



AGENDA

Claremont Town Centre Advisory Committee Meeting Tuesday, 10 March 2020

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

Date: Tuesday, 10 March 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 10 December 2019 be confirmed.

5 PRESENTATION

6 REPORTS OF THE CEO

6.1 CLAREMONT TOWN CENTRE OPERATIONAL PLAN QUARTERLEY UPDATE OCTOBER TO DECEMBER 2019

File Number: GOV/00048-03, D-20-07531

Author: Annette Brown, Project Officer

Authoriser: Liz Ledger, Chief Executive Officer

Attachments: 1. CTC Operational Plan Quarterly Report Oct to Dec 2019 [↓](#) 

PURPOSE

To provide a quarterly update for activities carried out during the October to December 2019 quarter for the Claremont Town Centre (CTC) project.

BACKGROUND

The CTC Operational Plan 2019-20 was recommended for Council consideration by the CTC Committee in June 2019 and adopted during the annual budget process.

DISCUSSION

From October to December 2019, officers have been implementing projects within the plan's quadrant framework structure;

1. Create Awareness
2. Create Interest
3. Create Comfort
4. Create Partnerships

These defined objectives steer the design and delivery of marketing and activity programs that contribute to the economic and social well-being of the CTC shopping precinct.

The strategic 12-month planning approach ensures that programs align with resource and budget parameters, with the attached report providing an overview of the activities undertaken during the second quarter of the financial year.

PAST RESOLUTIONS

Claremont Town Centre Advisory Committee 10 December 2019.

FINANCIAL AND STAFF IMPLICATIONS

Resource requirements are in accordance with existing budgetary allocation.

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.

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

N/A.

VOTING REQUIREMENTS

ABSOLUTE MAJORITY DECISION OF COUNCIL REQUIRED.

OFFICER RECOMMENDATION

That the Claremont Town Centre Advisory Committee receive the Claremont Town Centre quarterly update October to December 2019.

OPERATIONAL PLANNING 2019-20
Claremont Town Centre Project Update
October to December 2019

CLAREMONT
TOWN CENTRE



Introduction

This report has been prepared to provide the Claremont Town Centre (CTC) Advisory Committee with an update on activities undertaken within the annual Operational Plan framework, which was approved and recommended to Council for adoption.

Officers continue to progress the planned programs for the 2019-20 financial year within the quadrant modelling of; *Create Awareness* / *Create Interest* / *Create Comfort* / *Strengthen Partnerships* and present an overview of the activities undertaken from October to December 2019.



Create awareness

This quadrant focusses on creating awareness and further strengthening the CTC brand through a dedicated marketing action plan with three goal motivations:

GOAL ONE | BUILD AWARENESS

Marketing objectives:

- Increase visibility and brand awareness of the CTC.
- Promote CTC events and activations.
- Build an awareness of CTC brand through 'Discover Claremont'.

GOAL TWO | GROW COMMUNITY

Marketing objectives:

- Increase audience on CTC channels (social media, website and business newsletter).
- Strengthen partnerships with businesses.

OPERATIONAL PLANNING 2019-20
Claremont Town Centre Project Update
October to December 2019



GOAL THREE | INFLUENCE ACTION

Marketing objectives:

- Increase engagement from businesses during campaigns.
- Increase foot traffic in CTC.
- Increase engagement from online community with campaign content.

Campaign Delivery October to December 2019

Spring Racing – Sunday 13 October to Tuesday 5 November (Melbourne Cup)

Targeted content highlighted business and sprint racing-related products and showcased offerings in the lead up to Melbourne Cup.

No advertising costs, completely organic content, meaning the number of people who saw content without paid promotion. Results:

- Reached approximately 14k users.
- 7.8k on Instagram.
- 7.7k on Facebook.
- Increase in views of Shops page on website and behaviour from blog.

Seniors Week – 6 to 16 November

- Facebook events created for each CTC event.
- Organic content, plus \$100 spend for boosting events.
- Reached about 17k users.
- 4.2k on Instagram.
- 12.5k on Facebook.
- Reached increased when business interacted with posts, comments and shares.
- Increased followers on social media accounts.
- Those that viewed Seniors Week article on website also viewed the shops page and explored “what’s happening”.

What we learnt from Spring Racing and Seniors Week:

- Spring racing performed better on Instagram.
- Seniors Week performed better on Facebook, due to the targeted content by age and the ability for users to engage with the events.
- There is a young audience following CTC on socials, but an older demographic engaging with the content.

