

# **EAST DEVON DISTRICT COUNCIL**

## **Notes of the Stakeholder Consultation held at Ocean 20.06-22**

### **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 town and Seafont. Cllr Hookway asked that invitees 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)

#### **Group 1**

- Kill the Jurassic coast – it's dead already
- Need for arts, science and cultural facilities our USP is a combination of factors i.e. the Beach, The estuary, Train **NR city** – NOT just the beach
- Need facilities for teenage children/young people suggested that EDDC create a business development fund for peppercorn rents
- Make Exmouth a town of 'well being'
- Cycling at the gateway/interchange
- Focus on ethical tech
- A mixed economy doesn't mean anything [G Mills advised that this idea had come forward so that there wasn't a focus on a single sector eg tourism only at the expense of other sectors]
- Promote, Educate and conserve marine, natural; environment and work with nature and human activities

#### **Group 2**

- Parking was an issue
- Town was difficult to get around
- Needed opportunities for business start-up
- Possible need for an aquarium and environmental visitor centre
- Limited/no opportunities for interacting with the sea
- Indoor waterpark
- Selling our assets not the way forward (not everyone agreed with this)
- The Estuary and Seafront should be the focus for tourism
- Development should be tasteful and upmarket
- SPA for birds and wildlife should be protected as should the marine environment

### Group 3

- Exmouth ergonomically disconnected
- Seafront as a space good – town shopping areas not really attractive or inviting
- USP – yes – the beach and all that goes with it – the whole thing human and non-human – how to ‘sell it’ was the question – need to ask visitors
- Provide activities for all ages once you know what you’re selling
- Magnolia centre tired.
- Quality should be high not low or tacky
- Sea – maritime i.e. natural heritage need to consider all of it i.e. wildlife, ecology, geology (Maritime not rated that highly)
- Jurassic coast – a bit ambivalent to it being the focus – Enhance it, yes but there are other things to focus on.
- The arrival to Exmouth needs to be managed – preferably in a sustainable way – promote electric cars, more pedestrianisation – station gateway. Hotel accommodation - it was felt was more of a proposal rather than a theme.
- Accommodation needed to be better and more of it – but not necessarily a hotel

### Group 4

- Better link from the town to the seafront
- Needed to get the infrastructure right to deliver
- Include themed hotels and attractions
- Stall holder lining the route to the seafront
- Tramway
- Stepping stones to starting a business Marriott Hotel
- Music events
- Family attractions
- Marine business at Camperdown
- Bath Road suitable for a market with stall holders
- Jurassic coast and dinosaur trail
- Need to include Pebble Bed Heaths and Woodbury Common
- An adventure park should go at Queen’s Drive
- Need for EDDC to provide beach wardens for school holidays
- Promote a ???? Weekend (sorry I couldn’t make this out)
- Family attraction
- Mix of paid for and free activities
- Promote routes through Strand, Manor Gardens to seafront

- Encourage small popup businesses along the route to encourage visitors to walk from one to the other
- Use dinosaur trail to encourage and promote Jurassic coast
- USP – Exmouth Seafront

### **Group 5**

- Beach management plan for estuary
- Trails and links should be supported more
- Water taxis and other quirky proposals should be considered
- Better tourism information
- Holistic view of the water front difficult landholding and ?????
- Redevelop the pavilion and library
- Beach volleyball
- Have something to do on rainy days – need to think about activity for teenagers/young people
- Small business development eg recycling waste, plastics
- Beach is important including seaside, fresh air, cycling, walking
- Scheme to develop unique shops/manufacturers
- Redevelop old areas similar to lower ground floor restaurants and residential above
- An Exmouth App should be developed
- It should offer value for money for visitors and locals alike – be pleasant

### **Characteristics for Placemaking**

#### **Group 5**

- Night time economy – not sure if this needs to be developed
- Convert 'dead spaces' and make them into innovation centres/training centres
- Business rates
- Traffic improvements
- Sympathetic modernisation with a nod to our history
- Natural environment important
- Customers come from Birmingham, Bristol, Swindon and London – need to target them
- Need attractions/activities all year round eg Winter walking, paddle boarding
- Promote food of all kinds
- Coastwatch important – but don't we have a facility
- Facilities for developing youngsters
- Layout of the town

