

EXMOUTH PLACEMAKING PLAN FOR THE TOWN CENTRE AND THE SEAFRONT

GLOSSARY

Glossary of urban planning and design phrases and concepts used within the document.

- **Activation:** The process of making a public space or building active and engaging, often through events, pop-up uses, or improved design to encourage footfall.
- **Character:** The distinct, identifiable, and typical personality of an area, formed by its history, layout, and building styles.
- **Community Infrastructure Levy (CIL):** A charge on new developments used to fund local infrastructure.
- **Design Guide:** A document, that provides standards and recommendations on applying design principles to ensure high-quality, consistent, and functional outcomes, such as in building developments or design of the public realm.
- **Hub (Urban/Community):** A central point, node, or building that concentrates activity, linking different functions like work, education, and recreation.
 - **Mobility Hub:** A focal point in the transport network, often combining public transport, bike-sharing, and shared mobility services to promote “first & last mile” connectivity.
 - **Community/Social Hub:** A space that fosters social interaction, resilience, and community services.
 - **Business/Economic Hub:** A location designed for startups and entrepreneurs to collaborate, often featuring shared resources and flexible, affordable workspaces.
- **Legibility:** The degree to which a place is easy to understand, navigate, and move around in.
- **Meanwhile Use (Temporary Use):** The short-term, temporary activation of vacant or underutilised land, buildings, or spaces for social or economic gain. These often occur while a landlord secures a new lease or in advance of long-term redevelopment to maintain area vitality. Examples include pop-up shops, community gardens, artist studios, and temporary housing.
- **Mixed-use Development:** A project or area that integrates multiple functions, such as residential, commercial, or retail, in a single, integrated development.
- **Permeability:** The ease with which people can move through an area, defined by the variety and connectivity of safe, direct routes.
- **Placemaking:** A collaborative, community-driven approach to improving public spaces and enhancing the overall quality of life and sense of place.
- **Planting Palette:** A curated, intentional selection of plants chosen for a landscape project that share a cohesive theme in terms of colour, texture, form, and environmental suitability. Similar to how an artist uses a colour palette, a landscape designer uses a planting palette to ensure the garden feels intentional, balanced, and harmonious rather than chaotic or randomly planted.
- **Public Realm:** The spaces between buildings that are publicly accessible, such as streets, squares, and parks.
- **Rationalising the built environment:** This involves redesigning, consolidating, or reconfiguring physical layouts—such as street networks, public spaces, and building plots—to make them more efficient, accessible, and high-quality.
- **Wayfinding:** The process and system of guiding people through physical spaces, combining signage, maps, symbols, colours, and environmental design to help them orient themselves and navigate from point A to B, enhancing user experience, safety, and efficiency in complex environments. It’s not just about signs, but a holistic approach that helps users build a mental map of their surroundings, involving cognitive stages like orientation, decision-making, and destination recognition.

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RETAIL Therapy

CINEMA

Premier

1.0

INTRODUCTION





1.1 Introduction

The Exmouth Placemaking Plan (EPP) provides a framework to guide the future development of Exmouth Town Centre and Seafront. The plan has been informed by extensive engagement with a range of stakeholders including residents, council members and officers from Exmouth Town Council, East Devon District Council and Devon County Council. The plan builds on the policies and proposals of the Exmouth Neighbourhood Plan, focusing on unlocking the potential of the town centre and seafront areas to reinforce and sustain Exmouth as a great place to visit, live and work in.

The starting position is good, the need for change is understood, the potential is great and the steps needed to unlock this potential are clear. The list of existing natural and built assets is long - the estuary, the seafront, the Maer, gateway to the Exe Trail and the

Jurassic Coast, facilities that provide both traditional seaside attractions and support a contemporary beach lifestyle, an attractive town centre, vibrant marina, well maintained parks, gardens and sports facilities and a rail connection to Exeter.

The community spirit is strong and has expressed a clear desire and support for the fine-tuning of certain aspects of the town centre and seafront to make Exmouth the best place it can be, well summed-up in the vision of the Neighbourhood Plan:

Exmouth aims to be a friendly, welcoming, safe, clean and vibrant town, protecting its environment and building on its traditional seaside heritage with an aspiration to be forward thinking - a great place for all, young and old, to live, work and visit.



Figure 1: Exmouth's location within the wider context

1.2 The role of the Placemaking Plan

The Exmouth Placemaking Plan (EPP) will contribute positively to the future socio-economic sustainability of the town. Delivering change will require a mixture of private investment and public funding - both are hard to come by, so the EPP purposely identifies a range of potential actions from the modest to the aspirational, in readiness to attract and make use of whatever investment opportunities arise, with all activity aligning with a cohesive overall placemaking framework of strategic objectives agreed by the stakeholders that have fed into the process.



Figure 2: Diagram showing the key aspects considered in the Placemaking Plan

1.3 The key drivers of change impacting Exmouth

The combination of COVID-19, underlying behavioural changes in relation to retail and tourism and increasing awareness of the effects of climate change are having a significant combined impact on the role of places. This creates both threats and opportunities with the potential to dramatically affect the vibrancy and popularity of places. An established placemaking strategy to positively respond to these challenges is to sustain places by building upon their intrinsic qualities, whilst introducing the flexibility and resilience to allow for future change.



Places

Collectively the many natural, built and leisure-oriented assets found in Exmouth offer the type of experiential and recreational uses that people now seek in a town. Creating a better arrival experience and improved wayfinding between the station, the estuary, the town centre and the many seafront attractions can work as an economic driver for growth and vibrancy.



Climate Change

The EPP is an opportunity to bring about changes that contribute to Exmouth's future climate resilience through the future approach to development of both its built and natural assets. Any measures to protect and enhance its natural environmental assets will have the added benefit of increasing the intrinsic appeal of the place, which is inextricably linked to its natural assets.



Temporary & Meanwhile Uses

Exmouth is an ideal location for nurturing new business through support to the creation of so-called 'meanwhile opportunities' that can help generate footfall, community and visitor interest as well as providing an affordable kick-start and showcase for new businesses. Temporary use of existing assets can also generate short-term revenue and activation of otherwise unused space, helping to deliver positive social outcomes.



Reuse and Repurpose

Repurposing existing assets helps to reduce climate change and achieve net-zero ambitions by reducing resource consumption and carbon emissions through re-use of embodied energy in existing buildings and materials. Exmouth has a wealth of opportunities for innovative retro-fitting and re-use of its existing built heritage, helping strengthen the sense of place through renewal and revival of existing buildings and spaces.



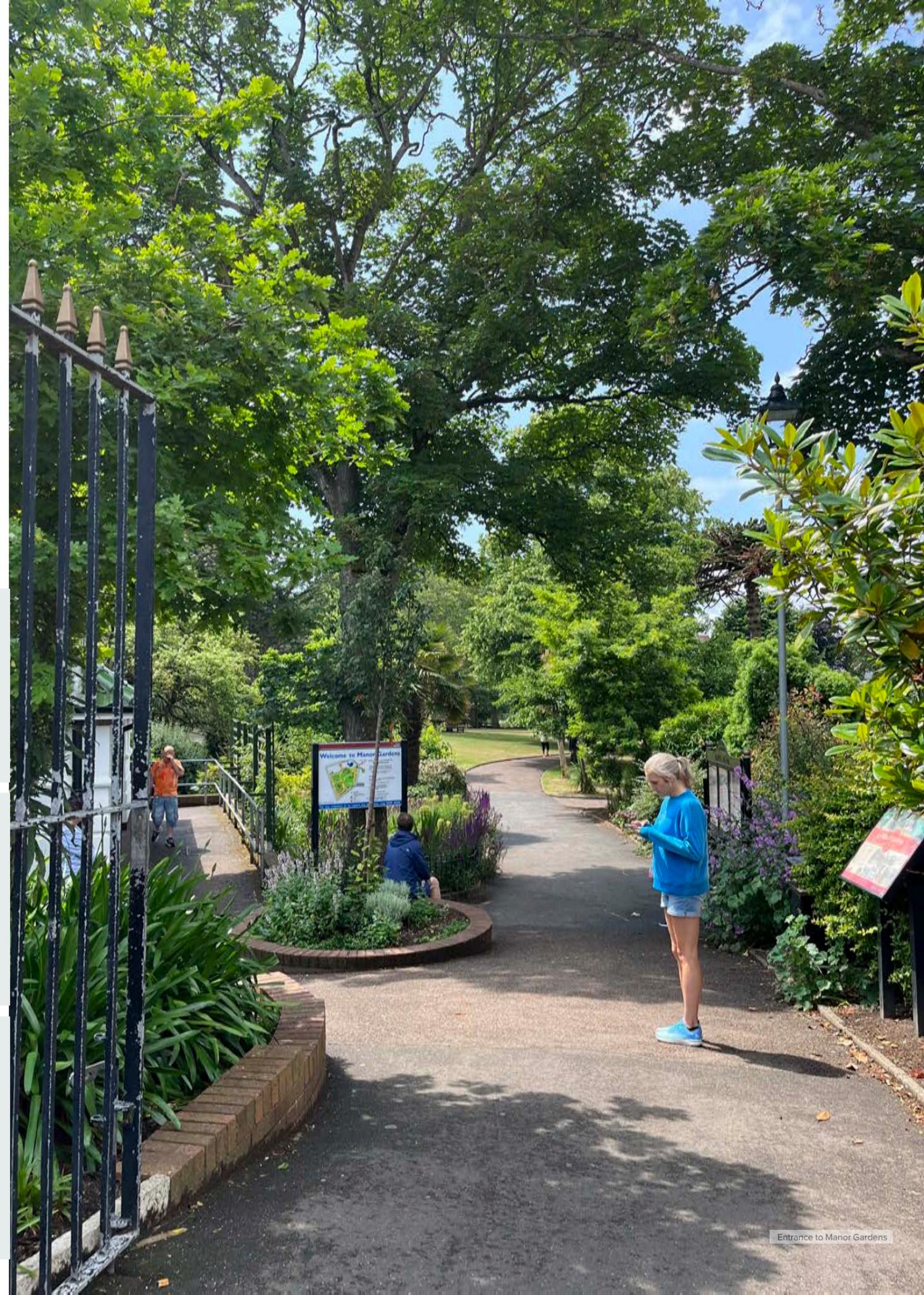
Flexibility and Adaptability

To accommodate changing uses, adaptability and flexibility need to be built-in to the planning, design and use of the buildings and spaces that make up the urban realm. Recognising this, the planning system has changed to allow increased flexibility by combining certain use classes. The placemaking plan is an opportunity to embrace and promote this flexibility, learning from innovative development approaches successfully tested elsewhere.



Diversification

Diversifying the existing mix of land uses and activities in the town centre and seafront will be essential to achieving economic resilience by growing footfall to support businesses in meeting the needs of the existing community and continuing to attract visitors to the town. The already good provision for everyday use, recreation, and entertainment could potentially be enhanced through a more visible promotion of Exmouth's arts and cultural offering.



Entrance to Manor Gardens

1.4 The making of the EPP

The EPP has been informed by a comprehensive programme of engagement and consultation. The key steps and indicative timeline are summarised below:

Stage 1: Placemaking Engagement - 2022

Around 1500 people participated in this exercise through surveys, workshops and online public questionnaires to set the parameters for the Placemaking Plan.

