

Community Engagement Report

Economic Development, Tourism & Placemaking Strategy (2024-2029)



July 2023

Bayside City Council
Corporate Centre
76 Royal Avenue
SANDRINGHAM VIC 3191

T (03) 9899 4444

F (03) 9598 4474

www.bayside.vic.gov.au



Contents

Overview	3
Next steps.....	4
1 Background	4
2 Definitions and scope	5
2.1 Glossary	6
2.2 Related Council documents and consultations	6
3 Consultation process	6
3.1 Consultation purpose	6
3.2 Consultation methodology	6
3.2.1 Project promotion	7
3.2.2 Consultation activities	7
4 Participant profile.....	8
5 Consultation findings	9
5.1 Feedback about economic development.....	9
5.1.1 Challenges and Opportunities	9
5.1.2 Effectiveness of business support initiatives.....	10
5.1.3 Church Street and Bay Street traders.....	11
5.1.4 Reconciliation Advisory Group.....	11
5.1.5 Feedback about current initiatives	12
5.1.6 New ideas for economic development in Bayside	12
5.2 Feedback about tourism	13
5.2.1 Feedback about current initiatives	14
5.2.2 Church Street and Bay Street traders.....	15
5.2.3 New ideas for tourism in Bayside	15
5.3 Feedback about placemaking	17
5.3.1 Christmas decorations.....	18
5.3.2 Church Street and Bay Street traders.....	18
5.3.3 Feedback about current initiatives	18
5.3.4 New ideas for placemaking in Bayside	19
5.4 Out-of-scope feedback.....	22
6 Project evaluation	22

Overview

The first stage (information gathering) of this community engagement program focused on:

- Building Council's understanding about which existing Economic Development, Tourism and Placemaking programs and initiatives are valued by the Bayside community.
- Identifying areas for support and growth.
- Identifying new opportunities and ideas to assist with informing the five-year strategy.

This engagement commenced on 13 April 2023 and ran for four weeks, until 10 May 2023.

Overall, it is estimated that 358 participants contributed to the first stage of community engagement. The consultation activities included an online survey and digital ideas board, community engagement sessions at two Autumn Fest events, discussions with traders and Council advisory groups and written submissions to Council.

Economic development initiatives

The top three factors thought to be opportunities for the Bayside economy were:

1. Innovation, digital skills and technology.
2. The brand and reputation of Bayside.
3. Diversifying the economy.

The most effective business support initiatives were:

1. Events and activations in shopping precincts.
2. Business advice and mentoring services for new and expanding businesses.
3. Social media and marketing support for local shopping precincts.

Potential initiatives suggested for the draft Strategy included:

1. Proactive Council coordination and liaison for B2B connections.
2. Promotions and marketing.
3. Continued business support from Council.
4. Increased in-person Council engagement.
5. Investigating easier permits and planning processes.

Tourism initiatives

The top three opportunities for Bayside tourism initiatives included:

1. More food and wine festivals.
2. Markets.
3. Concerts and musical performances.

Suggested improvements for current tourism activities included:

1. Providing more signage about activities and events
2. Promoting the features of Green Point, Ricketts Point Marine Sanctuary, and the Art Trail.

Potential initiatives suggested for the draft Strategy included:

1. Heritage and garden tours/events.
2. Street festivals.
3. More concerts, film and theatre events.
4. Expanding offering of restaurants and cafes along the foreshore.

Placemaking initiatives

The top three most influential placemaking initiatives were:

1. Cleanliness of public areas (bins and graffiti maintenance).
2. Landscaping and greening public spaces.
3. Public spaces to sit, meet and gather.

Most participants (67.6%) agreed that Christmas decorations should be concentrated in busier shopping areas for higher visual impact.

Potential initiatives suggested for the draft Strategy included:

1. Providing more parking spaces.
2. Planting more trees and creating green spaces.
3. Providing more seating and communal spaces.
4. Pedestrianising activity centres.
5. Ensuring public spaces are cleaned and maintained to a high standard.

