from 4 out of the 5 pitches on Queen's Drive to renew for another season. Colleagues in Asset Management and Legal Services are currently preparing the leases.
- We are currently costing some 'facelift' work at Queen's Drive from existing budget this is mainly the covers over the tables and potentially some lighting which doesn't stand the weather well in this location.
- The Vacant Pitch on Queen's Drive will be marketed in January by Asset Management colleagues to try to ensure full occupancy for this season.
- The Events Space will be Marketed in January by our colleagues in Streetscene in the hope of attracting a reliable operator – we have received at least 2 informal expressions of interest prior to marketing the pitch.
- Council staff have agreed to work with the traders to try to put together a launch day for the season and also to facilitate entertainment in the traders area (around the food pitches).

1.2 Levelling up Fund Bid – Destination Exmouth

- Council officers met with Devon County colleagues on the 11th of December to discuss the Levelling up Project (AKA Exmouth Active Travel Improvements).
- A further consultation commenced on the 6th of December with 2 in-person events in Exmouth and some revised promotional material (shown at Appendix 1) and there is also an online link for respondents to give their views.
- EDDC Officers
- The project, led by Devon County Council, is now gathering baseline data in preparation for developing the design for the Exmouth Gateway.

Financial implications:

There are no new financial implications identified.

Legal implications:

There are no legal implications requiring comment at this time.



Have your say

Devon County Council is proposing to make a number of active travel and public realm improvements to the area around Exmouth railway station.

By encouraging more active travel, particularly for shorter journeys, we can help reduce congestion on our busy roads and improve connectivity across the town.

Along with **improvements to the public spaces** around the station, the proposals are designed to make the area **safer, more welcoming, and a more pleasant place for all.**

The scheme proposes to deliver the following benefits:



Improved connectivity



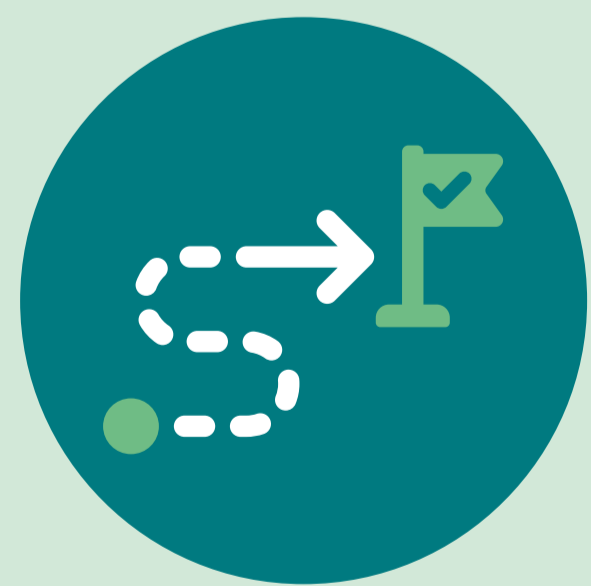
A warm welcome



Helping local businesses



Safer streets



Faster journey times and less congestion

Scan me



To find out more and complete our online survey, please scan the QR code or visit our website below.

www.devon.gov.uk/haveyoursay/consultations/exmouth-active-travel-improvements



Background

These proposals form part of the Destination Exmouth project, which is funded by the Government's Levelling Up Fund, Devon County Council, East Devon District Council and Exmouth Town Council. The project aims to create an Exmouth Gateway – a transport interchange that enables people to travel across town by bicycle, on foot or by bus more easily and creating an improved experience for people arriving in the town.

The bid also includes the extension of Dinan Way to join up with the A376 to remove traffic from unsuitable residential and country lanes.

Public engagement

Earlier this year we asked for your feedback on our early ideas for the area. We met with stakeholders, held a public drop-in event and received over 850 responses to our online survey.

867

responses
(including survey,
email and letter)



Proposals with the highest level of support were **better signage and widened footways**

The feedback during the early engagement period has been carefully analysed and used to update the proposals:

- It is now proposed that a shared path be introduced for use by both cyclists and pedestrians, rather than a segregated path that keeps cyclists and pedestrians separate.
- The crossing outside the railway station is now proposed to be upgraded from a zebra crossing to a signalised toucan crossing.
- It is now proposed that the flower bed and part of the wall near Marks & Spencer and the leisure centre would be retained.



The Proposals

The proposals include:

- Better signage in the area outside the railway station, so that travelling from the station to the town, estuary and seafront is easier for visitors.
- The closure of the existing subway and access ramps, creating space for a widened shared path for cyclists and pedestrians. Without this, it would not be possible to provide many of the proposed improvements because of limited space.
- Modifications to the Imperial Way roundabout, including upgraded crossings designed to help traffic flow and improve pedestrian and cyclist safety.
- Reconfiguration of the access road (part of The Royal Avenue) to the small car park outside the leisure centre. Changes include a raised table being introduced at the top of the road and the widening of the footpath along the road to encourage lower vehicle speeds and to improve safety.



Subway

Part of the proposals is to close the subway and access ramps near the railway station. Although closing the subway was opposed by almost 60% of respondents to the public engagement period, we are proposing to close it for a number of reasons:



Scheme delivery

Removal of the subway access ramps would create space to widen existing paths near the railway station.



Usage

A count carried out in September 2023 to compare the number of people using the subway to the zebra crossing showed that 82% (2520 of a total of 3079) of pedestrians and cyclists used the zebra crossing.



Safer and more convenient

The crossing would make it safer and more convenient for people walking and cycling between the train station and town centre, particularly anyone with a disability. Pedestrian subways are widely associated with anti-social behaviour. This perceived danger can prevent pedestrians from using the subway, particularly vulnerable users at night.



Cost

The subway periodically floods, requiring costly maintenance work. It is estimated that the cost of closing and infilling the subway with a suitable material will be approximately £220,000, representing a cost saving for Devon County Council in the long term.



