

TOWN OF BASSENDEAN
NOTICE OF A MEETING OF THE
LIVEABLE TOWN ADVISORY COMMITTEE

Dear Committee Member

A meeting of the Liveable Town Advisory Committee of the Town of Bassendean will be held in the Council Chamber, 48 Old Perth Road, Bassendean, on Tuesday, 12 April 2016, commencing at 7.00pm.

Mr Bob Jarvis
CHIEF EXECUTIVE OFFICER

8 April 2016

A G E N D A

1.0 **DECLARATION OF OPENING/ANNOUNCEMENT OF VISITORS**

Acknowledgement of Country

The Town of Bassendean acknowledges the past and present traditional owners of the land on which we gather to conduct this meeting, and pays its respects to their Elders, both past and present.

2.0 **ATTENDANCES, APOLOGIES AND APPLICATIONS FOR LEAVE OF ABSENCE**

3.0 **DEPUTATIONS**

4.0 CONFIRMATION OF MINUTES

4.1 Minutes of the Bassendean Liveable Town Advisory Committee meeting held on 3 February 2016

OFFICER RECOMMENDATION – ITEM 4.1

That the minutes of the Bassendean Liveable Town Advisory Committee meeting held on 3 February 2016, be confirmed as a true record.

5.0 ANNOUNCEMENTS BY THE PRESIDING PERSON WITHOUT DISCUSSION

6.0 DECLARATIONS OF INTEREST

7.0 BUSINESS DEFERRED FROM PREVIOUS MEETING

8.0 OFFICER REPORTS

8.1 Construction of Parklet, 25 Old Perth Rd

APPLICATION

The purpose of this report is for this Committee to support the installation of a Parklet in the parking bays directly in front of O2 Café and Daisy & Rowe (24 & 26 Old Perth Rd)

ATTACHMENTS

Old Perth Road Parklet Proposal submission from Daisy & Rowe and O₂ café.
City of Vincent Parklet Policy

BACKGROUND

In 2013, the Town launched the successful Renew Old Perth Road place activation program. The program was concentrated on the western end of Old Perth Road, between the intersection with Guildford Rd and Wilson Street.

Through this program the Town encouraged local business owners to actively look beyond the walls of their business, to collaborate with neighbouring businesses, take an interest in the street area in front of their businesses.

The approach was developed by the Brisbane based organisation Creating Communities and is based on many successful projects around the world, demonstrating that customers are seeking an experience and seek out more than just purchasing an item from a shop. The program helps businesses to develop a strong customer focus and develop a community outlook.

The program focusses on reinventing the purpose of the street and reinforces its role as the heart beat in the town. This is achieved by empowering community members to become fully engaged in the precinct and take on responsibility for how the area looks and feels. Place Making DIY Kits were distributed at the launch which emphasised that Council is not solely responsible for the street and the viability of the traders. A shared approach is advocated where the increased responsibility taken by traders is reflected by Council demonstrating greater trust in them and showing a willingness to support and promote their activities.

Since the inception of Renew Old Perth Road residents and traders have collaborated in a number of projects:

- Yarn Bombing of all the street trees
- Five different murals
- A Visual Merchandising Seminar for all traders
- Worked hand in hand with "Open", the Cultural Development day long festival

The DIY Kits illustrated creative solutions related to the physical space. Participants were encouraged to form teams and design and implement simple but effective 'lingering nodes' that enhanced the appeal and amenity of Old Perth Road. These cause pedestrians and passers-by to slow down increasing the activity on the street which leads to increased sales for the retailers, improving their viability.

Aligned to the program two operators on Old Perth Road are now proposing the installation of a Parklet incorporating a parking bay in front of their businesses. The construction is wooden frame built so that the floor is the same level as the footpath. It features fixed wooden bench seating and a large scale planter containing a mature tree and overhanging plants.

Parklets have been installed in a number of retail precincts across Perth, including East Victoria Park, Leederville, Mt Hawthorn and Mt Lawley. Although absorbing a parking bay, the retailers are overwhelmingly supportive of them as they attract pedestrians and strengthen the viability of the all local businesses.

STRATEGIC IMPLICATIONS

Town centre place making and activation is a key focus area of the Economic Development Plan (2012 – 2017).