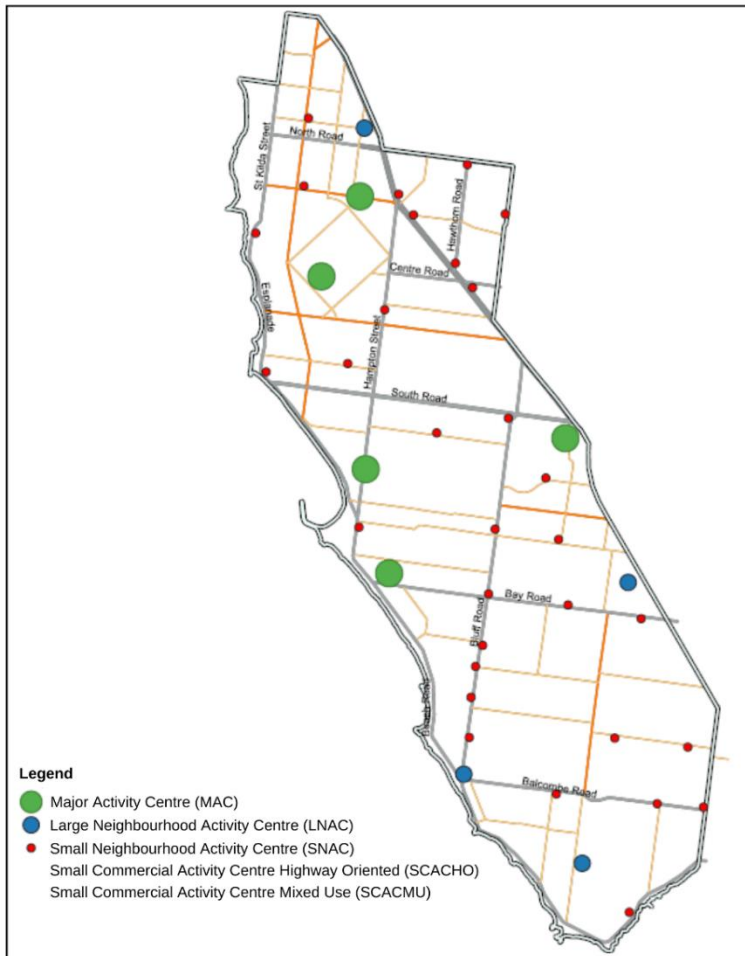
Next steps

The draft Strategy will be developed between July-October 2023 through analysis of community and stakeholder feedback, review of existing related strategies, and incorporate local and national economic data and trends. The draft strategy will align with the Bayside 2050 Community Vision, the Innovate Reconciliation Action Plan 2022-24, the Bayside City Council Plan 2021 - 25, and other related Council plans and strategies. Community members and stakeholders will then have the opportunity to comment on the draft in the second community engagement phase, during November 2023. Council will consider the finalised Strategy at its February 2024 meeting.

1 Background

This document provides a summary of stakeholder and community feedback for the development of a new five-year *Economic Development, Tourism & Placemaking Strategy*. This Strategy will promote the best of Bayside, strengthen connections between people and the places they share, and provide support for local businesses.

The Bayside economy comprises smaller, local economies with their own characteristics. There are five Major Activity Centres: Bay, Church and Hampton Streets, Sandringham Village and Nepean Highway/South Road Hampton East, plus 36 smaller neighbourhood shopping centres. The actions in the draft Strategy will aim to support new and existing businesses, promote sustainable tourism and create appealing, functional and inclusive public spaces in activity centres which resonate deeply with the local community.



Above: Map of Bayside indicating the approximate location of each Activity Centre.

The first stage of the community engagement program focused on building Council's understanding about which existing initiatives and programs are valued by the Bayside community. The community and stakeholders were asked to identify new opportunities and ideas, and identify any areas for support, improvement, and growth.

2 Definitions and scope

Within this document, reference is made to stakeholders. The project stakeholders are:

- Bayside residents
- Tourism providers
- Business owners/employees
- Traders' Associations
- Visitors to Bayside
- Volunteer groups
- Service clubs and
- Community action and 'Friends of' groups.
- Brighton Bathing Box Association.
- Bayside Tourism Network.
- Bayside advisory and representative committees.
- Department for Jobs, Skills, Industries and Regions (DJSIR)
- Local Members of Parliament.

2.1 Glossary

Item	Definition
HYS	Have Your Say engagement portal https://yoursay.bayside.vic.gov.au/
BHARG	Bayside Healthy Ageing Reference Group
DAIAC	Disability Access and Inclusion Advisory Committee
CEO	Chief Executive Officer
SMEs	Small-medium enterprises
MACs	Major Activity Centres
LNACs	Large Neighbourhood Activity Centres
SNACs	Small Neighbourhood Activity Centres
n=	Number of participants, comments or mentions

2.2 Related Council documents and consultations

2014-19 Economic Strategy, Bayside Tourism Strategy, Bayside 2050 Community Vision, Innovate Reconciliation Action Plan 2022-24, Bayside City Council Plan 2021 - 25.

3 Consultation process

3.1 Consultation purpose

The first stage of the community engagement sought to understand:

- The level of support for, and use of, existing services provided to local businesses and activity centres, as well as identified gaps and areas for improvement.
- The events, programs, activities, and seasonal installations the community valued and participated in, as well as what the community would like to see more/less of.
- What (and where) the community identified as tourist drawcards and assets.
- How the community felt about Bayside's streetscapes and village-life.

The project engagement plan overview for the consultations lists the engagement negotiables and non-negotiables.

3.2 Consultation methodology

The first stage of the community engagement program (information gathering) focused on building Council's understanding about which existing initiatives and programs are valued by the Bayside community; new opportunities and ideas, and any areas for support, improvement, and growth.



3.2.1 Project promotion

The project promotional activities are listed below:

Communication Channel/Tool	Description
Signage displayed at major activity centres	Signs displayed consultation information and QR code link to Have your Say page. Two A1 signs at each location: Beaumaris Concourse, Black Rock Village, Sandringham Village, Highett Road, Hampton Street, Church Street, Bay Street and Martin Street
Postcards	Delivered to businesses in 33 small neighbourhood activity centres (approx. 600). Handed out to attendees at face-to-face events and meetings (approx. 2,400).
Email to Traders Associations	Two emails (2,087 recipients)
Social media posts	Council channels - Facebook (3) and Instagram (3) Both organic and sponsored posts geo-targeting Bayside suburbs
Have Your Say project page	Email to relevant subscriber groups. Total unique recipients was 4,456 persons, with a 54.5% open rate (2,429 persons)
This Week in Bayside (e-newsletter)	14 April feature article linked to website news story (11,022 subscribers, 53.89% open rate, 90 news story page views) 20 April, noted in "Projects open for feedback" (11,015 subscribers, 56.51% open rate) 27 April noted in "Projects open for feedback" (11,016 subscribers, 61.88% open rate) 4 May noted in "Projects open for feedback" (1,015 subscribers, 54.4% open rate)
Digital screen display	At all Bayside libraries and Corporate Centre throughout entire engagement period
All-staff CEO Reflections	Verbal mention on 14 April
Bayside employee e-newsletter	Article on 19 April
Disability Access and Inclusion Advisory Committee e-news	Article included on 29 April - 10 committee members and 2 Councillors

3.2.2 Consultation activities

The first stage of the community engagement program commenced on 13 April 2023 and ran for four weeks, until 10 May 2023. Overall it is estimated that 358 participants contributed to the first stage of community engagement. However it should be noted that participants may have provided feedback at more than one engagement activity.

