Urban Activation Project: Trend Data Overview Draft

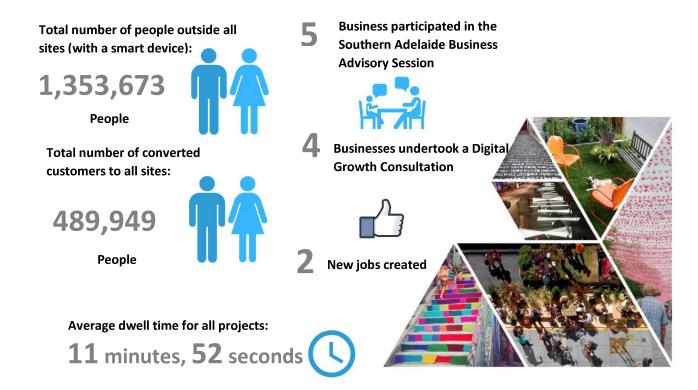
August 2018 - March 2019

The Urban Activation Project provides businesses with infrastructure to support the activation of places, within the City of Marion. The value of the project was \$250,000. To capture data from each project, a Kepler Data Analytics tool has been installed at each site. The data captured includes: number of visitors to the site, average dwell time and return visits. Business owners have also been asked to provide data at key intervals as per their reporting requirements.

The five successful applications of the Urban Activation Project include:

- 1. Lampshade Coffee Lounge
- 2. Once and Again Book Café
- 3. Trott Park Local Shopping Precinct (Little Bici Bakery)
- 4. SA Aquatic and Leisure Centre
- 5. Next Chapter Gourmet Café

Key Statistics for all Projects:



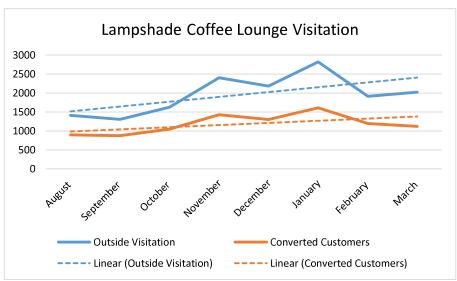
1. Lampshade Coffee Lounge Trend Data

August 2018 - March 2019

The aim of the Lampshade Coffee Lounge Urban Activation Project was to create a vibrant, generous space outside the café that enhances the streetscape and encourages community interaction.

The project at lampshade consists of a parklet, micro-community garden, pergola, lighting and public art. The space can accommodate small gatherings that engage the community, enhance interaction between neighbours and encourage visitors.





Total number of people outside Lampshade (with a smart device):

15,680





Total number of customers (people within range for more than 3 minutes):



9,457
Customers

Total number of return visits:

1,288 Customers Average dwell time:



14 minutes, 25 seconds

Before:











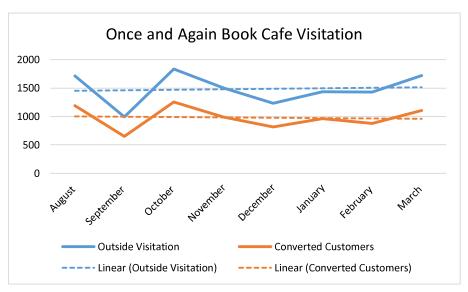
2. Once & Again Book Cafe Trend Data

August 2018 - March 2019

The aim of the Once & Again Urban Activation Project was to become a destination for the community and to support local artists, musicians, authors and local producers/microbusinesses through the creation of a community hub where local residents can feel a sense of place. The goal was to create a more 'palatable' street frontage and outdoor dining area where locals could walk from their home or business to support their health and wellbeing, purchase from local accessible businesses, rather than travel by car, and attend community activities such as mini markets, Fringe and SALA events.

Elements of this project includes: the rejuvenation of the Façade through paint, shutters and artistic stencil on the footpath, installation of planter boxes and installation of fencing to separate properties for events/use of outdoor entertaining in side driveway.





Total number of people outside Once & Again (with a smart device):

11,861

People



Total number of customers (people within range for more than 3 minutes):



Total number of return visits:

985 Customers

Average dwell time:



11 minutes, 13 seconds

Before



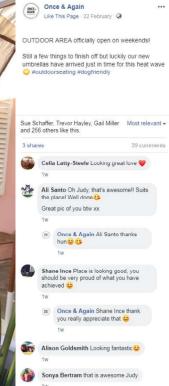
Community Quotes:

- "Place is looking good, you should be very proud of what you have achieved" – Shane Ince
- "That looks like a gourgous space to enjoy a coffee.
 Well done Judy and team."
 Sophie Weaver
- "Fabulous, I drive past and see the changes – I must pop in one day" – Heather Portway









