



AGENDA

Claremont Town Centre Advisory Committee Meeting Tuesday, 8 September 2020

**I hereby give notice that a Claremont Town Centre Advisory
Committee Meeting will be held on:**

Date: Tuesday, 8 September 2020

Time: 5.00pm

**Location: Town of Claremont
Claremont Council Chambers
308 Stirling Highway, Claremont**

**Liz Ledger
Chief Executive Officer**

DISCLAIMER

Persons present at this meeting are cautioned against taking any action as a result of any Committee recommendations until such time as those recommendations have been considered by Council and the minutes of that Council meeting confirmed.

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1 DECLARATION OF OPENING / ANNOUNCEMENT OF VISITORS

2 RECORD OF ATTENDANCE / APOLOGIES

3 DISCLOSURE OF INTERESTS

4 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

That the minutes of the Claremont Town Centre Advisory Committee Meeting held on 9 June 2020 be confirmed.

5 PRESENTATION

Nil

6 REPORTS OF THE CEO

6.1 CLAREMONT TOWN CENTRE OPERATIONAL PLAN QUARTERLY UPDATE APRIL TO JUNE 2020

File Number: GOV/00048-03, D-20-33361

Author: Andrew Smith, Director Infrastructure and Financial Management

Authoriser: Liz Ledger, Chief Executive Officer

Attachments: 1. CTC Operational Plan 2020-2021  

PURPOSE

To provide a quarterly update for activities carried out during the April to June 2020 quarter for the Claremont Town Centre (CTC) project, and the 20-21 CTC Operational Plan.

BACKGROUND

In the lead up to 1 July 2020, due to the Covid shutdown phase, the Town was responsive and flexible to support the changing business environment. This included varying the CTC grant program. This change in grant funding protocols was very successful, and the Town actively promoted this to businesses in the hope that they would take advantage of these new funding guidelines.

Three businesses applied for and were approved for funding including;

- Pronto Butchers (advertising on delivery vehicles)
- Chi Plus massage (on line promotion of the company's re-opening), and
- Advantage Pharmacy (production of tote bags, with proceeds being donated to charity)

These type of changes were taken into account in the review and planning for the 20-21 Operational Plan, which was undertaken by a selection of the Advisory Committee members including Councillors' Goetze and Suann, business representative Michelle Doherty, and Town Officers.

Please refer to Attachment 1: Draft CTC Operation Plan 2020 to 2021.

DISCUSSION

Since the last CTC Advisory Committee Meeting, the following progress has been made:

Training for small businesses

Further discussions were held with the Small Business Development Corporation regarding training courses in the Town Centre to support those businesses transitioning to on line business profiles or in assisting their development of social media skills.

During and immediately after the COVID restrictions, a number of companies had expressed a desire to upskill in these areas so that they were better able to react to such situations and also future proof their companies if their business was required to transition to a more on line form of retailing.

Discussions have also been held with Mr Jeff Leach, who operates a new commercial (office) area above the retail stores on Bay View Terrace. Both Mr Leach and the SBDC have agreed to hold the SBDC training at this location, which will provide promotion for the new commercial area, as well as provide a location that is more central to businesses and more relevant to the Town Centre.

Resources

The resignation of the CTC Officer provide the opportunity to review how the project could be best resourced, which has resulted in the following:

- Marketing and Promotions, which will be undertaken by the Town's Communications Department, and

- A new Business Development Officer

This new Business Development Officer role has been designed to act as a conduit for the business community, provide support and assistance, access to training and other Federal and State support. The role has also been expanded to look at activation and economic development issues as they arise in the Town Centre, including presentation of the Town Centre, accessibility, vacant shops, public infrastructure and the future development direction of the Town Centre.

Activations

Preparations have begun for two Town-wide activations, as follows:

The Great Claremont Treasure Hunt

In response to requests from the business community, the Town has created a school holiday activity to draw young families into the town centre. The activity is a Treasure Hunt, where children and their parents need to visit several businesses to get stamps before they can find the treasure chest. When they arrive at the destination, there will be a pirate ship bouncy castle and a treasure chest with lucky dips. Children will be encouraged to come dressed up.

