

## URBAN ACTIVATION PROJECT TREND DATA - SEPTEMBER 2019



### EXECUTIVE SUMMARY

- Five outlets received funding through the Urban Activation Project to support the activation of the public realm within the City of Marion. In August 2019, the project reached the 12-month post-intervention milestone and provides an opportunity to commence analysing data for one period compared to the same period the previous year, in addition to the monthly change data currently captured.
- Data captured by Kepler Retail Analytics demonstrates in two cases, positive business growth and community uptake outcomes whilst other projects have made little impact. For example, 'The Next Chapter Café' where the data clearly shows that customer conversion is low. On this occasion, an assumption could be made that the Marion Cultural Centre Plaza is a pedestrian thoroughfare to access nearby locations rather than a location for people to linger longer.
- Qualitative feedback highlights the positive feedback that the Urban Activation Project has created a sense of community providing destinations for visitors and local residents to meet.

### URBAN ACTIVATION PROJECT OVERVIEW

The \$250,000 Urban Activation Project supported five lifestyle precincts in the City of Marion to generate the following outcomes:

- Create destinations for visitors and local residents
- Help small businesses to thrive
- Encourage evening and night-time economy
- Improve physical conditions and safety
- Increase employment opportunities
- Build community capacity to activate the public realm
- Support opportunity for community and commissioned public artworks
- Support the health of local residents who can walk and cycle to accessible cafes, shops and services
- Improve the environment
- Deliver Smart City solutions, and are
- Innovative by nature.

During the 2017-19 financial years the following outlets received funding to support the activation of public realm, within the City of Marion:

1. Lampshade Coffee Lounge
2. Once and Again Book Café
3. SA Aquatic and Leisure Centre
4. Next Chapter Gourmet Café
5. Little Bici Bakery.

The projects and trend data will be monitored from August 2018 to July 2020 via a Kepler Retail Analytics tool. Unfortunately, Little Bici Bakery ceased trading in January 2019, therefore, no further data will be provided.

### Key Urban Activation Project Statistics:



#### Budget

Lampshade Coffee Lounge	\$82,335
Once & Again Book Café	\$17,957
SA Aquatic and Leisure Centre	\$36,850
Next Chapter Gourmet Café	\$10,000
Little Bici Bakery	\$44,000
Kepler Retail Analytics (2 year contract)	\$10,000
<b>Actual Total</b>	<b>\$201,142</b>



**Average dwell time 12 minutes**



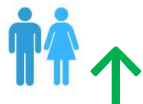
**Average return visit 11%**



**5 Businesses participated in the Southern Adelaide Business Advisory Session**

**And**

**4 Businesses undertook a Digital Growth Consultation**



**2 New jobs**

### Qualitative Feedback

- The one-on-one business advisory session and digital growth consultations provided knowledge to grow our business.
- Two of the businesses are excited to have hosted South Australian Living Artists Festivals.
- The activations have created a place for the community to meet.

### Data Analysis

Kepler Retail Analytics tools have been installed at each site to capture data for each location to measure outside visitation, converted customers (visitors to the site with a smart device who linger for longer than three minutes), average dwell time and return visitors.

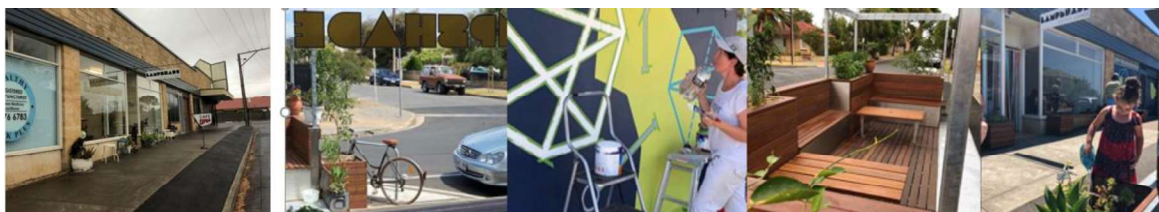
The data below shows the visitation before the intervention and monthly average post-intervention, noting that this is month on month trend data and does not take into account seasonality. In August 2019, the project reached the 12-month post-intervention milestone and provides an opportunity to commence analysing seasonality trends comparing one period to the same period the previous year.