Get Involved

Scan me



We would like to hear your views on the proposals and are holding a seven-week consultation to collect your feedback. For more information, scan the QR code below or visit:
www.devon.gov.uk/haveyoursay/consultations/exmouth-active-travel-improvements

This will allow you to:



Read our proposals for the area around Exmouth railway station



Complete the online survey

The survey is open for responses until Friday 5 January 2024.

Next Steps

Following the end of the consultation period, we will analyse your feedback and produce a report on the findings. The comments we receive will help inform the detailed design stage.

Construction is currently estimated to begin late 2024 and be completed by Spring 2025.

Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 23rd January 2024

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA

Formation of a Subgroup and review of the Placemaking in Exmouth Town and Seafront Group Terms of Reference.

Report summary:

This report sets out the draft Terms of Reference for the formation of a Placemaking Subgroup and also sets out some recommendations for the review of the Terms of Reference (ToR) for the Placemaking in Exmouth Town and Seafront Group (PETS).

Is the proposed decision in accordance with:

Budget Yes No

Policy Framework Yes No

Recommendation:

- a) That members of the PETS Group recommend to Cabinet the Draft Terms of Reference (ToR) for the formation of a PETS Subgroup.
- b) Subject to a) that the Council write on behalf of the Leader to invite nominees from both Devon County Council and Exmouth Town Council to sit on the subgroup.
- c) That Members recommend to Cabinet the revised Terms of Reference for the Placemaking in Exmouth Town and Seafront Group under the review clause set out in the paper of the 3rd of May 2022.

Reason for recommendation:

Supporting the recommendations will:

- Enable better communication between the 3 stakeholder Councils in the delivery of Placemaking in Exmouth.
- Broaden the remit of the Placemaking in Exmouth Town and Seafront Group to include stakeholder input through the delivery phase of the Placemaking Plan.

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

Tel 01395 519960

Portfolio(s) (check which apply):

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

Culture, Leisure, Sport and Culture

Equalities Impact Low Impact

Risk: Low Risk; The report is aimed at reducing the risk of non delivery by enhancing communication between the 3 Stakeholder Council and giving the PETS Group a wider more inclusive remit as it moves towards the delivery phase of Placemaking.

Climate change Low Impact

Risk: Low Risk; The report will not directly impact on our climate change strategy.

Links to background information

[Agenda for Placemaking in Exmouth Town and Seafront Group on Tuesday, 3rd May, 2022, 10.00 am - East Devon](#)

Appendix A Draft Terms of Reference for the Placemaking subgroup

Appendix B Draft revised Terms of Reference for the Placemaking in Exmouth Town and Seafront Group

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 Formation of a Placemaking Subgroup

Members of the Placemaking Group recommended to Cabinet that a subgroup be formed at their meeting of the 7th of November 2023. Cabinet agreed to the recommendation with some minor changes, namely:

“That a subgroup be formed consisting of Exmouth Town Council, East Devon District Council, Devon County Council and other stakeholders”.

Following this meeting and in discussion with the Chair a draft Terms of Reference have been drawn up which are attached at Appendix A.

It was also felt prudent by the Chair to review the Terms of Reference for the PETS Group simultaneously in time for its scheduled 2-year review which was set out in a paper on the 3rd of May 2021 ie (Appendix B)

“Placemaking in Exmouth Town and Seafront Group will be subject to review in two years’ time to assess need for continuation and/or whether any changes are appropriate”.

One of the issues members raised in their discussion about the formation of a subgroup at both PETS and Cabinet was the need to avoid duplication and it was also questioned if another group was needed.

In considering the two groups it is suggested to members that they consider the subgroup's role to be mainly political and senior colleagues of the 3 Stakeholder Councils meeting to deliver on their shared goals on placemaking and specifically in overcoming the shared challenges at a strategic, political level Appendix A). There is also some inbuilt flexibility allowing for the Chair to be able to invite specialist and stakeholders on an ad hoc basis.

Additionally it is suggested that as we move towards the delivery phase of the placemaking plan that we need the additional representation and support from stakeholders and they should be invited to attend the PETS group on a regular basis as appropriate (Appendix B).

Financial implications:

There are no new financial implications identified.

Legal implications:

There are no substantive legal issues to be added to the report.

Placemaking in Exmouth Town and Seafrost Subgroup Terms of Reference

The role of the Subgroup is to enhance communication between elected members and senior officers of East Devon District Council, Exmouth Town Council and Devon County Council in an open and transparent way, particularly on issues of mutual significance in respect of the development and delivery of the Placemaking in Exmouth Town and Seafrost Placemaking plan. The subgroup is to act as a 'critical friend' throughout the project. Subgroup meetings to achieve these tasks may be held face-to-face or online. The Subgroup will meet as often as necessary the following initial key tasks are to:

- Establish the Subgroup, review the terms of reference, and agree how the Group will work.
- Provide local views on the challenges and opportunities of Exmouth Town and Seafrost, to inform the implementation of the Placemaking Strategy.

Membership includes representatives from each partner Council, including representatives from Devon County Council and Exmouth Town Council.

Terms of Reference – (Subject to Cabinet Approval)

To provide an advisory subgroup of County, District and Town councillors and stakeholder with officer support to inform progress and advise East Devon District Council's Placemaking in Exmouth Town and Seafrost Group to enable it to take forward the successful delivery of The Placemaking Plan for Exmouth Town and Seafrost.

- To receive briefings and reports from officers and to act as a point of reference for the successful delivery Place Making in Exmouth Town and Seafrost.
- To advise on and input to external expert and professional consultancy
- To support further engagement of public and stakeholders
- To promote best practice, help overcome barriers and promote optimal outcomes for the benefit of Place Making in Exmouth Town and Seafrost
- To promote the objectives and successes of Place Making in Exmouth Town and Seafrost

The Subgroup may, invite individuals with relevant expertise to attend on a 'one-off' basis to discuss a particular issue.

To ensure that there is public awareness of the **Placemaking in Exmouth Town and Seafrost Group's** activities, discussions and project progress, notes of meetings will be publicly available and published as part of the District Council's Cabinet agendas.

The Subgroup will be subject to review in two years' time to assess need for continuation and/or whether any changes are appropriate.

