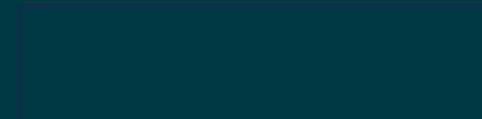




# Placemaking Plan for Exmouth Town and Seafront

23 January 2024



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# 1. Previous Presentation



# What we discussed at the previous presentation

### Engagement Summary – Workshop 2 – Placemaking

**Common Placemaking Opportunities Identified**

- Pedestrian/cycling infrastructure:** Improvements to current paths, rerouting of paths to the marina, and more bike hire facilities.
- Cars:** Introduce park-and-ride facilities to reduce traffic/pollution, increase connectivity, encourage use of public transport, increased pedestrianised areas.
- Signage:** Improved signage/information boards, better guidance on getting around, especially from the station.
- Leisure:** sports/spa space and cafe/shopping opportunities, strategically placed camper van areas.
- Look and feel:** more bins, dog toilets and shower facilities, 'dog police' to combat fouling.

**Area Specific Opportunities Identified**

- Estuary and The Gateways:** park and ride to reduce cars, more toilets, protect water sports, fewer campers, cycle improvements, bike hire, better signage/tourist info, and provide camper van opportunity behind the station.
- Town Centre:** redevelop Magnolia Centre, diversion of beach traffic, cycle paths along the marina, improve Exeter road connectivity, more arts, culture, and cafe/shopping.
- Victoria Road:** maintain its residential character.
- The Esplanade:** park and ride, sports/multi-use venue, reduce cars.
- Exmouth Marina:** bus station/taxi rank near the station, parking improvements, more bins, spatial connection to the seafont.
- The Maer:** dog police, better signage, picnic/play area, beach huts with toilets and showers.
- Oscombe:** relocate camper vans, provide toilets and showers, dog police, pedestrianisation of final section.

### Vision

**EXMOUTH IS**

The vision is centred on four key areas where the placemaking will positively impact across:

- CREATIVE AND ENTERPRISING:** Drives economic growth, supports local businesses and encourages start-ups, curates the arts and culture and benefits from a thriving daytime & evening economy.
- GREEN, RESILIENT AND SUSTAINABLE:** Environmental conservation, increase biodiversity, responsible development, and reduced carbon footprint.
- INCLUSIVE AND PROSPEROUS:** For creating safe, healthy, and accessible living environment, that is appealing to all, and fosters genuine sense of belonging.
- THRIVING AND INDEPENDENT:** Develops and delivers infrastructure advancement, and tourism expansion, providing unique opportunities for the businesses to scale up and scale out.

### Emerging Placemaking Plan Framework

CHALLENGE	THEME	STRATEGIC OBJECTIVES	ACTIONS
LACK OF OPPORTUNITIES	COMMUNITY CAPABILITY	1.1	1.1.1
		1.2	1.2.1
		1.3	1.3.1
LACK OF INVESTMENT	WELLBEING AND PROSPERITY	2.1	2.1.1
		2.2	2.2.1
		2.3	2.3.1

### 01 | Harness availability of land for development and tourism opportunities

- 1.1 Reline the role and offer of the town centre (enable repurposing of underutilised sites for other economic and employment activities).
- 1.2 Create opportunities for sports tourism along the seafont.
- 1.3 Rationalise the use of outdoor car parks to maximise the availability of the land for other activities.
- 1.4 Transform Beach Gardens Car Park into a public space for temporary activities and cultural programming.
- 1.5 Repurpose the Pavilion Site for an improved sports facility.
- 1.6 Reimagine Fosholes car park into an arts and culture hub to provide facilities to cater for the needs of the visitors to the Oscombe.
- 1.7 Attract investment in training and skills facilities to increase employment opportunities at managerial/director levels in key sectors.
- 1.8 Identify and provide affordable business accommodation opportunities to increase occupancy rates in the town centre.

Photos sourced from google, CC BY

### 02 | Connected and Continuous Public Realm to Strengthen the Relationship Between the Town Centre and the Seafont

The public realm is the glue that holds the spaces together and improves the spaces' legibility, navigability and appeal. The disconnect between different character areas in Exmouth will be tackled with a high-quality public realm to enhance the community's sense of place and pride. It will transform Exmouth's seafont from a traditional to a 'modern' and 'contemporary' seafont.

**Objectives:**

- Improve look, feel, and dwell time within the town centre and seafont.
- Improving the town's urban design and spatial structure to enhance legibility.
- Refining the place narrative and identity.
- Creating a safer, inclusive, enjoyable walking and cycling environment along the seafont.
- Create 'promenades' to increase footfall and revitalise economic activities.

### 03 | Activation and Meanwhile Activities and Events to Create a Year-round Interest.

Arts and Culture are integral to activating and revitalising our built environment, especially in places such as Exmouth, where environmental constraints limit development; temporary activities can help create a strong place brand and identity. Exmouth's long seafont is an ideal place where events and festivals can create interest for all age groups and visitors.

**Objectives:**

- Promote arts and culture to encourage local artists' involvement and an opportunity to showcase Exmouth's potential.