The data demonstrates that some outlets have achieved an increase in customer conversion (highlighted green) whilst in the main the conversion rate is similar to visitation before the start of the intervention. Over the next 12-months, we will be able to measure the seasonal fluctuation trends of comparable monthly changes and long term patterns.

To capture data from each project, 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.

	Lampshade Café Lounge		Once and Again Book Café		SA Aquatic and Leisure Centre		Next Chapter Gourmet Café	
	Before intervention	12-month post intervention	Before intervention	12-month post intervention	Before intervention	12-month post intervention	Before intervention	12-month post intervention
Number of people outside location (with a smart device)	1,408	2,007	1,716	1,483	142,458	91,012	39,905	74,545
Customer conversion	891	1,298	1,189	881	64,371	36,932	1,770	4,152
Customer conversion	63%	65%	69%	59%	45%	41%	4%	6%

## LAMPSHADE COFFEE LOUNGE



**Before**

**After**

### Summary

- Lampshade Coffee Lounge has received positive feedback from the local community who are enjoying the outside dining area and produce from the community herb garden.
- The Coffee Lounge has seen an influx of new customers demonstrated by the increase in converted customers. A seasonal comparison of data shows an increase of 2%, 1298 converted customers in August 2019 compared to 891 in the same month in 2018.
- To cater for the increase in customers Lampshade Coffee Lounge has hired two new team members.
- The Urban Activation has been successful on this site.

### Project Overview

The Urban Activation Project has created a vibrant, generous space outside the café that enhances the streetscape and encourages community interaction.

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



**Average dwell time: 14 minutes**

Total number between 1 August 2018 and 31 August 2019 of:



**People outside (with a smart device): 24,104**

To capture data from each project, 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.



Converted customers: **14,322 or 59%**



Return customers: **1,894 or 13%**



Facebook likes before activation – 350 and current likes - **650**

### Qualitative Feedback

- *'Lived here 30 years never seen someone care about the street' -resident*
- *The new outdoor space is being used by customers with dogs and young children in prams.*
- *It is joyful to see people of all ages hop along the footpath and kids stop to play hopscotch.*
- *Chilli, basil and rocket are being collected from the community herb garden by local residents an the pizza shop next door.*
- *The Post Office has been in the precinct for 30 years while the coffee shop has only been around for a year. Take the Parklet away, decide what to do and then bring it back. It is hard to get customers to come back.*

