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**EXMOUTH REGENERATION PROGRAMME BOARD  
ACTION POINTS FROM A MEETING  
HELD AT ROYAL BEACON HOTEL, EXMOUTH ON TUESDAY 29 MAY 2012**

Present:

Councillor Andrew Moulding	ATM	EDDC
Graham Godbeer	GG	EDDC
Timothy Wood	TW	EDDC
Jill Elson	JE	EDDC
Pauline Stott	PS	Exmouth Town Council
Bernard Hughes	BH	Devon County Council
Eileen Wragg	EW	Devon County Council
Colin Poole	CP	Exmouth Town Council
John Thorogood	JT	Exmouth Chamber of Commerce
Richard Jacobs	RJ	EIC Contractors
Neil Downes	ND	Exe Estuary Management Partnership
Steve Gazzard	SG	Exmouth Town Council
Donna Best	DB	Principal Estates Surveyor, EDDC
Chris Lane	CL	EDDC
Nick Stephen	NS	Communications Officer, EDDC
Lisa Timberlake	LT	Development Surveyor
Ian McQueen	IM	Exmouth Chamber of Commerce
Neil Blackmore	NB	Landscape Architect
Andrew Ardley	AA	Devon County Council
Maureen McAllister	MMc	McAllister & Co

Apologies:

Tony Alexander	TA	ECC
Ian Harrison	IH	Devon County Council
Tony Alexander	TA	Exmouth Community College
Ed Freeman	EF	Development Manager, EDDC

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Richard Cohen	RC	Deputy Chief Executive, EDDC
Kate Little	KL	Head of Economy, EDDC
Keri Denton	KD	DCC

The meeting started at 9.15am and finished at 11.00am.

<b>Item</b>	<b>Notes/Decisions</b>	<b>Action</b>
<b>1.Introduction</b>	Councillor Andrew Moulding welcomed all those present to the meeting.	
<b>2. Report of meeting held on 1 March 2012</b>	The report of the meeting held on 1 March 2012, was confirmed as a true record subject to BH informed the meeting that the 37% growth on the Avocet Line was over the last 5 years, not the past year.	To note
<b>3. Matters Arising</b>	<p><u>Brief Updates</u> (Minute 6 - 1 March 2012 refers)</p> <p>CP reported there Exmouth had not been successful in its Portas Pilot bid.</p> <p>The Board noted that pledges of £115,000 had been made towards the establishment of the Rolle Centre. This should be sufficient to get the project started.</p> <p><u>Coastal Communities Fund</u> (Minute 8 - 1 March 2012 refers)</p> <p>Members noted that no further progress could be reported on the Coastal Communities Fund. WM informed the meeting that the Fund was greatly oversubscribed.</p>	
<b>4. Estuarieside Transformation &amp; Camperdown Creek</b>	<p>DB reported that staff commitments had been made and a Delivery Team put in place for this project.</p> <p>The Estuarieside had 3 key areas:</p> <ol style="list-style-type: none"> <li>1. Rugby Club – investigations were being undertaken to find a new alternative sites for the club’s training ground (if this was the best place in planning terms for a new supermarket);</li> <li>2. The need to understand ground conditions. The next step was discussions with the Environment Agency and Natural England;</li> <li>3. The Transport Interchange – what would it look like and how much would it cost.</li> </ol> <p>CP reported on the involvement of the Exmouth Public Transport Partnership in the Transport Interchange. Initial discussions had been held with DCC Highways regarding the Transport Interchange.</p>	<b>DB</b>

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<p><b>5. Elizabeth Hall site</b></p>	<p>The need to involve the Exmouth Public Transport Partnership in any discussions on the Transport Interchange was acknowledged.</p> <p>DB further reported that the Estates Team were working with the Sea Scouts and Sea Cadets to try to find a site to co-locate both.</p> <p>Members noted that Peter Gilpin, Chief Executive of LED was talking to Exmouth Community College regarding the building they leased from EDDC. They wished to remain in this building and had plans to improve the facilities. The need for EDDC to make a decision regarding LED remaining in the building was acknowledged.</p> <p><b>Action</b> AM to meet LED to discuss the issue and ensure security of tenure for LED for this building.</p> <p>RJ raised the possibility of moving Marine Way next to the Rugby Club and further away from the town. Members noted that DCC were looking at this issue. The problem of moving the railway line and station were recognised.</p> <p>PS raised the issue of moving the Camperdown Terrace Depot and DB reported that this was linked with the Knowle Office Relocation project. Alternative sites for the Depot were being investigated.</p> <p>DB reported that the Elizabeth Hall site had now been marketed and a brochure circulated to interested parties. Expressions of interest had been requested by the end of June and a final tender date to be set for early September. There was a campaign of local opposition to the sale of the site and demolition of the Elizabeth Hall from some Exmouth residents. This had included a march through the centre of town, which had been covered by BBC Spotlight.</p> <p>PS reported that much of the concern from local residents was regarding the loss of weekend car boot sales. DB reported that EDDC was looking at potential alternative sites for a car boot sale.</p> <p>RJ considered that the duty of the Regeneration Programme Board was to encourage the regeneration of the town and the Elizabeth hall site could be used in a better way than its current use.</p>	<p>AM/DB</p>
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<p><b>6. Queens Drive, Exmouth Splash</b></p>	<p>DB reported that architects had been instructed to work up designs to improve the Queens Drive area of Exmouth. The aim of the redevelopment was to produce a new, colourful, active and vibrant area.</p> <p>It was confirmed that the Architects would work with leaseholders and members closely when making any proposals and the designs would be worked into a development brief for the area before going for public consultation. This work would be brought to the Regeneration Board for comment at a later date.</p> <p>Members noted that a number of leaseholders were interested in bringing proposals forward. RJ issued a note of caution in that banks were currently very cautious about lending for such projects and in particular to small businesses.</p> <p>(BH declared an interest in this item as a tenant of a building on Queens Drive)</p>	
<p><b>7. Signage in Exmouth</b></p>	<p>Neil Blackmore reported on the proposed roll out of new signage for Exmouth. There was the need for coordination and collaboration between DCC, EDDC, ETC, key businesses and other stakeholders to map and note the existing signage.</p> <p>There was the need to devise a programme of action. It was inevitable that each area of signage needed to be tackled in phases, but with an overall plan in place. It was hoped that Street Scene would start their audit of signage in East Devon in Exmouth.</p> <p>During discussions the following comments were made:</p> <ul style="list-style-type: none"><li>• The signs to the TIC and seafront were misleading;</li><li>• The war memorial in the Strand was being used by skateboarders as a play area;</li><li>• Any signage needed to be “upfront” and coordinated;</li><li>• The need to coordinate all the attractions in the town on one sign;</li><li>• The skate park in Phear Park had been upgraded and any signage for this should incorporate this information;</li><li>• The signage for Exmouth Museum needed to be improved;</li></ul>	

