

REFRESHING VINCENT CRESCENT

COMMUNITY ENGAGEMENT REPORT



November 2023

PROJECT BACKGROUND:

Vincent Crescent shops forms part of one of five key local shopping strips council identified in an urban revitalisation assessment conducted by Wyndham's Placemaking team. The space was also identified as being an area in need of safety improvements with two previous attempts to obtain grant funding for a project improving safety in the space.

Council received a State Government grant of \$180k in late 2022. This sum was to be matched by Council in rejuvenating the space and improving outcomes for the community around the shops. The broad strokes of what the area required was set out in the revitalisation document with basic opportunities identified and roughly illustrated.

The consultation attempted to solidify these concepts with the community that use the shops and discover any objections or insights they may have in their knowledge of the area. In terms of socio-economic data it was found that this SA1 area is the second most disadvantaged locale in Wyndham. In fact, it 67/15,014 most disadvantaged area in Victoria (626/59,280 in Aus.). It is consistently very low across all indices, indicating that life is tough for these residents. The fifth most disadvantaged SA1 area in Wyndham (752.3) is the adjoining area to Vincent Crescent.

Renewal of this shopping centre as an important community hub would be chiefly focused on increasing accessibility to the area, with the upgrading of footpaths and signage, and various aesthetic upgrades in modernizing the look and feel of the shopping strip. This transformation would aim to lift the business offering of the precinct and elevate the overall presentation to standards that would encourage better tenants and regular custom, with the goal to create a new central place for the local community to gather around, interact with and build from. This placemaking initiative will improve the safety and community perceptions of safety in the precinct by beautifying the public realm areas, adding additional lighting, and creating passive surveillance opportunities.

This consultation was open from the 10th of April to the 18th of May and included two on-site mini-activations with a Pizza night on Thursday 27th April and a Coffee morning on Saturday 29th of April . Both dates included face painting and interactive elements in understanding people's aspirations for their local shops.

METHODOLOGY:

The below table outlines the various methods and techniques used to engage with the community.

Community engagement activities / tools	
Method / technique	Stakeholders engaged
Project page on The Loop	1,521 page views 1,296 total visitors to the page 12 project 'followers'
Online Survey	58 contributions
Pop Up Engagement Sessions	90+ attendees, 27 contributions,
Other engagement	Calls with landowners, school representatives and the vet clinic. Conversations with traders on-site.

Communications / marketing activities

Method / technique

Stakeholders engaged

Engagement:

Done throughout the Loop Engagement period

Click through to website:

<https://theloop.wyndham.vic.gov.au/refreshing-vincent-crescent>

Online promotion (Facebook - Ad)

Wyndham City
Published by Sprout Social · April 17 ·

🌱 Time for a transformation! 🌞 Wyndham City aims to make Vincent Crescent Shops the kind of space residents enjoy visiting. New plants and garden beds, modern street furniture, refreshed murals and footpath works are just a few ideas we have for the space but we're looking for more!

You can have your say by visiting The Loop website
<https://theloop.wyndham.vic.gov.au/refreshing-vincent...> OR drop in have a chat to us when we visit Vincent Crescent, Werribee outside Vincent's Pizza, 60 Vincent Crescent:

- Thursday 27 April, 5:30-7:30pm - Pizza Night
- Saturday 29 April, 9-11am - Pop Up Event



Other communications methods

Project and consultation signs posted at five separate locations in the broader area including alongside the river, at the local sporting reserve and across from the local secondary school.

Full postcard letterbox drops throughout the area, 1090 homes.





Photos from the Pizza evening and Coffee morning on the Corner of Vincent Crescent and Market Road.

WHO WE HEARD FROM:

The below tables highlight who we heard from in our community via The Loop during our engagement process.

Age Group

15-19	20-24	30-34	35-39	40-44
1.72%	12.07%	18.97%	13.79%	14%
45-59	50-54	55-59	60-64	70-74
3.45%	8.62%	5.17%	8.62%	3.45%

Gender

Female	Male	Other Identity
62.07%	36.21%	1.72%

Suburb

Hoppers Crossing	Mambourin	Manor Lakes	Tarnait	Truganina
12.07%	3.45%	1.72%	1.72%	1.72%
Werribee	Wyndham Vale			
72.41%	6.9%			

Do you speak a language other than English at home?

