

Report to: Placemaking in Exmouth Town and Seafront Group

Date of Meeting 31st July 2024

Document classification: Part A Public Document

Exemption applied: None

Review date for release NA

The Exmouth Placemaking Plan – Current Position and Next Steps

Report summary:

A draft of the Exmouth Placemaking Plan was presented to the Placemaking in Exmouth Town and Seafront Group on 24th January. Subsequent to this a further consultation as requested by the Group has been undertaken, the results of which, along with a wider review by EDDC Officer Stakeholders, has informed the recommended way forward. It is acknowledged that the draft Placemaking Plan requires further work, particularly around deliverability of proposals by EDDC, other public sector stakeholders and by the private sector. We need to ensure aspiration can move to implementation but also recognising that ownership is needed, not only within EDDC - acknowledging that this not for one person to deliver, but also with our key partners but that we also need to pay particular attention to the funding and resources needed to move to implementation.

In terms of next steps, these can be summarised as follows:

- Refined Placemaking Plan – in response to latest consultation (alongside the 2022 and 2023 consultation exercises) and through closer corporate alignment and with greater emphasis around deliverability.
- Seek endorsement across EDDC Service areas, DCC and ETC.
- Develop clear implementation plan – moving from aspiration to implementation acknowledging that EDDC's role in delivery is actually quite limited.
- Introduce and formalise programme management arrangements consistent with that already in place for other EDDC place-based projects – including as additions to current arrangements, a PETS Sub-Group consisting of Members from across partner authorities, already agreed by Cabinet, along also with a senior-level multi-disciplinary officer group.
- Commissioning WSP to support the next steps - this will require an additional £40K General Fund Supplementary Budget.
- Agree that the currently approved UKSPF budget be used to develop feasibility options for Queen's Drive and Beach Gardens – the total budget being ~£45k (initial design briefs are shown at Appendix A). This budget has previously been approved.
- Form a working group to oversee the UKSPF work outlined above.

Outcomes seeking to achieve by end of 2024:

- Adopt refined Placemaking Plan with Implementation Plan
- Identify Quick Wins
- Secure budget / resources
- Build collaborative advantage
- Explore strategic funding opportunities – discussions with Arts Council England as an example

- Leverage wider investment plans and strategic decisions with closer alignment to other already established corporate workstreams – utilising existing staffing resource but also where possible using existing budgets in a place-based way.

Is the proposed decision in accordance with:

Budget Yes No

Policy Framework Yes No

Recommendation:

That the Placemaking in Exmouth Town and Seafront Group recommend to Cabinet to;

- Note that further work is required to refine the draft Exmouth Placemaking Plan prior to being adopted alongside an Implementation Plan.
- Support the appointment of WSP to complete the work necessary for adopting the Placemaking Plan. This will include some workshops in a similar format as we used previously; a revised Placemaking Plan and an Implementation Plan.
- Activate the PETS Sub-Group previously agreed by Cabinet in February of 2024 which is to be 'politically led' supported by Senior Officers to look initially at the 'common ground' matters and opportunities that all three Councils have which have been identified in the Draft EPP.
- Support the introduction and formalising of programme management arrangements consistent with that already in place for other EDDC place based projects
- Seek endorsement across EDDC Service areas, DCC and ETC before a Placemaking Plan is adopted alongside an Implementation Plan.
- Invite Stakeholders to join relevant future PETS meetings where it is relevant to do so (also agreed by Cabinet in February via the revised ToR for PETS).
- Agree that the currently approved UKSPF budget be used to develop feasibility options for Queen's Drive and Beach Gardens – the total budget being ~£45k (initial design briefs are shown at Appendix A. This is already provided for within an approved budget.
- Form a working group to oversee the recommendation in respect of UKSPF.

Recommend to Council:

That a budget of £40,000 be made available to appoint WSP to complete the work necessary for adopting the Placemaking Plan. This will include some workshops in a similar format as we used previously; a revised Placemaking Plan and an Implementation Plan and will be taken from a General Fund Supplementary Budget.

