



Bayswater Town Centre & Train Station

Visitor Experience and Demand for Shops and Services

SURVEY FEEDBACK



Overview of Bayswater Town Centre Revitalization

With significant government investment in the Bayswater Town Centre, via the development of the new Bayswater Train Station and the development of a new planning framework initiated by Development WA to foster future mixed use and residential development, there is a significant opportunity to revitalize the heart of Bayswater and deliver on the WA Government's METRONET vision.

Currently there are numerous vacant tenancies, under private ownership as well as new 10 tenancies at the train station, which are under WA State Government ownership.

In an effort to try to help identify where the greatest demand is for filling these tenancies the Bayswater Traders Association Inc. (BTA) and Future Bayswater Community Group Inc. (FUBA) commissioned a short community survey to identify where the greatest interest and demand is for shops and services in Bayswater as well as to investigate people's level of visitation to the town centre, and their perceptions of the precinct.

The survey was undertaken to provide a community voice to help attract investment and business to the Town Centre and help inform stakeholders future decisions in relation to the town centre.

Survey Participation

Survey Participation

of Community Participants

565

Note: not all 565 participants answered all questions

Mostly within the age ranges of 35 to 49 (46%)



Predominantly female (66%)



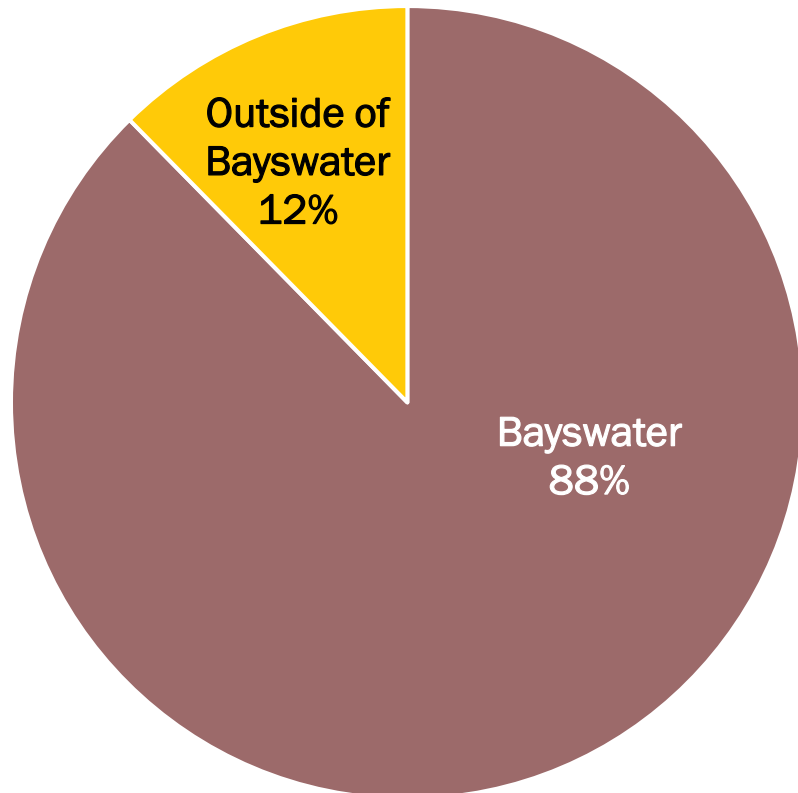
Vast majority live in Bayswater (88%)