## 2. Placemaking Plan



# Placemaking Plan Framework



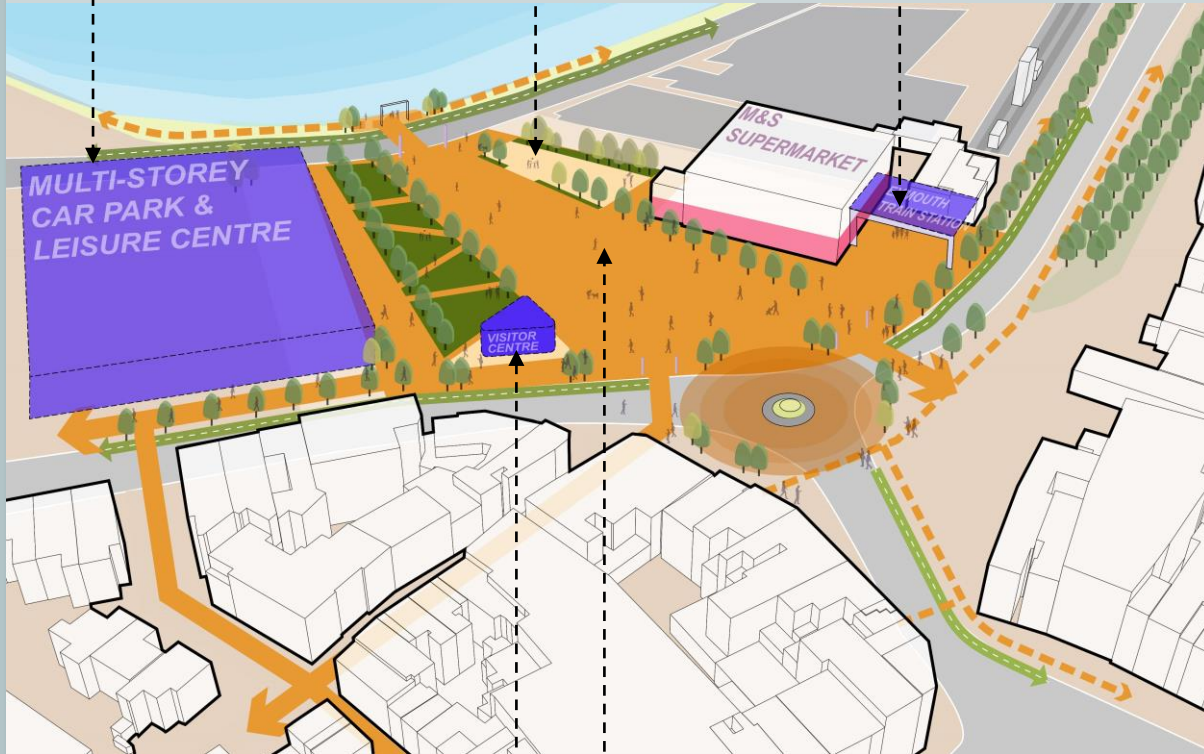


# Placemaking Plan Framework

A new leisure centre, GWRSA facility, a theatre, and a multi-storey car park. Consolidating leisure, culture and arrival functions at the Gateway.

A well-designed children's play area will encourage the use of the space by all age groups and families.

Extended station forecourt to create a sense of arrival and a decision-making point.