Reason for recommendation:

To progress to a final draft of the Placemaking plan and to move forward a delivery phase for the project.

Officer: Gerry Mills Project Manager Place and Prosperity (Exmouth) gmills@eastdevon.gov.uk

Tel 01395 519960

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

- a) Appendix A Exmouth Placemaking Plan Design Briefs

Link to [Council Plan](#)

Priorities (check which apply)

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

Report in full

The purpose of this report is to provide Members with the recommended next steps for taking forward the draft Exmouth Placemaking Plan to a position where alongside an Implementation Plan we can move from aspiration to implementation.

Introduction

Background

- 1.1 EPP (Exmouth Placemaking Plan) draft was presented to the Placemaking in Exmouth Town and Seafront Group on the 23th of January 24 – and was well received. This built upon a set of 2 consultations in 2022 and 2023 which were published to ensure the transparency of process. At the meeting it was proposed that a further consultation on this be undertaken, which is detailed in an earlier paper – (Paper 2).
- 1.2 Whilst all Placemaking is aspirational, phase 1 proposed in the draft plan has ~13 potential projects to the value of ~£6M which the Council doesn't have at its disposal – we have however a small UKSPF budget (already approved) which is also timebound for spend by March 2025.
- 1.3 To finalise the draft plan will take some refinement and prioritisation which we propose to do in the same transparent manner as before with Members, supported by officers with the outcomes published – this will be in the form of a number of part B workshops in the Autumn and from there we will prepare an appropriate delivery/implementation plan.
- 1.4 We will build through closer corporate alignment and with greater emphasis around deliverability eg as the time lapse between the original consultation to the present has meant that a number of identified projects have been advanced (eg the area around the

Methodist Church on the Strand is being implemented, the issues around sea walls need to be more prominent, the facelift works around the Octagon are also underway.

- 1.5 As the Plan will impact on 2 other Councils, Exmouth Town Council and Devon County Council the need for joint working is imperative.
- 1.6 The Aim is to hold the workshops in the Autumn and to finalise the Placemaking Plan in late 2024.
- 1.7 The ultimate goal is to get to a refined Placemaking Plan that can be endorsed by the County, District and Town Councils.

Recommendations

That the Placemaking in Exmouth Town and Seafront Group recommend to Cabinet to;

- Note that further work is required to refine the draft Exmouth Placemaking Plan prior to being adopted alongside an Implementation Plan.
- Support the appointment of WSP to complete the work necessary for adopting the Placemaking Plan. This will include some workshops in a similar format as we used previously; a revised Placemaking Plan and an Implementation Plan.
- Activate the PETS Sub-Group previously agreed by Cabinet in February of 2024 which is to be 'politically led' supported by Senior Officers to look initially at the 'common ground' matters and opportunities all three Councils have which have been identified in the Draft EPP.
- Support the introduction and formalising of programme management arrangements consistent with that already in place for other EDDC place based projects
- Seek endorsement across EDDC Service areas, DCC and ETC before a Placemaking Plan is adopted alongside an Implementation Plan.
- Invite Stakeholders to join relevant future PETS meetings where it is relevant to do so (also agreed by Cabinet in February via the revised ToR for PETS)
- Agree that the currently approved UKSPF budget be used to develop feasibility options for Queen's Drive and Beach Gardens – the total budget being ~£45k (initial design briefs are shown at Appendix A. This is already provided for within an approved budget.
- Form a working group to oversee the recommendation IRO UKSPF

Recommend to Council:

That a budget of £30-40,000 made available to appoint WSP to complete the work necessary for adopting the Placemaking Plan. This will include some workshops in a similar format as we used previously; a revised Placemaking Plan and an Implementation Plan and will be taken from a General Fund Supplementary Budget.

Financial implications:

There is a request for a supplementary budget in year of £40,000. This will have to be met from the General Fund Balance and increases the overall budget that was approved at the beginning of the year. Members need to be mindful of supplementary estimates in year are sums not identified during the budget process and therefore need to be taken from the General Fund Balance, this is not ideal but members can approve on an exceptional basis.

Legal implications:

There are no substantive legal issues to be added to this report.