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<p><b>8. The Strand</b></p>	<ul style="list-style-type: none"><li>• Introducing a strap line and logo to sell Exmouth would be a good approach;</li><li>• Work had been done by Tony Collins, former Town Manager and the strap line had been “Exmouth Come to Life” had been used;</li><li>• The signage in Exmouth was poor and needed improving, particularly for the town centre and seafront;</li><li>• The importance of simplicity in signage and “getting it right”;</li><li>• The need to have a fresh look at traffic signage and trying to remove as much traffic as possible from the town centre;</li><li>• The very poor signage in the town for visitors;</li><li>• The importance of introducing visual signage in the town.</li></ul> <p>DB reported that delivery had been taken of the new cleaning machine for the Strand. DCC Highways were looking at pavement licences for tables and chairs in the Strand. Also the application for the premises licence for the area was imminent.</p> <p>The Estates Section was working with traders in the area to investigate the possibility of alternative uses for the multipurpose building in the Strand.</p> <p>During discussions the following comments were made:</p> <ul style="list-style-type: none"><li>• The lights in the war memorial or roundabout did not work properly;</li><li>• The cleaning machine was very good and did a good job cleaning the Strand area;</li><li>• Consultation should be carried out with Exmouth residents on uses for the multipurpose building;</li><li>• The need to finish the planting and other works in the Strand to make it more attractive;</li><li>• There were a large number of food retailers around the Strand and there needed to be a consensus amongst them as to what went in the multipurpose building;</li></ul>	
<p><b>9. Communication Strategy for Exmouth &amp; Communications Update</b></p>	<p>NS emphasised the importance of communication and of communicating well. He felt that it was the key to success, particularly whilst the Exmouth Regeneration Programme was underway. He considered that EDDC had not been particularly good at communicating its decisions in Exmouth.</p> <p>McAllister &amp; Co, Communication Consultants had been appointed to work with EDDC over</p>	

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	<p>communicating the Exmouth Regeneration programme. They had established an Exmouth Vision website and information cards had been circulated at various venues within the town. As well as using Facebook and Twitter to get across the EDDC message</p> <p>MMc reported that that the Exmouth Vision site had a page for each project which gave the facts on the projects to visitors and which they could make comments. She confirmed that she did monitor the site on at least a daily basis</p> <p>Members of the Regeneration Programme Board were encouraged to visit the site and make their comments. The use of Facebook and Twitter was also encouraged and there was no censorship on comments using these mediums, except for bad language or personal attacks (to date there had been neither).</p> <p>MMc reported that question and answer briefing papers had also been prepared. Her firm was able to help prepare briefing papers for meetings for Councillors, if required.</p> <p>Members emphasised the importance of getting the communication strategies right so the reasons behind the Regeneration decisions taken could be explained. RJ emphasised the importance of engaging with visitors to the town to obtain their views. Signage also needed to look t communication issues.</p>	
<b>10. Any Other Business</b>	<p><u>Bowling Alley</u></p> <p>The Board wished to thank Mark Quinn for his excellent work in completing the bowling alley.</p> <p><u>DCC assets in Exmouth</u></p> <p>JE requested that an item be put on the agenda of the next meeting of the Programme Board discussing which assets in Exmouth DCC were currently reviewing.</p> <p><u>TIC</u></p> <p>Members noted that the TIC was currently located in</p>	

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	<p>a shop in the town and seemed to be working well. GG considered that TIC's should be renamed "Information Centres", to better reflect their activities.</p> <p><u>Pier Head and Mamhead Slipways</u></p> <p>Members noted the need for more funding to take this forward. A request was made that the owners of an untidy adjacent site make tidy up that area.</p>	
<p><b>11. Dates and times of future meetings</b></p>	<p>The next calendared meetings would be held on:</p> <p>Thursday 6 September 2012 Thursday 29 November 2012</p>	<p><b>CL/All</b></p>