OPERATIONAL PLANNING 2019-20
Claremont Town Centre Project Update
October to December 2019



Christmas in Claremont 14 November to 25 December

The Christmas in Claremont campaign was designed to attract expenditure into CTC through the promotion of the shopping precinct as Perth's premier place for festive shopping.

This year's strategy took on a new approach to 'bundle' the promotion of 'Let's Light Up Christmas' with Claremont Quarter, the annual 'Christmas Festival and Carols in Claremont Park' and 'Buon Natale', an Italian themed Christmas street celebration in Bay View Terrace.

Campaign channels included; Instagram, Facebook, CTC website (blogs), social media advertising, event listings, community newspaper advertorial, ToC channels (i.e. media releases, Town Talk, website etc.) flyers, planter boxes, banners.

Results:

- Facebook
 - Reached 108,550 and engaged around 6k.
 - New page likes doubled from the previous 2018 Christmas campaign and spiked at the time of release of So Perth and Perth Happenings advertisements.
 - More activity, page likes, comments, post reactions in the lead up and of the day of the Buon Natale street party.
- Instagram
 - 26,321 impressions.
 - 364 profile views.
 - Increase of followers.
 - Spike in reach on 2 December, which linked to a Christmas party blog on the CTC website and a competition post by Claremont Cruise and Travel, in addition to multiple ads running for three days.
 - Over 92% completion rates on story views.
- Social Media Advertising
 - The ads made 103,487 impressions and reached 53,600 people (*explanation note; while commonly confused with reach, impressions are the total number of times the content could have been seen. When impressions are higher than reach it's a sign that the audience is viewing the content multiple times. Post with a high impressions-to-reach ratio are a strong indicator of what is performing well*).
 - Generated 2,681 event responses.
 - 537 link clicks to website.
- Website
 - 4.8k page views by 1.3k users.
 - Very low bounce rate at 3% (noting 20-30% is considered a good bounce rate)

OPERATIONAL PLANNING 2019-20

Claremont Town Centre Project Update

October to December 2019



-
- 360 users looked at the stores and shops after reading the articles.
 - Increase in views of the Bay View Terrace precinct page.

What we learnt from website data:

- Facebook is still the biggest referral traffic to the website after organic search.

Create interest

As demonstrated in website analytical reporting from July 2018, brand awareness and engagement is amplified through the marketing and promotion of specific campaigns linked to activities and special programs.

Seniors Week 11-15 November

During the quarter officers worked with eight Claremont businesses (The Athlete's Foot, Tamara Yoga, Res-Q IT services, Zenith Music, Nolita Italian Café, GPs on Bayview and Audika) to present activities and events during Seniors Week.

As indicated in previous statics reported under *Create Awareness*, the participation of local businesses in special programming assists in lifting the profile of the broader CTC shopping precinct and offers those involved, increased customer engagement.

In addition to direct programming, all businesses of the CTC were provided with the opportunity to promote special offers to this distinct target audience through the Seniors Week booklet and complementary online campaign. Eight businesses took up this chance and were featured in the digital and print campaign.

Buon Natale, Christmas street party 5 December

This year's activation trialled the extension of the street party to the southern end of Bay View Terrace, to include Old Theatre Lane.

It is estimated via the two food trucks, The Claremont hotel, Lane Café, Bellissimo, Nolita and Crust Pizza food service figures that the event attracted over 2,500 people to Bay View Terrace from 5-9pm.

The extension increased budget expenditure and stretched limited resources to accommodate the southern/east end of the Terrace through a series of stall options to attract people towards Stirling Highway.

However, the reduction in participation and lack of support of involvement by the broader business community within the activation challenged the intended plan and design, which will be a significant consideration if the activation is to go ahead in 2020.

As indicated in the above mentioned report, the marketing campaign attracted the crowds and kick-started festive season shopping promotions in the lead up to the event and through to 24 December.

During this quarter officers also commenced planning for the *Luna New Year* celebration in Avion Way on Thursday 30 January and *Au Revoir Summer* laneway activation, Thursday 27 February.

OPERATIONAL PLANNING 2019-20

Claremont Town Centre Project Update

October to December 2019

**Create comfort**

In the lead up to the festive season the Town of Claremont allocates a significant budget towards Christmas street decorations installed within the CTC precinct.

This year the project included additions to Claremont Christmas Tree outside of the Claremont Community Hub and Library, the introduction of suspended net lighting and an archway to the entrance of Maude Jackson Lane, decorations down Bay View Terrace, St Quentin Avenue, Avion Way and Old Theatre Lane.

