

Report to: **Cabinet**



Date of Meeting 3 September 2025

Document classification: Part A Public Document

Exemption applied: None

Review date for release N/A

Naming of East Devon's Second New Community

Report summary:

East Devon District Council has engaged with local people, community groups and businesses to help choose a name for the new community planned near Westpoint.

This report provides an overview of the engagement approach taken and seeks endorsement of the name for the new community.

Is the proposed decision in accordance with:

Budget Yes ☒ No ☐

Policy Framework Yes ☒ No ☐

Recommendation:

That Cabinet:

- 1) Notes the outcome of the recent public engagement exercise
- 2) Supports Marlcombe as the choice of name for the new community

Reason for recommendation:

To support the emerging identity of the second new community in East Devon.

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Portfolio(s) (check which apply):

- ☐ Assets and Economy
- ☒ Communications and Democracy
- ☒ Council, Corporate and External Engagement
- ☐ Culture, Leisure, Sport and Tourism
- ☐ Environment - Nature and Climate
- ☐ Environment - Operational
- ☐ Finance
- ☒ Place, Infrastructure and Strategic Planning
- ☐ Sustainable Homes and Communities

Equalities impact Low Impact

Climate change Low Impact

Risk: Low Risk;

Links to background information

[Link to Council Plan](#)

Priorities (check which apply)

- ☒ A supported and engaged community
 - ☐ Carbon neutrality and ecological recovery
 - ☐ Resilient economy that supports local business
 - ☐ Financially secure and improving quality of services
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Report in full

1. Introduction

- 1.1. The key strategic proposal contained in the Local Plan review is to bring forward a second new community. This is alongside the ongoing development of Cranbrook. The relevant Local Plan policy sets out an ambitious vision for the creation of an exemplar new place for land between Exeter Airport, Crealy Theme Park & Resort, Farringdon and Westpoint. This new place is envisioned to be a self-sufficient community where new facilities, from green space and sports pitches to schools and employment opportunities, are delivered in step with the development of new homes.
- 1.2. It is essential that this new place has a strong sense of identity and purpose from the outset. Choosing a name is a very important first step in helping to define the character of this new town. This report sets out the results of a public engagement exercise that set out four potential options, each drawing on a different theme to help ensure that the new town is rooted in the locality and the history of the area whilst firmly looking to the future.