Membership

Membership of the group is set out below.

3 EDDC Councillors (Inc Chair and Vice Chair of PETS)

2 Town Councillors

2 County Councillors

Membership may alter throughout the committee's lifetime to reflect this.

Secretariat

The District Council will provide the secretariat service for the Project Group.

DRAFT

Placemaking in Exmouth Town and Seafront Group – Revised ToR

Terms of Reference

- *To provide a reference group of district and town councillors and stakeholders with officer support to inform progress and to make recommendations to East Devon District Council's Cabinet to enable it to take forward the successful delivery of Exmouth Queen's Drive Redevelopment.*
- *To provide a reference group of district and town councillors and stakeholders with officer support to make recommendations to East Devon District Council's Cabinet on the development and management of Place Making in Exmouth Town and Seafront including the Ocean building.*
- *To receive briefings and reports from officers and to act as a point of reference for the successful delivery Place Making in Exmouth Town and Seafront.*
- *To monitor progress on achieving the delivery of the Place Making in Exmouth Town and Seafront*
- *To advise on and input to external expert and professional consultancy;*
- *To support further engagement of public and stakeholders;*
- *To promote best practice, help overcome barriers and promote optimal outcomes for the benefit of Place Making in Exmouth Town and Seafront*
- *To promote the objectives and successes of Place Making in Exmouth Town and Seafront*
- *To liaise with and share information with Exmouth Town Council and relevant Stakeholder groups as appropriate'.*

*To assist the Delivery Group they may, through the Chair, invite individuals with relevant expertise to attend on a 'one-off' basis to discuss a particular issue. The District Council will provide the secretariat service for the **Placemaking in Exmouth Town and Seafront Group**.*

*The **Placemaking in Exmouth Town and Seafront Group** will be open to the public (Part A) but may have a private part to the meeting (Part B) to discuss confidential and sensitive matters.*

*To ensure that there is public awareness of the **Placemaking in Exmouth Town and Seafront Group's** activities, discussions and project progress, notes of meetings will be publicly available and published as part of the District Council's Cabinet agendas.*

***Placemaking in Exmouth Town and Seafront Group** will be subject to review in two years' time to assess need for continuation and/or whether any changes are appropriate.*

Membership:

From East Devon District Council;

Ward Member from Littleham (Chair), Leader (Vice Chair), Portfolio Holders for Economy & Assets and Strategic Planning, Ward Members from Brixington (x1), Halsdon (x 1), Littleham (x 2 incl Chair), Town (x 2) and Withercombe Raleigh (x 1).

From Exmouth Town Council;

The Mayor and one further Councillor

One person from each representative group of Stakeholders to be invited as required and relevant at the request of the Chair.

Stakeholder members are non-executive ie cannot vote.

Support officers;

Service Lead (Place, Assets & Commercialisation), Principal Solicitor & Deputy Monitoring Officer, Clerk of Exmouth Town Council.

Meetings: A minimum of four times per year

Quorum: Four District Councillors



Placemaking Plan for Exmouth Town and Seafront

23 January 2024

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2. Placemaking Plan
3. Approach to Delivery
4. Business Case & Investment Strategy
5. Next Steps

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1. Previous Presentation

What we discussed at the previous presentation

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:** at sports/spa space and cafe/shopping opportunities, strategically placed camper van areas.
- Look and feel:** more bins, dog toilets and shower facilities, 'dog police' to combat fouling.

Area Specific Opportunities Identified

- Estuary and The Gateways:** park and ride to reduce cars, more toilets, protect water sports, fewer campers, cycle improvements, bike hire, better signage/tourist info, and provide camper van opportunity behind the station.
- Town Centre:** redevelop Magnolia Centre, diversion of beach traffic, cycle paths along the marina, improve Exeter road connectivity, more arts, culture, and cafe/shopping.
- Victoria Road:** maintain its residential character.
- The Esplanade:** park and ride, sports/multi-use venue, reduce cars.
- Exmouth Marina:** bus station/taxi rank, near the station, parking improvements, more bins, spatial connection to the seafront.
- The Maer:** dog police, better signage, picnic/play area, beach huts with toilets and showers.
- Oscombe:** relocate camper vans, provide toilets and showers, dog police, pedestrianisation of final section.

Presentation last modified: 07/11/2023

Vision

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

EXMOUTH IS

- 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.

Emerging Placemaking Plan Framework

CHALLENGE	THEME	STRATEGIC OBJECTIVE	ACTION
COMMUNITY ENGAGEMENT	TRANSFORMING THE LOCAL ECONOMY	1.1	1.1.1
		1.2	1.2.1
		1.3	1.3.1
		1.4	1.4.1
LACK OF OPPORTUNITIES	IMPROVING THE LOCAL ECONOMY	2.1	2.1.1
		2.2	2.2.1
		2.3	2.3.1
		2.4	2.4.1
LACK OF INVESTMENT	IMPROVING THE LOCAL ECONOMY	3.1	3.1.1
		3.2	3.2.1
		3.3	3.3.1
		3.4	3.4.1

01 | Harness availability of land 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 Fochales car park into an arts and culture hub to provide facilities to cater for the needs of the visitors to the Oscombe.
- 1.7 Attract investment in training and skills facilities to increase employment opportunities at managerial/directional 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.

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

Photos sourced from google, CC BY

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.
- Improve 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.

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.