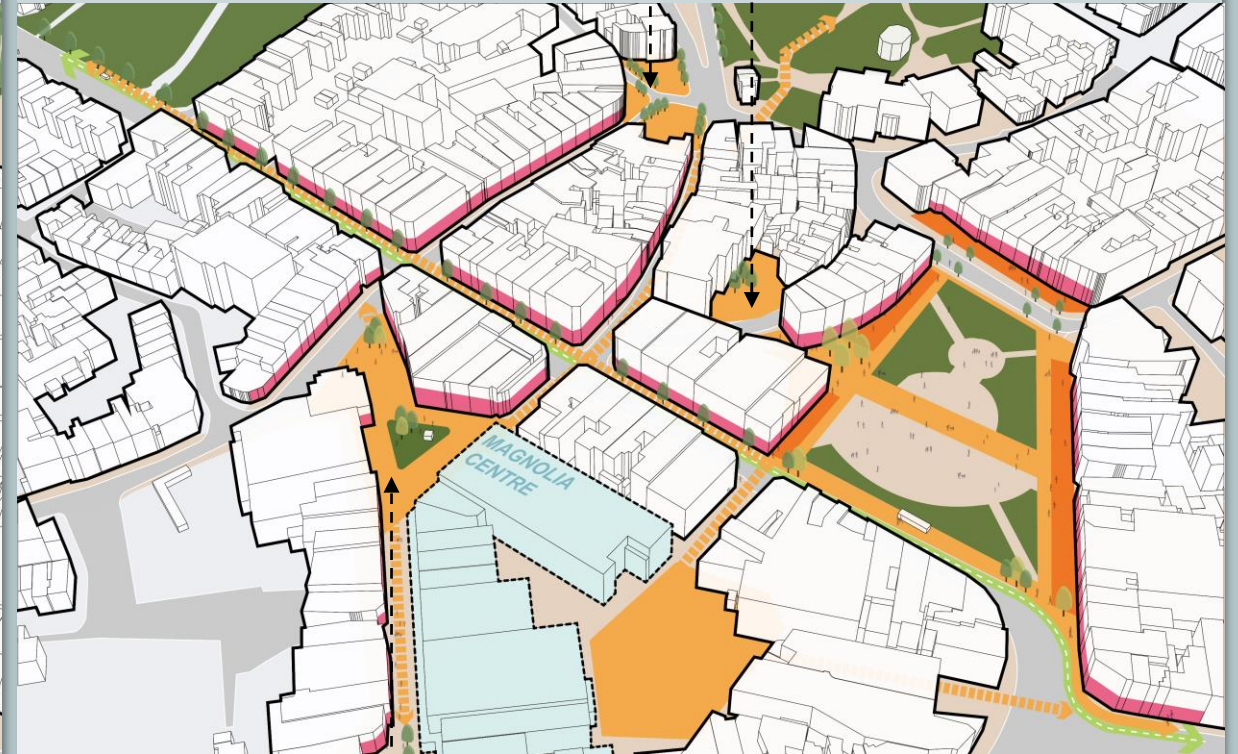


A new visitor centre also acting as a placemaking component, an iconic and sculptural design of the centre will become a landmark.

A public space providing views across the Estuary and towards the town centre. It will be designed as an iconic and adaptable space that could be transformed into an events space.

Redesigning the junction to reduce the road space and widen the footways along the active frontages to allow alfresco and spill over activities.

Creating a public space along the Tower Street Church as part of the sequence of public spaces to reposition the town centre as a pedestrian friendly place.



Redesign the public space along Church Street by extending the public space and introducing greening.

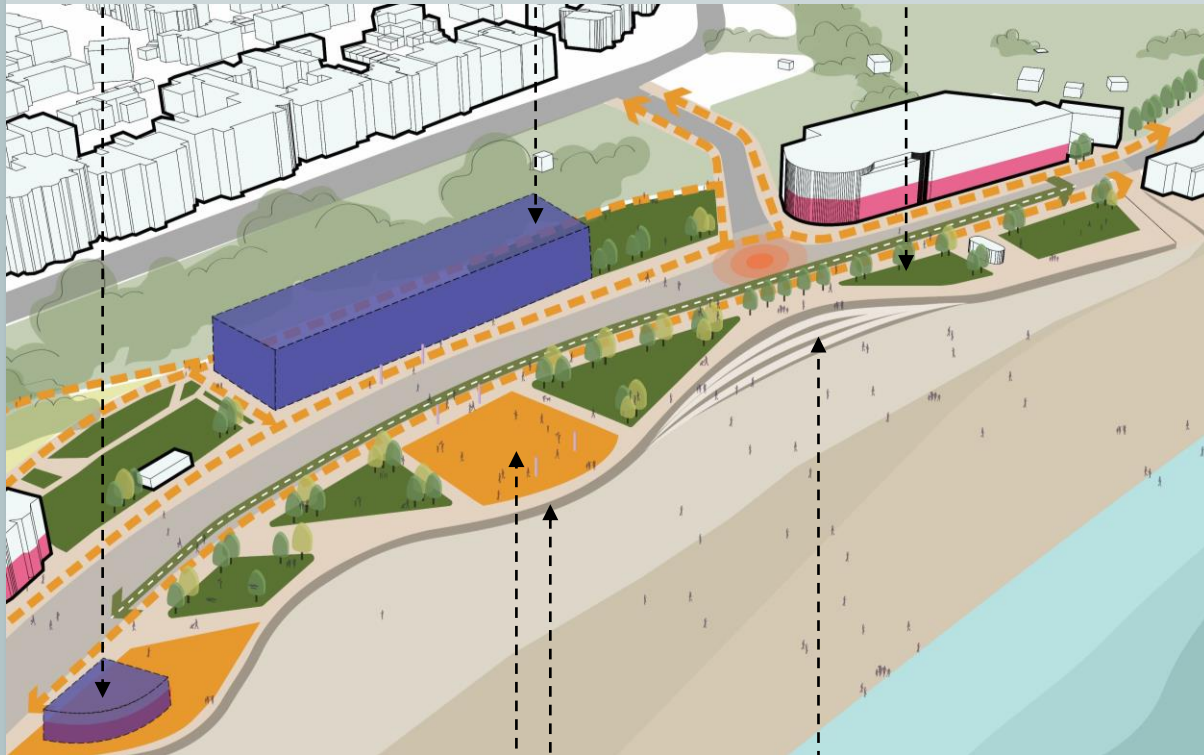


# Placemaking Plan Framework

Cafe repurposed and redesigned with improved setting and public realm.

Opportunity for redeveloping the Pavilion Site for a sports facility, The new facility could complement the leisure centre.

Sequence of green spaces with coastal planting, offering diverse spaces along the seafront for all age groups.



Creating a new public space opposite the Pavilion Site that will be seamlessly blended into the revitalised seafront public realm, that promotes recreational activities and walking and cycling.

Extending the seafront public realm to create wider public spaces and recreational areas.

Sculptural stairs provide access to the beach but also act as seating, offering views across the sea.

An arts and culture hub at the Foxholes Car Park to activate Queens Drive offering affordable work and maker spaces.

A multi-storey car park to act as a local park and ride/walk, a transport hub that will consolidate on-street car parking from the vicinity and accommodate the cars displaced from Foxholes Car Parking in order to release the land for other uses.



Widening of the seafront walkway to create a series of green spaces.

Pods for commercial, seating, recreation, facilities or other uses that are required along the seafront.

Pedestrianised Queens Drive, access for emergency vehicles retained.



