East Devon District Council
How would you improve Exmouth?
Consultation results
Summer 2022

Summary

861 respondents filled in a copy of the questionnaire.

About You

- Only 4% of respondents were under 29, 25% were aged between 30 and 49, 51% were aged between 50 and 69 and 20% were aged 70 and over. As different age groups may feel very different ways about improvements to Exmouth, the fact that over half of respondents were aged between 50 and 69 should be borne in mind.
- 71% of respondents lived within the area covered by Exmouth Town Council, 12% lived outside of Exmouth but within East Devon. 5% were from outside of East Devon.

Improving Exmouth

When respondents were given a list of 12 proposals for improving Exmouth identified by the Exmouth Queen's Drive Delivery Group, although there was widespread agreement with all the proposals, the three they most agreed with were:
- A safe space – 94% agreed, 2% disagreed
- Accessible by everyone – 93% agreed, 2% disagreed
- The natural environment, including the countryside, sea and beach theme – 92% agreed, 2% disagreed

Out of the 12 proposals, the three with the highest disagreement levels were:
- A traditional seaside theme – 16% disagreed, 63% agreed
- A Jurassic Coast theme – 14% disagreed, 48% agreed
- Having a unique selling point or something iconic – 12% disagreed, 59% agreed

When asked about the 12 proposals for improving Exmouth, there were two proposals that had significant differences between those aged 49 and under and those aged 50 and over:
- 56% of respondents aged 49 and under agreed with a sea / maritime heritage theme, compared with 77% of those aged 50 and over.
- 47% of respondents aged 49 and under agreed with a traditional seaside theme, compared with 70% of those aged 50 and over.

When asked what a unique selling point / something iconic would be in Exmouth, the four most popular suggestions were:

- Clean outstanding/ quality / safe beach for whole family (with dog friendly) with promenade seafront / 2 miles of golden sand.
- Water sports for all ages (improved and open to public) / kite surfers centre / centre of excellence / competitions.
- Maritime and Victorian heritage / history.
- Jurassic themes (interactive visitors centre). World Heritage Site.

When asked what other themes or ideas would improve Exmouth but weren't on the initial list of 12 proposals, the three most common answers were:
- Improve Magnolia Centre / Town centre
- Multi-purpose arts centre / arts and music quarter
- Better / cheaper parking and toilets (preferential parking for locals / disabled) / more parking / more accessible toilets at Maer / toilets at Marina.

When respondents were given a further list of 17 proposals for improving Exmouth identified by the Exmouth Queen's Drive Delivery Group, although there was widespread agreement with all the proposals, the three most agreed with were:
- Improve the town centre - 92% agreed, 2% disagreed
- Improvements to the unoccupied and derelict areas of Exmouth – 91% agreed, 3% disagreed
- An economy with a variety of jobs and services in different sectors, not all based on one sector such as tourism
  – 91% agreed, 2% disagreed

Out of the 17 further proposals for improving Exmouth, although the percentage of respondents that agreed were still fairly high, the three proposals least agreed with were:
- Improved walking and cycling links to Exeter - 60% agreed, 11% disagreed
- Improved sports and leisure facilities - 66% agreed, 5% disagreed
- Improved attractions suitable for families – 70% agreed, 7% disagreed

When asked about the 17 proposals for improving Exmouth, there were two proposals that had significant differences between those aged 49 and under and those aged 50 and over:
- 84% of respondents aged 49 and under agreed with the economy having a variety of different jobs and services, compared with 93% of those aged 50 and over.
- 78% of respondents aged 49 and under agreed with improved quality places to eat, activities and facilities that are open in the evenings, compared with 87% of those aged 50 and over.
- 69% of respondents aged 49 and under agreed with improved seating suitable for everyone, compared with 78% of those aged 50 and over.
- 60% of respondents aged 49 and under agreed with improved signage to help people find their way around, compared with 73% of those aged 50 and over.