2. Placemaking Plan



Placemaking Plan Framework



Placemaking Plan Framework

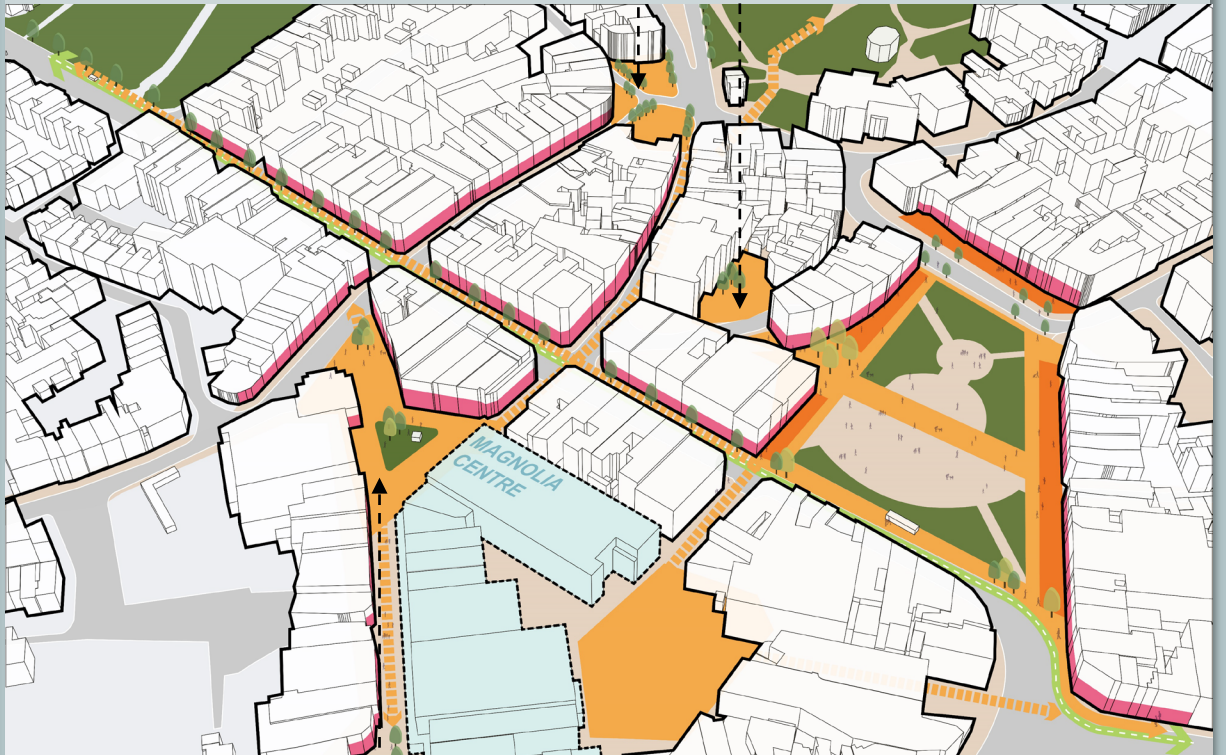
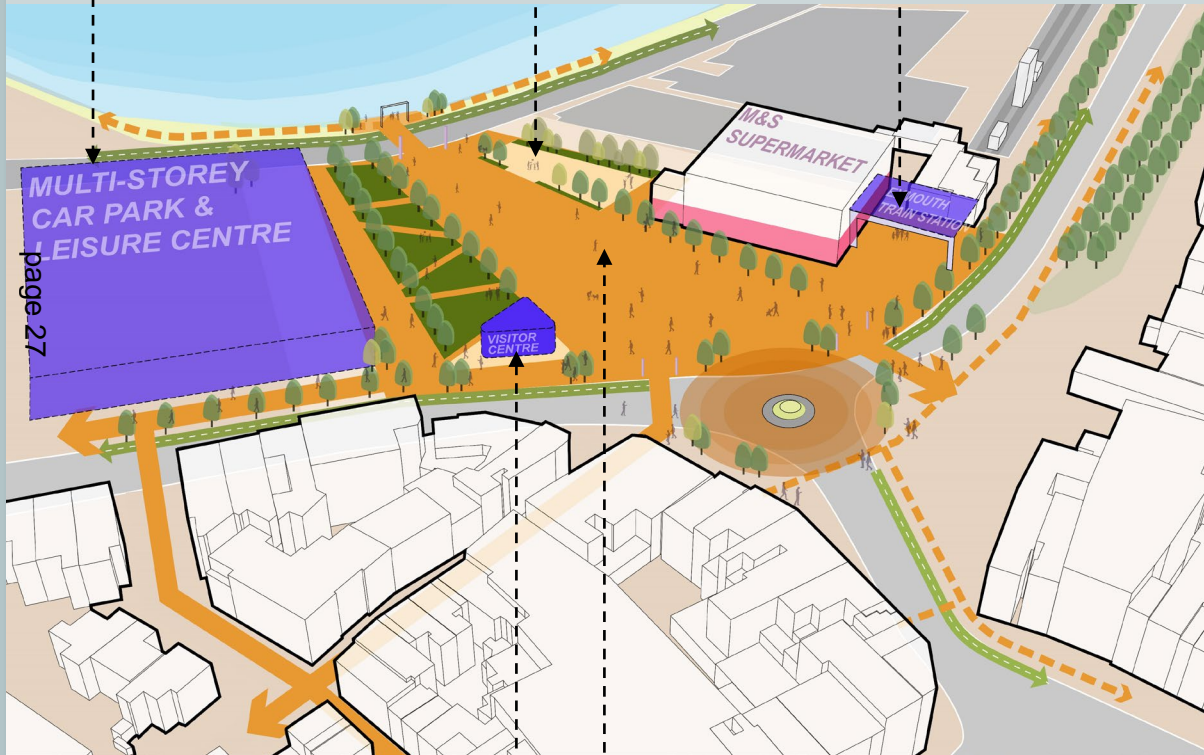
A new leisure centre, GWRSA facility, a theatre, and a multi-storey car park. Consolidating leisure, culture and arrival functions at the Gateway.

A well-designed children's play area will encourage the use of the space by all age groups and families.

Extended station forecourt to create a sense of arrival and a decision-making point.

Redesigning the junction to reduce the road space and widen the footways along the active frontages to allow alfresco and spill over activities.

Creating a public space along the Tower Street Church as part of the sequence of public spaces to reposition the town centre as a pedestrian friendly place.



A new visitor centre also acting as a placemaking component, an iconic and sculptural design of the centre will become a landmark.

A public space providing views across the Estuary and towards the town centre. It will be designed as an iconic and adaptable space that could be transformed into an events space.

