

VINCENTIA VILLAGE REVITALISATION PROJECT



Sep-17

strengthening our village's future

Building on the Vincentia Matters Public Forum: Rejuvenating the Vincentia Village Centre; the Vincentia Village Chamber of Commerce has created a sub-committee to provide further and ongoing engagement with the community. This is our planning document: a record of public feedback and possible development.

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Vincentia Village Revitalisation Project

STRENGTHENING OUR VILLAGE'S FUTURE

INTRODUCTION

Purpose

The **Vincentia Village Revitalisation Project** has been developed by the Vincentia Village Chamber of Commerce, in conjunction with the community, including residents, community organisations and business owners, to provide a foundation for our future efforts to maintain and improve the village in a coordinated and collaborative way.

Our *Planning Document* is based on the collected information in the report from Vincentia Matter's Public Forum: **Rejuvenating the Vincentia Village Centre**, as well consultation with residents, tourists, business owners, local organisations and the community at large.

The purpose of our **Planning Document** is to provide create a record of identified areas of need, and keep ongoing engagement with the community through the Vincentia Village Chamber of Commerce and its representative sub-committees, Shoalhaven City Council (Council) and others as required.

Planning Document

Building on the Report Vincentia Matters produced from the Public Forum, this Planning Document is consolidating the collected information into **KEY AREAS**, which will assist in identifying the primary needs of the village centre and allow us to focus on priorities and timelines for implementation around this.

The Key Areas that have been identified are:

- Village Centre Improvements
- Infrastructure and Assets
- Arts, Community & Culture
- Town Planning
- Sustainability
- Tourism
- Business and Employment

KEY AREAS

Key Area 1 - Village Centre Improvements

Objective: To build on existing infrastructure to make an inviting village centre that highlights Vincentia's appeal, providing an enjoyable village experience for both residents and visitors.

Improving the Village Centre (i.e. the Village Courtyard – Council Owned, as well as the Shopping Village itself) is one of the highest priorities for the community.

Village Centre Improvement Plan

There are many specific ideas of what the Centre should physically look like in the future – some ideas being mutually exclusive of other suggestions. However, some perspectives recorded that were generally endorsed included:

- Better lighting
- Beautification
- Tables and chairs and umbrellas
- Courtyard area linked by easy and open access to shops, car parks and pathways.
- A raised stage for performance enhancement.
- Safe level surface through pedestrian spaces.
- Upgrading of shop frontages.
- Utilisation of some of the Burton Street car parking area to increase dimensions of the Courtyard.
- A relaxing place to be in.

Courtyard Functionality

The courtyard is the connecting factor for the various shops in the village and a unique area of Vincentia. Suggested improvements/enhancements from include:

- A piazza with seats and a fountain, fresco dining/meeting areas,
- Places to sit and relax,
- Enlarging the area,
- Possible undercover walkways to connect the various areas, which are needed in poor weather.

Changes to the area could include:

- Designed areas for outdoor activities like, chess boards,
- An Amphitheatre incorporating a stage,
- Children's play/park area (including soft fall area).

Usage of the area is not maximised at present and beautification could attract other uses like live music, buskers, tai chi or exercise activities, and open-air theatre.

The need for some form of music was strongly supported and could include local school presentations, advertised/regular events, community announcements or community radio.

Courtyard Atmosphere

Any plan for the courtyard would need to be sympathetic to the beach and bush and could focus on the large trees currently there. More plantings of appropriate foliage to attract birdlife and provide shade have been suggested. Perhaps an ecosystem that provides educational value to the area. Shade sails are another option.

Surrounding Access

Access to the Village Centre is uneven. With a mature and aging population, accessibility and safety is a key priority. Whilst easy parking is seen as important; it was not the highest priority and with the renovation to the COLES car park, this is even less of an issue.

The roundabout into Burton Street could be enhanced with many features, but not ones that may cause traffic hazards.

Public Toilet Block

There was almost unanimous agreement that the Toilet Block is a significant barrier to achieving many of the 2017 aspirations for the area. Ideally the Block would be transferred immediately to another nearby site that did not interfere with the movement of people around the Village Centre. However, if that is not immediately feasible the Block should be screened in a way that beautifies the area and that at least the equivalent area of land occupied by the Block be excised from the northern car park. This would enable the outdoor area to accommodate viable, attractive outdoor activities. This action should be taken as soon as possible.