#### **Group 4**

- Capitalise on the natural environment eg Woodbury Common and Estuary
- Be diverse – i.e. celebrate tradition and new initiatives
- Be Environmentally conscious

#### **Group 3**

- More houses in Exeter means more crowd management – puts pressure on the need to have a clear offer and avoid 'boom and bust' (not forgetting they [visitors] in the Winter. The offer needs to be spread geographically and seasonally and not focussed solely on the seafront.
- Need to consider locals and visitors – both need a reason to come, get involved learn etc
- The natural environment is a 'no brainer' – we can resell through the arts, sciences etc

- Winter attraction needed
- Combine aspects of education, environment, arts sciences and University
- Seasonal rates would encourage more start-ups (also noting winter wildlife)
- Night time economy quite good as it is...but focussed on the Strand
- Council should be in dialogue with owners of void/empty spaces
- No more premier inns
- Heritage can be enhanced – not preserved
- Good sustainable architecture
- SPA expensive

## Group 2

- Group agreed that an app was valuable
- Promote dinosaur trail, blue plaque trail, Orchard and floral trails
- No mention of the Maer and Bystock Pools
- Reluctance to change
- Swap the War memorial for a Stage (and relocated it to Manor Gardens – which was a more 'mindful' place.
- EDDC need to facilitate and enable not obstructs
- Dialogue with Magnolia Centre – it should be knocked down. Other Thomas Tuckers, Post office, Aladdin's Cave are eyesores)
- Canopies to create a 'dry' shopping area/experience
- Put a multi-storey at London Inn site
- Modernise – eg design of the premier was in keeping with art deco style whilst being modern
- Maximise seafront/coastal areas
- Improve car parking and cycle routes
- Park and ride
- Visitors centre
- All about the beach, estuary, water based activities wildlife, birdwatching
- Dreary run down town centre
- Coast watch facility important
- Sand sculpture competition
- Better links from town to seafront
- Improve the town centre shopping

## Group 1

- Build a crafted brand – it doesn't need to be tacky
- Consistency is the key as is simplicity
- It would be useful to know what the Council own
- Magnolia Centre needs to go (it wasn't included in the levelling up bid)
- What data do we have around tourist's value to the local town – it seems very tourism centric
- Need trees on Streets eg Exeter Rd
- More train from 10pm to 12pm Exeter to Exmouth
- Encourage more train use and sustainable travel, less car use
- More busses at night
- Shout about our fantastic local business and grow our brand of lifestyle
- Dynamic education space for locals and visitors – not a static display visitor centre.

Cllr Hookway thanked everyone for their hard work– and 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.

### **Attendance List**

#### Group 5

Cllr Nick Hookway (EDDC)  
Des White (RNLI)  
Ralf Pearson (RNLI)  
John Morgan (Exmouth Watersports)

#### Group 4

Cllr Steve Gazzard (ETC)  
Cllr Brenda Taylor (EDDC)  
Simon Findel Hawkins (Sideshore)  
Cllr Brian Bailey (ETC)  
Cllr Aurora Bailey (ETC)

#### Group 3

Dawn Hirst (Harbour View Café)  
Mark Hodgson (Go Cars)  
Harry Parkin (Exmouth Family Amusements)  
Jo Salter (Tidelines)  
Graham Deasy (Exmouth Community Association)

#### Group 4

Cllr Olly Davey (ETC and EDDC)  
Ollie Bainbridge (Grapeview Brewhouse and Crossed Anchors Brewery)  
Marian Drew (Exmouth in Bloom)  
Ivor Jones (Coastwatch)  
Graham Nye (Coastwatch)

#### Group 5

Stuart Robb (Digital entrepreneur)  
Jim Hill (Propellor Exmouth)  
John Petty – (Exmouth Community Association and Active Travel)  
Jan Gannaway (Exmouth Wildlife Group and Active Travel Exmouth)

### **Officers in attendance:**

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

### **Apologies:**

Cllr Paul Arnott (EDDC Leader)  
Cllr Megan Armstrong