When asked what other proposals would improve Exmouth but weren't on the further list of 17 proposals, the three most common answers were:
- Town centre / Magnolia Centre improvements
- Address anti-social behaviour / more PCOs in evening / stop crime / CCTV
- Improve car park toilets – in disrepair / keep toilets open / toilets in Marina

Methodology

The questionnaire was mainly focused on themes and improvements for Exmouth that were identified by the Exmouth Queen's Drive Delivery Group. The questionnaire was placed online and publicised extensively in a wide variety of ways. Paper copies and copies of the questionnaire in other formats were available upon request. 861 respondents filled in the online questionnaire.

Please note:
- Where total percentages for a question equal 99% or 101% this is because of the rounding up of decimal places when working out the percentages.
- Where there is a difference between the percentages that agreed and disagreed, the rest will have answered 'neither agree nor disagree'.
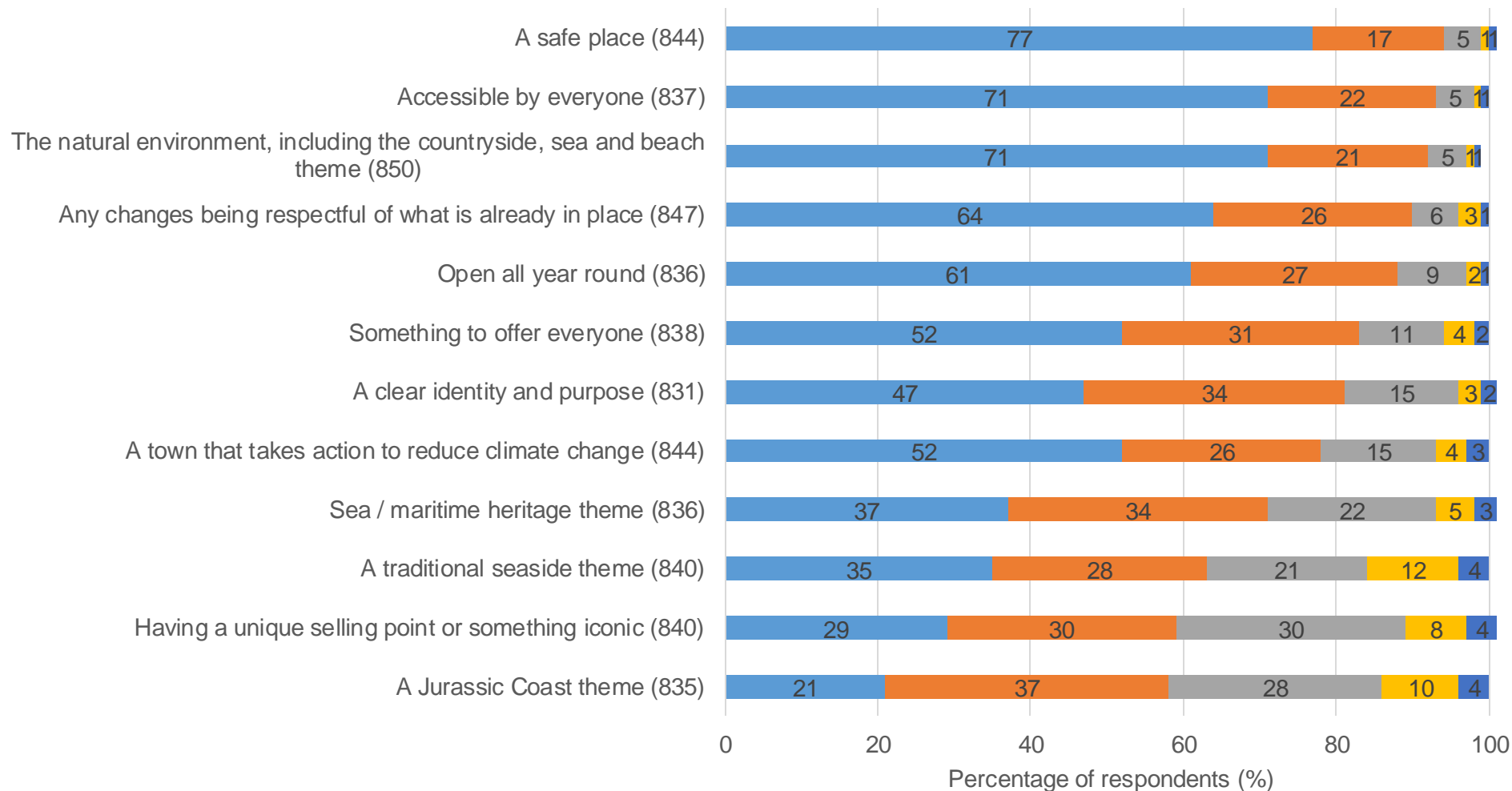
Full Results

