

Activate Byford – Proposal for incorporation into 2023-24 Annual Budget

ACTIVATE BYFORD is a registered Not-for-Profit organisation developed as part of the Town Teams Movement and established with start-up funding from the Shire of Serpentine Jarrahdale. An initial amount of \$17,850 was approved by the Shire Council for the Town Teams Movement and their initial involvement in facilitating the group's establishment with a further \$23,000 assigned to support activities. The CEO was designated to distribute the \$23,000 at his discretion.

Since the group's formation, a number of initiatives have been successfully delivered. However, the group considers its potential to achieve the activation outcomes aspired to in the initial Officer Council reports have been compromised to date by two limiting factors, these being:

1. The lack of clearly identifiable public spaces/and or suitable private spaces to deliver activation initiatives within the Byford Town Centre at present. The community purpose site is still likely to be some years away from delivering a high quality fit for purpose public space that can be used for events like markets, and other community events.

The administration did highlight this in the original report to Council, however, felt this was not a constraint but an opportunity, saying:

The Shire has an opportunity to proactively engage residents and businesses early in the development of the Town Centre to ensure that design and provision is responsive to community and business needs. Officers have identified that a Town Team could play a role in providing input and guidance on behalf of the community into the initiatives and operations of the proposed Byford Activity Centre Alliance.

It is usual to see Town Teams engaged after the creation of town centres, in response to a lack of use, vibrancy and business activity. Council has the opportunity to be proactive in supporting community led design and activation of the Town Centre, as opposed to reactively responding to criticism, poor design outcomes, and lack of business activation in the future.

Officers anticipate that this would be the first stage in the place-based approach to the design and activation of the Byford Town Centre. Future proposals will include employment of a Place Manager for the Byford Town Centre to work with the Town Team, residents, businesses, developers and government agencies in the design, development and activation of the Town Centre, and the development of a place plan to ensure a well planned approach, developed through consultation with community, businesses and stakeholders.

2. The undefined and underdeveloped relationship between the Town Team and the Shire.

The Town Teams model has always been presented as a partnership between business, residents and the local government, operating within local spaces. This is emphasised in the following diagrammatic representation/model of operation as included in the original proposal:



Although the Shire has been supportive in providing initial funding and have attended a number of meetings (providing useful information, albeit with occasional mixed messages), the consensus amongst the group is that the relationship illustrated in the diagram is still yet to be meaningfully established. We feel that in particular, the Shire still has a role to play in helping develop relationships between the group and the business community, ideally via the economic development team. Elsewhere a number of local governments, who continue to support a Town Team model, have dedicated officers who work actively with their groups.

Even in the absence of the above-mentioned type of dedicated manager, the Town Teams Movement have advised most (if not all) WA Town Teams instigated by local governments and committed support for the long-term. This is due to a recognition that it is a partnership and like anything involving relationships take time to develop successfully. With the on-going support of the Shire, the Activate Byford team is keen to develop a partnership characterised by having both individual goals and objectives, as well as (and perhaps more importantly) shared goals and objectives.

The Activate Byford team agrees with the Shire staff's initial assessment as to the long-term value a Town Team can generate in developing Byford as a successful and attractive sub-regional centre. Harnessing volunteers to be engaged in exercises such as this is difficult and the group has managed to maintain a small but committed group who are genuinely passionate about what is possible for Byford in the future and who are willing to work towards this colourful and vibrant future. The group has a diverse mix of skills and includes people who have coordinated markets and significant events like the annual log chop.

In advance of the original seed funding being fully expended, the Activate Byford team would like to present a proposal to the Shire for consideration as part of the 2023-2024 budget

process. The group has now had time to achieve a few wins, to consolidate its status as a NFP as Activate Byford Inc, to gather lessons learnt, and to reflect on the original stated objectives for the Byford Town..Team, and extent to which the group has been consistent adhering to these objectives. The group is developing possible ways forward to better deliver activation outcomes within the Byford town centre, in partnership with the Shire.

The first column of the following includes several objectives for the Byford Town Team that were distilled from the original officer's report presented to, and approved by, Council in April 2021. The next column provides comment on how Activate Byford has acted to contribute towards achieving this or the barriers to contributing, with the third column providing the group's view on how we see we might meet this objective in the future. The final column describes the likely resource implications. A more detailed description of these activities is contained in the Appendix.