Tuesday 6 and Wednesday 7 October 2020

10am to 3pm

Claremont Town Centre

12 Days of Christmas Window Trail

A festive season art event (12 days of Christmas), which contributes to place activation, business partnerships, brand strengthening and acts as a promotions platform to trigger Christmas shopping in the Claremont precinct.

Tuesday 1 December 2020 to Saturday 2 January 2021

All day

Claremont Town Centre

PAST RESOLUTIONS

Claremont Town Centre Advisory Committee 9 June 2020

FINANCIAL AND STAFF IMPLICATIONS

Council adopted the 2020/21 budget with a freeze on the CTC Specified Area Rate for the Claremont CTC project, and the transfer of funds to offset this loss of income from the relevant Reserve Fund.

This means that whilst no business was levied the CTC fees for 2020/21, the full annual CTC budget of \$240,000 remains available for the 2020/21 financial year, with the Council covering the full value of this program in this period.

POLICY AND STATUTORY IMPLICATIONS

N/A.

COMMUNICATION / CONSULTATION

A series of specific communication and consultation activities across the various program themes have been undertaken during the quarter in accordance to project requirements. Variations to the communications strategies for the next 12 month period is as articulated in the attached Operational Plan, as recently reviewed.

STRATEGIC COMMUNITY PLAN

- Develop the public realm as gathering spaces for participation, prosperity and enjoyment.

Local Prosperity

Our businesses are thriving and integrated into the life of the Claremont community, and the town centre is known as the premier visitor destination.

- Plan for the development of attractive and thriving activity nodes to support small local business.
- Support new and existing local small business and entrepreneurial activity.
- Raise profile of the Claremont Town Centre as a visitor destination.
- Develop and build partnerships that support the Town's vision

URGENCY

N/A.

VOTING REQUIREMENTS

Simple majority decision of Council required.

OFFICER RECOMMENDATION

That the Claremont Town Centre Advisory Committee;

- 1. Receive the Claremont Town Centre quarterly update April to June 2020.**
- 2. Recommends the implementation of the 2020-2021 Claremont Town Centre Operational Plan.**

CLAREMONT

TOWN CENTRE



2020-21 Operational Plan

Claremont Town Centre 2020-21 Operational Plan

Executive Summary

The following plan has been developed through an engagement process with representatives of the Claremont Town Centre (CTC) working group, whose membership was supported by the CTC Advisory Committee in March 2020.

Unlike previous plans, the strategy for 2020-21 will require agility and adaptability as Australia follows the roadmap out of COVID-19. The plan has an aim to focus on identifying opportunities that will lead and facilitate the development of a range of activities. Programs that align with the different needs of the local business community as they navigate through the re-build phase.

What is the Claremont Town Centre project?

The CTC project is an economic development initiative of the Town of Claremont and its business community. It was established to improve the economic and social well-being of the town centre's shopping precinct and is guided by the CTC Advisory Committee, which has Council and business representation.

Based on a business improvement district (BID) model, the program is funded through a specified area rate for business properties located within the boundaries of Leura Avenue, Guger Street, Stirling Road and Stirling Highway, that is matched by the Town of Claremont.

The planning framework for the project incorporates a number of measurable strategies to *create awareness, create interest, create comfort and strengthen partnerships*. This quadrant framework drives a series of activity plans to meet the objectives of the annual Operational Plan.

Preamble

The corona virus was confirmed as a pandemic by the World Health Organisation on 11 March 2020 and along with the human cost and social suffering, economic impacts reverberated around the world as social restrictions were put in place.

As the Australian federal government rolled out national lockdown procedures, the Claremont business community quickly adapted to the changes. Many of which demonstrated great resilience, innovation and agility within their traditional business modelling.

Whilst some were defeated by strict restrictions, some continued as is, and others made swift adjustments.