Redesign the public space along Church Street by extending the public space and introducing greening.

Placemaking Plan Framework

Cafe repurposed and redesigned with improved setting and public realm.

Opportunity for redeveloping the Pavilion Site for a sports facility, The new facility could complement the leisure centre.

Sequence of green spaces with coastal planting, offering diverse spaces along the seafront for all age groups.

Creating a new public space opposite the Pavilion Site that will be seamlessly blended into the revitalised seafront public realm, that promotes recreational activities and walking and cycling.

Extending the seafront public realm to create wider public spaces and recreational areas.

Sculptural stairs provide access to the beach but also act as seating, offering views across the sea.

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An arts and culture hub at the Foxholes Car Park to activate Queens Drive offering affordable work and maker spaces.

A multi-storey car park to act as a local park and ride/walk, a transport hub that will consolidate on-street car parking from the vicinity and accommodate the cars displaced from Foxholes Car Parking in order to release the land for other uses.

Widening of the seafront walkway to create a series of green spaces.

Pods for commercial, seating, recreation, facilities or other uses that are required along the seafront.

Pedestrianised Queens Drive, access for emergency vehicles retained.

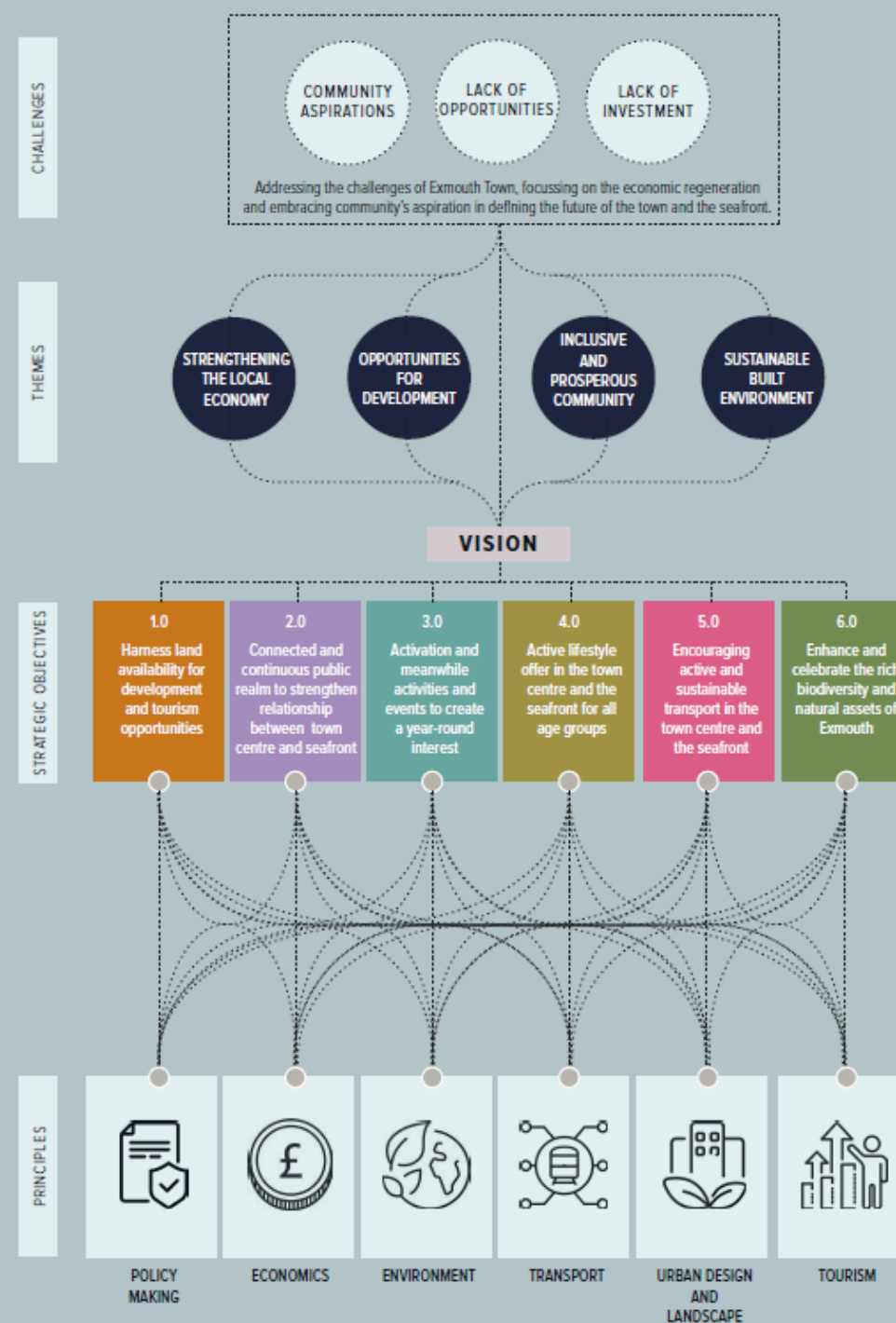
3. Approach to Delivery

Placemaking Plan Framework

The approach to delivery considers the complexity of all interventions by determining the following parameters:

- The **readiness and ease of implementation** of the interventions are determined by our understanding of the existing condition and its dependency on other initiatives before creating a conducive setting for the specific action to take place.
- **Readiness and Ease of Implementation: measured as High, Medium and Low**
- The **impact** of the interventions is assessed by their capability to catalyse the transformation and unlock the potential of Exmouth.
- **Impact: measured as High, Medium and Low**
- The high-level estimated **costs** indicate the level of investment required, which will help bid for funding and allocate resources to translate the actions into projects.
- **Impact: measured as High, Medium and Low**
- The **timescale** is defined by understanding the readiness of the place for the specific action and funding availability.
- **Timescale: measured as short (0-3 yrs), medium (3-8 years), long (8-15 yrs)**

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01 | Harness availability of land for development and tourism opportunities