Objective	What we've done	The future we aspire to in the next 12-36 months	Resource Implications (at least for 2023/24)		
Deliver activation initiatives within the Byford town centre	Activate Byford has delivered: <ul style="list-style-type: none"> • Byford Open Mic; • Byford Pictures and • The Oak Tree play, Within the identified Byford town centre, and has been working toward the establishment of an artisans market, pending a suitable location and date being agreed with the Shire.	Activate Byford successfully delivering a program of activities throughout the year in partnership with the Shire and local business community, including: <ul style="list-style-type: none"> • A display of Byford pictures, beauty spots, etc., submitted by local residents on the wall opposite Byford Dome. This is now a gallery of three pictures intended to be changed at regular intervals. Longer term objectives to achieve a permanent programmed digital noticeboard delivered as part of the future Metronet Byford station. 	Estimated costing		
			Byford Pictures Creation and installation of 3 panels changed 6 sessions each year Allowance for Inflation (5%) 2nd OP Shop Chance Grant Byford Progress Association Total estimate	Costs \$10,189.80 \$679.03 \$6,916.00.	Current Sponsorship \$2000.00 \$1,698.30

	<ul style="list-style-type: none"> An Artisan market held four times a year. 	Market provisional outlay (Signage: 4 core flute signs \$220, 4 PVC 'Real Estate' signs \$720	\$940	
		Recurrent costs		
		Hire of two Marquees		\$600
		Brochure printing		\$120
		Advertising SJ Examiner		\$230
		Public Liability insurance cover		\$390
		Misc. consumables		\$75
		Recurrent subtotal		\$1415
		Recurrent costs four events		\$5660
		Total for outlay & Four events		\$6,600
	<ul style="list-style-type: none"> An annual Busker's trail event, including utilising the artisan markets to provide a development opportunity for local performers; 	Designated funding of \$1,679.78 already retained from earlier Shire/Town Teams sponsorship currently held in Activate Byford's account and considered sufficient for first time small-scale development.		
	<ul style="list-style-type: none"> A community mural at Aldi store, on blank wall facing the South Western Highway. 	Funding application in the region of \$16,000 is being applied for through the Federal Government's Stronger Communities Programme.		

	<ul style="list-style-type: none"> An annual Play produced in partnership with FiFi productions, hope to eventually move from the Byford Secondary College to a purposed built theatre facility 	<p>This would require further assistance from a Council officer once again making contact with interstate Aldi management.</p> <table border="1" data-bbox="1377 300 1960 922"> <tr> <td colspan="2">Estimated cost Play production based on 2022/23 expenditure</td> </tr> <tr> <td>Hire of College Facilities</td> <td>\$1,350.</td> </tr> <tr> <td>Lighting Technician, Actors and Directors Fees</td> <td>\$6,012.</td> </tr> <tr> <td>Costumes Make up Technician Copyright and Insurance fees</td> <td>\$1,842.</td> </tr> <tr> <td>Promotion and publicity</td> <td>\$823</td> </tr> <tr> <td>Subtotal</td> <td>\$10,027</td> </tr> <tr> <td>Allowance for Inflation (5%)</td> <td>\$501</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total Theatre production estimate</td> <td>\$10,528</td> </tr> <tr> <td></td> <td></td> </tr> </table>	Estimated cost Play production based on 2022/23 expenditure		Hire of College Facilities	\$1,350.	Lighting Technician, Actors and Directors Fees	\$6,012.	Costumes Make up Technician Copyright and Insurance fees	\$1,842.	Promotion and publicity	\$823	Subtotal	\$10,027	Allowance for Inflation (5%)	\$501			Total Theatre production estimate	\$10,528		
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Objective	What we've done	The future we aspire to in the next 12-36 months	Resource Implications (at least for 2023/24)
Formation of strategic partnerships with the local business and NGO communities	<p>The Activate Byford group has successfully worked with:</p> <ul style="list-style-type: none"> - Byford Dome - Lemas - FiFi Productions - Byford Secondary College, <p>And subject to further financial support being approved, will seek to formalise on-going strategic partnerships via MOUs.</p>	The Activate Byford Group has developed a network of strategic partnerships across the town centre, targeting at least one formal business partner for each of the town centre sub-precincts.	<p>Mutual benefit on a case by case situation, e.g. Lemas offering meal discount to patrons attending previous Play production has shown increased patronage as well as goodwill.</p> <p>Byford Dome providing scope for Byford Picture display on the property wall adds to aesthetic appeal of venue attractiveness to customers</p> <p>Byford College hire of facility is a more tangible cash hire fee yet cultivates networking of like minded artists and students in the Byford community. Similar implications seen with work with Fi Fi productions, contractual arrangement but unique nature especially local Play writing team based has considerable potential.</p>
	The Activate Byford group has contributed to the planning of the Metronet station precinct, via two group members being appointed to the Metronet stakeholder reference group. They regularly provide place-based input to this forum. The group has also made submissions on Shire consultations and private development proposals.	Activate Byford can continue to enhance its role in this space, with members happy to be included as a community stakeholder group concerned with all place-related matters affecting the Byford town centre, and other Shire strategic plans.	All members of Activate Byford provide voluntary labour and as such, financial gain from such more often seen as paperwork transaction than that of a cash input/output nature.
Provide community led input into the development of the	To date, the Activate Byford group has been successful in gaining grant revenue from	The Activate Byford group attracts matching funding from the private sector and	Pending further discussions with Shire Officers

