

# **EAST DEVON DISTRICT COUNCIL**

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

### **Attendance list at end of document**

The meeting started at 06.00 pm and ended at 0835pm

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

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

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

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

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

### **Themes for Placemaking**

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

#### **Group 1**

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

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

#### **Group 2**

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

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

### **Group 3**

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

### **Characteristics for Placemaking**

#### **Group 3**

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

#### **Group 2**

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

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

### Group 1

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

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

### Attendance List

#### Councillors present:

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

#### Officers in attendance:

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

#### Apologies:

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

Chair: .....

Date: .....