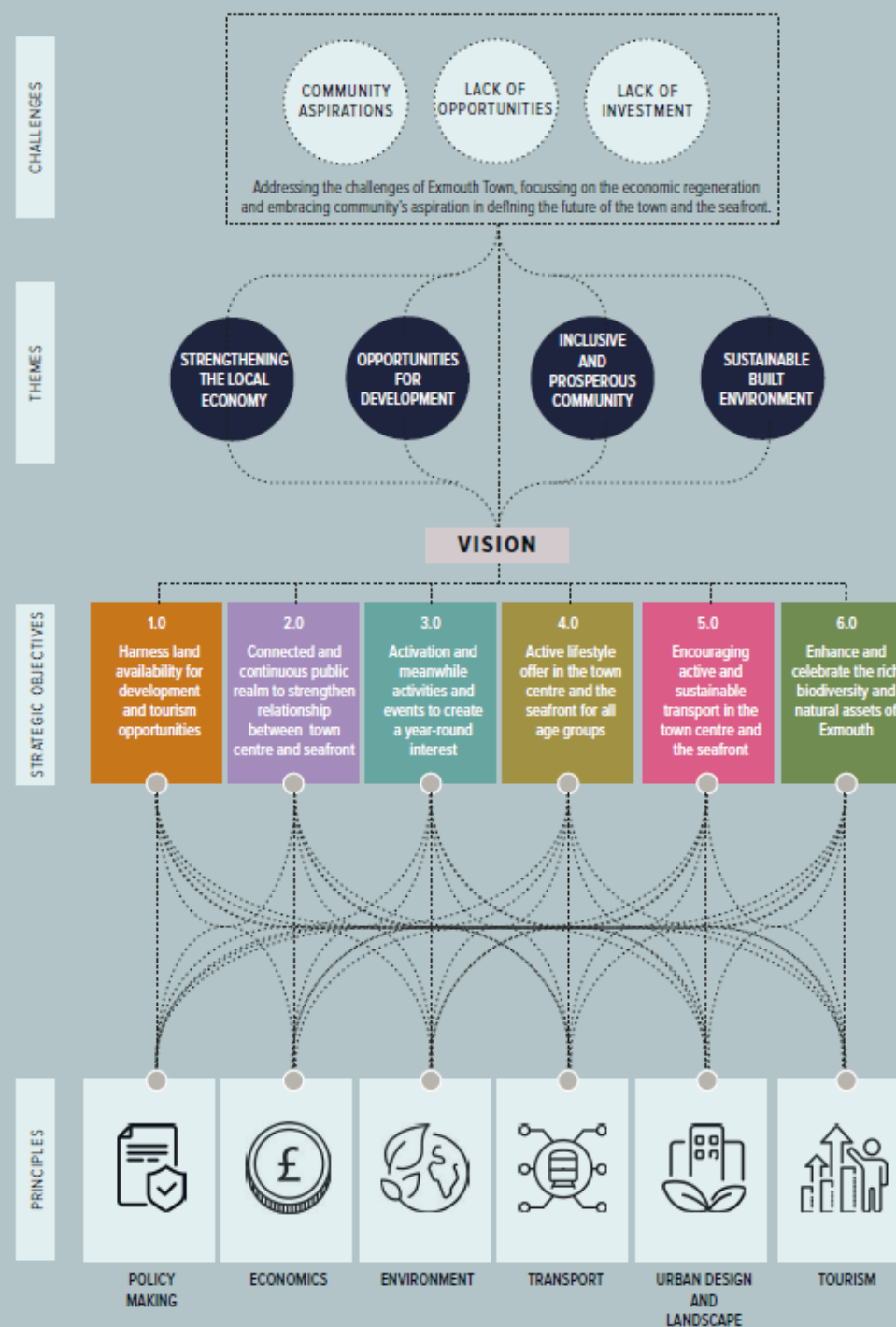


# 3. Approach to Delivery

# Placemaking Plan Framework

The approach to delivery considers the complexity of all interventions by determining the following parameters:

- The **readiness and ease of implementation** of the interventions are determined by our understanding of the existing condition and its dependency on other initiatives before creating a conducive setting for the specific action to take place.
- **Readiness and Ease of Implementation: measured as High, Medium and Low**
- The **impact** of the interventions is assessed by their capability to catalyse the transformation and unlock the potential of Exmouth.
- **Impact: measured as High, Medium and Low**
- The high-level estimated **costs** indicate the level of investment required, which will help bid for funding and allocate resources to translate the actions into projects.
- **Impact: measured as High, Medium and Low**
- The **timescale** is defined by understanding the readiness of the place for the specific action and funding availability.
- **Timescale: measured as short (0-3 yrs), medium (3-8 years), long (8-15 yrs)**





# 01 | Harness availability of land for development and tourism opportunities

1. Harness land availability for development and tourism opportunities	1.1 Redefine the role and offer of the town centre. Enable repurposing of underutilised sites for other economic and employment activities.	1.2 Create opportunities for sports tourism along the seafront	1.3 Rationalise the use of surface car parks to maximise the availability of the land for other activities.	1.4 Transform Beach Gardens Car Park into a public space for temporary activities and cultural programming.	1.5 Repurpose the Pavilion Site for an improved sports facility.	1.6 Reimagine Foxholes car park into an arts and culture hub to provide facilities to cater for the needs of the visitors to the Orcombe.	1.7 Attract investment in training and skills facilities to increase employment opportunities at managerial/directorial levels in key sectors.	1.8 Identify and provide affordable business accommodation opportunities to increase occupancy rates in the town centre.
Readiness	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]
Ease of Implementation	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]
Impact	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]
Cost	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]	[Placeholder]
Timescale	MEDIUM	LONG	MEDIUM	SHORT	LONG	LONG	SHORT	SHORT