Stage 2: Vision Setting Workshop - July '23

Stakeholder group including representatives of Exmouth Town Council, local businesses, and community organisations. Output informed the initial vision and objectives of the EPP.

Stage 3: Placemaking Strategy Workshop - Sept '23

Same group as Stage 2 workshop, to review emerging direction of the EPP and input to formation of potential projects and actions.

Stage 4: Community Feedback 1 - Feb '24

Opportunity for the Exmouth community to review the a summary of the draft EPP and provide on-line feedback.

Stage 5: Officers Workshop - April '25

Workshop with EDDC and Devon County Council officers representing key services with an interest in the delivery of the EPP to inform and refine proposals.



Stage 6: Members Workshop - July '25

Workshop to provide feedback and indicate prioritisation of updated project list for final EPP with council members from Exmouth Town, East Devon District and Devon County council members.

Stage 7: Community Feedback 2 - Nov-Dec '25

Second opportunity for the Exmouth community to review the draft EPP and SOBC and provide feedback online or in person.

1.5 EPP Document Overview

The document is structured into 5 chapters that outline how the EPP has been devised and articulate the proposed placemaking framework and recommended interventions and actions for the town centre and seafront.

Chapter 1: Introduction

Sets out the reasons and the drivers for this placemaking plan to be developed and the purpose of this plan in directing economic growth.

Chapter 2: Context

Summarises Exmouth town and seafront's urban context and baseline analysis findings. The section then elaborates on urban challenges, opportunities, and implications.

Chapter 3: Engagement

This chapter summarises the process of stakeholder and community engagement that has informed the study and future vision.

Chapter 4: Placemaking Plan Framework

Presents the vision, strategic objectives and proposed actions for Exmouth Town and Seafront. The strategic objectives cover a full range of placemaking considerations including economic, environmental, transport, urban design and landscape, events and activation, and planning.

Chapter 5: The Delivery Plan

Describes the key considerations needed for the effective and efficient implementation of the Placemaking Plan. This section also covers potential delivery mechanisms and the required capabilities, resources and next steps.



Ocean Exmouth entertainment centre

2.0

PLACEMAKING BASELINE & OPPORTUNITIES





2.0 Placemaking baseline and opportunities

This chapter summarises the placemaking context for Exmouth town centre and seafront. It describes the baseline challenges and opportunities of Exmouth's natural and built environment and how this relates to the placemaking potential of the town centre and seafront function. Following brief analysis of the historic, social, economic, environmental, planning and transport context the key challenges, opportunities and placemaking implications are summarised.

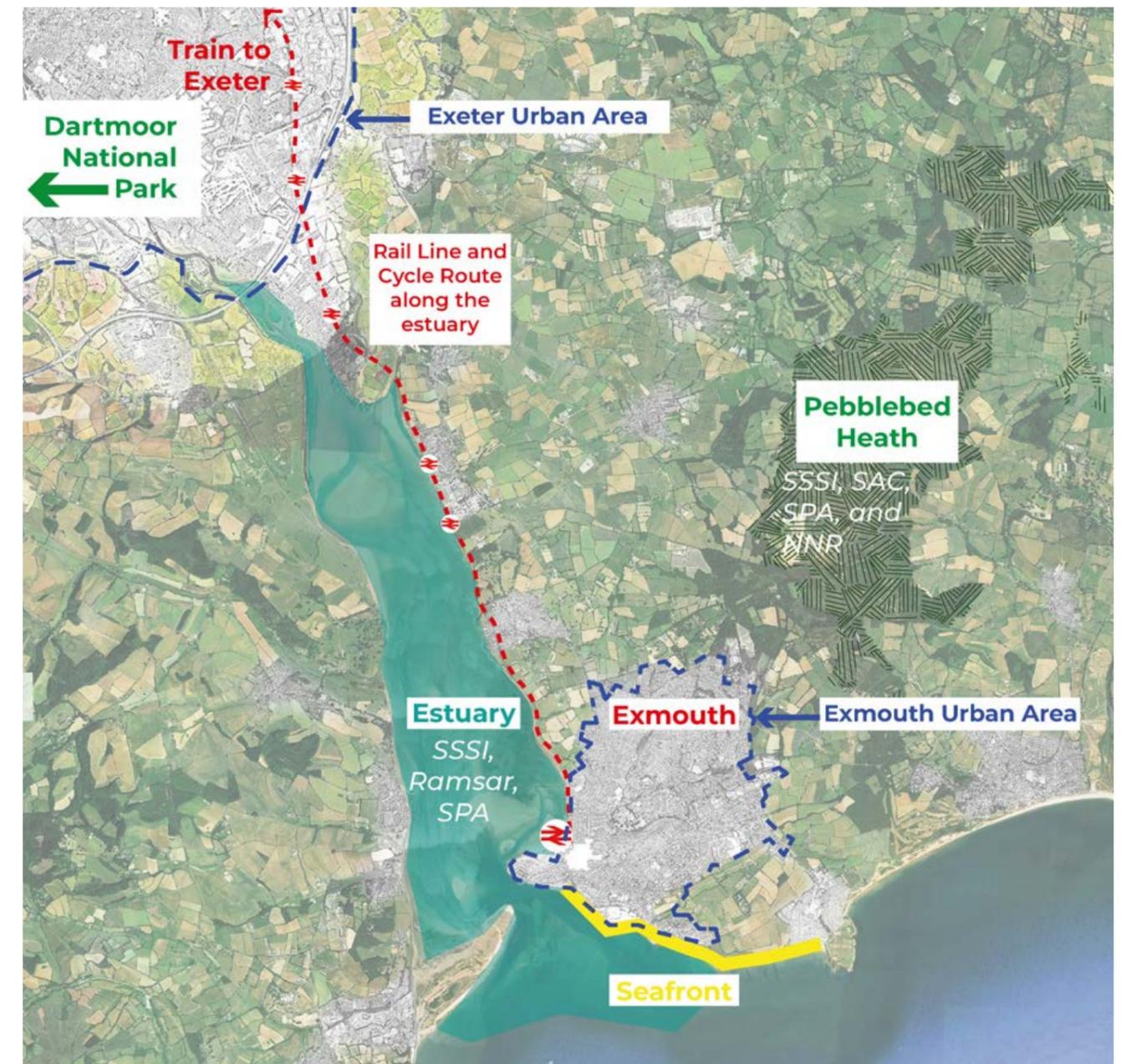


Figure 3: Exmouth's strategic context

SSSI = Site of Special Scientific Interest
SPA = Special Protection Areas

SAC = Special Area of Conservation
NNR = National Nature Reserve

Ramsar = wetland of international importance designated under the 1971 Ramsar Convention

2.1 Baseline Overview

This section summarises the key features, strengths, characteristics and attributes of the town centre and seafront and their immediate context. The overview considers the built and natural heritage and how this has shaped the urban form to understand the existing dynamics of the place and what interventions are needed to unlock the full potential of the place.

Town Centre

There is a strong core to the town centre around the focal point of The Strand, which is a high quality and well-used public space overlooked by a variety of restaurants, cafés, and shops. Although the The Strand is less than a 5 minute walk from the station and main visitor car parks and less than a 10 minute walk from the seafront, a lack of clear signage and coherent connections between the station area, town centre and seafront inevitably result in visitors heading for the seafront inadvertently by-passing the town centre as well feeling disorientated by the lack of legibility.

The wider town centre is compact and well defined, typically extending by one to two blocks beyond The Strand in each direction and further to the north along Exeter Road, which was historically the main approach to the town from Exeter. There is diverse architecture in the town centre including many Grade II listed buildings and some modern additions including The Magnolia Centre shopping parade, which although typical of 1970s design, at least sits within the original urban street pattern, albeit with a privately managed public realm, which would benefit from investment.

The town centre has a variety of street types ranging from pedestrianised alleys and lanes to roads accommodating cars, buses and general traffic, separating the town centre core from the surrounding parks, residential areas and routes towards the seafront. Changes to traffic management are needed to help create better conditions for walking and cycling to, from and through the town centre.

Manor Gardens

Manor Gardens is an attractive public park south of the town centre and in conjunction with the adjacent Madeira Walk linear park, forms part of a level, step-free and direct walking route to the seafront. Signage improvements are needed to improve wayfinding and encourage use of this route to create more footfall between the seafront attractions and the town centre.

Station Gateway and Estuary

The area around the station is a gateway to the town for people arriving by train and 2 of the main car parks used by visitors. The area currently lacks a distinctive and memorable sense of arrival and wayfinding to the town centre, seafront and other parts of the town is poor. Public realm improvement and rationalised signage should be prioritised in this location to improve the visitor experience and sense of place.

The estuary frontage is very close to the station gateway area, but currently there is no signage or

direct footpath or cycle link. The estuary is one of Exmouth's prime natural assets and there is clear potential for relatively small interventions to enable more visitors to appreciate it, as well as improving access for residents. The well-used Exe-Trail walking and cycling path, which routes along the estuary, begins close to the station and the station gateway area has obvious potential to act as a 'hub' for Exe-Trail users, potentially providing a cafe, cycle hire and maintenance as well as acting as a welcome and information point for Exmouth, which would also serve visitors arriving by train, coach and car.

Marina

The Marina is a residential complex of houses and apartments, with a local seasonal ferry terminal, marina and berthing facilities, bars, shops and food outlets developed around the historic Exmouth dock. The Marina is an established attraction for residents and visitors, with good footpath access through and around most of the estuary, dock and sea-facing frontage. Better signage and more cohesive and legible routes to the area would encourage further use and enable the area to contribute better to the overall sense of place in Exmouth.

Seafront

Forming the western end of the Jurassic Coast, Exmouth's seafront is a key cultural and natural asset that has the potential to become an even greater tourist destination through some public realm, traffic management and wayfinding improvements. Broadly divided into the Esplanade (west end next to the Marina), Queens Drive (central area) and the Maer (east end) and continuing east to Orcombe Point, the seafront offers a range of activities serving both residents and visitors, including 2 miles of sandy beach and promenade. Activities along the seafront include a variety of outdoor leisure and sports facilities available for a range of age groups, including multiple water sports, bowls, cricket, and tennis facilities. There are pockets of land with potential to be used more effectively to further strengthen the seafront offering - including the stage and performance area behind Queens Drive Space.

The Maer is another valuable natural asset and valuable part of the seafront setting, providing a contrasting natural landscape and open space which acts as a green lung and flood zone. Like the estuary, there is potential to sensitively enhance signage and information to increase use and appreciation of this space and further enhance the Exmouth offering.