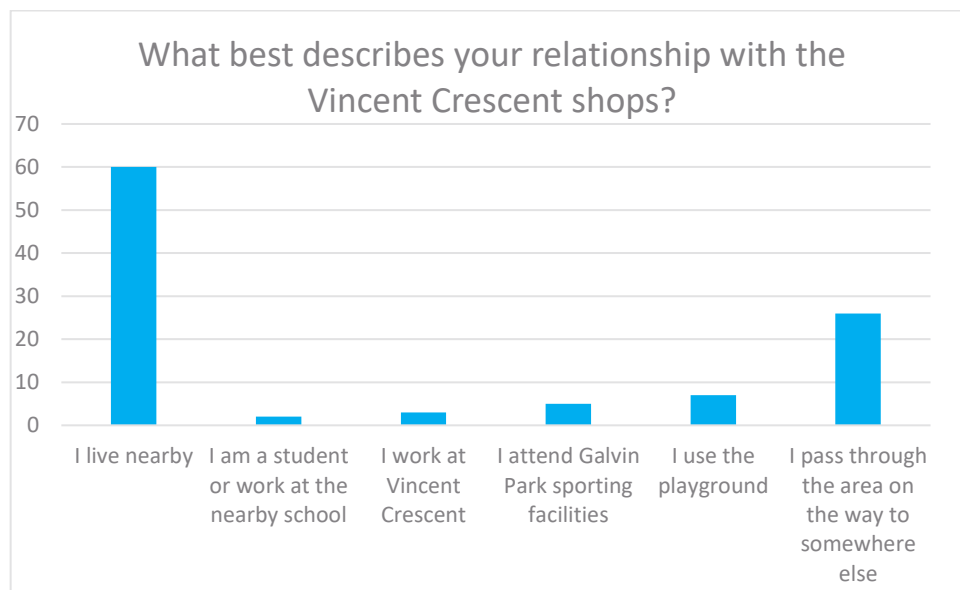
Yes	No
15.52%	84.48%

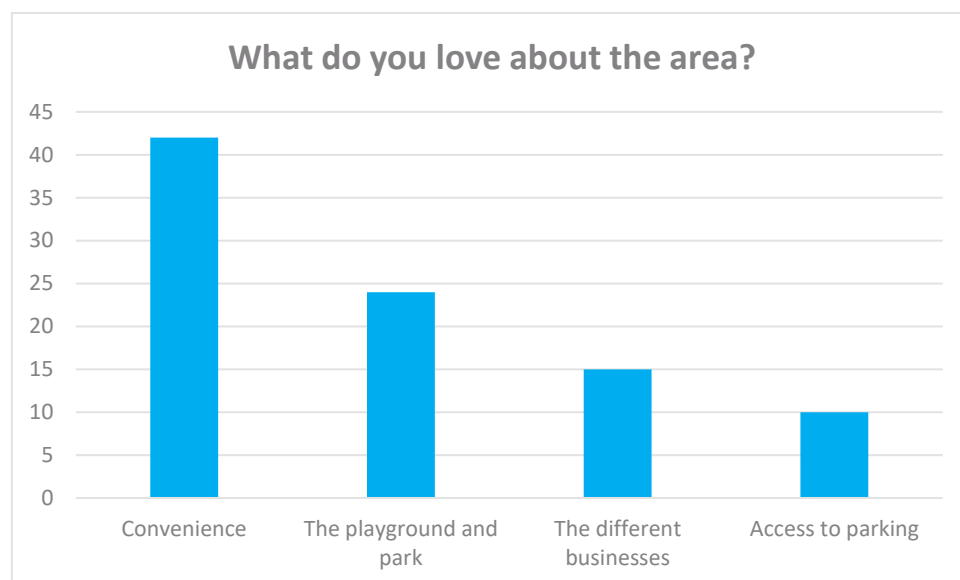
SUMMARY OF FEEDBACK:

Questions posed to residents and other stakeholders tried to hone in on the positives and negatives of the area.

The main themes in the responses to this question were varied but reasonably consistent with the main objectives identified in the space during the proposal phase. Most are centred around a focus on safety, community engagement, aesthetics, commercial development, and public facilities.

