

Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 12th September 2023

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA

Progress Update on Placemaking in Exmouth Town and Seafront

Report summary:

This report summarises progress since the Group's previous meeting of the 25th July 2023.

Is the proposed decision in accordance with:

Budget Yes No

Policy Framework Yes No

Recommendation:

- a) That members of the Group note the progress since our previous meeting of 25th of July 2023.

Reason for recommendation:

To keep members advised on progress

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Portfolio(s) (check which apply):

- Climate Action and Emergency Response
- Coast, Country and Environment
- Council and Corporate Co-ordination
- Communications and Democracy
- Economy
- Finance and Assets
- Strategic Planning
- Sustainable Homes and Communities
- Culture, Leisure, Sport and Culture

Equalities Impact Low Impact

Risk: Low Risk; The report is to note an update on progress since our last meeting

Climate change Low Impact

Risk: Low Risk; The report is to note an update on progress since our last meeting.

Links to background information

Appendix 1 Vision Setting Workshop Summary 31.07.23

Appendix 2 Exmouth Youth Survey results July 2023

Link to [Council Plan](#)

Priorities (check which apply)

- Better homes and communities for all
 - A greener East Devon
 - A resilient economy
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Report in full

1.1 General Update

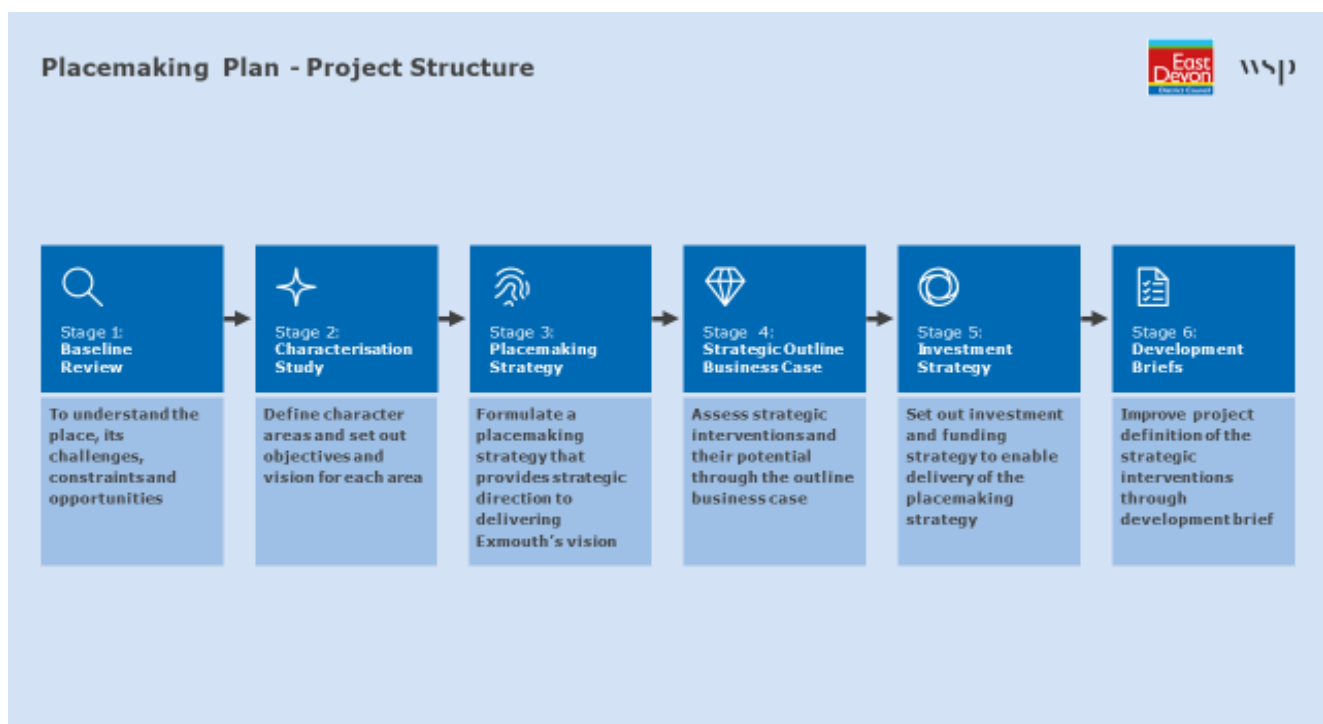
- We have scheduled an end of season round up with the traders at Queen's Drive – early indications suggest the good weather in June started the season off well but the poorer weather in July and August were not as good as previous years which impacted on trade.
- Additional carpark signage should be installed in September by Devon County Council supported by EDDC Parking colleagues.
- The murals have now been completed on the rear wall of the Pavilion.
- From 1 April 2023 – 30 September there have been 169 events taking place on East Devon District Council owned land. Ninety of these have taken place in Exmouth, with 87 taking place in the Exmouth Town and Seafront area.
- A number of cancellations occurred this year as well, mainly due to the awful weather we have had. It is not safe for some of our events to run in high winds, therefore we have had a few last minute cancellations, this included Armed Forces Day. The promotional Nivea stall and Transplant Awareness Day were also impacted by the weather, but they have been able to rebook for later dates. The issue organisers find with rebooking their events, is they can't get the same traders, due to the traders other commitments.
- The Big Wheel operator struggled to get a team to set up the carousel. This was due to the carousel operator being unwell. The Events Team agreed with the Operator they could bring a simulator to be used onsite, replacing the carousel.
- It would be beneficial to explore additional power in areas such as Beach Gardens. We did look into this for this year but unfortunately it was too expensive. It's quite a