This incorporated a range of initiatives that included; moving to online sales, private and safe appointments, home delivery, phone consultations and sales, beauty home kits, the design of takeaway menus, a re-alignment of opening hours, the delivery of online fitness classes and memberships.

In line with the business shifts and ongoing government announcements, the CTC project during the restriction period:

- Strengthened its partnership with the Small Business Development Corporation to provide links to key (and factual) information on State and Federal support packages and professional advice for local businesses.
- Maintained regular contact with local business people via phone and email.
- Reshaped the CTC website in line with the 'stay home/stay safe message' from *Discover Claremont* to *Discover Claremont from home*.
- Created a spreadsheet of independent businesses of the Town Centre that was regularly updated with the current status of businesses to monitor shifts in trade.

Claremont Town Centre 2020-21 Operational Plan

- Produced and distributed regular e-newsletters with relevant links to support programs and CTC promotional opportunities.
- Increased the digital presence from 14 social media posts per week to 56 per week to raise awareness of business offerings and changes to local business functions.
- Developed a series of blog articles on the CTC website with ideas on how to support local business and pages with direct links to websites and social media handles for shops still operating. Articles included a list of food premises doing takeaway or safe distancing service and features highlighting Easter shopping, Mother's Day options, fitness from home, home deliveries and a guide on how to support local business.
- Worked closely with the Claremont Cares team to advise on local stores and what they can offer those currently in lockdown.
- Developed a temporary business support grant funding round to assist businesses navigate the functional transitions and re-engage into the business community.
- Creation of a scenario plan that provides a clear set of actions against impending uncertainties.

The next phase of the CTC response to COVID-19 was the development and implementation of a strategic framework for the 2020-21 Operational Plan, with a focus to assist businesses regain some stability as they re-build and adjust to the potentially long-lasting economic and social impacts of the pandemic.

DRAFT

Claremont Town Centre 2020-21 Operational Plan

The Budget

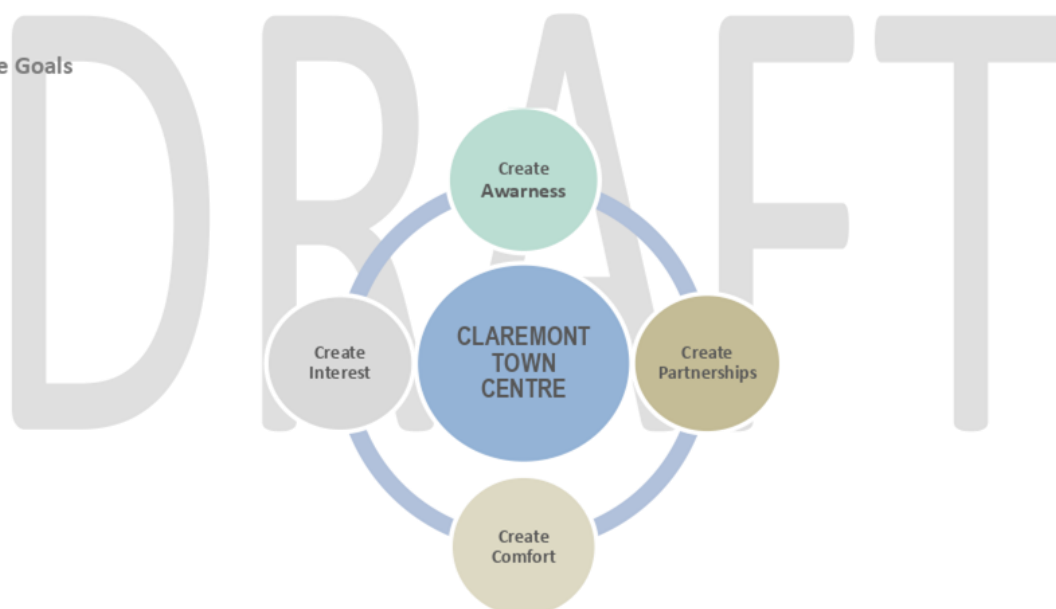
The proposed annual budget for Claremont Town Centre 2020-21 is \$240,000. This is funded through the following:

Town of Claremont	\$120,000 per annum
Specified Area Rate (SAR) reserves	\$120,000 per annum
Total	\$240,000 per annum

Note: the specified area rate on commercial property owners has been suspended for 2020-21 as part of the Town of Claremont's COVID-19 response.