High Street in the town centre



The Maer

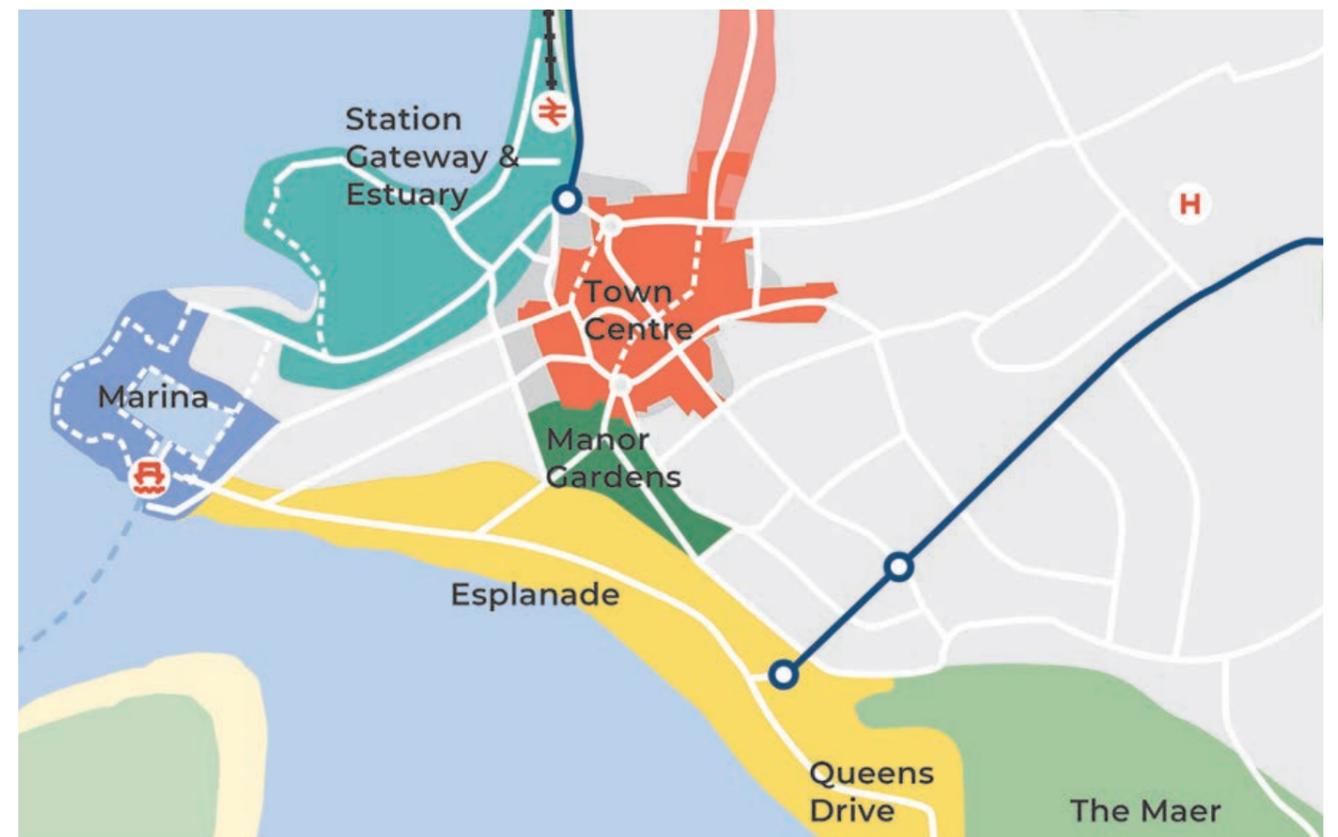


Figure 4: Exmouth character areas

Planning baseline summary

This section summarises the relevant planning policy context and at the national, local, and neighbourhood area levels.

National Planning Policy Framework

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans for development can be produced.

East Devon Local Plan

East Devon District Council (EDDC) is responsible for preparing a development plan for its area, to guide development in accordance with relevant planning legislation in the NPPF.

The East Devon Local Plan (EDLP) was adopted in 2016 and provides strategic and local planning policy for East Devon, setting out how it should evolve and grow during the plan period (2013-2031). The Plan places great importance on the natural and historic environment, setting out where development in East Devon will occur and how local assets will be conserved and enhanced.

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The EDLP contains a key strategic policy specific to development at Exmouth. This policy states that Exmouth is suited to larger scale development and promotes proposals for:

- Moderate new housing provision;
- Significant new employment provision in the town;
- Significant investment in new retail and commercial facilities;
- New facilities to serve the needs of residents;
- Key elements of infrastructure provision;
- Development that does not harm wildlife and habitats;
- Suitable Alternative Natural Green Space (SANGS); and
- Habitat mitigation.

EDDC is preparing a new Local Plan to replace the existing EDLP, and published a second Regulation 19 document for consultation between November 2025 and January 2026.

In consideration of potential housing sites within Exmouth - which is the largest settlement in the district, the emerging plan notes that the concentric location of Exmouth town centre in relation to the wider settlement results in a high car dependency for residents in outlying areas in order to access the facilities and services in the town centre. This highlights the importance of optimising walking and cycling infrastructure to the town centre and seafront for local residents to encourage viable and attractive alternatives to private car dependency.

Other than allocations for new housing sites (including some brownfield sites within the town centre) the emerging local plan has few site specific policies relating to the town centre and seafront area. As such the Placemaking Plan provides useful supplementary guidance for these areas.

Exmouth Neighbourhood Plan

Exmouth Town Council (ETC) developed a Neighbourhood Plan for its designated area, which includes the town centre and seafront, as well as the wider town, which was adopted (or 'made') in 2019. ETC is now preparing a replacement Neighbourhood Plan, seeking to update existing policies to take account of the changing evidence base and policy considerations - the changes including those at national and District level, as well as those within the Neighbourhood Area itself.

Although most of the policies and actions apply to the wider town, a small number of policies relate to the town centre and seafront, and where possible the Placemaking Plan aligns with these.

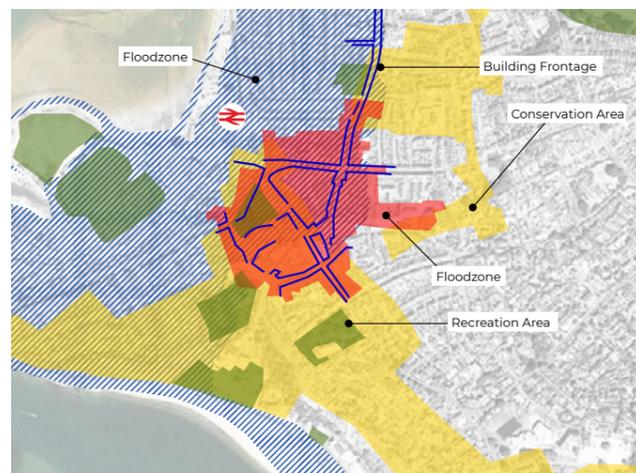


Figure 5: Map showing planning designations in the adopted Local Plan

Socio-economic baseline summary

This section summarises the socio-economic baseline in Exmouth, indicating a number of measures against which improvement is needed, to be addressed where possible through the Placemaking Plan.

Population

Exmouth's population has grown more slowly than East Devon and England. The population of Exmouth is older than average for England, with 29% of the population aged 65 years and older. Ethnic diversity is lower compared to England as a whole.

Education and qualifications

Exmouth has a lower-skilled population compared to East Devon and England, with 30% of the population educated at NVQ4+ compared with 34% in East Devon and 34% in England. Skills attainment has improved significantly in Exmouth over the past decade, with the proportion of residents with no qualifications falling a third over the period 2011-2021 and NVQ4+ level attainment increasing by 15% over the same period.

Deprivation

Almost half of the population of Exmouth is not deprived in any of the four dimensions of household poverty: employment, education, health and disability, and household overcrowding. This is lower than the 51% in East Devon and 48% in England. The index of multiple deprivation (IMD) shows that overall, Exmouth is less deprived in terms of exposure to crime and barriers to housing and services. However, it is relatively more deprived in relation to employment opportunities, and education, skills and training. Littleham Ward contains the most deprived LSOAs in terms of deprivation related to income; employment; and education, skills and training. Exmouth Town has a higher level of deprivation in terms of exposure to crime and living environment.

Exmouth's economy and productivity

In 2021, the GVA of Exmouth's economy was £381 million, compared to East Devon which had a GVA of £2.7 billion, and Devon as a whole with a GVA of £17.5 billion. Exmouth's GVA per worker in 2021 was £24k, indicating workers in Exmouth have lower productivity compared to East Devon (£42k), Devon (£47k) and England (£64k).

The COVID-19 pandemic caused a significant increase in claimant counts on a national scale. This was especially pronounced in East Devon, and in particular in Exmouth. Claimant count numbers were still higher in June 2023 than their pre-COVID levels. The economically-active population in employment (2021 figure) is 52% in Exmouth, which is less than the 57% for England as a whole.

Employment by sector and occupation

Exmouth's employment is predominantly in accommodation and food service, wholesale and retail, healthcare and social work, education, construction, and administrative support activities. Together, these comprised 79.2% of total employment in Exmouth (2021). Compared to pre-COVID 2019 levels, all six sectors have either returned to or surpassed their 2019 levels. As of 2021, Exmouth has a larger proportion of its employment, compared to England, coming from accommodation and food services (20% versus 7.4% in England); health and social care (17.5% versus 13.1%), education (10% versus 8.5%), and construction (6% versus 4.9%). Exmouth has a higher percentage of the population working in skilled trades, the care sector and in sales and customer service roles compared to the rest of England; and less working in managerial or directorial roles and professional occupations.

Tourism is central to helping address the socio-economic challenges and the Placemaking Plan can help unlock the economic potential inherent in Exmouth's unique geographic location and context. By better joining up and marketing the combined attractions of Exmouth town centre and seafront a vibrant and active visitor economy can be sustained throughout the year, bringing economic benefits to the whole community.

Transport baseline summary

This section summarises the socio-economic baseline in Exmouth, indicating a number of measures against which improvement is needed, to be addressed where possible through the Placemaking Plan.

Walking and cycling

Although Exmouth has cycling infrastructure including the Exe Trail and an off-highway cycle lane along the length of the seafront, the overall provision is disjointed, with significant gaps in the network between these routes and the town centre and other areas of the town. This causes difficulties for cyclists and walkers navigating between points of interest. Routes lack legibility and visual cohesion due to inconsistent public realm, signage and wayfinding. The design of the shared cycle and pedestrian route along the seafront results in conflicts between both modes of travel. The introduction of bike hire and docking facilities in the town would significantly increase opportunities to use active travel modes.

Roads

For a number of reasons highlighted in the preceding sections, many journeys in Exmouth, including shorter ones, are currently made by car, causing congestion and CO2 emissions and impacting on air quality. The level of traffic on roads around the town centre, past the station and along the Esplanade and Queens Drive can create the effect of severance between these adjacent areas. The straight geometry of the seafront roads and a lack of traffic calming or deterrent speed cameras can result in some speeding vehicles, increasing the danger for pedestrians needing to cross the road and cyclists sharing the road space. Introducing traffic management measures may help - possibly including the reallocation of road space to facilitate enhanced walking and cycling infrastructure.

Bus and train services

The town is generally well served by buses, with multiple routes linking Exmouth with surrounding towns and villages at frequencies of up to 15-30 minutes at peak times. During peak holiday seasons demand can exceed supply and the lack of a mobility hub or defined interchange area may limit the extent to which visitors feel confident to use the buses.

The railway station is conveniently located for access to the town centre and seafront and would make an ideal location for co-location of a mobility hub to include buses, cycle hire and other possible 'last-mile' the legibility transport modes to offer alternatives to private car use. As stated in previous sections, improvements are needed to wayfinding between the station, town centre and seafront. The station is served by frequent trains to and from Exeter and Paignton at a peak time 30 minute frequency.