In addition to the traditional street decoration, the visual theming of this year's *Christmas in Claremont* campaign was carried through street banners, planter boxes and shop window decals.

The number of businesses taking up the limited offer for a Christmas decal, which included design, fabrication, installation and de-installation rose from seven in 2018 to 16 in 2019.

Strengthen partnerships

The focus within this quadrant is to build and maintain open communication and collaborative working relationships with:

- Claremont Town Centre Advisory Committee members.
- Businesses of the Claremont Town Centre.
- Corporate, agency and not for profit partners.

Provision of additional promotional opportunities

As part of the ongoing strategy to expand and refresh the CTC photo library and build the brand through consistent visually imagery, officers identify and coordinate photo shoots with local business operators in line with seasonal or program campaigns.

Rather than an ad-hoc approach, officers identify the 'gaps' in the library when working on content planning and recognise businesses who may not have a suite of professional photos to contribute to campaigns.

During the October to December quarter, a photo shoot that involved the coordination of 16 businesses was implemented to assist in building the Christmas in Claremont digital strategy.

Businesses involved included; Trowbridge Gallery, Claremont Cruise and Travel, Half Price Hearing, Monde Design Store, Friendlies Eye Care, Mirrorcool Barber, Dental Quarters, The Acai Corner, Claremont Veterinary Hospital, Claremont News, Pronto Butcher, Little Leisure, Brogues of Claremont, Shane Dias Hair and Claremont Tableware.

This provides an opportunity for officers to connect with small business owners of the precinct and provide to those involved, high quality professional photos of their store and/or service for their own use.

OPERATIONAL PLANNING 2019-20

Claremont Town Centre Project Update

October to December 2019

Partnership program with the Small Business Development Corporation (SBDC)

A partnership program with the SBDC has been very active in designing and providing free training programs and a suite of business support services for CTC businesses, including legal and lease advice.

In addition to group workshops, this quarter the Corporation worked with officers to provide a one on one specialised service to a business experiencing substantial difficulty in setting up social media platforms. While the business was represented at previous social media group workshops, the individual service was designed by an industry expert to align with the more basic requirements of the business to get started. This was an exceptional service provided by the Corporation, who do not normally offer personalised training as part of their customer service charter but recognised the benefits to assist the CTC on this occasion.

The SBDC has recently listed a range of new programs for the 2020 calendar year and officers will work with Committee members and engaged business owners to determine the focus of workshop topics for the CTC project this year.

Business participation in the Town's community events

During the October to December quarter, the following businesses participated in *Seniors Week* and *Buon Natale*.

Seniors Week

Marketing and promotions, bookings management, provision of meeting rooms, equipment and catering (where applicable) was provided for businesses associated with Seniors Week. This included eight businesses directly involved in delivering programs and the businesses that took advantage of the Seniors Week promotional special offers.

Buon Natale

Those participating in the Bay View Terrace Christmas street party, were fully supported with services including, but not limited to; marketing and promotions, coordination and provision of all infrastructure and electrical services, street furniture and an additional security officer and entry/exit to the liquor licenced area to assist in foot movement to businesses cut off by the licenced area (Zomp, Dilettante, Alpha60).

Participating businesses included; The Claremont hotel, Little Leisure, Standin' Room, Bellissimo, Claremont Tableware, MJ Creations and Halo Diamonds.

Additional street furniture, temporary fencing and entertainment was engaged to encourage pedestrian movement down the southern end of Bay View Terrace down to Crust Pizza and into Old Theatre Lane.

Business Grants

One joint application and one individual business application were received, accessed and acquitted in during the second quarter of the financial year.

OPERATIONAL PLANNING 2019-20

Claremont Town Centre Project Update

October to December 2019

Business Liaison

Regular communication through a monthly e newsletter (three produced and distributed during the quarter) and daily face to face liaison with businesses continues to strengthen the understanding of the role of the CTC project.

Summary

The introduction of two new events for the summer period has impacted on resourcing in its initial year, affecting the ability to explore and undertake surplus programming beyond the current project scope. Opportunities presented during this time have been accessed on a case by case basis and will resume post the Discover Claremont Summer Event Series.

Subdued engagement from businesses for inclusion in free marketing and promotional campaigns and activations continues to present challenges.

While officers have the capacity to build campaigns and have established relationships that allow them to approach and meet with businesses directly to encourage participation and involvement in projects, this a time consuming process and reduces the ability to work on alternative projects.