1. **Please tick the box below to confirm you've read and understood the data protection statement above:**

All 861 respondents had ticked the box stating they had read and understood the data protection statement.

2. Do you agree or disagree with the following for improving Exmouth?

The number in brackets is the number of respondents to that particular part of the question. The graph below is laid out in order of the percentage that agreed.

Legend: ■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Strongly disagree

Statement	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
A safe place (844)	77	17	5	1	1
Accessible by everyone (837)	71	22	5	1	1
The natural environment, including the countryside, sea and beach theme (850)	71	21	5	1	1
Any changes being respectful of what is already in place (847)	64	26	6	3	1
Open all year round (836)	61	27	9	2	1
Something to offer everyone (838)	52	31	11	4	2
A clear identity and purpose (831)	47	34	15	3	2
A town that takes action to reduce climate change (844)	52	26	15	4	3
Sea / maritime heritage theme (836)	37	34	22	5	3
A traditional seaside theme (840)	35	28	21	12	4
Having a unique selling point or something iconic (840)	29	30	30	8	4
A Jurassic Coast theme (835)	21	37	28	10	4

Percentage of respondents (%)

4

Only 4% of respondents were under 29, 25% were aged between 30 and 49, 51% were aged between 50 and 69 and 20% were aged 70 and over.
As different age groups may feel very different ways about improvements to Exmouth, age is an important factor. However, there are not enough respondents aged 29 and under (only 33) to split the results into the 4 age categories. Instead we split them into two age categories to see if there are any significant differences, those aged 49 and under and those aged 50 and over. However the only answers where significant differences appeared between those that agreed were:

Sea / maritime heritage theme	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Number of respondents
Those aged 49 and under	23	33	33	8	4	243
Those aged 50 and over	43	34	17	4	2	588

Traditional seaside theme	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Number of respondents
Those aged 49 and under	25	22	26	18	9	245
Those aged 50 and over	39	31	19	9	2	589

- 56% of respondents aged 49 and under agreed with a sea / maritime heritage theme, compared with 77% of those aged 50 and over.
- 47% of respondents aged 49 and under agreed with a traditional seaside theme, compared with 70% of those aged 50 and over.

If you agree with the idea of having a unique selling point or something iconic, do you have any ideas what this could be?
Out of the 59% that had agreed, 325 respondents commented, the most common ideas were:

Most common comments (said by five or more people):	Number of people that gave that comment
Clean outstanding/ quality / safe beach for whole family (with dog friendly) with promenade seafront / 2 miles of golden sand	47
Water sports for all ages (improved & open to public) / Kite surfers centre / centre of excellence / competitions	40
Maritime & Victorian heritage / history (docks, nelson, whaling, boatbuilding, sea fountain)	35
Jurassic themes (interactive visitors centre). World Heritage Site	33
Green tourism (recycling stations, grey water showers) Eco holidays, natural seafront/ sustainability champion	23
Lido / outside pool / water play-park / tidal sea pool	19

Migratory bird site / AONB wildlife & ecology / coastal environment centre	14
Fun park with swan boats / Go karts -traditional entertainment all year round / helter skelter / mini golf / mini railway	14
Traditional seaside holiday town (with modern twist) not overdeveloped	13
Promote town, beach & estuary combination attraction	13
Large sculpture / more artist work / installation	12
Quality food and drink / seafood / vineyards / independent cafes & bars	11
The 'Tate' style gallery - Maritime – to showcase art, heritage etc.	10
Welcoming & something for everyone 0 – 99yrs with free attractions / sports (parks, beach & coastal paths)	9
Pedestrianise seafront	9
More independent pop up eating / drinking along sea front (later hours)	9
Tram / good walkway linking train station to beach & town	8
Updating / replace Magnolia & Market (destination market)	6
Family friendly town & beach	6
Pedestrianised Rolle Street – High Street with street market	5

3. **If you disagree with any part of question 2, how would you improve them, or which ones would you remove?**

Of those that disagreed with any part of question 2, 191 respondents commented.