Parking

Significant areas within the town centre and seafront area are used for surface level car parking. Until and unless there is a reduction in the current levels of car use by residents and visitors, it is likely that any loss of parking capacity would risk impacting on businesses located in the town centre and seafront. Establishing viable alternatives to facilitate a reduction in car use is a long term aspiration unlikely to be deliverable within the lifetime of the Placemaking Plan. In the short to medium term there are opportunities to enhance the existing car parks, for example by introducing planting that can provide rainwater attenuation, help improve air quality and be designed to visually enhance and define safer pedestrian routes through the car parks, helping elevate their placemaking contribution.

There is a park and ride facility at Digby and Sowton railway station near M5 Junction 30 on the railway line between Exmouth and Exeter, which has the potential to be promoted as a park and ride option for Exmouth.



Precedent example of car park with integrated rain gardens

Environment baseline summary

This section summarises the environment baseline, indicating key constraints and priorities for conservation and enhancement in relation to the town centre and seafront that need to be considered in the EPP.

Natural environment

Exmouth is surrounded by diverse and rich landscape and ecological habitat. The Exe Estuary, Jurassic Coast, and Pebblebed Heath are key features of Exmouth's natural environment. Several environmentally designated areas are present in Exmouth, including a UNESCO World Heritage Site, shellfish designated waters and fisheries, internationally important wildlife refuges at the Exe and Heaths and other key sites for bird watching.

Flood zones

Most of the town's coastline and adjacent areas are Flood zone 2, meaning a greater than 1 in 100 year flood risk. This overlap with residential and commercial areas, including parts of the town centre. Two brooks draw a green axis through the town and link the coast to the agricultural land and forested areas. A network of permeable soil is present, which helps mitigate the effect of storm events.

The placemaking strategy needs to place a strong emphasis on preserving and maximising natural capital through the creation of additional green corridors, parks, and tree planting that extend the established existing network of green infrastructure. This will help to facilitate Exmouth's transition into a climate-resilient, net-zero, and environmentally enhanced community. These actions will not only reduce carbon impacts but also enhance well-being, skills, and job opportunities within the community. The ambition is to adhere to best practise net-zero design standards, providing comfortable and sustainable spaces for the community.



Cycle route south of Beacon Hill

Figure 6: Plan showing natural landscape designations

3.0

ENGAGEMENT



3.0 Engagement

3.1 Engagement Process

The Placemaking Plan has been influenced and informed through an extensive programme of engagement activities commenced in 2022. Figure 7 illustrates the full engagement timeline.

This chapter provides an overview of the engagement process and a brief summary of each of the activities undertaken and how they have informed the EPP.

A. 2022 Placemaking Engagement

Almost 1,500 people were engaged in a 3 month programme including face-to-face stakeholder workshops, online public questionnaires, and face-to-face visitor surveys. The aim of the activities was to identify the issues and themes to be addressed in the Placemaking Plan. Engagement activities focused on three key questions:

-  How will a Prosperous Exmouth look and feel?
-  What do local people want to see – what will attract them?
-  What do visitors want to see – what will attract them?

Top Place Characteristics identified from the 2022 Engagement

Exmouth's unique identity is a modern seaside town that builds on its heritage:

The general consensus among respondents was with to position the town as a modern place that acknowledges its rich history as a seaside town.

Exmouth's biggest asset is the seafront:

The beachy Seafront and promenade is Exmouth's most widely valued asset. Water sports are intrinsically linked with and a distinguishing feature.

Exmouth should be known for green tourism:

Being surrounded by a diverse local ecology, wildlife, migratory bird sites, and an AONB, Exmouth should celebrate and support this through sustainable development in general. Exmouth's attraction was described by some respondents as the combination of the town, estuary, and seaside.



B. Vision Setting Workshop

The purpose of the Vision Setting Workshop in July 2023 was to articulate challenges and opportunities to be addressed by the EPP and to collectively develop a vision for each of Exmouth's character areas.

The workshop was attended by 30 participants representing a range of stakeholder groups including Exmouth Town Council, key businesses, and community organisations.

The activities helped to identify three key areas of focus for improvement:

Station and Estuary

Improve arrival experience by enhancing the area as a gateway to the town centre and seafront. Address existing gaps in pedestrian and cyclist connectivity between station and town centre.

Town Centre

Make the most of existing assets including The Strand and the area's community and café culture. Address public realm and wayfinding issues and increase vibrancy and retail/service offering.

Seafront

Key assets include Queens Drive Space and Sideshore. Key issues include the variation in quality of the leisure and tourism offering, and the public realm.

C. Placemaking Strategy Workshop

The Placemaking Strategy Workshop in September 2023 was undertaken with the same group as the previous workshop to test and reconfirm the themes and priorities for the EPP. The workshop also began to explore the potential form and impact of interventions.

Five key placemaking themes emerged from the discussion:

Pedestrian/cycling infrastructure

Improvements to current paths, better definition of routes between different parts of the town and seafront and introduction of bike hire facilities.

Signage

Improved signage and information boards, better wayfinding, especially from the station.

Leisure

Support to water-based and other sports facilities, more green space, more café / shopping opportunities, and planned camper van areas.

Movement and access

Introduce park-and-ride facilities to reduce traffic/pollution. Increase walking and cycling connectivity. Encourage use of public transport.

Look and feel

Better quality and coverage of public facilities including litter bins, water points and showers.



Figure 7. Engagement timeline

D. Community feedback 1

Following completion of the preliminary draft final report, the Exmouth community were invited to comment on the emerging proposals, through an on-line engagement in February 2024. This generated useful feedback, ultimately leading to a reconsideration of some of the proposed projects.

To inform the redrafting of the EPP, the opportunity was taken to engage with EDDC and DCC officers to reconsider the proposed interventions and also to re-engage with stakeholders.



E. Officer engagement workshop

This took place in April 2025 to consider feedback from the community engagement and to provide additional insight from EDDC and DCC officers to inform the redrafting of the EPP. Participants included officers from planning, transport, open spaces and countryside, streetscene, events, arts and culture.

A key outcome from the workshop was a draft revised list of proposed actions, removing some previous proposals, modifying others and adding new proposals.



F. ETC/EDDC members workshop

Following the officer engagement workshop, a revised list of proposals were prepared for re-engagement with representative members from Exmouth Town Council (ETC) East Devon District Council (EDDC) Devon County Council (DCC) in July 2025.

This key stakeholder group provided feedback on the proposed revisions, which was taken into account in the drafting of the final EPP.



G. Community feedback 2

A further on-line and face to face community engagement exercise took place in Nov and Dec 2025, inviting comments on the final revised EPP. Comments have been taken into account and some amendments have been made.

Figure 8. Example plans used at early stakeholder engagement workshops



4.0

THE PLACEMAKING FRAMEWORK



4.1 Vision

Exmouth's historic legacy as a seaside resort town provides a strong placemaking foundation, but the town centre and seafront need to evolve to help secure growth and diversification of the local economy to secure a resilient future for the town.

The extensive process of analysis and engagement undertaken to inform the Placemaking Framework has identified four overarching themes that summarise the vision for the evolution of the town centre and seafront:



Creative and Enterprising

Exmouth will become a place that embraces and fosters creativity and enterprise across everything it does. There will be spaces where new businesses can try out ideas and where local businesses and creativity can be showcased to everyone who visits the town and seafront. This drives economic growth, supports local businesses, and encourages start-ups, supports arts and culture, and benefits from a thriving daytime & evening economy.



Inclusive and Prosperous

Exmouth will be a place where everyone has the opportunity to make use of the natural environment through sport and leisure activities as well as engage economically in the town centre and through business and skills development linked to Exmouth's unique setting and natural environment, as well as the spaces created in the placemaking plan for businesses to develop. This creates an environment where all can thrive individually, as well as together in Exmouth.



Green, Resilient and Sustainable

Exmouth will be a place where green and blue natural environments are the focus of its future, incorporating climate resilience, sustainability, protection of nationally and internationally recognised biodiversity across future developments and local economic development. This will enable Exmouth's and local business brands to be built around its natural assets alongside an innovation centred vision for the how Exmouth will develop in the future.



Unique and Independent

Exmouth is unique and independent. Its unique physical environment enables unique activities and businesses to grow. Through place-based and infrastructural enhancements, the unique qualities are enhanced, and the identity of Exmouth will be strengthened. This enables Exmouth to be independent and chart its own path forward that delivers for both residents and visitors alike. This ensures it can grow and develop sustainably for years to come.

4.2 Placemaking Framework

Exmouth's Placemaking Plan represents a forward-thinking and comprehensive approach to revitalising the town centre and seafront, capitalising on opportunities, addressing its challenges, and outlining strategies to deliver a vibrant and sustainable future. Five strategic objectives and related actions have been devised to realise the vision for the evolution of Exmouth's town centre and seafront over the next decade.

The EPP has considered a range of contextual, socio-economic and infrastructural constraints that impede Exmouth's potential for transformation. A diverse suite of measures to underpin the emerging urban themes has been explored and links back to resolving many of the town's challenges. The interventions have been developed as cross-cutting solutions to tackle economic and spatial issues and catalyse the transformation of Exmouth town and seafront. The strategic framework incorporates EDDC's aims, the community's aspirations, the issues identified, and crucially addresses challenges such as climate emergency and carbon neutral. When integrated, this approach equips Exmouth with a future ready and resilient and deliverable Placemaking Plan.

The five strategic objectives are complementary to achieving the overall vision for the evolution of the town and seafront. Providing an attractive offer for the younger population and economic repositioning is paramount to unlocking Exmouth's potential, by establishing the town and seafront's new offer that is investable, attractive and more accessible and attractive for residents and tourists alike. This repositioning will require EDDC to work alongside other public sector organisations, stakeholders, the private sector, and thriving small and independent businesses. As the key asset owner and local authority EDDC will provide leadership to stimulate sustainable economic growth. The envisioned economic repositioning for Exmouth underpins the spatial placemaking interventions outlined in the following sections.

1 Support the development of sites within the town centre and on the seafront for complementary uses that meet year-round demand from visitors and residents.

The plan seeks to promote development and tourism opportunities by strategically using available land.

2 Enhance connections between existing assets through improvements to the public realm between the town centre and the seafront

A major focus is strengthening the connection between the Town Centre and the seafront by creating a continuous public realm, encouraging seamless accessible movement and a sense of unity.