Officers will continue to work with Committee Members to identify areas of improvement and greater engagement processes from a small business perspective.

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

File Number: GOV/00048-03, D-20-05592
Author: Andrew Smith, Director Infrastructure and Assets
Authoriser: Liz Ledger, Chief Executive Officer
Attachments: Nil

PURPOSE

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

BACKGROUND

Given the membership of the Claremont Town Centre Advisory Committee, it has been previously agreed that in addition to marketing and promotional elements (that form the fundamentals of the CTC Program), the 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

Previous Issues Raised

- Extension of street cleaning to include Old Theatre Lane was requested from the Town
 - *Whilst it is recognised that street cleaning in the Lane would be beneficial, this is difficult to accommodate as the Lane is privately owned property. As such an arrangement would need to be made between the property owners/strata management company and the Town for this to be undertaken.*

Any New Issues

Vegetation, Street Trees, Plantings

Previous Issues Raised

- It was noted that the use of Plane Trees in the Town Centre have generated some adverse reactions from visitors to the Town Centre with asthma.
 - *A review of the Street Tree Master Plan is proposed for 2020, with the use of Plane Trees certain to be matter of discussion within this review.*

Any New IssuesArtwork, murals, design elements**Previous Issues Raised**

- The CEO advised that the integration of a new art piece/mural in Avion Way is being considered in the New Year, in conjunction with the property owner.

Any New IssuesConnectivity, permeability, pedestrian movements**Previous Issues Raised**

- The CEO advised that the Town was currently undertaking a Town Centre Activity Centre Strategy that included traffic, transport and parking as an element of this study process.
- Loading Bays - It was asked if the allocation or designation of loading bays in the Town Centre could be considered as part of this study as access to these is quite difficult for some retailers.
 - *This matter has been forward for inclusion within the study*
- Larger Vehicles - It was further requested that the traffic study consider the increased number of larger vehicles moving through the Town Centre as result of the increase in on line shopping and other changes in retail behaviour.
 - *This matter has been forwarded for inclusion within the study*
- Uber Bays - The concept of providing space for Uber bays in the Town Centre was suggested, it was advised that this was recognised and the Town is considering solutions for this issue as part of the broader strategy.
 - *This matter has been forwarded for inclusion within the study*
- Seating – it was requested that the Town consider the installation of additional seats in Old Theatre Lane as there are few places for people to sit other than at the café as customers
 - *Similar to cleaning, the issue with Old Theatre Lane is that it is privately owned property, so the Town is not authorised to install equipment and/or furniture in the Lane, without some form of understanding between itself and the property owners/strata management company*

Any New IssuesParking, parking control, enforcement**Previous Issues Raised**

- It was noted that the provision of 30 minute free parking was a major positive for retailers in the Town Centre and distinguished Claremont from many comparable Town Centres.

Any New Issues

Vacancies in Town Centre

Previous Issues Raised

- The issue of vacancies in the Town Centre was discussed and the ability to encourage re-occupancy in situations where the land owners was not motivated by income generation.
- The use of a rating system that 'penalised' vacant shops was discussed, as this method had been used successfully in other areas.
- The ability of the Town to react quicker and make the approval (planning) processes easier for changes of use (retail to food and beverage) where these would generate tenancies in vacant shops was also discussed.

Any New Issues

Other Issues

Previous Issues Raised

- Road safety – the intersection of Avion Way and St Quentin Avenue was discussed, with several near misses occurring regularly at the give way sign.
 - *Since the last meeting the Give Way signs have been reviewed and new full length give way markings installed on the road. Assessment of crash data has revealed almost no reported motor vehicle incidents or accidents at this intersection (due primarily to the low speed environment). Hannah Etherington has agreed to let the Town know if the recent changes make any positive impact, otherwise a change in priority may be required to effect further changes to behaviour.*

Any New Issues

Security Issues

Previous Issues Raised

- Homeless people – Scott advised that Hawaiian were dealing with this issue in several centres, including Claremont. It was agreed that the ability to integrate any management of this issue with available services that support homelessness was beneficial in trying to assist.
- The CEO advised that the Town was currently developing a Community Safety Plan and this would deal with a range of issues that impacted on the Town Centre, and this would be provided to members when it was available.

Any New Issues

PAST RESOLUTIONS

10 December 2019;

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

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 result of this item have the potential to create and 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 an 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 9 June 2020 at 5.00pm.

10 DECLARATION OF CLOSURE OF MEETING