### Activations hosted by Lampshade:

#### ***South Australian Living Artists Festival***

##### ***Lucinda PENN (LCND)***

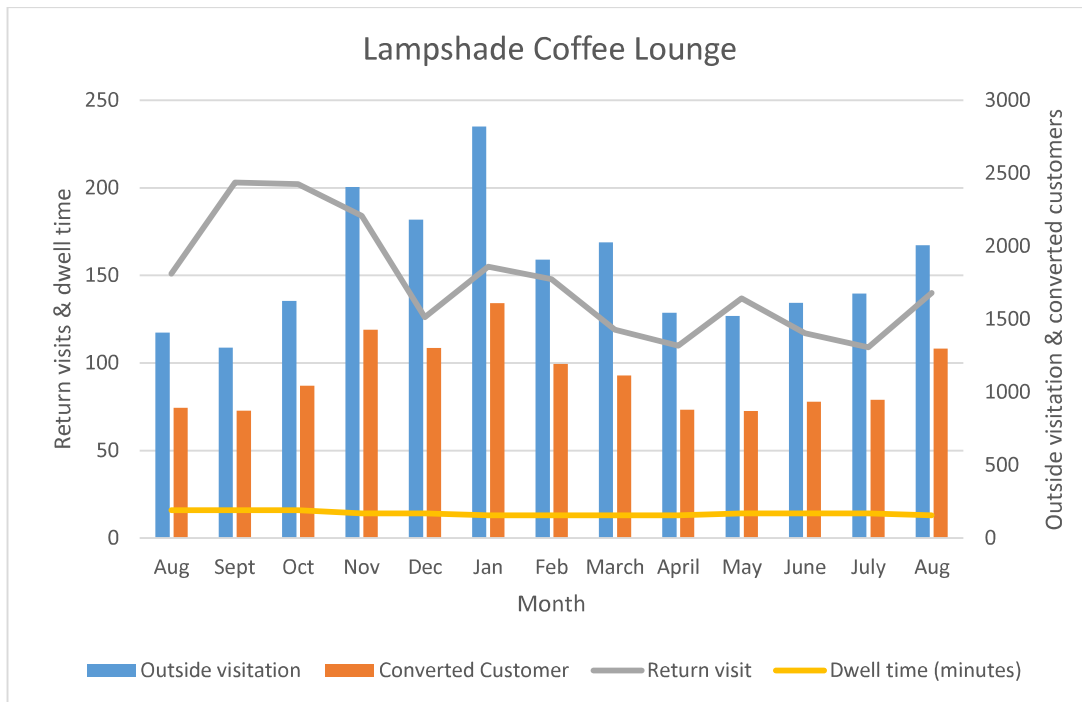
***1-31 August 2019***

Lucinda illustrates her perspectives on the people around her and the world in which we live in through the means of portraiture and symbolism.

### Data Analysis

Trend data for Lampshade Coffee Lounge demonstrates consistent increases in outside visitation and converted customers compared to data captured before the intervention commenced. The average monthly outside visitation is 1866 and 1116 converted customers compared with outside visitation of 1408 and 891 converted customers in August 2018.

The number of return visitors is consistently high and not a direct correlation of outside visitation and converted customers. The dwell time is consistent, ranging between 13 and 16 minutes.



## Key Milestones

### Part 1

<b>Budget: \$38,335</b>	
<b>2018</b>	<b>2019</b>
- Project identified as an Urban Activation Project	January – 2 new employees engaged
June – Contract signed	March – Artwork finalised
August - Before intervention	Feb – Create wall and footpath mural
August – Kepler data analysis tool installed	May – Install planter boxes and micro community garden
<b><i>October – Contract completion date</i></b>	August – Pergola installed
October – Add street furniture	August – SALA event
	September – Bike rack installed
	September – Add crochet to stobie poles
	September – Planter pockets still to be completed
	<b><i>September – project still to be completed</i></b>

### Part 2

<b>Budget: \$44,000</b>	
<b>2018</b>	<b>2019</b>
- Project identified as an Urban Activation Project	March – Contract completion date
September - Contract signed	June – Contract completed
August – Before intervention	
August – Kepler data analysis tool installed	

To capture data from each project, 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.

October - Parklet installed	
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ONCE & AGAIN BOOK CAFÉ



Before                      After

Summary

- In August 2019, Once & Again Book Café hosted their first South Australian Living Artists Festival event.
- Once & Again Book Café are active users of social media demonstrated by a high increase in Facebook followers and are active on Instagram with 1321 followers.
- Post-activation,. people linger longer and purchase additional items from the menu.

Project Overview

The Urban Activation Project has created a community destination and supports local artists, musicians, authors, local producers and businesses through the creation of a community hub where local residents can feel a sense of place. The project has upgraded the street frontage and created an outdoor dining area for locals to attend community activities including mini-markets, Adelaide Fringe and SALA events.



Average dwell time: 11 minutes

Total number between 1 August 2018 and 31 August 2019 of:



People outside (with a smart device): 18,942



Converted customers (within range for +3 minutes): 11,946 or 63%



Return customers: 1549 or 13%



Facebook likes before activation – 2600 and current likes – 3417  
Instagram likes currently - 1321

To capture data from each project, 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.

