

# Road map for building a better Bayswater

Minor review of the Strategic Community Plan – endorsed April 2019.



## 1 CONTEXT

Every two years the City of Bayswater reviews its strategic direction, as required by the State Government Integrated Planning and Reporting Framework.

In 2018, the City carried out a minor review of the Strategic Community Plan to ensure we stay up-to-date with the needs and wants of our community. This will enable us to plan and deliver a better Bayswater. This simple Roadmap is the result of that review and should be read with the adopted 2017–2027 Strategic Community Plan.

Critical to this review are the changes we are experiencing in our local areas:

- **Population** growing and changing – 46% of our population was born overseas
- **Higher density living** is replacing single homes in some areas, and urban infill will continue to grow under State Government policy
- We feel more **connected to the inner city** and the lifestyle options this offers
- Local government is being asked to prepare for **climate change** by making our suburbs waterwise and creating **sustainable parks** and outdoor spaces
- **Recycling and waste management** is becoming more important and more challenging
- **New roads and train connections** are being created
- **Traffic congestion and parking** in our town centres is increasing
- The State and Federal Government are placing **increasing compliance and regulation** requirements on local government.

## 2 METHODOLOGY AND FEEDBACK

“This is a great place to live. It’s convenient to get around, safe and with good recreation and parks.”

In September, a draft Roadmap for a Better Bayswater was developed to provide a simple and easy to read plan for the community. We also conducted a community perceptions survey. Survey results and feedback were collated and analysed before revising the Roadmap for consideration by Council.

We learned there is a lot to celebrate about the City of Bayswater, and a lot of opportunity – people feel positive about the future. 93% of residents are satisfied with the City as a place to live, and two thirds are very satisfied.

The critical issues the City has been asked to address over the next five years are:

- Inclusivity, diversity and multiculturalism
- Community safety and security
- The management of urban infill.

Residents want the City to be known for:

- Being a safe and attractive place to live
- A place that offers a great lifestyle
- An inclusive and multicultural society.

## 3 PROJECT TIMELINE

- **Community Survey – direct mail, online and hard copy**  
4 September – 20 September
- **Listening Posts at City libraries**  
17 – 20 September
- **Focus Groups**  
17, 18 October
- **Analysis and review of feedback**
- **Council approves draft for consultation**  
December
- **Open for public comment**  
February 2019
- **Analysis and review of feedback**
- **Council adopts Minor Review**  
March/April 2019

## 4 THEMES AND VISION Where community vision becomes a reality

### Emerging Themes

The community ranked the seven emerging themes in the following order:



#### Environment

Delivering quality green spaces and more sustainable lifestyles.



#### Red tape reduction

Reducing the number of steps required to achieve an outcome.



#### Community engagement/communication

Informing the community and taking its views into account.



#### High quality development

Supporting infrastructure and more desirable streetscapes and buildings.



#### Transparency and accountability

Making better and clearer decisions for the long term of the City.



#### Customer Service

Improving how you are treated at your first point of contact with the City.



#### Innovation and promotion

Finding new and more effective ways to deliver services and amenities.

## 5 MEASURES

Measures of success have been identified for each area, and will be used to measure the City’s performance against community aspirations. These measures will be available on the City’s website.

## 6 MONITORING AND REPORTING

Results of the City’s performance against the measures of success will be reported to the community.

- Outcomes reported annually through the City of Bayswater Annual Report.
- Production of a community report card twice a year, outlining achievements against the Strategic Community Plan in an easy-to-read format
- Regular updates provided in quarterly newsletters mailed directly to households, and through the City’s website and social media outlets.



## OUR COMMUNITY

### Aspiration

An active and engaged community.

### What we learned from the community

#### You are very satisfied with:

- Community sporting and recreation facilities
- Services provided by libraries
- Services for families
- Community events
- Play spaces, parks and reserves
- Accessibility of City services and facilities.

#### Critical issues to tackle over the next five years:

- Tackling homelessness and antisocial behaviour, particularly in town centres.

#### What City of Bayswater should be known for:

- Lots of community events and activities
- Multiculturalism
- People out and about, using the parks and open spaces.

### Outcomes and Strategies

#### C1 A strong sense of community through the provision of quality services and facilities.

- C1.1** Plan and provide a range of community facilities to meet current and future needs.
- C1.2** Deliver community programs that encourage community interaction and participation.
- C1.3** Deliver a safety service that builds a strong sense of community safety.