Notably, 67 of the 92 respondents to the survey had a specific issue with safety and feeling unsafe in the area. The vast majority (48/92) specifically mention alcohol and the cohort that drink in the space as being a major deterrent in their use of the space and feelings of safety. This sentiment was shared by all stakeholders with the exception of the owner of the bottle shop building and his tenant. The majority of social media commentary was very similar.

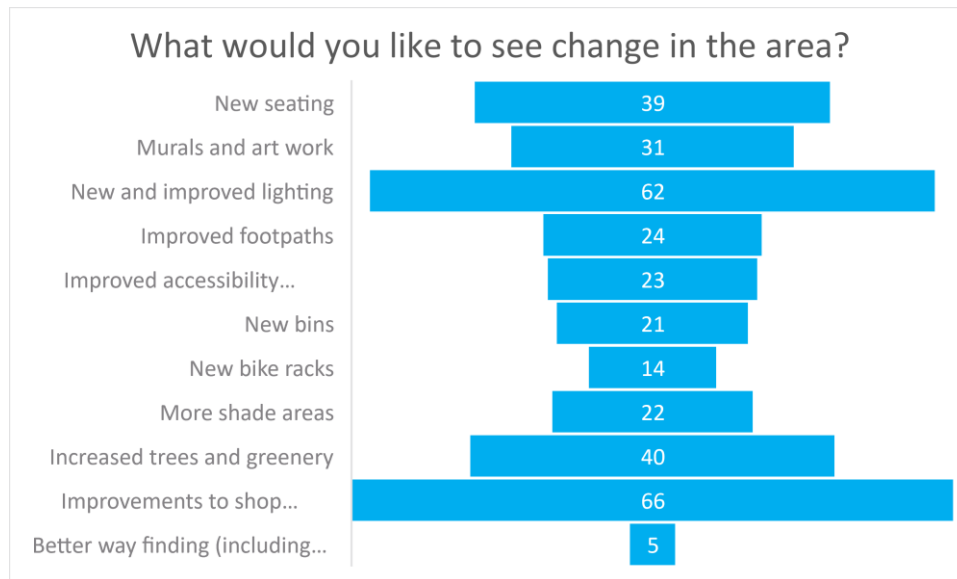




In the “Other” comments section for this question, people shared their individuals' feelings and opinions about the area:

A few responses state that there is nothing they love or appreciate about the area while others exhibit mixed feelings, expressing a lack of attraction or positive feelings toward the area, often citing concerns about safety, cleanliness, and the presence of disruptive individuals. Some respondents specifically mention negative aspects of the area, such as unsavoury comments from individuals as they pass by or attend the bottle shop for groceries, a lack of safety, and a general sense of the area being unattractive.

Several individuals mention that they only use or interact with specific businesses in the area, primarily the vet and pizza shop. While other respondents acknowledge the potential for improvement in the area and the convenience it could offer to the local community if these works are completed.



This graph is discussed in the analysis below.

We Asked	You Said	We did
<p>What would you like to see change in the area? There were several options presented in this question as visible in the graph above displays these. The detail adjacent describes the contents of the comments associated with this question.</p>	<p>Aesthetics and Environmental Improvements: Suggestion for adding greenery, trees, and seating on the Market Road end of the shops. Concern about the potential issues with planter boxes and alternatives proposed, like painted concrete blocks or bollards. These appear to be mainly based around fears of vandalism of new assets. Idea to incorporate colour into the footpath on the Market Road end of the shops.</p> <p>Community Engagement and Inclusion: Proposal for an <u>Sepaktakraw</u> court that would attract a diverse group, including immigrant youth.</p> <p>Commercial and Retail Improvement: Calls for more destination-focused businesses such as cafes, restaurants, and alfresco dining. Desire for modernizing retail spaces and considering a more community-friendly retail mix. Mention of removing undesirable businesses (bottle shop, laundrette, Hair Salon) to make space for contemporary retail outlets and cafes. Suggestions to encourage Supercellars to operate reliably and to clear out disruptive individuals from the area.</p> <p>Safety and Security: Strong concerns about the presence of drunks and disruptive individuals around the bottle shop and park. Multiple requests to remove the bottle shop (Supercellars) due to associated issues. Calls for increased police presence to address public drinking and enforcing laws related to public drinking, fights, and intimidating behaviour. Desires for better lighting,</p>	<p>Inclusion of greenery throughout the streetscape redesign with semi-mature trees, raised planters and hardy plants that will be drought tolerant and can provide good coverage.</p> <p>Consultation with a business support provider in coaching the businesses in adjusting their offering and aesthetic, modernising the retail offering, and attracting a destination business for the space such as a cafe. Possibility to assist landowners in this regard in managing tenants.</p> <p>Alcohol and the problems around its sale and consumption was the single most common theme in the consultation across all feedback. Council will work with the bottle shop business owner and Victoria Police in understanding and tackling the anti-social issues experienced around this.</p> <p>Safety is a major theme to come from much of the feedback. Lighting will form part of the area design as will improvements in infrastructure that will encourage passive surveillance and better opportunities to dwell in place.</p> <p>Road safety and at least one crossing will form part of the final design.</p> <p>Active transport as a means of movement in the area is quite strong and the design</p>