Metronet station precinct and spaces in the Byford Town Centre	other sources to extend the Byford Pictures initiative.	other funding sources equivalent to (or exceeding) that provided by the Shire.	
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We consider the above proposal to reflect the concluding comments provided by the Town Teams Movement in their wrap up review report, an extract of which was as follows:

Final Recommendations

Based on supporting the Activate Byford Town Team over the past year and facilitating the final 'one year in review' workshop, TTM has provided the following recommendations to Council:

1. Continue to be an 'Enabler'

The Shire should focus on building a strong relationship with the town team. This requires:

1. Being flexible with funding arrangements and allowing activation to occur outside the town centre
2. Allowing the existing activation funding for 2021 to be carried over into the following financial year and support new projects within the existing budget
3. Find future projects for the town team to be involved in, such as activation and beautification of the new library
4. Attend meetings once a quarter and provide regular email check-ins
5. Share community grants and provide professional support where necessary
6. Attend town team and other community networking events with the Byford town team members (where applicable)

2. Collaborate with Activate Byford to develop a creative, inclusive and activated future town centre

On-Going collaboration and future discussions may include the following:

1. Further investigations about current challenges to activating the town centre. What might future solutions look like?
2. Discussing how current projects such as Byford Pictures, markets and Open Mic nights might be expanded into future town centre projects and public art
3. Creating a long-term vision and activation plan for the future town centre with Activate Byford
4. Consider a micro-grants program or festival to test and experiment with new ideas when the new town centre is open. This will encourage more people to get involved in the town team and facilitate even more creativity and activation

Appendix Activate Byford

Detailed descriptions Project progress made and proposals for funding 2023-4

Open Mic project

After several postponements mainly due to COVID, an Open Mic Session was held at Dome, Byford on 11 December 2021. Despite publicity on Facebook, distribution of flyers and posters, and assurances of interest from various schools and local groups this initial attempt was not well attended.

With the cooperation of the Head of Music at Byford Secondary College, we were able to hold a workshop at the school, led by a professional musician. After more delays because of COVID and staffing issues at Dome, we were eventually able to run a highly successful event on 29 July 2022.

We now intend to approach Lemas Roof Top Bar to run an Open Mic Session at their restaurant. Another proposal is to approach other businesses to set up busking venues for local musicians.

Byford Pictures Project

The eventual aim for the Byford Pictures project is for Metronet to install a digital display board at the planned Byford Rail station to display photographs of Byford beauty spots, activities and

achievements, submitted by local residents. The project commenced with banners displaying two photographs provided by local residents on the blank wall opposite Byford Dome. This has increased to a gallery of three pictures that will be changed at regular intervals. These pictures are also accessible on Activate Byford's Facebook page.

It is hoped that Council funding will support this project for the following years until the new Rail Station is built and a digital display board established. Meanwhile, the current display arrangements will be continued. This has been helped by a small grant recently received from 2nd Chance Charity Shop.

The costs for maintaining the Byford Pictures program for 2023/2024 are estimated from a need to create and install 3 panels at regular intervals to ensure community involvement. This, allowing for the holiday periods, would require 6 changeovers during the year. A current quote has been received from Down Under Signs of \$1,698.30 for each changeover. For the 6 intended changeovers this would require \$10,189.80. The images submitted would continue to come from local residents at no cost. With a possible increase during the year due to inflation, 5%, would add an minimal estimate of further \$424.57 and thus a total figure of \$8,916.07. We have received a pledge from the Byford Progress Association to fund one changeover, thus moderating the cost to \$8,491.50 This will be further offset by the \$2,000 from 2nd Chance Op Shop, which leaves a request to Council for \$6,916.00.

