



Town of Cottesloe

COMMUNITY ENGAGEMENT

CONSULTATION AND SURVEY REPORT

Proposed Skate Park Grant Marine Park

15 JUNE 2020 TO 10 JULY 2020

***Our Community** are our residents, local groups and clubs, businesses, organisations, individuals and government stakeholders who have a common interest in Cottesloe.*

Community can be:

- **Communities of Place** – People living in neighbourhoods and localities.
- **Communities of Identity** – People from ethnic groups, young people, people with disabilities, religious groups etc.
- **Communities of Interest** – People involved in groups or activities which might cut across other communities. For example board riders, tourists, business owners etc.

It is important to note that people see themselves as belonging to one community of place but can identify more than one community of interest or identity.

- Community Engagement Policy - 2019

Report prepared by:
Ann-Marie Donkin
Governance Officer
Town of Cottesloe
10 September 2020

Contents

1. PROJECT BACKGROUND	1
2. PARTICIPATION GOAL AND METHODOLOGY	2
3. SURVEY OUTCOMES	5
4. SUPPLEMENTARY COMMUNITY FEEDBACK	10
5. CLOSING THE LOOP	11



Image for Illustration Purposes Only

1. PROJECT BACKGROUND

- A petition containing over 1000 signatures was presented to Council at the September 2017 Ordinary Council Meeting.
- Cr Rodda put forward a Councillor motion at this meeting with Council resolving to:
 1. *Assess the feasibility of constructing a permanent skatepark facility (Skatepark) in the Town of Cottesloe for public recreational use, with the preferred location being at Grant Marine Park Playground (Preferred Location) on the Corner of Marine Parade and Grant Street (Assessment).*
 2. *The Assessment to include consideration of the following:*
 - a. *The suitability of the Preferred Location for the Skatepark and, if determined unsuitable, determination of alternative locations for a Skatepark;*
 - b. *The appropriate size of the Skatepark for its recommended location;*
 - c. *The estimated cost of construction of the Skatepark;*
 - d. *The funding alternatives (including the sourcing of available grants) available to enable the construction of the Skatepark in the Town in the immediate term; and*
 - e. *A likely timeframe for construction of a Skatepark in the Town in the immediate term.*
 3. *The outcomes of the Assessment to be detailed in an Officers Report to be included in the Agenda for the Council Meeting to be held in December 2017.*

CARRIED 8/0

- At the Ordinary Council Meeting 27 May 2020 Council resolved:

That Council:

 1. *THANKS the Public Open Space Working Group Elected and Community Members for taking the time to provide comment;*
 2. *APPROVES the attached Enlocus Skate Park Feasibility Report and the Community Engagement Plan for the purpose of Public Consultation; and*
 3. *NOTES that subject to Point Two, a report will be brought back to an Ordinary Council Meeting following the completion of the public consultation.*

CARRIED 8/1

2. PARTICIPATION GOAL AND METHODOLOGY

PARTICIPATION GOAL (IAP2's Public Participation Spectrum):

The Town has been committed to working across **2** of IAP2's participation goals for this project:

INFORM – To provide the public with balanced and objective information to assist them in understanding the problem, alternatives opportunities and/or solutions.

- The Reserves, Parks and Playgrounds Committee (2017 – 2019) and the Public Open Space Working Group (2019 – current), with the endorsement of Council have been working through the community's skate park proposal. Meeting Agendas and Minutes related to this item are available on the Town's website – Committee and Council.
- Council Meetings are open to the public; community members with an interest in this item are able to attend and hear the deliberations of Council.
 - The Reserves Parks and Playgrounds Committee, being a Committee of Council was also open to the public.
 - It is to be noted that the Public Open Space Working Group is not a public forum.

CONSULT – To obtain public feedback on analysis, alternatives and/or decisions.

- The Administration worked with the Reserves, Parks and Playgrounds Committee during the feasibility study period.
- An opportunity was provided to the petition's representative to present the reasoning and ideas to the Reserves, Parks and Playground Committee (which was accepted).
- The Administration worked with the Public Open Space Working Group to prepare a report for Council's consideration and endorsement of the Community Engagement Plan to undertake public consultation.
- Presenting the proposal to the whole community for consultation.
- Council Meetings are open to the public; community members interested in voicing their opinions about the proposal (when it appears in the agenda) were able to provide their feedback via Public Question Time and Public Statement Time.