3. Trott Park Local Shopping Precinct Trend Data

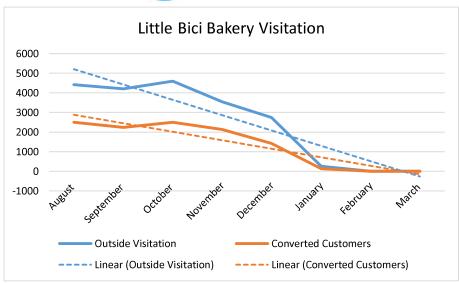
August 2018 - March 2019

The aim of the Little Bici Bakery/Trott Park Precinct Urban Activation project was to revitalise the tenancies and surrounding area. Through the development of the precinct, the end results were aimed to be engaging, safe, attractive and be a place of convenience. At the time, three vacancies were present.

Elements of this project include: creating an ambient outdoor decking area, installation of bike racks ad bike tool station, remodel the gardens and surrounds, repairs and remodelling of the carpark including line marking.

Little Bici Bakery officially closed in early January 2019. The former Little Bici tenancy is currently available for lease through Whan Holdings Business Brokers.





Total number of people outside Little Bici (with a smart device):

19,779
People



Total number of customers (people within range for more than 3 minutes):



Total number of return visits:

983

Customers

Average dwell time:



9 minutes, 23 seconds

Before







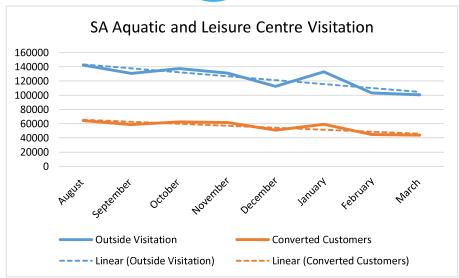
4. SA Aquatic and Leisure Centre Trend Data

August 2018 - March 2019

The intention of the SA Aquatic and Leisure Centre's Urban Activation Project was to achieve more foot traffic in the plaza which will benefit the local café and increase recreation and swimming.

This project consisted of installing two art bench spaces within the Marion Central Plaza. The benches aim to be a talking piece with the added benefit of greening for the purpose of reducing the heat island and umbrellas to protect customers from the sun. Public Wi-Fi was installed to encourage people to linger longer in the area.





Total number of people outside SAALC (with a smart device):

991,611 People



Total number of customers (people within range for more than 3 minutes):



Total number of return visits:

75,370

Customers

Average dwell time:



7 minutes 30 seconds







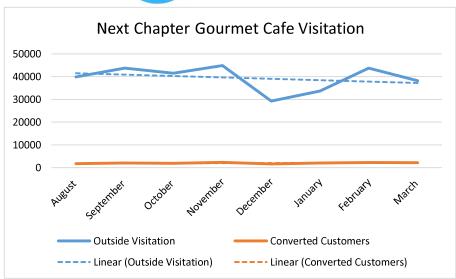
5. Next Chapter Gourmet Cafe Trend Data

August 2018 - March 2019

Council endorsed the allocation of up to \$10,000 from the Urban Activation Project budget to undertake a 'Lighter Quicker Cheaper' approach to the Marion Cultural Centre Plaza and Next Chapter Café area to increase the amenity in front of the café.

Elements of this project include: installation a benching that frames the outdoor dining area, tables and chairs and planter boxes that originally contained herbs that could be used in the kitchen but due to theft they have now been replaced with grasses.





Total number of people outside Next Chapter (with a smart device):

314,742 People



Total number of customers (people within range for more than 3 minutes):



Total number of return visits:

1,924
People

Average dwell time:



16 minutes, 35 seconds

Before









Urban Activation - Kepler Data Collection: August 2018 (before the intervention) to March 2019 DRAFT

