



**CATALYSE®**



# Values and Attitudes Study

Prepared for the Town of Cambridge  
September 2010

# Executive Summary

- In August 2010, the Town of Cambridge engaged CATALYSE® to survey the opinions of residents, landowners and business operators to inform the development of the Town's Local Planning Strategy.
- Two focus groups and 12 in-depth interviews were conducted with key stakeholders to understand and explore their values, attitudes, intentions and aspirations.
- The key subjects canvassed included: demography; housing diversity, density and design; commercial activity/development; parks and recreation; and transport.
- The qualitative research found the Town of Cambridge to be an idyllic place to live. Satisfaction among residents/landowners across the Town was very high.
- The issues of housing density, diversity and design polarise the Town into two pockets: Floreat/City Beach and Wembley/West Leederville. Generally speaking, Floreat/City Beach residents/landowners are strongly resistant to any zoning changes, while Wembley/West Leederville residents/landowners are more progressive in their opinions on how changes in density, diversity and design might be achieved.
- The greatest challenge moving forward is reconciling and representing the Town's split personalities.

# Introduction

- The strategic intent of this project is to survey the opinions of key stakeholders to inform the development of the Town of Cambridge's Local Planning Strategy.
- The Town of Cambridge seeks to understand the values, attitudes, intentions and aspirations of residents, local businesses and other key stakeholders.
- To ensure that the Town of Cambridge can partner with key stakeholders to plan for the future, the preliminary stage of this project canvassed a range of opinions on issues such as:
  - Demography
  - Housing diversity, density and design
  - Commercial activity/development
  - Parks and recreation
  - Transport



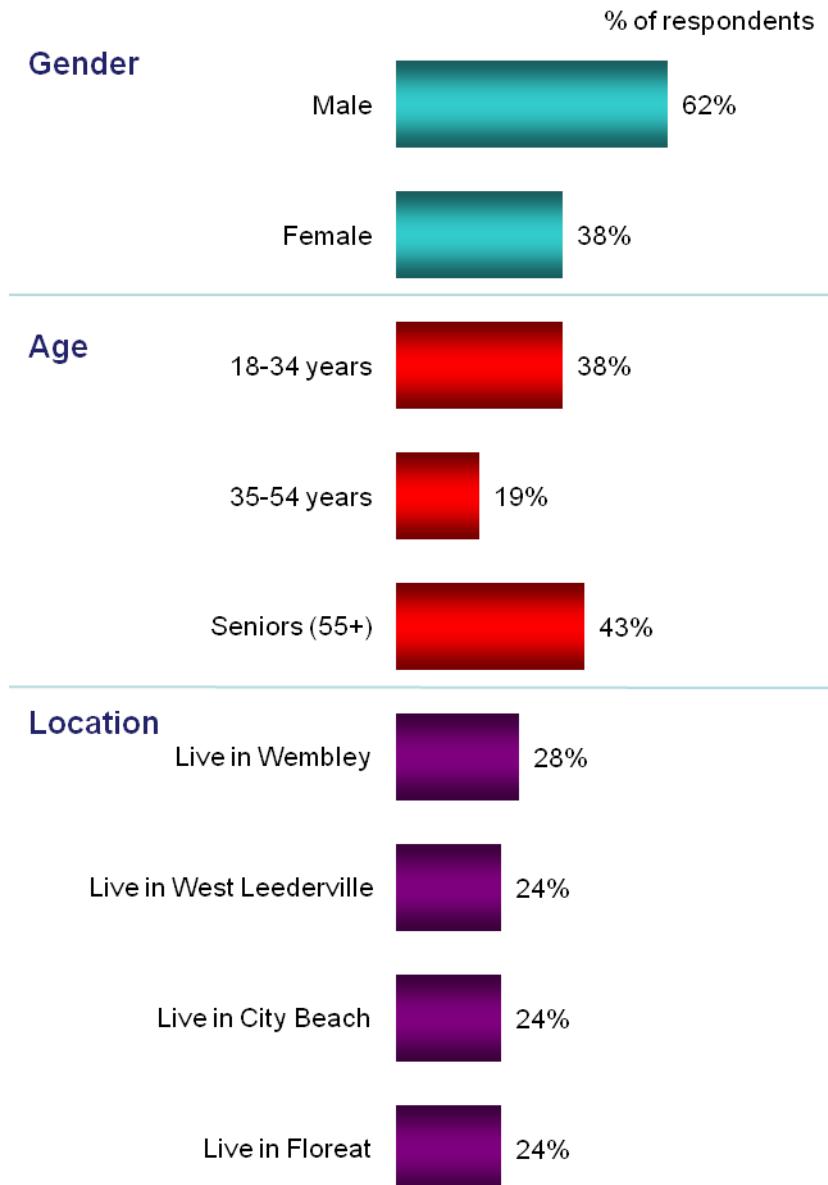
# Research Methods

## FOCUS GROUPS

- Two focus groups were conducted with local residents in August /September 2010.
  - Participants ( $n = 21$ ) were selected from residents and landowners within the precinct, with quotas set by age, gender and location (Floreat/City Beach and Wembley/West Leederville).
  - The structured discussion guide was developed in consultation with the Town of Cambridge.
  - 62% of participants were male and 38% were female.