Accumulated reserve funds from the inception of the program will be used to make up the SAR contribution to the program in the 2020-21 financial year.

The Goals



Claremont Town Centre - Your premier place to shop, dine and be entertained	
Create Awareness	Continue to positively develop and enhance the CTC image through a range of marketing strategies and specific campaign content
Create Partnerships	Create and manage partnerships that contribute to the aim of the CTC project
Create Interest	Encourage and manage initiatives that contribute to making the town centre a more interesting, active place to visit
Create Comfort	Contribute to the improvement of the physical space of the town centre through improved and additional public amenities

Claremont Town Centre 2020-21 Operational Plan

2020-21 ACTION PLAN

Create Awareness		
Continue to positively develop and enhance the CTC image through a range of marketing strategies and research		
Strategy	Action	KPI
Digital Marketing & Social media	Use social media proactively – updating regular relevant content and use of paid advertising to increase audience	Increase in followers, reach and engagement
	www.claremonttowncentre.com.au Constantly update information and ensure this medium is the central information point, with promotion and marketing collateral linked back to this site	Increase in searches for shops/stores Increase in article reads Improvements in user behaviour Traffic spikes linked to direct campaign content planning
Communications	Collaborate with existing ToC advertising and promotional opportunities to further promote the CTC project (e.g. ToC website, event programs, Town Talk, Flourish, newsletters and print ads)	Amount of promotional cross opportunities achieved
	Compile and distribute media releases and press kits pertaining to relevant initiatives, events and business news in conjunction with the ToC Communications Team	Number of online/press articles and mentions
	Campaign content planning – continuation/expansion of <i>Discover Claremont</i>	Traffic spikes linked to direct campaign content planning
Brand Strengthening	Continue to promote and use the CTC brand in association with initiatives, events, activities and programs	Amount of successful initiatives, events, activities and programs, business cross promotion implemented
Create Comfort		
Contribute to the improvement of the physical space of the town centre through improved and additional public amenities		
Strategy	Action	KPI
Maude Jackson Lane	Maintain improvement and maintenance programs in conjunction with the Town of Claremont's Infrastructure team	Elevated aesthetics and streetscape
Licensed Premises	Attendance at Licensed Premises meetings	Understanding of requirements
Little Libraries	Work with the Claremont Community Hub and Library and Infrastructure officers to stock and maintain five Little Libraries located near businesses across the town centre	Use of libraries by community Increased pedestrian traffic to host sites

Claremont Town Centre 2020-21 Operational Plan

Create Interest	Encourage and manage initiatives that contribute to making the town centre a more interesting, active place to visit	
Strategy	Action	KPI
Place Activation	Implement a festive season art event (<i>12 days of Christmas</i>), which contributes to place activation, business partnerships, brand strengthening and acts as a promotions platform to trigger Christmas shopping in the Claremont precinct	Increase in visitor numbers to stores and business Feedback from the initiative
	Activities to enhance visitor experience and contribute to making the town centre a shopping, dining and entertainment destination	Attendance and feedback
	Christmas Activations in partnership with specific businesses (e.g workshops, dining nights, Christmas shopping nights)	Visitor attendance, business participation, campaign response
Create Partnerships	Create and manage partnerships that contribute to the aim of the CTC project	
Strategy	Action	KPI
Business Communications	Communicate regularly and effectively with the business community and key stakeholders through frequent e-newsletters and business liaison	Monthly e-newsletters produced and distributed Increased participation in programming
	Continue to develop targeted workshops and business programs with the Small Business Development Corporation	Attendances and business feedback
Business Grants	Promote small grants to assist businesses to create initiatives that support business awareness, increase guest numbers, encourage people to linger longer	Number of grant applications
	Provide opportunities for businesses to be involved in community events	Number of opportunities taken

