

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.

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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