

New Community Name Consultation summary report

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1. Summary

Between 16 and 26 August, East Devon District Council ran a consultation inviting the public to rank four potential names for the new community to the east of Exeter. The survey received over 1,700 contributions, providing a strong evidence base for understanding local preferences. The results show a clear preference for Marlcombe – The Historic Option.

2. Survey Goals and Methodology

The purpose of the survey was to:

- Seek community views on the shortlist of four potential names.
- Ensure the final name reflects local history, identity and public sentiment.
- Provide transparency in the decision-making process by involving residents, stakeholders, and local businesses.

3. Survey Process

The consultation was hosted on Commonplace, the Council's online engagement platform. It was promoted through:

- Direct communications (e-newsletters, stakeholder emails).
- Social media channels (Facebook, LinkedIn, Instagram).
- Local press coverage and community groups.

4. Data Analysis

More than 1700 people took part in the consultation over a 6-week period on commonplace.

The survey asked respondents to rank each of the four shortlisted names from most to least preferred. Results were collated and analysed to highlight overall trends.

Analysis of Voting Results

Marlcombe – The Historic Option

- 1st place: 930 votes (54.5% of all 1st place votes) – the most popular first-choice option.
- 2nd place: 520 votes (30.5% of 2nd place votes).
- 3rd place: 182 votes (10.7% of 3rd place votes).
- 4th place: 74 votes (4.3% of 4th place votes).

Strong first-choice support, relatively few lower-rank votes.

Newton Clyst – The Local Option

- 1st place: 475 votes (27.8% of 1st place votes).
- 2nd place: 721 votes (42.3% of 2nd place votes) – strongest in 2nd place rankings.
- 3rd place: 363 votes (21.3% of 3rd place votes).
- 4th place: 147 votes (8.6% of 4th place votes).

Balanced performance, especially strong in 2nd place preferences.

Willowcrest – The Nature Option

- 1st place: 238 votes (14.0% of 1st place votes).
- 2nd place: 327 votes (19.2% of 2nd place votes).
- 3rd place: 694 votes (40.7% of 3rd place votes) – the clear leader in 3rd choices.
- 4th place: 447 votes (26.2% of 4th place votes)

Few first-choice votes, heavily placed in the middle rankings.

Clysthope – The Future-Focused Option

- 1st place: 63 votes (3.7% of 1st place votes).
- 2nd place: 138 votes (8.1% of 2nd place votes).
- 3rd place: 467 votes (27.4% of 3rd place votes).
- 4th place: 1038 votes (60.8% of 4th place votes) – overwhelmingly the least preferred option.

Very little first-choice support and strongly ranked last.

Visualisations of these results are provided in the accompanying graphs.

Figure one: Graph of the votes by ranking position.