## INDEPTH INTERVIEWS

- In-depth interviews ( $n = 12$ ) were conducted with key stakeholders in August/September 2010.
  - Stakeholders included: representatives from local residents/ratepayers associations, business representatives, property developers, real estate agents, retailers and small business owners.
  - Most interviews were conducted face to face ( $n = 10$ ), with the remaining conducted over the telephone ( $n = 2$ ). The average duration was 32 minutes.
  - The target was 18 but interviewing with local businesses was halted prior to reaching this target.





The community in which you live...

# How would you describe Floreat/City Beach?

## Key words/ descriptors

- “The garden suburbs by the beach”
- Green and leafy – lots of parks and open space
- Open and spacious
- Opulent
- Good quality of life – *“a very desirable place to live”*
- Quiet and peaceful
- Safe
- Conservative
- Clean, tidy and well kept
- Convenient and central to all facilities
- Good place to raise a family (and dogs!)
- ‘Wow’ factor – *“I sense that aura every time I drive home”*

# Floreat/City Beach – SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>Convenience to the CBD, coast and major access roads</li><li>Natural bush land</li><li>Spacious</li><li>Opulence</li><li>Peaceful</li><li><i>"I like the fact that City Beach doesn't have a lot of cars on the streets".</i></li><li>No fast-food outlets</li><li><i>Endowment lands have resulted in the Town of Cambridge being perceived as "well off"</i></li></ul>	<ul style="list-style-type: none"><li>Too quiet – few after hours attractions</li><li>Public transport to non-CBD locations (especially to Karrinyup and Innaloo)</li><li>Through-traffic/speeding cars</li><li>Few restaurants in walking distance</li><li>Lack of retail and commercial diversity</li><li>Outside deregulated trading areas</li><li><i>"What don't I like? There's nothing I don't like about Floreat"</i></li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>Provide more housing options to maintain and increase demographic diversity</li><li>Attract young families to maintain school integrity</li><li>Implement underground power lines to improve streetscape</li><li>Promote new restaurants in Floreat/City Beach</li></ul>	<ul style="list-style-type: none"><li>University creep</li><li>Lack of respect for parks and reserves</li><li>Lack of respect and understanding of beach environment</li><li>Conservative nature</li><li>Cost of maintaining facilities in the future</li><li>Preservation</li><li><i>The greatest threat of all is ...</i></li></ul>

**CHANGE**

## How would you describe Wembley/West Leederville?

### Key words/ descriptors

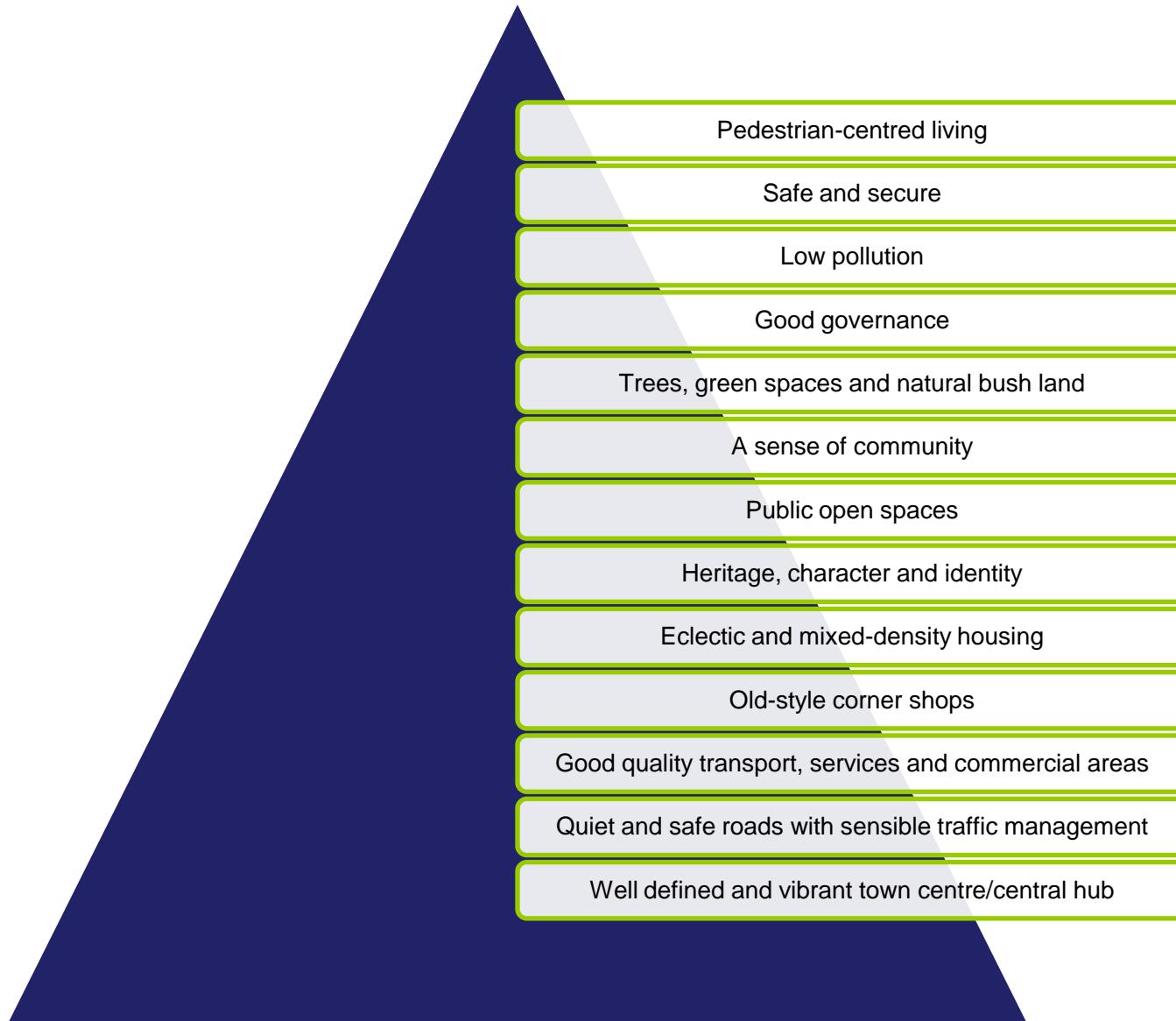
- Central – *“incredibly central to everything”*
- Quiet
- Green – *“pretty green for an inner suburb”*
- Centre for a world class medical hub
- Convenient – *“best place in Perth to live”*.
- Comfortable – *“not too western suburbs”*
- Friendly
- Picturesque
- Busy and bubbly
- Socially inclusive
- Eclectic