A possible solution would be to build toilets in the area/arcade space between the Chinese Restaurant and Bayside Emporium. It is currently empty and could be more easily renovated to include this.

Remove the Wall

The stub wall that surrounds the Centre's outdoor plaza works against the purpose of a free-flowing area for recreating, socializing and entertaining activities. The walls create a closed-in perspective when viewed from The Wool Road, and their removal will improve the feeling of welcoming and participation as new activities are developed for the area.

Gardens

Gardens can be used to link the various sections of the Village Centre – current asphalt paths could be softened with hedging and gardens linking east to west and north to south.

- The gardens could be developed as community gardens that are maintained and developed by interest groups or families.
- Several areas would lend themselves to colourful planter boxes as another way to create differentiation from other Village Centres.

Rest Areas

The central area needs community space and rest areas to be a destination for all including cyclists, dog owners, parents and children. This could include tables and chairs, and a playground for children

Outdoor Dining

Clearly the emphasis is on better utilisation of the outdoor area around the village and assumes the central common area is redesigned and landscaped to take advantage of the natural environment and encourage more investment in sophisticated food and beverage operations. Accordingly, dialogue with local landlords would be advantageous with a view to promotion of available premises for food and beverage operations that will enhance existing businesses. A key consideration will be the ratio of income to rent and return on investment.

To move forward with any of this, we need to prepare a **Village Centre Improvement Plan**.

This plan needs to develop options for comprehensive changes, that takes into account the public feedback regarding the area (as outlined above) as well as consider other Strategic Focus areas in its implementation.

VILLAGE CENTRE IMPROVEMENT STRATEGY: Creation and implementation of a Village Centre Improvement Plan that reinforces the importance and central-ness of our village centre through a revitalisation of existing assets (i.e. the Burton St Courtyard & car parks); complementing them through new development, better planning and creation of a place that you want to visit, not HAVE to visit.

STRATEGIC PRIORITY & FOCUS

Table 1: VILLAGE CENTRE IMPROVEMENT

FOCUS	Description	Priority
Village Centre Improvement Plan	A plan that develop options and timelines for comprehensive changes. The plan should consider other Strategic Focus areas in its implementation.	VERY HIGH

KEY AREA 2 - Infrastructure and Assets

Objective: To provide a high level of well maintained infrastructure appropriate to the needs of both the local community and tourists who visit the area.

Establishing and maintaining an appropriate level of infrastructure is essential to a growing community.

Priorities include: ensuring access for cyclist and walkers to and from the Village Centre. Trees and landscaping are identified as very high priorities. Signage is also a significant issue.

Waste Management

Positioning of bins to be relevant to activities in the Centre but as non-intrusive on available space as possible.

The positioning of charity bins also needs further consideration.

Recycling bins are a much-needed addition to the centre.

New, more attractive bins are sorely needed in the Courtyard.

Signage

A review of existing signage is needed with a view to increasing signs that direct to the Village Centre.

Signs to assist people to navigate to and around the Vincentia Village Centre are almost nonexistent. Signs that provide the following information need to be urgently put in place:

- Directions to Village Centre from Round-the-bay Shared Pathways intersection with Church Street and Holden Street.
- Direction to Village Centre from Wool Road/Naval College Road Roundabout.
- Direction to Village Centre from Leisure Centre precinct.
- Direction to Village Centre from Moona Creek bridge
- Index of all businesses and facilities within the Village Centre at all entrances.
- Direction to each of the five beaches and to Leisure Centre from the Village Centre

Removal of redundant or ineffective signage is an important consideration.

Orientating to Village Centre

The goal of the new signage should be about making the Vincentia Village Centre more visible, and easy to locate. Partnering with Council and the Huskisson Chamber of Commerce to create a 'Huskisson & Vincentia Precinct, would continue to build on both villages' close proximity and easy walking distance, and could increase tourism and customers/visitors for both areas. Increasing through-traffic from Huskisson to Vincentia is a vital consideration in revitalizing the Village.