Most common comments (said by five or more people):	Number of people that gave that comment.
Remove 'Traditional seaside theme': This is outdated – modern attractions needed i.e. Volleyball, open water swimming/ pretty lights / stylish. Activities are not sustainable or environmentally beneficial. Need another hotel in keeping with nature. Traditional is stuck in the dark ages More forward looking with more diversity Innovation is needed Lots of other 'traditional' seaside towns, let's push forward Traditional merchandise can be offensive Younger people don't want it	48
Remove 'Jurassic Coast Theme': Already have Jurassic theme in other towns. Too much about Jurassic Coast – limited appeal Jurassic theme does not align with relaxing beach. Should be coast, beach & wildlife not dinosaurs (tacky) Use Seaton Jurassic exhibits Fake themes – go with natural environment Already well publicised an done by lots of other towns Overused. Need something different Exmouth is not on Jurassic Coast Remove dinosaurs – look tired For older people only	26
Remove 'Having Unique Selling Point / Iconic': No theme is needed Not invest in something in the hope that it becomes iconic Out of fashion quickly No gimmick or theme just sustainable No need for iconic just beautiful sand, sea & coastal views Improve on what Exmouth already has	15

Iconic is overused Geographically unique without gimmicks	
Remove 'Something for everyone': We should not offer something for everyone especially booze-fuelled racers, parties & raves / discourage Stag & Hen. Will make mediocre town. Cannot be something to everyone. Trying to please everyone is impossible and would hack off many Don't make it Vanilla	13
Remove: Dinosaurs they look tacky / tired	12
Improve: Become a natural seaside destination/ Eco resort More signs for litter on beach	10
Improve: Town needs cheaper car parking for families day out / shopping	9
Improve: Town centre needs modernising – rebuild Magnolia Centre	8
Improve: More upmarket, quality cafes and eating places, waterpark, sports	6
Remove: amusement arcade - it is outdated	6
Remove: Cyclists along waterfront is unsafe for children, elderly. Remove cycle path as it's dangerous	6
Improve: Need to work on infrastructure of vehicle access in town. 20mph zones	5

4. Please tell us about any other themes or ideas that you think would improve Exmouth, but aren't on the list in question 2:
416 respondents commented.