# Wembley/West Leederville – SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>▪ Great old houses and tree-lined streets</li><li>▪ Parks and reserves</li><li>▪ Good variety and quality of shopping, restaurants and entertainment venues</li><li>▪ Rail access</li><li>▪ A sense of community and community pride</li><li>▪ Affordable</li><li>▪ Socially inclusive (for renters)</li><li>▪ Collegiate-type feel among business owners</li><li>▪ “Corner delicatessens (St Leonards and Wooldridge) are the heart of our town”</li></ul>	<ul style="list-style-type: none"><li>▪ Through-traffic from other areas</li><li>▪ Traffic and parking related to the medical hub and business precincts</li><li>▪ Lack of cappuccino strip like Oxford Street</li><li>▪ Bit overbuilt</li><li>▪ Footy parking (mostly manageable but...)</li><li>▪ Some noisy streets</li><li>▪ No extended shopping hours</li><li>▪ “There should be a more coordinated plan to roll-out sealed laneways”</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>▪ Provide more off-street parking through laneways to reclaim the streets from cars</li><li>▪ Provide better footpaths for pedestrian access</li><li>▪ Increase density, diversity and infill in a way that value-adds to the amenity of the area</li><li>▪ New ‘clipper’ bus service to medical precinct</li><li>▪ Community building activities and hubs such as a community garden/market on Cambridge Street</li><li>▪ Café/restaurant to complement the Lake Monger Reserve ( – similar to Jackadder Lake)</li></ul>	<ul style="list-style-type: none"><li>▪ Maintaining the architectural integrity, character and identity of the area</li><li>▪ Overbuilding and allowing poor design into the area</li><li>▪ Capacity of West Leederville primary school to cater for increasing student demand</li></ul>