Pedestrian Access

Pedestrian movement around the Village Centre needs to be secure and usable by everyone no matter what their degree of mobility. The level of the Burton St Courtyard is not particularly accessible or safe for those with mobility issues... restructuring the Courtyard could eliminate these issues, with ramps, steps and tiered levels. (Something to take into account with the Village Centre Improvement Plan)

Traffic Plan

Development is needed of a Traffic Plan that takes into account:

1. The entry and exit of traffic into and out of the Vincentia Village Centre needs to be carefully considered. Any modifications will need to take car access and egress, as well as parking into serious consideration.
2. Congestion at the Wool Rd/Elizabeth Dr Roundabout especially during peak tourist season a significant issue, making entry and exit to the Village Centre very difficult.
3. Recognises the pivotal role of the Centre in community life.
4. Incorporates access to the Bay:
 - a. Feedback from the forum noted the need for the Church Street link to the beach from Elizabeth Drive to be restructured and presented as an exit/entrance connection between the bayside activity and the refreshment, rest, shopping activities of the Village Centre. This link could be utilised in the revitalization plans for the Village Centre.

INFRASTRUCTURE & ASSETS STRATEGY: to establish a clear and transparent process for Council and the community to understand what standard of infrastructure is possible, and when, where and how it would be implemented.

STRATEGIC PRIORITY & FOCUS

Table 2: INFRASTRUCTURE & ASSETS

FOCUS	Description	Priority
Waste Management	Replacement of old bins for new, more attractive versions, and positioning of bins	HIGH
	Positioning of charity bins	
	Addition of recycling bins	
Signage	A review of existing signage.	VERY HIGH
	New Signs to be put in place	
	Removal of redundant or ineffective signage	
Orientating to Village Centre	Partnering with Council and the Huskisson Chamber of Commerce to create a 'Huskisson & Vincentia Precinct; building on both villages' proximity to increase tourism and customers/visitors for both areas.	HIGH
	Increasing through-traffic from Huskisson to Vincentia is a vital consideration in revitalizing the Village.	
Pedestrian Access	Pedestrian movement around the Village Centre needs to be secure and usable by everyone no matter what their degree of mobility. The level of the Burton St Courtyard is not particularly accessible or safe for those with mobility issues... restructuring the Courtyard could eliminate these issues, with ramps, steps and tiered levels. (Something to take into account with the Village Centre Improvement Plan)	MEDIUM
Traffic, Parking & Traffic Flow	Development of a Traffic Plan for the Village Area.	MEDIUM

KEY AREA 3 – Arts, Community and Culture

Objective: To build a strong and engaged community through the provision of quality sporting, leisure and cultural facilities and activities.

Vincentia has a mature and aging population. Building a resilient, strong and engaged community helps to strengthen those that exist within its boundaries. Community and connection is an essential part of life, and villages need this to continue to grow and succeed.

This can take the form of community events, cultural activities, engagement and participation in arts, workshops and family friendly activities.

Linking arts and culture with tourism through a master plan, helps to create a growing and dynamic community that is open to change, resilient to hardship and supportive and accepting of each other.

Feedback from the Public Forum regarding these areas included:

Courtyard Usage

We need the **development of a streamlined process** for Chamber & Community to utilise the Courtyard for events and a consistent approach to this.

For instance; the courtyard is considered by some areas of Council to be a PARK, so things like busking are allowed with happen without anyone having to gain permission, whilst in other council areas it is considered an ASSET which we have to pay to be able to use. (The Vincentia Village Produce Markets took over 12months to execute and we had to get a waiver so we didn't have to pay a fee.

From the Chamber's perspective, this inconsistency makes it extremely difficult to create engagement and events in the courtyard.

Our perspective is that the area is a PARK. Buskers are allowed to busk there; there are public toilets, public telephones and a minimal amount of seating.

Mobile Library

The mobile library currently stops along Elizabeth Drive some distance from the Village Centre. A spot within the Burton Street parking area could be allocated offering library visitors the ability to connect with the shopping and dining precincts.

Arts

There is a strong arts community in Vincentia. The village centre and surrounds could play a key role in binding the community through displays of artwork, as well as cultural and historical displays.

Suggestions from residents included:

- Outdoor/street art,
- Activities with art/music,
- Decorative art leading to the shopping village,
- A trail through the shopping area.
- The creation of an indoor or covered arts space which could incorporate the village toilets

SeeChange 2018’s intention to feature Wool Road is definitely an opportunity to establish the Centre as an area for local artists to develop themes relevant to the Vincentia/The Wool Road relationship. Through art, sculpture, video, music and performance, can revitalise the area and encourage ongoing activities beyond the Festival.

