

Proposed Cranbourne Hub

Consultation Findings

Community Engagement Activities 2 May – 28 May 2023

June 2023

Proposed Cranbourne Hub Project Background

The Cranbourne Hub (previously referred to as the Southern Casey Community Services Hub and earlier in the Project's inception, the Cranbourne Community Hub) is the most significant infrastructure project being planned to support the Cranbourne community in the foreseeable future. The Cranbourne Hub will bring together and consolidate the delivery of existing customer-facing Council services and will seek to house several yet-to-be-identified local Community Service Organisations.

At its meeting on 18 April 2023, Administrators endorsed proceeding with community and stakeholder engagement on the proposed Cranbourne Hub (interim name), for the purpose of raising awareness and seeking feedback.

Community Engagement Objectives

- To engage residents in Council's proposed plan for the Cranbourne Hub: to give the community a sense of ownership and generate enthusiasm for the project.
- To tailor specific answers to various stakeholder groups to the question: "what's in it for me?".
- To respond to any arising criticism with facts and assure the community of the body of work that has already been completed to ensure the soundness of the Cranbourne Hub proposal.
- To identify and engage with various community groups to identify potential Project champions to assist with ensuring the Cranbourne Hub proposal is broadly communicated across all stakeholder segments.
- To promote the engagement being undertaken on the Project and encourage a broad cross-section of the community to participate.
- To ensure residents and all stakeholder groups are - and feel as they are - a meaningful part of the planning process.
- To gain residents and stakeholder feedback on how the Project can meet their needs both now and in the future.
- To instil a sense of enthusiasm in the community for the revitalisation of Cranbourne and the emergence of Hub that will consolidate a range of Council and community services in a single, convenient location.
- To engage the Cranbourne business community and share the ensuing economic benefits for local businesses in proximity to the Project.
- To reinforce Council's commitment to local community following the sale of the land adjacent to the Cranbourne Library within the Casey Complex, the proceeds of which have been earmarked for reinvestment in the local community.
- To position the Cranbourne Hub as an asset for the surrounding community from which to access a range of services that meet the needs of local residents.
- To communicate that the Project will deliver a modern, purpose-built facility supporting operational efficiencies (including energy consumption) and is an aesthetic addition to the local built environment.

- To optimise the service offering of the Cranbourne Hub to best suit the needs of the local community.
- To enable the local community to develop a greater appreciation of Council's intention to prioritise investment in the Project in the interests of Cranbourne's growing and evolving population.
- To share with the community that given the intent to relocate the Cranbourne Library to the project currently referred to as the Cranbourne Hub, Council is considering the future of the Cranbourne Administration Building noting this building is nearing the end of its lifecycle and it would not be economically viable or responsible to repair this facility into the future.
- To communicate directly with each of the current leaseholders that operate from the Administration Building within the Casey Complex in Cranbourne East to understand their plans noting that all current leases expire in 2025.
- To share with the community that Council is developing priority of access criteria in response to identified community need, to assess and select the most suitable CSOs to complement the Council services that are proposed to be co-located in the Cranbourne Hub.
- To instil confidence in the Project and to manage any identified negative sentiment in the community about the need for the Project and the associated cost.
- To actively encourage participation in the engagement process to ensure feedback is both sought and received from a broad cross-section of the community with a deliberate emphasis on those that reside or have commercial activity in immediate catchment and/or rely on Council services provided in Cranbourne.
- To address concerns from tenants of the Administration Building at the Casey Complex (particularly those with peppercorn lease arrangements) about what this may mean for them and the future of their tenancy.
- To explain the process (Priority of Access Framework) by which prospective future tenants of the Cranbourne Hub will express interest and be prioritised for tenancy, what influence the community can have over this process, noting this framework is under development.

Community Engagement Activities

Stakeholder and community feedback was captured through meeting notes, pop-up artefacts, receipt of formal email submissions and through the Casey Conversations survey.

215 members of the community were engaged with during the engagement, with 385 pieces of individual feedback received.

In response to Stakeholder mapping and agreed key messaging, the following engagement activities occurred. Unless otherwise stated, all engagement occurred in-person, with key members of the project team (Community Facilities Planning, Urban Design, Community Engagement, Placemaking & Revitalisation).

Casey Administration Building Tenants

- L'Arte Café
- Casey Radio
- Peninsula Legal Community Legal Centre
- U3A

- Narre Warren & District Family History Group
- Toy Library (via email)

Community Service Organisations

- Cranbourne Community Information & Support
- Cranbourne Community House
- Members of the CSO network (via email, approx. 45 organisations)

Local Traders

- Traders/Tenants East High St/Lyall St blocks (18 traders)
- Chamber of Commerce (26 attendees)

Key Stakeholders

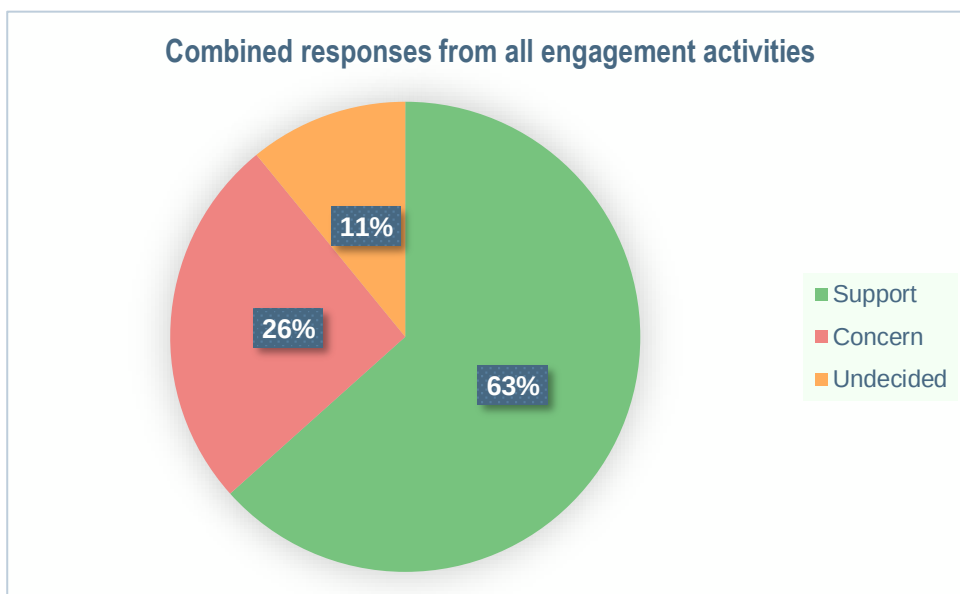
- Casey Cardinia Libraries (including Cranbourne Branch leadership team)
- Youth Services Team
- Customer Services Team

General Community

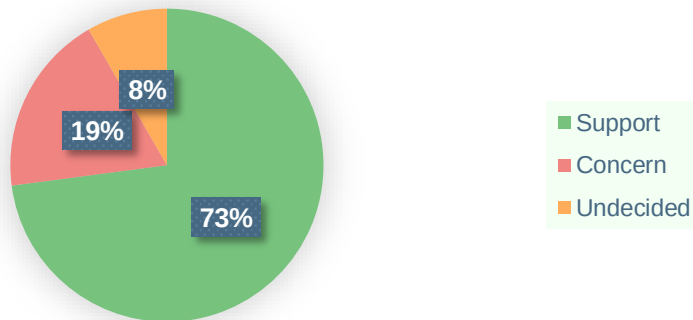
- Pop-up sessions Cranbourne Library (x 2)
- Pop-up Cranbourne Park shopping centre (x1)
- Via Casey Conversations (132 responses)

‘If the service focus areas are correct, it will or may solve some of the ongoing issues of the community. Consider activation plans with traders and how it will become an anchor to support trade and business to increase foot traffic.’

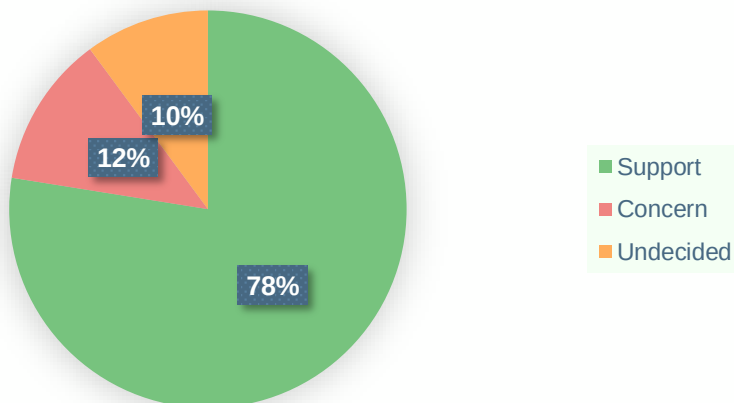
quote from survey response related to benefit of delivering the proposed Cranbourne Hub



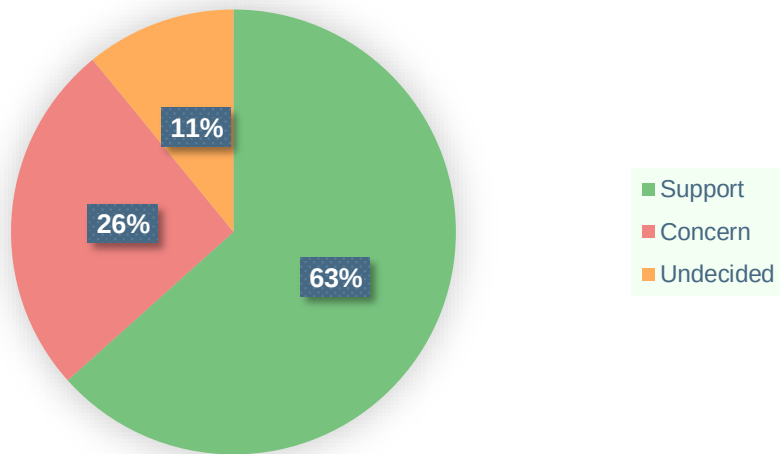
What benefits do you see with Council moving forward with its plans for an integrated community services hub at 1-3 Lyall Street, Cranbourne (site of the existing Council car park) for an estimated cost of \$40M?



Is there anything else you would like Council to consider in planning for the development of the Cranbourne Hub and the services to be contained within this development?



Combined responses from all engagement activities



Other engagement activities

**Stakeholder and Community Pop Up
Event Engagement**

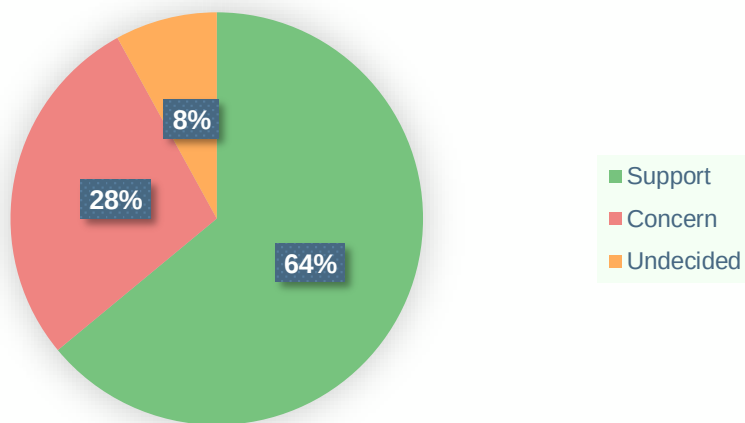


Table 1: Emerging Themes from Community Consultation

Accessibility/Inclusion A hub design and operating model that promotes ease of accessibility and inclusion for all members of the community.	<i>"Provide interpreters on site to support everyone's linguistic ability and sensory safe spaces that accommodate those with a disability!"</i>
Convenience A wide range of operating hours, services located within the same building, situated within central Cranbourne & ready access to public transport & parking/drop off zones is seen as conducive to increasing access to service. However, some noted that the existing Library location has a high level of convenience	<i>"A centralised location for Cranbourne and surrounding communities to access local services and gather would be hugely beneficial to the community".</i> <i>"Having the Hub within the shopping precinct would be very much appreciated"</i>
Cost Benefit Ensuring that Capital investment in the Hub is valid, with consideration of redevelopment of existing facilities and/or spending funds on other infrastructure upgrades.	<i>"I hope this doesn't mean rate rises and other rises for the residents of City of Casey who are already paying through the roof and not seeing much, if any, value for that money"</i> <i>"Why not fix footpaths...update the current facilities"</i> <i>"Current library is quite old so getting a bigger, newer space would be awesome!"</i>
Design Response A vibrant, contemporary space that feels welcoming & safe to the whole of the community, creating opportunity for connection.	<i>"Wishing that the project is effective and successful in revitalising the area, because the daily life, cultural life and entertainment around this area is just very bland at the moment"</i>
Economic Benefit Opportunities for creating and supporting local employment through both operations and service provider activity, with flow-on impact of increased community/consumer activity in the area.	<i>"Brings more people to local businesses in central Cranbourne"</i> <i>"I think developing that site would boost the overall feel of that entire area. At the moment that entire section of Cranbourne is quite outdated & at time feels unsafe".</i>
Public Transport	

While the proximity of public transport will support hub activation there is some concern that frequency and type of transport is insufficient.	<i>"Design it with good public transport access. Building something that does not only provide service but could help educate the community in many ways. Design it for the future!"</i>
Public Safety Intentional activation & passive surveillance through hub development is seen as a positive step towards mitigating against crime. The Lyall St site has been identified as an area that the community actively avoid, particularly outside of daylight hours, due to perceived & actual issues regarding crime.	<i>"Venturing into Cranbourne is quite a mixed bag. I avoid it if possible. The main thoroughfare (High St) always feels dirty and unsafe. The streets leading off High St even more so. At least on High St there is a chance that passing traffic will see anything nefarious. Please consider a hub where anyone (and everyone) can feel safe. For me this would include a clean, uncluttered space, with sufficient outdoor and carpark lighting, especially at night".</i>
Social Benefit The positive impact on the health and wellbeing of future users was noted, particularly in relation to co-location of multiple complementary services.	<i>"It's a fantastic idea. I would be happier with my son visiting the youth centre in this location because he could also access the library".</i>
Transport/Parking The increased volume of traffic to the activity centre combined with a reduction in the current level of parking and potential conflict with public transport has been viewed negatively by future hub users and local traders.	<i>"Totally opposed to the use of the carpark at 1-3 Lyall Street. Have no objection to the proposed Hub being located in the proximity to the shopping precinct but not by removing existing carparks".</i>

