

Queenscliffe Hub

Community Consultation Stages 1 to 4: January to August 2020

Independent Summary

Produced for



By



LIBRARY
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**The Queenscliffe Hub will be a
community space incorporating
the library, visitor information
centre and historical museum**

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Using this document

Kismet Forward was engaged to prepare an independent summary of community consultation undertaken for the Queenscliffe Hub. This report documents provides an overview of the consultation process and a synopsis of feedback themes.

Significant effort was made during the project to accurately reflect the contribution of people who took part in the consultation, with detailed feedback reports produced for Stages 1 to 3.

The feedback by its nature is subjective and not always consistent. It cannot *necessarily* be construed to be an accurate reflection of the weight of broader community or stakeholder opinion. The reports do not provide recommendations or opinions of the consultancy team.

No responsibility or liability can be taken for errors or omissions, or in respect of any use of or reliance upon this report by any third party.

The following abbreviations, terms and acronyms have been used:

BoQ; Council	Borough of Queenscliffe
The Museum	Queenscliffe Historical Museum
The project	Queenscliffe Hub Project
Respondent	Somebody who submitted a survey, provided feedback via a drop-in session or wrote a submission during the engagement

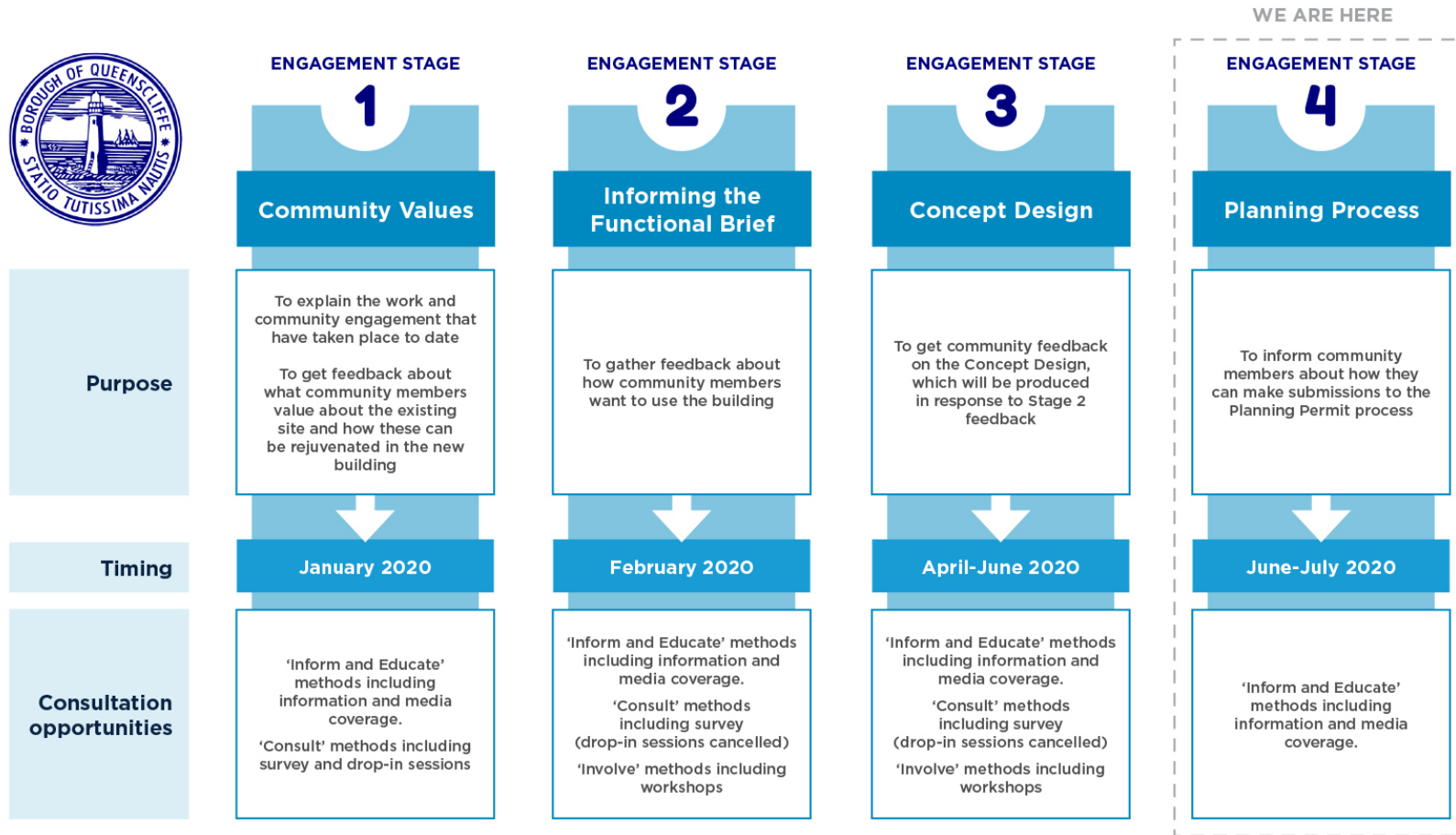


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Kismet Forward provides specialist advice and support in the areas of community engagement, facilitation, conflict management coaching, program logic, strategy, evaluation, training and project management.

Further information can be found at www.kismetforward.com.au

QUEENSLIFFE HUB



Supported by ongoing input and guidance by user group and community representatives on the Project Control Group and the Project Steering Committee.

Stage 1 – January 2020

In January 2020, the BoQ consulted the community to gather feedback on what people value about the existing site and how these values can be used to rejuvenate the Queenscliffe Hub.

Advertising for this first round of consultation included:

- A bulletin delivered to residential letterboxes in the Borough,
- Emails to participants from other recent consultations,
- The Mayor's column in the local paper,
- Council's website and social media (Facebook),
- A media release to newspapers and radio stations,
- Information shared with tenant organisations and visitors,
- Directly contacting key stakeholders and community groups.

Two 2-hour drop-in sessions were held at the Queenscliffe Town Hall and an online survey was accessible via the BoQ website for three weeks.

88 contributions were received in total comprising:

- 36 people attending the drop-in sessions
- 50 completed surveys.
- Two written submissions.

This yielded 352 comments across four consultation questions, with a feedback summary provided on the right.

87% of respondents were aged over 50 years, with the balance 30-50 years. All attendees of the drop-in sessions identified themselves as residents of Queenscliff or Point Lonsdale, as did 82% of survey participants.