The consultation activities are listed below:

Details	Activity
Have Your Say project page 13 April - 10 May 2023 n=113 (Survey) n=5 (Ideas)	Project information Online Survey (and hardcopy version) Online Ideas Board Question and Answer forum
Pop up engagement sessions Beaumaris (n=58) Sandringham (n=85)	Live & Local, Balcombe Park, Beaumaris, 16 April 12pm-3pm: approx. 150 people in attendance Homegrown @ Bayside, Royal Ave Reserve, Sandringham 23 April 12pm-3pm: approx. 200 people in attendance
Consultation with key stakeholders and advisory groups	Traders' Association special meeting (on-line): 9 May, approx. 17 attendees Bayside Healthy Ageing Reference Group meeting: 1 May, approx. 21 attendees Reconciliation Advisory Group Meeting (on-line): 3 May, approx. 21 attendees
Email, post, or phone submissions	One written submission
Personal meeting with Project Manager	No meetings documented
Walk the street with the Mayor (traders)	Church and Bay Street, Brighton: 39 verbal contributions

4 Participant profile

Demographic data was collected in the online survey, the written submission and collected from participants at the Bayside Traders Association workshop. The engagement participants were predominantly female in the 35-49 age group. Most were residents, with approximately one-third business owners or workers. As the participants include visitors and non-resident business owners and employees, a comparison to the Bayside 2021 Census community profile is not meaningful.

	Demographic	Bayside residents 2021 Census	Participants No. (%)
G e n d e r	Male	47.8%	43 (35.2%)
	Female	52.2%	74 (60.7%)
	Unknown	-	-
	Other identity	-	-
	Prefer not to say	-	5 (4.1%)
	Under 25 years	7.8%	0 (0.0%)
	25-34	7.8%	6 (5.0%)

A g e G r o u p	35-49	19.4%	40 (33.3%)
	50-59	15.7%	26 (21.7%)
	60-69	12.1%	28 (23.3%)
	70-84	12.2%	18 (15.0%)
	85+ years	3.4%	2 (1.7%)
I n t e r e s t	Commercial property/ business owner	na	19 (10.8%)
	Bayside resident	na	110 (62.5%)
	Work in Bayside	na	37 (21.0%)
	Visitor to Bayside	na	9 (5.1%)
	Prefer not to say	na	1 (<1.0%)

Note: Interest/involvement in the local economy was a multi-response question so these percentages are calculated using total responses, not total participants.

5 Consultation findings

The following section summarises the key themes which arose in community feedback on economic development, tourism and placemaking in Bayside. In the interest of stakeholder and community privacy, individual quotes have not been included within this public document.

5.1 Feedback about economic development

This consultation feedback will assist with the development of initiatives to support existing businesses, attract and encourage new businesses and foster local employment opportunities. Where there was more than one mention of a topic or item, the number of mentions has been specified in brackets and italics.

5.1.1 Challenges and Opportunities

Engagement participants who completed the online survey were asked ‘Over the next five years, do you see the following as a challenge or an opportunity for the Bayside economy?’ Eight external factors and social trends were listed in the survey and are shown in the table below, sorted in descending order to show the factors rated as having the highest opportunity.

The top three factors thought to be opportunities for the Bayside economy were: innovation, digital skills and technology; the brand and reputation of Bayside and diversifying the economy. The top three factors thought to be challenges for the Bayside economy were: the nationwide trend of low wage growth; the ageing population and inequality and social disadvantage.

External factors and social trends	Challenge %	Opportunity %	Unsure %	TOTAL %
Innovation, digital skills and technology	15.0	81.4	3.5	100
Brand and reputation of Bayside	17.7	76.1	6.2	100
Diversifying the economy	19.5	69.9	10.6	100
Local employment opportunities, and/or shortage of skilled workers	49.6	43.4	7.1	100
Climate change	40.7	40.7	18.6	100
An aging population (fewer working aged people)	63.7	23.9	12.4	100
Inequality and social disadvantage	61.9	15.9	22.1	100
Nationwide trend of low wage growth	66.4	12.4	21.2	100

Data source: Online survey.

At the Traders' Association special meeting, one challenge mentioned was a reduction in disposable income due to higher living costs. Three opportunities raised were peer support and cross-promotion, creating a unique brand by leveraging the area's natural resources and encouraging the traders' active participation in their centre's Traders Associations.

5.1.2 Effectiveness of business support initiatives

Engagement participants who completed the online survey were asked to rate the effectiveness of several business support initiatives. These initiatives are shown in the table below, sorted in descending order based on the highest percentage of perceived effectiveness.

The top three effective initiatives were events and activations in shopping precincts; business advice and mentoring services for new and expanding businesses; and social media and marketing support for local shopping precincts. Business support initiatives considered to be less effective (or ineffective) were promotional material/campaigns; social media and marketing support for local shopping precincts (divided opinion) and incentives for sustainable practices.

Business support initiatives	Highly-Somewhat effective/ Effective %	Unsure %	Ineffective/ Somewhat ineffective-Not At All Effective %	TOTAL %
Events and activations in shopping precincts	84.0	3.8	12.2	100
Business support, advice and mentoring services for new and expanding businesses	75.4	12.7	11.9	100
Social media and marketing support for local shopping precincts	71.8	2.3	26.0	100

Development of Bayside's tourism brand	69.8	10.1	20.2	100
Promotional material (Shop Local, Rediscover Bayside campaigns)	68.8	2.3	28.9	100
Training opportunities for youth and job-matching programs	63.9	21.8	14.3	100
Incentives for sustainable practices (circular economy practices, Green Money)	59.6	15.4	25.0	100
Business networking events	53.5	26.8	19.7	100

Data sources: Online survey, community pop-ups, selected workshops and consultations with advisory groups. Number of responses for each initiative varied from 126 to 136.