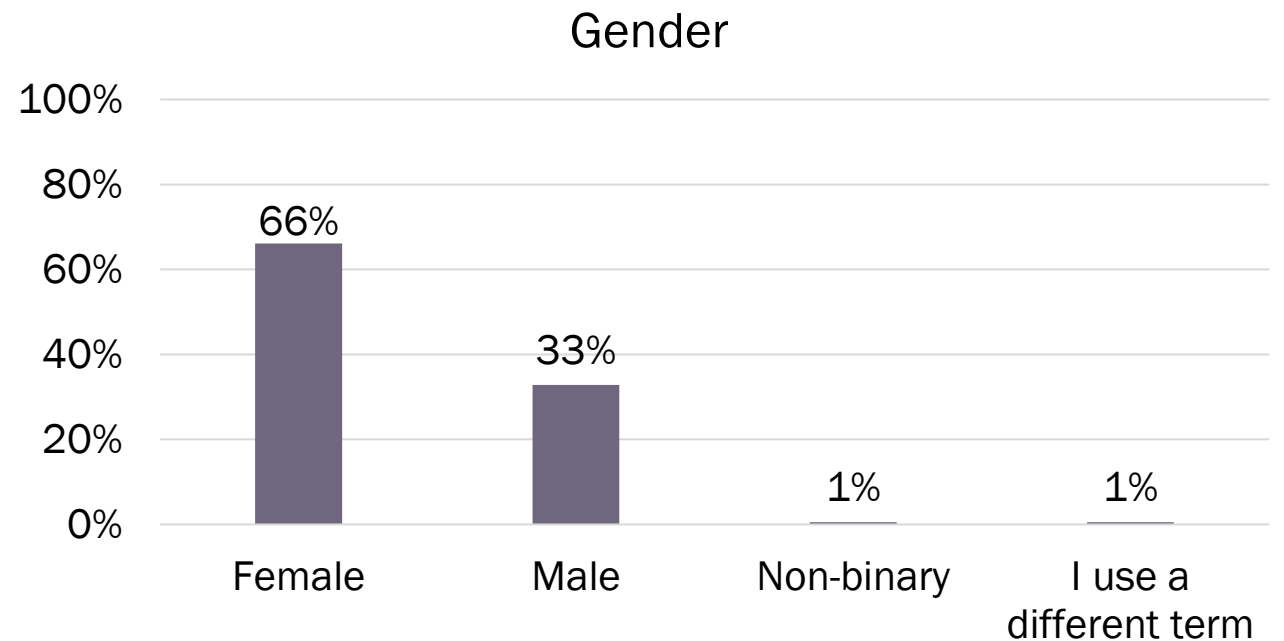
Demographics

Demographics

Of the 558 respondents who answered this question, majority reside in Bayswater (88%)