This program is integral to Town Centre Area Strategy.

COMMENT

The proponents for this project Drew Mimo and Julie Fazey have clearly set out the proposal in the attached document. It is clear that they have carried out significant investigation of comparable locations in other parts of Perth and Drew Mimo, owner of O2 Café is first a landscape architect and an expert on plants and external constructions, Julie Fazey has successfully created a unique home and lifestyle retail outlet Daisy & Rowe.

The Economic Development Officer has visited East Victoria Park and Leederville and discussed the contingencies developed by them to support and manage these proposals. The City of Vincent has developed Policy for Parklets (attached).

It is proposed an Approval Process is set up similar to that set out by the City of Vincent. In brief this is as follows:

1. Assessment by a cross departmental technical reference group made up of Economic Development, Asset Services and Development Services.
2. Public Consultation
3. Final design assessed for engineering integrity and aesthetics
4. Agreement is drawn up covering fees, insurance, construction and upkeep/maintenance/ cleaning.
5. Construction

Although Parklets are a common sight in many town centre precincts as this is the first for Bassendean, it is recommended that the parklet be on trial of six months.

Please note,

- The proponents will meet all costs involved in the construction and maintenance of the parklet.
- Parklets are public areas and not restricted to customers of the proponents.
- The Town of Bassendean has limited capacity for parklets and will potentially only support this one and one more on Old Perth Road.
- In consideration of the loss of car parking, in East Victoria Park and Leederville where parking is at a premium, the retailers continue to unanimously support their parklets as the greater foot traffic generated builds up the viability of their businesses.

Street precincts all over the world have adopted and permitted this idea for many years. It obviously helps a dining facility with the additional seating but more significantly it is extremely effective to activate the street. The conspicuous nature of having people sat out under umbrellas etc is precisely the image we are seeking and attracts other people to come to the area and to linger. It also provides passive security to the street, and enhances a sense of safety for the public.

For about 18 months until December 2015, every retail outlet on Old Perth Road between Guildford Road and Wilson St was occupied, a landmark not seen previously for about ten years. The Renew Old Perth Road program gave confidence to creative and competitive retailers to open their businesses.

The Bassendean Town Centre generated newspaper articles commenting on this new vibrancy and attracting comparisons to Maylands Eight Avenue and Mt Hawthorn.

But this is no longer the case; the street again features a number of vacant outlets. This proposal is therefore very timely and an opportunity to revive the spirit of entrepreneurialism.

STATUTARY REQUIREMENTS

Local Government Act, Outdoor Eating Facilities in Public Places Policy, Trading in Public Places Policy.

FINANCIAL CONSIDERATIONS

There is no financial cost to the Town

OFFICER RECOMMENDATION 8.1

That the Committee supports a six month trial of a parklet in front of 25 Old Perth Road, Bassendean, and recommends Council approval.

8.2 Committee Work Program

At the first meeting of the Liveable Town Advisory Committee on 9 February, that Committee resolved:

That Graeme Haggart, Jeanette Maddison, Clara Pound, Kylie Turner and Cr Renee McLennan meet to discuss and identify the formation of potential working groups and that these working groups be distributed to the committee for comment prior to the next meeting."

At that meeting, the Committee "brainstormed" items of importance to members that could constitute work conducted by the Committee.

Graeme and Kylie met soon after the meeting to order the "brainstormed" items to within a framework. This was circulated to the working party members for feedback.

The Working Party met on 16 March to precipitate a series of Working Groups to priority projects.

Attached is the outcome of that meeting.

The following (in no particular ranking) are the proposed priority Working Parties:

- Bicycle Boulevards
- Renewable Energy
- Urban Forest Strategy
- Arts
- Regional Playground

The Working Party agreed to draft Terms of Reference for each based on the following structure:

- Name
- Authority (a standard statement of being established under the auspice of the LTAC);
- Purpose
- Membership;
- Project Milestones; and
- Reporting timeframes.

The Terms of Reference will be presented at the meeting.

The above list of Working Parties is not exclusive but merely a potential priority list for consideration.

Equally, it is not proposed all five be commenced immediately and be governed by capacity of the Town to support their functioning.