Community Engagement Opportunities

Work with community members and groups to continue to strengthen the local community infrastructure. Some opportunities could include:

- Development of a key festival, with a theme to be held at a non-peak time, or other unique annual events like:
 - Community Dinners in the Courtyard
 - Open Air Cinema events
 - A bi-annual Garage/Car Boot Sale sale
- Undertake an annual meeting with community groups to discuss and focus the community efforts, activities, fundraising and events
- Improve public transport, better connecting the community to the surrounding Bay & Basin area, as well as Nowra-Bomaderry and to rail connections to Kiama, Wollongong and Sydney
- Develop a heritage strategy to highlight and co-ordinate the ‘telling’ of history to residents and visitors

ARTS, COMMUNITY & CULTURE STRATEGY: build on the existing caring and creative community through events and activities, to create stronger relationships and a more interconnected and resilient community infrastructure,

STRATEGIC PRIORITY & FOCUS

Table 3: ARTS, COMMUNITY & CULTURE

FOCUS	Description	Priority
Courtyard Usage	Development of a streamlined process with Council for the Chamber & community to use the Courtyard for a variety of events.	HIGH
Mobile Library	Allocation of parking space within the Village Centre for the Mobile Library to park, to connect shopping & dining precincts.	MEDIUM
Arts	Partnering with local artists and associations to become a key area for the display of art, cultural and historical displays	MEDIUM
Community Engagement Opportunities	Work with community members and groups to continue to strengthen the local community infrastructure.	HIGH

KEY AREA 4 – Town Planning

Objective: To maintain the history, setting and unique character of the Vincentia area through careful planning and development.

Town Plan

Town Planning is essential for the future of the Village Centre.

With Council owning the Burton St Courtyard, as well as the two small car-parks on either side of it, it is vital that a strategic concept is created which will underpin any plans for the centre’s future; but will also preserve the ‘village feel’ of the area.

Vincentia has a unique heritage that has for the most part been ignored; reconnecting the area’s history within the context of the centre and the surrounding landscape, is important to any future plan.

TOWN PLANNING STRATEGY: Create a clear consistent plan that incorporates key basic infrastructure, as well as longer -term community building infrastructure in conjunction with Council and, businesses, community and residents.

STRATEGIC PRIORITY & FOCUS

Table 4: TOWN PLANNING

FOCUS	Description	Priority
Town Plan	Creation of a clear town plan that incorporates key basic infrastructure, as well as longer -term community building infrastructure in conjunction with Council and, businesses, community and residents.	VERY HIGH

KEY AREA 5 – Sustainability

Objective: To establish Vincentia as an environmentally aware community that adopts and builds on sustainable practices.

The Vincentia Village seeks to embrace practical environmental improvements that can have safety, tourism and other benefits. Given our natural surrounding assets, the community has an inherent link to the environmental and a responsibility to improve recycling and green waste infrastructure

Recycling Bins

As noted in KEY AREA 2, Recycling bins are not available for plastic or paper for the community. Recycling Bins, not only being essential to the area, are also an important visual reminder to the community and visitors to be more environmentally aware.

Plastic Bag Free Village

The Chamber of Commerce strongly supports the Village Centre becoming plastic bag free; steps have been taken in this direction already, with our Produce Markets being a plastic bag free event, and partnering with Shoalhaven Transitions to conduct a benchmarking survey on plastic use within the business community.

Further steps are needed to create a Plastic Bag Free Village, which could be collated into an incremental plan for the future.

Local Food Production

Encourage and promote local food production. Supporting strategies could include community gardens, a permanent fresh produce store, promotion of wineries/food producers in the area or an eat local philosophy, etc. These strategies need to be consolidated, developed and further enlarged upon, in conjunction with local producers and the community.

Renewable Energy Strategies

Explore options both short and long term for the Village to be 'carbon-neutral'. Take steps to encourage and act on opportunities to reduce the environmental footprint of the Village Centre in terms of energy use and carbon production.

SUSTAINABILITY STRATEGY: to engage proactively and respect our environment, the impacts that we have on it and the impacts that it may in-turn have on our community.

STRATEGIC PRIORITY & FOCUS

Table 5: SUSTAINABILITY

FOCUS	Description	Priority
Recycling Bins	Table 2: WASTE MANAGEMENT	HIGH
Plastic Bag Free Village	Steps to create a Plastic Bag Free Vincentia, laid out in a concise incremental plan	HIGH
Local Food Production	Consolidation of strategies that encourage and promote local food production in conjunction with local producers and the community.	MEDIUM
Renewable Energy Strategies	Exploration of short-term & long-term options for the Village to be 'carbon-neutral' and reduce the environmental footprint of the Village Centre in terms of energy use and carbon production.	LOW

KEY AREA 6 – Tourism

Objective: To promote Vincentia as a tourist destination through the planned provision of a broad range of activities, experiences and information.