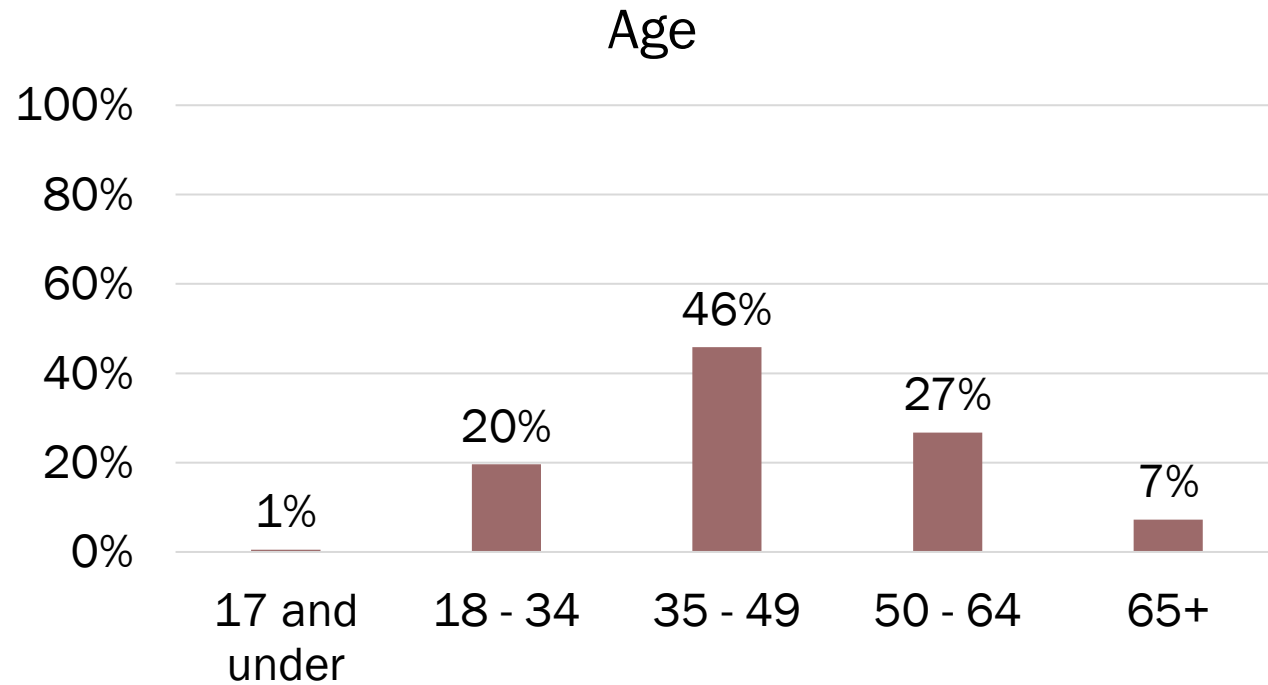


Of the 564 respondents who answered this question, majority of the respondents were female (66%) with the remainder 33% male, 1% non-binary and 1% use a different term.



Demographics (cont.)

Of the 565 respondents who took the community survey, just under half were between 35-49 years (46%), with 34% over 50 years and 21% under 50 years



Describing the Bayswater Town Centre

Describing the Bayswater Town Centre (cont.)

Top ten words to describe how they want Bayswater Town Centre to be in the future.

The top ten words that respondents would use to describe how they want Baywater Town Centre to be in the future:

- Vibrant (199)
- Community / community focused (51)
- Busy (38)
- Lively (35)
- Fun (34)
- Green (33)
- Safe (33)
- Convenient (32)
- Accessible (29)
- Exciting (29)