What aspect/s of the current museum, library and Visitor Information Centre buildings do you most value? The façade was the most commonly identified aspect. Strong support existed for maintaining the heritage aspects of the building which currently houses the Library and Visitor Information Centre. Respondents also identified various features within and around the buildings that they value e.g. the Library reading room, Field Park and its trees.

What aspect/s of the current museum, library and Visitor Information Centre buildings should be replaced or improved? This question received the greatest number of responses with many people wishing to see the Historic Museum building improved or replaced. Several hoped the Hub would provide additional space to tenant organisations, along with improved facilities for the public and staff. There was mixed sentiment as to how Field Park and its significant trees could be incorporated into the Hub's design.

Are there any services or functions that aren't currently offered, that you would like to see available within the new building? This question received the least feedback, with nearly 20% of respondents saying they could not identify any new services or functions they would wish to see offered. There was significant support for additional community spaces, with a wide variety of objectives identified by respondents.

How can we best ensure that these aspects are featured or addressed in the new building? Aspects of design were those most commonly identified, including the need to incorporate sustainable design principles. Respondents wished to see ongoing community consultation as the project progressed. Several case studies for design ideas were also identified.



“This is the most exciting project that has happened in the Borough. Everyone in town will benefit.”
(comment from drop-in session attendee)

Stage 2 – February 2020

In February 2020, a second round of consultation was conducted to consolidate the results from Stage 1, provide the feedback to the community, and ensure any key aspects or available services the community is keen to see in the new building were not missed.

This consisted of an online survey posted to BoQ’s website, which was open for two weeks. Communication activities also included direct emails to participants in previous consultation, advertising on social media and in the mayor's column. Members of the community could also drop into Council offices to provide direct feedback during this period.

4 contributions were received from:

- 3 people who completed the survey; and
- 1 written submission.

Of the 3 survey responses, two participants were aged 30-50 years and one was over 50 years of age. All participants identified as female and as residents of Queenscliff or Point Lonsdale i.e. postcode 3225.

These responses aligned with the Stage 1 consultation findings including maintaining the heritage façade, designing spaces and amenities which are accessible to children and the disabled, and providing improved IT facilities.

The small number of contributions may suggest that community members felt heard in the Stage 1 consultation.