busy site, and would heavily reduce the need for generators to be used on the seafront.

1.2 Placemaking in Exmouth Town and Seafront Plan

- The Placemaking Plan is gathering momentum with the first workshop taking place on the 31st of July with 30 attendees. The follow up workshop is scheduled for the 11th of September which will move the placemaking plan onto stage 3 (A summary of the workshop is set out at Appendix 1).

A visual Project Summary is shown below



The key tasks are set out below:

- Stage 1: Baseline Study and Benchmarking Report - the key objective of this is to collect and summarise - baseline information on existing site conditions, opportunities, and constraints to inform the emerging vision.
- Stage 2: Characterisation Study - the key objective of this is to analyse - baseline information on existing site conditions, opportunities and constraints to inform the emerging vision and placemaking opportunities. This included a half-day workshop, with stakeholders to test, validate and refine the emerging opportunities and placemaking requirements. The findings from this workshop will inform the vision-setting exercise.

- Stage 3: Placemaking Strategy - the key objective of this is to interpret the engagement outcomes and the vision and translate them into a placemaking strategy that makes the best use of the land and emphasises placemaking, infrastructure delivery and economic growth. As part of this stage a second half-day workshop was held on the 11th of September where we met with the previously engaged stakeholders and presented the refined objectives, design principles, and the emerging placemaking strategy to ensure their buy-in on the priority areas and the potential interventions.

From here, Stage 4 onwards will be subject to members supporting the work to date.

1.3 Levelling up Fund Bid – Destination Exmouth

- The project was renamed by Devon County Council as ‘Exmouth Active Travel Improvements’
- The project, led by Devon County Council, is now gathering baseline data in preparation for developing the design for the Exmouth Gateway.
- A public consultation by DCC commenced in late July and ran online until the 21st of August 2023 for those proposals.

1.4 Youth Survey carried out by the One Small Barking Dog Media Charity supported by Exmouth Town Council and EDDC’s comms team.

- Presentation of the Exmouth Youth Survey by Pip and Debbie Piper (See Appendix 2 for a summary of the survey). The survey is very important as the young people of Exmouth were not well represented in the Consultation last year (as WSP’s work highlights) and we plan to try to incorporate information in the Placemaking work

Financial implications:

There are no new financial implications identified.

Legal implications:

There are no legal implications requiring comment at this time.