	<p>Park and Playground Upgrades: Desires for a cleaner and safer park area. Desires for upgraded park equipment and interactive elements.</p> <p>Transport and Accessibility: Suggestions for improved bus services to the area and better linear routes.</p> <p>Design and Infrastructure:</p> <p>Ideas for altering road layouts, possibly closing off certain areas to traffic, and creating a more pedestrian-friendly environment. Suggestion to transform the front of the area to make it less like a road. Mention of specific design elements like black-and-white tiles from 1962 being still in the space. So much hasn't changed. Miscellaneous Suggestions:</p> <p>These comments collectively highlight a community's concerns and aspirations for a safer, cleaner, and more welcoming environment, with an emphasis on engaging the community, removing negative elements, and enhancing the area's appeal.</p>	<p>should consider elements that encourage and improve this. With the socio-economic demographic of the area and migrant communities, many use these shops as their most convenient retail hub.</p>
<p>Do you think local safety needs to be improved in the area?</p>	<p>The main themes in these comments continue to revolve around concerns related to safety, disruptive behaviour, and undesirable elements in the area. The specific issues highlighted by the comments include:</p> <p>Presence of Drunks and Disruptive Behaviour: Consistent presence of intoxicated individuals around the bottle shop and park. Fear and discomfort due to intimidating, verbally abusive, and sometimes aggressive behaviour. Mention of urinating in public, which is particularly concerning near family areas.</p> <p>Safety and Security: The area is perceived as unsafe, especially during the evening. Calls for better lighting, cameras, and increased police presence to deter criminal activities.</p> <p>Impact on Families and Community: Concerns about the negative influence of intoxicated individuals on families and children. Fear of visiting the park due to loitering and disruptive behaviour. Desires for a safe and welcoming environment for all community members.</p> <p>Negative Image and Atmosphere: Perception of the area as unwelcoming, unclean, and unappealing due to the presence of drunks. Mention of various incidents like fights, stabbings, and verbal abuse that contribute to the area's negative image.</p> <p>Need for Infrastructure Improvement: Calls for better lighting to discourage criminal</p>	<p>In asking a specific question about safety we encouraged respondents to address the obvious issues in the space. Safety will need to inform much of the necessary decisions in designing this public space and improving its outcomes. The bottle shop is seen as a major detractor from the space and the case could be made for a review of this business when considered in conjunction with the social media comments that accompanied the projects announcement.</p> <p>Safety will be included in the considerations around murals with the possible inclusion of "eye" or "face" based murals. Graffiti vandalism hasn't been seen to be a problem for the current murals so that may be expected to continue with new murals in the space.</p> <p>The lack of a well-maintained public space is linked to increase the uneasiness people experience. Council will advocate for businesses to increase their standards of presentation and may consider a professional deep clean to give the areas shops a consistently clean starting point.</p> <p>Wombat crossings or raised crossings will form part of the design of the streetscape.</p>