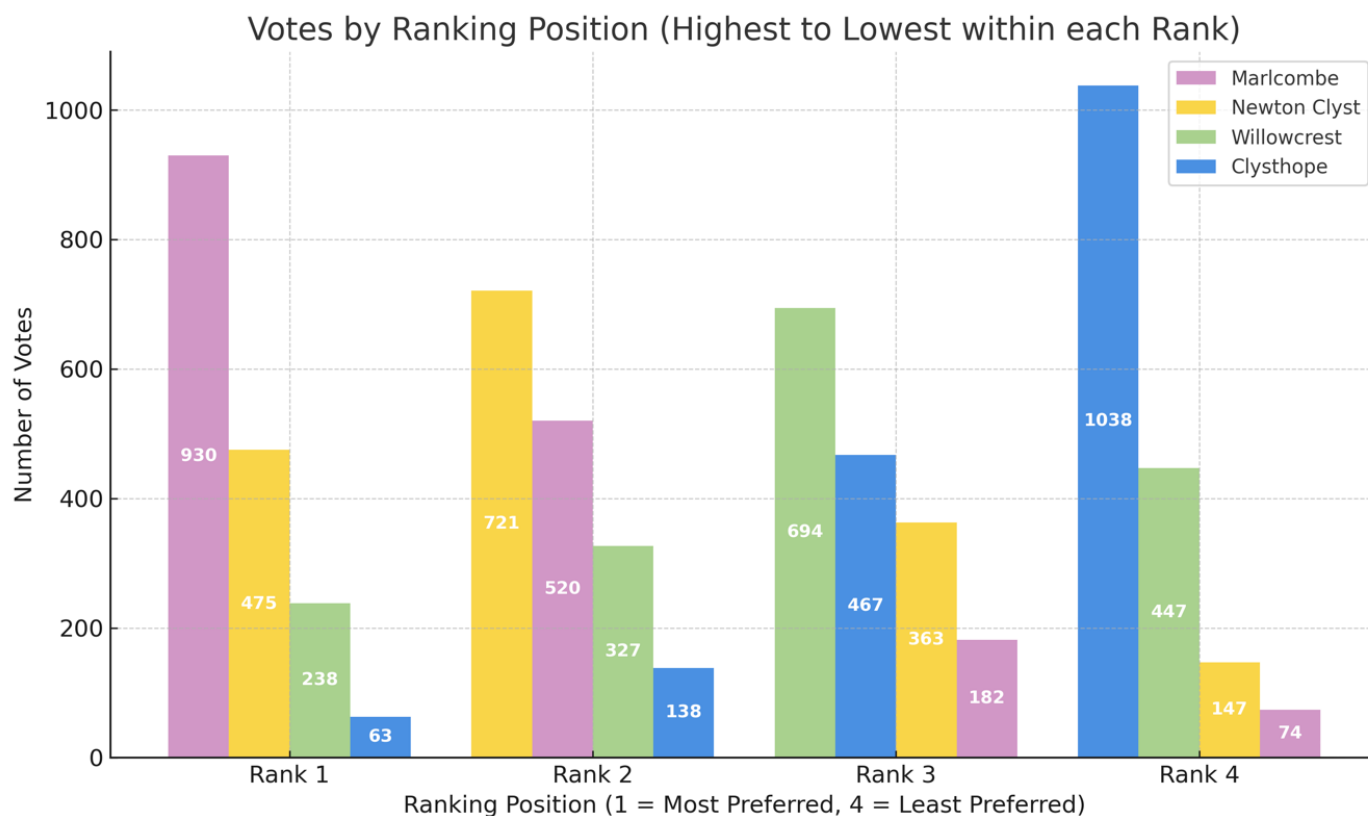
2. The Naming Process and Public Consultation

- 2.1. The Council has engaged residents, businesses, and stakeholders in the naming process. Following earlier public engagement on the masterplan and site layout, the council created a shortlist of four potential names. A public consultation was launched in July 2025, inviting people to rank these four names in order of preference. The consultation closed on Tuesday 26 August 2025.
- 2.2. The consultation included four shortlisted names, each with a specific rationale tied to local history, geography, and forward-looking aspirations. The shortlisted names are:
 - **Newton Clyst** (The Local Option): This name is presented as a straightforward and geographically relevant choice. "Newton" means "new town" in Old English, while "Clyst" links the community to the River Clyst, which flows through the area and connects it to existing villages like Newton Poppleford.
 - **Marlcombe** (The Historic Option): This name is a nod to the area's history. "Marlcombe" appeared on 17th-century Tithe Maps for a portion of the site, but the name later fell out of use. Choosing this name would restore an authentic, original place name.
 - **Willowcrest** (The Nature Option): This descriptive name reflects the landscape. "Willow" refers to the type of trees that thrive in the area, and "crest" describes the site's topography on rising ground. This name is meant to highlight the natural setting of the new town.
 - **Clysthope** (The Future-Focused Option): This option combines the local geographical tie to the River Clyst with a forward-looking element. The word "hope" suggests a place being built for the future and represents opportunity for new residents.

2.3. This report precedes further reports coming to the October meetings of Strategic Planning Committee and Cabinet regarding the masterplan for the second new community and the delivery vehicle respectively. Together these will important further steps in ensuring that the ambitious vision for a new place can be realised that build from the most important foundation for any placemaking strategy – a name.

3.Public Engagement

3.1 In total over 1600 votes were received during the consultation period. The relative preferences are set out below;



3.2 Marlcombe received over 50% of first preference votes and is therefore the automatic majority choice.

3.3 Accordingly it is recommended that Marlcombe is selected as the name.

4.Conclusion

4.1 The public consultation on the four shortlisted names marks a significant step in the development of East Devon's second new community. The results of the public consultation have informed the final decision, ensuring the chosen name has a strong local connection and community support. The name will serve as the foundation for developing the new town's identity and the creation of an exemplar place.

Financial implications:

There are no direct financial implications from the recommendations in this report.

Legal implications:

There are no legal implications requiring comment