

Bayside Property Strategy

Community engagement summary

May 2022



Bayside
CITY COUNCIL

1 Background

This document provides a summary of stakeholder and community feedback on the Property Strategy 2022.

The Property Strategy outlines the strategic principles, objectives, policies and processes to guide property-related decisions of Council. The Strategy sets out what is important to the community and Council for the next four years and explains what actions Council will take to achieve each goal.

The Strategy is relevant for the acquisition and disposal, leasing, use and maintenance of property, and will help to ensure Council's extensive property portfolio continues to deliver social, cultural, recreational, environmental and economic benefits for the community.

The scope of this consultation included the proposed objectives and actions of the draft Strategy as well as any other feedback relating to the draft. Respondents were provided with a copy of the draft Strategy, some high-level direction on the purpose of the Strategy, as well as the background and policy framework.

2 Consultation process

2.1 Consultation purpose

The purpose of this consultation was to provide the Bayside community with an opportunity to review and provide feedback on the draft Property Strategy, and their level of support for proposed objectives and actions.

While the draft Property Strategy's objectives and actions were drawn from the Bayside 2050 Community Vision and the Council Plan, which had been developed through deliberative community engagement programs, this consultation period provided an opportunity to check their validity in the context of the draft Property Strategy.

Community engagement was conducted in accordance with Council's Community and Stakeholder Engagement Policy 2021. The engagement plan overview was published and is available to view on Council's Have Your Say engagement website.

2.2 Consultation methodology

Bayside community members were invited to provide their feedback on the draft Strategy from 27 April 2022 to 22 May 2022 for the consideration of Council.

The tools and techniques selected for this project were informed by the project content, stakeholders and type of feedback sought.

Key tools for communicating the project

- e-newsletter article (5,314 opens)
- emails to subscribers (2,303 opens)
- website article (84 opens)
- organic and paid social media advertising (4,262 impressions)

Key methods for gathering feedback

- online engagement through Have Your Say (9 contributions)

- contact email address and phone number of relevant Council Officer was provided for interested community members to ask for further information or provide feedback directly (2 questions).

Details	Activity
27 April 2022 - 22 May 2022 409 Visitors 9 Contributions	Have Your Say website Draft Strategy and high-level information to guide review as well as online survey hosted on the engagement platform Have Your Say
27 April 2022 - 22 May 2022 2 Questions	Questions and answers Direct feedback provided through contacting the Project Officer for further information or to provide feedback over the phone or via email

3 Participant profile

Survey respondents were asked about their connection to Bayside. All respondents (9) indicated that they were a Bayside resident or ratepayer. No one identified as a commercial lessee, community group lessee or member of a community group that uses a Council property, or visitor to Bayside.

As accessibility to Council properties is a key driver in Council's strategic plans, respondents were asked if they had lived experience of disability or care for someone who does:

- 3 (33%) respondents said yes
- 4 (44%) respondents said no
- 2 (22%) respondents preferred not to say

Additional demographic information was not requested from participants as it was not considered relevant to this engagement.

4 Consultation findings

The following section summarises the key themes which arose in community feedback on the draft Property Strategy. In the interest of stakeholder and community privacy, individual quotes have not been included within this public document.

Respondents were asked to:

- rank their preferred approach to the management of open space;
- rate their level of support for each of the objectives of the Property Strategy
- provide feedback in the form of commentary on any specific actions they felt were missing from the Strategy and any other general comments.

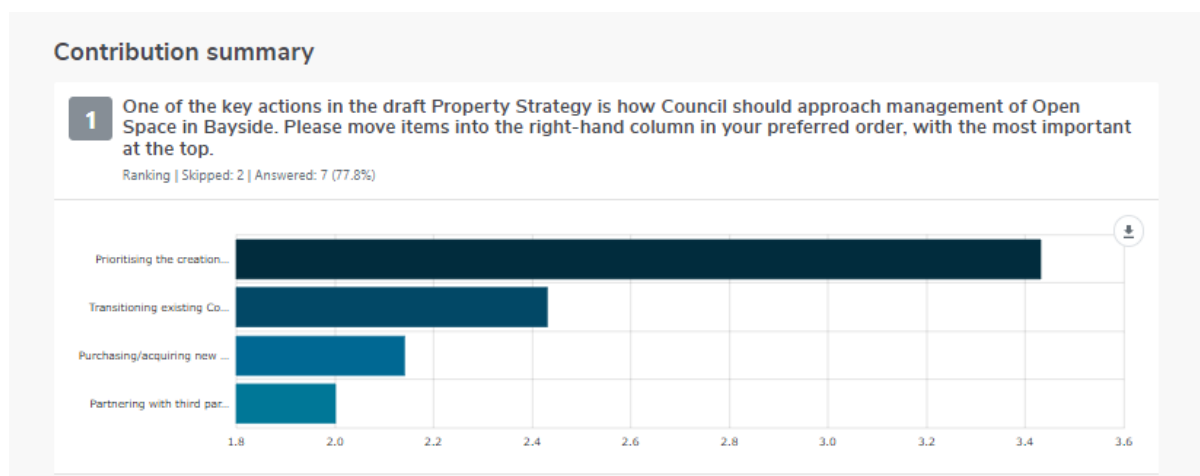
A total of 9 responses were received, which are outlined in the sections below.

