

## **NEWCASTLE CITY CENTRE PRECINCT COMMITTEE**

A Committee of Newcastle City Council

### **BUSINESS PLAN – 2008-2009**

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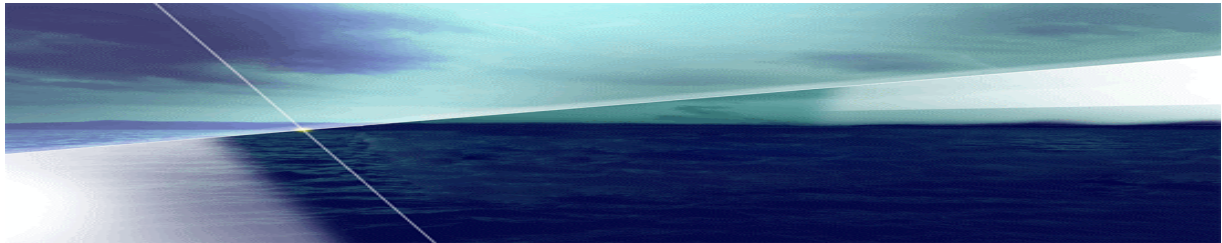
#### **OUR VISION**

**Newcastle - The best regional city in Australia**

**MISSION STATEMENT** - To assist in creating a city that is vibrant, prosperous and attractive.

**STRATEGIC INTENT** - To act with shared commitment and accountability to achieve our mission.





**PROJECT AREA ONE: A CITY THAT IS ATTRACTIVE, CLEAN, SAFE AND FUN  
BUDGET 2008-2009: \$275 500**

**Areas of Focus: *Social, Economic and Sustainability***

**1.1** Contribute to a clean and safe environment reducing anti-social behaviour and vandalism which over the next three years will contribute to:

- Improved public perceptions of cleanliness and safety
- Improvements in objective measures of cleanliness and safety
- Reduction in visible graffiti.

**1.2** To play our part in improving the public domain as intended in Council's Civic Improvement Plan which over the next three-years will contribute to:

- Increased people traffic.
- Fewer vacancies.
- Increased valuations.
- Improved treescape and environmental values.

**Graffiti**

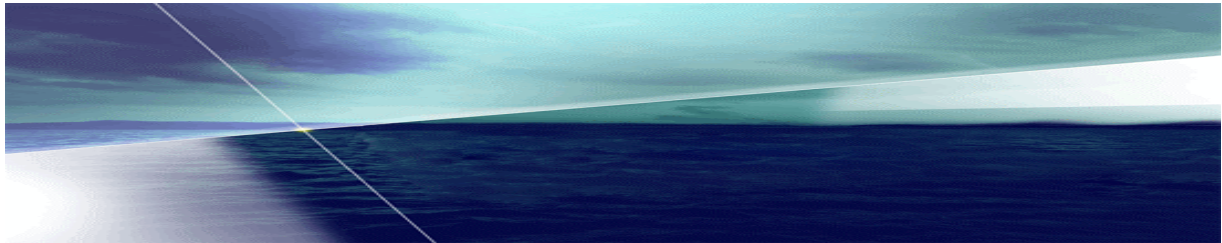
- Withdraw funding from the existing graffiti clean-up program.
- Undertake a review of strategies used by other Councils to manage the problem, prepare a report and circulate it for discussion.
- Consult with key bodies with a view to finding a longer-term, more collaborative approach with shared responsibility.
- Contribute to the solution as agreed with relevant parties.
- Evaluate the outcomes and recommend program for next three years.

**Cleaning, safety, streetscape, greenscape and maintenance**

- Withdraw funding from the Livesites Program and re-direct it to "clean and safe" strategies as recommended in Council's review and the surveys conducted with Property Owners and Business operators.
- Develop a City Pride Program involving stakeholders and inclusive of cleaning, safety, streetscape, signage, greening and maintenance options, focusing on three nominated zones **each** year in:
  - City East
  - City Central
  - City West
- Evaluate the program and recommend model and projects for next three years.

**Studies and surveys to support decision-making about city improvements.**

- Seek base-line data from Council of service deliverables, policies and plans in relevant areas.
- In 2008-2009, undertake the following studies:
  - Graffiti
  - Vandalism
  - Maintenance and bus stops
  - Safety audit implementation
  - Development changes.
- Survey stakeholders and plan annual survey program for next three years.



**PROJECT AREA TWO: AN ACTIVELY ENGAGED CITYCENTRE COMMUNITY  
BUDGET 2008-2009: \$151,000**

**Areas of Focus: *Social and Economic***

**1.1** Engage the City Centre community to achieve a shared sense of purpose about the revitalization of the City Centre.