Activation and Activities Schedule		
Activation Name	Description	Timeline
12 days of Christmas	<p>Professional art installations in store windows based on the 12 day of Christmas theme, with a reveal each day across the precinct of one of the 'themed' days.</p> <p>Unveiling to commence on Monday 16 November with a reveal each day until 27 November (launching the campaign video on Saturday 28 in time for weekend Christmas shopping and the month of festive purchasing in December)</p> <p>Tie in the theme with Claremont Quarter's Christmas Colour scheme and Town of Claremont' Christmas street art</p>	November/December
Little Libraries	Five little libraries throughout the Town Centre. Co-management and maintenance with the Claremont Community Hub and Library to provide stock and Infrastructure officers to maintain little book	Year round

Claremont Town Centre 2020-21 Operational Plan

	exchanges	
Christmas Activations	Workshops, dining events, shopping nights (note to incorporate as many cross promotional opportunities as possible)	November/December
Community Event linkages	Identifying opportunities for local business participation and involvement: <ul style="list-style-type: none"> • A Night on Bay View • ARTTRA Light Festival • ANZAC Day • Volunteers Week • Get into Health • Claremont Art Awards and Exhibition • Celebrate Lake Claremont • Seniors Week • Remembrance Day • Christmas Carols • Library school holiday programs 	Year round

6.2 CLAREMONT TOWN CENTRE - DISCUSSION OF OTHER MATTERS THAT IMPACT THE TOWN CENTRE

File Number: GOV/00048-03, D-20-33363

Author: Andrew Smith, Director Infrastructure and Financial Management

Authoriser: Liz Ledger, Chief Executive Officer

Attachments: Nil

PURPOSE

To discuss matters arising from Members of the Claremont Town Centre (CTC) Advisory Committee with respect to the CTC.

BACKGROUND

Given the membership of the CTC Advisory Committee, it has been previously agreed that in addition to marketing and promotional elements (that form the fundamentals of the CTC program), the Advisory Committee Meeting also provides the opportunity for direct discussion with Elected Members and Senior Officers of the Town of Claremont to discuss issues within the Town Centre.

Where possible, the Town may be able to respond to issues as they arise, or alternatively work with Committee Members to reach a suitable outcome or positive response to concerns or opportunities.

Suggested headings are included in this report as possible matters for discussion, however additional items that are not included in these headings can also be raised and discussed as deemed appropriate.

DISCUSSION

The following items are included to provide possible matters for discussions by Committee Members and for possible response by the Town of Claremont (if appropriate).

Where indicated, the following matters have been previously discussed and updates are provided (where appropriate):

- Cleaning, street sweeping, litter control.
- Vegetation, street trees, plantings.
- Artwork, murals, design elements.
- Connectivity, permeability, pedestrian movements.
- Parking, parking control, enforcement.
- Vacancies in Town Centre.
- Safety.
- Other issues.

Updates on previous issues raised

Old Theatre Lane – cleaning, seating, CCTV

Following the meeting held on 10 March 2020, a letter has been sent by the Director of Infrastructure and Financial Management to the Strata Manager of Old Theatre Lane asking if they have any interest in an arrangement by which the Town would extend its services into the Lane (which is private property) – no response to this letter has been received as of yet.

Road Safety – the intersection of Avion Way and St Quentin Avenue

A review of the site was undertaken and new full length give way markings installed on the road. Since the changes indicative advice has been that the changes may have resulted in a decrease in the number of observed incidents.

The development of designated non-smoking areas in the Town Centre.