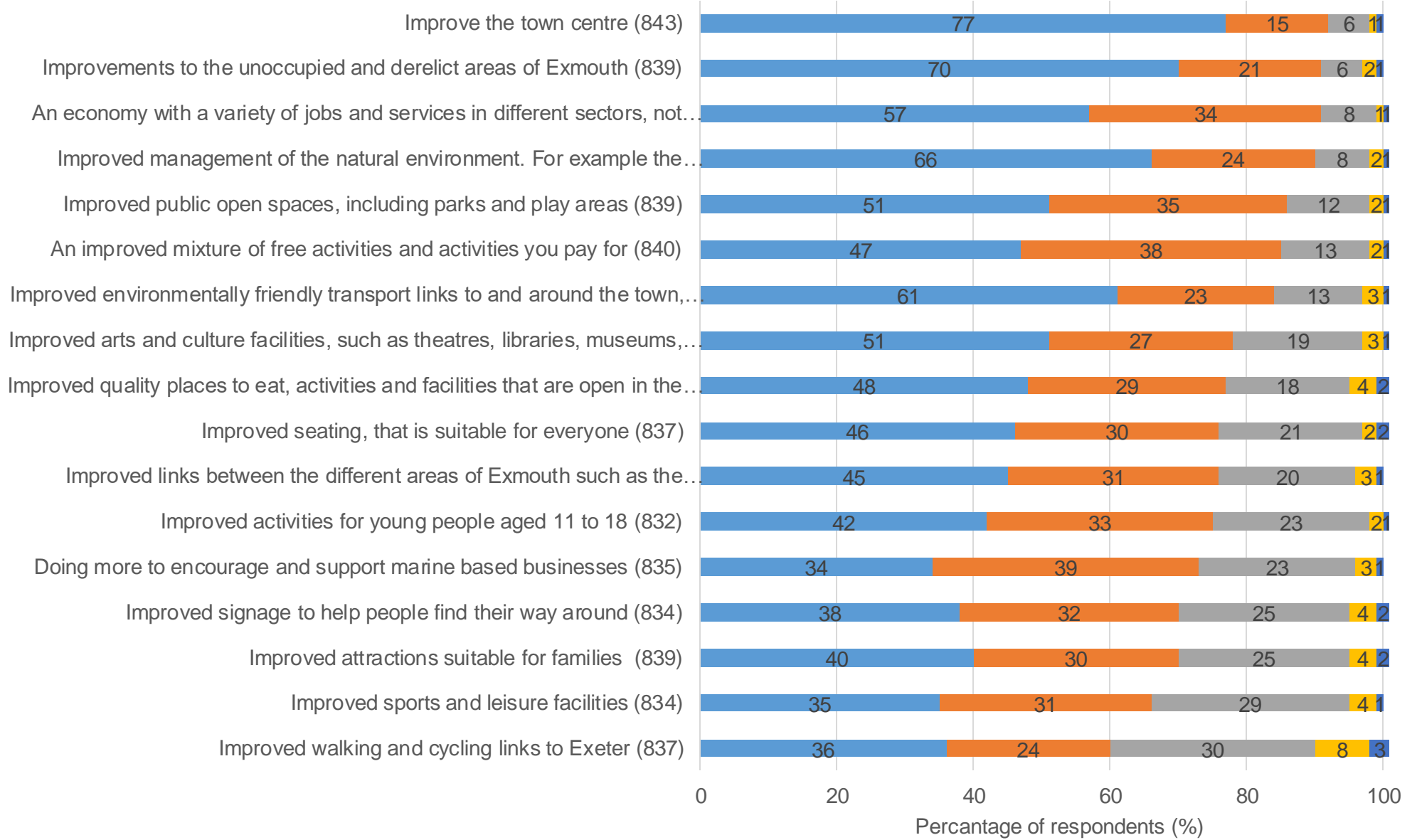| Most common comments (said by 5 or more people)	Number of people that have that comment
Improve Magnolia Centre / Town centre	66
Multi-purpose arts centre / arts & music quarter	26
Better/cheaper parking and toilets (preferential parking for locals/disabled) / more parking/ more accessible toilets at Maer / toilets at Marina	26
Remove vehicle access from part of seafront / car free zones / Tram along the front	20
Encourage independent traders /local producers / better quality High St names	19
Police - Strong presence to reduce youth crime / zero / boy racers / tolerance on drunkenness. Reopen police station / CCTV	19
Better links pedestrian / cycle route from station to town to beach / marina	19

Redesign / remove seafront cycle path as current one is dangerous	19
Water sports investment / outdoor sports areas for all / stadium / Host triathlon / marathons	16
Beach sports / Volleyball	13
Promote natural resources / protection of countryside (Seaside Forest) / wetland	13
Good quality offerings in hospitality / restaurants / bars / cafes	12
History of Exmouth celebrated (large sailing ship)(living centre) (architecture) / blue plaques / ghost / guided walks	11
Dinosaur play park on QDS / crazy golf / Punch & Judy & Donkey Rides / Go-karts	9
Beach & town camping and motorhome facilities	9
Winter attractions / festival / Festival week / regatta / pirate day	9
Encourage hotels to reinvest to create high end hotels / spa hotels / more hotels	8
Showers on beach	8
Reduced speed limits in town and seafront (20mph)	8
Better road infrastructure through town	7
Jurassic coast / Marine Heritage interactive visitors Centre	7
Cleaner beach /streets / more signs / fines for littering / Beach Guardians/patrols	7
Aqua park / splash park	6
Dogs all year on beach (even if at beginning & end of day).	6
More for teens / youth	6
Open air pool / Lido / Splash park / Sea water pool	6
More cafes / mobile food outlets along sea front into the evening	5
Outdoor market in Strand	5
Fairtrade, Transition Town, plastic free – focus on green initiatives. Community sustainability	5
More trees / green spaces / Mediterranean	5