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Lampshade Coffee Lounge	August	September % Change	hange	Septembel October % Change	stober % Ck		October Nov	vember % Change	nange	November December % Change	cember % C	Change	December January		% Change	January Fe	February % Change	Change	February March		% Change	March A	April % Change
Outside Visitation	1408	1305	%2-	1305	1624	24%	1624	2406	48%	2406	2182	%6-	2182	2821	78%	2821	1908	-32%	1908		%9	2026	
Converted Customer	891	874	-5%	874	1044	19%	1044	1428	37%	1428	1303	%6 -	1303	1610	24%	1610	1193	-56%	1193		-1%	1114	
Shopfront Conversion	63.28	66,97	%9	66.97	64.29	0.04	64.29	59,35	%8	59,35	59,72	1%	59.72	57.07	-4%	27.07	62,53	10%	62.53	54,99	-12%	54,99	
Return Visit	151	203	34%	203	202	%0	202	184	%6	184	126	-35%	126	155	23%	155	148	-2%	148		-50%	119	
Average Dwell Time	14	13	-2%	13	14	8%	14	12	-14%	12	Ξ	-8%	1	Ξ	%0	Ξ	12	%6	12		8%	11	
Once & Again Book Cafe	Audust	September % Change	hande	September	September October % Change	_	October Nov	vember % Change	Jange	November December % Change	Cember % C	hande	December January % Change	% Arenu	Change	January Fe	February % Change	Change	February March		% Change	March A	Anril % Change
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Outside Visitation	91/1	766	%74	266	1835	%22%	1835	7061	18%	7061	1232	9,0	1232	1434	0,01	1434	1429	%	1429		20%	1/7	
Converted Customer	1189	651	-45%	651	1255	93%	1255	990	21%	066	814	-18%	814	362	18%	362	9/8	%6	8/8	1108	%92	1108	
Shopfront Conversion %	69.29	65,63	%9	65.63	68,39	%4	68.39	65.91	%	65.91	66.07	%0	66.07	62.09	5%	62.09	61.30	%6	61.30		2%	64.38	
Return Visit	134	75	-44%	75	145	83%	145	121	-17%	121	113	-7%	113	128	13%	128	118	%8-	118	151	28%	151	
Average Dwell Time	10	6	-10%	6	6	%0	6	10	11%	10	6	%0	6	6	-10%	6	10	11%	10		%0	10	
Trott Park Precinct	August	September % Change	hange	Septembei October	ctober % Change	_	October Nov	vember % Change	nange	November December % Change	cember % C	Change	December January		% Change	January Fe	February %	% Change	February March		% Change	March A	April % Change
Outside Visitation	4414	4210	-2%	4210	4601	%6	4601	3543	-23%	3543	2745	-23%	2745	263	%06	263	0	7	0	0	0	0	
Converted Customer	2497	2238	-10%	2238	2497	12%	2497	2130	-15%	2130	1423	33%	1423	130	%16	130	0	T	0		0	0	
Shopfront Conversion %	26.57	53.16	%9	53.16	54.27	5%	54.27	60.12	11%	60.12	51.84	-14%	51.84	49.43	-2%	49.43	0.00	7	00.00		0	0	
Return Visit	185	230	24%	230	225	5%	225	213	2%	213	122	-43%	122	80	-93%	80	0	7	0	0	0	0	
Average Dwell Time	6	6	%0	6	o	%0	6	80	-11%	80	2	-38%	2	4	-50%	4	0	۲	0	0	0	0	
SAALC	August	September % Change	hande	Septembel Oc	Septembel October % Change		October Nov	vember % Change	Jange	November December % Change	cember % C	hange	December January % Change	nuary %	Change	January Fe	February %	% Change	February March		% Change	March	April % Change
Outside Visitation	142458	130806	8%	130806	137574	2%	137574 1	31273	2%	131273	112486	14%	112486	133076	18%	133076	103318	22%	103318	100620	3%	100620	
Converted Customer	64371	58607	%6		62460	2%		61859	%1-	61859	50672	-18%	50672	59049	17%	59049	44820	-24%	44820	43804	-2%	43804	
Shopfront Conversion %	45.19	44.80	-1%	44.80	45.40	1%	45.40	47.12	4%	47.12	45.05	%4	45.05	44.37	-1%	44.37	43.38	2%	43.38		%0	43,53	
Return Visit	11421	11084	-3%	11084	11016	-1%	11016	11570	2%	11570	7647	-34%	7647	7539	-1%	7539	7571	%0	7571		-1%	7522	
Average Dwell Time	00	80	%0	00	ø	%0	80	80	%0	80	œ	%0	œ	7	-13%	7	7	%0	7	7	%0	7	
Next Chapter	August S	September % Change	hange	Septembel October % Change	tober % Ch		October Nov	vember % Change	Jange	November December % Change	cember % C	Change	December January % Change	nuary %	Change	January Fe	February %	% Change	February March		% Change	March A	April % Change
Outside Visitation	39905	43762	10%	43762	41432	2%	41432	44902	%8	44902	29234	35%	29234	33682	15%	33682	43677	30%	43677	38670	-11%	38670	
Converted Customer	1770	2038	15%	2038	1928	-2%	1928	2248	17%	2248	1596	-29%	1596	2105	32%	2105	7722	%8	2277		-8%	2094	
Shopfront Conversion %	4.44	4.66	2%	4.66	4.65	%0	4.65	5.01	%8%	5.01	5.46	%6	5.46	6.25	14%	6.25	5.21	-17%	5.21		%4%	5.42	
Keturn Visit Average Dwell Time	214	29/	39%	787	2/8	11%	2/8	328	18%	328	ر د د	8 8	1/5	1/3	9.0	1/3	214	75%	214	240	12%	740	