## 02 | Connected and Continuous Public Realm to Strengthen the Relationship Between the Town Centre and the Seafront

**2.  
Connected and continuous public realm to strengthen the relationship between the town centre and seafront**

	2.1 Reorganise activities to create a public space at the station area to improve the sense of arrival.	2.1 Pedestrianise Queen's Drive between Foxholes Car Park and Orcombe Point, allowing emergency and mobility related access only.	2.3 Commission a signage strategy to improve the legibility of the town and the seafront.	2.4 Create a sequence of public spaces within the town centre.	2.5 Improve the setting of the Methodist Church by redesigning the public realm to be pedestrian priority shared spaces.	2.6 Provide information boards around The Maer Nature Reserve and other heritage assets, both built and landscape to promote and celebrate its rich local heritage.
<b>Readiness</b>	Low	Low	High	High	High	High
<b>Ease of Implementation</b>	Low	Low	High	High	High	High
<b>Impact</b>	High	High	High	High	High	High
<b>Cost</b>	Low	Low	High	High	High	High
<b>Timescale</b>	LONG	MEDIUM	SHORT	MEDIUM	SHORT	SHORT



# 02 | Connected and Continuous Public Realm to Strengthen the Relationship Between the Town Centre and the Seafront

**2. Connected and continuous public realm to strengthen the relationship between the town centre and seafront**

	<p>2.7 Redesign the Esplanade to shift the emphasis from road to public spaces by creating a promenade with high quality lighting, seating and planting.</p>	<p>2.8 Create a continuous public realm along the seafront to maximise space for pedestrians and cyclists.</p>	<p>2.9 Commission a comprehensive public realm design strategy focussing on materiality, street furniture, public facilities, beach huts, and lighting strategy.</p>	<p>2.10 Unlock the Pier Head Car Park to create a new public space for enjoyment of the seafront, creating a destination.</p>	<p>2.11 Provide drinking water, toilets and changing rooms all along the seafront.</p>	<p>2.12 Commission a shop-front design strategy to achieve a coordinated approach to the look and feel of the town centre.</p>
<b>Readiness</b>	Low	Low	High	High	High	High
<b>Ease of Implementation</b>	Low	Low	High	High	High	High
<b>Impact</b>	High	High	High	High	High	High
<b>Cost</b>	Low	Low	High	High	High	High
<b>Timescale</b>	MEDIUM	MEDIUM	SHORT	SHORT	MEDIUM	SHORT

# 03 | Activation and Meanwhile Activities and Events to Create a Year-round Interest.

**3. Activation and meanwhile activities and events to create a year-round interest**

	3.1 Promote public art to complement the heritage buildings and to foreground arts and culture of Exmouth.	3.2 Promote evening events throughout the year, especially food focussed events that make use of the newly created seafront huts and other public realm and pedestrianised spaces.	3.3 Provide events infrastructure in appropriate locations to enhance the ease of setting up events.	3.4 Create opportunities for arts and culture by repurposing the existing assets, complementing them with new facilities and a curation strategy.	3.5 Strengthen the experience at Queens Drive Space as a family hub by unlocking the events space at the rear. Reconfigure the interface to integrate the events space.
<b>Readiness</b>	Medium	Medium	Medium	Medium	Medium
<b>Ease of Implementation</b>	Medium	Medium	Medium	Medium	Medium
<b>Impact</b>	Medium	Medium	Medium	Medium	Medium
<b>Cost</b>	Medium	Medium	Medium	Medium	Medium
<b>Timescale</b>	<b>SHORT</b>	<b>MEDIUM</b>	<b>MEDIUM</b>	<b>SHORT</b>	<b>SHORT</b>



# 04 | Active Lifestyle Offer in the Town Centre and the Seafront for All Age Groups

**4. Active lifestyle offer in the town centre and the seafront for all age groups**

	4.1 Create hubs within the town centre and the seafront to harness the opportunity to link into the wider walking and cycling networks.	4.2 Rationalised traffic movement within the town centre and along the seafront reducing car access to minimum will encourage the modal shift to embrace walking and cycling.	4.3 Develop a cluster approach to sports offer around the Side Shore to maximise the identity, use and regional reach of the offer.
<b>Readiness</b>	████████████████████ ████████████████████ ████████████████████	████████████████████ ████████████████████ ████████████████████	████████████████████ ████████████████████ ████████████████████
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<b>Impact</b>	████████████████████ ████████████████████ ████████████████████	████████████████████ ████████████████████ ████████████████████	████████████████████ ████████████████████ ████████████████████
<b>Cost</b>	████████████████████ ████████████████████ ████████████████████	████████████████████ ████████████████████ ████████████████████	████████████████████ ████████████████████ ████████████████████
<b>Timescale</b>	<b>SHORT</b>	<b>MEDIUM</b>	<b>LONG</b>