Preliminary research into creating non-smoking areas in public spaces indicates the following issues will need to be considered and addressed in order to apply a smoking ban in a designated area within the Town Centre:

- Determine the defined smoke free zone/s (noting that only public places, not private owned property can be considered)
- Council consultation and support by Council prior to proceeding
- Community and stakeholder consultation
- Legislative considerations – Tobacco Control Act 2006, Local Policy, Local Laws
- Compliance – managed with an amendment to Town's local laws with policing and infringements being issued by Community Safety Officers
- Installation of public signage
- Development of a community awareness and education program (easing of compliance within the first 6-12 months, based on an education/warning process over infringement)
- Advertising, marketing and promotions campaign.

Whilst this matter was discussed at the last meeting of the Committee, no resolution was made in respect to any proposed course of action.

Town Centre Activity Centre Planning

In the coming months, the Town will be progressing with the development of a new Activity Centre Plan for the Town Centre. This plan will seek to guide the development potential of the Town Centre including how this will expend retail, commercial and residential land uses.

This plan will guide the development of the Town Centre over the next 2 decades or longer, however is being developed in conjunction with the development of infrastructure plans, traffic and parking studies, massing and built form studies and economic sustainability studies. The draft plans are some way off at the moment, however when they are released for public comment, copies will be provided to the committee as well.

New FIN bin - automatic compactable rubbish bin

Members might have recently seen the new FIN bin being trialled along St Quentin Avenue. This bin is designed to be self-compacting requiring only the use of the foot lever on the side to start the compaction process, where after the bin continues to compact the material when it reaches a designated volume.

The Town agreed to trial the bin free of charge and its use has resulted in what were previously daily pickups now being weekly. The cost of the bin is however very expensive, and whilst there are certainly cost savings in reduced rubbish collection, there is a much increased risk of odours from the bin, particularly in summer, with the greater volume of rubbish at the same location for a much longer period of time.

Given that the Town Centre has smaller bins and very regular pickups, specifically to reduce this exact problem or risk, it is unlikely that the trial of this FIN bin will result in any suggestion to introduce them more broadly in the Town.

Safety

The Town is looking into securing a grant to improve safety through increased and improved CCTV. This will include face recognition footage, and a connection between Perth and Fremantle to assist the WA Police in fighting crime.

PAST RESOLUTIONS

Claremont Town Centre Advisory Committee Tuesday 9 June 2020.

FINANCIAL AND STAFF IMPLICATIONS

The Town currently undertakes many initiatives that supports a viable economic hub, including street sweeping, waste management, lighting and maintenance. Whilst every effort will be made to accommodate additional ideas and requests, the Town may be limited in its ability to immediately resolve all issues as raised due to resourcing limitations.

Where these are likely to occur, this advice will be provided to the Committee.

POLICY AND STATUTORY IMPLICATIONS

Not applicable, unless otherwise noted.

COMMUNICATION / CONSULTATION

Consultation may be required with property and business owners within the Town Centre if any works proposed as a result of this item have the potential to create an adverse impact to these businesses or property owners.

STRATEGIC COMMUNITY PLAN

Local Prosperity

Our businesses are thriving and integrated into the life of the Claremont community, and the town centre is known as the premier visitor destination.

- Plan for the development of attractive and thriving activity nodes to support small local business.
- Support new and existing local small business and entrepreneurial activity.
- Raise profile of the Claremont Town Centre as a visitor destination.

URGENCY

No urgency required in respect to this matter.

VOTING REQUIREMENTS

Simple majority decision of Council required.

OFFICER RECOMMENDATION

That the matters as discussed and agreed by the Claremont Town Centre as items for attention, be included in and Action List for future review by the Committee.

7 OTHER BUSINESS

8 NEW BUSINESS OF AN URGENT NATURE APPROVED BY THE PRESIDING PERSON OR BY DECISION OF MEETING

9 FUTURE MEETINGS OF COMMITTEE

Claremont Town Centre Advisory Committee Meeting, Tuesday 8 December 2020 at 5.00pm.

10 DECLARATION OF CLOSURE OF MEETING