METHODOLOGY

The below methods were used to **inform** the public of an opportunity to participate and provide feedback for a Proposed Skate Park – Grant Marine Park.

- Media Release – 11 June 2020:

- The Post
- Western Suburbs Weekly
- Posters on the Town's Notice Boards:
 - Administration – Broome St;
 - Stirling Highway (near the Post Office);
 - Grove Library.
- Posters and corflutes at various locations in and around Cottesloe including:
 - IGA – Stirling Highway
 - Eric Street Shopping Centre
 - Cottesloe Central Shopping Centre
 - 8x Cottesloe parks including Grant Marine Park
- Letterbox Drop to residents and businesses in the vicinity of Grant Marine Park.
 - 726 letters were hand delivered (up to Marmion St):
Brighton St; Broome St; Chamberlain St; Eric St; Florence St; Grant St; Hamersley St; Hawkstone St; Little Marine; Lyons St; Margaret St; Marine Parade; Marmion St; North St; Ozone St; Torrens St and Vera View.
- Email advice to local and surrounding schools inviting student participation; 11 schools in total, private and public.
- Email advice to 14 Cottesloe sporting and rec clubs (including 2 P&Cs) inviting member participation.
- Mayor's Newsletter – July 2020
 - Distributed through the Residents and Ratepayers Database (approximately 1000 subscribers) and available on the Town's website.

The below methods were used to **obtain feedback** from residents, stakeholders and the wider community for a Proposed Skate Park – Grant Marine Park.

- Survey – Open for 4 weeks from 15 June 2020 to 10 July 2020:
 - Developed within the Community Engagement Plan in consultation with the Public Open Space Working Group;
 - Finalised with input from Elected Members;
 - Endorsed by Council, Ordinary Council Meeting 26 May 2020.
- Formal submissions – Open (all submissions received to the date of this report are included in the Written Submission attachment):
 - Though not formally requested, as per the Community Engagement Policy all written correspondence is accepted as feedback and is provided in this report

to be used in conjunction with the survey analysis, in consideration of the proposal.

The following documents were made available on the Town's website (hardcopy on request) to inform feedback:

- Cottesloe Skate Park and Youth Space Feasibility Report (Enlocus Landscape Architects).
- Frequently Asked Questions.
- Proposed Place Diagram.
- Proposed Size Diagram.



Proposed Place Diagram



Proposed Size Diagram

3. SURVEY OUTCOMES

Overview of Survey Results

The feedback provided during this engagement will be used to inform future community consultation related to a Proposed Skate Park should the project be deemed a viable proposition by Council.

Online Survey:

- The survey opened for public participation on the 15 June 2020.
- A total of **4,379** survey submissions were received (online):
 - 38 submissions were found to be anonymous in nature (random letter and/or numeral entry to demographic questions)
 - 41 respondents were found to have undertaken the survey more than once (different IP address for each entry); 1 of these respondents is a known agency that oversees several Cottesloe properties on behalf of their owners.

It should be noted that the survey was locked (limited) to one entry per device/IP address. A number of households advised they were having issues taking the survey because of this. Each of these households were issued with their own link to the survey – Family name and approximate number of participants were recorded for each link issued (none of the links issued were used).

Participant Demographics (Overall):

- Overall participation by those aged 30-39 years = 1,092 participants (25%) followed by:
 - Overall participation by those aged 20-29 years = 898 (21%).
 - Overall participation by those aged 40-49 years = 827 (19%).
 - Overall participation by those aged 50+ = 815 (18%)
- Overall participation by those aged under 10yrs to 20 years = 623 (14%).
 - Overall participation by those aged under 14 years = 183 participants.
- Overall 123 participants preferred not to specify their age group (3%)
- 1884 (43%) participants resided outside of Cottesloe or an adjoining LGA.

