



Exmouth Town Council

Town Council

Date 19th November 2012

Agenda Item 13i

Town Management Structure

Town Management

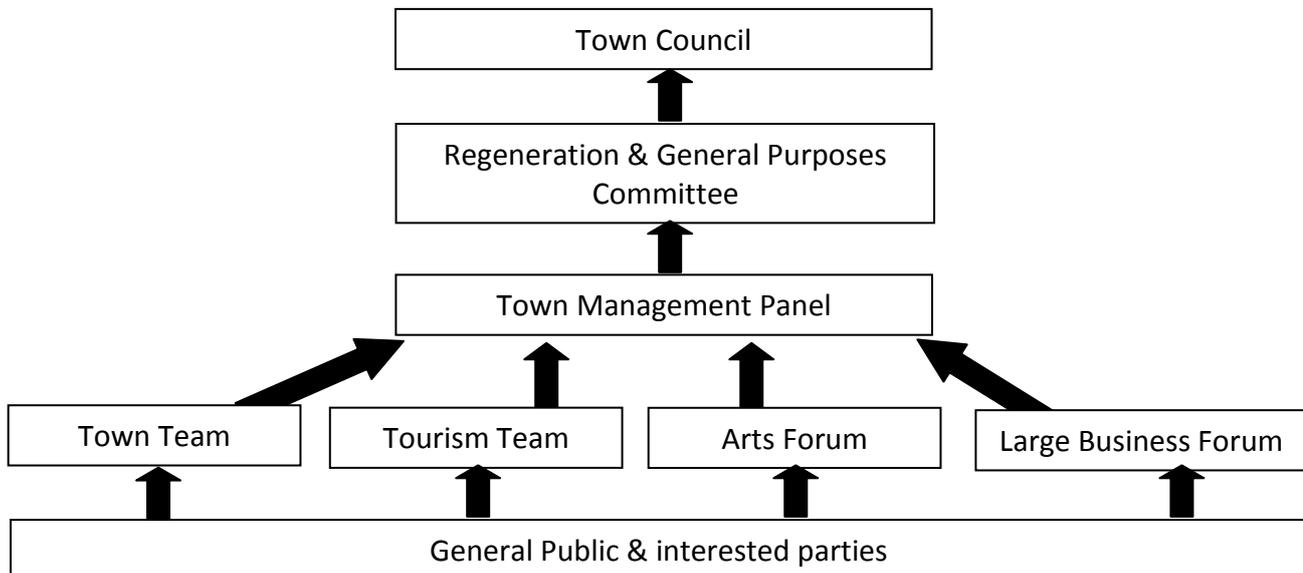
Purpose

The purpose of Town Management is to promote the economic wellbeing of Exmouth. This year, Councillors agreed to defer employing a Town Manager and instead extended Suzanne Birkett's employment to full-time as Town Management Officer. This released funds to enable investment in projects that would help achieve the overall purpose of the project.

Councillor Pat Graham and Councillor Mark Williamson have met with the Town Clerk and Town Management Officer to consider proposals for the structure through which this process can be delivered.

Structure

The proposal is as follows:



If people have proposals they are directed to the most relevant forum. It is envisaged that mostly each forum will be generating such proposals themselves because they comprise of people working in that field plus interested/appointed Councillors. The forum provides a public place where such ideas can be debated and refined. Once a forum has considered a proposal (with assistance from the Town Management Officer) and worked up a project, it may be able to arrange self-funding, or if it needs additional funds from the Town Council this will then go forward to the Town Management Panel. The Panel will operate as the democratic body charged by ETC to oversee projects in accordance with the Town Council's regulations and procedures. It will have an overview of all the panels and assist the

Town Management Officer in creating links between the fora. This will encourage additional opportunities to self-fund projects. It will also ensure that Town Management funding is equitably deployed for the benefit of all Exmouth.

Where projects are in reality identified work for the Council to deliver as part of its remit, or where projects fulfil the overall purpose of Town Management but require public funds to make them work, the Panel will recommend them to Regeneration General Purposes Committee, through which they enter the normal pathways for Council projects.

The Panel will regularly report to the Council on the activity of the fora and provide an annual review of the system and what Town Management has achieved, including what has been achieved within each Ward.

This benefit of this structure is that it involves a broad range of people from the community, devolves decisions to the lowest appropriate level and empowers the community into co-operatively self-reliant behaviour, with the Council providing co-ordination and encouragement. Council funding for Town Management would be primarily used to pump-prime projects or deliver Council works (such as signage) on the back of the mandate provided through the forum network. The Panel provides a focussed lead for this project which alleviates the burden of operational leadership from the Regeneration & General Purposes Committee, whilst it retains the strategic overview of Town Management. It can be seen as a successor to the Town Management Partnership, but without the perception of an elitist membership and sits within an open and clear democratic structure for how people can engage with it.

Proposed Membership of Town Management Panel

(V) denotes voting membership

Town Councillors (2), one of whom shall chair (V)

District Council (1 Councillor) (V)

County Council (1 Councillor) (V)

1 representative of each of the Town Management Fora (4) (V)

Chamber of Commerce (1) (V)

Federation of Small Businesses (1) (V)

Devon & Cornwall Police (1) (V)

Exmouth Town Clerk

EDDC Economic Development Officer

Exmouth Town Management Officer

EDDC Streetscene

Fora

Each Forum would be required to produce terms of reference. These would have to be acceptable to the Council, in terms of proper governance and practice, in order to be part of the process. The Town Council would appoint Members to each forum.

Town Team: Representing independent traders in the central contiguous shopping area – with a clear requirement to give due regard to the needs of community retail centres elsewhere in Exmouth where relevant. The key remit is the delivery of objectives identified in the Mary Portas Report and the EDDC Vitality of the High Street Report. This Forum is active. Two Councillors attend meeting but have not been formally appointed by the Council.

Arts Forum: Representing artists and the Arts in Exmouth, with a remit to improve the cultural offer of Exmouth, such as the Exmouth Festival and public art. This will link very closely to the Tourism Team's remit, in that creating a vibrant cultural mix in Exmouth has positive implications for the economy, sense of wellbeing and in attracting cultural tourism to the town. This forum has had an initial meeting.

Tourism Team: Representing businesses that rely particularly on tourism. The remit is to create a coherent marketing message for Exmouth, delivered to Exmothians, Devonians and the rest of the UK; to ensure that Visit Devon promotes Exmouth; to advise DCC, EDDC and ETC on implications for tourism arising from their activity and to improve the 'Exmouth Offer' to visitors. The initial meeting of this forum is on 15th November.

Large Business Forum: Representing national businesses and blue chip companies that operate in Exmouth. Recognising that these organisations operate in a different world to those in the Town Team, either playing on a national stage or controlled by national policy, we want to create a forum where the Council can discover what we can do to retain the presence of these large employers in Exmouth and encourage others to come. It will also provide a route to engage these businesses into the life of Exmouth. An initial meeting for this forum has not yet been called.

Suzanne Birkett
Town Management Officer