At the Traders' Association special meeting, the effectiveness of the initiatives were rated by eight participants using a star system, as follows:

- Business support, advice and mentoring services for new and expanding businesses - 4.1 out of 5 stars.
- Social media and marketing support for local shopping precincts; events and activations in shopping precincts - 4 out of 5 stars.
- Development of Bayside's tourism brand - 3.6 out of 5 stars.
- Training opportunities for youth and job matching programs - 3.3 out of 5 stars.
- Promotional materials (ie. wedding guide, Shop local campaigns); Business Networking Events; Incentives for sustainable practices (ie. Circular economy, Green Money App) - 3.2 out of 5 stars.

5.1.3 Church Street and Bay Street traders

At the Walk the street with the Mayor activity, traders from Church and Bay Streets, Brighton provided their suggestions for improvement or change:

- Improve tenancy of the two centres- activate vacant premises/Council to have a strategy, attract 'high end' retailers (*5 mentions*).
- Concerns about phasing out of gas heating and stoves (*2 mentions*).
- Council to coordinate a new Landlord Association to mobilise landlords (*2 mentions*).

5.1.4 Reconciliation Advisory Group

The Reconciliation Advisory Group also provided their suggestions for Council to integrate aboriginal opportunities into the draft strategy:

- Attract successful aboriginal businesses to Bayside using specific initiatives and grants (*3 mentions*).
- Implement a Supply Nation or Kinaway (Victorian Aboriginal Chamber of Commerce) partnership.
- Promote a list of Aboriginal businesses in the region.
- Provide Aboriginal and Torres Strait Islander specific grants for events/workshops.
- Identify Aboriginal and Torres Strait Islander specific programs/spaces.
- Offer unused Council assets for Aboriginal and Torres Strait Islander businesses.

5.1.5 Feedback about current initiatives

Participants at the two community pop-ups and the Bayside Healthy Ageing Reference Group meeting were asked for their feedback about current economic development initiatives and responded with:

- Generic positive feedback about shopping strips and
- the Bayside Business Network (3).
- Proactive promotion of the Bayside Business Network/more assertive promotion in general (3).
- Less red tape.
- Year-round shop front competitions with prizes (expansion of Shops on Show).
- Engage with schools and market the Responsible Serving of Alcohol & Food Handling training provided for youth.
- Proactive action on vacant shops - pop-ups or short-term leases.
- “More of a night-time economy”.

Some of the feedback (4 comments) were not considered relevant to this topic so have not been included here.

5.1.6 New ideas for economic development in Bayside

The *Have Your Say* respondents (survey and ideas board), the participants at the two community pop-ups, the Traders' Association special meeting and the Bayside Healthy Ageing Reference Group meeting were asked: “Do you have ideas for initiatives/ services Council can implement to better support and promote local business?” There were 49 comments in total.

New ideas for economic development	No. of comments	Examples provided by participants
Proactive Council coordination and liaison for B2B connections	13	<ul style="list-style-type: none"> ➤ Investigate where there is high turnover e.g. Hampton Street and seek to support those facing high rents ➤ Promote and provide incentives to encourage the renting of vacant business premises ➤ Respond to vacant business premises. Use empty shop windows for community notices or Council banners until they are leased again. Work with owners to let their premises out for pop up or short lease agreements ➤ Council to create and support a community-led startup incubator offering networking, opportunities, social media, brand development. ➤ Encourage more diverse retail offerings ➤ Discourage/advocate against inappropriate commercial stores in shopping villages
Promotions and marketing	13	<ul style="list-style-type: none"> ➤ Help with marketing and promotions ➤ Easier navigation of Council webpage to identify Council services. A social media platform to promote different groups of businesses and all activity centres. ➤ Bayside magazine to advertise local businesses, keep older residents informed of places to visit. Encouraging our community elders to support local businesses. Invite elder-focused businesses to concentrate in some shopping areas of Bayside. ➤ Customer service awards. Promote award winning businesses or those receiving accolades for high achievement

		<ul style="list-style-type: none"> ➤ Suggested slogan "If you shop local, our Community thrives" ➤ Develop a hierarchy of destination brands - Bayside then Beaumaris, Black Rock, Brighton etc. Refer to examples from Miami, San Francisco, New York. ➤ Training for SMEs in business and product positioning in their target market segment.
Business support from Council	12	<ul style="list-style-type: none"> ➤ Volunteer network for mentoring or buddy program for small businesses. Match experienced business owners with new business owners. Need more support for entrepreneurs ➤ Volunteer network providing skills and labour for community events. Council support their access to government grants to hold events. ➤ Tailored invites to local businesses to network as a collaborative group - select similar sized firms and organise networking events hosted by Council. Activities to create stronger social connection between like-minded business owners ➤ Resources to support sustainable business ➤ Access to community solar. Encourage landlords to put solar on premises for the business to access and landlords to benefit from. Grants for energy efficiency. ➤ Free regular practical support to learn/upgrade skills e.g. training, workshops, courses ➤ Make sure that initiatives give equal support to all businesses in the precinct not just a few
Increase in-person Council engagement	9	<ul style="list-style-type: none"> ➤ Personal visits to businesses - listen to their problems. Council should come into the centres, walk around regularly and speak to the traders to get their ideas. Investigate what gaps residents feel exist in businesses. ➤ Take proper notice when making decisions that affect others' businesses and wellbeing. ➤ Listen to residents around development, reduce focus on high density residential as these occupants are more likely to be young, transient and less connected with their local community ➤ Council needs to work outside the major shopping areas
Easier permits and planning processes	10	<ul style="list-style-type: none"> ➤ Less red tape in business applications and permits. Council to support outdoor activities by making the permit/approval process easier. Making the process easier for buskers/food vendors to operate on the streets. ➤ Provide more commercial and flexible zoning to allow for commercial opportunities to grow without being too expensive. ➤ Reduced Council fees ➤ Boost the night economy-allow longer operation hours ➤ Lack of cohesion between the business needs/advocacy and Bayside rules.