Participant Demographics (Local):

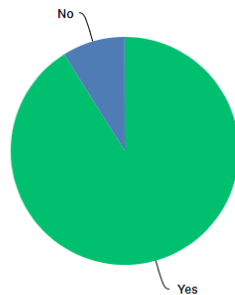
- 1,787 (41%) participants provided 6011/6911 as their postcode or indicated Cottesloe was their residential location.
- 551 (12.5%) participants provided 6009/6010 as their postcode or indicated Swanbourne /Claremont/Nedlands was their residential location.
- 156 (3.5%) participants provided 6012 as their postcode or indicated Mosman Park was their residential location.
- In total 2,494 (57%) respondents indicated they were from Cottesloe or an adjoining LGA.

Overall response in answer to:

Question 3

Do you think Cottesloe would benefit from having a skate park?

Answered: 4,378 Skipped: 1

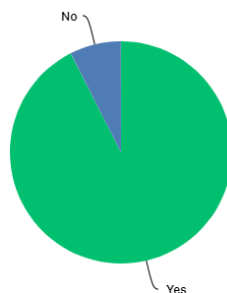


ANSWER CHOICES	RESPONSES	
Yes	91.09%	3,988
No	8.91%	390
TOTAL		4,378

Question 9

Thinking about Grant Marine Park do you think this is a good location for a skate park?

Answered: 3,496 Skipped: 883



ANSWER CHOICES	RESPONSES	
Yes	92.53%	3,235
No	7.47%	261
TOTAL		3,496

This question was only asked of participants who answered Yes at Question 3.

Questions 4-9 of the survey were aimed at potential users of a skate park facility. The questions posed related specifically to the site and skate park elements/infrastructure, and whether the site was fit for purpose.

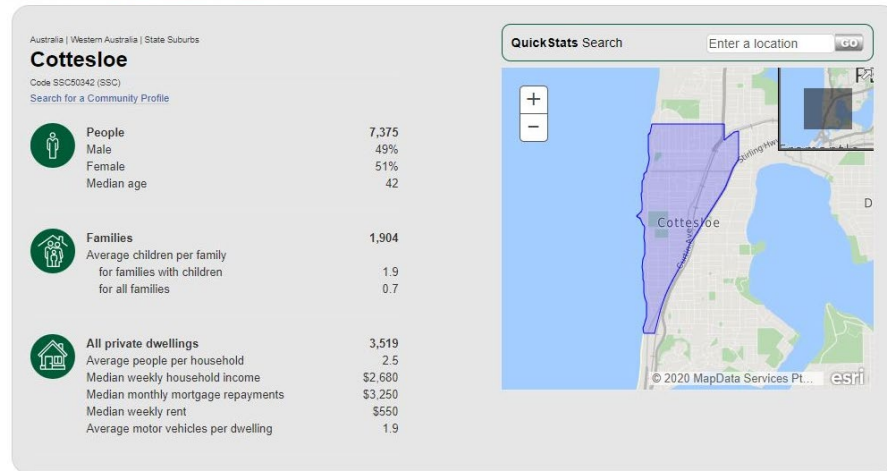
It was noted by the Administration and Council that there was ample opportunity within the remaining questions for objection/comment for those who would not use such a

facility. Equally, it was deemed of little use to have participants with no interest in a skate park to be asked skate park related questions.

- Of all participants (4,379), approximately 80% answered this question.

Cottesloe Community Feedback

2016 Census QuickStats



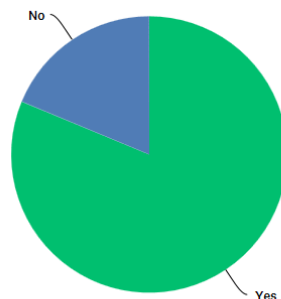
- 1,787 respondents provided 6011/6911 as their residential postcode or indicated Cottesloe was their residential location, representing approximately 24% of the Cottesloe community (Census Stats 2016 – Population 7,375).
- Of all respondents identifying as a Cottesloe resident, 203 participants (11%) indicated they were aged under 20yrs, representing Cottesloe youth.
- 235 (13%) of Cottesloe participants have provided their email address indicating they wish to be part of a focus group to help with a skate park design.
 - 44 of these participants are aged under 20yrs.

