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| Title | COMMUNITY ENGAGEMENT SUMMARY REPORT ON THE GEEVESTON TOWN HALL |
| Agenda Number | 19.028/20* |
| Strategic Plan Reference | 1, 2, 3 and 4 |
| File Reference | 39/07 |
| Author | Community Engagement Officer |
| Responsible Officer | Communications and Media Team Leader |
| Reporting Brief | The Director Community Services presenting a report from the Community Engagement Officer on the Community Engagement Summary Report on the Geeveston Town Hall. |
| Attachments | A. Summary of Engagement – Geeveston Town Hall |

Background

1. The Geeveston Town Hall Company (GTHCo) operates the Geeveston Town Hall and Council, as a tenant operated the Visitor Information Service. In April 2020 Council resolved to withdraw as a tenant from the Geeveston Town Hall.
2. At the May 2020 Council meeting the Council resolved that Community Engagement would be undertaken at the 'Collaborate' Level as outlined in the Council's Community Engagement Framework and that the GTHCo Board have their term extended to June 2021.
3. SGS Economics were engaged by Council to assist with analysing the survey results and conducting the community engagement workshops.
4. The purpose of this report is to provide Council with a summary of the feedback received on the use of Geeveston Town Hall.

Council Policy

5. The Council at its September 2018 Ordinary Meeting adopted a Communication and Engagement Policy and Community Engagement Framework which sets out the Council's commitment to relevant and effective community engagement and communication. Community Engagement was conducted at the Collaborate Level in accordance with the Huon Valley Community Engagement Framework.

Legislative Requirements

6. There are no legislative requirements relating to this engagement.

Risk Implications

7. Community members and key stakeholders have volunteered considerable time to consider the project and provide feedback. It is acknowledged that due to opposing

and diverse community views, there will be some community members who will disagree with the final outcomes.

8. The Council's Communication and Engagement Policy ensures the final recommendations will consider the feedback received, the common themes raised, broad community benefit and community access to the Geeveston Town Hall.
9. Consideration will need to be given on future risks including insurance, running costs and establishment of a community led organisation.

Engagement

10. Engagement was undertaken at Collaborate Level in accordance with the Council's Community Engagement Framework. The techniques included are outlined in the below table and detailed further in the Summary of Community Engagement Report included as Attachment A to this report.
11. This engagement utilised a variety of engagement methods and requested feedback from the community in three stages. These are listed in question 10, 11 and 12.
12. Stage One (survey One) the community were asked a series of questions relating to the following;
 - *The 2015 Vision as outlined in the Summit Strategy Report*
 - *Types of management model*
 - *Current and future uses of the building*
 - *New idea suggestions*
 - *Reasons to visit the Town Hall and the frequency*
 - *Volunteering in the Town Hall*
13. Stage Two (community workshops) the community were presented with the survey findings and asked a series of questions relating to the following;
 - *How the current model could be adapted (if needed) without Council running the Visitor Information Centre?*
 - *How the preferred management model indicated in the Community Survey would work and how the Board of Management arrangements currently work?*
 - *If Council are successful in grant funding for the installation of a lift- what opportunities would this bring?*
14. Stage Three (survey two) this survey was the final check-in with the community to determine if the community agreed with the finding for the survey and workshop. The community were again asked a series of questions relating to the following;
 - *Did they agree with the survey and workshop findings that the management of the Geeveston Town Hall should be community led?*
 - *Did they agree that the Council's role, as the land/building owners should not have a representative on the management committee/board of the Geeveston Town Hall?*
 - *Did they agree that the Geeveston Town Hall should be a community hub for events, artisans, community space and retail?*