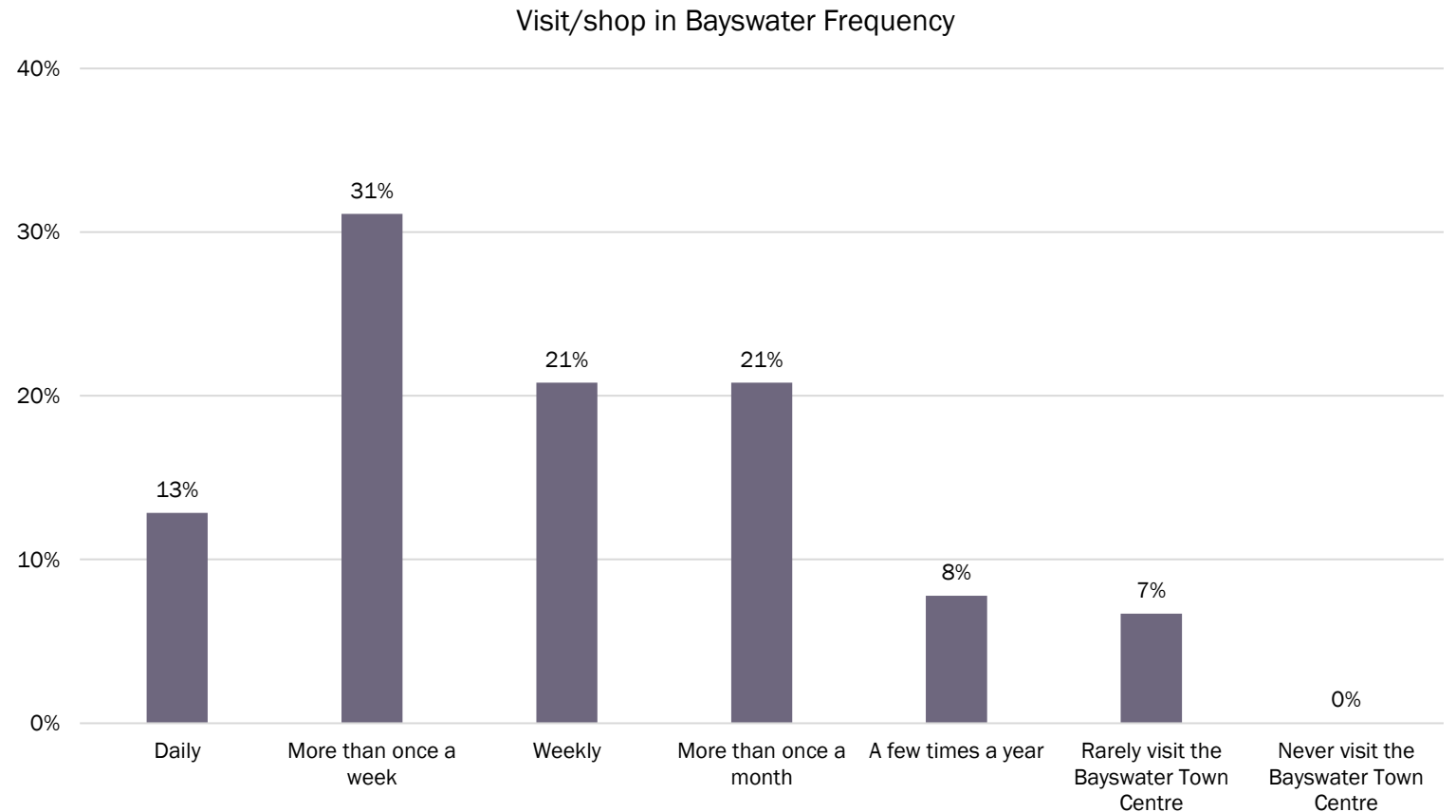


Town Centre Visitation

Town Centre Visitation

How often do you currently visit/shop in Bayswater?

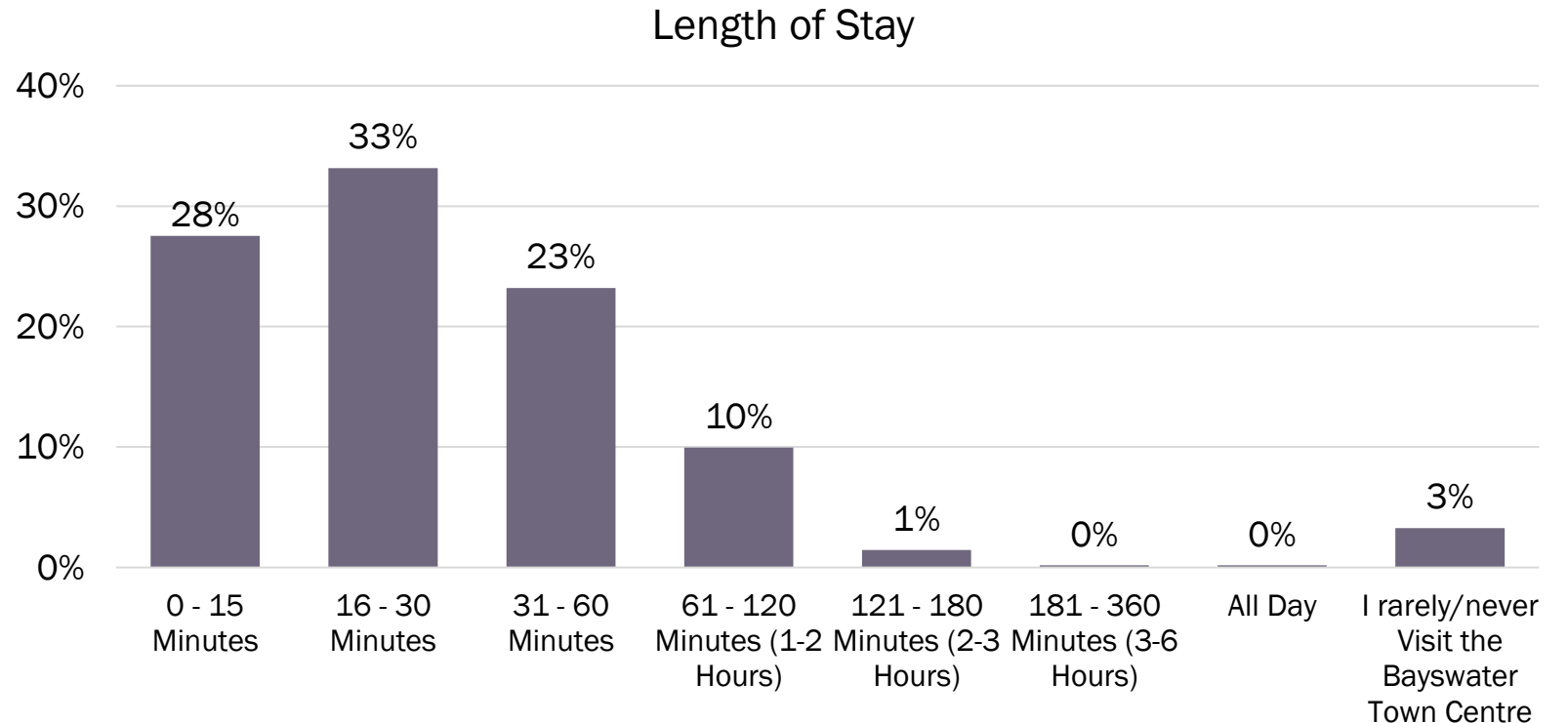
Nearly two thirds of respondents (65%) visit the Bayswater Town Centre at least weekly