1. Harness land availability for development and tourism opportunities

	<p>1.1 Redefine the role and offer of the town centre. Enable repurposing of underutilised sites for other economic and employment activities.</p>	<p>1.2 Create opportunities for sports tourism along the seafront</p>	<p>1.3 Rationalise the use of surface car parks to maximise the availability of the land for other activities.</p>	<p>1.4 Transform Beach Gardens Car Park into a public space for temporary activities and cultural programming.</p>	<p>1.5 Repurpose the Pavilion Site for an improved sports facility.</p>	<p>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.</p>	<p>1.7 Attract investment in training and skills facilities to increase employment opportunities at managerial/directorial levels in key sectors.</p>	<p>1.8 Identify and provide affordable business accommodation opportunities to increase occupancy rates in the town centre.</p>
Readiness								
Ease of Implementation								
Impact								
Cost								
Timescale	MEDIUM	LONG	MEDIUM	SHORT	LONG	LONG	SHORT	SHORT

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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**

	<p>2.1 Reorganise activities to create a public space at the station area to improve the sense of arrival.</p>	<p>2.1 Pedestrianise Queen's Drive between Foxholes Car Park and Orcombe Point, allowing emergency and mobility related access only.</p>	<p>2.3 Commission a signage strategy to improve the legibility of the town and the seafront.</p>	<p>2.4 Create a sequence of public spaces within the town centre.</p>	<p>2.5 Improve the setting of the Methodist Church by redesigning the public realm to be pedestrian priority shared spaces.</p>	<p>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.</p>
Readiness	Low	Low	High	High	High	High
Ease of Implementation	Low	Low	High	High	High	High
Impact	High	High	High	High	High	High
Cost	Low	Low	High	High	High	High
Timescale	LONG	MEDIUM	SHORT	MEDIUM	SHORT	SHORT

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.
Readiness						
Ease of Implementation						
Impact						
Cost						
Timescale	MEDIUM	MEDIUM	SHORT	SHORT	MEDIUM	SHORT

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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 Strengthen the experience at Queens Drive Space as a family hub by unlocking the events space at the rear. Reconfigure the interface to integrate the events space.
Readiness	High	Medium	Medium	High	High
Ease of Implementation	High	Medium	Medium	High	High
Impact	High	High	Medium	High	High
Cost	Low	Medium	Medium	Low	Low
Timescale	SHORT	MEDIUM	MEDIUM	SHORT	SHORT

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.
Readiness	████████████████████ ████████████████████ ████████████████████	████████████████████ ████████████████████ ████████████████████	████████████████████ ████████████████████ ████████████████████
Ease of Implementation	████████████████████ ████████████████████ ████████████████████	████████████████████ ████████████████████ ████████████████████	████████████████████ ████████████████████ ████████████████████
Impact	████████████████████ ████████████████████ ████████████████████	████████████████████ ████████████████████ ████████████████████	████████████████████ ████████████████████ ████████████████████
Cost	████████████████████ ████████████████████ ████████████████████	████████████████████ ████████████████████ ████████████████████	████████████████████ ████████████████████ ████████████████████
Timescale	SHORT	MEDIUM	LONG

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.
Readiness								
Ease of Implementation								
Impact								
Cost								
Timescale	SHORT	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM

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

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

<p>6.1 Enhance biodiversity of flora and fauna along Queens Drive</p>	<p>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.</p>	<p>6.3 Enhance the coherency of the town and its links to the seafront by introducing a unified and appropriate coastal planting palette.</p>
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Readiness

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Ease of Implementation

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Impact

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Cost

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Timescale

MEDIUM

MEDIUM

MEDIUM

4. Business Case



Approach to Strategic Outline Business Case (SOBC) and Investment & Funding Strategy

Purpose of the SOBC is to articulate the strategic narrative for:

- The need for short-term interventions in the Exmouth Placemaking Plan
- Why Government and other funding support is needed
- Proposals for what EDDC can invest in to address challenges and barriers in Exmouth.

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Purpose of the Investment & Funding Strategy Note is to:

- Understand the existing funding sources applicable to the EPP programme of interventions;
- Explore alignment of EPP interventions with existing and potential funding sources.



SOBC Approach adopts HM Treasury Five Case Model:

1. **Strategic Case:** rationale for the EPP and alignment with local and central government priorities.
2. **Economic Case:** appraisal of impacts of ST interventions to determine costs, benefits and value for money.
3. **Financial Case:** appraisal of ST intervention costs, funding availability and affordability.
4. **Commercial Case:** outlining potential commercial arrangements and procurement strategy.
5. **Management Case:** outlining processes and controls to manage the implementation, and track and realise future benefits.

Strategic Outline Business Case: Strategic Case (1)



EPP ST interventions	EDDC Plan 21-23	EDDC Local Plan 20-40	DCC Plan 21-25
1. Signage strategy	○	○	○
2. Information boards around the nature reserve and other heritage assets	○ ○	○	○
3. Town hubs linking to cycling and walking routes	○ ○	○ ○ ○	○ ○
4. Pilot study to promote public art	○ ○	○	○ ○
5. Shopfront design strategy	○	○	○ ○
6. Pilot for rationalising traffic movement and on-street parking along seafront	○ ○	○ ○	○ ○
7. Strengthen experience at Queen's Drive	○	○	○ ○
8. Transform Beach Gardens Car Park into public space	○ ○ ○	○ ○	○ ○ ○
9. Transform Pier Head Car Park into public space	○ ○ ○	○ ○	○ ○ ○
10. Comprehensive public realm design strategy	○ ○ ○	○ ○ ○	○ ○ ○
11. Creating opportunities for arts and culture	○	○	○ ○
12. Redesigning public realm at Tower Street Church	○	○ ○	○ ○
13. Study on business occupancy	○	○	○ ○

- Focus on short-term interventions to be implemented within the next 3 years.

- Strong alignment with EDDC and DCC Plans, as well as UKHMG's Levelling-Up and Regeneration Bill 2023.

The need for change in Exmouth:

1. Lack of economic dynamism, employment opportunities and challenging demographic profile.



Impact of not changing:

1. Lack of economic opportunities, persistent unemployment, low value-add to the UK economy.

2. Motor vehicle dominated streets and public realm.



2. Continued disjointed public realm and walking and cycling infrastructure, more traffic congestion and poorer air quality.