**Qualitative Feedback**

- *The activation has created a place for the community to meet.*
- *People linger longer, and purchase additional items from the menu.*
- *We can see you from the road clearly now.*
- *How long have you been here, are you new?*
- *When it's done it will look like a Hyde Park cafe in Plympton Park.*

**Hosted by Once & Again Book Café:**

***South Australian Living Artists Festival***

***Andres Bischoff***

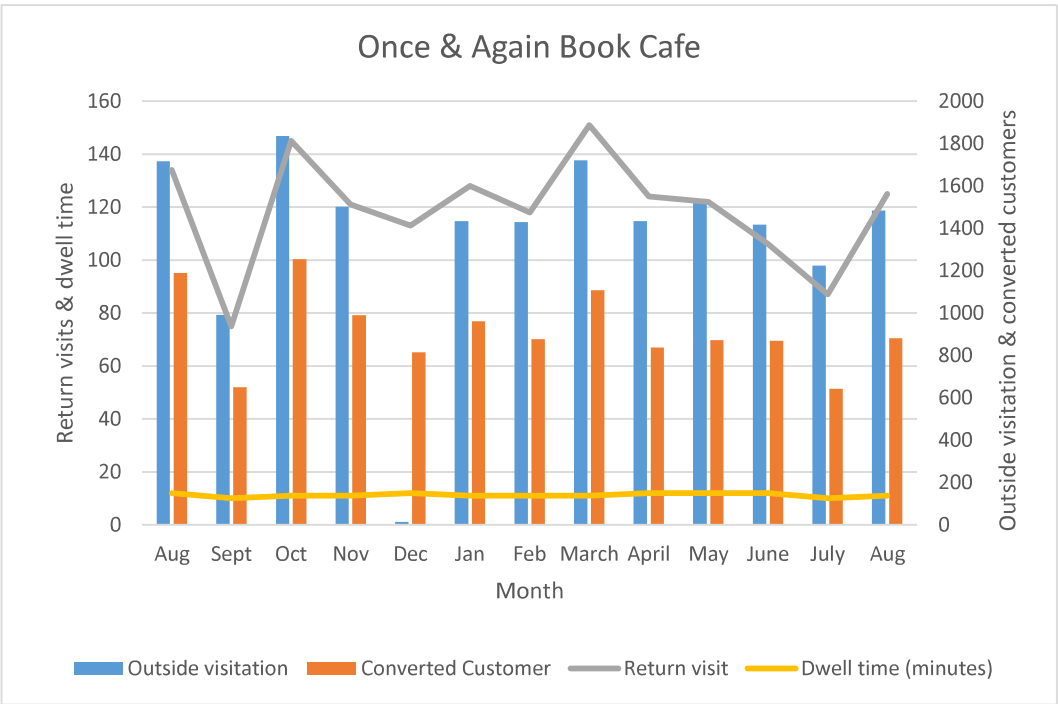
***1-31 August 2019***

Reflections of Tea: A visual feast of teapots, cups, forks and knives

**Data Analysis**

Post-intervention the number of converted customers has dipped slightly however it will be interesting to see if the Once & Again Book Café follow the seasonal trend over the coming months.

The number of return visitors is consistently high and is a direct correlation of outside visitation and converted customers. The dwell time is consistent, ranging between 10 and 12 minutes.



To capture data from each project, 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.



### Key Milestones

<b>Budget: \$16,325</b>	
<b>2018</b>	<b>2019</b>
- Project identified as an Urban Activation Project	January and March – Painting of external building and verandah
June – Contract signed	November – Install outdoor street furniture
August - Before intervention	April – Green wall solution
August – Kepler data analysis tool installed	April – Greenery and vine over veranda
November – Install outdoor street furniture	May – Coffee cart
November – Painting of external building and verandah	June - Interactive public art mural
<b>December – Contract completion date</b>	<b>August – Contract completed</b>
	August – SALA event

### SA AQUATIC AND LEISURE CENTRE



After

#### Summary

- The volume of outside visitation compared to converted customers suggests that the area outside of SA Aquatic and Leisure Centre is utilised as a pedestrian thoroughfare to access nearby locations.
- The average dwell time of 8 minutes is low compared to other Urban Activation Projects.