# 05 | Encouraging Active and Sustainable Transport in the Town Centre and the Seafront

5. Encouraging active and sustainable transport in the town centre and the seafront	5.1 Rationalising traffic movement and on-street car parking along the seafront.	5.2 Create opportunities for active travel throughout the town centre, by reducing share of road space used by cars and reallocating gained space for cycling and pedestrians.	5.3 Create a continuous network that gives priority to non-motorised modes in the most scenic and economically important areas of the town and seafront.	5.4 Explore the potential for a park-and-ride system to reduce traffic in the town are free up space currently used for parking for new development, event space and pedestrianisation.	5.5 Consolidate and increase parking capacity around three nodal car parks.	5.6 Explore the potential to convert a section of parking on the seafront to echelon from parallel parking.	5.7 Explore the potential to convert a section of the seafront into one-way traffic (eastbound only).	5.8 Development of full kerb segregated infrastructure between pedestrians and cyclists on seafront shared-use path to reduce user conflict and improve safety.
Readiness	[Solid]	[Solid]	[Dashed]	[Dashed]	[Dashed]	[Dashed]	[Dashed]	[Dashed]
Ease of Implementation	[Solid]	[Solid]	[Dashed]	[Dashed]	[Dashed]	[Solid]	[Dashed]	[Dashed]
Impact	[Solid]	[Solid]	[Solid]	[Solid]	[Solid]	[Dashed]	[Solid]	[Solid]
Cost	[Dashed]	[Dashed]	[Dashed]	[Solid]	[Solid]	[Dashed]	[Dashed]	[Dashed]
Timescale	SHORT	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM

# 06 | Enhance and Celebrate the Rich Biodiversity and Natural Assets of Exmouth

**6.**  
Enhance and celebrate the rich biodiversity and natural assets of Exmouth

<p>6.1 Enhance biodiversity of flora and fauna along Queens Drive</p>	<p>6.2 Link the gateway area with the estuary by creating a public space at the arrival to provide uninterrupted views across the estuary. An adaptable space will enhance seasonal interest for bird watching and events.</p>	<p>6.3 Enhance the coherency of the town and its links to the seafront by introducing a unified and appropriate coastal planting palette.</p>
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**Readiness**



**Ease of Implementation**



**Impact**



**Cost**



**Timescale**

MEDIUM                      MEDIUM                      MEDIUM





# 4. Business Case

# Approach to Strategic Outline Business Case (SOBC) and Investment & Funding Strategy

## Purpose of the SOBC is to articulate the strategic narrative for:

- The need for short-term interventions in the Exmouth Placemaking Plan
- Why Government and other funding support is needed
- Proposals for what EDDC can invest in to address challenges and barriers in Exmouth.

## Purpose of the Investment & Funding Strategy Note is to:

- Understand the existing funding sources applicable to the EPP programme of interventions;
- Explore alignment of EPP interventions with existing and potential funding sources.



## SOBC Approach adopts HM Treasury Five Case Model:

1. **Strategic Case:** rationale for the EPP and alignment with local and central government priorities.
2. **Economic Case:** appraisal of impacts of ST interventions to determine costs, benefits and value for money.
3. **Financial Case:** appraisal of ST intervention costs, funding availability and affordability.
4. **Commercial Case:** outlining potential commercial arrangements and procurement strategy.
5. **Management Case:** outlining processes and controls to manage the implementation, and track and realise future benefits.

# Strategic Outline Business Case: Strategic Case (1)



- Focus on short-term interventions to be implemented within the next 3 years.
- Strong alignment with EDDC and DCC Plans, as well as UKHMG's Levelling-Up and Regeneration Bill 2023.

EPP ST interventions	EDDC Plan 21-23	EDDC Local Plan 20-40	DCC Plan 21-25
1. Signage strategy	○	○	○
2. Information boards around the nature reserve and other heritage assets	○○	○	○
3. Town hubs linking to cycling and walking routes	○○	○○○	○○
4. Pilot study to promote public art	○○	○	○○
5. Shopfront design strategy	○	○	○○
6. Pilot for rationalising traffic movement and on-street parking along seafront	○○	○○	○○
7. Strengthen experience at Queen's Drive	○	○	○○
8. Transform Beach Gardens Car Park into public space	○○○	○○	○○○
9. Transform Pier Head Car Park into public space	○○○	○○	○○○
10. Comprehensive public realm design strategy	○○○	○○○	○○○
11. Creating opportunities for arts and culture	○	○	○○
12. Redesigning public realm at Tower Street Church	○	○○	○○
13. Study on business occupancy	○	○	○○



## The need for change in Exmouth:

1. Lack of economic dynamism, employment opportunities and challenging demographic profile.



## Impact of not changing:

1. Lack of economic opportunities, persistent unemployment, low value-add to the UK economy.

2. Motor vehicle dominated streets and public realm.



2. Continued disjointed public realm and walking and cycling infrastructure, more traffic congestion and poorer air quality.

3. Lack of development opportunities, investment and innovation opportunities.



3. Persistent lack of investment and prospects for innovation, inhibiting environment for small-scale as well as larger interventions.

### Key drivers for change in Exmouth:

#### Macro factors:

1. Cost of living crisis
2. Potential recession/low growth,
3. Changing consumer spend and working patterns,
4. The Climate Emergency (net-zero goals and targets),
5. Community preferences for open spaces, recreation opportunities and collective experiences.

#### Exmouth-specific factors:

1. The need to unlock the power of place;
2. To find 'the right mix' of land and activity uses;
3. To create meanwhile opportunities that suit changing social and economic dynamics; and
4. To ensure Exmouth's future climate resilience.