3. Lack of development opportunities, investment and innovation opportunities.



3. Persistent lack of investment and prospects for innovation, inhibiting environment for small-scale as well as larger interventions.

Key drivers for change in Exmouth:

Macro factors:

1. Cost of living crisis
2. Potential recession/low growth,
3. Changing consumer spend and working patterns,
4. The Climate Emergency (net-zero goals and targets),
5. Community preferences for open spaces, recreation opportunities and collective experiences.

Exmouth-specific factors:

1. The need to unlock the power of place;
2. To find 'the right mix' of land and activity uses;
3. To create meanwhile opportunities that suit changing social and economic dynamics; and
4. To ensure Exmouth's future climate resilience.

Options	Short-term interventions within the option
Option 1: Do Nothing	- No intervention -
Option 2: Do Minimum – <i>Improving Wayfinding around Exmouth</i>	<ul style="list-style-type: none"> • Signage strategy • Provide information boards • Create town centre hubs
page 43 Option 3: Do Moderate – <i>Improving quality of place using existing assets</i>	<ul style="list-style-type: none"> • Promote public art to complement the heritage buildings • Commission a shop-front design strategy • Rationalising traffic movement • Strengthen the experience at Queens Drive Space as a family hub <p style="text-align: center;">- <u>PLUS Option 2</u> -</p>
Option 4: Do Maximum – <i>Creating new spaces and destinations through transformative projects</i>	<ul style="list-style-type: none"> • Transform Beach Gardens Car Park into a public space • Unlock the Pier Head Car Park to create a new public space • Commission a comprehensive public realm design strategy • Create opportunities for arts and culture by repurposing the existing assets • Redesigning public realm at Tower Street Church • Study on business occupancy <p style="text-align: center;">- <u>PLUS Options 2 and 3</u> -</p>

Strategic Outline Business Case: Economic Case (2)

Options alignment with EPP Themes and Critical Success Factors

	Option 1	Option 2	Option 3	Option 4
Description	Do nothing	Do Minimum	Do Moderate	Do Maximum
EPP Key Themes				
Strengthening the local economy	Red	Yellow	Green	Green
Opportunities for development	Red	Yellow	Green	Green
Inclusive and prosperous community	Red	Yellow	Green	Green
Sustainable built environment	Red	Yellow	Yellow	Green
Critical Success Factors				
Strategic fit and meets local needs	Red	Yellow	Yellow	Green
Potential value for money	Red	Yellow	Green	Green
Achievability	Red	Green	Green	Yellow
Capacity and capability	Red	Yellow	Green	Green
Affordability and cost	Red	Yellow	Green	Yellow
Summary	<i>Not viable</i>	<i>Weakly viable</i>	<i>Viable</i>	<i>Preferred option</i>

Preferred Option – Do Maximum

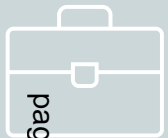
- Thinking strategically about Exmouth’s public realm
- Improves wayfinding and signage
- Maximises the use of Exmouth’s car parks
- Rationalises traffic movements and prioritises pedestrians and cyclists
- Strategic fit:** Strong alignment with District and County Council plans.
- Value for money:** Complementarity between options potentially improves the coherence of the town centre and linkages to the seafront.
- Affordability/ cost and Achievability:** Potential funding via combination of existing EDDC capital budgets, central government funding, other grants, and local private investors.
- Capacity/ capability:** Deliverable in 3-year timeframe provided strong stakeholder expertise and buy-in.

Strategic Outline Business Case: Economic Case (3)

Summary of Cost-Benefit Appraisal

Monetizable benefits

Across 4 of 13 interventions, activating Exmouth's public space and transforming existing assets such as car parks into new areas of active public realm could potentially create:



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14-35 net direct jobs, 4-11 indirect and induced jobs (mostly within retail and visitor economy sectors;



Between £257,000 and £640,000 per annum of gross-value added associated with employment creation;



Amenity benefits of £119,258 per ha per annum;



Public health benefits associated with the provision of new cycle infrastructure, including secure cycle parking and a cycle hub.

Non-monetizable benefits across the whole programme of interventions include:

- Attractiveness of seafront and Town increases footfall, visitor spend and increased job opportunities;
- A better place image for Exmouth and potentially greater investment from businesses;
- Labour market and skills – generating new jobs for local people;
- Improved accessibility of the town centre and seafront through improved wayfinding and signage;
- Improved connectivity between walking and cycling transport routes;
- Public art enhancing public spaces and contributing to local distinctiveness and sense of place;
- Physical and mental wellbeing benefits from the creation of new public spaces and open space;
- Improved social cohesion and wider community benefits.

Strategic Outline Business Case: Financial Case

- Cost estimates based on desktop research, estimates from similar interventions elsewhere in the UK, and engagement with East Devon Council on EDDC employee and running costs.
- Base cost for Do Maximum option: £5.97 million over 2024-2026, with 73% of costs incurred in 2024.
- East Devon Council as the primary funding source via the Council's own capital funding, East Devon Council's Place and Prosperity Fund, UK Levelling Up Fund, and various East Devon programmes under the UK Shared Prosperity Fund.
- Other potential funding sources include:
 - Financial support from Devon County Council
 - Private sector funding, e.g. private investors with interests/operations in Exmouth
 - Grants from the National Lottery and Heritage Funds.