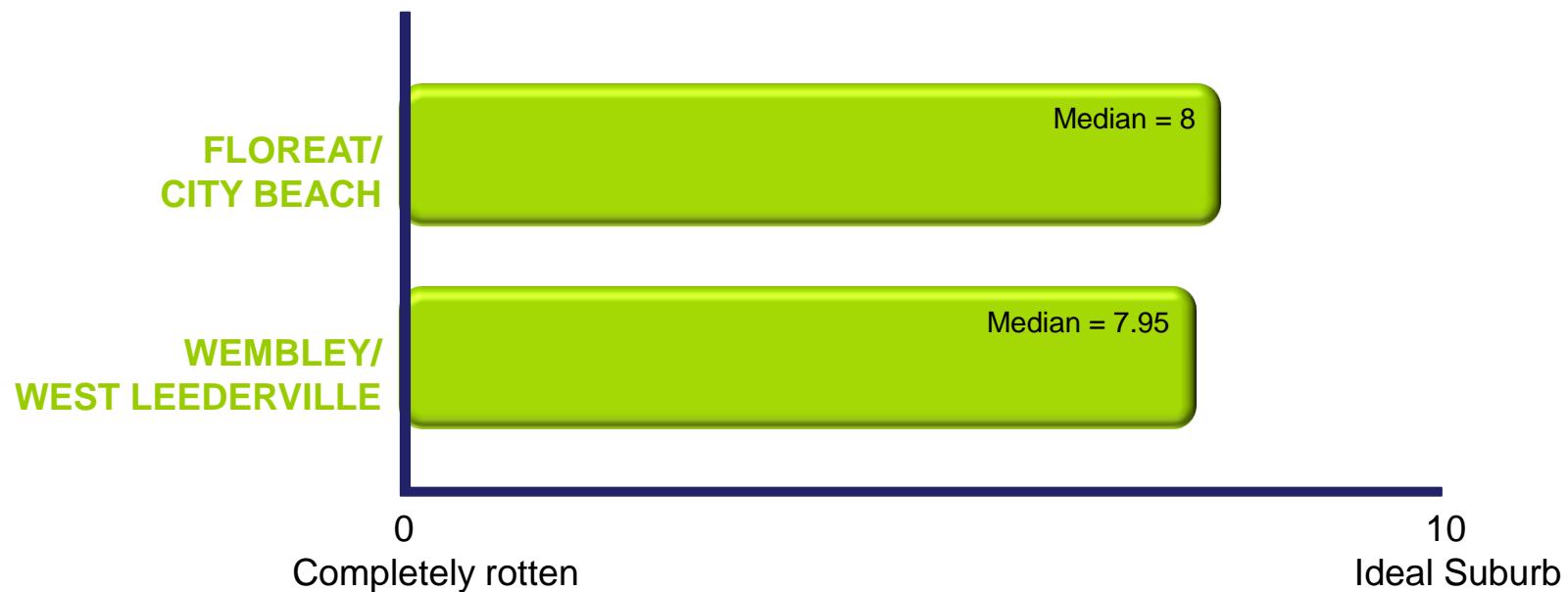
# Ideal communities

# What does an 'ideal' community look like?



# How does the Town of Cambridge compare?

- The positive message is that the Town of Cambridge compares very favourably with stakeholders' perception of an 'ideal' community.
- Residents and landowners were asked to rate the community in which they lived on a scale of 0-10 (where 0 means 'completely rotten' and 10 means an 'ideal' community). The median response was 8 out of 10.
- Residents and landowners within the Town of Cambridge love where they live!





Housing

# Housing density, diversity and design issues

- Floreat/City Beach residents and landowners were more conservative in their views on housing density and diversity than those living in Wembley/West Leederville.

FLOREAT/CITY BEACH	WEMBLEY/WEST LEEDERVILLE
<ul style="list-style-type: none"><li>• Generally very conservative in their approach to density, diversity and infill. "We chose to live in City Beach because of the big blocks, free space and wide roads. I don't want to see greater housing density. Not in my backyard".</li></ul>	<ul style="list-style-type: none"><li>• Generally more open/progressive in their views on how and where density and diversity can be increased within the area. "I'm happy with increased density, but not happy with design. Some are just bog ugly and unsustainable".</li></ul>
<ul style="list-style-type: none"><li>• Generally happy with status quo, save the younger adults (who are unlikely to be able to stay in the neighbourhood they grew up in) and older citizens looking to downsize.</li></ul>	<ul style="list-style-type: none"><li>• "I want to live in a neighbourhood with a mix of housing choices; a combo of big houses and flats because I like people and I like meeting people".</li></ul>
<ul style="list-style-type: none"><li>• Some demand for greater housing diversity to suit older residents looking to downsize and more affordable options for families.</li></ul>	<ul style="list-style-type: none"><li>• Many see housing density, diversity and infill as inevitable and not necessarily negative because it adds eclectic and interesting niches.</li></ul>
<ul style="list-style-type: none"><li>• Perceive Ocean Mia as "a concrete jungle" and Churchlands Rise as "an eyesore".</li></ul>	<ul style="list-style-type: none"><li>• Significant demand for housing options for elderly citizens like Mercy Care.</li></ul>
<ul style="list-style-type: none"><li>• "Housing mix must be managed very carefully. Not like Scarborough. Scarborough is horrible".</li></ul>	<ul style="list-style-type: none"><li>• Greater housing density deemed appropriate on Cambridge, Tower and Northwood Streets.</li></ul>
<p>"The trend to fill the entire block with house is unattractive. There are things that Council should be able to do to restrict building beyond a reasonable footprint".</p>	<ul style="list-style-type: none"><li>• Some stakeholders identified the group housing on Kimberley Street (near Railway Parade) as a positive example of increased density.</li></ul>
<ul style="list-style-type: none"><li>• "We got into the suburb (Floreat) on a battleaxe block. It's great. It was the only way in for us because housing prices are astronomical".</li></ul>	<ul style="list-style-type: none"><li>• Many considered the area around the West Leederville train station and florist precinct as having great potential for high density living.</li></ul>

# How do you do density well?

When exploring the issue of housing density, stakeholders provided the following list of guidelines for the Town of Cambridge's consideration:

- Keep mature trees.
- Insist on open space on every block (smaller building footprint to allow for greenery).
- Encourage housing diversity throughout the area (as opposed to clusters).
- Avoid "McMansions".
- Encourage mixed density that blends together.
- Allow for higher housing density around transport routes and commercial nodes.
- Design guidelines to incorporate sustainability principles and energy efficiency.
- Prioritise streetscaping to maximise attractiveness and avoid sterility.
- Encourage mixed use to free up land at ground level in built up areas (avoids closeness and claustrophobia).
- Greater housing density and diversity must be matched with infrastructural support.
- Independent architect body (similar to Cottesloe) to assess new developments.
- Allow home offices and small/professional businesses to operate from home.
- Allow corner block develops where appropriate.