Membership to the Working Parties to include Committee members, other (seconded) members from the community and be convened by an officer of the Town.

OFFICER RECOMMENDATION ITEM 8.2

That the following Working Parties be established

1. _____ Working Party with membership to include _____, _____, _____, and _____ ;
2. _____ Working Party with membership to include _____, _____, _____, and _____ ;
3. _____ Working Party with membership to include _____, _____, _____, and _____ ;

8.3 Ongoing Activity Progress Reports

8.3.1 Recreation

Facility Management

- A budget request will be made in the 2016/2017 budget planning process to engage a facility planning consultant to undertake an audit and needs assessment of the Town's sporting & community facilities and ovals/reserves. The aim of the audit and needs assessment is to gain an understanding of the current usage of all facilities/reserves and needs of user groups and sporting clubs. The study will serve as a key planning pool in future facility provision.

Club Development

- The Town will be holding a *Club's Connect* Function on Wednesday 18 May 2016 for the Town's sport and recreation community. Venue to be confirmed
- The Town is still being considered for State Government funding under the Statewide Club Development Officer Scheme facilitated by the Department of Sport and Recreation.

Participation in Sport and Recreation, Leisure Activities

- 59 KidSport applications received so far in 2016.
- The Town's Leisure Program term 1 recently concluded with Term 2 commencing on 26 April. A review is currently being taken on the re-branding and marketing of the Leisure Course Program for Term 3.
- In partnership with Local Studies, a heritage trail walk continues to be developed as well as the Town being included in the Swan River recreational ramble being facilitated by the East Metropolitan Regional Council (EMRC).
- A new works and capital project request has been made as part of the asset management planning process for the installation of two (2) outdoor table tennis tables within the Town.

OFFICER RECOMMENDATION ITEM 8.3.1

That the report on recreation projects be received.

8.3.2 Culture

2016 Australia Day Celebrations & Fireworks Report

- Please see attached report on the 2016 Australia Day and Fireworks Event.

Summer's Edge Jazz & Blues Event

- On Saturday 19 March 2016, the Town hosted the Summer's Edge Jazz & Blues event at Sandy Beach Reserve from 5pm-9pm.
- Despite the threat of inclement weather, the event attracted a crowd of 1500 people who enjoyed jazz and blues music by Adam Hall and the Velvet Playboys and Mama Red and the Dark Blues featuring Harry Deluxe.
- A variety of food vendors traded at the event and the Men's Shed coordinated the public parking.
- The Jazz and Blues event demonstrated the effectiveness of staging a community music event in a unique location.

Public Event Guidelines

- Officers are currently drafting public event guidelines for the staging of events within the Town. Guidelines are being developed in the categories of events being staged by the Town, community/not for profit organisations and commercial operators.

Upcoming Public & Cultural Events

- Planning is already underway for the 2016 NAIDOC Family Day being held on Thursday 7 July 2016 at Ashfield Reserve and the Bassendean Visual Art Awards being held on Wednesday 21 September 2016 at the Bassendean Community Hall.

Officers will provide a further update at the meeting.

OFFICER RECOMMENDATION ITEM 8.3.2

That the report on events and cultural projects be received.

8.3.3 Community Events Sponsorship

Bassendean Arts Council Inc. – Family Day at Bindaring Park

The Town has received an application for assistance via the Community Events Sponsorship Scheme from the Bassendean Arts Council Inc. seeking sponsorship of \$1,000 towards the cost of staging the Family Day at Bindaring Park on Sunday 18 September 2016.

The Community Events Sponsorship budget for 2015/16 is \$5,000. With one sponsorship being approved so far this financial year. This event does comply with the Sponsorship Program guidelines.

The Manager Recreation & Culture believes that this is the kind of community initiative that should be supported via this funding, and recommends that the Committee supports the application.

It should be noted that this is the second year that the Bassendean Arts Council Inc. have lodged a community event sponsorship to host the Family Day at Bindaring Park and under the sponsorship guidelines, priority for sponsorship is given to eligible applicants who have not received sponsorship under this category in the previous three years.

