

## EXMOUTH: 2035

**Exmouth's success is built on its dynamic response to a truly inspirational natural setting. The town has embraced its environment: protecting it, enhancing it and getting the most out of it. The quality of the town now reflects the quality of the estuary and coast and, the natural environment provides increasing possibilities for: water-based sport and other recreational pursuits; environmental, creative and marine/leisure-focused employment; recreational shopping; education and cultural pastimes. The internationally-recognised environment represents a stunning backdrop to all facets of life in the town, making it a highly desirable place to live life.**

Capitalising on its amazing and unique range of natural assets: the long sandy beach, wildlife rich estuary, diverse sea and river conditions, Jurassic World Heritage Site coastline, Area of Outstanding Natural Beauty and Woodbury Common, along with the excellent year-round sporting, cultural and leisure facilities and high quality town centre, Exmouth has developed a strong offer for all, based on 'living life'. From kite-surfing to building sandcastles, sailing to strolling along the estuary, sunbathing, birdwatching, cycling, fishing, diving, painting, browsing, learning, shopping - Exmouth has it all. Whether seeking the adrenaline rush, looking to unwind or simply to go about everyday business - Exmouth has become the place to be.

Exmouth has successfully balanced enjoyment of its setting with valuing its natural environment and wildlife habitats. Through sensitive planning, design and management, the natural assets that define Exmouth have been protected and enhanced.

Exmouth's community has created the opportunities for residents, visitors and business to make best use of the exceptional natural and built environment. Through provision of high quality facilities and services, high standards of education and innovation, a diverse range of jobs and housing that cater for all needs, and an amazing quality of life, Exmouth has succeeded in attracting people of all ages, including many families, to move to the town, helping it to maintain a strong, diverse and balanced community and economy.

The Exe Estuary Trail has become a nationally recognised cycling and leisure route forming a popular commuter and tourist artery linking Exmouth to Exeter and to the towns and villages on the west side of the Estuary. Cycle hire, bike storage and repair facilities, outdoor pursuits retail and the regular ferry across the estuary to Starcross have all added to Exmouth's attraction as a great base for cycling and walking, bringing more people to visit and stay in the town.

Today the seafront, estuaryside, harbour and town centre, although retaining their distinct characters, are unified and well connected, supporting each other and creating 'a whole greater than the sum of its parts'. The town centre has become a place to browse, shop, eat, drink and relax throughout the day and evening. High quality streets and spaces, a diverse mix of high quality independent and nationally-recognised shops, cafes and restaurants attract a wider range of people to spend time in the town centre. The shops and facilities more than meet the needs of the local community whilst niche leisure, environmental and watersports retail also attract people from far and wide.

The community has a great and justifiable pride in its town and has built a strong reputation as a hospitable and friendly place, welcoming visitors from far and near. Exmouth's longstanding reputation as a great destination is well deserved and has been greatly enhanced and refreshed by an inspiring programme of cultural and sporting events and festivals. Continued local success in international watersports competitions has raised the town's profile, enhanced its national recognition and broadened its appeal to younger people. Tourism is now better supported by a more diverse provision of high quality tourist facilities, infrastructure, water access and accommodation, still catering for traditional needs but also reflecting changing tastes and demands.

Exmouth has also grasped the opportunities from the boom in new housing and jobs in and around Exeter and has successfully promoted the assets that Exeter lacks, including the stunning estuaryside location, the beach and the compact and charming town centre. Exmouth attracts Exonians and visitors to the city down to Exmouth again and again, helping to support a vibrant local economy, aided by the excellent public transport and cycle connections that bring people straight into the town centre. People working in the University, Science Park, Met Office and other locations in the city have decided to bring their families to live in Exmouth - a lifestyle choice to live in a beautiful, inspiring, characterful town.

Based on its growing reputation, values and lifestyle offer, new marine, leisure and environment related businesses and creative industries have been attracted to set up in Exmouth, helping to establish the town's position at the forefront of

environmental and leisure excellence and related research and skills development. Initiatives to promote and encourage local enterprise and knowledge-sharing have led to a bonded, productive and active community with a strong sense of purpose and identity. Mutual support, co-operation and promotion within the business and retail community have built confidence, raised aspirations and are helping the town to reach its full potential.

Exmouth's passion and drive to promote low carbon and sustainable lifestyles has led to a more resilient and self-sufficient town. Known for its 'slow-living' ethos, people are encouraged to take time to savour the more traditional pleasures of life – quality locally produced food and drink, fresh air, rest, strong community life and a celebration of distinctiveness. A culture of environmental responsibility has developed in the town and the local people are proud to play their part in reducing car usage, emissions and energy consumption. Exmouth is well known for having harnessed its natural assets of tide, wave and wind to generate renewable energy.

Exmouth's desirability has been greatly enhanced by its ability to combine the very best living, working and playing environments - in one location. With a new confidence for the future attracting investment into the town, Exmouth has become an even more beautiful, vibrant and inspiring place: a town of national significance within an extraordinary internationally-valued setting.