## Additional housing comments

- “The key challenge for the Town of Cambridge is probably getting a stronger revenue base by attracting higher density residential living on busy strips. I have no real concerns with the Town of Cambridge going in this direction. I think the Mayor is on the right track and should be allowed to continue. High density isn’t a dirty word as long as you protect the suburbs. The Town of Cambridge must develop if it’s going to have a decent revenue base like Stirling”.
- “There needs to be more retirement options for oldies. The upmarket retirement villages don’t cater for some residents because they’re too expensive. There needs to be more affordable options for the elderly”.
- “When you read Network City, one needs to appreciate that not everyone can live on a quarter acre block. Wembley and West Leederville have already had some dense accommodation move in. The proposal at Perry Lakes will increase density – the density that some people have been seeking. While it has caused some angst, the reality is that Perry Lakes will provide opportunities for Floreat people to stay in the area”.
- “The policy of corner lot development in Wembley is good but they’re stuffed it up. Both properties on a corner lot should look the same. When infill is not done well, the result is patchy. If you’re going to develop a corner lot, both houses should marry each other. Plus, the corner lot policy should extend down Grantham Street. All you see is a row of asbestos fences. There should be a rule so that you have to build onto the street frontages. There’s nothing worse than seeing a row of brick walls, all different sizes and colours”.
- “The City of Nedlands used to have the idea where every alternate home in Floreat could sub-divide. This has real merit because you lose personality where all blocks are all exactly the same size”.
- “I’m all for increased density. However, I’m very critical of infill looking like #&%^@!”
- “Density in City Beach? You probably need to look at rezoning endowment land, if it has urban integrity that is. Isolate bits of land that the Town of Cambridge already own. If you choose wisely, you wouldn’t even see it”. Suggestions included:
  - “West of West Coast highway could probably accommodate low density housing which wouldn’t impact on too many people, perhaps R30 or R40”
  - Land around and west of Ocean Mia.
  - Land east end of the Boulevard, near corner of West Coast Highway
  - Pocket of R20 opposite school in City Beach (plus, block owned by Telstra).

# Commercial Precincts

# Floreat Forum

- Feedback on Floreat Forum was mixed, with many suggesting that the current facilities do not meet their needs and expectations.
- For many, the “ugly” and “generic” shopping centre lacks character and doesn’t reflect the experience of what it is to live in Floreat/City Beach.
- 5 out of 10
  - ❖ “It’s a bit ordinary. It could become more exclusive and has the potential to be a boutique shopping precinct”.
  - ❖ “They should improve the look of it, create a sense of space – somewhere that you might want to sit, an inviting meeting space, somewhere you might want to spend more time... “It’s a strange shape and it doesn’t have a critical mass”.
  - ❖ “The land east and south of Floreat Forum might be appropriate for a town hub”.

LIKES	DISLIKES	VISION
<ul style="list-style-type: none"><li>▪ “Handy”</li><li>▪ Able to do most shopping there</li><li>▪ Convenient</li><li>▪ “Access is OK, although busy at times”</li></ul>	<ul style="list-style-type: none"><li>▪ “Lousy restaurants”</li><li>▪ “Ordinary diversity of shops”</li><li>▪ No greengrocer or fish shop</li><li>▪ No deregulated trading hours</li><li>▪ “Coles/Woolworths almost the same – usually lousy compared with others. They’re never stocked well, especially on Saturday afternoons and Monday mornings”.</li><li>▪ “Access from Howtree Place”</li><li>▪ “Slow” and “Old”</li><li>▪ Too much changeover of shops.</li></ul>	<ul style="list-style-type: none"><li>▪ Fresh food market</li><li>▪ Greater sense of life and community – an opportunity to create a real community hub</li><li>▪ Longer trading hours</li><li>▪ Underground power</li><li>▪ Movie theatre?</li><li>▪ Upgrade the dress shops – more upmarket</li></ul>

- Feedback on the Boulevard Shops was mainly negative, with many suggesting that the current facilities do not meet their needs and expectations.
- 3 out of 10
  - *"The marketplace will determine what happens with the shopping centre. It's popular and functional, but needs to be tricked up. It probably needs a bank and a post-office".*

LIKES	DISLIKES	VISION
<ul style="list-style-type: none"><li>■ Available for urgent and essential purchases</li></ul>	<ul style="list-style-type: none"><li>■ "Old"</li><li>■ "Quiet"</li><li>■ "Dead"</li><li>■ "Expensive"</li><li>■ "Nothing interesting"</li><li>■ "Lacking fresh food provisions"</li><li>■ Parking layout and access</li></ul>	<ul style="list-style-type: none"><li>■ A better and more diverse range of shops (currently too many hairdressing salons!)</li><li>■ Centre redesign to provide better access and encourage more foot traffic</li><li>■ A better balance between services and retail shops</li></ul>