3 Promote and facilitate temporary activation and meanwhile uses

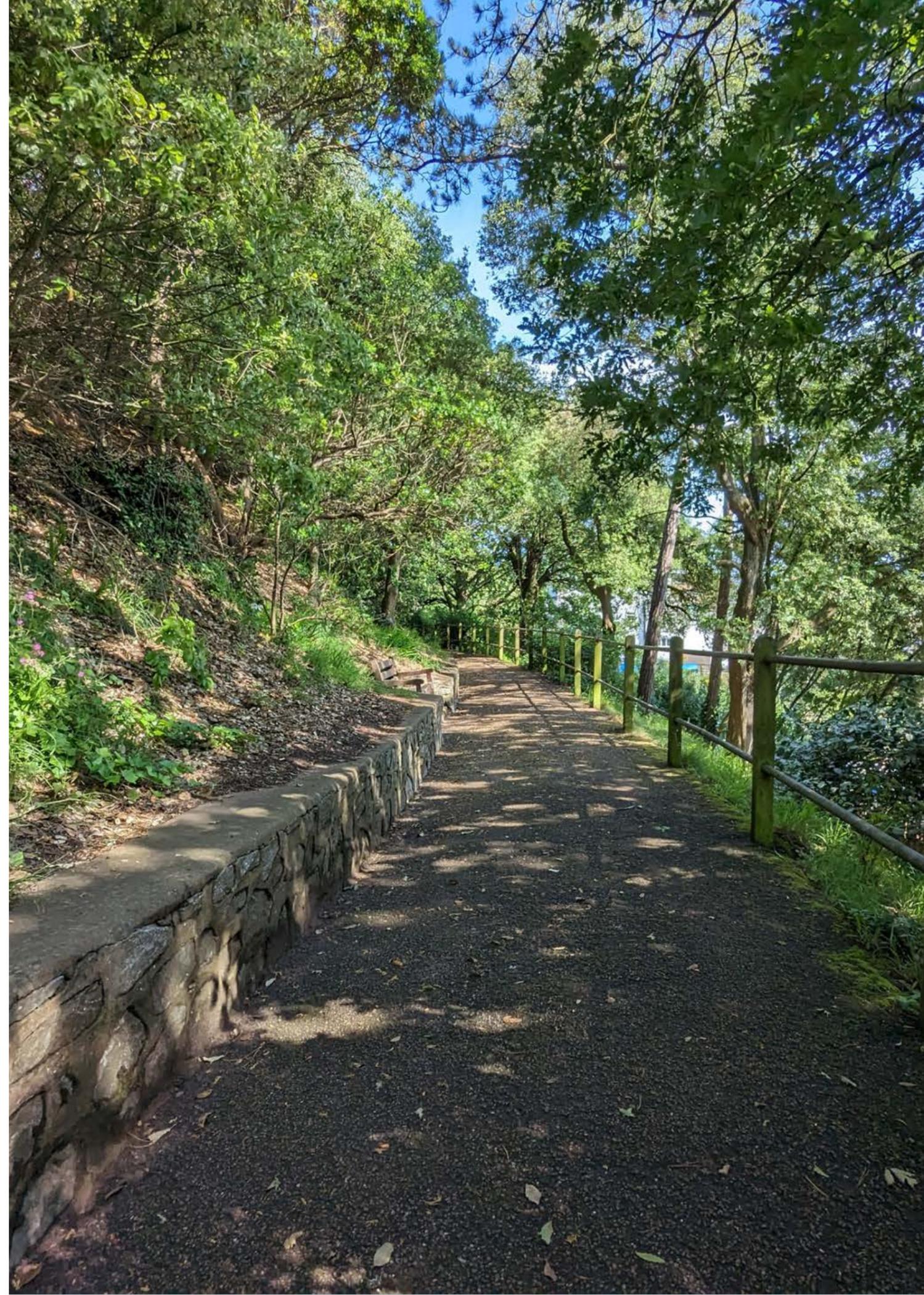
The plan aims to foster year-round interest by encouraging active programming and events that engage the community and visitors alike.

4 Promote opportunities to encourage more active lifestyles for residents and visitors of all age groups including walking and cycling initiatives.

Promoting an active lifestyle for residents and visitors of all age groups is a priority, ensuring that there are opportunities for physical activity and well-being throughout the Town and Seafront.

5 To enhance and celebrate Exmouth's rich biodiversity and natural assets

Celebrating and enhancing the town's natural biodiversity and assets is vital for creating a vibrant, sustainable community.



4.2.1 Strategic Objective 1: Support the development of sites within the town centre and on the seafront for complementary uses that meet year-round demand from visitors and residents

Rationale:

Improving the use of existing sites is a key opportunity for Exmouth to enhance character and enable economic growth. Underutilised sites within the town centre and along the seafront have the potential to be developed for tourism or other enterprise to meet local need.

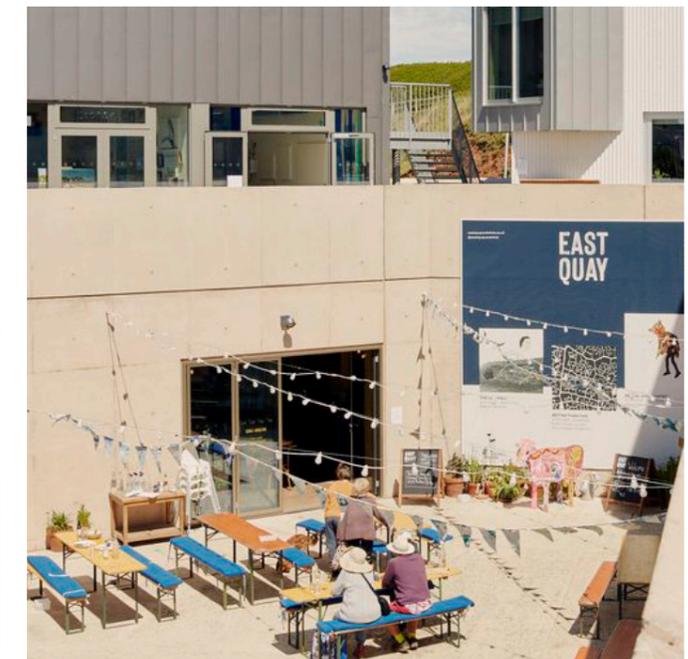
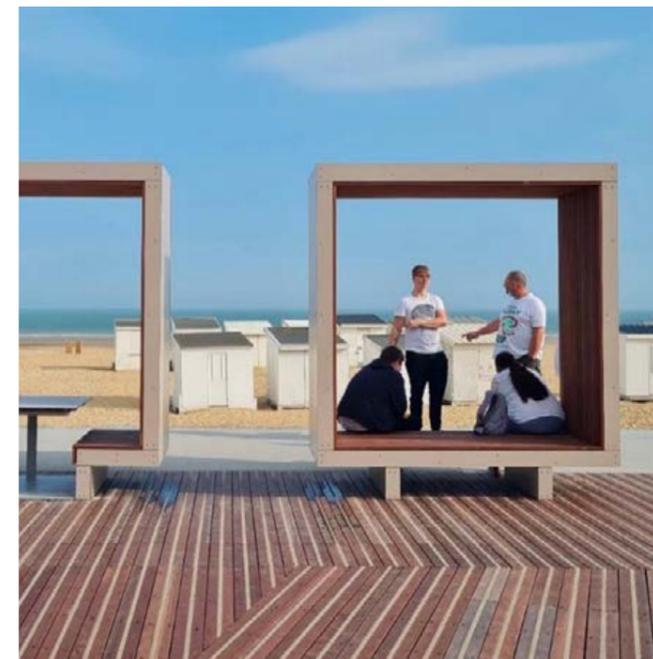
Stimulating new sustainable, low carbon development is a key enabler of other objectives, creating the potential for realising other placemaking opportunities. To complement the seasonal nature of tourism, a focus is needed on more year-round opportunities. Creating spaces that can support this will enable Exmouth to develop a more robust economy with more stable employment and revenue for businesses. It will also create spaces where local entrepreneurs can try out new businesses, which will in turn foster local business networks. Exmouth has a coach friendly status and a more attractive town and seafront will encourage more use of visiting coach facilities.

Aims:

- To maximise the use of land by reimagining spaces to enable a variety of activities and uses.
- To diversify Exmouth's economy from seasonal tourism to a year-round active place with complementary recreational, leisure, and cultural offers.
- To support the emerging entrepreneurial network through collaboration.
- To create new employment and business opportunities.

Actions

1.1	Make the most of existing town centre and seafront assets in public ownership encouraging investment to support diversification of the existing offer.
1.2	Review the use of existing car parks to determine if there are any new development opportunities, without reducing car parking capacity.
1.3	Review use of Beach Gardens car park to investigate opportunities for using the space for temporary activities and cultural programming, which do not impact use of seafront venues.
1.4	Support the provision of a range of business accommodation opportunities to increase occupancy rates in the town centre.



Strategic Objective 1: Support the development of sites in the town centre and on the seafront for complementary uses that meet year-round demand from visitors and residents.



Figure 9: Strategic objective 1 spatial plan

4.2.2 Strategic Objective 2: Enhance connections between existing assets through improvements to the public realm between the town centre and the seafront

Rationale:

Exmouth has great assets that exist almost in isolation – the station, the estuary, the town centre, the marina, multiple seafront attractions, the Maer and Orcombe Point. There is great potential to more effectively connect these assets through simple measures such as improved signage and enhancements to the streets and parks that link them together.

Improvements to accessibility and navigability help harness these great assets to create an even more appealing and attractive place to visit and spend time, thereby encouraging investment and associated new economic activities that benefit both visitors and residents.

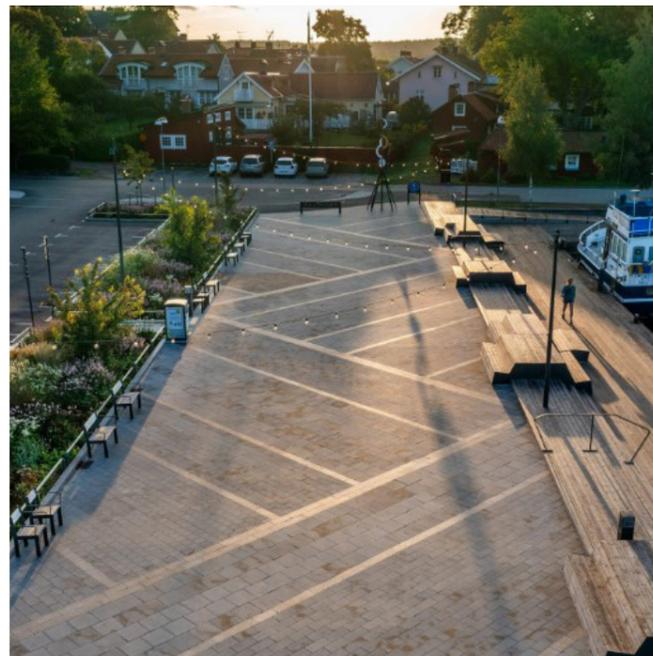
The disconnect between the town, the seafront and the different identified areas and features can be bridged by bringing forward public realm improvements that help tie together Exmouth as a whole, while maintaining and strengthening the distinct character of the constituent parts. As part of improving the public realm and making spaces more accessible, there are also opportunities to promote greater levels of walking and cycling and reduce transport emissions by improving the safety and convenience for active travel users.

Aims:

- To make the most of existing assets and improve the links between them.
- To increase dwell time within the town centre and seafront.
- Refining the place narrative and overall identity.
- To create a safer, more inclusive and enjoyable walking and cycling environment within the town centre and along the seafront.

Actions

2.1	Improved station gateway to provide enhanced welcome point and appropriately nature sensitive connections to Exe Trail, estuary and town centre.
2.2	Commission a wayfinding strategy to improve the legibility of the town centre and the seafront.
2.3	Commission a public realm strategy that guides improvements to streets and open spaces to reinforce the recommendations of the wayfinding strategy.
2.4	Provide information boards around The Maer Nature Reserve and other heritage assets, both built and landscape to promote and celebrate its rich local heritage.
2.5	Support the provision of more drinking water fountains and shower facilities along the seafront.
2.6	Review and update the existing shopfront design guide. Encourage businesses to incorporate design principles when shopfronts are replaced.
2.7	Strand refresh – work with all stakeholders to formalise various uses of this key space to ensure that business spill-out, events and meanwhile activities are complementary and compliant with requirements for use and maintenance.