5.2 Feedback about tourism

Engagement participants (survey and face to face events) were asked 'What type of events would you like to experience more of in Bayside?' The top three event suggestions were food and wine festivals, markets, concerts and musical performances. Other event ideas suggested were pet-related events (3), art and design events (2), family-friendly/child-friendly events (2), open garden days and street festivals.

Events and celebrations	No.	%
Food & wine festivals	116	19.1
Markets	100	16.4
Concerts & musical performances	99	16.3
Cultural celebrations	84	13.8
Heritage & garden tours	80	13.2
Film & theatrical performances	70	11.5
Sporting events	45	7.4
Other events	9	1.5
I do not attend events in Bayside	5	<1.0
TOTAL responses	608	100

Data sources: Online survey, community pop-ups, selected workshops and consultations with advisory groups.

At the community face-to-face events, selected workshops and consultations with advisory groups, participants could also nominate what they wanted to see less of, and events that they wanted to stay the same (in terms of frequency). As expected, there were mixed views on the types of events that should be held in Bayside. Only event types with 5 mentions or more are noted here” sporting events (*7 said less of these/5 said the same amount*), concerts and musical performances (*6 said less of these*), markets (*5 said less of these*) and cultural celebrations (*5 said less of these*).

5.2.1 Feedback about current initiatives

Participants at the two community face-to-face events and the Bayside Healthy Ageing Reference Group meeting were asked for their feedback about current tourism initiatives.

Initiative or issue	Feedback
Attraction and event signage	Better access and signage to the beach (incl. via railway stations)/focus on Bayside assets (beaches and signage) Tourist information board at each railway station Historic walks mapped out with signage and on phone app (2) More physical signage for the Autumn Fest and other events Need more physical advertising boards More signage to promote events
Scope and size of events	Larger events with more impact but fewer (2) Would pay \$10-\$15 entry per event to get the "wow factor" More events and activations Encourage and include local businesses to provide services
Specific sites	Beautification of Green Point foreshore, procure Hire bikes for foreshore paths Ricketts Point Marine Sanctuary/fossils need to be promoted Art Trail needs improvement Marquees are under utilised
Promotion	Promote foreshore path Playgrounds upgrade then update the app to include children's play areas
Event types	More culturally diverse events Film and theatrical performances at the Beaumaris Concourse (Beaumaris Theatrical Group)

5.2.2 Church Street and Bay Street traders

At the Walk the Street with the Mayor activity, traders from Church and Bay Streets, Brighton provided nine suggestions for improvement or change:

- Increase the appeal of the St Andrew's Church grounds - outdoor dining, Christmas tree.
- Street trees in Church Street should be bud-lit.
- Increased public murals (e.g. Urban Canvas).
- Council to incentivise buskers.
- More activations in Bay Street, Christmas events such as Christmas in July).
- Embrace the restaurant culture of Bay Street and promote the night-time economy.

5.2.3 New ideas for tourism in Bayside

Survey respondents, participants at the two community face-to-face events, the Traders' Association special meeting and the Bayside Healthy Ageing Reference Group meeting were asked: "Do you have any ideas to attract tourism and investment to Bayside, and/or create a better experience for visitors?" There were 96 comments in total.

New ideas for tourism	No. of comments	Examples provided by participants
Heritage and garden tours/events	18	<ul style="list-style-type: none"> > Updating cultural/ historical walks - Beaumaris Modern, Coastal and Architectural. Sculpture walk. Walks of 30-45 minutes duration featuring sites related to immigration, history. Mid-Century architectural tours around Beaumaris. > Organise Bayside open garden scheme. Christmas decoration home and garden tours. > Bathing Box tours from Brighton Beach train station. Sell Bayside branded mini bathing boxes. > Black Rock House gardens need improving. Feature Black Rock House in more publications > Council should run history of place events for children > Guided (volunteer) weekend walks from Town Hall during warmer months. Antique and collectibles monthly market using Town Hall and attached garden. > Heavy promotion of our iconic sites such as the Bathing Boxes (and views from Green Point), and The Brighton Baths. > Bayside and has guides that explain all about history. Promote the beach culture. Use of Billilla more, with U3A involvement. > More signage at historical sites and depicting past lifestyles eg. photos that were displayed on buildings in North Brighton. > More historical plaques and facts around Bayside > Tour train on wheels/tram that takes people from beach/Bathing Boxes to Church Street.
Street festivals	15	<ul style="list-style-type: none"> > More representation by local shops and businesses at community events - Council identifies the local need, builds the event and makes it easier for local businesses to take part. > Whole shopping strip activities e.g. Halloween and 'Hop into Hampton' Easter event > Rotate festival program to different locations around Bayside > Central meeting place at the Concourse for families with kids or teens > Street festivals like Centre Road Bentleigh. Hampton Street would be the perfect street. Themed activities e.g. the motor show in the Beaumaris Concourse > Festivals should include more free activities for children and toddlers.