#### Project Overview

The Urban Activation project aims to achieve more foot-traffic in the plaza which will benefit the local café and increase recreational sport and swimming. Two art bench spaces and were installed within the Marion Central Plaza along with public Wi-Fi access encouraging people to linger longer.



**Average dwell time: 8 minutes**

**Total number between 1 August 2018 and 31 August 2019 of:**



**People outside (with a smart device): 1,441,734**

To capture data from each project, 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.





Converted customers: **633,039 or 44%**



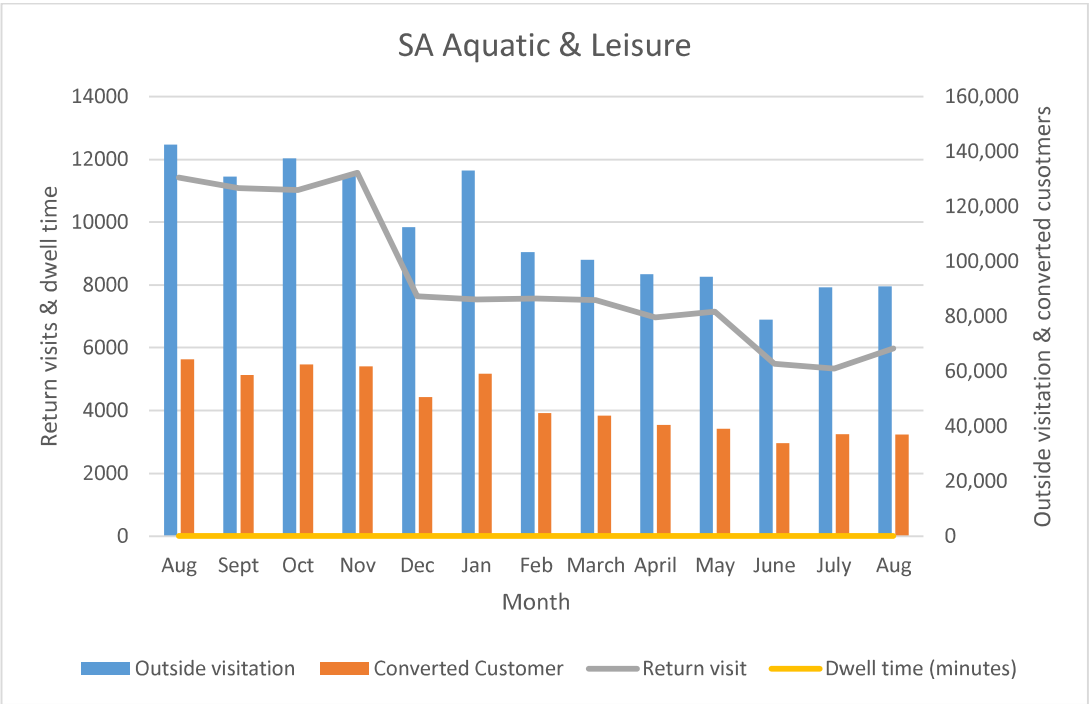
Return customers: **106,294 or 17%**



Facebook likes before activation – 2600 and current likes – **10,427**  
Instagram likes currently – **11,016**

**Data Analysis**

The volume of outside visitation compared to converted customers suggests that the area outside of SA Aquatic and Leisure Centre is utilised as a pedestrian thoroughfare to access nearby locations. Converted customers and return customers are highest between the months of August and January which correlates with the peak seasonal events period for the Aquatic Centre.