Town Centre Visitation (cont.)

During an average visit to the Bayswater Town Centre, how long do you usually stay?

The vast majority (84%) of respondents only visit the Bayswater Town Centre for an hour or less.



Town Centre Visitation (cont.)

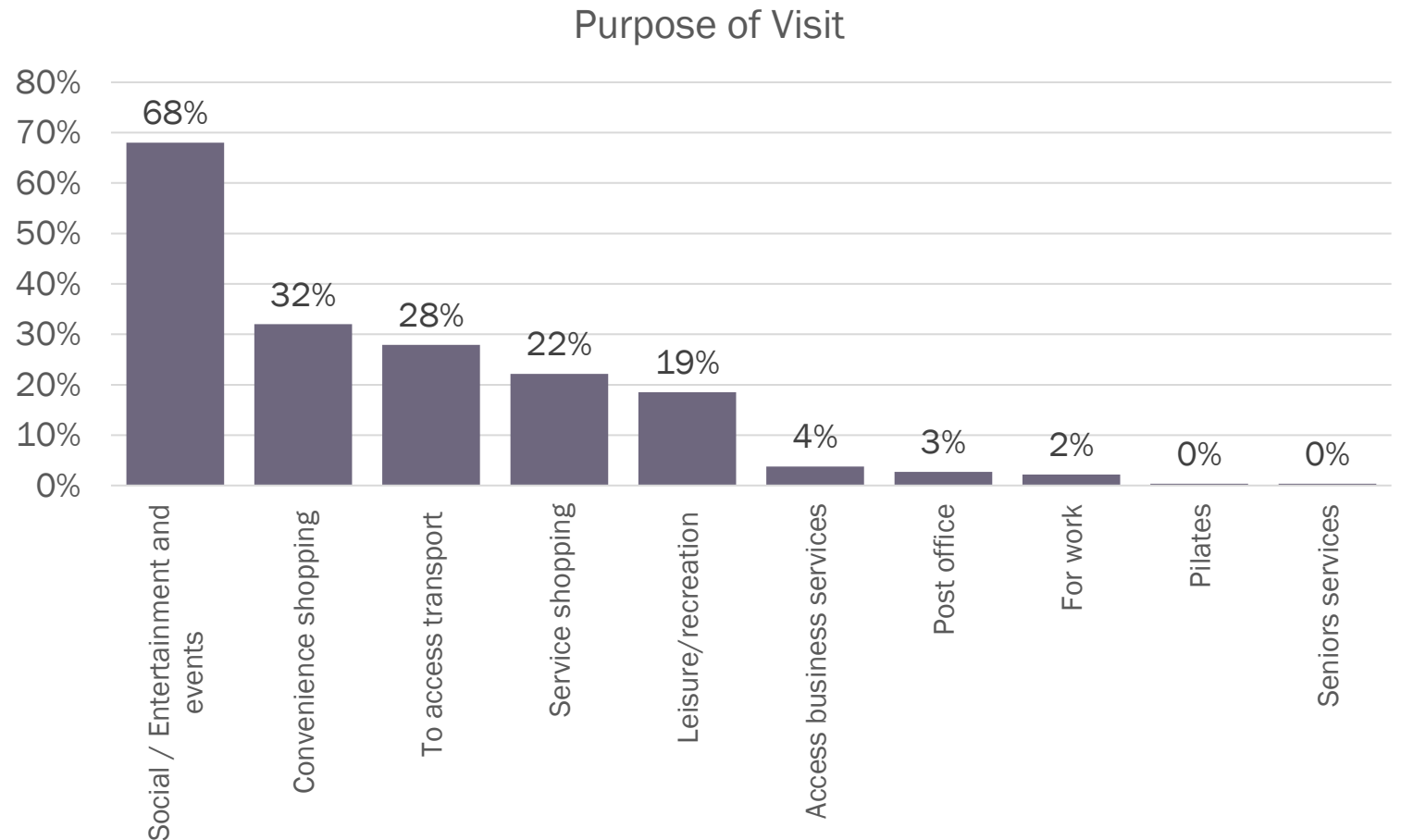
For what purpose do you mainly visit the Bayswater Town Centre?