The survey results below are related to the feedback provided from those specifically indicating they are a resident of Cottesloe. Further insights can be gained by viewing the attached Survey Summary Reports.

Question 3

Do you think Cottesloe would benefit from having a skate park?

Answered: 1,787 Skipped: 0

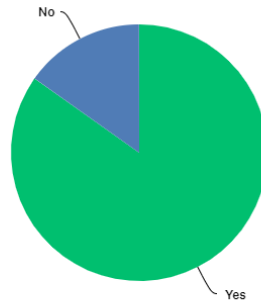


ANSWER CHOICES	RESPONSES	
Yes	81.25%	1,452
No	18.75%	335
TOTAL		1,787

Question 9

Thinking about Grant Marine Park do you think this is a good location for a skate park?

Answered: 1,312 Skipped: 475



ANSWER CHOICES	RESPONSES	
Yes	84.83%	1,113
No	15.17%	199
TOTAL		1,312

- Note this question was only asked of participants who answered Yes to Question 3. The survey was structured this way to assess whether potential users would find the site suitable for purpose and was grouped with the other skate park user related questions for this section.
- Approximately 26 % of Cottesloe participants (475) either choose **No** at question 3 (therefore this question wasn't presented to them) or opted to skip the question (it was optional to answer).
- Of all Cottesloe participants (1,787), approximately **73%** answered this question.

4. SUPPLEMENTARY COMMUNITY FEEDBACK

Written feedback is valuable in that it provides qualitative data to Council when considering a matter; providing more insight into the community's *feeling* about a project proposal and often validates quantitative data.

Should the project proceed this information will also be used by the Town's technical officers to identify preliminary design elements. In addition the community has a wealth of local knowledge and expertise that often provides further considerations that may have been initially overlooked.

Written submissions were received in the following ways:

- Formal written Submissions - those received via Australia Post, hand delivered or attached to an email.
- Email Submissions (feedback/comment via email)
- 1x Petition containing 500+ signatures objecting to Grant Marine Park as the site for the proposed skate park.

5. CLOSING THE LOOP

- Acknowledge and thank respondents for their feedback, that includes a brief explanation of what will happen next by:
 - Mayoral Newsletter;
 - Cottesloe News;
 - Social Media;
 - Email Message - Residents and Ratepayers Database;
 - Email Message - Respondents Email Database.
- Provide Community Notice of when the matter will be considered by Council.

5.1 Considerations

- It should be noted that the community engagement undertaking for the Proposed Skate Park – Grant Marine Park Survey, gained a high profile through media attention (print, social media and TV), surrounding comments and actions from a resident of Cottesloe. It is reasonable to conclude that this fuelled a desire to participate, hence the extraordinary number of respondents overall (including submissions from interstate and overseas).
- Approximately 235 Cottesloe respondents have provided their email address to be part of focus groups should the proposal move forward (44 of these respondents identified as Cottesloe Youth – under 20yrs and 45 indicated they were aged 20-29yrs).
- This community engagement has received the greatest level of youth participation for any engagement undertaken in the past 18 months. The Cottesloe sample showed:
 - 203 respondents indicated they were aged less than 20 years of age, with 62% of this group representing the 15-19yrs age bracket.
 - 250 respondents indicated they were aged 20-29yrs making up 14% of Cottesloe participants.
 - Those aged 29 or under made up 25% of Cottesloe participants.
- The most contentious issue of this engagement was Grant Marine Park as the proposed skate park site. More than 70% of the **supplementary** submissions indicated an objection to Grant Marine Park being used for a skate park.
- Overwhelmingly, the survey results indicated (across all age groups) 80% support for a skate park in Cottesloe.
 - It should be noted however that of the 1,312 Cottesloe survey participants who were asked if Grant Marine Park was a good location for a skate park 85% indicated it was.
- Comments objecting to the proposal and/or site are contained within the survey summary reports attachment 3a. and the Supplementary Community Feedback (item 4) attachments.
- Several respondents utilised all participation platforms (survey, written submission and petition), some on more than one occasion.