Options	Short-term interventions within the option
<b>Option 1: Do Nothing</b>	- No intervention -
<b>Option 2: Do Minimum – <i>Improving Wayfinding around Exmouth</i></b>	<ul style="list-style-type: none"> <li>• Signage strategy</li> <li>• Provide information boards</li> <li>• Create town centre hubs</li> </ul>
<b>Option 3: Do Moderate – <i>Improving quality of place using existing assets</i></b>	<ul style="list-style-type: none"> <li>• Promote public art to complement the heritage buildings</li> <li>• Commission a shop-front design strategy</li> <li>• Rationalising traffic movement</li> <li>• Strengthen the experience at Queens Drive Space as a family hub</li> </ul> <p style="text-align: center;">- <u>PLUS Option 2</u> -</p>
<b>Option 4: Do Maximum – <i>Creating new spaces and destinations through transformative projects</i></b>	<ul style="list-style-type: none"> <li>• Transform Beach Gardens Car Park into a public space</li> <li>• Unlock the Pier Head Car Park to create a new public space</li> <li>• Commission a comprehensive public realm design strategy</li> <li>• Create opportunities for arts and culture by repurposing the existing assets</li> <li>• Redesigning public realm at Tower Street Church</li> <li>• Study on business occupancy</li> </ul> <p style="text-align: center;">- <u>PLUS Options 2 and 3</u> -</p>



# Strategic Outline Business Case: Economic Case (2)

## Options alignment with EPP Themes and Critical Success Factors

	Option 1	Option 2	Option 3	Option 4
Description	Do nothing	Do Minimum	Do Moderate	Do Maximum
<b>EPP Key Themes</b>				
Strengthening the local economy	Red	Yellow	Green	Green
Opportunities for development	Red	Yellow	Green	Green
Inclusive and prosperous community	Red	Yellow	Green	Green
Sustainable built environment	Red	Yellow	Yellow	Green
<b>Critical Success Factors</b>				
Strategic fit and meets local needs	Red	Yellow	Yellow	Green
Potential value for money	Red	Yellow	Green	Green
Achievability	Red	Green	Green	Yellow
Capacity and capability	Red	Yellow	Green	Green
Affordability and cost	Red	Yellow	Green	Yellow
Summary	<i>Not viable</i>	<i>Weakly viable</i>	<i>Viable</i>	<i>Preferred option</i>

### Preferred Option – Do Maximum

- Thinking strategically about Exmouth’s public realm
- Improves wayfinding and signage
- Maximises the use of Exmouth’s car parks
- Rationalises traffic movements and prioritises pedestrians and cyclists
- **Strategic fit:** Strong alignment with District and County Council plans.
- **Value for money:** Complementarity between options potentially improves the coherence of the town centre and linkages to the seafront.
- **Affordability/ cost and Achievability:** Potential funding via combination of existing EDDC capital budgets, central government funding, other grants, and local private investors.
- **Capacity/ capability:** Deliverable in 3-year timeframe provided strong stakeholder expertise and buy-in.

# Strategic Outline Business Case: Economic Case (3)

## Summary of Cost-Benefit Appraisal

@Gerry @Gayatri

Have deliberately chosen not to present detailed costs and benefits or BCRs as these are for a small set of interventions (4 of 13).



### Monetizable benefits

Across 4 of 13 interventions, activating Exmouth's public space and transforming existing assets such as car parks into new areas of active public realm could potentially create:



14-35 net direct jobs, 4-11 indirect and induced jobs (mostly within retail and visitor economy sectors;



Between £257,000 and £640,000 per annum of gross-value added associated with employment creation;



Amenity benefits of £119,258 per ha per annum;



Public health benefits associated with the provision of new cycle infrastructure, including secure cycle parking and a cycle hub.

**Non-monetizable benefits** across the whole programme of interventions include:

- Attractiveness of seafront and Town increases footfall, visitor spend and increased job opportunities;
- A better place image for Exmouth and potentially greater investment from businesses;
- Labour market and skills – generating new jobs for local people;
- Improved accessibility of the town centre and seafront through improved wayfinding and signage;
- Improved connectivity between walking and cycling transport routes;
- Public art enhancing public spaces and contributing to local distinctiveness and sense of place;
- Physical and mental wellbeing benefits from the creation of new public spaces and open space;
- Improved social cohesion and wider community benefits.

## Strategic Outline Business Case: Financial Case

@Gerry: How comfortable are you with sharing the initial high-level estimated cost breakdown in a table here?

- Cost estimates based on desktop research, estimates from similar interventions elsewhere in the UK, and engagement with East Devon Council on EDDC employee and running costs.
- Base cost for Do Maximum option: £5.97 million over 2024-2026, with 73% of costs incurred in 2024.
- East Devon Council as the primary funding source via the Council's own capital funding, East Devon Council's Place and Prosperity Fund, UK Levelling Up Fund, and various East Devon programmes under the UK Shared Prosperity Fund.
- Other potential funding sources include:
  - Financial support from Devon County Council
  - Private sector funding, e.g. private investors with interests/operations in Exmouth
  - Grants from the National Lottery and Heritage Funds.