OFFICER RECOMMENDATION – ITEM 8.3.3

That the Committee recommends that Council provides sponsorship of \$1,000 under the Community Events Sponsorship Program, to the Bassendean Arts Council Inc. to assist with the staging of the Family Day at Bindaring Park on Sunday 18 September 2016, and that a sponsorship agreement is prepared between the Town and the Bassendean Arts Council Inc. to outline the conditions of the sponsorship.

8.3.4 2016/2017 Budget Requests

Officers are currently implementing the integrated planning and budget timetable 2016/2017 and would like to propose the following recreation and culture projects for the Committee's consideration:

Project	Background	Budget Request 2016/2017
Physical activity plan review.	Current plan expired in 2013 and requires review given the changing demographic of the Town and ongoing urban renewal.	\$20,000
Community facilities & Ovals/Reserves audit and needs assessment.	Through ongoing discussions with Asset Services and falling in line with the asset management planning process, it is important to obtain a good understanding of the current usage of facilities, ovals/reserves and needs by user groups.	\$20,000
<p>Public Events Program/Cultural Projects:</p> <p>Public events other March & November</p> <p>Children's Week</p> <p>NAIDOC</p> <p>Australia Day</p> <p>Bassendean Visual Art Awards</p> <p>Seniors' Week</p> <p>Avon Descent</p> <p>McDonald's Community Cinemas</p> <p>OPEN event</p> <p>Vintage Cycling Event</p>	<p>The proposed events for funding are being made consistent with previous years budget requests and work programs</p> <p>2015/2016 approved budget</p> <p>\$ 70,000</p> <p>\$ 3,000</p> <p>\$ 53,000</p> <p>\$110,00</p> <p>\$ 45,000</p> <p>\$ 4,000</p> <p>\$ 1,500</p> <p>\$ 20,000</p> <p>\$ 10,000</p> <p>New event identified as part of maximising synergies between recreation & culture.</p>	<p>\$ 80,000</p> <p>\$ 3,100</p> <p>\$ 55,000</p> <p>\$113,000</p> <p>\$ 50,000</p> <p>\$ 4,100</p> <p>\$ 1,600</p> <p>\$20,500</p> <p>N/A</p> <p>\$ 5,000</p>

Cultural Plan Review	Current plan was written in 2006 and requires a review given the change in cultural life within the Town, demographics and ongoing urban renewal.	\$20,000
Community Cultural Programs	Approved budget of \$20,000 in 2015/2016 for the implementation of cultural plan projects.	\$20,000
Recreation & Culture Community Funding	The current community event sponsorship program of \$5,000 does not receive sufficient applications to fully expend the allocated funds. The proposal is for a broader community based fund that will cover a variety of opportunities within recreation & culture which include community events.	\$ 5,000
Total		\$417,300

OFFICER RECOMMENDATION 8.3.4

That the Committee endorse the proposed recreation and culture projects as part of the 2016/2017 budget planning process for consideration by Council.

8.3.5 Economic Development

Local Business Survey

This is a repeat of the original business survey first carried out in 2010. It involves one on one discussion with all businesses in the Tonkin Industrial area, an online survey targeting home based businesses. It is estimated that there are approximately 800 – 1200 businesses in Bassendean. The objective is to generate a detailed and accurate database of 80%+ of all businesses within the town. This will provide a snap-shot of what they make to whom they sell it and what are their impediments to grow. It is hoped to create a business directory and the information will also be used to inform the Town of Bassendean Economic Development strategy 2017 – 2021.

The brief was developed in collaboration with Business Station, a training and business incubator operation with funding from the Small Business Development Corporation (SBDC). It is expected to be completed by June.

Launch of Day Markets – April

The day markets resume for the next 6 months. A little extra effort is being put in to generate some excitement around them as they are generally less popular than the Twilight Markets. Our Library staff who offer Children story time will be there, Cyril Jackson ArtsHouse will be promoting their Community Garden and amongst a couple of different entertainers lined up will be Taryn Ryan, a young highly accomplished vocalist accompanied by acoustic guitarist.

Markets Review

An operational review of the markets is currently being completed. It is looking at all aspects of the markets with a view to injecting a fresh approach and excitement into the areas identified as falling short of competing markets.

Summary of Easter Promotion (19 March – 26 March 2016)

Collaboration between 33 individual retail outlets, Hawaiian, Coles, Church on the Rise.

