



TOWN OF  
VICTORIA PARK



# COVID-19 ACTION SCOPING DOCUMENT



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VIC PARK

# COVID-19 Action Scoping Document

## Purpose

- To evaluate whether the below shortlisted project from the COVID-19 recovery taskforces is viable to pursue.

REF	Action Name
98	Undertake an open process to procure an operator to run markets within the Town of Victoria Park.

## Background Information:

Consultation undertaken to develop the 2019/2020 Event Calendar highlighted a community desire for markets within the Town. Many participants in the consultation discussed the need for a return of the Friday Night Hawkers Markets which were previously managed by an external provider.

Within the survey there was an opportunity for participants to write ideas about what they would like to see delivered. The below table highlights that Markets were suggested by 66 participants in the survey -

Community Ideas	Number of Responses Received
Night Markets	66
Movie nights	36
Craft Beer events	12
Car Boot sale	11
Social dance events	9
Small street parties	9
Hop on Hop off bus	9

This project intends to test the community and local business appetite for markets as a 'Revive' strategy through a pilot market season over Summer 2021. Three months of market events are proposed to be run by an external events company, who will investigate and propose market type, location, frequency and time of day.

A RFQ will be released asking event companies to:

Stage 1:

- Engage with local businesses and existing markets to determine most suitable approach and market offering so as to not directly compete with existing offering
- Engage with local traders for involvement in the markets as a priority
- Research preferred location, from list of suggested locations
- Draft program, project plan, marketing plan, risk management plan

Stage 2:

- Deliver 3 months of market events within the Town of Victoria Park
- Submit evaluation of trial markets

The successful event company will be paid to manage both stages 1 and 2.

Running this project as a pilot market season, with an evaluation submission at the completion of the trial, will allow the Town to determine if this is a worthwhile method through which to support markets, and determine which direction to take for any future markets.

### Project Aims:

1. Encourage community events to enliven public spaces within the Town of Victoria Park.
2. Encourage residents and visitors to come back to enjoying these public spaces.
3. Support local businesses and diversify the available market.

### Strategic Links:

<i>Strategic Objective/Value</i>	<i>Source</i>	<i>Rationale</i>
A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.	Strategic Objective EC1	The market events will be promoted to both local residents as well as potential visitors to the Town. It will position the Town as a desirable place to visit, eat and shop.
Reconnect our local community – Stimulate social activity and create opportunities for connection and interaction.	COVID-19 Restart Vic Park Strategy R1.1	This project looks to encourage our community to re-unite, to reconnect, and share experiences.
Reactivate our local economy – Invest in the local economy by creating new opportunities.	COVID-19 Restart Vic Park Strategy R2.1	This project will look to work with local traders, where possible, as a priority, and broaden the market available to local businesses.

### Stakeholders:

Stakeholder Name	Internal/External	Testing Does this stakeholder have the capacity to complete this project?
Events	Internal	Limited
Place Planning	Internal	Limited
Health	Internal	Yes
Comms	Internal	Yes
Local businesses	External	Yes
Local residents	External	Yes
Event companies	External	Yes

### Indicative Budget:

Budget Line	Amount Required	Budget Source	Budget Status
Stage 1 - External events company to consult and develop event	\$10,000	Covid-19 fund	Use pending approval
Stage 2 - External events company to run trial market series	\$20,000	Covid-19 fund	Use pending approval
Marketing	\$1,000	Covid-19 fund	Use pending approval
Internal resources – Staff Overtime	\$5,000	Covid 19 fund	Use pending approval

### Key Steps:

#	Name	Description	Duration	Start Month
1.	CRWG	Present scoped project to CRWG to receive endorsement to proceed	1 month	September 2020
2.	Council	Endorsed project included in updated COVID-19 Action Plan and presented to Council	1 month	September 2020
3.	Town	Prepare RFQ for release to external event companies	1 month	October 2020
4.	External event companies	Prepare RFQ responses	2 weeks	November 2020
5.	Town	Assess responses and select successful RFQ	2 weeks	November 2020
6.	Event company	Stage 1 submission <ul style="list-style-type: none"> <li>- Engage with local businesses and existing markets to determine most suitable approach</li> <li>- Research preferred locations, from list of suggested locations, and identify if a rotating approach is feasible</li> <li>- Draft program, project plan, marketing plan, risk management plan</li> </ul>	1 month	Mid November 2020
7.	Town and Council via Concept Forum	Review and endorsement to proceed	1 week	December 2020
8.	Event company	Stage 2 <ul style="list-style-type: none"> <li>- Deliver 3 months of market events</li> </ul>	3 months	February – April 2020

		within the Town of Victoria Park - Submit evaluation of trial markets		
9.	Town and Council	Assess evaluation and determine if markets should continue	1 month	May 2020

### Cost Benefit Analysis

Potential Project Benefits	Potential Project Risks
Social outcomes – affordable options for community to come out and connect with others	Existing Town resources are stretched and already committed to existing projects. Town staff have availability to manage an external contractor for this scope of work.
More time and money spent in Vic Park by both locals and visitors	Potential backlash from local businesses if markets do not utilise local traders, ie direct competition
Activation of the Town's public spaces	Potential backlash from existing Sunday community markets as this market will be a funded event company
Meeting a community need identified through previous consultation	Covid-19 restrictions not lifted which means social gathering is limited
Opportunity for the Town to engage with community, should they wish to	Community expectation for it to be delivered/funded long term
	If marketing is not successful, attendance might be low
	Town lose control of the project by having an external company manage it

### Project Evaluation

Do you recommend this project to be undertaken? (Yes/No)	Yes
Project Justification Please justify your yes/no recommendation above, and provide further commentary as next	This project will have a great outcome for the Town, its residents, businesses and potential visitors. It will encourage locals to come out and re-engage with the public spaces, and promote the Town to the wider Perth community. Run on a trial basis, these markets can determine appetite to continue in the long run.
What is the overall time required for completion of this project? (Months)	7 months
When is this project proposed to start? (Month, Year)	October 2020
Which Service Area/Team should lead the project?	Events with support from Place Planning
What is the total budget required for this project? (\$)	\$36,000
How much of the total budget is proposed to come	\$36,000

from the COVID-19 reserve? (\$)

**Concluding comments:**

The Covid-19 Recovery fund provides the Town to investigate how markets, a concept supported by the community, can work with the local businesses. The outcome of this project will be a pilot project that delivers on community wants, brings people in to the Town's public spaces, supports local businesses, and provides incentive for visitors to come to the Town.