Casey Conversations

Report Type: Form Results Summary
Date Range: 02-05-2023 - 28-05-2023

Exported: 05-06-2023 16:02:10

Closed

Untitled
Proposed Cranbourne Hub community survey

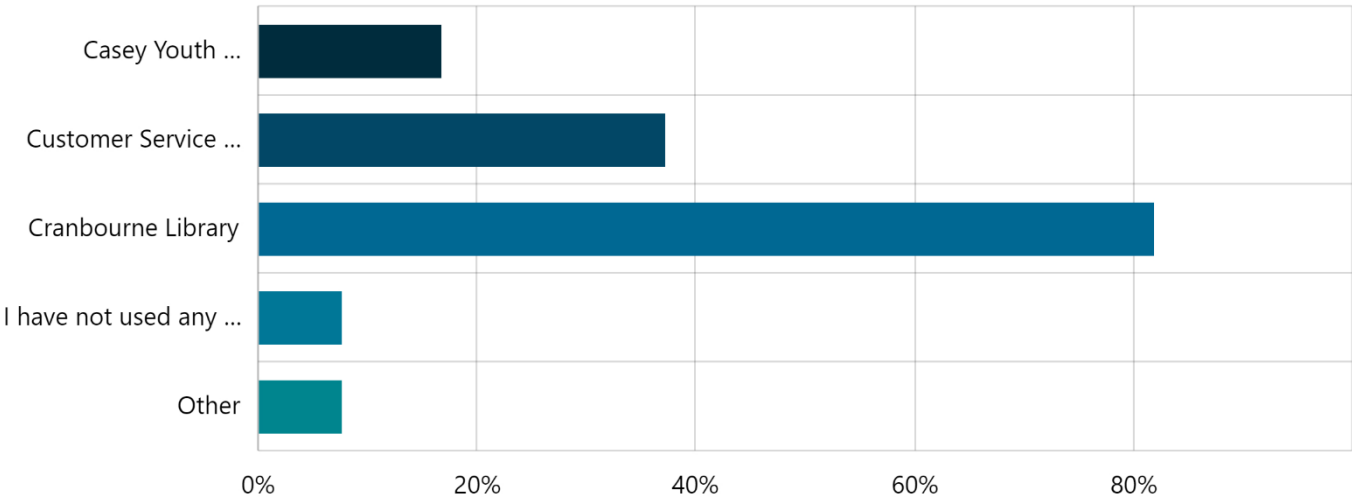
115
Contributors

132
Contributions

Contribution Summary

1. What services, provided by Council in Cranbourne, have you or do you (or a member of your household) use?

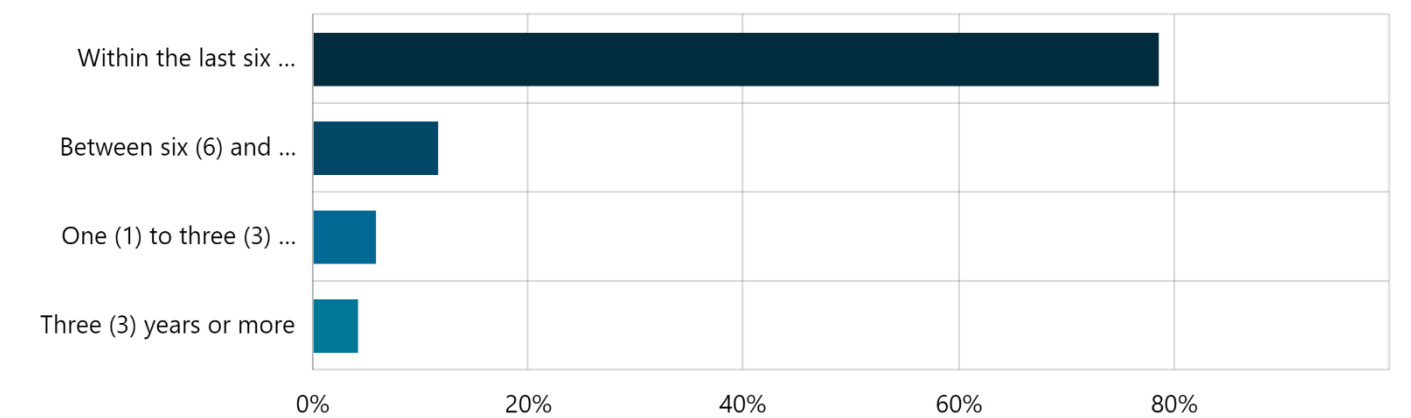
Required



Answer choices	Percent	Count
Casey Youth Information Centre	16.67%	22
Customer Service Centre	37.12%	49
Cranbourne Library	81.82%	108
I have not used any of the services in Cranbourne listed above	7.58%	10
Other	7.58%	10

2. Please tell us about the last time you (or a member of your household) visited one or more of the Cranbourne-based services provided by Council: Youth Information Centre, Customer Service Centre or the Cranbourne Library. Required

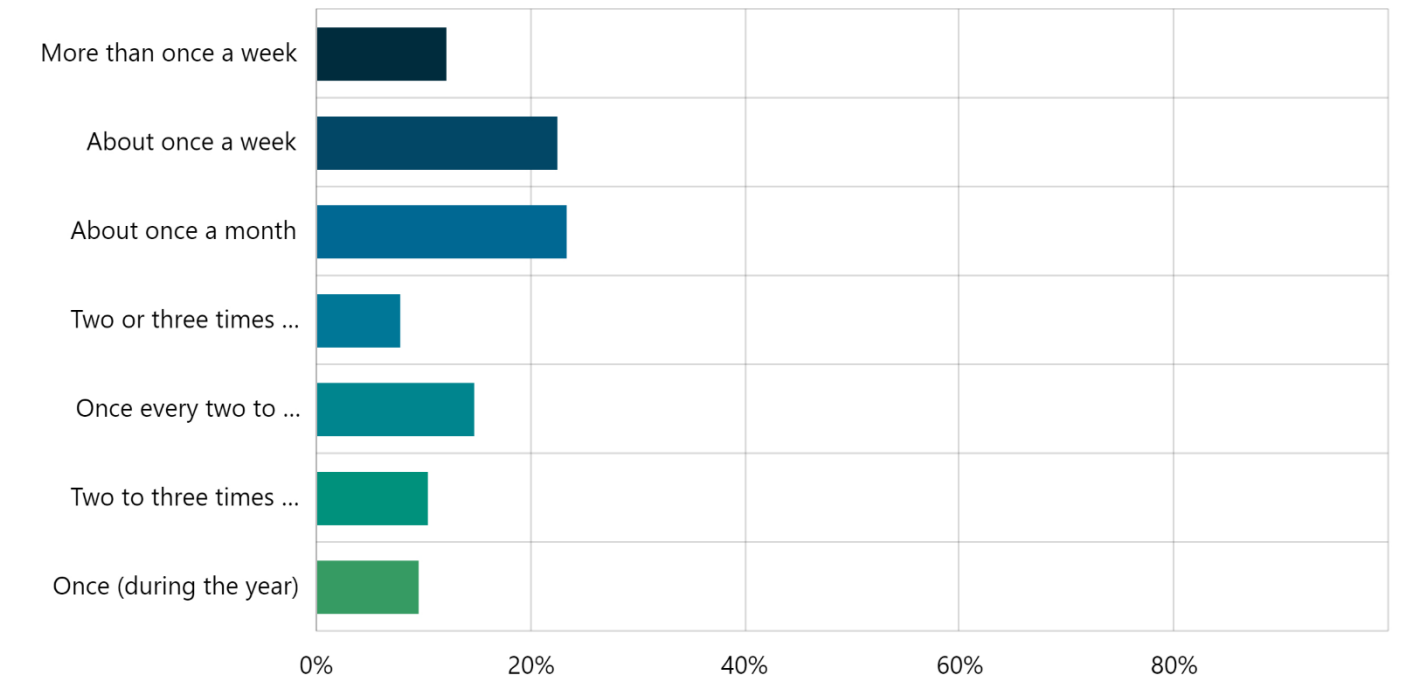
Select Box | Skipped: 11 | Answered: 121 (91.7%)



Answer choices	Percent	Count
Within the last six (6) months	78.51%	95
Between six (6) and 12 months	11.57%	14
One (1) to three (3) years	5.79%	7
Three (3) years or more	4.13%	5
Total	100.00%	121

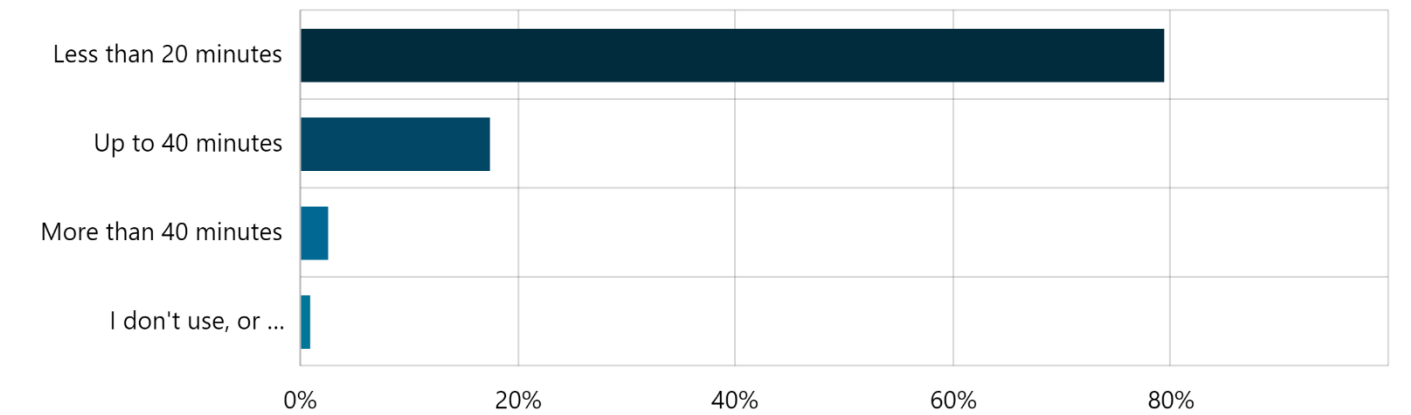
3. How often in the past 12 months have you (or a member of your household) visited one or more of the following Cranbourne-based services provided by Council: Youth Information Centre, Customer Service Centre or the Cranbourne Library? Required

Select Box | Skipped: 16 | Answered: 116 (87.9%)



Answer choices	Percent	Count
More than once a week	12.07%	14
About once a week	22.41%	26
About once a month	23.28%	27
Two or three times a month	7.76%	9
Once every two to three months	14.66%	17
Two to three times (during the year)	10.34%	12
Once (during the year)	9.48%	11
Total	100.00%	116

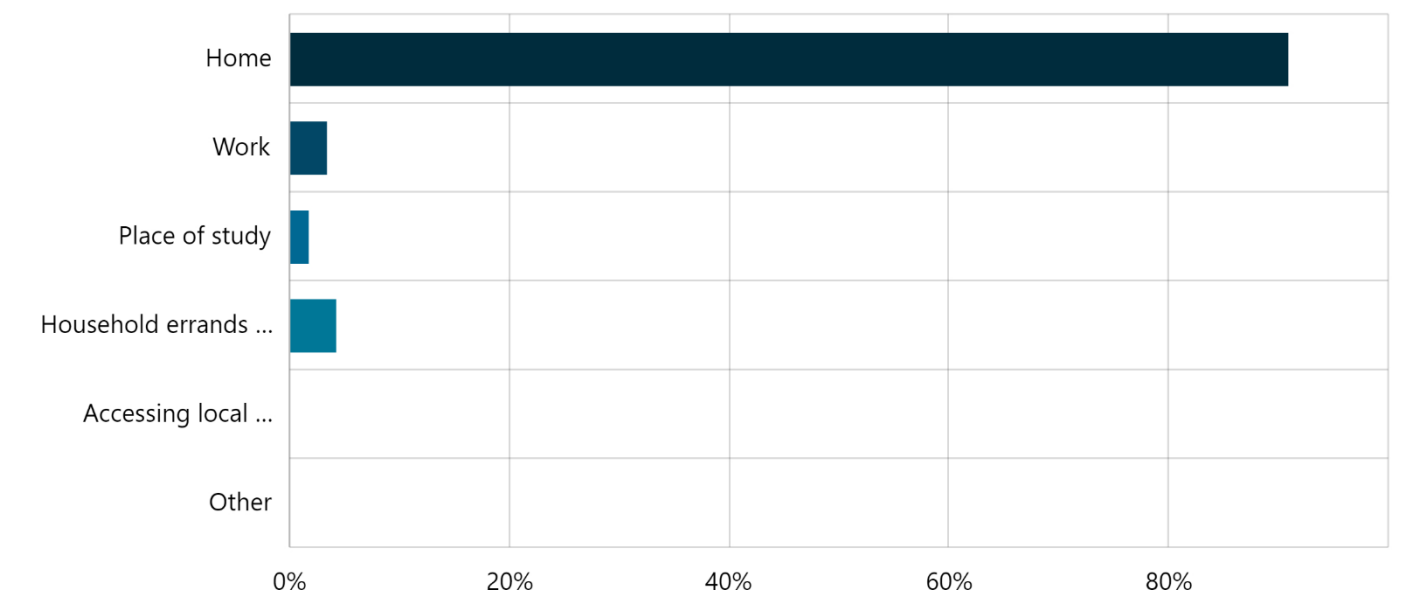
4. How long does it or would it take you to travel to the Cranbourne-based service(s) provided by Council (Youth Information Centre, Customer Service Centre) you or a member of your household uses the most? Required



Answer choices	Percent	Count
Less than 20 minutes	79.34%	96
Up to 40 minutes	17.36%	21
More than 40 minutes	2.48%	3
I don't use, or travel to, any of the Cranbourne-based services provided by Council	0.83%	1
Total	100.00%	121

5. When you (or a member of your household) travels to one or more of the Cranbourne-based services provided by Council (Youth Services Centre, Customer Service Centre or the Cranbourne Library) where do you usually start your journey from? Required