Vincentia is continuously growing as a tourist destination. With its close proximity to Jervis Bay and Huskisson, Vincentia is well positioned to capitalise on its natural assets and convenient location to increase tourism potential through better attractions and infrastructure investment

Village Entrance & Village Centre

Improve the appearance of the village entry to ensure the village is well presented.

The current entrance to Vincentia Village is a roundabout with nothing in it, followed by a set of traffic lights, two school zones. The area needs to be clearly defined and beautified.

Plantation Point and Five Beaches

Plantation Point and Five Beaches, in terms of locations and events need to be tied into the Village Centre presence. This could be done through displays, signage, and information that integrates the community's natural beauty assets with its commercial and social assets.

Improved range of tourist information

Quality, up to date tourism information that reflects the importance of tourism to Vincentia Village economy is essential to the sustained growth of the sector. This could include improved signage to and around the area, information boards, pamphlets / brochures, websites or apps.

Additionally, regarding **Shoalhaven Tourism**: Material pertaining to Vincentia should feature references to the Vincentia Village Centre as the accredited source for local information and services.

Tourism/Information Centre

The need for a more functional community area was strongly supported. The current hall located in the car park is regarded as inadequate, fails to meet community needs and is thus not regularly supported by the community. Many proposals were put forward regarding viable alternatives.

The creation of an information centre that could also incorporate the community's needs plus offer a centre where visitors could obtain information on local issues. The centre could provide a history (including naval) of Vincentia, accommodation guidance, a library (which would be more accessible to residents than other suggested areas), directory of shops, items of local interest including educational and cultural activities; in other words, a multi-functional community centre and hub. Local environmental groups, government agencies (like, Marine Parks Authority, National Parks, Wildlife Services, Indigenous Groups, etc.) could be invited to participate.

Encourage Events & Activities for Tourism

Broaden the current focus on the village character, shopping and food by promoting a more diverse offering of activities, such as heritage/estate trails, walking and riding trails, street and evening activities, etc. Encourage longer stays through the promotion of nearby attractions and local excursions.

Centralise and promote a calendar of events; create a plan to support planning and to attract new events.

Encouraging more activities and events as well as providing easy access to up-to-date information for visitors will enhance positive and memorable experiences for visitors.

Food, Alcohol and Dining

According to feedback from the Public Forum, many respondents made specific comments about the importance of the availability of varied dining experiences in and around Vincentia Village.

Vincentia Village needs to differentiate itself from Huskisson rather than replicate what is already available to become a local affordable dining precinct. What has become clear is that Vincentia residents want an opportunity to enjoy casual outdoor dining and wining within close proximity to home:

Suggestions from the Public Forum included:

- A Bar bistro; a place to have a drink without necessarily buying food
- BYO cafe/ restaurants
- Gourmet deli dine in takeaway especially for holiday makers
- Artisan pop ups on weekends and holidays
- Twilight or weekend artisan food markets.

Tourism Plan

Develop a Tourism Plan for the area to identify priorities and co-ordinate the above ideas/actions to ensure long-term success of the sector.

TOURISM STRATEGY: Create a Master Tourism Plan that utilises the area's natural assets, surrounding attractions, businesses and community events, to encourage tourists to the area, who then stay and return because of the experience of the village lifestyle.

STRATEGIC PRIORITY & FOCUS

Table 6: TOURISM

FOCUS	Description	Priority
Village Entrance & Village Centre	Improve the appearance of the village entry to ensure the village is well presented.	HIGH
Tourism Plan	Develop a Tourism Plan for the area to identify priorities and co-ordinate the above ideas/actions to ensure long-term success of the sector.	VERY HIGH
Plantation Point and Five Beaches	Connected the beaches with the village centre through displays, signage, and information that integrates the community's natural beauty assets with its commercial and social assets.	HIGH
Improved range of tourist information	Quality, up to date tourism information including improved signage to and around the area, information boards, pamphlets / brochures, websites or apps. Shoalhaven Tourism: Material pertaining to Vincentia should feature references to the Vincentia Village Centre as the accredited source for local information and services.	HIGH
Encourage Events & Activities for Tourism	Centralise and promote a calendar of events; create a plan to support planning and to attract new events.	HIGH

KEY AREA 7 - Business and Employment

Objective: To strengthen the local economy by encouraging innovation and growth of the business and industry sector.