Stage 3 – May and June 2020

In May and June 2020, the Borough of Queenscliffe (BoQ) undertook the third stage of community engagement regarding the project. In this instance, feedback was sought on a Concept Design informed by Stage 2 consultation.

Due to COVID-19 restrictions, the planned drop-in sessions could not be held. Hence, the primary community engagement activity for this consultation stage was an online survey, accessed on the BoQ website and open for four weeks.

Council advertised this round of consultation by similar means to Stage 1. In addition, social media advertising targeted residents below 40 years of age.

94 contributions were received from:

- 82 survey participants
- 12 written submissions.

Collectively, this yielded 454 comments providing feedback on five consultation questions. A feedback summary is provided below.

78% of survey respondents were aged 50 years or over, with the balance 30-50 years and one respondent under 30. Two-thirds of survey respondents were residents of the Borough.

Integration of heritage aspects and Field Park. Almost half of the respondents were positive about the proposed treatment of Field Park and the proposed retention of the building's heritage façade. Almost one-quarter were not satisfied with this aspect, particularly regarding the verandah, the fact that some or all of Field Park was being retained, or conversely that the design negatively impacted on Field Park.

Many of the one-quarter of respondents who were neutral (or whose sentiment was not clear about these aspects) wanted to see more detail before passing judgement.

Toilet upgrade and location. Just over one-quarter of respondents were satisfied with plans for the toilet. However, 44% were not pleased with aspects such as the lack of external or 24-hour access, the number of cubicles or the proposal for them to be unisex.

Meeting space and auditorium. The plans for the meeting spaces/auditorium were liked by 44% of respondents, particularly regarding the 'shared' and flexible use of these spaces. Many of the 35% of respondents who were not satisfied cited aspects relating to too much or not enough space for the Museum, Library or auditorium, or not enough space (or other impacts) for the Visitor Information Centre.

Use of rear outdoor space. Just under one-third of respondents were positive about plans for the rear space, with many creative suggestions made about how it could be used. However, 38% of respondents doubted that the space would be used. Instead, many suggested that some or all of the area could be better utilised for the Museum, staff room, archive space, more garden for the front, public toilets or parking.

Other comments. When asked if they had any further comments, 41% (34) of responses commented on the amount of space provided for tenants (too much/not enough). These comments were mainly made concerning the Museum, less so regarding the Library and Visitor Information Centre.

Stage 4 – August 2020

On 10 August 2020, an online information session was held to build community understanding about the designs for Queenscliff Hub to inform potential submissions to the Planning Permit Process. (Formal submissions were accepted for 3 weeks from 30 July.)

The session included presentations by the lead architect and each of the tenant organisations, as well as a Q&A session for participants.

1:00	Welcome and introduction (<i>Phillip Carruthers BoQ and Jen Lilburn, Facilitator – Kismet Forward</i>)
1:05	Overview of design - <i>Kerstin Thompson, Kerstin Thompson Architects</i>
1:15	Perspectives of the tenants: <ul style="list-style-type: none">▪ <i>Cathy Ferencz (Executive Manager, Library Services & Customer Experience, Geelong Regional Library Corp)</i>▪ <i>Garry Spry and Steve Lee (Hon President and Relocation & Plan Development Manager, Historical Museum)</i>▪ <i>Phillip Carruthers (General Manager, Organisational Performance & Community Services, BoQ)</i>
1:30	Questions for the presenters Also available: <i>Kelsey Jovanou and Claire Humphreys (Architects) and Lachlan Brogan (Project Manager)</i>
	Wrap up, where to from here (<i>Phillip Carruthers</i>). Close.

Approximately 70 people were part of, or watched, the event:

- 43 in the Zoom session (including 8 presenters)
- 25 by Live Stream of the event to BoQ's Facebook page.

With the project in the statutory planning phase, comments could not be collected about the plans during the session (all feedback needed to be submitted formally to BoQ). Instead, attendees were able to ask questions of Council, the architects, project manager and tenants via a chat function.

Questions raised and addressed included those relating to

- Use of the Program Space and extent of the Library space
- Retention and protection of mature trees and shade in Field Park
- Aspects of the building façade including consistency with the Heritage Overlay, building materials, peepholes, location of the main entrance
- The visual impression of the building in the streetscape, how it relates to the bus stop and post office, and visibility of services on the roof
- Access to/location of public toilets and amenities for staff and volunteers
- Disability access considerations
- Other examples of new and heritage architecture coming together
- Signage plan
- Whether an Indigenous name for the Hub had been considered
- Carparking