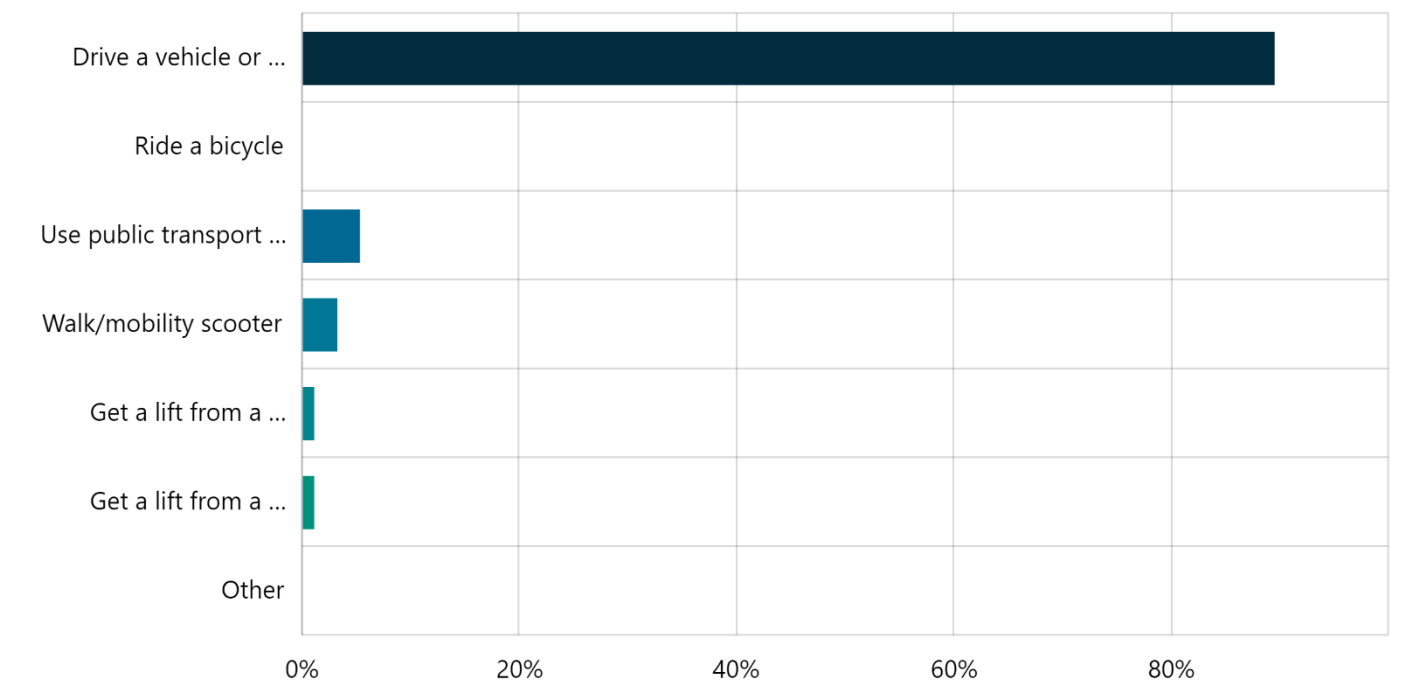
Select Box | Skipped: 12 | Answered: 120 (90.9%)



Answer choices	Percent	Count
Home	90.83%	109
Work	3.33%	4
Place of study	1.67%	2
Household errands e.g. shopping etc.	4.17%	5
Accessing local services e.g. medical appointments, paying bills etc.	0%	0
Other	0%	0
Total	100.00%	120

6. How do or would you (or a member of your household) travel to one or more of the Cranbourne-based services provided by Council (Youth Information Centre, Customer Service Centre or the Cranbourne Library)? Required

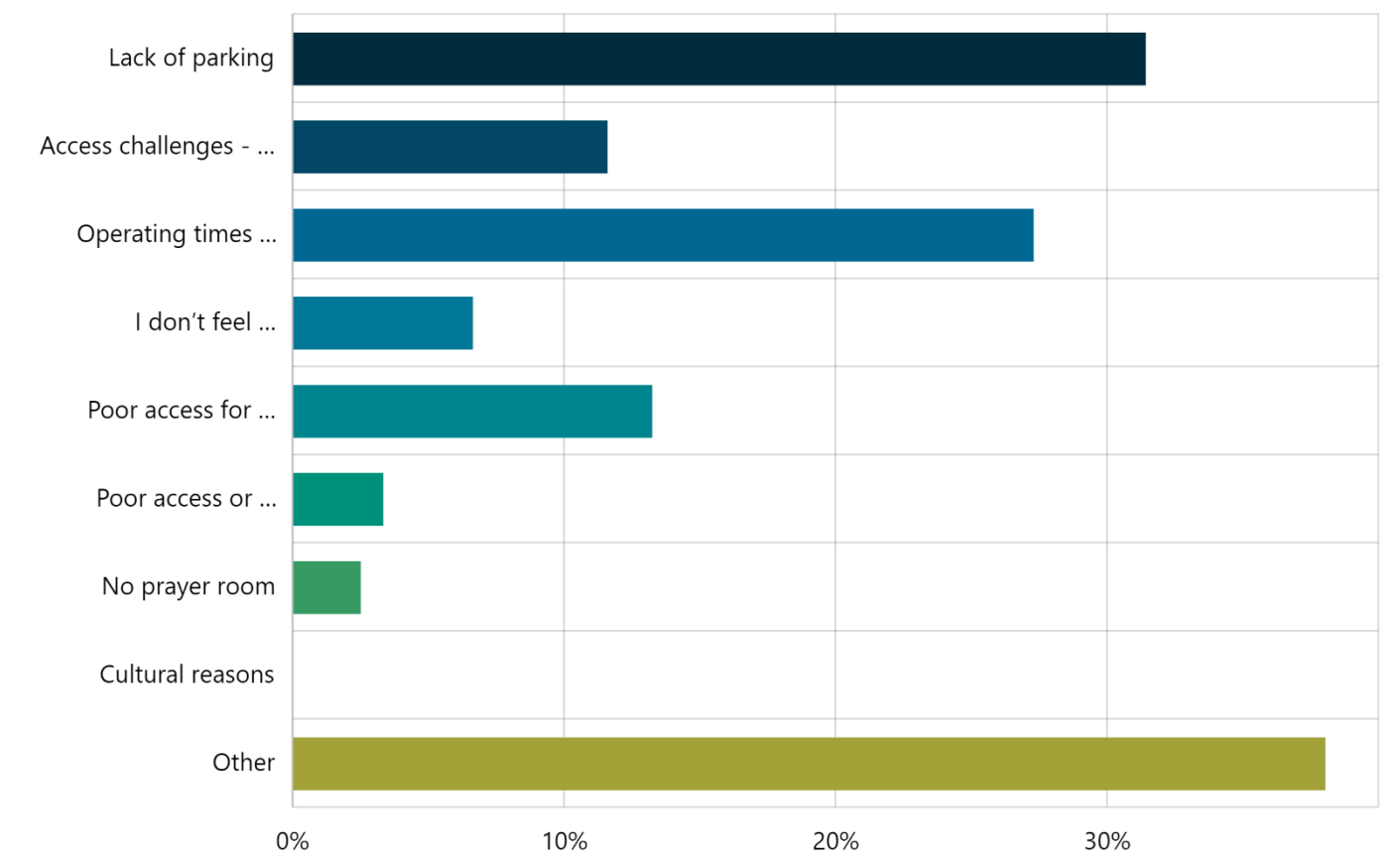
Select Box | Skipped: 37 | Answered: 95 (72%)



Answer choices	Percent	Count
Drive a vehicle or ride a motorcycle	89.47%	85
Ride a bicycle	0%	0
Use public transport (train, bus, taxi or rideshare)	5.26%	5
Walk/mobility scooter	3.16%	3
Get a lift from a family member, friend or neighbour	1.05%	1
Get a lift from a Community Services Organisation or support worker	1.05%	1
Other	0%	0
Total	100.00%	95

7. Is there anything that makes it challenging or difficult for you (or someone in your household) to access one or more of the Cranbourne-based services provided by Council (Youth Information Centre, Customer Service Centre or the Cranbourne Library)? Required

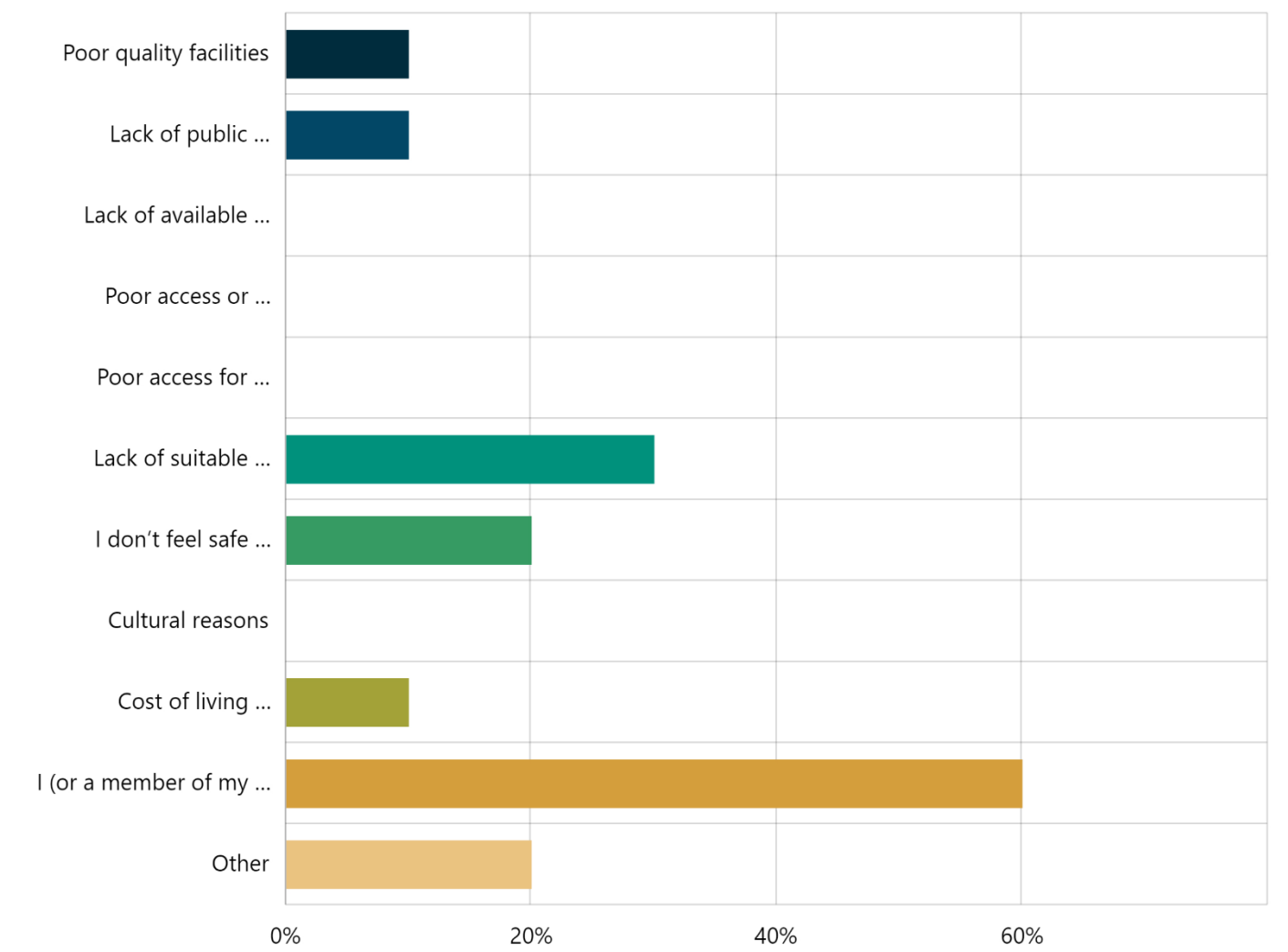
Multi Choice | Skipped: 11 | Answered: 121 (91.7%)



Answer choices	Percent	Count
Lack of parking	31.40%	38
Access challenges - people with a disability/mobility challenges	11.57%	14
Operating times don't suit my needs	27.27%	33
I don't feel comfortable/safe using the library	6.61%	8
Poor access for pedestrians	13.22%	16
Poor access or facilities to cater for cyclists	3.31%	4
No prayer room	2.48%	3
Cultural reasons	0%	0
Other	38.02%	46

8. Please tell us the reason or reasons you (or a member of your household) doesn't currently access or use the services provided by Council in Cranbourne (Youth Information Centre, Customer Service Centre or the Cranbourne Library)? Required

Multi Choice | Skipped: 122 | Answered: 10 (7.6%)