Strategic Objective 2: Enhance connections between existing assets through improvements to the public realm between the town centre and the seafront

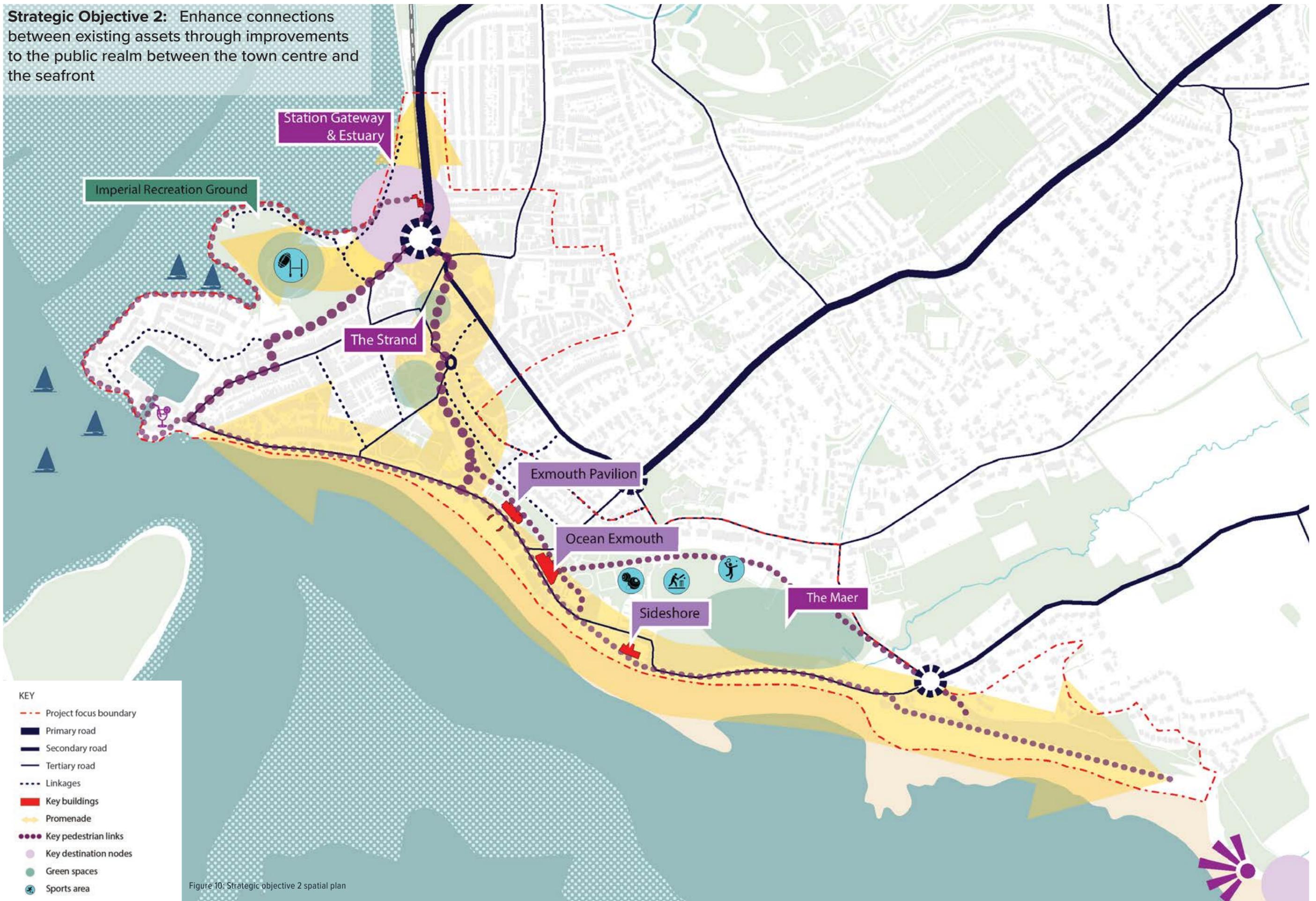


Figure 10: Strategic objective 2 spatial plan

4.2.3 Strategic Objective 3: Promote and facilitate temporary activation and meanwhile uses

Rationale:

Exmouth has good availability of public space with potential to facilitate temporary business enterprise and events, offsetting limited availability of land for new development. The benefit of temporary uses (meanwhile uses) is the opportunity for experimentation with new formats and events that provide low-cost opportunities to promote local businesses.

The proposed approach to meanwhile uses is to promote and facilitate the use of existing public spaces within the town centre and on routes to and along the seafront. Through small interventions such as landscape improvements and provision of power and storage, existing spaces will gain the flexibility to host temporary activities including market stalls, food stalls, performance spaces and art installations.

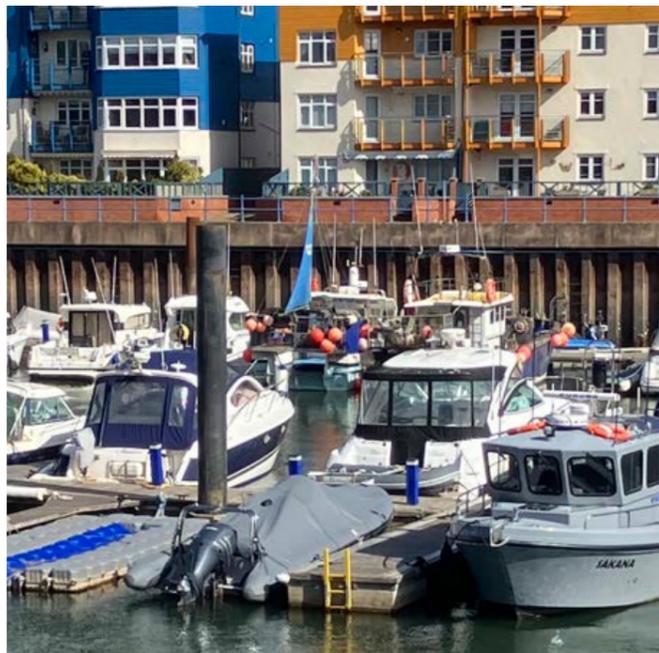
Complementary to the other strategic objectives, by helping to promote meanwhile uses and increasing the use and vitality of existing spaces, an enhanced offering of activities and events will help create year round interest in Exmouth, with the support of a renewed events strategy, increasing the appeal of the town for residents and visitors alike and encouraging further investment.

Aims:

- Create opportunities for local enterprise
- Create opportunities to promote local artists
- Create additional vitality and greater use of existing spaces

Actions

3.1	Promote public art to complement the heritage buildings and foreground the arts and culture of Exmouth. Support this through creation and signing of additional art /culture and heritage trails to diversify the tourist attractions.
3.2	Promote evening events throughout the year, especially food focused events that make use of existing and enhanced public realm.
3.3	Provide events infrastructure in appropriate locations to enhance the ease of setting up events. Infrastructure such as charging points, existing footfall counters etc.
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 Beach Gardens / Queens Drive Space as a family attraction by considering them as complementary assets and spaces. Reconfigure to make best use of all available space.



Strategic Objective 3: Promote and facilitate temporary activation and meanwhile uses

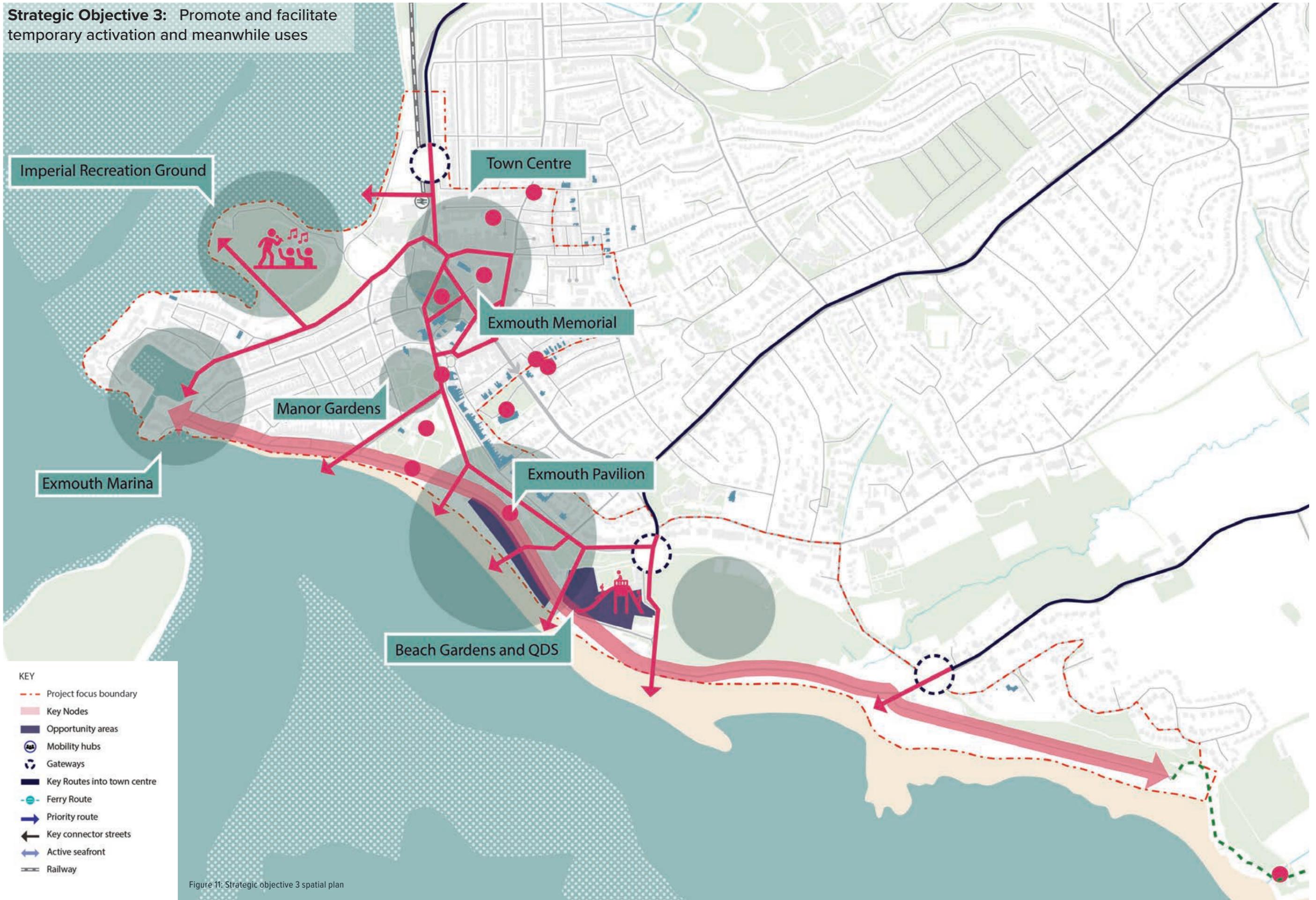


Figure 11: Strategic objective 3 spatial plan

4.2.4 Strategic Objective 4: Promote opportunities to encourage more active lifestyles for residents and visitors of all age groups including walking and cycling initiatives

Rationale:

Exmouth is located at the meeting point of the Exe Estuary Trail cycle path and the Jurassic Coast walking route. It is also an established hub for water sports activities. There is great potential to make more of these assets and the connections between them to strengthen the identity of Exmouth as a place that supports active lifestyles for residents and visitors of all ages. Much of this potential lies in the opportunity to improve signage, wayfinding, and active travel provision within the public realm that links these assets.