Creating successful businesses and employment opportunities is an important essential to the future success of the Vincentia Village; it is mostly reliant on those involved to create strong connections between the local community, tourists and businesses.

Retail Diversity

Feedback from the forum, envisioning a flourishing vibrant community-orientated Vincentia Village shopping centre, included the following retail activities:

- Deli – featuring local produce
- Butchery – locally sourced meat and produce
- Ice Creamery
- Supermarket – featuring sufficient capacity to service residents and tourists at peak times.
- Pharmacy – featuring access and parking for less abled residents and visitors.
- Seafood – featuring locally sourced fish & produce
- Clothes including Fashionable wear
- Toys and Recreational aides
- Newsagency
- Electrical goods and services
- Handyman and home help products and services (including key cutting, shoe repairs)
- Flowers/Nursery
- Dollar/ Reject commodities
- Rental services – featuring bicycles, kayaks and other outdoor and beach equipment
- Fruit and Vegetables – featuring as much as possible local crops.

A large number of these shops already exist at the shopping village; and including these with the Food & Dining Options mentioned in TOURISM, will cement Vincentia Village as an essential AND enjoyable part of Village life.

Where possible, we should be encouraging local business to provide for a greater range of retail offerings, including those aimed at local community.

Ensuring the community at large knows what businesses are in the Village Centre and in Vincentia Area. This could be through an online directory, app, Facebook, etc. As well as opportunities for showcasing businesses through out the year.

Additionally Chamber engagement with Landlords to identify potential shop solutions to increase diversity would assist in growing businesses, customers and community engagement. Possible flexible shop-options could be utilised like Pop-Up Shops, short-term leases and community/art shop projects too.

Retail Services And Loyalty

- Establish a 'shop local' card and encouraging the local community to support local business, and for local business to recognise the value of the local community, local spending and economic benefits within the area.
- Additional feedback from the community included:
 - Discount days and possible prizes (target clientele).
 - Need for the Chamber of Commerce to promote activities. They could also source and provide customer service training.
 - Food theme activities.
 - Promotion of competitions and workshops.
 - Make shopping area a draw card for business services (NSW Government) and get employment agency type shops to build on customer loyalty.
 - The need to maintain a large supermarket for locals and visitors was seen as vital. But, the existing supermarket needs to lift its game in respect to reductions in its core supermarket activities. The whole supermarket area needs to be updated and go up market, but not just another mall like the negative aspect of the Marketplace.

Establishment of a Creative/Entrepreneurs Hub

Businesses are essential to the continuing growth of a community. Businesses are no longer just bricks and mortar shopfronts; there is a growing section of the business sector that embraces flexible working options: home-based businesses, artists, entrepreneurs, online stores, mobile businesses, market stallholders; they all contribute to the diversity of a community.

The Chamber of Commerce wants to support these unique and individual businesses, just as they do traditional shopfront owners through a number of ways:

- The creation of a Entrepreneurs Fair where non-traditional businesses can have a stall and table, to sell their product, advertise their products/services/websites etc and to connect with the community at large.
- Creation of a support network/hub for home businesses, entrepreneurs and those looking to build a long-term presence in the town to connect with those that are looking to collaborate, assist in developing new business opportunities and to provide a starting point for new ideas.

BUSINESS & EMPLOYMENT STRATEGY: To strengthen the local economy by encouraging innovation and growth of the business and industry sector, particularly through the support of the Vincentia Village Chamber of Commerce, and create strong connections between the local community, tourists and businesses.

STRATEGIC PRIORITY & FOCUS

Table 7: BUSINESS & EMPLOYMENT

FOCUS	Description	Priority
Retail Diversity	<p>Ensuring the community at large knows what businesses are in the Village Centre and in Vincentia Area. This could be through an online directory, app, Facebook, etc. As well as opportunities for showcasing businesses through out the year.</p> <p>Chamber engagement with Landlords & possible flexible shop-options could be utilised like Pop-Up Shops, short-term leases and community/art shop projects too</p>	MEDIUM
Retail Services And Loyalty	Establishment of a 'Shop Local' Card, as well as other promotional rewards/options	HIGH
Establishment of a Creative/Entrepreneurs Hub	<p>Entrepreneurs Fair for non-shop-based businesses</p> <p>Creation of a support network/hub for non-shop-based businesses</p>	MEDIUM