Base Costs for Option 4: Do Maximum	Year 1	Year 2	Year 3	Total
Capital Costs	£4,119,000	£1,350,000	£0	£5,469,000
Revenue Costs	£167,800	£167,800	£167,800	£503,400
Total	£4,286,800	£1,517,800	£167,800	£5,972,400

## Strategic Outline Business Case: Commercial Case

### Preferred delivery route: Public ownership model

- Greatest role for EDDC and ability own the implementation process.
- Involves local authorities fully funding capital and operating expenditure, as well as external fees e.g. contractors and consulting services.
- Public realm infrastructure owned by EDDC, with back-office activities also implemented by EDDC or third party.
- Ability to ensure equity of access to the public realm and can incorporate wider social and environmental goals

### Considerations:

- Risk mitigation and management of the delivery process
- Reaching agreements on assets not owned by EDDC, or jointly owned by EDDC and DCC

### Preferred procurement route:

- Preferred model to be confirmed at next stage of the business case once delivery model also confirmed.
- Preferred route needs to align with key themes and processes in the EDDC Procurement Strategy 2022-2027.



- Procurement route needs to align to EDDC Contract Standing Orders/Rules to promote good procurement practice, public accountability, commercial enterprise and deter corruption.

# Strategic Outline Business Case: Management Case



## Project management and governance

- EDDC to promote, administer and manage short-term interventions
- Place & Prosperity Team to lead delivery and collaborate with other EDDC teams to realise project outputs and objectives
- Designated PM within the Place & Prosperity Team.

## Project dependencies

- Timely and sufficient funding for interventions
- Appropriate agreements reached where EDDC does not own assets
- Successful selection of consultants
- EDDC staff time for project coordination.

## Risk management

- Follow EDDC risk management protocol and systems
- Process: Risk identification, assessment, management and reporting
- Establish a risk register

Role	Responsibilities
Senior Responsible Owner	Owner and PM, who is responsible for overall delivery of the programme of interventions within the EPP.
Steering Group	Council Programme and Exmouth Placemaking Plan oversight
Working Group	Detailed oversight at intervention level
Other teams within EDDC	Support for delivering interventions.

Remaining tasks	Timescales	Delivered by
Strategic outline business case submission and approval	Q1 2024	EDDC
Outline business case and full business case submission and approval	Q2 2024	EDDC
Implementation of ST interventions	2024-2026	EDDC and suppliers



## Investment & Funding Strategy Note (1)

Funding type	Funding source	Funding amount and duration
<b>Local authorities</b>	East Devon County Council – Capital funding	Various
	Place and Prosperity Fund (East Devon County Council)	£20mn total, max. £5mn per project
	Devon County Council	Various
	One Public Estate (Devon County Council)	£75,000-£150,000; various durations
<b>Central government</b>	Levelling Up Fund	£15.7mn
	UK Shared Prosperity Fund	£1.8mn; 3 years (2022-2025)
	Community Ownership Fund	£150 million over 4 years; Fund closes in March 2025
<b>National Lottery Community Fund</b>	Awards for All England	£300-£20,000; up to 2 years
	Reaching Communities England	£20,001 +, up to 5 years
	Partnerships	£20,001 +; up to 5 years
<b>Heritage Fund</b>	Grants for Heritage	£3,000-10,000; up to 1 year
<b>Arts Council England</b>	Cultural Investment Fund	£30.2 million total for 2022/3; grant range of £2-5 million (next round expected in Spring 2024); typically up to 3 years
<b>Private funding</b>	Various	Up to £400,000, various durations

## Investment & Funding Strategy Note (2)

### Key points for short-term interventions

- **EDDC and DCC could provide funding** within the next 3 years;
- **UK Shared Prosperity Fund (UKSPF)** next-most potential funding source
- **Shopfront strategy, Queen's Drive and Beach Gardens Car Park** aligned with UKSPF Cultural Programme – EDDC keen to promote cultural/leisure offers.
- Smaller interventions could be suitable for **National Lottery funding**.

### Key points for medium-term interventions

- **EDDC could provide funding** within the next 6 years.
- Place & Prosperity Fund could fund interventions that:
  - redefine the purpose and role of the town centre,
  - create open spaces within the town centre, and
  - Improve the coherency of the town centre and its links to the seafront.
- Several interventions could be aligned with DCC funding including:
  - rationalising traffic movement within Exmouth
  - a potential park-and-ride system, and
  - consolidating existing car parking space.
- UK SPF Leisure and Towns Feasibility Programmes, and Active Travel Fund all relevant funding sources.

## Investment & Funding Strategy Note (3)

### Key points for long-term interventions

- **Principal funding sources would need to be EDDC and Devon County Council.**
- **UK SPF Leisure Programme** relevant to:
  - Repurposing Pavilion Site for improved sports facility;
  - Reorganising activities to create a public space at the station area; and
  - Developing a cluster approach to sports offer around the Side Shore.
- **Opportunities for interested private investors** to explore investment into reimagining Foxholes Car Park into an arts and culture hub.
- Potential for developer contributions such as through **Section 106 contributions and Community Infrastructure Levies.**

### Conclusions and Next Steps

- **Public funding alone may not be sufficient,** potential for interventions to be funded through **public, private and charitable sources.**
- **Swift action is** needed to explore securing funding.
- **National Lottery funding is a complementary option** to other funding sources.
- **EDDC can consider a future role as an enabler and facilitator for leveraging private finance into Exmouth.**



# 5. Next Steps

# Next Steps







**Thank you.**