5. Do you agree or disagree with the following proposals for how Exmouth could be improved?

The number in brackets is the number of respondents to that particular part of the question. The graph below is laid out in order of the percentage that agreed.

Legend: Strongly agree, Tend to agree, Neither agree nor disagree, Tend to disagree, Strongly disagree

Statement	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
Improve the town centre (843)	77	15	6	1	1
Improvements to the unoccupied and derelict areas of Exmouth (839)	70	21	6	2	1
An economy with a variety of jobs and services in different sectors, not…	57	34	8	1	1
Improved management of the natural environment. For example the…	66	24	8	2	
Improved public open spaces, including parks and play areas (839)	51	35	12	2	1
An improved mixture of free activities and activities you pay for (840)	47	38	13	2	1
Improved environmentally friendly transport links to and around the town,…	61	23	13	3	1
Improved arts and culture facilities, such as theatres, libraries, museums,…	51	27	19	3	1
Improved quality places to eat, activities and facilities that are open in the…	48	29	18	4	2
Improved seating, that is suitable for everyone (837)	46	30	21	2	2
Improved links between the different areas of Exmouth such as the…	45	31	20	3	1
Improved activities for young people aged 11 to 18 (832)	42	33	23	2	1
Doing more to encourage and support marine based businesses (835)	34	39	23	3	1
Improved signage to help people find their way around (834)	38	32	25	4	2
Improved attractions suitable for families (839)	40	30	25	4	2
Improved sports and leisure facilities (834)	35	31	29	4	1
Improved walking and cycling links to Exeter (837)	36	24	30	8	3

Percentage of respondents (%)

11

Only 4% of respondents were under 29, 25% were aged between 30 and 49, 51% were aged between 50 and 69 and 20% were aged 70 and over.
As different age groups may feel very different ways about improvements to Exmouth, age is an important factor. However, there are not enough respondents aged 29 and under (only 33) to split the results into the 4 age categories. Instead we split them into two age categories to see if there are any significant differences, those aged 49 and under and those aged 50 and over. However the only answers where significant differences appeared between those that agreed were:

An economy with a variety of jobs and services in different sectors, not all based on one sector such as tourism	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Number of respondents
Those aged 49 and under	55	29	14	1	1	244
Those aged 50 and over	57	36	6	1	0	597

Improved quality places to eat, activities and facilities that are open in the evenings	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Number of respondents
Those aged 49 and under	55	23	14	5	4	245
Those aged 50 and over	46	31	19	4	1	595

Improved seating, that is suitable for everyone	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Number of respondents
Those aged 49 and under	40	29	25	3	4	244
Those aged 50 and over	48	30	19	2	1	588

Improved signage to help people find their way around	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Number of respondents
Those aged 49 and under	30	30	31	6	2	238
Those aged 50 and over	41	32	22	3	2	591

- 84% of respondents aged 49 and under agreed with the economy having a variety of different jobs and services, compared with 93% of those aged 50 and over.
- 78% of respondents aged 49 and under agreed with improved quality places to eat, activities and facilities that are open in the evenings, compared with 87% of those aged 50 and over.

- 69% of respondents aged 49 and under agreed with improved seating suitable for everyone, compared with 78% of those aged 50 and over.
- 60% of respondents aged 49 and under agreed with improved signage to help people find their way around, compared with 73% of those aged 50 and over.

6. **If you disagree with any of the above proposals, how would you improve them, or which ones would you remove?**

Of those that disagreed with any part of question 5, 115 respondents commented.