The best form of placemaking is making the most of existing assets. Encouraging more indoor and outdoor pursuits and activities in local leisure centres, sports clubs, in the natural environment, and building on Exmouth's standing as a watersports centre, helps strengthen the towns offer and promotes active lifestyles. These facilities need protecting and encouraging. Potential interventions range from hubs at the start / end point of the Exe Trail and Jurassic Coast Path and at strategic locations within the town and along the seafront to help orient users and link them to the other outdoor attractions. Each hub creates an opportunity for economic activity, including cycle hire / maintenance, refreshment and other retail and information / sales for water-based activities.

In addition to hubs to support walking and cycling, active travel routes through the town centre and along the seafront should be enhanced to promote more sustainable travel and further support healthy lifestyles by offering attractive, affordable and safe alternatives to car use, this is particularly important in promoting low-carbon lifestyles and contributing to lowering carbon emissions in line with the Climate Emergency.

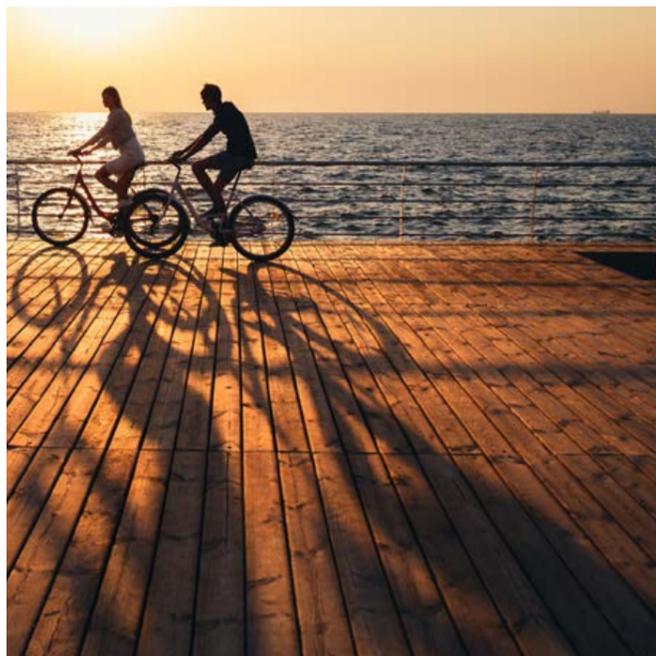
Transportation can also be found on the water, with water taxis and ferry boats operating throughout the year. These services should link in with other active travel and public transport hubs.

Aims:

- Create hubs within the town centre and along the seafront that become the gateways to the regional walking and cycling network and water sports activities.
- Prioritising walking and cycling across Exmouth town centre and the seafront to create safer, more inclusive mobility options.
- Improve access to healthier choices and reduce car dependency by providing low-cost transport links to destinations.

Actions

4.1	Encourage hubs within the town centre and the seafront to harness the opportunity to link into the wider walking and cycling networks.
4.2	Undertake surveys to identify opportunities to promote walking and cycling within the town centre and along the seafront. Create clearly defined, safe walking and cycling routes where possible.
4.3	Promote use of the rail link as a park-and-ride system to reduce traffic in the town centre and seafront.



Strategic Objective 4: Promote opportunities to encourage more active lifestyles for residents and visitors of all age groups including walking and cycling initiatives.



Figure 12: Strategic objective 4 spatial plan

4.2.5 Strategic Objective 5: To enhance and celebrate Exmouth's rich biodiversity and natural assets

Rationale:

Exmouth is framed by a high-quality natural environment and there are abundant opportunities to improve green links between the estuary, the town centre, the seafront, the Maer and Orcombe Point and to increase the biodiversity of other green spaces within the town centre and along the seafront to enhance the ability of residents and visitors to access and appreciate the natural environment.

Making the most of nature-based assets will help strengthen the sense of place by highlighting the building on this existing strong characteristic of Exmouth. This will further improve Exmouth's unique appeal and create new tourism opportunities as well as attracting new business and residents who want to be able to experience and celebrate natural environments.

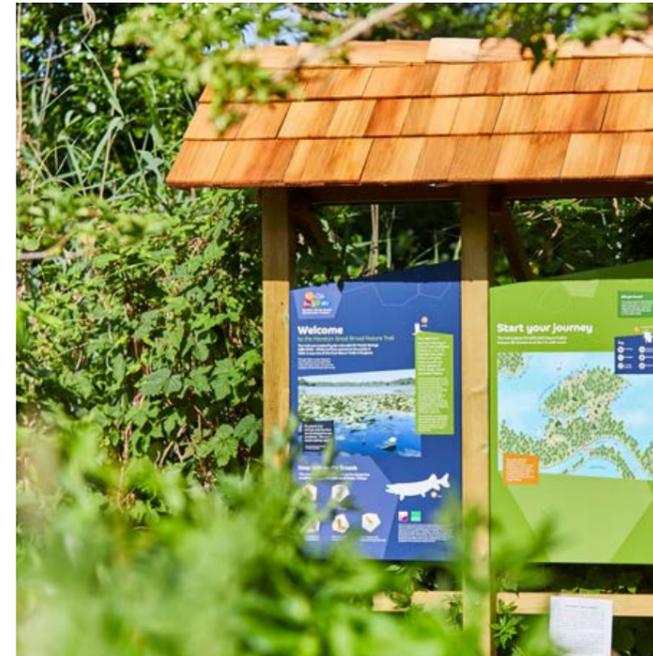
Preserving and protecting Exmouth's natural environment is a strong priority for the community and stakeholders, with improved green spaces recognised as a cost-effective way to visually enhance the urban environment, as well as delivering improvements in biodiversity and health and well-being. It is also an opportunity to bring together the community, landowners, and community organisations to participate and get involved in the co-design, management and maintenance of the green spaces.

Aims:

- To conserve and enhance existing green spaces.
- To enhance connections to the surrounding natural environment.
- To increase biodiversity within existing open spaces.

Actions

5.1	Enhance biodiversity of flora and fauna along Queens Drive.
5.2	Link the station gateway area with the estuary by creating a public space at the arrival point to provide uninterrupted views across the estuary. Create non-invasive opportunities for bird watching.
5.3	Enhance cohesion of the town centre, links to the seafront and seafront public realm by introducing a unified and appropriate coastal planting palette.
5.4	Develop a green infrastructure strategy for Exmouth to enhance green links that connect the town centre and seafront to the surrounding countryside.
5.5	Support the creation of a green infrastructure partnership between community groups, businesses, landowners and town, district and county councils to co-design, implement and steward the green infrastructure strategy.



Strategic Objective 5: To enhance and celebrate Exmouth's rich biodiversity and natural assets

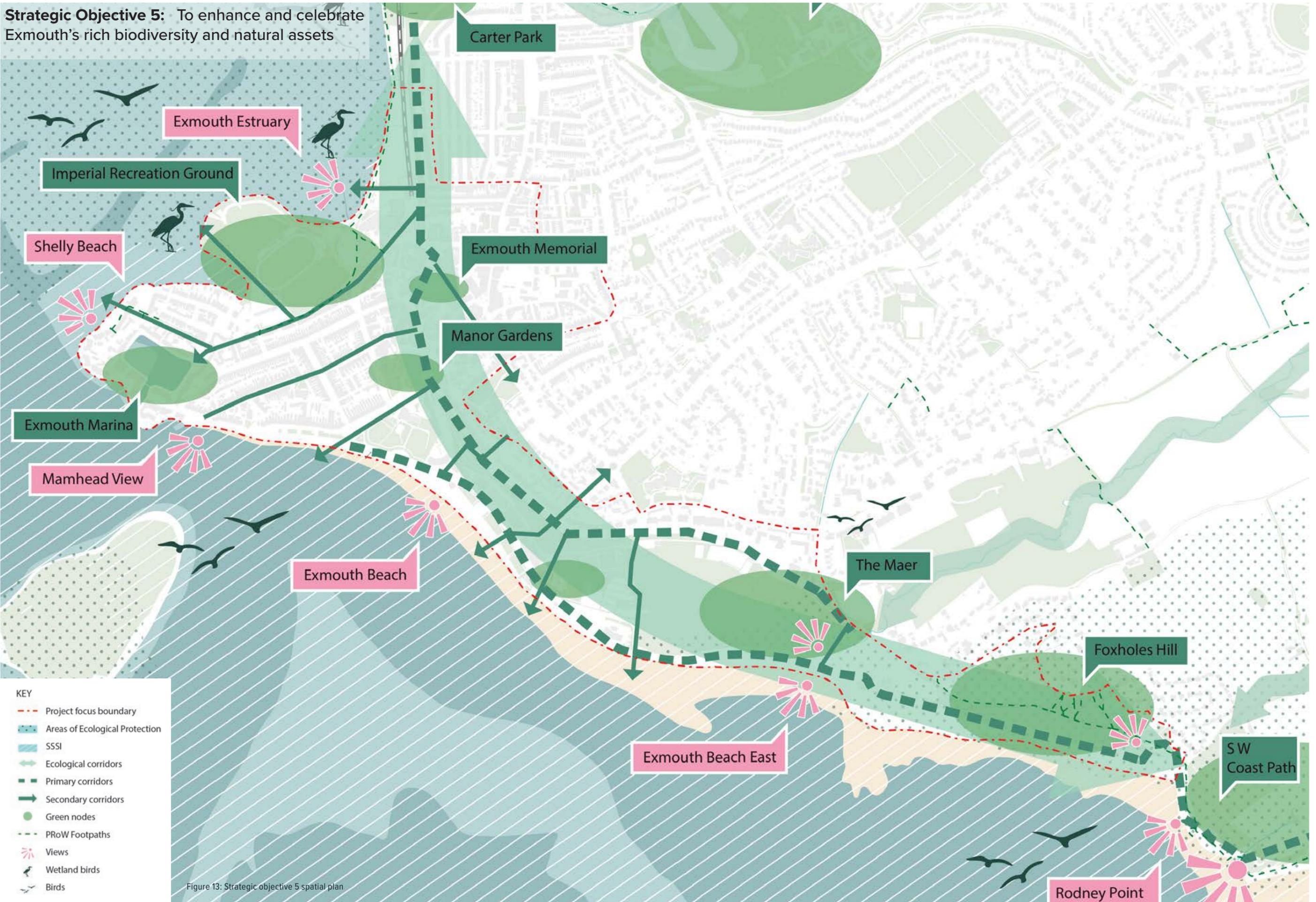


Figure 13: Strategic objective 5 spatial plan

4.3 Summary of key interventions

The plan below overlays all the proposed actions to meet the strategic objectives for the evolution of the town centre and seafront. This provides an overall framework for more detailed proposals to be developed for key intervention areas with an understanding of the future context. The plan identifies three focal areas for intervention - the station gateway, the town centre and Beach Gardens / Queens Drive Space. These areas and the connections between them are the key elements of the Placemaking Plan.

