

EAST DEVON DISTRICT COUNCIL

Notes of the Workshop meeting of Stakeholders held at Ocean 31.07.22

Attendance list at end of document

The meeting started at 10am and ended at 12.45pm

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

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

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

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

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

Themes for Placemaking

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

Table 7

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

Table 2

- We did not receive any notes`

Table 5

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

Table 6

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

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

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

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

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

Table 3

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

- No to paid for attractions like crazy golf
- Art/performance space ie library, museum, arts, culture in a central location
- More toilets

- Sports facilities esp maritime
- Transport interchange – no need to to this – need a park and ride with Dinan way extension – no to tramway.
- USP – was seafront, countryside and lifestyle – retail was not viable or not required as people went to Exeter
- More toilets
- Need for a cultural centre
- No need for something iconic
- Better signage
- Walking and cycling improvements to Exeter
- Link town to Pebblebed heaths.

Table 1

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

Table 4

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

Table 8

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

Characteristics for Placemaking**Table 7**

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

Table 5

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

- Safe and confident – agreed
- Promote live music in the pubs
- Green (environmentally conscious) - agreed
- Have a traditional sea side offering – questioned what this meant – why not non traditional
- The Dinosaur Park should be refreshed, improved and expanded – yes with more for older kids.
- Dinosaur trail extended to Orcombe Point
- Promote bird watching weekends
- Make dinosaurs climbable

- Accessible and inclusive - agreed
- Cultural development should be sensitive to local views – promote tolerance not censorship (some doubted this, 3people in all)
- Agreed - Traditional to be respected included maritime, fishing, sailing and watersports
- Take pride in the Jurassic Coast – agreed
- Coastwatch facility needed – support its development
- Be environmentally sensitive – agreed – sustainable job creation
- River Exe SPA (specially protected area) and beach management plan – agreed it is needed.
- An informative educational visitor centre – group questioned this
- Heritage/Scenic trail suggested by 1 member of the group
- Affordable cheaper eating venues for families

- Need to improve and support the night-time economy – disagree the pubs were fine
- Council should take control over those areas of the town it owns and use its influence current unoccupied/derelict and void sites let the town down – Group questioned what land this was?
- There was a need for sympathetic modernisation agreed
- Transport at night – trains and buses needed

Table 4

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

Table 2

- Had no additional comments to make

Table 3

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

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

Table 6

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

Table 8

- No comments made as attendees had left the workshop

Questions were asked about:

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

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

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

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

3. Who were the stakeholders?

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

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

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

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

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

Attendance List

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

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

Officers in attendance:

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