Most common comments (said by four or more people)	Number of people that gave that comment.
Remove: cycling & walk links to Exeter – already adequate	26
Enough hospitality venues / attractions / eateries	13
Already have enough to offer	7
Remove: Don't need any more benches & seating - sufficient	6
Remove: No more water sports – town has enough	6
No cycling on pavements / clearly marked coloured division	6
Don't over develop seafront	5
Remove: No need for signage - adequate	4
Remove: No nightclubs or late night bars	4
Improve town not sea front	4
Improve – stop boy racers / more CCTV / security	4

7. **Please tell us about any other proposals that you think would improve Exmouth, but aren't on the list in question 5:**
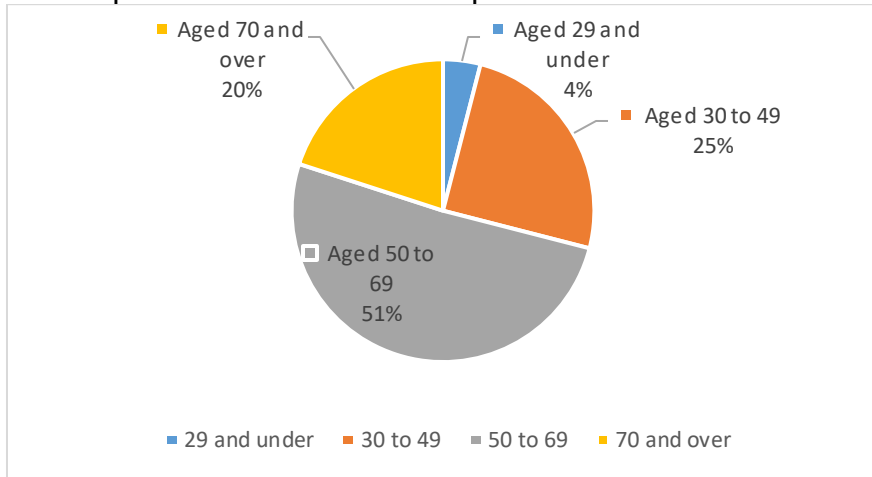
389 respondents commented.

Most common comments, said by seven or more people	Number of people that gave that comment.
Town centre / Magnolia Centre improvements	51
Address anti-social behaviour / more PCOs in evening / stop crime / CCTV	31
Improve car park toilets – in disrepair / keep toilets open / toilets in Marina	29
Remove / redesign cycle lane from sea front – dangerous / widen (Southsea Portsmouth good example)	27