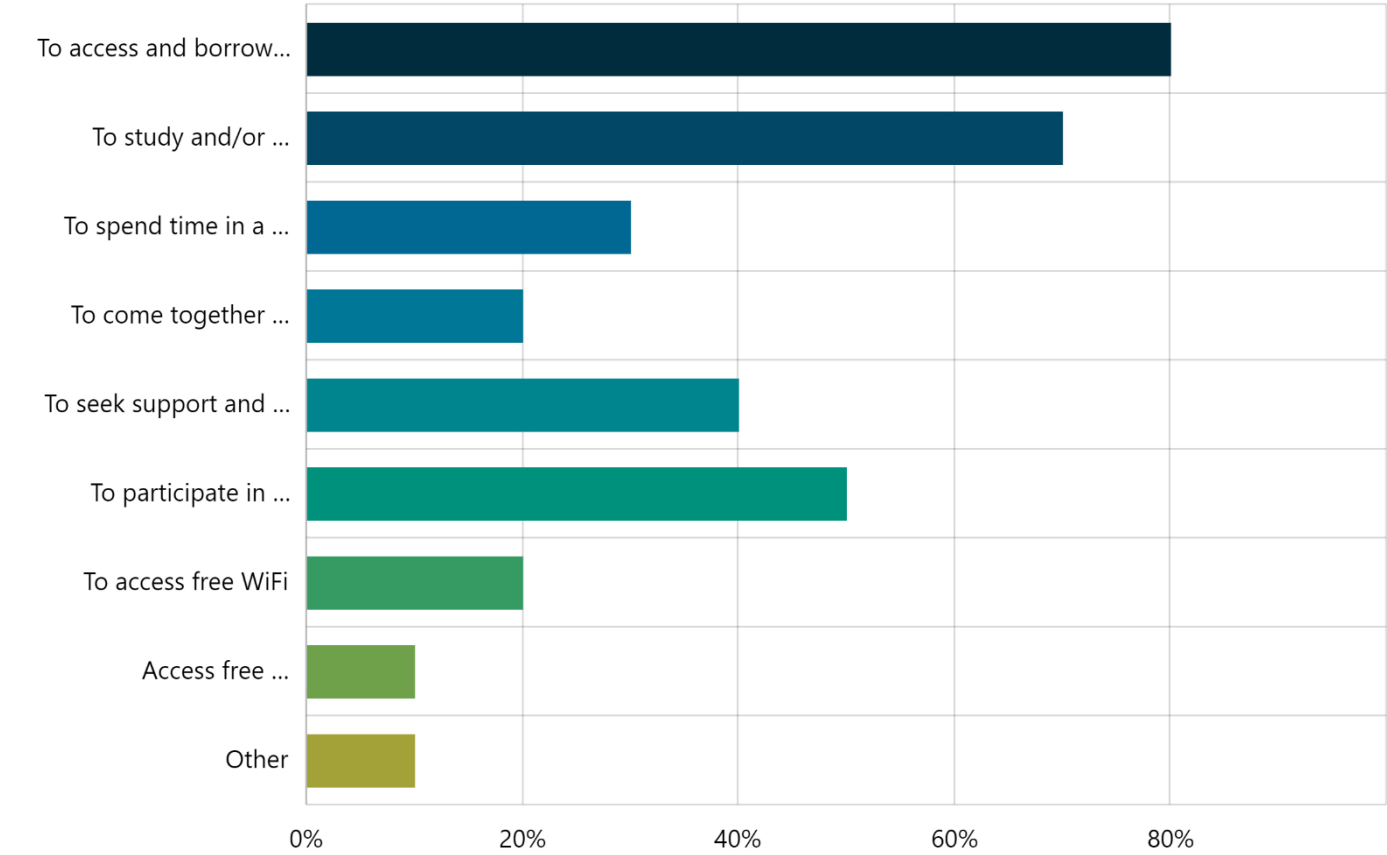


Answer choices	Percent	Count
Poor quality facilities	10.00%	1
Lack of public transport connections to these services	10.00%	1
Lack of available parking	0%	0
Poor access or mobility for persons with a disability	0%	0
Poor access for pedestrians and/or cyclists	0%	0
Lack of suitable programs, services and activities	30.00%	3
I don't feel safe travelling to or using the facilities	20.00%	2
Cultural reasons	0%	0

Cost of living (financial reasons)	10.00%	1
I (or a member of my household) has no interest in accessing or using these services	60.00%	6
Other	20.00%	2

9. If you (or a member of your household) was to attend one or more of the services provided by Council in Cranbourne (Youth Information Centre, Customer Service Centre or the Cranbourne Library) in future what do you think would be the reason(s)? Required

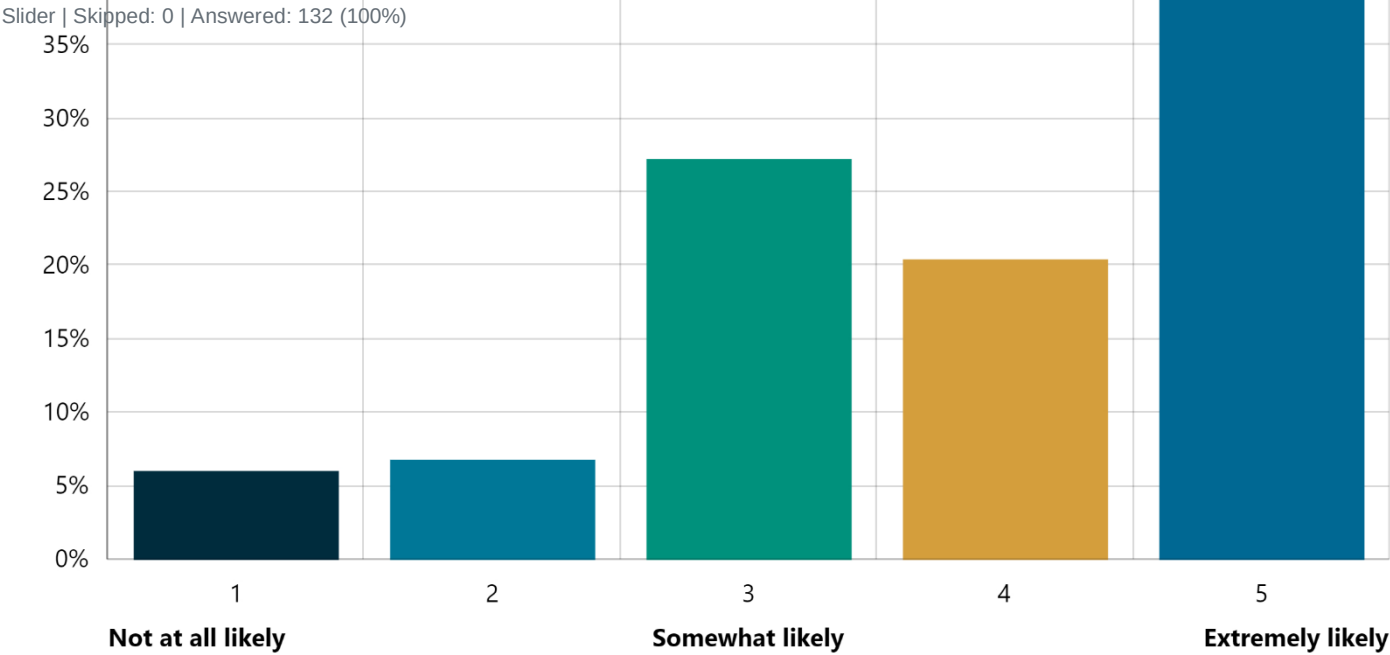
Multi Choice | Skipped: 122 | Answered: 10 (7.6%)



Answer choices	Percent	Count
To access and borrow reading materials/resources	80.00%	8
To study and/or research	70.00%	7
To spend time in a safe and free space	30.00%	3
To come together with other members of the community	20.00%	2
To seek support and information	40.00%	4
To participate in activities and/or programs	50.00%	5
To access free WiFi	20.00%	2

Access free computers i.e. to pay bills, attend to emails, apply for jobs etc.	10.00%	1
Other	10.00%	1

10. A range of services and activities under one roof (located in a single building) Required

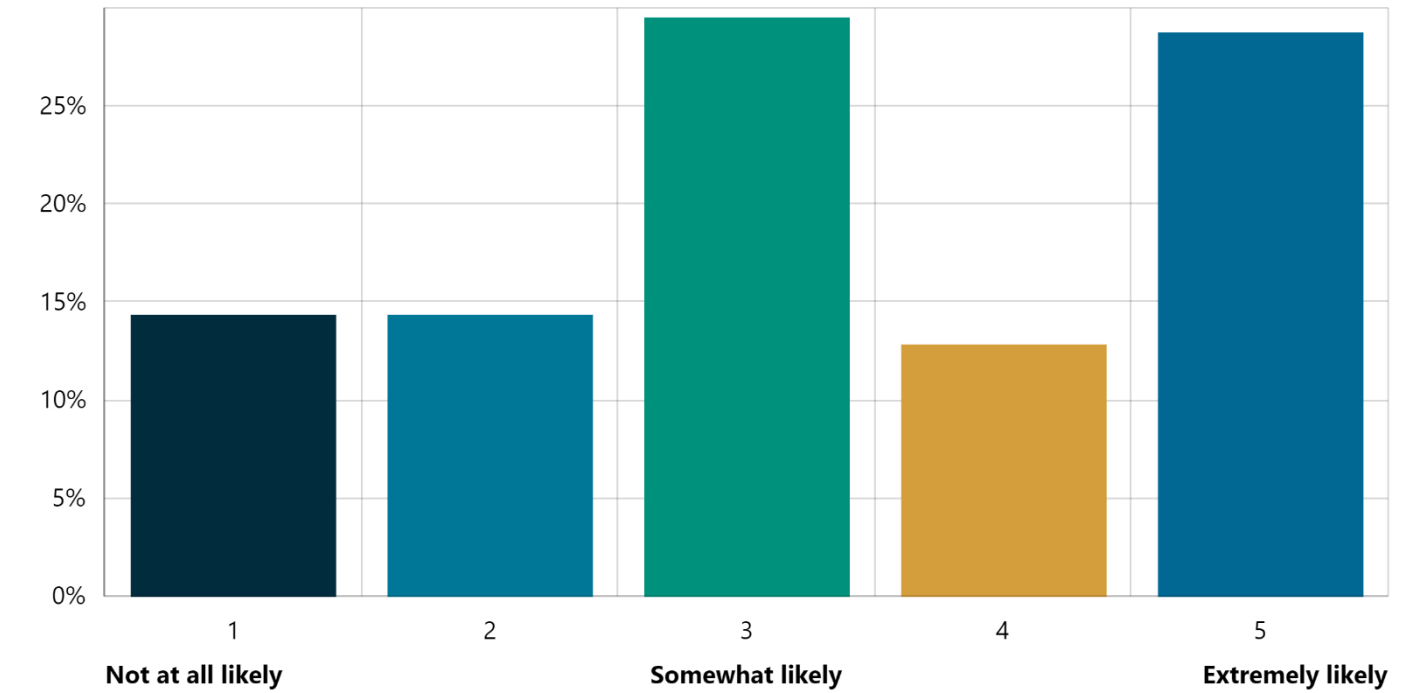


Count	Average	Median	Min	Max
132	3.80	4.00	1	5

1	2	3	4	5
6.06%	6.82%	27.27%	20.45%	39.39%
8	9	36	27	52

11. Convenient access by public transport Required

Slider | Skipped: 0 | Answered: 132 (100%)

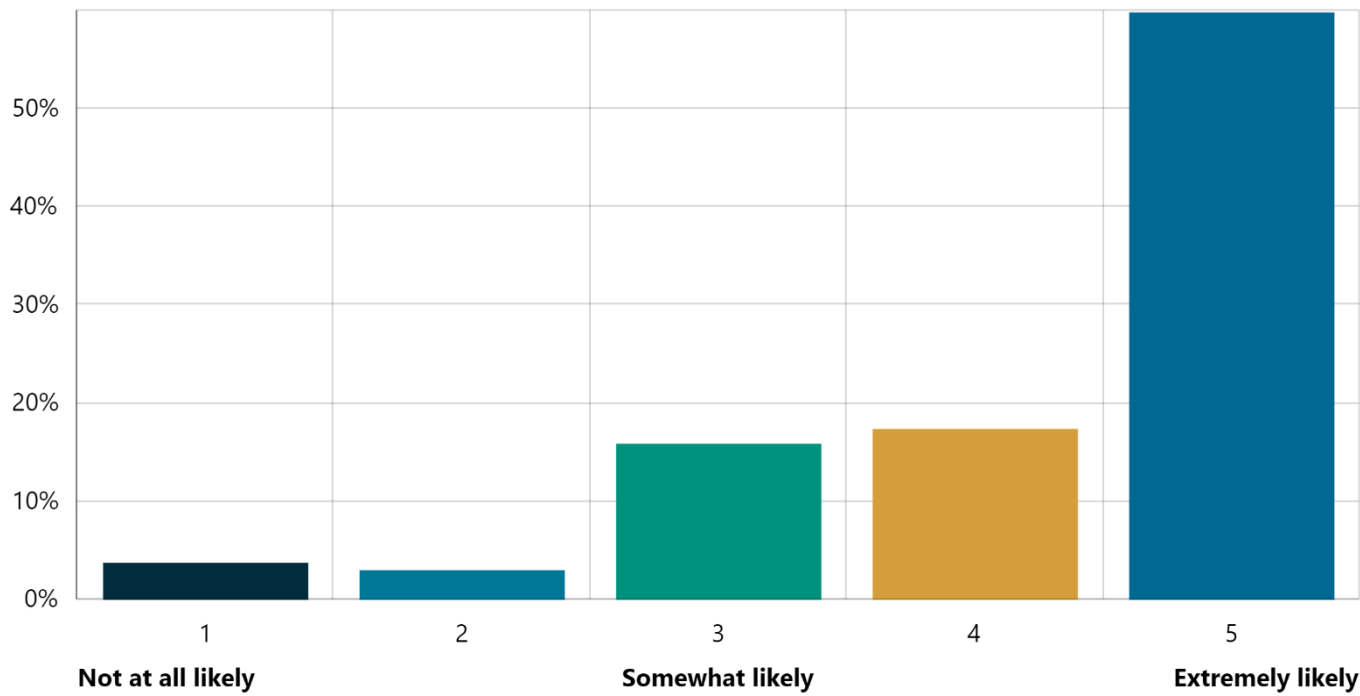


Count	Average	Median	Min	Max
132	3.27	3.00	1	5

1	2	3	4	5
14.39% 19	14.39% 19	29.55% 39	12.88% 17	28.79% 38

12. Availability (and location of) suitable parking Required

Slider | Skipped: 0 | Answered: 132 (100%)

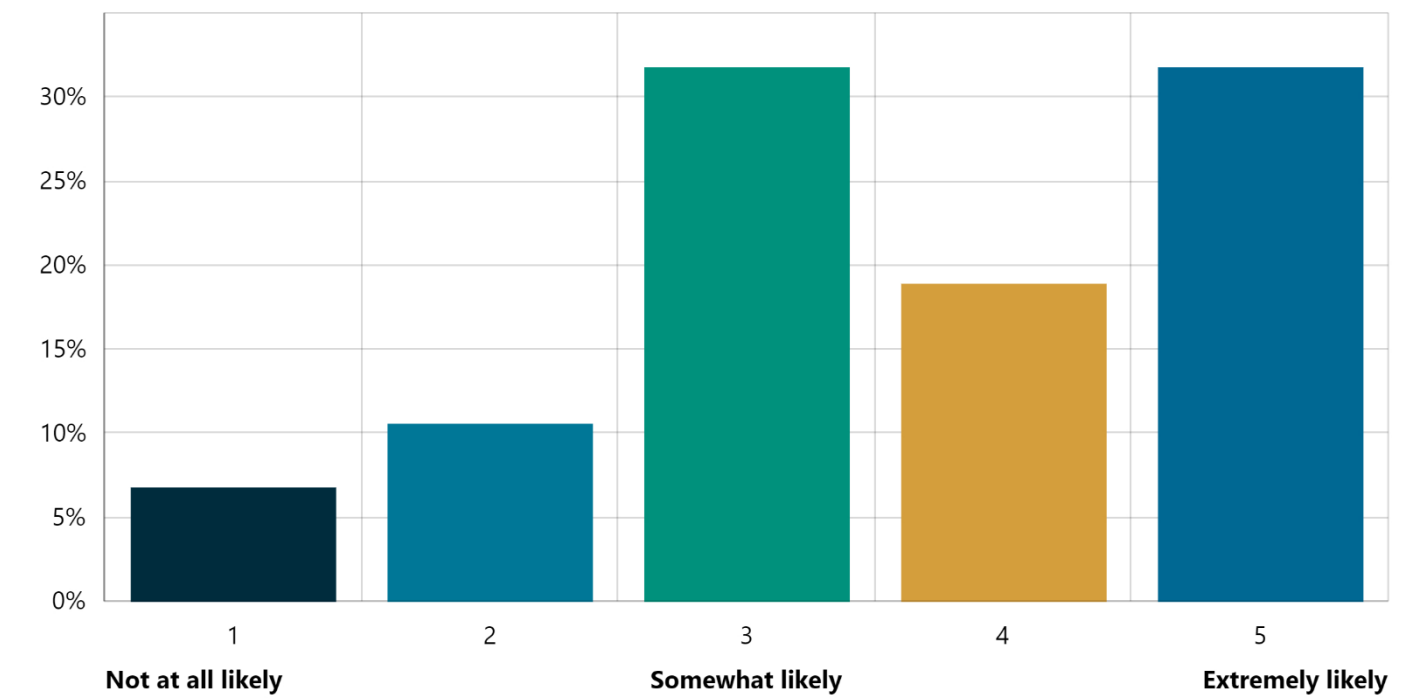


Count	Average	Median	Min	Max
132	4.27	5.00	1	5

1	2	3	4	5
3.79%	3.03%	15.91%	17.42%	59.85%
5	4	21	23	79

13. Safe and easy access for pedestrians and cyclists Required

Slider | Skipped: 0 | Answered: 132 (100%)