15. Community members were invited to share their thoughts about the Geeveston Town Hall, the management model, current and future use, new ideas, why they visit, how often they visit and volunteering at the Town Hall. The survey also provided community members with an opportunity to be kept 'up-to-date' on this project by including their email address.
16. Community members received notification via email and the Council eNewsletter. A total of 586 recipients received the eNewsletter over the engagement period.
17. A total of 154 responses to the request for feedback were received via the survey. One resident emailed their thoughts which did not relate directly to survey. This is included in appendix 1. Copies of each of the responses received are included in Attachment A to this Report.
18. Following the Community Engagement period, the feedback received was compiled into the Summary of Engagement Report which is included as Attachment A to this Report. The feedback was analysed by SGS Economics and the Council Officers responsible for the project.
19. Following this analysis the results and themes were presented to Councillors at a Council workshop held on Tuesday 13 October 2020.

| Engagement Technique | Date | Reach |
|---|---|---|
| Huon Valley Council Website – Community Engagement 'Have Your Say' page | 5 June 2020 – 28 September 2020 | 1,026 page views |
| Survey Monkey | 5 June 2020 – 28 September 2020 | 154 online surveys completed |
| Written Submission | 18 June 2020 | 1 submission |
| Workshop | 22 July 2020 | 57 community members |
| Public Exhibition | 24 September 2020 26 September 2020 | 3 attended 15 attended |
| Facebook | 5 June 2020 – 28 September 2020 | 11,185 people reached 827 engaged with post |
| Council eNewsletter | Emailed on: 10 June 2020 22 June 2020 26 June 2020 03 July 2020 15 July 2020 (workshop) 10 September 2020 21 September 2020 25 September 2020 | Emailed to: 586 587 576 589 586 581 578 576 |
| Community Noticeboards | 5 June 2020 – 28 September 2020 | 12 noticeboards |

20. Engagement associated with this decision will be undertaken at Inform Level by inclusion within the Council meeting Minutes which will be available to the public on the Council's website and at the Customer Service Centre.

Human Resource and Financial Implications

21. There are no financial implications on this report. The implication on the future management model will need to be a consideration of future Council Reports.

Discussion

22. The engagement process consisted of several stages. The initial stage focused on the 2015 vision included in the previous Summit Strategy Report, management model options and future use of the building. Stages Two and Three of the engagement enabled Council to inform the community of the initial survey findings, whilst also exploring in more detail the future of the Geeveston Town Hall.
23. Key findings of the engagement were as follows:
- 33% of respondents visited the Geeveston Town Hall monthly over the past 2 years
 - 73.84% of survey respondents felt that the 2015 vision for the Geeveston Town Hall is still the same vision in 2020
 - Geeveston Town Hall should be managed by a Community led organisation with skill-based volunteers, with an arrangement created between Council and the organisation which ensure the model has a long-term tenure
 - Events for local and tourism purposes that encourage development of community enterprise, creativity and connection was still highly regarded as the highest priority of the 2015 Geeveston Town Hall Business Plan
 - The Geeveston Town Hall should become a central community hub that continues to capture tourism
 - The Hall should generate revenue to manage the expenses of operations
 - The installation of a lift to the upper level would improve accessibility use of the upstairs area for interactive use such as displays, exhibitions, events and functions.
24. The current board of management are appointed by Council until June 2021, based on the engagement feedback, a number of considerations need to be given to the management model for the Town Hall prior to any form of expression of interest is released.
25. The purpose of this report was to present the community engagement summary report. A future Council report will consider the future management options based on the key findings of the engagement.

Conclusion and Recommendation

26. Based on the feedback and suggestions received, it is recommended that Council further considers the management model, with a report to be prepared for a future Council Meeting based on the from the Engagement.

That:

- a) **The Report on the Community Engagement Summary Report on the Geeveston Town Hall be received and noted.**
- b) **A Report be prepared on a suggested management model for the Geeveston Town Hall considering the feedback from the Community Engagement which identified the following key principles:**
 - **The Geeveston Town Hall Vision of 2015 is still the same vision in 2020**
 - **Management of the Geeveston Town hall by a Community led organisation with skill-based volunteers with an arrangement created between Council and the organisation which ensure the model has a long term tenure**
 - **The Geeveston Town Hall should generate revenue to manage the expenses of operations**

Councillors Enders, Doyle, Newell, Gibson, Wilson, Campbell, Prince, Lovell and O'May voted for the motion and no Councillors voted against the motion.