The top three (3) reasons why those who participated in this survey visit the Bayswater Town Centre is:

1. Social / entertainment/Events (68%)
2. Convenience shopping (32%)
3. To access transport (28%)

DEFINITIONS

- Social / Entertainment and Events (e.g. cafes; bars; Twilight Markets)
- Convenience shopping (e.g. to buy groceries, newsagency products)
- To access transport (e.g. train or bus)
- Service shopping (e.g. haircut; chemist)
- Leisure/recreation (e.g. go to the park; library)
- Access business services (e.g. banking; real estate agents)



Bayswater Town Centre Tenancies

Bayswater Town Centre Tenancies

Top 3 types of hospitality venues people would most like to see attracted to the Bayswater station precinct / town centre

The top 3 types of hospitality venues they would most like to see attracted to the Bayswater station precinct / town centre were:

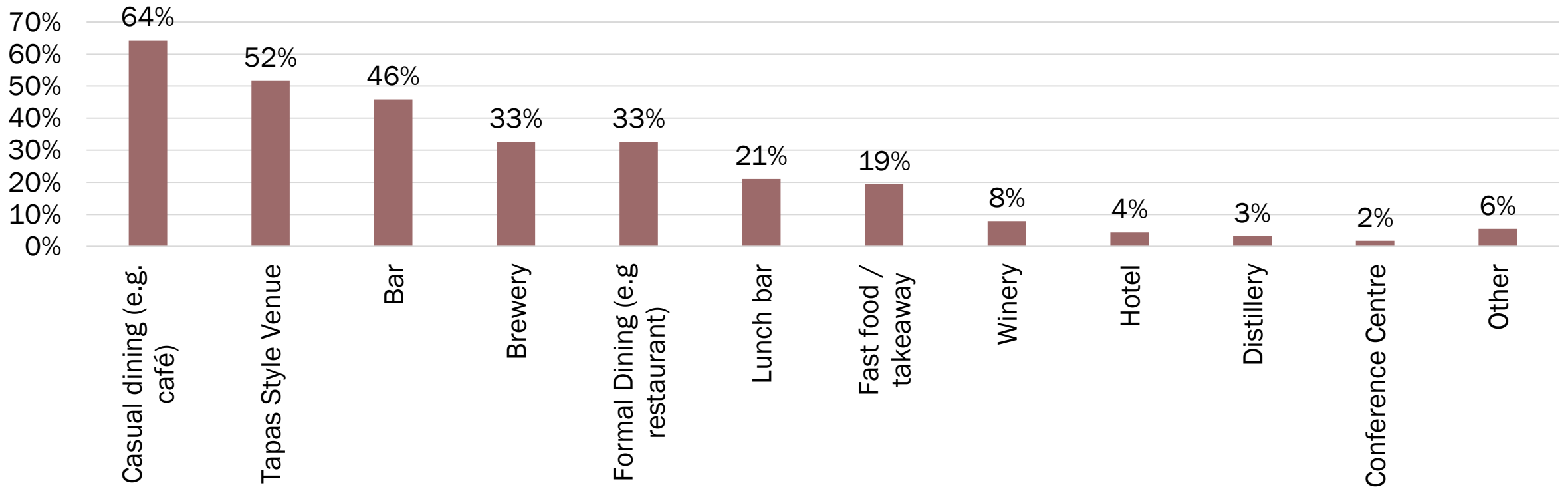
- Casual dining (e.g. café) (64%)
- Tapas Style Venue (52%)
- Bar (46%)