Coordinated by ToB Volunteers and Economic Development the project targeted shoppers to visit participating retailers and win instant prizes or go in a draw to win one of four iPad minis. 1,500 eggs were prepared and distributed starting at the March Twilight Markets and finishing the following Saturday at the Hawaiian Shopping Centre with Easter Bunny doing the draw.

The project attracted lots of attention and all outlets got rid of all of their eggs and of the 400 entries distributed for the grand prize of 4 iPad minis approximately 170 were submitted into the draw. An online feedback survey is still out requesting all retailers to share their views, success or otherwise and recommendations for future events. Currently all respondents are very positive and are keen to participate in any future initiatives. The collaboration with Volunteers

Local Business Courses

Four free business courses were held in the Library for local businesses. Provided by Business station with funding from the SBDC the topics covered were Business Law, Business Finances, Marketing 101 and Social Media for Business.

OFFICER RECOMMENDATION - ITEM 8.3.5

That the report on Economic Development activities be received.

8.3.6 Children Services

Wind in the Willows

- Wind in the Willows Bassendean has now received the final report for the Ratings and Assessments visit that occurred in February, receiving an outcome of “Exceeding” the National Quality Standard for Quality Areas One, Two, Four, Six and Seven and “Meeting” the National Quality Standard for Quality Areas Three and Five. We also received an overall rating of “Exceeding” which is the highest rating at this level.
- The “Welcome to Wind in the Willows Breakfast” was held on Sunday the 3rd of April at Sandy Beach. We had a great turnout and it was an excellent opportunity for our families to meet each other and get to know other parents and the staff further. The weather was perfect and we’ve had lots of very positive feedback from our clients.
- We are preparing to advertise to replace several staff who will all be heading off on maternity leave mid-year. Staffing has been difficult due to two staff being on unexpected leave – with one staff having ongoing health issues since Christmas. We are hoping this is resolved shortly as she is currently undergoing treatment for a (non-contagious) medical condition.

Fencing to Child Health Clinic

In response to a request from the Department of Health for improved security at the Bassendean Child Health Clinic, in November 2015, Council resolved to amend the budget and install “garrison” style fencing around the Clinic. The Clinic Sister operates on her own in the facility and had experienced repeated incidents of antisocial behavior and held a high sense of vulnerability.

The fencing has now been installed.

Regional Playground

The Town distributed a Request For Quote document to six WALGA preferred provider nature based playground organisations seeking quotes to design the Regional Nature Based Play Ground in or near Sandy Beach Reserve.

The approach taken in the design of the RFQ is principled on achieving the design and project costing as a discrete process such that funding to construct the facility could then be sourced from external bodies including Lotterywest and Department for Sport and Recreation.

The Town's capital contribution to the project hinges on the acquisition from the Crown of two residential property sized Reserves and selling them. The funds yielded will likely be in the order of \$900,000 after expenses. At this time the 20A Reserve purchase proposals remain on the Ministers desk for signing.

Two submissions were received by the close of acceptances.

The budget allocation for the playground design that has been allocated in the current budget is \$50,000.

The two quotes were for \$108,574 and \$128,000.

As the responses are significantly greater than the funding available, neither can be accepted.

Approaches to take from this point include redesigning the RFQ to being separable portions design and construct Tender process. That is, the successful tenderer will be awarded the design phase and be the company to build the facility once the Town is in a position to do so.

The process will need to be recommenced, however, it is expected the Tender will attract more submissions and would require the two existing tenderers to review their schedule of charging.

OFFICER RECOMMENDATION – ITEM 8.3.6

That the Committee:

1. Acknowledges the responses to the Nature Based Regional Playground Request for Quote to design and cost the facility all exceed the allocated funds and will not proceed further;
2. Endorses the Town conducting a separable portions design and construct Tender process for the Nature Based Regional Playground; and
3. Receives the Officer reports on services to children.

**9.0 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN
GIVEN**

**10.0 ANNOUNCEMENTS OF NOTICES OF MOTION FOR THE
NEXT MEETING**

11.0 CONFIDENTIAL BUSINESS

12.0 CLOSURE

The next meeting date to be held on Tuesday, 7 June 2016
commencing at 7.00pm.