# Birkdale Shops

- Feedback on the Birkdale Street strip shops was mainly positive, with locals enjoying the sense of community around the small hub.
- The precinct wasn't just defined by the corner shop and stakeholders were able to identify 11 businesses in the strip.
- 7 out of 10

LIKES	DISLIKES	VISION
<ul style="list-style-type: none"><li>■ <i>Convenient</i></li><li>■ <i>Part of the community</i></li><li>■ <i>7 day a week corner shop</i></li><li>■ <i>Range of shops</i></li></ul>	<ul style="list-style-type: none"><li>■ <i>Takes a certain commitment to purchase locally because of the prices</i></li></ul>	<ul style="list-style-type: none"><li>■ <i>No changes put forward</i></li></ul>

# Ocean Village, City Beach

- Feedback on the Ocean Village shopping complex was mainly negative. Much of the criticism centered around the mismatch between the opulence and living experience in City Beach with the run-down shopping complex.
- 6 out of 10

LIKES	DISLIKES	VISION
<ul style="list-style-type: none"><li>■ Variety</li><li>■ It exists</li></ul>	<ul style="list-style-type: none"><li>■ “Dumpy”</li><li>■ “Poor visibility due to overgrown plants”</li><li>■ “Missed opportunity”</li><li>■ “Looks like a building site”</li></ul>	<ul style="list-style-type: none"><li>■ “Tidy it up and modernise”</li><li>■ “Later trading chemist”</li><li>■ Ocean Village to reflect more closely the City Beach lifestyle</li></ul>

# Wembley Shopping Precinct

- Feedback on the Wembley Shopping Precinct was mixed. Many stakeholders are very loyal to the IGA because of its friendly service, but they see many opportunities to improve the shopping experience.
- The introduction of Lawleys was seen to be a very positive move, with many enjoying the perks of Sunday trading.
- 7 out of 10
  - *"The problem is that the commercial properties have been in the same hands for 30+ years and they haven't spent any money on them. It would be better if it was more like Scarborough Beach Road in Mount Hawthorn".*
  - *"We need a heart. It doesn't have a hub like Oxford Street in Leederville. We should make more of a precinct around the Wembley Hotel".*

LIKES	DISLIKES	VISION
<ul style="list-style-type: none"><li>• "Access is OK"</li><li>• "I go there because of the good service and nice people".</li><li>• "The post office and Lawleys brings in a lot of foot-traffic and this is good for business".</li></ul>	<ul style="list-style-type: none"><li>■ "A bit disjointed"</li><li>■ "Lacking atmosphere like Oxford Street"</li><li>■ "Not enough pedestrians wandering around"</li><li>■ "No transitional space between carpark and shops"</li><li>■ "Terrible parking, poor trading hours"</li><li>■ "It's congested, but that's understandable. It's a very popular spot!"</li><li>■ "The centre doesn't really have a bank but it's a nice village centre".</li></ul>	<ul style="list-style-type: none"><li>• A community market on Cambridge Street.</li><li>• Farmer's market at Wembley Primary School</li><li>• Extended trading hours</li><li>• CAT bus service, like in Fremantle</li><li>• More cafes</li><li>• Traffic calming devices/strategies</li><li>• Independent shops</li><li>• Community hub</li></ul>