	<p>behaviour.</p> <p>Suggestions for installing cameras and other security measures.</p> <p>Desire for the removal of undesirable establishments like the bottle shop and solutions for public restrooms.</p> <p>Local Business Impact:</p> <p>Drunk individuals' presence impacting local businesses and discouraging patrons.</p> <p>Desire for a more diverse business mix and improved atmosphere to attract customers.</p> <p>Youth and Teen Issues:</p> <p>Mention of teens loitering and engaging in disruptive behaviour in the park.</p> <p>Desires for a safe place for youth to gather.</p> <p>Traffic and Infrastructure Concerns:</p> <p>Traffic issues and concerns about unsafe driving behaviours.</p> <p>Calls for better traffic management, such as wombat crossings.</p> <p>Overall, the comments consistently express a need for addressing disruptive and unsafe behaviour, enhancing security, and creating a more inviting and family-friendly atmosphere in the area. There is also a call for improved infrastructure, business diversity, and better management of public spaces to ensure a positive community experience.</p>	
<p>Do you have any thoughts on how this area could change and improve in the future?</p>	<p>The main themes in these comments further emphasize the following points:</p> <p>Community Improvement:</p> <p>Calls for positive changes to improve the overall atmosphere and image of the area.</p> <p>Suggestions for beautification through art, murals, landscaping, and greenery.</p> <p>Desire for a safer and more inviting environment for families, children, and all community members.</p> <p>Addressing Disruptive Behaviour:</p> <p>Continued emphasis on the need to address the issue of individuals drinking alcohol and loitering in public spaces.</p> <p>Calls for police presence, surveillance, and enforcement of laws to deter disruptive behaviour.</p> <p>Desire to make the area less attractive to those engaging in antisocial activities.</p> <p>Business Diversity and Transformation:</p> <p>Calls for transforming the current businesses, such as converting the bottle shop into a cafe or a more family-friendly establishment.</p> <p>Suggestions for a diverse business mix that caters to different needs, including cafes, restaurants, and retail outlets.</p> <p>Interest in creating destination-focused businesses that attract visitors.</p> <p>Infrastructure and Facility Upgrades:</p> <p>Requests for better lighting to improve safety and deter criminal behaviour.</p>	<p>The feedback here again reaffirms much of what we have gained from prior questions, there is a desire to make the area less attractive to those engaging in antisocial activities.</p> <p>The business mix is not something council would have much control over however improving the streetscape could encourage better tenancies and allow existing tenancies to explore new offerings such as outdoor dining.</p> <p>While the neighbouring park (The Joseph Lanyon Reserve) is not expressly included in scope for improvement, it is necessary to include some improvements in that space that will speak to the changes happening at the shops because of this project. Several people mentioned the local ethnic communities and their needs, the games of Sepaktakraw played in the park and their original use of the nearby community centre and kindergarten. There is the possibility to have this community centre be part of the solution for Vincent crescent. It is largely underutilised now and has a rear area that could possibly accommodate a community garden space if there is interest locally.</p> <p>A toilet and barbeques are out of scope for the project and the classification of the park.</p>