4.1 Support for actions

Preferred approach to management of open space

Respondents were asked to rank Council's approach to the management and creation of new open space in Bayside based on the actions set out in Goal 1.

- Most respondents felt prioritising the creation of open space through the public realm (e.g. through road and public space conversions) was the best approach;
- Transitioning existing Council owned facilities to open space and purchasing new land consistently ranked second; and
- The least popular approach was partnering with third parties such as developers and nearby landowners.



Officers view this feedback as an endorsement of the current Action as drafted, with a focus on road and other existing space conversions as the main open space creation process.

Level of support for strategic objectives

Online survey respondents were asked to rate their support for each of the identified Objectives of the Property Strategy on a scale from Strongly Agree to Strongly Disagree.

A summary of responses received for each Objective is set out in the tables below:

Objective: Maximising utilisation and community benefits		
Answer Type	Percent	Count
Strongly agree	66.67%	6
Somewhat agree	22.22%	2

Neutral	11.11%	1
Somewhat agree	0%	0
Strongly Disagree	0%	0

Objective: Optimising commercial returns

Answer Type	Percent	Count
Strongly agree	33.33%	3
Somewhat agree	22.22%	2
Neutral	33.33%	3
Somewhat agree	11.11%	1
Strongly Disagree	0%	0

Objective: Capital investment in assets: sustainable, accessible and fit-for-purpose now and for the future

Answer Type	Percent	Count
Strongly agree	33.33%	3
Somewhat agree	33.33%	3
Neutral	33.33%	3
Somewhat agree	0%	0
Strongly Disagree	0%	0

Objective: Open Space and Environmental Sustainability

Answer Type	Percent	Count
Strongly agree	44.44%	4
Somewhat agree	44.44%	4
Neutral	11.11%	1
Somewhat agree	0%	0
Strongly Disagree	0%	0

Objective: Alignment of policy and process with Property Strategy principles

Answer Type	Percent	Count
Strongly agree	33.33%	3
Somewhat agree	44.44%	4
Neutral	11.11%	1
Somewhat agree	11.11%	1
Strongly Disagree	0%	0

Of the 9 responses received to the survey on the Property Strategy objectives, 8 responses fell within the Strongly Agree, Somewhat Agree or Neutral categories for every objective. The objectives Optimising Commercial Returns and Alignment of Policy and Process both received one Somewhat Disagree response.

On balance, the respondents were overwhelmingly supportive of the objectives, with respondents commenting that the Strategy seemed comprehensive and that they commended the work and detail that has gone into the plan.

This feedback indicates that the basis of the objectives and actions have succeeded in capturing the community's priorities for Property outlined in the vision and council plan documents. This will give officers confidence to proceed with the planned actions.

4.2 General feedback

In addition to the survey style questions relating to the objectives, respondents were also asked two questions regarding the draft Strategy. The questions were *are there any actions missing from the draft Strategy?* And *Do you have any other feedback about the draft Strategy?* Three respondents provided answers to both questions and that feedback is summarised below:

Topic	Community feedback
Car parking	<ul style="list-style-type: none"> Beach car parking could be used to supplement parking in Major Activity Centres (MAC) by providing designated trader parking and discounts to shoppers during the week. This could free up current carparking space in MAC for open space.
Increased utilisation	<ul style="list-style-type: none"> Better shared use of public assets should be encouraged Shared use of current single user council owned facilities is a no brainer. Live music and entertainment opportunities should be a part of the Action Plan.
Environmental principles	<ul style="list-style-type: none"> Environmental principles should come first and not give council assets on long term (e.g. over 10 year) terms to commercial operators.
Bathing boxes	<ul style="list-style-type: none"> Bathing Box holders should be charged more Income from leased assets should be reviewed
Masonic Hall	Include the Masonic Hall in Sandringham as a specific asset for future preservation and use.

While only three responses were received to the questions and nine in total to the whole engagement, there were strong themes across the responses including:

- the objectives and actions in the draft Strategy were supported and well received

- respondents were concerned about the environment but also about car parking and the revenue that Council generates from its assets.

4.3 Project Evaluation

The consultation was promoted via direct email to Have Your Say members interested in Council strategies and plans. A website news story, and weekly promotion in Council's This Week in Bayside e-newsletter, ensured wide promotion of the opportunity to participate to around 9,500 community members. Paid social media advertising extended this reach to community members who may not subscribe to Council communications channels.

The length of consultation was set a four weeks to enable time to consider the draft Strategy and provide feedback. Most (88%) of the participants found the information was very or mostly easy to find and understand; 11% said they found the information very hard to find and understand. With the relatively small sample size, 11% represents one respondent.