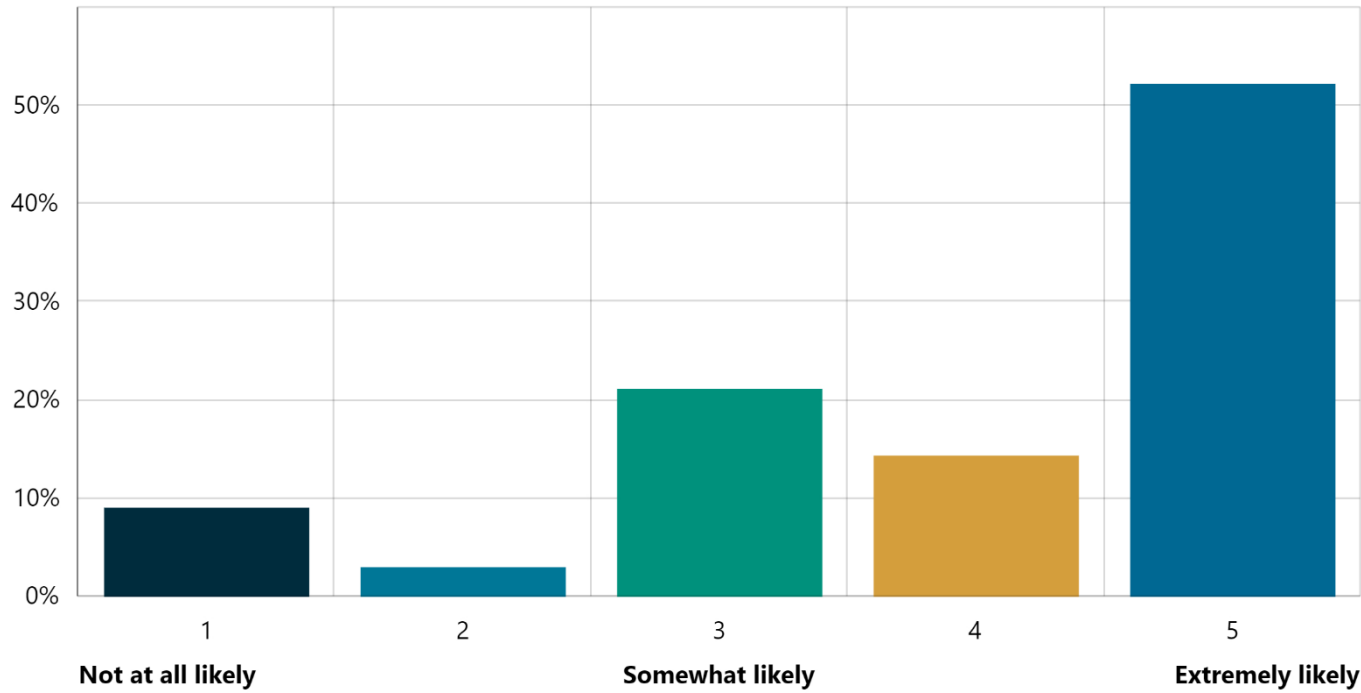


Count	Average	Median	Min	Max
132	3.58	4.00	1	5

1	2	3	4	5
6.82% 9	10.61% 14	31.82% 42	18.94% 25	31.82% 42

14. Library programs, activities and services based in central Cranbourne Required

Slider | Skipped: 0 | Answered: 132 (100%)

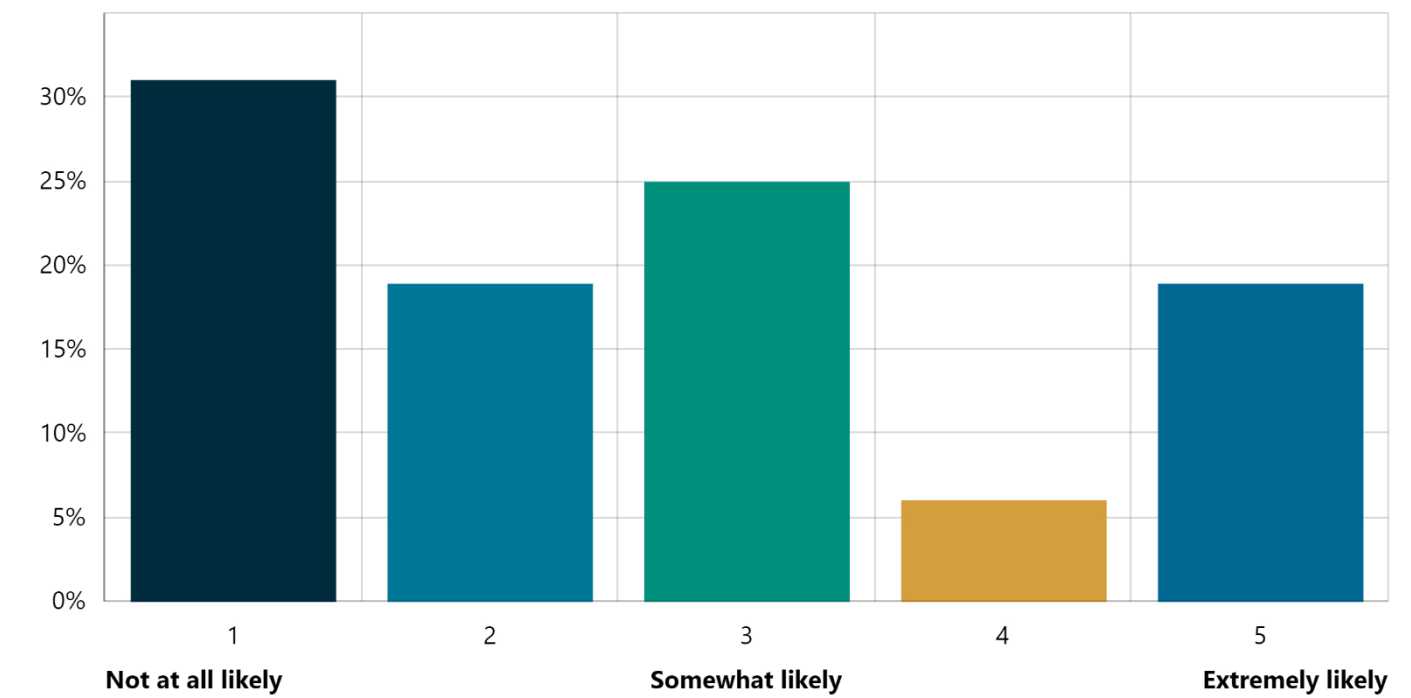


Count	Average	Median	Min	Max
132	3.98	5.00	1	5

1	2	3	4	5
9.09% 12	3.03% 4	21.21% 28	14.39% 19	52.27% 69

15. Spaces and services that respect and support my faith and cultural background Required

Slider | Skipped: 0 | Answered: 132 (100%)

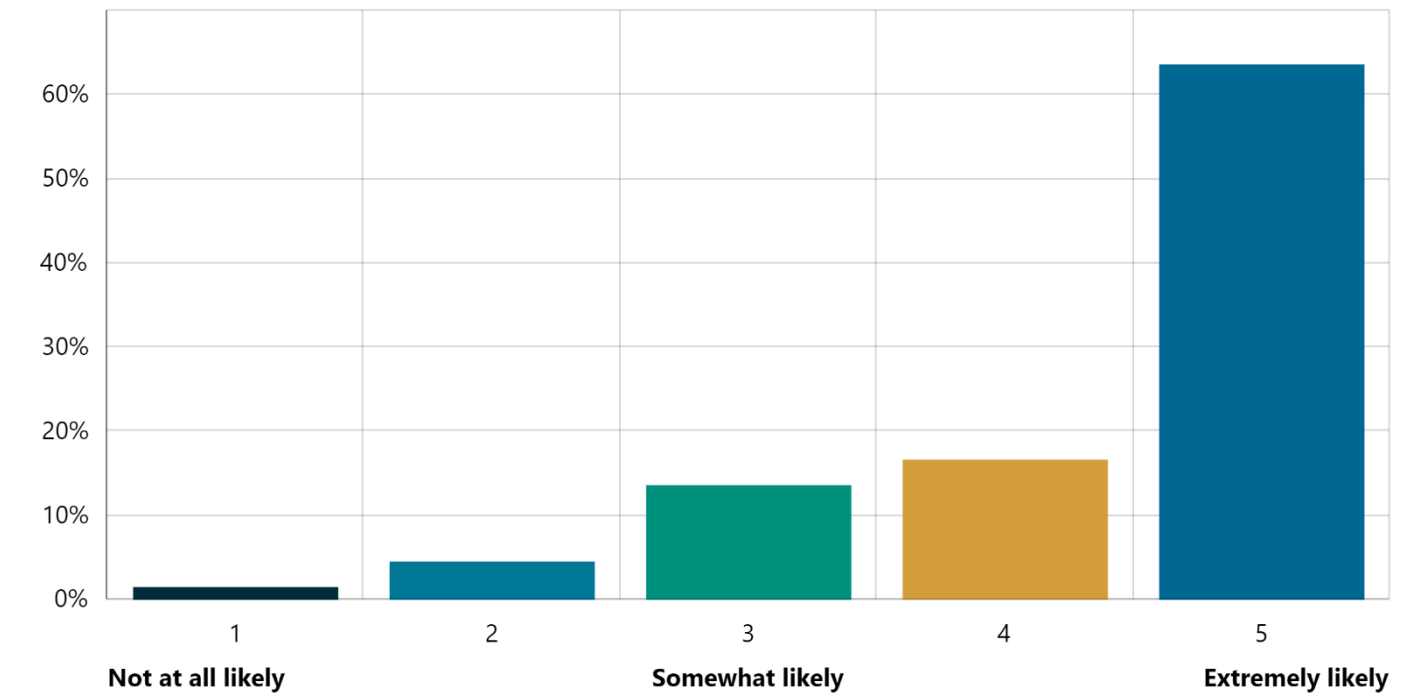


Count	Average	Median	Min	Max
132	2.63	2.50	1	5

1	2	3	4	5
31.06% 41	18.94% 25	25.00% 33	6.06% 8	18.94% 25

16. A place that feels welcoming and safe to everyone in the community Required

Slider | Skipped: 0 | Answered: 132 (100%)

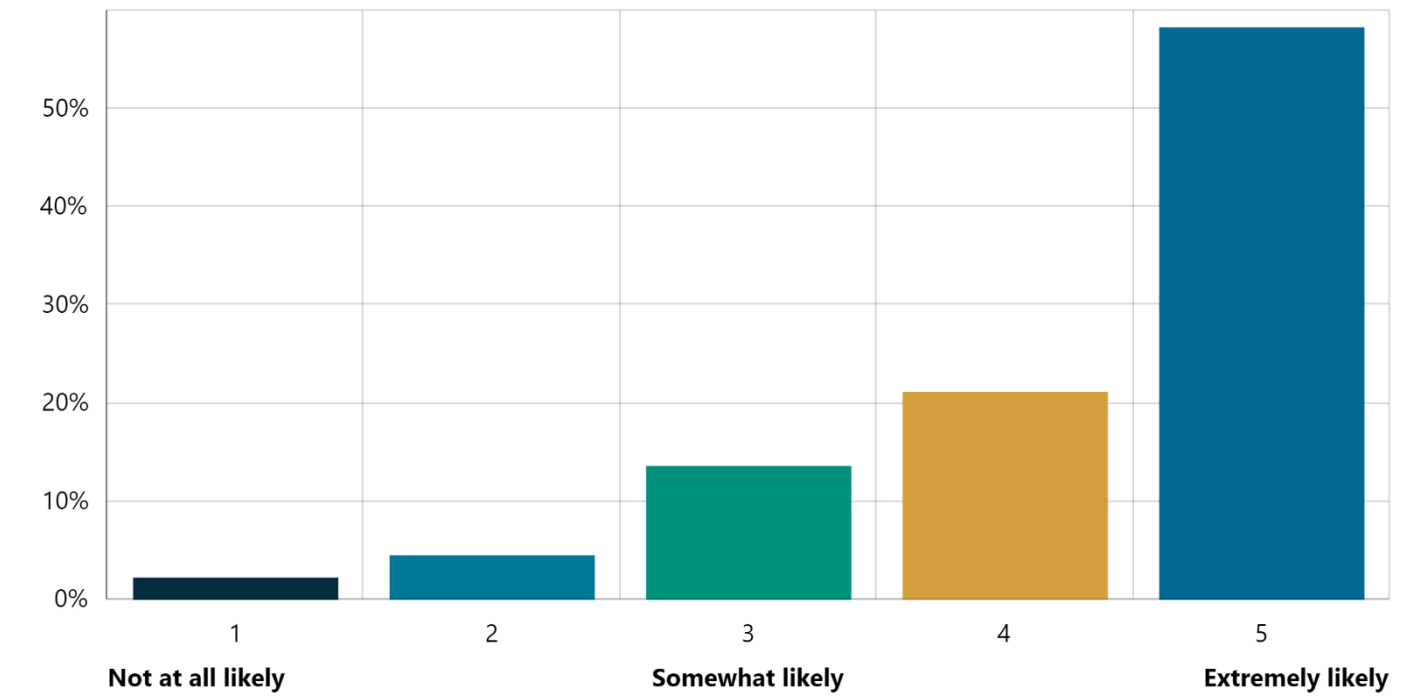


Count	Average	Median	Min	Max
132	4.36	5.00	1	5

1	2	3	4	5
1.52%	4.55%	13.64%	16.67%	63.64%
2	6	18	22	84

17. Operating times that suit my lifestyle Required

Slider | Skipped: 0 | Answered: 132 (100%)