**Policy Development**

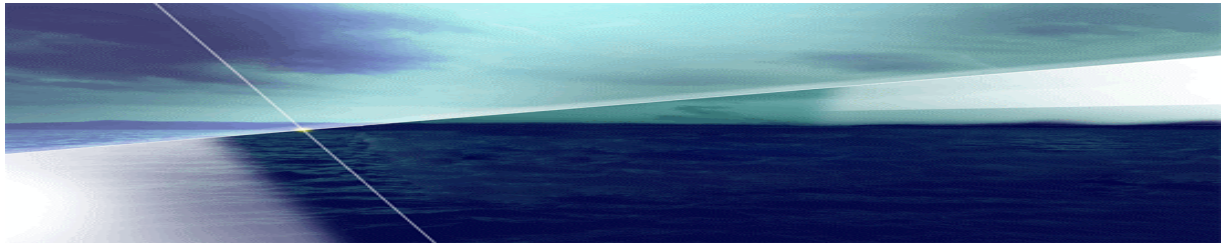
- Individually and organisationally contribute to a range of city centre -based panels, forums and organizations and maintain a register of key networks to which our members contribute and through which the Precinct views can be expressed.
- Collaborate with Council staff and other government agencies to create a consistent branding and promotion of the city centre and its advantages

**Communications**

- **Branding**
  - Establish street frontage office
  - Develop new visual ID
  - Establish web page and e-newsletter
  - Distribute bi-monthly newsletter to business operators
  - Conduct two City Forums/networking functions annually
  - Distribute a twice-yearly report to property owners
  - Provide regular report to Councillors on Precinct projects.
- **Public Relations**
  - Implement procedures that ensure that City Centre Precinct is recognized for its work.
  - Monitor outcomes through surveys.

**Social & Cultural Contributions**

- **Promote city centre social and cultural activity**
  - Establish and maintain a “What’s on in Newcastle” web and e-newsletter project.
- Initiate a commercial heritage study as a basis of future cultural programs.
- Further develop the City Guides program to provide information and connections between visitors, business and the Precincts.
- Evaluate and recommend program for next three years.



## **OPERATIONAL AREA ONE: BUSINESS DEVELOPMENT AND ADVOCACY**

**BUDGET 2008-2009: \$53,000**

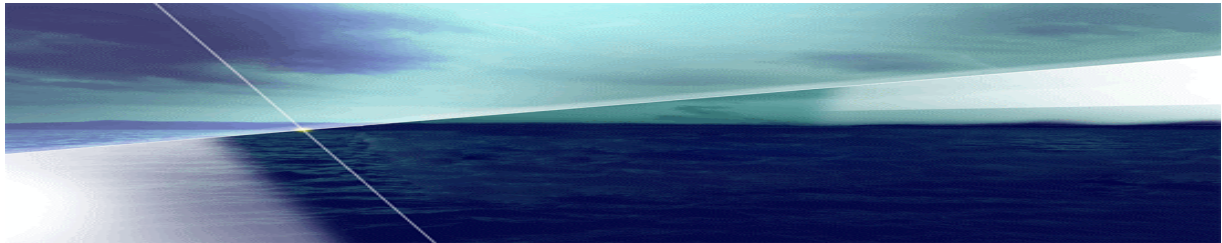
**Areas of Focus: *Financial Sustainability***

### **Attract Supplementary Resources**

- Attract in-kind contributions such as expanding the activities of the City Ambassadors program and a participatory City Pride Program
- Encourage cash contributions and partnerships to grow the resources available for City Centre growth strategies.

### **Advocate for City Growth**

- **Advocacy**
- Develop an agreed set of priorities, positions and protocols respecting the role of Committees of Council. Issues might include:
  - public transport constraints
  - late night violence & crime
  - parking congestion
  - derelict buildings
  - lack of connectivity.
- Collaborate with other key organizations to support city growth initiatives, including:
  - The Hunter Business Chamber
  - The Newcastle Alliance
  - The Property Council
  - The Law Society.



## **OPERATIONAL AREA TWO: EFFICIENCY AND GOVERNANCE**

**BUDGET:** Service Provider's Costs

### **Areas of Focus: Governance and Efficiency**

Ensure a collaborative, mutually supportive group implementing well-researched and monitored programs and projects.

### **Working Relationships**

- Establish sub-committees to work with the service provider to ensure that all programs have immediate input, coordination and support from the Precinct Committee.
- Regularly update processes and communications to reflect the Committee's priorities and preferred working approach.

### **Planning, evaluation and reporting**

- Implement:
  - Sub-committee engagement in all project stages.
  - Monthly reporting on all projects to whole Committee.
- Planning for each project to incorporate (where feasible):
  - Base-line audit or review including service level agreements
  - Stakeholder consultation & feedback
  - Implementation plan and budget
  - Communications plan
  - Evaluation plan.
- Management processes to draw on:
  - Best practice experiences from other Main St Committee programs, & B.I.D.s.
  - Agreed financial processes.