Concerts, music, film and theatre	15	<ul style="list-style-type: none"> ➤ More open-air theatre and concerts. ➤ Outside drive-in on the beach in summer ➤ Themed food and music festivals at sufficient scale to attract visitors. ➤ A major music festival - could be at Trevor Barker Oval.
Restaurants/cafes	13	<ul style="list-style-type: none"> ➤ Working with local businesses to develop day trips for visitors including dining options. ➤ Food businesses at yacht and lifesaving clubs - foreshore/beach side restaurants and cafes. Change the look and feel of the foreshore ➤ Show off the Brighton Beach Boxes and expand the size of the cafe/restaurant ➤ 'High end' wedding venues that are on the cliffs or beaches ➤ Quality fish and chips (e.g. Cerberus Beach House) at other beach locations ➤ Sandringham Village has cafes closing at 3pm, stay open later ➤ Café culture is very important to draw people to Bayside ➤ The Little Elephant Highett is bringing tourism to the Little Highett Village shops in Spring Road.
Increase event locations/size	8	<ul style="list-style-type: none"> ➤ More foreshore based events ➤ Hosting significant sporting and festival events brings together the community and visitors to Bayside area ➤ Events ideally are tied to a cultural and long term outcome that helps the community identify itself and be proud ➤ More events for kids ➤ Organise and hold regular high quality events in open spaces and Council owned facilities. ➤ Need to have big events in Bayside ➤ More events similar to Port Phillip
Food, wine events and markets	6	<ul style="list-style-type: none"> ➤ 'Upscale' food suits Bayside's brand, Local food and wine events. Night markets and food trucks. Themed food festivals with music. ➤ 'Proper' Farmers Market. Craft market on Church Street.
Sporting events	6	<ul style="list-style-type: none"> ➤ Events for special interests like cycling, Pickleball, dog exercise and activities ➤ Introduce a "beach game" festival ➤ Park run ➤ More sporting events in Bayside
Cultural events/celebrations	4	<ul style="list-style-type: none"> ➤ Key events that link to the local culture (parks, cafe culture, beach) ➤ Hold an International festival - music, dancing, foods and crafts ➤ More First Nation events ➤ Outdoor summer and winter cultural events
Other ideas supporting tourism - signage, promotion, transport	27	<ul style="list-style-type: none"> ➤ Maximise benefit of having beaches accessible by train ➤ Marine sanctuary at Ricketts Point, bird watching, dolphins and seals ➤ Create an app e.g. 'Beautiful Bayside' with directory of activities and businesses, maps, information, special offers ➤ Promote Bayside as a tourism and entertainment precinct ➤ Need to attract the younger demographic into the area ➤ Get tourism advice from experts, don't listen to the NIMBYs. Find out what visitors really want and make it happen. ➤ Attract commercial hotel development (international tourism expectations) providing local employment. ➤ Better signposting of places e.g. Kamesburgh Gardens, nature walks. More directional signage needed on Beach Road to key landmarks. ➤ Map of children's playground's locations ➤ Brighton Beach Station precinct needs major upgrade ➤ Encourage sustainable tourism. ➤ Attention to Visiting Friends Relatives market

Some of the feedback (4 comments) were not considered relevant to this topic – general criticism of Council and a comment about Ripponlea-Elwood.

5.3 Feedback about placemaking

Engagement participants (survey and face-to-face events) were asked 'How influential are these placemaking initiatives in attracting you to use local shopping precincts and public spaces?' The initiatives are shown in the table below, sorted in descending order based on the highest percentage rated as extremely or very influential.

The most influential placemaking initiatives were cleanliness of public areas (bins and graffiti maintenance); landscaping and greening public spaces and public spaces to sit, meet and gather. Conversely the least influential placemaking initiatives were traditional owner recognition, directional and location-identifying signage, shopfront participation in seasonal activations and small seasonal theming activations throughout the municipality.

Placemaking initiatives	Extremely-Very influential %	Somewhat influential %	Slightly-Not at all influential %	TOTAL %
Cleanliness of public areas (bins and graffiti maintenance)	89.5	9.1	1.4	100
Landscaping and greening public spaces	86.5	9.9	3.5	100
Public spaces to sit, meet and gather	83.1	12.0	4.9	100
Accessibility	73.5	19.5	7.1	100
Decreasing vacancies in commercial properties	67.6	24.3	8.1	100
Public art and vibrancy of local centres	60.6	27.7	11.7	100
Directional and location-identifying signage	60.4	22.3	17.3	100
Shopfront participation in seasonal activations	50.0	35.0	15.0	100
Small seasonal theming activations throughout municipality	45.3	39.3	15.4	100
Traditional owner recognition	40.0	19.9	39.7	100
Large, concentrated seasonal theming in main shopping precincts	37.3	34.7	28.0	100

Data sources: Online survey, community pop-ups, selected workshops and consultations with advisory groups. 'Accessibility' was not asked about at the community pop-ups and selected workshops and consultations with advisory groups. Number of responses for each initiative varied from 113 to 143.

At the Traders' Association special meeting, the level of influence of the same placemaking initiatives were rated by ten participants using a star system, as follows:

- Cleanliness of public areas, including provision of bins and graffiti maintenance; landscaping and greening of public spaces - 4.5 out of 5 stars.
- Public art and vibrancy of local centres; attractive shop front window displays; public spaces to sit, meet and gather - 4 out of 5 stars.
- Wayfinding and location identifying signage - 4.2 out of 5 stars.
- Decreased vacancies in shopping strips - 3.9 out of 5 stars.
- Traditional owner recognition - 2.9 out of 5 stars.

5.3.1 Christmas decorations

Participants at one of the community face-to-face events and the Bayside Healthy Ageing Reference Group meeting were asked for their feedback about the scope of the Christmas decorations program:

- "Christmas decorations should be spread throughout entire municipality (low visual impact)" - 11 agreed.
- "Christmas decorations should be concentrated in busier shopping areas (higher visual impact)" - 23 agreed, 2 disagreed.

5.3.2 Church Street and Bay Street traders

At the Walk the Street with the Mayor activity, traders from Church Street and Bay Streets, Brighton provided their suggestions for improvement or change:

- Increased service levels for maintenance - street cleaning, rubbish collection, graffiti street furniture repairs (*12 comments*).
- Provision of additional car parking, lighting and cover for paths to/from car parks (*7 comments*).
- Lighting - safer, more illuminated shopping strips to support the night-time economy (*5 comments*).
- New policy and guidelines for outside storage of dining street furniture.