**Key Milestones**

<b>Budget: \$36,850</b>	
<b>2018</b>	<b>2019</b>
May – Contract signed	<i>June – Contract completion</i>
May – Benches installed	
June – WiFi installed	

To capture data from each project, 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.

June – Wayfinder signage installed	
August - Before intervention	
August – Kepler data analysis tool installed	
<b>November - Contract completion date</b>	

## THE NEXT CHAPTER CAFÉ (MCC)



Before



After

### Summary

- The volume of outside visitation compared to converted customers suggests that the area outside The Next Chapter Café is utilised as a pedestrian thoroughfare to access nearby locations.
- There is a 5% monthly average increase in visitation post-intervention however this could be attributed to customers entering either The Next Chapter Café and/or the Multicultural Centre.

### Project Overview

The Urban Activation project aims to establish a 'lighter, quicker, cheaper, approach to the Marion Cultural Centre Plaza and Next Chapter Café to improve the public amenity in front of the café.

Benching that frames the outdoor dining area, tables and chairs and planter boxes were installed. The planter boxes have since been replaced by grass.



**Average dwell time: 15 minutes**



**People outside (with a smart device): 573,541**



**Converted customers: 30,916**



**Return customers: 3,560**



**Current Facebook likes - 88**

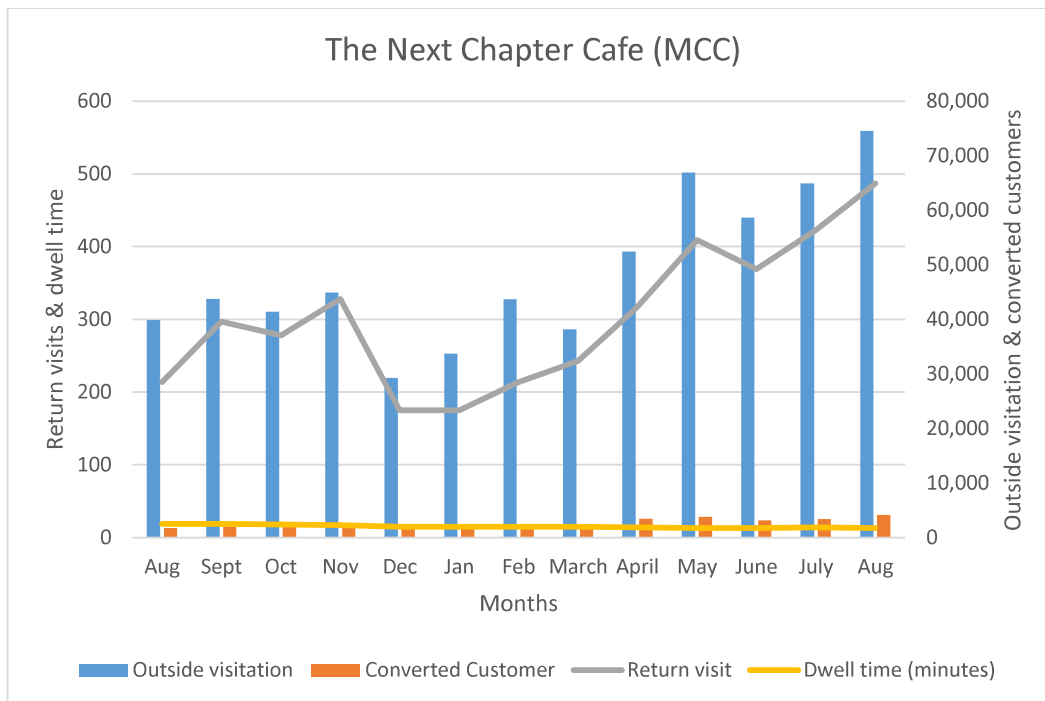
To capture data from each project, Kepler Data Analytics tool has been installed at each site. The data captured includes: number of visitors to the site, average dwell time and return visits. Business owners have also been asked to provide data at key intervals as per their reporting requirements.