The vision for the **station gateway** is to enhance the arrival experience into Exmouth - acting as a focal point for visitors arriving by train and to the main car parks north and south of the station. The key design objective for the area improvements is to create a clear and attractive route to the town centre, that will also be the main route to the seafront, with the aim of directing footfall through the heart of the town centre. The area will also provide an enhanced link towards the estuary coastline and enhanced gateway to the town from the Exe Trail and coastal path.

The vision for the **town centre** is the creation of an enhanced environment for pedestrians and cyclists and increased vibrancy through additional meanwhile uses that support new business growth. The key elements of a refreshed public realm will be the route from the station gateway to The Strand, The Strand itself as the heart of the town centre and the onward route to the seafront through Manor Gardens and across the Beacon Hill zebra crossing to Madeira Walk.

The enhancement of **Beach Gardens** and **Queens Drive Space** will be the focal point of wider improvements that will be made to the whole seafront public realm over time. Beach Gardens and Queens Drive Space will be refreshed to support a greater variety of meanwhile uses to increase vibrancy and support new business, art and cultural activities. Phased improvements to the wider seafront public realm will create an enhanced environment for pedestrians and cyclists.



Figure 14: Exmouth Seafront and Town Centre Placemaking Plan

5.0

DELIVERY PLAN





Manor Gardens

5.0 Delivery Plan

5.1 Phasing and Delivery

This chapter outlines the key steps needed to progress the delivery of the strategy framework in the short to long term to enhance the town centre and the seafront. The plan takes into account the complexity of all interventions by determining the readiness, ease of implementation, priority and estimated costs of each.

- The score for **readiness and ease of implementation** relates to dependency on other initiatives.
- The score for **prioritisation** is an evaluation based on the relative importance of the action to achieving the strategic objectives from stakeholder engagement feedback.
- 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.

Strategic Objective 1: Support the development of sites in the town centre and on the seafront for complementary uses that meet year-round demand from visitors and residents.

	Actions	Readiness	Ease of Implementation	Priority	Impact	Cost
1.1	Make the most of existing town centre and seafront assets in public ownership encouraging investment to support diversification of the existing offer.	Low - requires a detailed analysis and a strategy to define a future direction. It also needs management agreement for spaces that are owned by DCC and EDDC via a management agreement.	Low - the complex land ownership and occupancy contracts make it challenging to bring forward any strategic change to the town centre built form.	Medium		
1.2	Review the use of existing car parks to determine if there are any new development opportunities, without reducing car parking capacity.	Medium - car parking study is required as an initial step towards releasing land. This action also need engagement with Devon County Council.	Low - as private sector involvement and funding is required.	Medium		
1.3	Review use of Beach Gardens car park to investigate opportunities for using the space for temporary activities and cultural programming, which do not impact use of seafront venues.	High - outline design and costing already available - awaiting funding	Medium - construction likely to be disruptive	High		
1.4	Support the provision of a range of business accommodation opportunities to increase occupancy rates in the town centre.	Medium - initial survey needed and delivery and support mechanisms need to be devised	High	High		

Strategic Objective 2: Enhance connections between existing assets through improvements to the public realm between the town centre and the seafront.

	Actions	Readiness	Ease of Implementation	Priority	Impact	Cost
2.1a	Initial phase - light touch improvements to 'Station Gateway' area.	High - successful land assembly will allow joint venture for light touch improvements.	Medium - works will require co-ordination between multiple stakeholders.	High		
2.1b	Later phase - comprehensive improvements to 'Station Gateway' area to provide enhanced welcome point and appropriately nature sensitive connections to Exe Trail, estuary & town centre.	Low - requires significant feasibility, planning and stakeholder involvement.	Low - works will require co-ordination between multiple stakeholders and cause disruption.	High		
2.2	Commission a wayfinding strategy to improve the legibility of the town centre and the seafront.	High - not dependent on delivery of any other project.	High - following completion and agreement of the strategy just requires the manufacture and installation of signs.	High		
2.3	Commission a public realm strategy that guides improvements to streets and open spaces to reinforce the recommendations of the wayfinding strategy.	Medium - needs to follow after completion of the wayfinding strategy.	Medium - the works can be phased, but public realm projects by their nature can be disruptive.	Medium		
2.4	Provide information boards around The Maer and other heritage assets, both built and landscaped, to promote and celebrate its rich local heritage.	Medium - needs to follow after completion of the wayfinding strategy.	High - as it can be incorporated as part of the wayfinding strategy.	Medium		
2.5	Support the provision of more drinking water fountains and shower facilities along the seafront.	Medium - partners and potential locations need to be identified.	Medium - once partners and funding have been identified - complexity will vary between locations.	Medium		
2.6	Review and update the existing shopfront design guide. Encourage businesses to incorporate design principles when shopfronts are replaced.	High - to align with the other actions for the town centre,	High - could be resourced jointly with stakeholders.	High		
2.7	Strand refresh - work with all stakeholders to formalise various uses of this key space to ensure that business spill-out, events and meanwhile activities are complementary and compliant with requirements for use and maintenance.	High - to align with the other actions for the town centre,	Medium - the works can be phased, but public realm projects by their nature can be disruptive.	High		

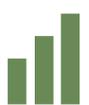
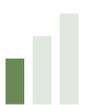
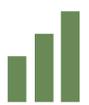
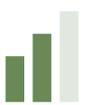
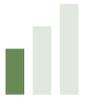
Strategic Objective 3: Promote and facilitate temporary activation and meanwhile uses

	Actions	Readiness	Ease of Implementation	Priority	Impact	Cost
3.1	Promote public art to complement the heritage buildings and foreground the arts and culture of Exmouth. Support this through creation and signing of additional art /culture and heritage trails to diversify the tourist attractions.	Medium - requires commissioning of an art strategy prior to delivering art.	Medium - as it requires permission from the building owners, and is subject to the form of art. I.e. Painting or mural.	Medium		
3.2	Promote evening events throughout the year, especially food focused events that make use of the newly created seafront huts and other public realm and pedestrianised spaces.	Medium - requires development of a year-round events strategy.	Medium - as it requires traffic and parking to be resolved to create space for events.	Medium		
3.3	Provide events infrastructure in appropriate locations to enhance the ease of setting up events. Infrastructure such as charging points, existing footfall counters etc.	Medium - requires agreement of suitable specification and development of a year-round events strategy.	High - As the current events spaces are well defined.	Medium		
3.4	Create opportunities for arts and culture by repurposing the existing assets, complementing them with new facilities and a curation strategy.	Medium - requires agreement of suitable locations, and identification of resource to manage and decommission.	Medium - would require external organisation / stakeholder delivery.	Low		
3.5	Strengthen the experience at Beach Gardens / Queens Drive Space as a family attraction by considering them as complementary assets and spaces. Reconfigure to make best use of all available space.	High - as there is readily available space.	High - as the space requires minimal physical intervention.	High		

Strategic Objective 4: Promote opportunities to encourage more active lifestyles for residents and visitors of all age groups including walking and cycling initiatives.

	Actions	Readiness	Ease of Implementation	Priority	Impact	Cost
4.1	Encourage hubs within the town centre and the seafront to harness the opportunity to link into the wider walking and cycling networks.	High - as the basis for the network is already present so identifying suitable locations and spaces for the hubs is the principal requirement.	Medium - as the sites for the hubs and the facilities provided at the hubs will require consultation and planning.	Medium		
4.2	Undertake surveys to identify opportunities to promote walking and cycling in the town centre and along the seafront. Create clearly defined, safe walking and cycling routes where possible.	High - As there is broad support for these changes across key stakeholders.	High - as the spaces already exist and will only require reconfiguration of existing street spaces allocations.	Medium		
4.3	Promote use of the rail link as a park-and-ride system to reduce traffic in the town centre and seafront.	High - as the infrastructure is readily available at Digby and Sowton station close to M5 Junction 30, where the existing park and ride facility has spare capacity.	High - as the only requirement is to agree and organise a promotional campaign.	Medium		

Strategic Objective 5: To enhance and celebrate Exmouth's rich biodiversity and natural assets.

Actions	Readiness	Ease of Implementation	Priority	Impact	Cost
5.1 Enhance biodiversity of flora and fauna along the seafront public realm.	Low - as it requires identification and creation of several planting areas.	Medium - once planting areas are identified, the implementation is dependent only on funding availability.	Medium		
5.2 Link the station gateway area with the estuary by creating a public space and legible route to provide a link to the edge of the estuary. Create non-invasive opportunities for bird watching.	Low - as it requires significant investment and reorganisation of land uses.	Low - as several interventions are required to design and make available the land required.	Medium		
5.3 Enhance cohesion of the town centre, links to the seafront and seafront public realm by introducing a unified and appropriate coastal planting palette.	High - as planting palette can be commissioned quickly.	Medium - once planting areas are identified, the implementation is only dependent on the seasons.	Medium		
5.4 Develop a green infrastructure strategy for Exmouth to enhance green links that connect the town centre and seafront to the surrounding countryside.	High - as strategy can be commissioned quickly to build on work already undertaken in preparation of the Neighbourhood Plan.	Low - as negotiation will be needed with multiple landowners to agree the proposed implementation and maintenance of the GI network. landowners interventions are required to design and make available the land required.	Medium		



5.2 Funding and investment

The EPP provides the strategic direction for the evolution of Exmouth town centre and seafront through placemaking interventions that will contribute positively towards the future sustainability of the communities. These will include investment opportunities associated with developing and improving specific areas and sites alongside opportunities for investment in the public realm and infrastructure.

The EPP is intended to provide policy and spatial guidance for the town centre and seafront for a period of up to ten years; and is designed to be used by the Councils and their stakeholders to help deliver their strategic objectives, which are embedded in the plan objectives.

There are several options to source funding for interventions within the EPP. These include: support from local authorities, UK Government regeneration Funding, funding from S.106/CIL, funding from the charitable sector, such as the National Lottery funding; as well as private capital investment from key businesses and local stakeholders in Exmouth.

5.3 Enabling change

The delivery of the Exmouth Placemaking Plan will require continued collaborative working between East Devon District Council, Exmouth Town Council and Devon County Council. Ongoing public engagement is also required as projects are developed, to ensure that the community are involved in decision making.

The plan aims to provide EDDC, ETC and DCC, along with their stakeholders, the right mix of growth opportunities that will sustain the health of Exmouth.

It will be important to keep monitoring and adjusting the plan over time, adapting to changing circumstances and opportunities and learning from which actions have the most positive impact.

Working towards delivery of the agreed vision for the evolution of Exmouth town centre and seafront will require a broad coalition of supporters to take long-term ownership and responsibility for implementing and reviewing the plan.

5.4 Next steps

This placemaking plan sets out the strategic objectives and supporting actions to evolve Exmouth town centre and seafront into a forward looking and economically resilient place.

In order to move forward with implementation of the plan, in addition to the programme of opportunities defined in the plan, it is recommended that further activities should be undertaken to add additional detail and robustness:

- Commissioning further studies such as transport and movement study to substantiate the recommendations within this plan.
- Detailed design of the priority areas along the seafront and within the town centre to ascertain the viability and feasibility of the projects, and improve readiness to seek funding opportunities.
- Undertake soft market testing with potential partners and private sector collaborators to secure investment in the priority projects.



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Exmouth
Town Council