5.3.3 Feedback about current initiatives

Participants at the two community face-to-face events and the Bayside Healthy Ageing Reference Group meeting were asked for their feedback about current placemaking initiatives. Some of the comments came in the form of improvement suggestions (e.g. parking) rather than feedback relating to past or current initiatives.

Initiative or issue	Feedback
Parking and traffic	Additional parking (7), more speed signage in local streets
Outdoor dining parklets	Mostly positive feedback (6), parklet unnecessary
Paths and street surfaces (7)	Footpaths require repairs, no paving or asphalt should be used
Public facilities	Cleaner toilets at Billilla and Beaumaris Concourse (2), more seating (2)
Urban design	Needs to be more in tune with local context (4)
Trees and green spaces	Positive comments about Banksia Reserve-Donald McDonald Reserve, care of street trees and landscaping
Public art	Mixed views on Council investment

Specific sites	Positive feedback about markets (2), Hampton Street, Martin Street
Christmas decorations	More investment, install Apple air tags

Some feedback (3 comments) were not considered relevant to this topic and have been excluded.

5.3.4 New ideas for placemaking in Bayside

The *Have Your Say* respondents (survey and ideas board), the participants at the two community face-to-face events, the Traders' Association special meeting and the Bayside Healthy Ageing Reference Group meeting were asked: "Do you have any suggestions to help make Bayside shopping precincts become more vibrant and appealing?" There were 149 comments in total.

New ideas for placemaking	No. of comments	Examples provided by participants
Parking and traffic	40	<ul style="list-style-type: none"> ➤ Less cars, discourage car dominance with enhanced pedestrian access. ➤ Street closures. Would like increased road closures in Hampton Street to make some car free zones. ➤ Council should work to balance car parking and outdoor dining ➤ VicRoads to resurface Hampton Street ➤ Increase parking options - both 2+ hours to shop and eat plus 30 minutes areas for quick shopping. Review parking restrictions especially in Sandringham and ensure they apply 7 days per week. ➤ More parking at Seaview shopping centre. Multi-storey car park ➤ A larger shopping centre with car parking like Malvern Central ➤ Increase on-street parking in Hampton Street. ➤ We need parking dedicated for traders/staff that work in the precincts ➤ Accessibility - parking nearby so people of all abilities and needs can easily visit ➤ Maintain traffic flow, especially in Melrose Street, Sandringham. Reducing speed in the shopping strips on Bluff Road. Reduce traffic in and out of the Concourse
Trees and green spaces	31	<ul style="list-style-type: none"> ➤ Sandringham - more flower displays. Flowers and planter boxes. Concourse needs to be made more attractive with gardens and potted plants. ➤ Soft landscaping. More vegetation and green areas. Connected to nature ➤ Lots of shady trees. More tree and shrub planting especially in Sandringham. More street trees in Beaumaris Concourse and similar precincts. ➤ Softening greenery needed in Sandringham and in Hampton Street, like Church Street. Undertake greening of Black Rock using indigenous crepe myrtles ➤ Creating some outside malls - having greenery and places to sit ➤ Use every opportunity to plant suitable trees in public spaces - for shade, reduce the heat island effect, soften and enhance our urban landscape. ➤ More dog accessible locations

Street furniture	24	<ul style="list-style-type: none"> ➤ Improved communal spaces. Provide space for people to sit and relax comfortably without the need to buy anything. More seating at regular intervals for informal chatting and for elderly/disabled people. ➤ Have more 'village plaza' spaces for people to gather, sit, enjoy events. e.g. at Hampton Street. Public seating will support community interaction - in the triangle along the Railway Cres and Railway Walk South. More seats at Brighton Library gardens. ➤ Make street furniture tables etc cheaper to expand street culture more like European cities ➤ Encouraging businesses to have bespoke outdoor trading areas. Kerbside dining and shopping. Sandringham needs street dining. ➤ Café culture very important to draw more people to Bayside. Consider making long-term outdoor dining pop-ups permanent. ➤ Pedestrian environments with street furniture for a range of activities (not just bench seating). Allow the outdoor tables to be undercover to avoid rain. ➤ Drinking fountain facilities at Beaumaris Concourse and on Wells Road ➤ Black Rock Village footpaths are congested with cafe seating, people, dogs, cyclists and tables. ➤ Need public notice boards in activity centres
Paths and street surfaces	23	<ul style="list-style-type: none"> ➤ Pedestrianising more of the activity centres for a better visitor experience e.g. Melrose Street, Sandringham Activity Centre ➤ Create a slow traffic/pedestrian friendly plaza on Highett Rd in the space west of the train line until the Train St traffic lights. ➤ Footpaths need maintenance and upgrading ➤ Improved walkability ➤ Widen footpaths
General need for activation in particular areas	19	<ul style="list-style-type: none"> ➤ Community placemaking sessions - Council training to placemaking advocates within the community, empower them to collect ideas alongside placemaking professionals. ➤ Creating outside malls - closing streets, outside cafes, place for performers, easier for people to go from shop to shop ➤ Important to prioritise activating the streets versus residents that oppose activity in the shopping centres ➤ Link Hampton Street shopping precinct to Church Street shops to improve shopping experience ➤ Activations disproportionately favour the Sandringham, Brighton and Hampton areas, while Highett does not receive the same degree of activation - more equitable allocation of seasonal activations is required. More focus outside of the big 4 - are several shopping strips that could grow and become popular but they need some money spent on them to attract a more diverse and interesting range of shops and eateries. ➤ Placemaking was a recurrent theme in the <i>Bayside 2050 Community Vision</i> but is not reflected in Council practices ➤ Street markets to activate the shopping centres, support pop-up stores in lacklustre areas. Markets/fairs that don't conflict with existing businesses, with minimal fees ➤ Block parties/street parties ➤ Special offers or sales events