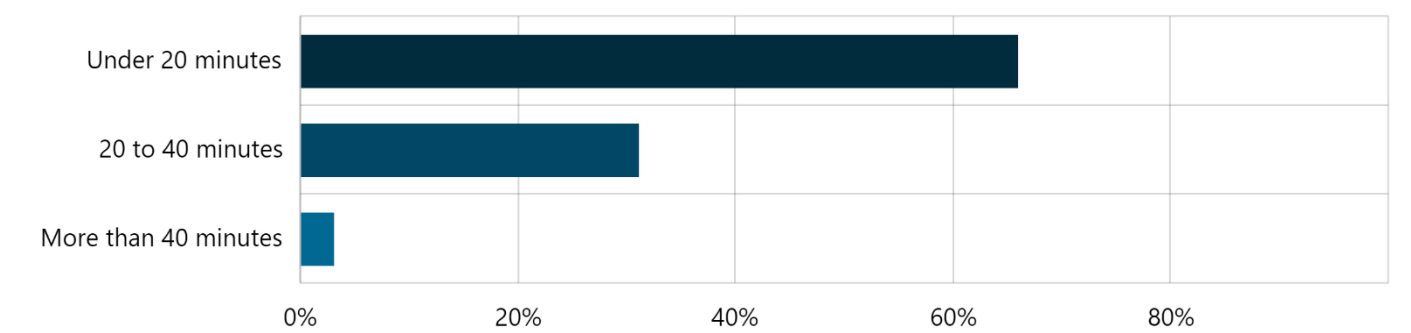


Count	Average	Median	Min	Max
132	4.29	5.00	1	5

1	2	3	4	5
2.27%	4.55%	13.64%	21.21%	58.33%
3	6	18	28	77

18. What is the maximum time that you would travel to regularly access centrally located services provided by Council in Cranbourne? Required

Select Box | Skipped: 0 | Answered: 132 (100%)



Answer choices	Percent	Count
Under 20 minutes	65.91%	87
20 to 40 minutes	31.06%	41
More than 40 minutes	3.03%	4
Total	100.00%	132

19. Is there anything else you would like Council to consider in planning for the development of the Cranbourne Hub and the services to be contained within this development? Required

Long Text | Skipped: 39 | Answered: 93 (70.5%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions

20. Have you got any concerns that you would like to share with us about Council moving forward with plans to develop the Cranbourne Hub (an integrated community services hub) on the land located at 1-3 Lyall Street (existing Council car park) for an estimated cost of \$40m?

Long Text | Skipped: 44 | Answered: 88 (66.7%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions

21. What benefits do you see with Council moving forward with its plans for an integrated community services hub at 1-3 Lyall Street, Cranbourne (site of the existing Council car park) for an estimated cost of \$40M?

Short Text | Skipped: 33 | Answered: 99 (75%)

Sentiment

No sentiment data

Tags

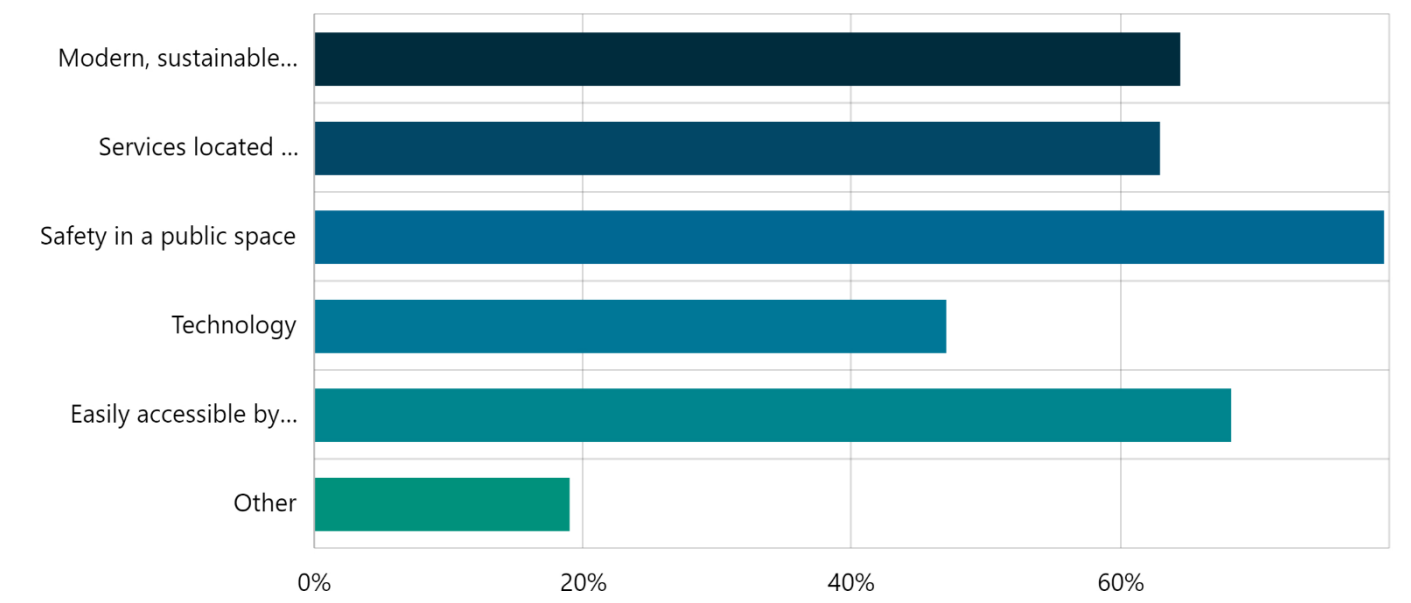
No tag data

Featured Contributions

No featured contributions

22. To help us understand what is important to you (and your household) for a future community services hub in Cranbourne, please select from the options below.

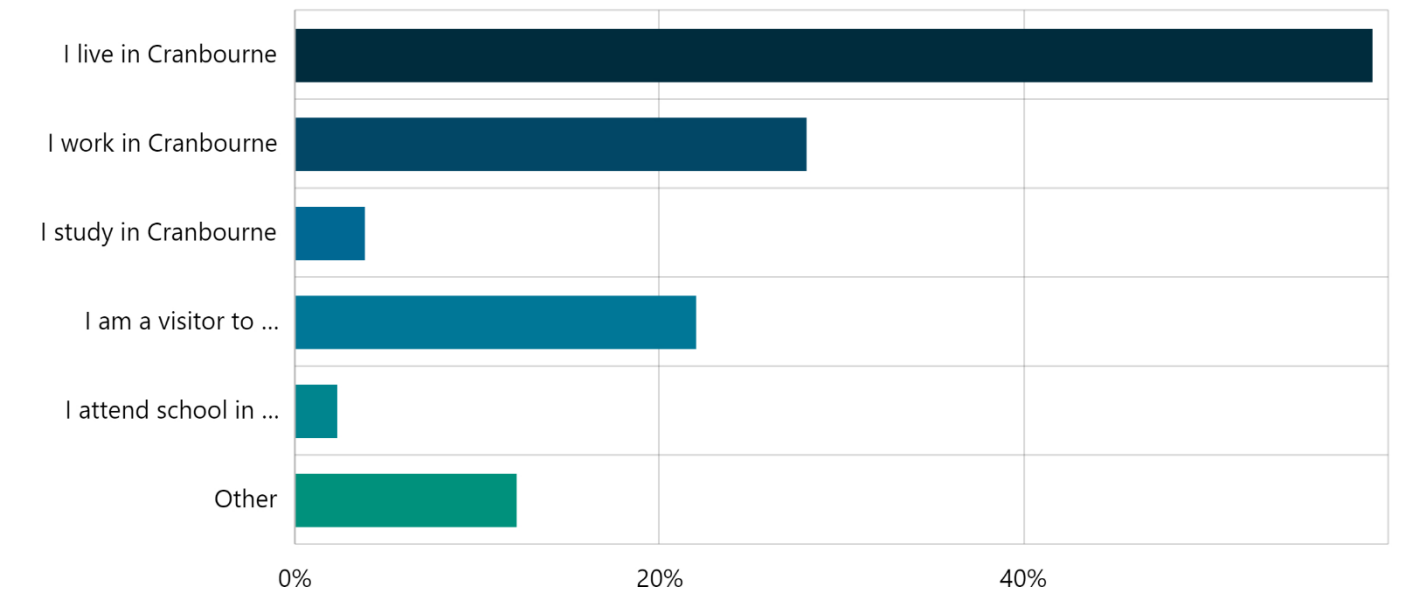
Multi Choice | Skipped: 0 | Answered: 132 (100%)



Answer choices	Percent	Count
Modern, sustainable and connected building	64.39%	85
Services located together in the same building	62.88%	83
Safety in a public space	79.55%	105
Technology	46.97%	62
Easily accessible by a range of transport methods and modes	68.18%	90
Other	18.94%	25

23. Which of the following best describes you? Required

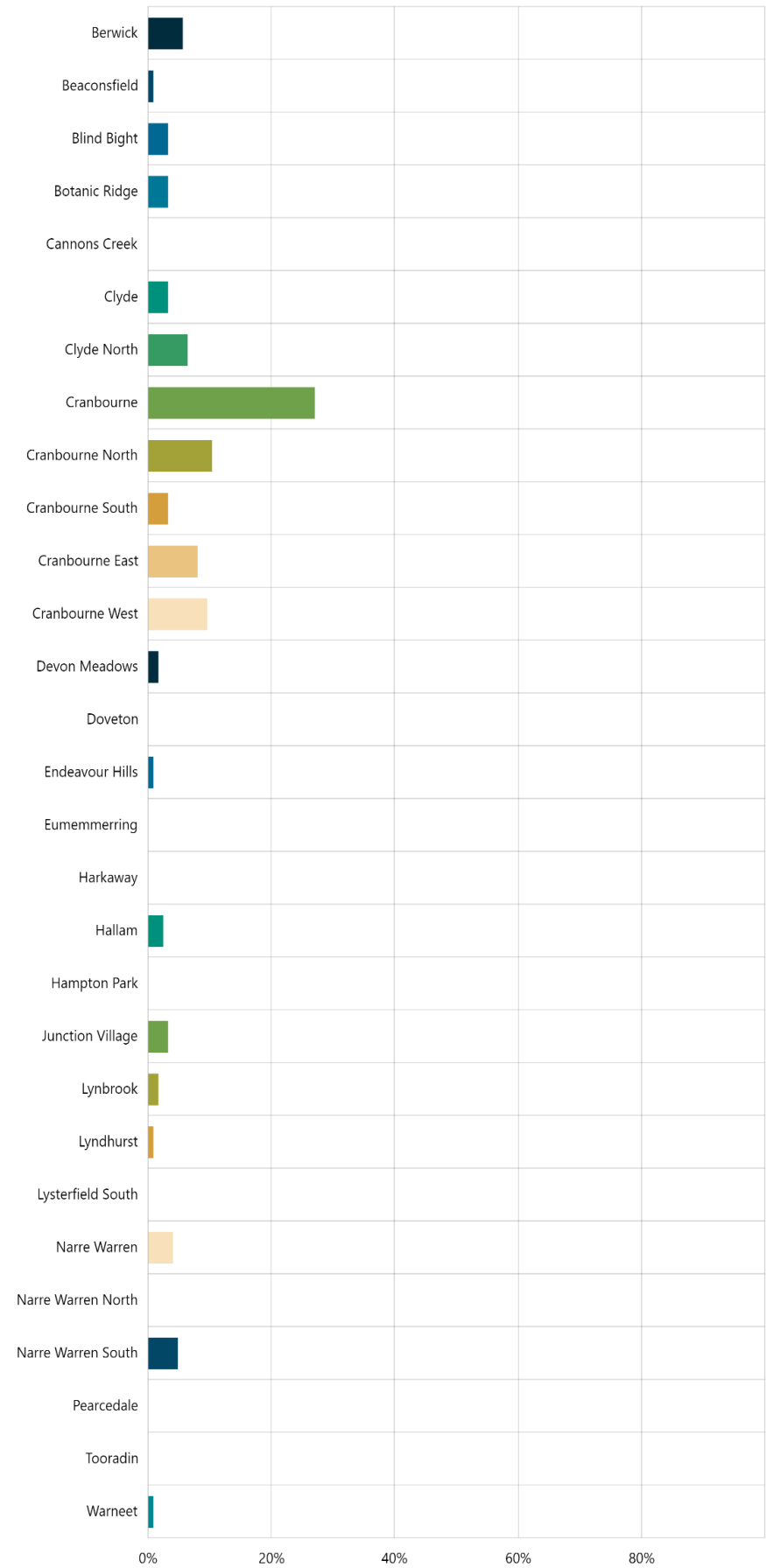
Multi Choice | Skipped: 0 | Answered: 132 (100%)



Answer choices	Percent	Count
I live in Cranbourne	59.09%	78
I work in Cranbourne	28.03%	37
I study in Cranbourne	3.79%	5
I am a visitor to Cranbourne	21.97%	29
I attend school in Cranbourne	2.27%	3
Other	12.12%	16

24. Please select your suburb Required

Select Box | Skipped: 6 | Answered: 126 (95.5%)



Answer choices	Percent	Count
Berwick	5.56%	7
Beaconsfield	0.79%	1
Blind Bight	3.17%	4
Botanic Ridge	3.17%	4
Cannons Creek	0%	0
Clyde	3.17%	4
Clyde North	6.35%	8
Cranbourne	26.98%	34
Cranbourne North	10.32%	13
Cranbourne South	3.17%	4
Cranbourne East	7.94%	10
Cranbourne West	9.52%	12
Devon Meadows	1.59%	2
Doveton	0%	0