# Cambridge Street Shopping Precinct

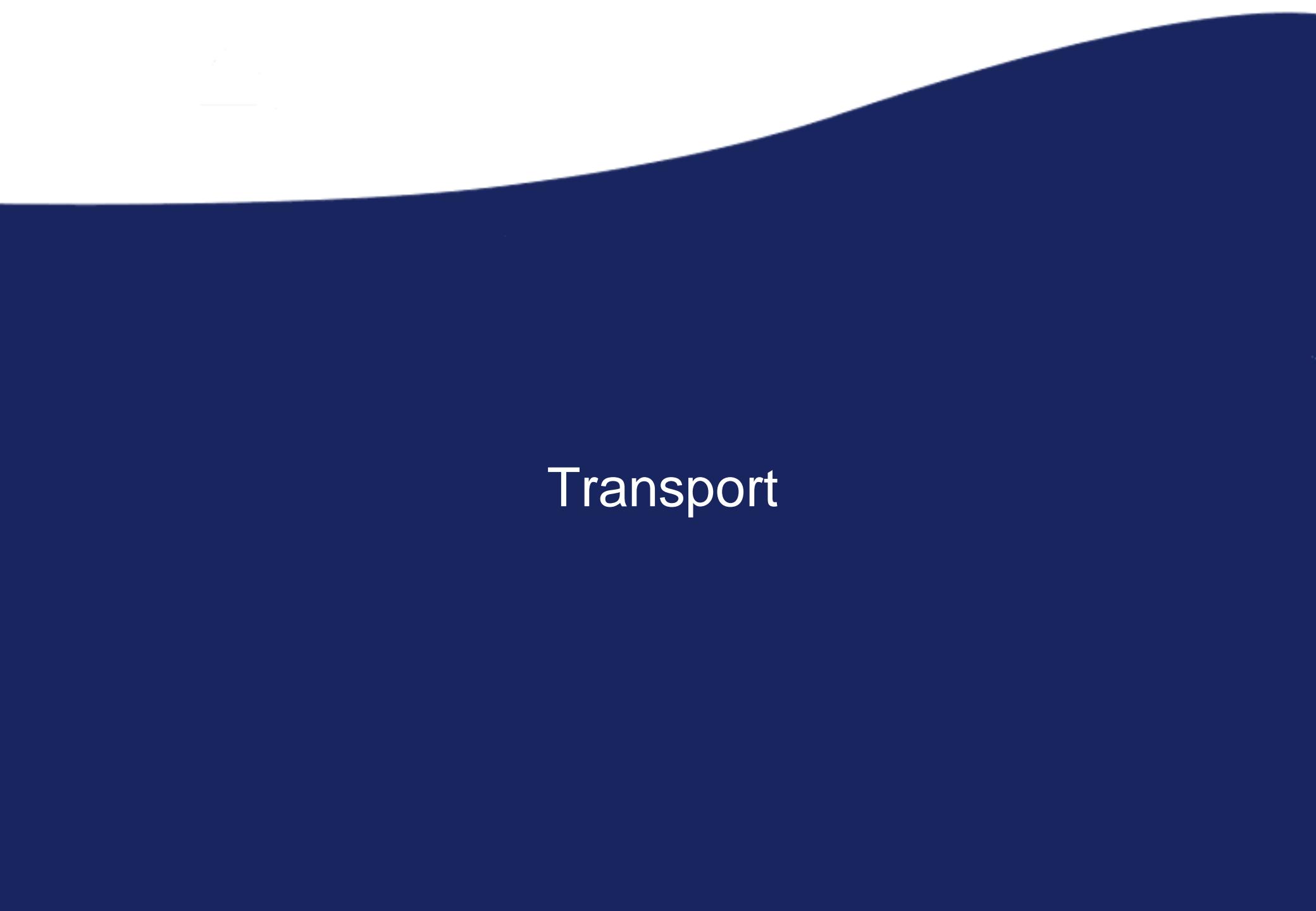
- Feedback on the Cambridge Street shopping precinct around the new Coles was very positive, with many enjoying the new conveniences.
- 7 out of 10
  - *“The biggest challenge is how to bring Cambridge Street alive. They do have a vision for it, but it needs to be followed through. I think the plan is quite solid and achievable but it will take time, money and a change in residents’ attitudes”.*
  - *“The floral precinct is probably being eyed-off for high density development. But this is the flower market for Perth and this should be acknowledged. I just don’t know if 4am start time in the floral warehouses is compatible with residential living”.*
  - *“I’m passionate about the future of Cambridge Street. The rate of progress is diabolically slow but I’m pleasantly surprised by the Town’s long term vision”.*
  - *“Open up access at Roslyn Street so that you can exit out of the basement. And close down the short term parking on Cambridge Street outside Coles. Reduce the number of driveways into the shopping centre and improve lines of sight”.*

LIKES	DISLIKES	VISION
<ul style="list-style-type: none"><li><i>Parking is usually available at the new Coles</i></li><li><i>Enough different shops to be worthwhile</i></li><li><i>Convenience</i></li><li><i>Filled a hole in the marketplace</i></li><li><i>New traffic island outside Coles has improved things</i></li></ul>	<ul style="list-style-type: none"><li><i>“Cambridge Street is a bit dislocated and disjointed”</i></li><li><i>Access onto Cambridge Street (from floral precinct) is sight-restricted and dangerous.</i></li></ul>	<ul style="list-style-type: none"><li><i>Reduce effect of traffic on local suburb</i></li><li><i>More restaurants and retail shops to make it more of a defined hub</i></li><li><i>Modernisation of Cambridge Street</i></li><li><i>Must address streetscape and pedestrianisation</i></li></ul>

# Parks and Recreation

# Wish list for parks and recreation

- Overwhelmingly stakeholders considered the Town of Cambridge to be well endowed with fabulous parks, green spaces and recreational areas – one of the great benefits of living in the area.
- Stakeholders talked very favourably about their use of Bold Park, Perry Lakes, Beacroft Park, Lake Monger Reserve and the beachfront.
  - “We’re spoiled for the amount of green spaces around us. It’s wonderful. And they’re looked after really well”.
  - “Bold Park is our favourite. It’s a lovely place to take visitors”.
  - “There are so many beautiful spaces. And lots of places to take dogs”.
  - “The parkland around Lake Monger on the western side is an eyesore. It could be used for more active recreation. It’s just a big flat expanse of grass where nothing happens. An artificial Lake? Netball courts? A cricket ground? Anything is better than grass and weeds”.
- When discussing satisfaction, the following wish list emerged:
  - ❖ Dedicated paths around Lake Monger for bikes, prams and walkers.
  - ❖ Better lighting around Lake Monger for early morning and evening recreational users.
  - ❖ Café/restaurant on the western grassland at the Lake Monger Reserve (or at Bowling Club).
  - ❖ Skate park facility in Wembley/West Leederville to cater for teenagers.
  - ❖ Additional parking at City Beach.
  - ❖ Additional support for community gardens.
  - ❖ Individual request for wood fired kiln in communal/community centre.
  - ❖ Water bowls for dogs to ensure that people exercise their dogs in the right area.
  - ❖ Greater sporting precinct at old nursery site instead of housing redevelopment.