Cleanliness of public spaces	19	<ul style="list-style-type: none"> ➤ Daily cleaning of the footpath and street furniture ➤ Remove graffiti ➤ Empty rubbish bins. Have the recycling bins picked up every week as there's always so much cardboard from businesses ➤ Dog poo in Hampton Street, need bins along Wickham Road Highett for dog droppings ➤ Clean shop windows and pavements outside vacant shops ➤ Council must pay more attention to the cleanliness, tidiness of Major Activity Centres - shopkeepers not clearing their shopfronts, sweeping litter into the gutter. ➤ Shopkeepers to invest in their own businesses by decorating own stores and streets ➤ Council to clean paths, roads and gutters in Bay Street, Church Street, Sandringham, Hampton and the Concourse, Seaview shopping centre needs a good clean.
Shop variety and appearance	17	<ul style="list-style-type: none"> ➤ Regular cleaning of shop windows and the immediate area in front of the stores. Upkeep of shop fronts - lot of unsightly and poorly maintained buildings in our main shopping areas ➤ Standards for external shops repair e.g. rusted gutters, peeling paint, poor cleaning standards (extends to landlords who need to maintain property standards). ➤ Attractive shop facades including awnings/verandas to protect against sun and rain ➤ "Paw on the Door" program like Chapel Street ➤ Store fronts could add window displays and have a competition. ➤ Greater variety of retail to attract shoppers - too many gyms/ health studios and nail salons. Focus on unique character and quality of shops e.g. Hampton Street = independent good quality shops, Church Street = brands and chain shops, Bay Street = food destination. Poor quality shops and vacancies detract from the strip. ➤ More restaurant variety with different cuisines like in Brunswick. Better shopping options with more boutique offerings for clothing, food and wine. More specialist boutiques, not huge conglomerates. ➤ Sandringham needs a more diverse offering of retail choices e.g. butcher, deli and meals store like Houlihans
Public art and street art	14	<ul style="list-style-type: none"> ➤ More place activation with art and input from the community. Local artists to paint major walls (and to also assist in reducing graffiti) ➤ Invest in the public realm of the local streets to ensure their character is unique and reflects the local place and stories. ➤ More public street art e.g. Hampton Street ➤ Little laneways painted, makes it feel more "local" ➤ Sandringham shopping precinct near the library has this vibe. ➤ Sculptures by local artists/school children to draw people into the public spaces ➤ Decorate any large poles with art, art on the footpath. ➤ Involve local schools and retirement villages in creating decorations for shopping centres ➤ Street art should be by well known artists e.g. fin DAC (Male Street) not amateurs. ➤ More public art and street art, should be a priority of Council
Public transport (advocacy)	8	<ul style="list-style-type: none"> ➤ Removal of level crossings and the creation of plazas ➤ Railway stations and bus stops are not cleaned sufficiently ➤ Encourage train visitors to Sandringham. Encourage residents to walk/cycle and leave the car at home. More bike parking near stations (Middle Brighton).

		<ul style="list-style-type: none"> ➤ Activate the trains/train stations when the tracks are not being used by Metro. ➤ Update Sandringham Station facade
Foreshore	7	<ul style="list-style-type: none"> ➤ Beautification of Hampton to Green Point foreshore areas ➤ More pavilions on the foreshore for the community. ➤ Provide outdoor gym equipment along foreshore ➤ Council should activate foreshore with restaurants and seating ➤ More cafes/coffee shops on the beach ➤ Shade and shelter on the foreshore
Public toilets	5	<ul style="list-style-type: none"> ➤ Need public toilets on Wells Road. New public toilets at Beaumaris Concourse ➤ Better signage of public toilets ➤ Nice, clean and well maintained toilets with change facilities

Some feedback (4 comments) were not considered relevant to this topic and have been excluded.

5.4 Out-of-scope feedback

Approximately 50 comments were received relating to other Council infrastructure and services and are outside of the scope of this project. It is recommended that these comments be shared with the relevant teams across Council.

6 Project evaluation

Four process measures have been assessed - stakeholder reach, participant age and gender diversity, stakeholder satisfaction with project information provided and communication channels used to inform the community.

Process Evaluation:	Commentary
Stakeholder reach - Did the engagement reach the stakeholders identified during the project planning stage?	<p>The stakeholder engagement was successful and reached stakeholders identified throughout the project planning phase. Participants included Bayside residents, business owners/employees, Traders' Associations, visitors to Bayside, and three of the six Bayside advisory and representative committees.</p> <p>Stakeholders who did not participate were:</p> <ul style="list-style-type: none"> • Service clubs • Community action and 'Friends of' groups. • Brighton Bathing Box Association. • Department for Jobs, Skills, Industries and Regions • Local Members of Parliament. <p>For this Strategy, a more proactive communications approach could have ensured participation from the Brighton Bathing Box Association.</p>
Age and gender diversity (if appropriate)	Higher participation from females which is typical for many community engagement projects

	The age profile of the engagement participants ranged from late thirties to seniors aged in their eighties. No participation from young adults aged under 25 years.
Stakeholder satisfaction with project information provided	Survey respondents said that project information was very easy to find and understand (36.7%); mostly easy to find and understand (50.5%); mostly/very hard to find and understand (<1.0%) and 11.9% were unsure.
Communications channels used	<p>Survey respondents said they found out about this engagement project via:</p> <ul style="list-style-type: none"> • This Week in Bayside e-newsletter (35.8%) • Email from Council (30.3%) • Signage (11.9%) • Social media (10.1%) • Council website (6.4%) • Word of mouth (4.6%) • Council event/drop-in session (<1.0%)