	<p>Desires for improved signage, street signs, and traffic management to create a more organized environment.</p> <p>Suggestions for adding amenities such as playground improvements, seating, barbecue facilities, and water fountains.</p> <p>Engagement with Ethnic Communities:</p> <p>Calls for engaging with and supporting the emerging ethnic communities in the area.</p> <p>Proposals for community gardens and activities that cater to the needs and interests of diverse communities.</p> <p>Youth Engagement and Activities:</p> <p>Interest in providing recreational spaces and facilities for youth, such as volleyball courts, gaming areas, and interactive elements.</p> <p>Desires for activities and events that cater to different age groups, including children and teenagers.</p> <p>Traffic Management and Infrastructure Changes:</p> <p>Calls for changes in traffic patterns, such as closing off certain streets to through traffic.</p> <p>Suggestions for redesigning the layout of the area to create a more pedestrian-friendly environment.</p> <p>Safety and Security Measures:</p> <p>Continued emphasis on the importance of safety measures, including CCTV cameras and more police patrols.</p> <p>Desires for infrastructure changes that discourage criminal activities and promote safety.</p> <p>Overall Community Support and Engagement:</p> <p>Suggestions to involve local businesses, community members, and residents in improving the area.</p> <p>Desire for a sense of community pride and ownership of the space.</p> <p>These comments reflect a strong desire for positive changes that will transform the area into a safer, more attractive, and community-friendly space. There is a clear focus on addressing the issues of disruptive behaviour, safety concerns, and the need for better amenities and facilities that cater to a diverse population.</p>	<p>Replacement/Removal of the swing may be justified.</p> <p>There will be inclusions in some of the concepts for elements that cater to different age groups, including children and teenagers.</p>
<p>Do you have any other feedback you would like to share about the Vincent Crescent area?</p>	<p>These additional comments provide further insights and perspectives on the area:</p> <p>Community Centre and Safety:</p> <p>Suggestions for a community centre that can serve as a hub for activities and events.</p> <p>Safety concerns are highlighted, with mentions of hooning, aggressive behaviour, and illegal activities affecting the neighbourhood's overall safety.</p> <p>Desire for Familiar Businesses:</p> <p>Many comments express a desire for familiar businesses like a milk bar, fish and chip shop, and grocery stores. These businesses are remembered fondly and are seen as contributing positively to</p>	<p>This question sought to obtain any other information that might not have been covered. We specifically asked for anecdotes or memories in relation to the space.</p> <p>It is clear that, aside from the many negative comments around the space, people do remember it fondly and there is a willingness to embrace it again if we can address some of the underlying problems that are dominating people's perceptions of the area. Many of those we spoke to had lived in the area their entire lives and knew everything about the shops and their neighbours. Many were happy to stay and talk just to share</p>

	<p>the area.</p> <p>Nostalgia and Community Bond: Residents who have lived in the area for a long time share nostalgic sentiments about how the area used to be, emphasizing the sense of community and familiarity that once existed.</p> <p>Discontent with Current State: Some comments express dissatisfaction with the current state of the area, particularly the presence of the bottle shop and associated problems with disruptive behaviour and antisocial activities.</p> <p>Lack of Trust and Suspicion: There is an undercurrent of suspicion and mistrust towards certain businesses or individuals, with some mentioning previous negative experiences.</p> <p>Potential Impact of Changes: Some comments speculate about the potential impact of proposed changes, with varying levels of optimism about whether the changes will lead to meaningful improvements.</p> <p>Variety of Opinions: The comments reflect a diverse range of opinions and experiences, with some expressing more positive feelings and others highlighting the challenges and concerns they associate with the area.</p>	<p>their stories. It is certainly a proud, working-class area with people that want to know each other's names and want to see improvement.</p>
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Social Media Commentary collected on the sponsored posts promoting the project again largely focus on the negative perceptions of alcohol and the cohort of individuals who loiter at the shops.

Catherine As long as there's a bottle shop there, nothing will change.

Kylie The initiative is great, but honestly I can't see people will enjoy visiting there until the local derros decide to stop using it as their all day & night drinking hangout?

Kylie this is so true they are very intimidating I hate going over there for pizza or the laundromat they are load and urinating up against the side of the bottle shop absolutely disgusting 🤢

Denise Yeah, it's not ideal. I even had a couple of them drunkenly call out nonsense to me the other evening when going to the vet and I had to park on the street. So off-putting. A shame, as it could be a nice little park and strip of shops.

Denise agreed it's an awful place to be around and a waste of a quite pleasant playground

Denise I agree it wud be really nice but those people who go there won't ever stop going there and being disgusting in so many ways they have to get rid of that bottle shop or nothing will ever change

Kelly Last week 5pm, the week prior 11am, the weeks prior to that several different times and they're there. Like I said, council's initiative is a great one to spruce up the shops, but until they move on or stop hassling people who walk past, it won't be a place people enjoy visiting as council hope.

"I agree with other comments here - beautification works won't make the area more inviting, because of the people there. I've visited the vet clinic many times, but I've never considered stopping at any of the shops because it feels menacing. It doesn't matter how pretty the place looks if it doesn't feel safe."

