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**EXMOUTH REGENERATION PROGRAMME BOARD
ACTION POINTS FROM A MEETING**

HELD AT ROYAL BEACON HOTEL, EXMOUTH ON THURSDAY 28 NOVEMBER 2013

Present:

Councillor Andrew Moulding	ATM	EDDC
Bernard Hughes	BH	Devon County Council
Andrew Leadbetter	AL	Devon County Council
Jill Elson	JE	EDDC
Pauline Stott	PS	Exmouth Town Council
Ian Thomas	IT	EDDC
John Humphreys	JH	EDDC
Richard Jacobs	RJ	EIC Group
Chris Lane	CL	EDDC
Andrew Ardley	AA	Devon County Council
Richard Cohen	RC	Deputy Chief Executive, EDDC
Lisa Timberlake	LT	EDDC
Alison Hayward	AH	EDDC
Timothy Wood	TW	EDDC
Carol Austiin	CA	EDDC
Neil Downes	ND	Exe Estuary Management Partnership
Ian MacQueen	NM	Exmouth Chamber of Commerce
Colin Poole	CP	Exmouth Town Clerk

Apologies:

Tony Alexander	TA	Exmouth Community College
Ian Harrison	IH	Consultant

The meeting started at 9.15am and finished at 11.30am.

Item	Notes/Decisions	Action
1.Introduction	Councillor Andrew Moulding welcomed all those present to the meeting.	

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<p>2. Report of meeting held on 5 September 2013</p>	<p>The report of the meeting held on 5 September 2013, was confirmed as a true record.</p>	<p>To note</p>
<p>3. Declarations of Interest</p>	<p>(IMacQ declared an interest as his wife was a member of the Exmouth Town Council Planning Committee) (BCJH declared a personal interest in this item as a leaseholder on the Esplanade)</p>	
<p>4. Matters Arising</p>	<p><u>Rolle College</u> (Minute 3 –5 September 2013 refers)</p> <p>RC reported that he had held a meeting with REL yesterday and there could be interesting news on a mixed use development in the near future.</p> <p><u>Orcombe Point</u> (Minute 3 –5 September 2013 refers)</p> <p>It was hoped that Lesley Garlick from DCC would be able to report to a future meeting on progress at Orcombe Point</p> <p><u>Foxholes Hub</u> (Minute 7 – 5 September 2103 refers)</p> <p>No further progress was reported on this matter.</p> <p><u>The Strand, Exmouth</u> (Minute 8 – 5 September 2013 refers)</p> <p>LT reported that quotations were being obtained from a landscape gardener for more planting in The Strand. The design of planting was yet to be agreed. RC confirmed that The Strand was being well used for local events.</p>	<p>LG</p>
<p>5. Town Council Town Team & Tourism Forum Presentation</p>	<p>The Board received a Town Council & Tourism Forum Team presentation from CP.</p> <p>The Team’s successes included:</p> <ul style="list-style-type: none"> ❖ Briefings and training – Street Cafe licensing, better marketing and use of IT; ❖ Joint approach to marketing – Shared Adverts, shared customer surveys, commercial solutions; ❖ Marketing Exmouth; ❖ Communication channels. <p>During discussions the following points and questions were noted:</p> <ul style="list-style-type: none"> ❖ The Bus Shelters in the town needed to be improved and DCC funding would be required to assist; ❖ The shortage of water based representation on the Town Team was acknowledged, with only Stuart Line and Liquid Matters represented; 	<p>Noted</p>

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	<ul style="list-style-type: none"> ❖ Should Exmouth endeavour to attract more people from further afield? It was considered that businesses should direct marketing to the 36,000 people in the town first; ❖ ██████ was endeavouring through the East Devon Business Group to engage with large businesses in East Devon and they were being invited to join this Group; ❖ Bourne Leisure (Sandy Bay) represented an opportunity to bring more people into the town centre. CP reported that Bourne Leisure’s policy at present was to keep people on site as much as possible. Exmouth Town Council would continue dialogue to try to change this approach; ❖ Improving the retail offer of Exmouth Town Centre was essential; ❖ The success of the Parishes Together Funding was emphasised; ❖ The importance delivery plan for Exmouth and working towards long term aspirations for the town. 	
<p>6. Report from Exmouth Chamber of Commerce on how they saw the future of the town</p>	<p>Members received a report from IMacQ from Exmouth Chamber of Commerce on how they saw the future of the town. Members noted that the Chambers activities included:</p> <ul style="list-style-type: none"> ❖ Regular networking and business social events, attracting a range of high profile speakers; ❖ Monthly communication via newsletter with businesses in membership; ❖ Linking via social media to local business news, events, activities; ❖ Open events including the weekly Breakfast Club, for the benefit of existing and prospective members; ❖ Representation on the Exmouth Town Team, Water Users Group and the Exmouth Tourism & Marketing Forum; ❖ Acting as a link between businesses and other organisations through events such as the Exmouth Business Show organised by the Chamber to drive business in Exmouth and provide a platform for trade and discussion; ❖ Production of the Exmouth Guide, 20,00 copies distributed annually, and the Chamber web site with over 85,000 hits already this year; ❖ Engaging in promotional events, such as the successful ‘Exmouth’ at the Devon County Show where the business community led the way in promoting the town at Devon’s premier event, securing positive TV, press and Radio coverage for Exmouth; 	<p>Noted</p>