## Data Analysis

The volume of outside visitation compared to converted customers suggests that the area outside The Next Chapter Café is utilised as a pedestrian thoroughfare to access nearby locations.

There has been a 5% monthly average increase in visitation post-intervention however this could be attributed to customers entering either The Next Chapter Café and/or the Multicultural Centre.

Return visitors could be attributed to events at the Multicultural Centre.



## Key Milestones

<b>Budget: \$10,000</b>
<b>2018</b>
August - Before intervention
August – Kepler data analysis tool installed
November – Benches, tables and chairs, and planter boxes installed
<b><i>November – Contract completion</i></b>

To capture data from each project, 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.

## LITTLE BICI BAKERY



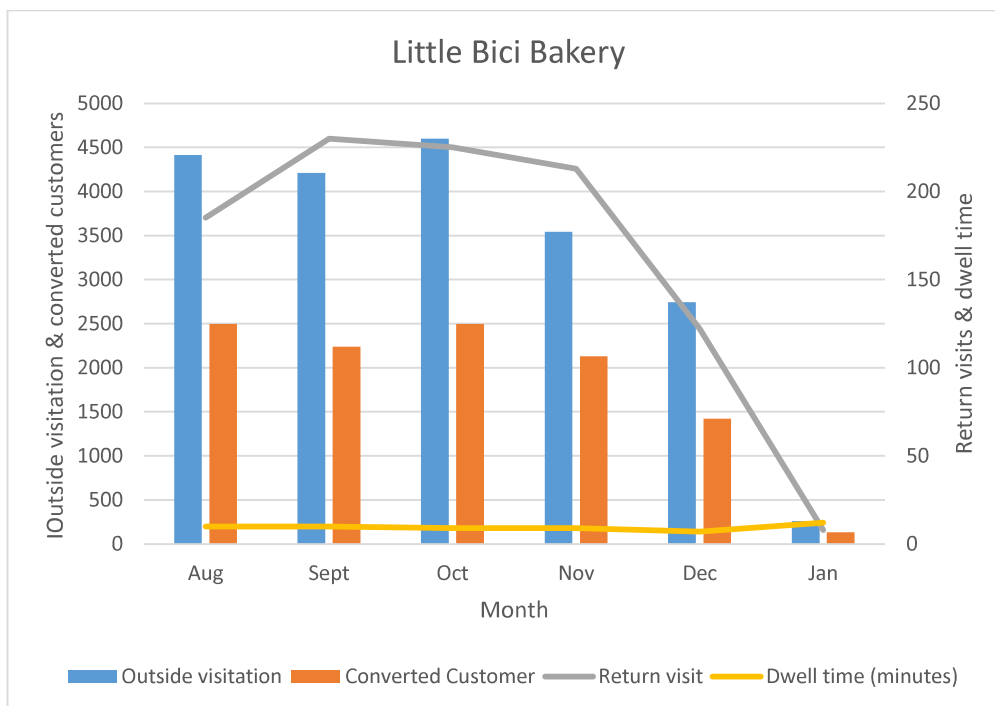
### Summary

- Little Bici Bakery ceased trading in January 2019. The former Little Bicki tenancy is currently available for lease.

### Project Overview

The purpose of the Little Bici Bakery Urban Activation project was to revitalise the tenancies and surrounding area in Trott Park Local Shopping Precinct to create a safe, attractive and place of convenience for local residents. Elements of the project included creating an ambient outdoor decking area, installing bike racks and bike pump/tools station, remodelling the gardens and repairing and remodelling the car park.

### Data Analysis



To capture data from each project, 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.

### Key Milestones

<b>Budget: \$44,000</b>
<b>2018</b>
August - Before intervention
August – Kepler data analysis tool installed
October – Bike park, deck, parklet seating and planters installed
<b><i>October – Contract completion</i></b>

### RECOMMENDATIONS

- Note this report

### ATTACHMENTS

- Appendix A – Urban Activation Project: Trend Data August 2018 – August 2019