Transport

# Transport

- Very few unsolicited comments about public transport.
- While many stakeholders perceived access and availability of public transport to be poor, few were regular users. Those that did use public transport regularly described it as “adequate,” and “quite good”, although pre-planning is required.
- Some issues with non-CBD transport routes.
  - *“The biggest problem with the suburb (Floreat) is that it’s not on the railway line. Buses go east-west but not north-south. Moving around by public transport is slow and cumbersome”.*
- Surprisingly little comment about bike pathways/transit routes around the Town of Cambridge (save specific demands for a dedicated bike path around Lake Monger).



# Future issues

# Future challenges for the Town of Cambridge – Floreat/City Beach

Stakeholders in Floreat/City Beach were asked to consider the future challenges for the Town of Cambridge. Eight key themes emerged:

1. Protecting/preserving and defending the Floreat/City Beach lifestyle
2. Sustainability
3. Zoning status quo versus attracting a stronger revenue base
4. Ageing demographic
5. Maintaining streetscape (clutter of cars, dogs and powerlines)
6. Impact of Perry Lakes development and new netball centre
7. Underground power
8. CHANGE

# Future challenges for the Town of Cambridge – Wembley/West Leederville

Stakeholders in Wembley/West Leederville were asked to consider the future challenges for the Town of Cambridge. Nine key themes emerged:

1. Traffic management (bottlenecks, access points, through-traffic, calming measures)
2. Maintaining the Town of Cambridge's assets in the future
3. Water security
4. Containing costs/rates
5. Public transport and community bus services
6. Recycling/sustainability
7. Managing density and infill – opportunity not a burden
8. Redeveloping Cambridge Street
9. Community consultation and connection

# Future challenges by area

## Floreat/City Beach

Maintaining trend of gentrification of old houses; unsustainable housing designs; McMansions; there will be a big residential backlash against new houses taking up the whole block (building from edge to edge)

Sustainable building principles

Maintain openness - how will they do this with pressures to increase density? Stop knocking down trees.

I worry about state government pressures for density and what that means for my suburb. I want City Beach to retain its big blocks.

High density is inevitable. The challenge is how to achieve this while keeping Floreat green with a good mix of housing.

Due to population growth, how will we keep City Beach attractive – with its inherent character and space?

How will they get young families into the area so that the schools can remain viable?

Council doesn't enforce parking restrictions. We need more rangers and more enforcement. Verges should be maintained on empty blocks.

Plant trees to hide horrid houses. We need underground power and more native trees.

“Garden suburb” – how will we remain the garden suburb with less water available? The Town of Cambridge needs to help residents adapt to restricted water usage and native verges like the City of Nedlands.

I don't like how the trees are shaped.

## Wembley/West Leederville

Recycling/sustainability – not just has a building principle, but as a lifestyle. Spend more on sustainability, environmental issues and climate change – move to a more car-less environment.

Aggressively manage traffic and through-traffic.

Underfunded infrastructure; currently the Town's assets are well maintained to a high standard. Will this continue in the future?

Expense of managing facilities; concern about rates and containing costs.

How can we manage density, with more and more people wanting to come here? There's an opportunity here to do this well.

Huge opportunity to turn Cambridge Street into a cappuccino strip; with high density and small wine bars...

Water challenge to maintain our green spaces

Closer consultation between council and community; facilitation role required of Town of Cambridge to foster community relations.

Community bus service that feeds into train stations; a clipper service to make public transport easier; make bikes safer on roads.

# Strategic Insights

# Strategic Insights

- Strong overall performance.
  - Most stakeholders love where they live and talk very favourably about their community.
  - 8 out of 10!
- Strong sense of community
  - For Floreat/City Beach residents, 'community' is about housing - the local character, identity and prestige of living in an exclusive residential area.
  - For Wembley/West Leederville residents, 'community' is about people - the shared experience of living in a vibrant, demographically diverse community hub.
- Creeping 'us versus them' mentality
  - Few talk about belonging to the Town of Cambridge, either Floreat/City beach or Wembley/West Leederville.
  - Split personality conjures up 'good' and 'bad' but this isn't the case; recognising differences between areas but foregoing the idea of one central town hub.
  - Some concern about City Beach-centric management and representation.
- Protection/preservation of Floreat/City Beach versus the need to attract a stronger revenue base
  - Incremental change only.
  - Straighten up local government boundaries to acquire Herdsman Parade flats.
- Don't forget the feel-good stuff!
  - End of year street parties
  - Community garden



**CATALYSE®**

We'd love to discuss this report with you!

If you have any questions, please contact:

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