#### C2 Accessible services that recognise diversity.

- C2.1** Ensure the City's services and facilities are accessible and inclusive.



## OUR NATURAL ENVIRONMENT

### Aspiration

A green and sustainable environment.

### What we learned from the community?

#### You are highly satisfied with:

- Rubbish collections
- Bulk rubbish collections
- Conservation and environmental management services.

#### Critical issues to tackle over the next five years:

- Recycling and waste management.

#### What City of Bayswater should be known for:

- An inner city oasis with a distinct and sustainable point-of-difference.

### Outcomes and Strategies

#### N1 Natural environment and biodiversity which are conserved and protected.

- N1.1** Conserve, enhance and repair natural and urban areas.
- N1.2** Develop and implement management strategies to strengthen the resilience of the environment.

#### N2 A resilient community that responds to sustainability challenges.

- N2.1** Reduce the City's energy and water use and greenhouse gas emissions, and empower the community to do the same.
- N2.2** Provide innovative waste and recycling services to reduce waste and empower the community to do the same.



## OUR BUILT ENVIRONMENT

### Aspiration

A quality and connected built environment.

### What we learned from the community?

#### You are very satisfied with:

- Management of food, health, noise and pollution issues
- Access to public transport
- Road maintenance
- Footpaths and cycleways
- Traffic management and control on local roads
- Streetscapes and building design and scale.

#### Critical issues to tackle over the next five years:

- Management of urban infill
- Parking on the streets.

#### What City of Bayswater should be known for:

- Areas having character
- Pedestrian friendly environments and pedestrian scale development
- Repurposing of old buildings.

### Outcomes and Strategies

#### B1 Appealing streetscapes.

- B1.1** Develop and maintain quality streetscapes.

#### B2 A connected community with sustainable and well maintained transport.

- B2.1** Advocate for safe and accessible public transport, footpaths and cycleways.

#### B3 Quality built environment.

- B3.1** Develop plans, policies and guidelines for quality built form sympathetic to heritage protection.
- B3.2** Facilitate the development of activity nodes.



## OUR LOCAL ECONOMY

### Aspiration

A business and employment destination.

### What we learned from the community?

#### You are highly satisfied with:

- Vibrant and active town centres.

#### Critical issues to tackle over the next five years:

- Tackling homelessness and antisocial behaviour, particularly in town centres

#### What City of Bayswater should be known for:

- Places to go and have a meal or a drink with friends
- Street art and street furniture
- Business opportunities.

### Outcomes and Strategies

#### E1 Support initiatives for local business.

- E1.1** Form partnerships to facilitate business training and support.
- E1.2** Actively communicate and engage with the business community.
- E1.3** Implement initiatives to support business growth.

#### E2 Active and engaging town and city centres.

- E2.1** Increase public amenity in town/city centres to enhance community interaction and public safety.
- E2.2** Partner with and support communities to enhance their town/city centres.

#### E3 Attractive to new services, businesses and investment.

- E3.1** Attract key industries to establish within the City.
- E3.2** Work in partnership to attract regional investment in infrastructure.



## LEADERSHIP & GOVERNANCE

### Aspiration

Open, accountable and responsive service.

### What we learned from the community?

- Few people have direct contact with the City and only those with frequent or recent contact are likely to have an opinion about red tape reduction
- The majority of customer service stories gathered through the research described positive interactions.

#### Critical issues to tackle over the next five years:

- The City clearly explains the reasons for its decisions.

#### What City of Bayswater should be known for:

- Transparency and accountability.

### Outcomes and Strategies

#### L1 Accountability and good governance.

- L1.1** Integrate all planning, resources and reporting in accordance with best practice and statutory requirements.
- L1.2** Ensure policies, procedures and practices are effective.
- L1.3** Deliver long-term financial planning.

#### L2 Proactively communicates and consults.

- L2.1** Communicate and engage with the community.
- L2.2** Provide quality customer services to the community.

#### L3 Strong stewardship and leadership.

- L3.1** Advocate and lobby effectively on behalf of the community.
- L3.2** Provide Council with information and support to enable informed decision making.
- L3.3** Deliver continuous improvement in all areas of the City's business.
- L3.4** Develop and foster a strong, agile, supportive and respectful organisational culture.