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	<ul style="list-style-type: none"> ❖ Organisation this year of the first, very successful, and now annual Business Awards event that brought together the town's wide ranging business community and generated substantial; media coverage; ❖ Monthly meetings of the Chamber Executive Committee to discuss matters of current importance. Developments in the town were watched closely and representations were made, if considered appropriate. <p>The problems that the Chamber of Commerce saw in the town were as follows:</p> <ul style="list-style-type: none"> ❖ Disproportionate 'out-commuting' which diminished day-time business activity in the town; ❖ Changing demography resulting from the surge of homes for retirement; ❖ Lack of well paid employment opportunities; ❖ Need for improved leisure and shopping facilities to make the most of the natural attractiveness of the town as a holiday resort. <p>Amongst proposals the Chamber of Commerce would wish to see included making town centre car parking free at the weekend. It was accepted that there was a general shortage of car parking in the town centre. The possible multi-storey car park for the town centre had not been forgotten, but there was currently no budget to pay for it.</p> <p>The possibility of a park and ride scheme for Exmouth was suggested and AA indicated the possibility of linking the Dinan Way extension to a park and ride scheme.</p>	
<p>7.Update on Mamhead Slipway</p>	<p>LT reported on progress made on the Mamhead Slipway. The slipway was still closed on safety grounds and would remain closed through the remainder of 2013. The two options were still being considered and site investigation work would start on Monday 2 December 2013. RC confirmed that EDDC Cabinet had approved a further £50K for engineering investigation works.</p> <p>Members discussed the possibility of the new slipway being chargeable for users and also including toilet provision within the scheme.</p> <p>AH confirmed that she had attended meetings with the Water Users Group who had indicated their support for Option 2 for the Mamhead Slipway and discussed improved facilities for the area.</p>	<p>Noted</p>
<p>8. Queens Drive, Exmouth</p>	<p>LT reported that the outline planning application for</p>	

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Splash	<p>the redevelopment of Queen's Drive, Exmouth Splash would be considered by the Development Management Committee on 10 December 2013. The tenants were being kept informed of progress with the application. Current facilities were dated and not what young families wanted. PS emphasised the importance of having facilities available to provide activities for younger children.</p> <p>When the planning application had been approved then progress could be made towards the development strategy and proceed to market to seek a development partner. It was hoped that construction work could start in 2015.</p> <p>LT reported that it was anticipated that the Queen's Drive toilets would be demolished in December 2013. It was anticipated that the new toilets would be ready for use by Easter.</p> <p>Some Members expressed concern that this would leave a lack of provision for toilets along the seafront, in particular for the Christmas Swim. The possibility of asking Street Scene to provide temporary toilets for the seafront was suggested. RC emphasised that there was no provision in the budget for temporary toilets.</p> <p>RECOMMENDED that the Queen's Drive toilets remain open until after Christmas and their demolition be scheduled for the first week in January.</p>	
9. Estuaryside Transformation & Camperdown Creek	<p>AA reported on details of proposed improvements to the transport hub in Exmouth. Discussions had been held with First Great Western about improving the railway station, there would also be a new pedestrian crossing from the station to the town centre and also improving the environment around the bus and railway station. It was also hoped to move the road alignment to improve the options available on part of the site. Stagecoach had indicated that they would consider moving their bus maintenance depot to another site in Exmouth.</p> <p>AA confirmed that he was consulting with transport groups in Exmouth on the proposed improvements. It was anticipated that application would be made to the LEP for funding for part of the works as well as the Dinan Way extension.</p> <p>AH reported on progress on the supermarket development on the Estuaryside and the moving of the Rugby Club to Rolle College playing fields. There were some viability issues to discuss between the</p>	

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	<p>three parties: EDDC, Eagle One and the Rugby Club. Members noted that AH would meet with the Rugby Club in the next few weeks. Eagle One had to take the decision whether to take forward a planning application for the Rugby Club on the Rolle College playing fields site.</p> <p>Members noted that there had been further meetings with the Environment Agency on flood defence works. The scheme was on the list for Flood Defence and EDDC could apply for up to 75% of the cost of the works from the Coastal Resilience Fund.</p> <p>AH confirmed that it was necessary to have a further meeting with the Sea Cadets to discuss their requirements and expectations.</p>	
<p>10. Communication Strategy</p>	<p>CA reported that the Communication Strategy had been updated. There had been action on social media – both Facebook and Twitter. New FAQs had been published on Mamhead View and Queen’s Drive; there would also be presence at the Christmas Cracker. There had been attendance at the COLP, Town Forum and Water Users Group. Also display ‘pull ups’ had been produced and an A5 flyer for community events.</p>	
<p>11. Dates and times of future meetings</p>	<p>The next calendared meetings would be held on:</p> <p>20 February, 15 May, 11 September and 27 November 2014.</p>	<p>CL/All</p>