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Base Costs for Option 4: Do Maximum	Year 1	Year 2	Year 3	Total
Capital Costs	£4,119,000	£1,350,000	£0	£5,469,000
Revenue Costs	£167,800	£167,800	£167,800	£503,400
Total	£4,286,800	£1,517,800	£167,800	£5,972,400

Strategic Outline Business Case: Commercial Case

Preferred delivery route: Public ownership model

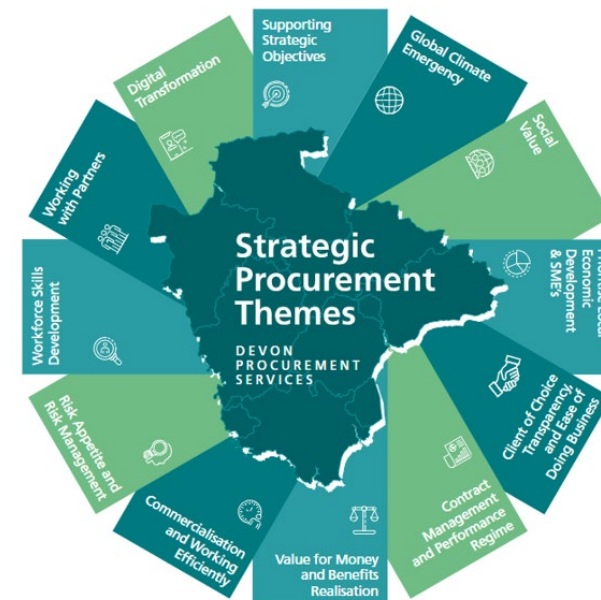
- Greatest role for EDDC and ability own the implementation process.
- Involves local authorities fully funding capital and operating expenditure, as well as external fees e.g. contractors and consulting services.
- Public realm infrastructure owned by EDDC, with back-office activities also implemented by EDDC or third party.
- Ability to ensure equity of access to the public realm and can incorporate wider social and environmental goals

Considerations:

- Risk mitigation and management of the delivery process
- Reaching agreements on assets not owned by EDDC, or jointly owned by EDDC and DCC

Preferred procurement route:

- Preferred model to be confirmed at next stage of the business case once delivery model also confirmed.
- Preferred route needs to align with key themes and processes in the EDDC Procurement Strategy 2022-2027.



- Procurement route needs to align to EDDC Contract Standing Orders/Rules to promote good procurement practice, public accountability, commercial enterprise and deter corruption.

Strategic Outline Business Case: Management Case



Project management and governance

- EDDC to promote, administer and manage short-term interventions
- Place & Prosperity Team to lead delivery and collaborate with other EDDC teams to realise project outputs and objectives
- Designated PM within the Place & Prosperity Team.

Project dependencies

- Timely and sufficient funding for interventions
- Appropriate agreements reached where EDDC does not own assets
- Successful selection of consultants
- EDDC staff time for project coordination.

Risk management

- Follow EDDC risk management protocol and systems
- Process: Risk identification, assessment, management and reporting
- Establish a risk register

Role	Responsibilities
Senior Responsible Owner	Owner and PM, who is responsible for overall delivery of the programme of interventions within the EPP.
Steering Group	Council Programme and Exmouth Placemaking Plan oversight
Working Group	Detailed oversight at intervention level
Other teams within EDDC	Support for delivering interventions.

Remaining tasks	Timescales	Delivered by
Strategic outline business case submission and approval	Q1 2024	EDDC
Outline business case and full business case submission and approval	Q2 2024	EDDC
Implementation of ST interventions	2024-2026	EDDC and suppliers

Investment & Funding Strategy Note (1)

Funding type	Funding source	Funding amount and duration
Local authorities	East Devon County Council – Capital funding	Various
	Place and Prosperity Fund (East Devon County Council)	£20mn total, max. £5mn per project
	Devon County Council	Various
	One Public Estate (Devon County Council)	£75,000-£150,000; various durations
Central government	Levelling Up Fund	£15.7mn
	UK Shared Prosperity Fund	£1.8mn; 3 years (2022-2025)
	Community Ownership Fund	£150 million over 4 years; Fund closes in March 2025
National Lottery Community Fund	Awards for All England	£300-£20,000; up to 2 years
	Reaching Communities England	£20,001 +, up to 5 years
	Partnerships	£20,001 +; up to 5 years
Heritage Fund	Grants for Heritage	£3,000-10,000; up to 1 year
Arts Council England	Cultural Investment Fund	£30.2 million total for 2022/3; grant range of £2-5 million (next round expected in Spring 2024); typically up to 3 years
Private funding	Various	Up to £400,000, various durations

Investment & Funding Strategy Note (2)

Key points for short-term interventions

- **EDDC and DCC could provide funding** within the next 3 years;
- **UK Shared Prosperity Fund (UKSPF)** next-most potential funding source
- **Shopfront strategy, Queen's Drive and Beach Gardens Car Park** aligned with UKSPF Cultural Programme – EDDC keen to promote cultural/leisure offers.
- Smaller interventions could be suitable for **National Lottery funding**.

Key points for medium-term interventions

- **EDDC could provide funding** within the next 6 years.
- Place & Prosperity Fund could fund interventions that:
 - redefine the purpose and role of the town centre,
 - create open spaces within the town centre, and
 - Improve the coherency of the town centre and its links to the seafront.
- Several interventions could be aligned with DCC funding including:
 - rationalising traffic movement within Exmouth
 - a potential park-and-ride system, and
 - consolidating existing car parking space.
- UK SPF Leisure and Towns Feasibility Programmes, and Active Travel Fund all relevant funding sources.

Investment & Funding Strategy Note (3)

Key points for long-term interventions

- **Principal funding sources would need to be EDDC and Devon County Council.**
- **UK SPF Leisure Programme** relevant to:
 - Repurposing Pavilion Site for improved sports facility;
 - Reorganising activities to create a public space at the station area; and
 - Developing a cluster approach to sports offer around the Side Shore.
- **Opportunities for interested private investors** to explore investment into reimagining Foxholes Car Park into an arts and culture hub.
- Potential for developer contributions such as through **Section 106 contributions and Community Infrastructure Levies.**

Conclusions and Next Steps

- **Public funding alone may not be sufficient,** potential for interventions to be funded through **public, private and charitable sources.**
- **Swift action is** needed to explore securing funding.
- **National Lottery funding is a complementary option** to other funding sources.
- **EDDC can consider a future role as an enabler and facilitator for leveraging private finance into Exmouth.**

5. Next Steps



Next Steps

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Thank you.