Endeavour Hills	0.79%	1
Eumemmerring	0%	0
Harkaway	0%	0
Hallam	2.38%	3
Hampton Park	0%	0
Junction Village	3.17%	4
Lynbrook	1.59%	2
Lyndhurst	0.79%	1
Lysterfield South	0%	0
Narre Warren	3.97%	5
Narre Warren North	0%	0
Narre Warren South	4.76%	6
Pearcedale	0%	0
Tooradin	0%	0
Warneet	0.79%	1
Total	100.00%	126

25. If you live outside of the City of Casey, please tell what suburb you currently reside in. Required

Short Text | Skipped: 116 | Answered: 16 (12.1%)

Sentiment

No sentiment data

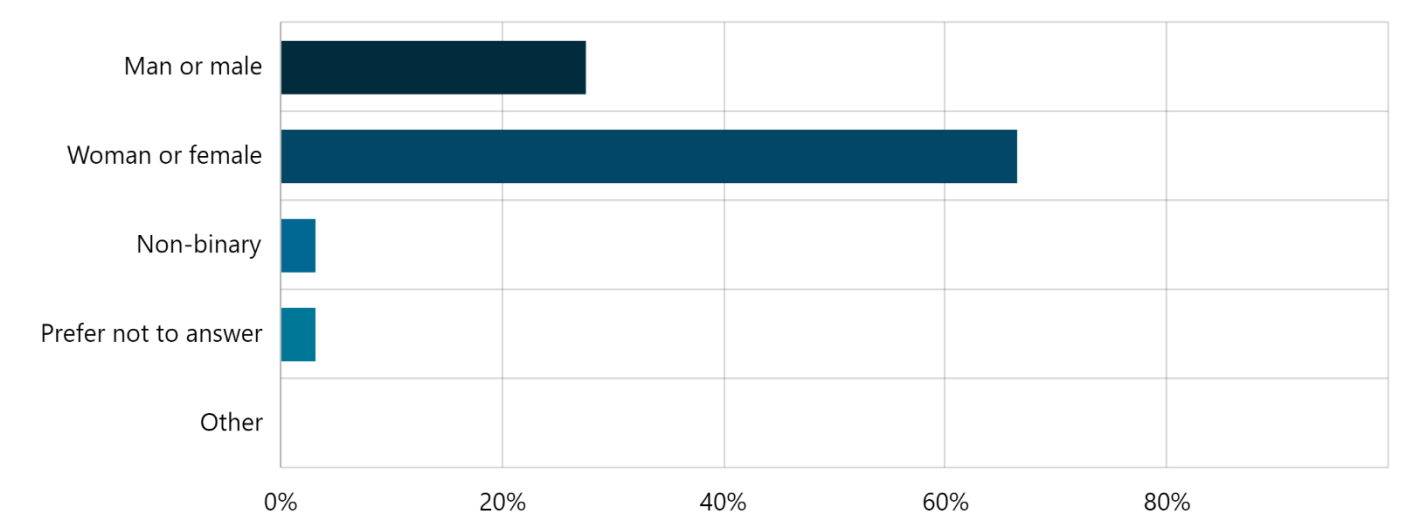
Tags

No tag data

Featured Contributions

No featured contributions

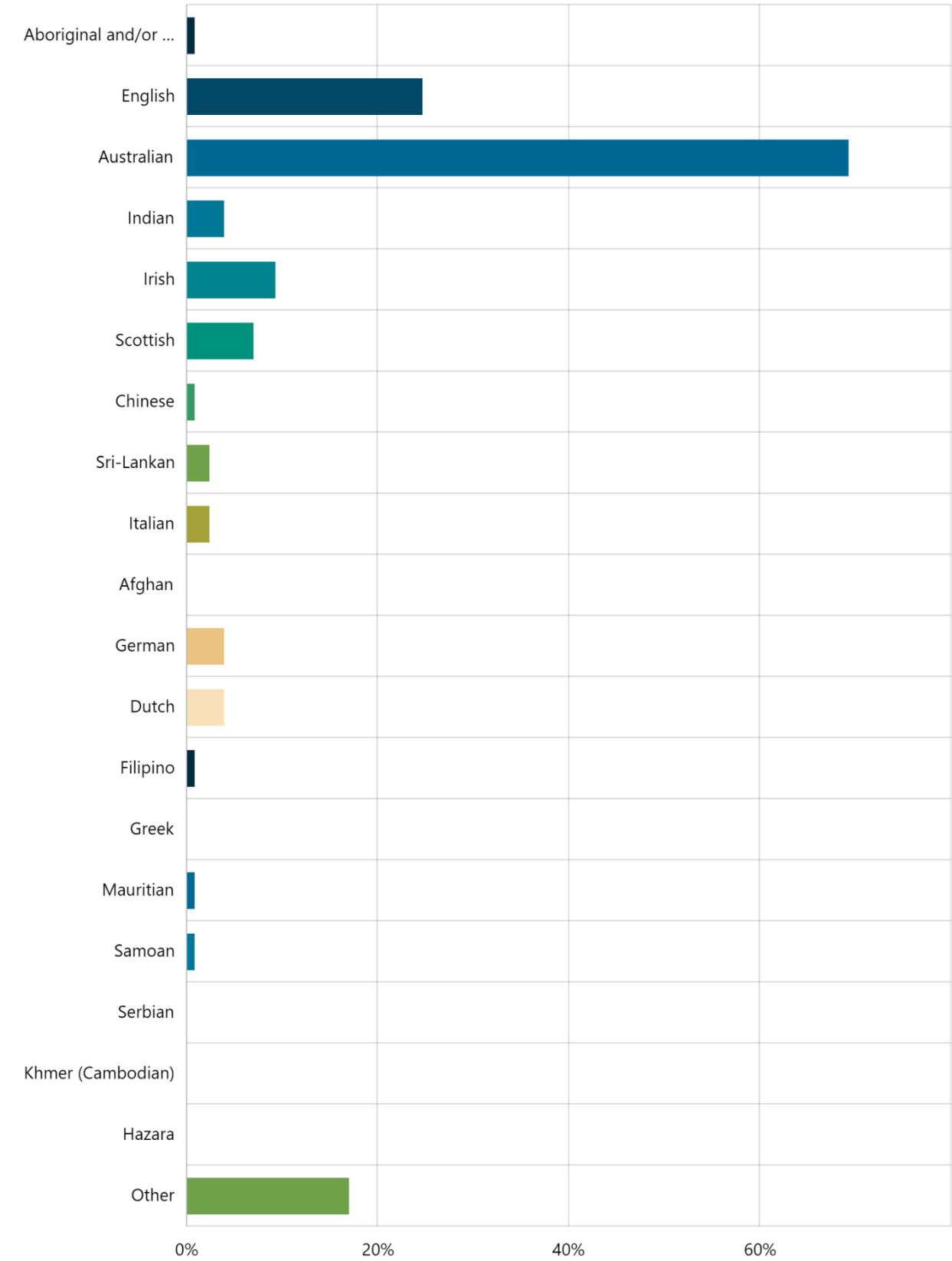
26. How do you describe your gender?



Answer choices	Percent	Count
Man or male	27.48%	36
Woman or female	66.41%	87
Non-binary	3.05%	4
Prefer not to answer	3.05%	4
Other	0%	0
Total	100.00%	131

27. What is your ancestry or cultural background? You can select multiple options.

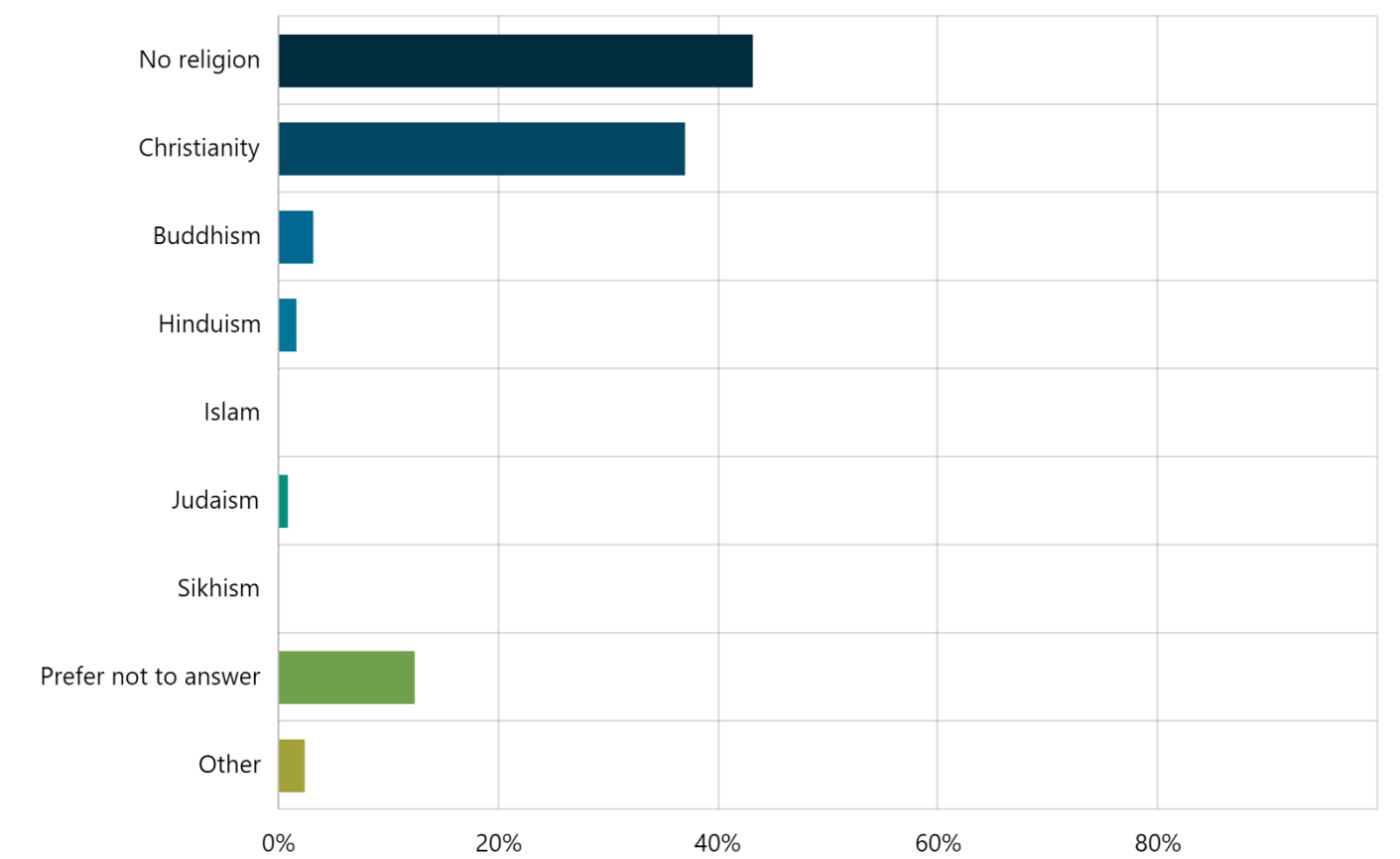
Multi Choice | Skipped: 2 | Answered: 130 (98.5%)



Answer choices	Percent	Count
Aboriginal and/or Torres Strait Islander	0.77%	1
English	24.62%	32
Australian	69.23%	90
Indian	3.85%	5
Irish	9.23%	12
Scottish	6.92%	9
Chinese	0.77%	1
Sri-Lankan	2.31%	3
Italian	2.31%	3
Afghan	0%	0
German	3.85%	5
Dutch	3.85%	5
Filipino	0.77%	1
Greek	0%	0
Mauritian	0.77%	1
Samoan	0.77%	1
Serbian	0%	0
Khmer (Cambodian)	0%	0
Hazara	0%	0
Other	16.92%	22

28. What is your religion?

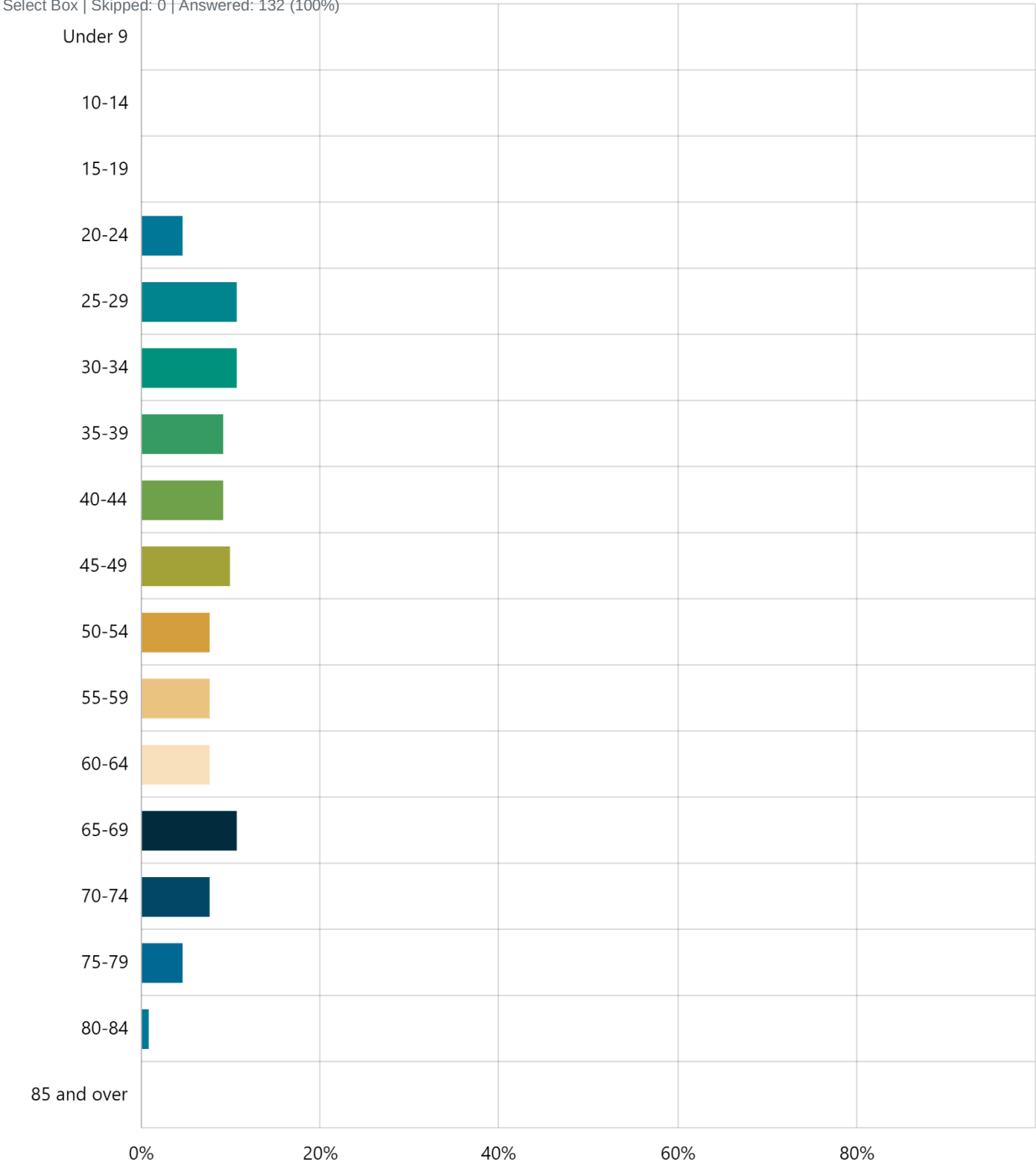
Select Box | Skipped: 2 | Answered: 130 (98.5%)