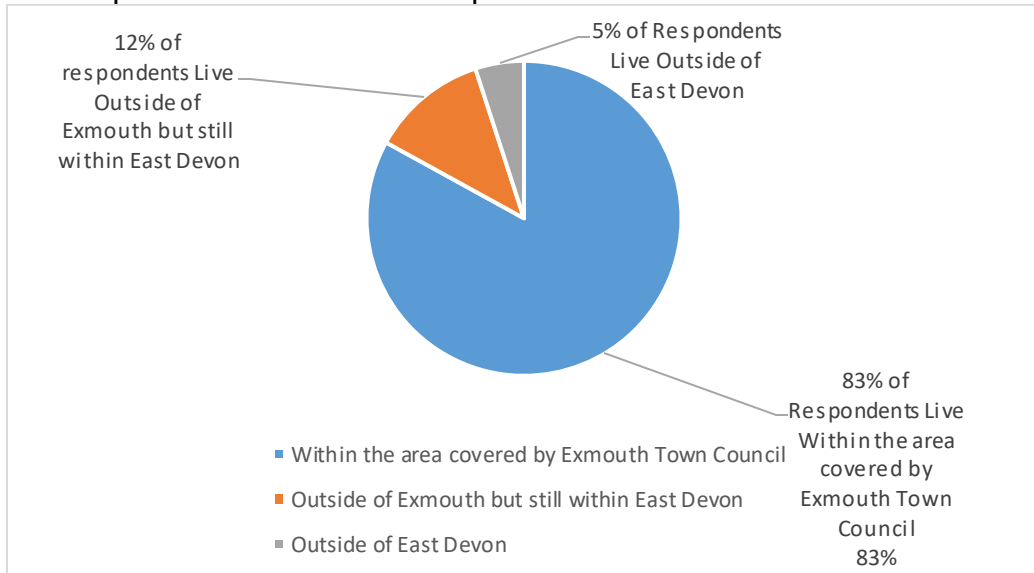|	
Clear link from train station to sea front via Docks (Tram / mini railway / rickshaws) / Orcombe Point to Estuary	24
Traffic - close sea front to cars / make one way / reduce / park & ride	20
Support local businesses / reduce rates / independent traders / crafts people	17
More / better sea front & town cafes, bars restaurants / pop ups	15
Cultural and community hub / Art Centre	13
Open air pool / splash park	13
More local housing / less second or holiday homes and no more retirement homes	13
Showers / changing and drinking water at sea front	12
Free limited parking (3hrs) / cheaper parking / more accessible	12
Keep sea front tidy / Beach wardens / clean up events	12
Residents parking only for town centre / Beacon / permit schemes	11
Free/ affordable healthy activities for residents and visitors / athletics track	11
Market / stalls in the Strand / Farmer's market / support local producers	11
More festivals – food/ Festival of the Sea / Xmas market / music	10
More green proposals / climate change awareness / nature walks	10
20 mph speed limit beach and town / road humps on seafront	10
More / bigger bins on sea front & town / more frequent collections	9
Finish Dinan Way	9
Maritime museum / Interpretation Centre / Jurassic Centre	9
Stop campervans on Imperial Rec and sea front	9
Encourage outdoor seating in Strand and carry through to rest of town	8
Avoid re development of sea front / no high rise	7
Better signage for car parks / information	7
Better / additional secondary school / sports academy / FE college	7
Better employment / training / industry links to school	7

8. Which age group do you fall into?

855 respondents answered this question.

9. Where do you normally live?

851 respondents answered this question.

Those who stated they were from the area covered by Exmouth Town Council were asked to move to question 11.

If you live outside of East Devon, please tell us what city, town or village you live in:
42 respondents commented.

Ten of those stated they were from Exeter, and 5 stated they were from elsewhere within Devon. The others were from:
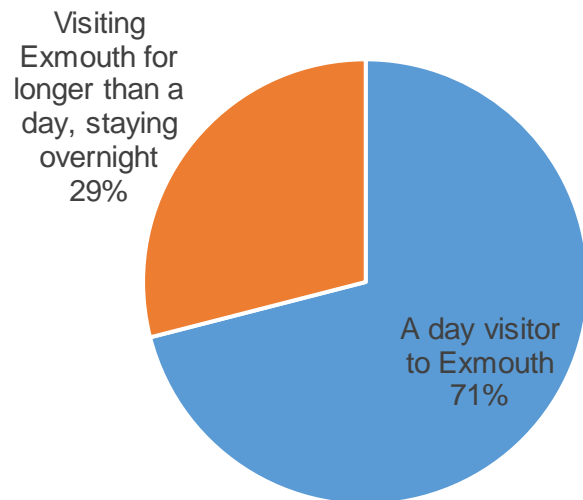
- Sheffield
- Glossop
- North Somerset
- Bristol
- Plymouth
- Banbury, Oxfordshire.
- Stone Staffordshire
- Llandrindod Wells
- St Mary's Island Chatham Kent
- Kingston upon Hull
- Lydney
- Addlestone, Surrey.
- Redhill
- Stafford, Staffordshire
- Truro
- Bristol
- Shropshire
- United States.
- Hove Sussex
- London
- Eastbourne, Sussex.
- Stratford-upon-Avon
- London
- Horsham
- Sussex

- Fordingbridge, Hampshire
- London

10.   Are you:

130 respondents who had stated they did not live within the area covered by Exmouth Town Council answered this question.

Visiting Exmouth for longer than a day, staying overnight 29%

A day visitor to Exmouth 71%

11.   Would you like to receive the results and feedback from this questionnaire by email?

555 respondents gave us their email addresses so we could send them results and feedback.