Joan I go to vet across the Rd, I also see fellows hanging and drinking etc. never see kids in the playground next door. I wouldn't take my grand kids there. Was a good shopping centre YEARS ago

George Beer garden

Krysti *George that actually makes sense. great idea, put in a beer garden so these people standing out the front have somewhere to go, and others can walk past without issues of people calling out rubbish.*

Stephen *Maybe it's not about the park? Have a think about it ! 🇺🇸🇬🇧🇦🇺*

Emmy *I get a horrible feeling everytime I pass by here.. like something horrible has happened.*

Anne *Maybe same brighter lighting would make it more inviting. Maybe put benches and tables so those local that like been in the park will have some where nicer to sit.*

Helen *Vincent Crescent shops have looked like downtown Beirut for years, for all the reasons already stated. The bottle shop used to be a family run supermarket. The problems started with the bottle shop. Even though I drive past it regularly, at different times, I never get out of the car, as the people that frequent the bottle shop, are all congregating at the front, or the vacant area at the side. A definite turn off for me. It has become an unsavoury area, especially with a kindergarten nearby. Any improvement by the council will be welcomed.*

Tracy *Yes. Back when it had supermarket with deli. Fish and chip shop pizza shop and hairdressers. More of the locals used to use it.*

Ant *Best it will ever look won't take long for someone to wreck it and graffiti all over it*

Catherine *Give it a new face lift and see how it goes its for the majority of the resident's.*

Stephanie *It's too intimidating even to drive past there with all the drunks hanging around.*

Tianai *I can't complete the survey, because it's mandatory to nominate 5 things from the list of items that Council is proposing to spend money on - and I don't agree to spending money on 5 things. Just shows residents' opinions aren't really being sought, it...*

Allen *I think it's pretty clear that the people have spoken. Drunks ruin this spot, and the council shouldn't be paying a cent to fix what the shop owners should be fixing.*

Susie *Remove the bottle shop and maybe this will fly, otherwise no one will be hanging around a bunch of drunks 🧑🏻*

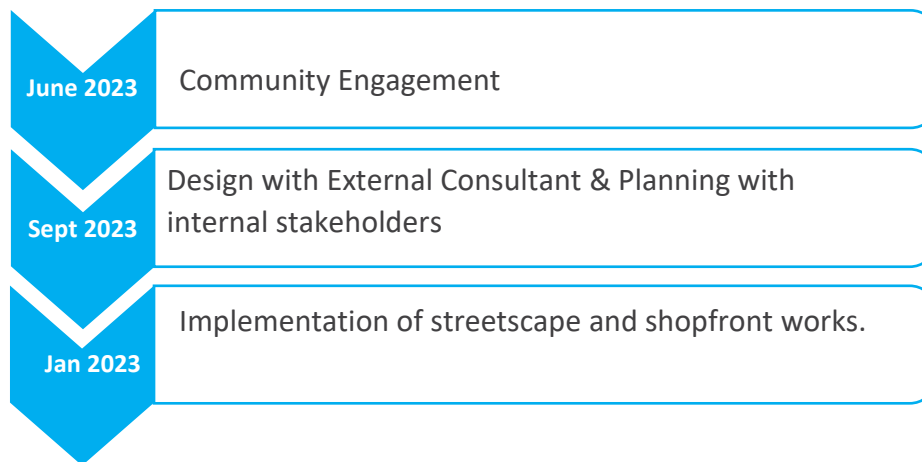
Jodie *Haven't been there in years went to the playground there one time about 5 years ago it was enough for me to see a syringe, a used condom and the ground littered with beer bottles and cigarette butts 🤢*

Róisín *Are these the shops across from the vets? If so work on getting rid of the anti-social behaviour first then worry about the new look*

NEXT STEPS:

- Streetscape design will proceed with the aim of rejuvenating the streetscape whilst integrating ideas around safety and passive surveillance.
- Council will need to try to address the most frequent of concerns from the public around the anti-social issues in the space.
- Artwork briefing and concepts can be considered in conjunction with the Council's Arts team.
- A business consultant will be engaged in speaking to the businesses around the rejuvenation of the shops appearance and understanding business options in the area. New signage and shopfront improvements can be based on these conversations.
- Streetscape design will then inform traffic safety improvements such as crossings and raised pavements.

STAGES OF THE PROJECT



HOW CAN PARTICIPANTS STAY INVOLVED/INFORMED?

Participants can stay informed by visiting the Loop page and selecting to “Follow” the project. Updates will be posted on The Loop and the project timeline will be updated to reflect project status.