Answer choices	Percent	Count
No religion	43.08%	56
Christianity	36.92%	48
Buddhism	3.08%	4
Hinduism	1.54%	2
Islam	0%	0
Judaism	0.77%	1
Sikhism	0%	0
Prefer not to answer	12.31%	16
Other	2.31%	3
Total	100.00%	130

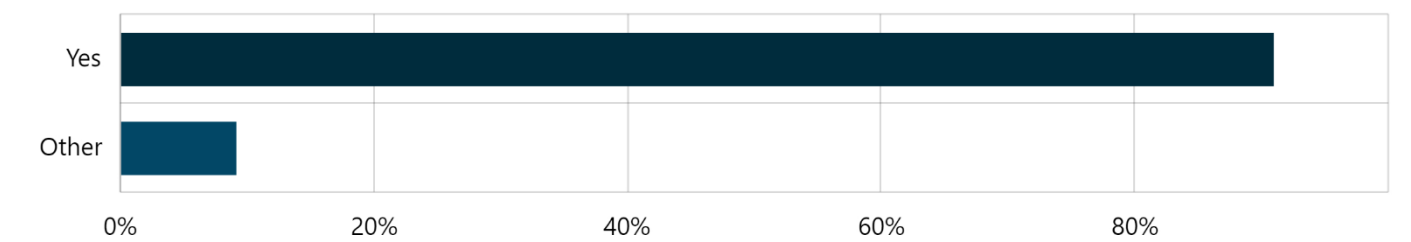
29. Age Group Required

Select Box | Skipped: 0 | Answered: 132 (100%)



Answer choices	Percent	Count
Under 9	0%	0
10-14	0%	0
15-19	0%	0
20-24	4.55%	6
25-29	10.61%	14
30-34	10.61%	14
35-39	9.09%	12
40-44	9.09%	12
45-49	9.85%	13
50-54	7.58%	10
55-59	7.58%	10
60-64	7.58%	10
65-69	10.61%	14
70-74	7.58%	10
75-79	4.55%	6
80-84	0.76%	1
85 and over	0%	0
Total	100.00%	132

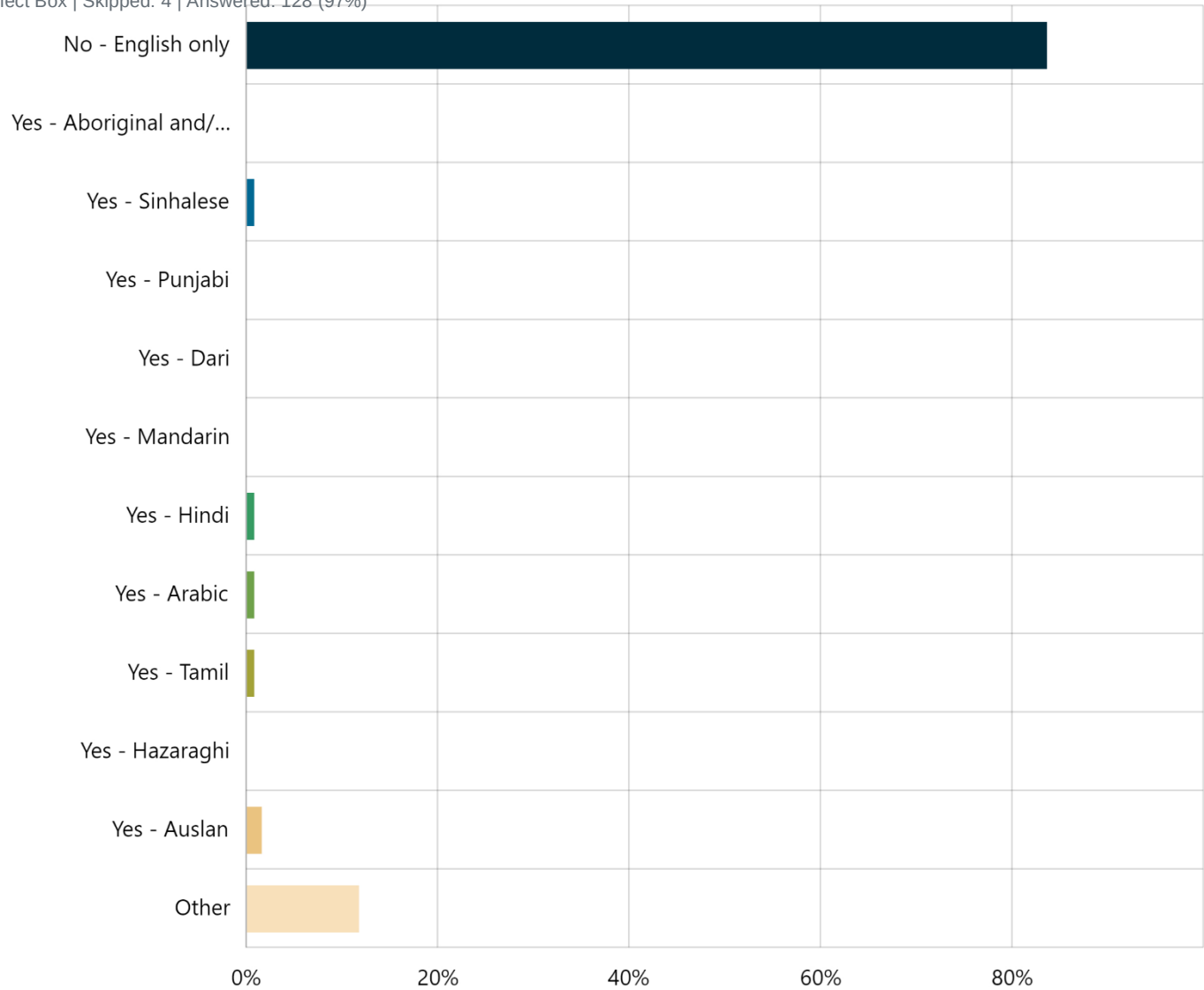
30. Is English your first language? Required



Answer choices	Percent	Count
Yes	90.91%	120
Other	9.09%	12
Total	100.00%	132

31. Do you use a language other than English at home? (including Aboriginal and/or Torres Strait Islander language)

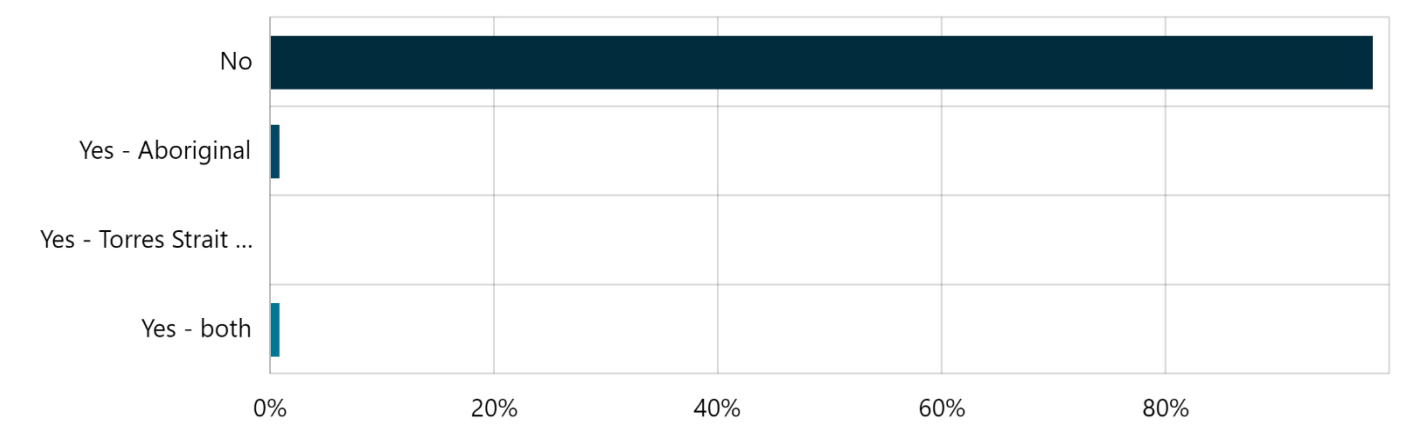
Select Box | Skipped: 4 | Answered: 128 (97%)



Answer choices	Percent	Count
No - English only	83.59%	107
Yes - Aboriginal and/or Torres Strait Islander language	0%	0
Yes - Sinhalese	0.78%	1
Yes - Punjabi	0%	0
Yes - Dari	0%	0
Yes - Mandarin	0%	0

Yes - Hindi	0.78%	1
Yes - Arabic	0.78%	1
Yes - Tamil	0.78%	1
Yes - Hazaraghi	0%	0
Yes - Auslan	1.56%	2
Other	11.72%	15
Total	100.00%	128

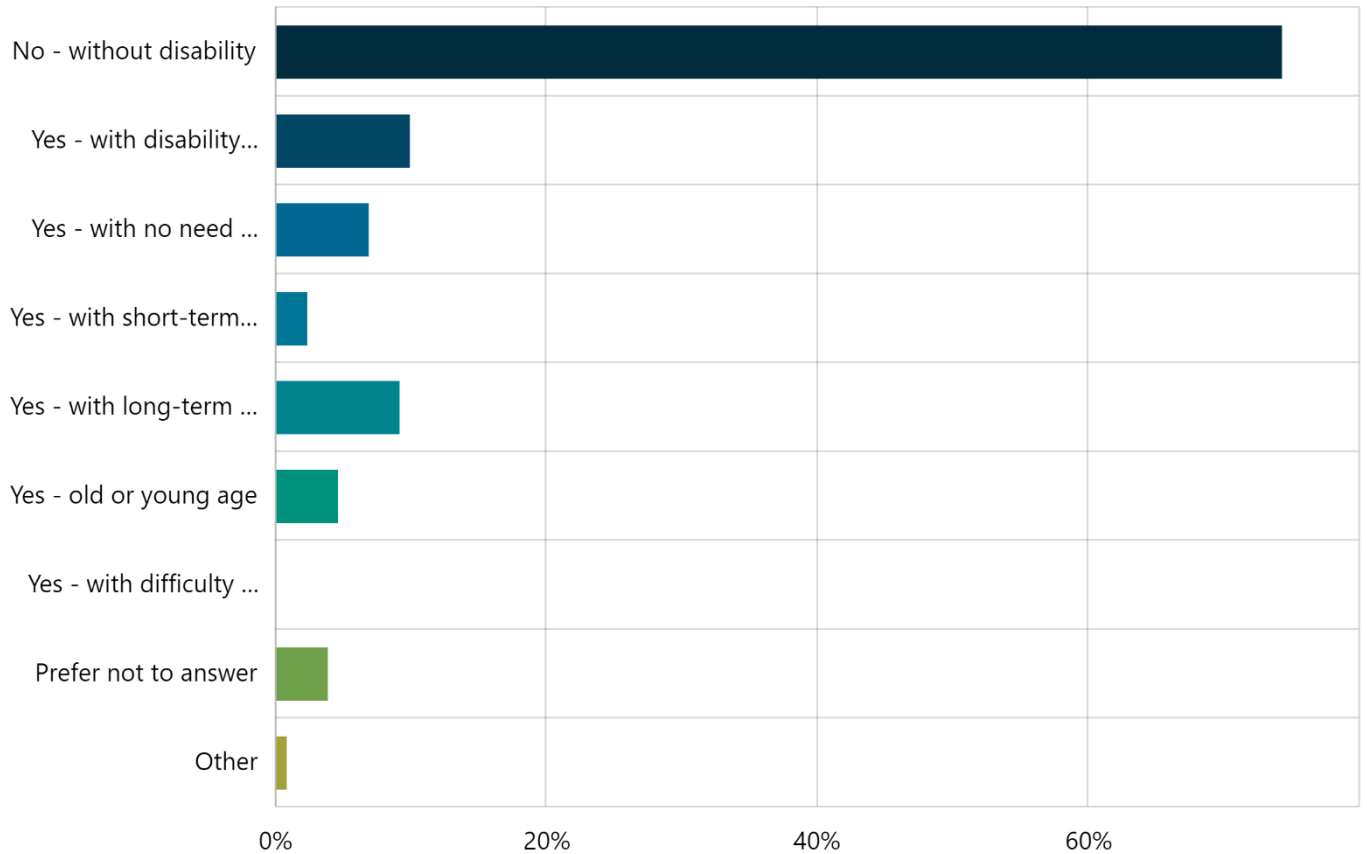
32. Are you of Aboriginal or Torres Strait Islander origin?



Answer choices	Percent	Count
No	98.46%	128
Yes - Aboriginal	0.77%	1
Yes - Torres Strait Islander	0%	0
Yes - both	0.77%	1
Total	100.00%	130

33. Are you living with a disability (that is, do you ever need help with daily activities for either self-care, body movement, or communication)? Select as many as apply

Multi Choice | Skipped: 0 | Answered: 132 (100%)



Answer choices	Percent	Count
No - without disability	74.24%	98
Yes - with disability lasting 6 months or more	9.85%	13
Yes - with no need for help or supervision	6.82%	9
Yes - with short-term health condition (lasting less than 6 months)	2.27%	3
Yes - with long-term health condition (lasting 6 months or more)	9.09%	12
Yes - old or young age	4.55%	6
Yes - with difficulty with English language	0%	0
Prefer not to answer	3.79%	5
Other	0.76%	1