Bayswater Town Centre Tenancies (cont)

Top 3 types of hospitality venues people would most like to see attracted to the Bayswater station precinct / town centre (cont.)

Type of Hospitality Venues



Bayswater Town Centre Tenancies (cont)

*Top 3 **types of cuisines** people would most like to see attracted to the Bayswater station precinct / town centre*

The top 3 types of cuisines they would most like to see attracted to the Bayswater station precinct / town centre were:

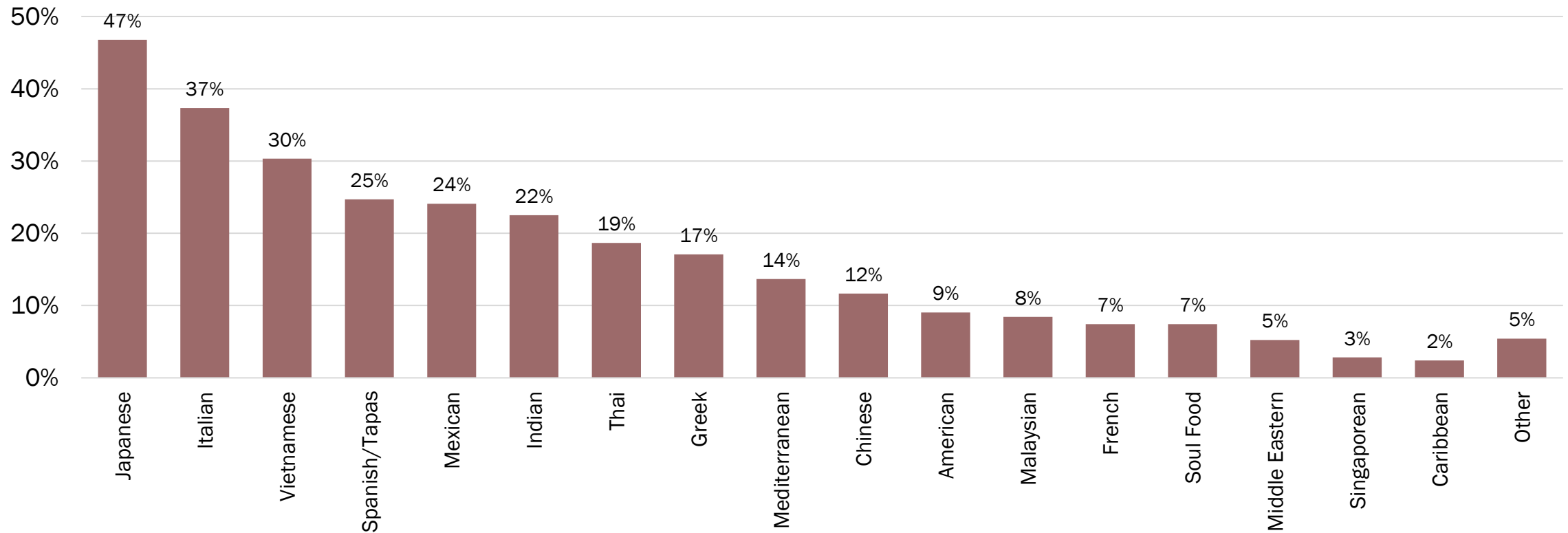
- Japanese (47%)
- Italian (37%)
- Vietnamese (30%)