Byford Pictures 23/24	Costs	Sponsorship
Creation and installation of 6 changeovers of 3 panels for financial year	\$10,189.80	
Allowance for Inflation (5%)	\$679.03	
Subtotal	\$10,868.83	
2nd Chance Grant		\$2000.00
Sponsorship from Byford Progress Association		\$1,698.30
Total request	\$6,916.00.	

Byford Theatre Project

Our most recent venture has been the Byford Theatre Project with the production of 'The Oak Tree' at Byford Secondary College Performing Arts Theatre in January 2023. With professional actors and Director, Jane Sherwood, (recently awarded Best Director, Best Production, Best Costumes for One Act Plays in the Independent Theatre Association Awards) the play was extremely successful and well received. (attached Play Review <https://www.stagewhispers.com.au/reviews/oak-tree>). Patrons attended from well beyond the Shire boundaries which showcased our town centre. For example, the winner of the Dome \$100 dinner voucher (entry with play ticket) resides in South Perth. Lemas Roof Top Bar was delighted with the number of people who took advantage of their discount dinner offer (see attached email). Dome have intimated they would also like to be more involved in any support for a future theatre production.

This recent experience has shown that other opportunities exist to raise peoples' awareness and get the message across. Despite the many posters, flyers directed at businesses, and use of social media, including local and mainstream radio, we continued to hear that people had been unaware of the production. We feel that increased localised publicity such as use of the Shire's digital road sign would help address this and raise awareness prior to the next Play.

When considering future funding, the experience from the Oak Tree production has shown that the true cost was certainly more than the \$8,479 initially estimated

Our intention is for a new production to be held at Byford Secondary College in April 2024 with Council funding and ongoing financial support from the Byford Progress Association.

Full Cost of The Oak Tree production	
Hire of College Facilities	\$1,350
Lighting Technician, Actors and Directors Fees	\$6,012.61
Costumes Make up Technician Copyright and Insurance fees	\$1,841.49
Promotion and publicity	\$823
Tree Construction costs	\$1059
Total Theatre production cost	\$11,086.10

There have been lessons learned as to the evaluating the true cost which, as shown was over \$11,000 However the included \$1,059 spent on specialist Tree stage structure and supports is unlikely to be required for a future play. The anticipated outlay for a further play production is therefore closer to \$10,057 which with 5% inflation allowance would be \$10,560.

Artisans Christmas Market within the Byford CBD

Activate Byford has, since its beginning explored a number of sites and arrangements for an Artisans Market. These have included George Street, and more recently Briggs Park Oval. Unfortunately, traffic restrictions and/or lack of funding prevented further progress. We remain committed to developing a local Artisan's Market, yet consider to be on a smaller scale than was originally intended. There are a sufficient local arts and crafts groups to participate in a Christmas market. Stall holder fees would be kept to a minimum as the prime intent of this project is to engage local community artisans involvement at a time of Christmas goodwill..

We believe the park area to the rear of the Byford Library has potential. The site has been used in the past for outdoor events including the Byford Carols and even an outdoor film show. Use of the venue will obviously need Shire's approval, but such a small event could at least provide a starting point.

The following costings are submitted

Provisional costing	Anticipated cost as gained from 2022 quotes
Hire of two Marquees	\$600
Brochure printing	\$120
Press advertising SJ Examiner	\$230
Outlay for Market Signage: 4 core flute signs	\$220
4 PVC 'Real Estate' signs @\$180 each	\$720
Public Liability insurance cover for Activate Byford volunteers	\$390
Misc. consumables (e.g. hi vis vests and cleaning material)	\$75
Provisional Costing	\$1415

Future Initiatives and Ongoing Funding

Activate Byford has recently attracted two new members. We plan to continue projects already commenced and initiate new projects, including community mural art, which will make for a more vibrant community and benefit local businesses. Another project idea is for a community mural at Aldi, on the blank wall facing the South Western Highway. This would require further assistance from a Council officer once again making contact with interstate Aldi management.

We hope that the Shire will continue to offer financial support to enable these plans to come to fruition.