REPORT ON THE 2016 AUSTRALIA DAY CELEBRATIONS & FIREWORKS EVENT HELD ON TUESDAY 26 JANUARY 2016 AT ASHFIELD RESERVE

Attendance

- Our crowd estimate was in the region of 18 000.
- The police feedback was positive. . They reported one arrest and one move on notice
- 670 cars were parked on the oval at Cyril Jackson

Entertainment

- The stage entertainment received positive feedback with both bands suited to family entertainment.
- Sonshine FM – continues to deliver a great soundtrack and be a valuable partner.
- Cardile fireworks – won the tender. Good delivery of service and great display.
- Carnival Rides continue to be popular. Better management of queues and token redemption this year. Last ticket sales at 8.30pm, as per Police request.

Marketing

- Once again the Town engaged the Services of Devahasin PR. We secured approx. \$500 000 worth of exposure.
- Marketing (by the Town) included traditional methods (Bassendean Briefings, Street signs, posters/fliers, Newspaper advertising) and online promotional methods, including a dedicated Australia Day website (which at one point crashed due to high demand) and social media.
- Australia Day Ambassador – we were one of 300 events Australia wide that was allocated an Ambassador. Darren Loman attended in that capacity.
- Engaged a videographer who created a 5min clip of the event and captured unique overhead detail of the crowd at its height 7pm.

Food Vendors

- 14 in total (plus glow sticks)
- Food vendors – need to simplify and cook faster. We need to source vendors who can cook more foods faster and more efficiently. Many people waited over 30mins to order and then for food. Food trucks (currently very popular) are not time efficient and very expensive. Staff have tried over the last couple of years to guide them towards simplifying their menus for this event and to include family friendly portions (and pricing) to reflect the audience.
- We are now exploring the outsourcing of a food provider (via the EIA) to coordinate the food services and oversee more efficient and effective delivery.

Staffing

- The services of a logistics coordinator were engaged once again. This will be in place for all major town events due to OHS issues and the degree on which these events now operate. (The event still continues to require a 17hr plus day for some staff. Issues with OHS – heat stroke)
- More event personnel ensured set up was done smoothly and did not place undue strain on staff in running the event. (Hot weather, long hours etc)

Infrastructure

- Fencing delivered on Friday, Bump in over the Sunday and Monday. We had the assistance of our Operations Co-ordinator to manage this.
- Bike Valet – 65 bikes parked in the secure free bike racks provided by Bike Valet. This initiative has been well received and grown in popularity (last year we parked 35 bikes).
We aim to continue building this partnership.

Traffic Management/ Parking

- New traffic management company – Contraflow. Close emphasis on working with them prior to event again to ensure the traffic management plan was adhered to. Well carried out, thorough & efficient.
- The Town partnered with the Bassendean Men's Shed this year to coordinate parking. Between 600 & 700 vehicles were parked. There has been a feedback session with the group and extensive discussion on how to improve the running of the service. The Town hopes to work with the Men's Shed on more events.
- ACROD – substantial space was allocated for vehicles. The demand for parking for larger vehicles that accommodate wheelchairs was significantly higher than anticipated. Due to the accessible nature of the event – site layout and distance from parking to event area, the Town of Bassendean's event is popular with disability services. In order to accommodate this demand, we will increase the parking zone for large vehicles and re-work the whole backstage vehicle area.

Services

- Strong police presence – 14 officers and a command post. Police quite happy with the evening – no major incidents. They adopted a zero tolerance to anti social behavior, which had a positive impact on the event.
- Event office – allowed security comms to set up as well as key event staff sit& communication. Separate channels for Security, events & pyros.
- Security – new Company. More thorough- 44 guards during the event with a minimum of 2 guards at all other times The Security post was positioned next to Police command post. As a result it allowed clearer communication between the 2. No out of hours incidents reported.
- St John Ambulance- 6 personnel – only minor incidents – bites etc
- Constable Care was not available – lost children were an issue. Staff have already begun working with Constable Care to ensure their involvement in the 2017 event.
- 715 Air Force Cadets – took on exclusion zone & clean up this year.

Gabriella Filippi

Cultural Development Officer

5th April 2016