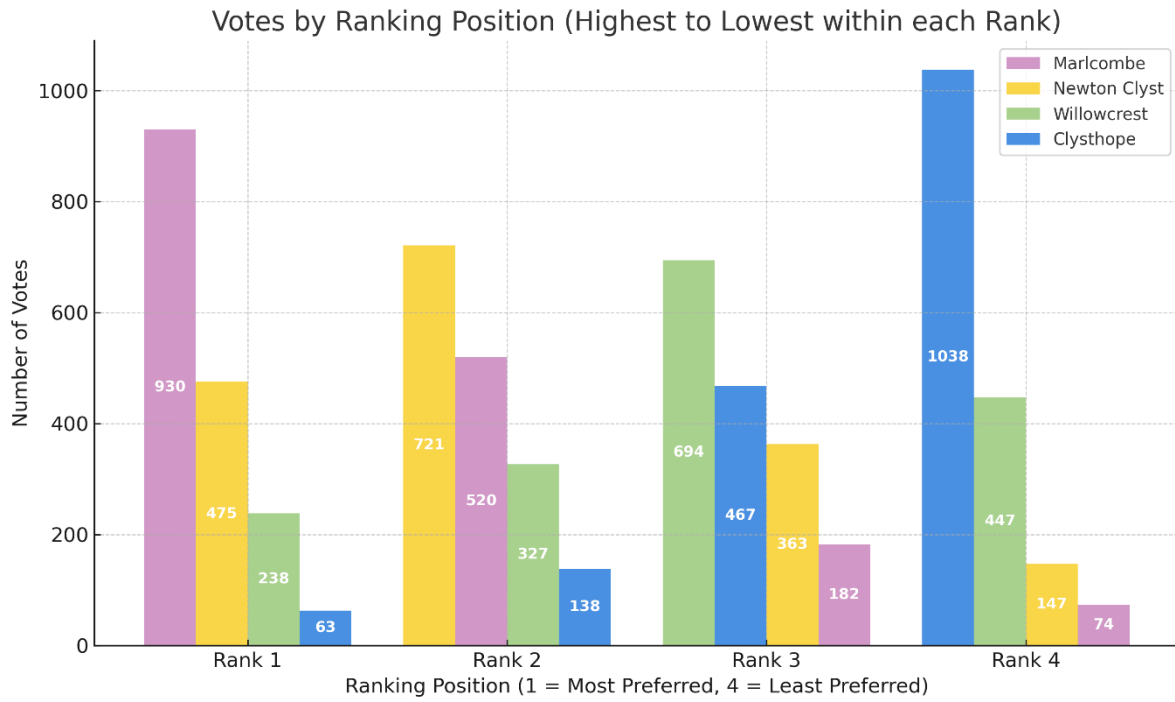
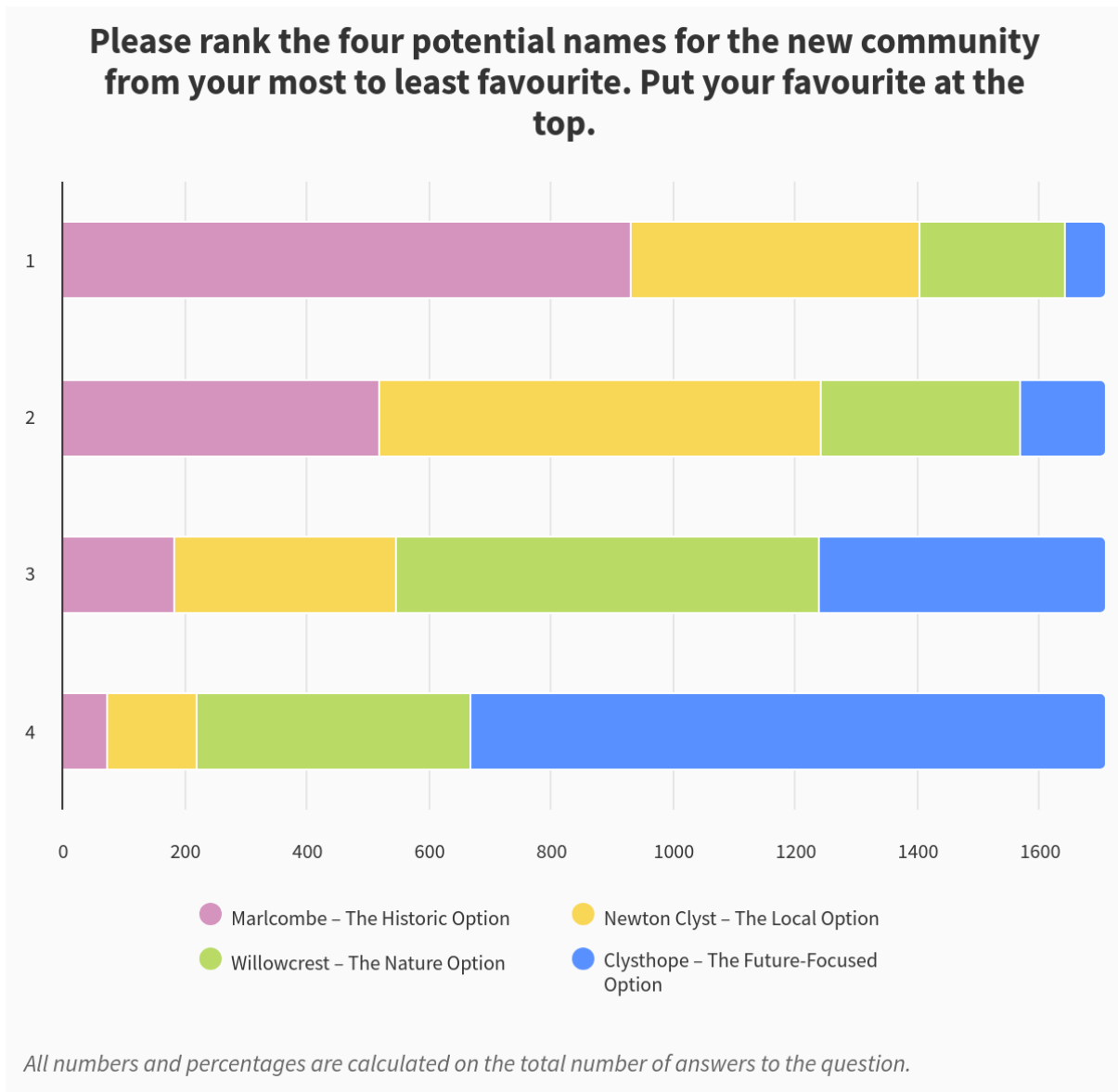


Figure two: Graph of the votes by ranking position.



5. Key Findings

- Strong preference for Marlcombe as the leading option, clearly ahead of the other names.
- Newton Clyst performed consistently well, particularly as a second preference.
- Willowcrest attracted moderate support but was generally ranked as a mid-tier option.
- Clysthope was by far the least favoured option, being placed last by a majority of respondents.
- Over 1,700 people contributed, ensuring a broad and representative evidence base.

6. Recommendations

- Prioritise Marlcombe as the preferred name, reflecting the strength of public support.
- Recommend Marlcombe for its strong historic links, as it is highly appropriate and will help foster a strong sense of place as the new community develops.