Bayswater Town Centre Tenancies (cont)

Top 3 *types of cuisines* people would most like to see attracted to the Bayswater station precinct / town centre (cont.)

Types of Cuisines



Bayswater Town Centre Tenancies (cont)

Top 3 types of retail stores people would most like to see attracted to the Bayswater station precinct / town centre

The top 3 types of retail stores they would most like to see attracted to the Bayswater station precinct / town centre were:

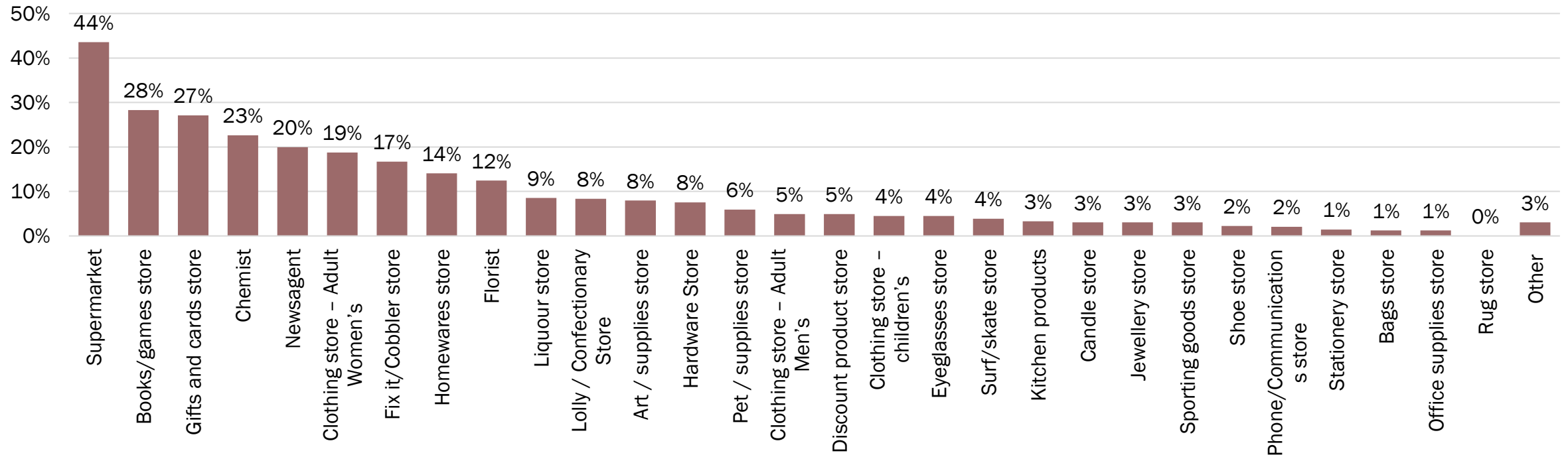
- Supermarket (44%)
- Books/games store (28%)
- Gifts and cards store (27%)



Bayswater Town Centre Tenancies (cont)

Top 3 **types of retail stores** people would most like to see attracted to the Bayswater station precinct / town centre

Types of Retail Stores



Bayswater Town Centre Tenancies (cont)

Top 3 types of fresh food and drink outlets people would most like to see attracted to the Bayswater station precinct / town

The top 3 types of fresh food and drink outlets they would most like to see attracted to the Bayswater station precinct / town centre were:

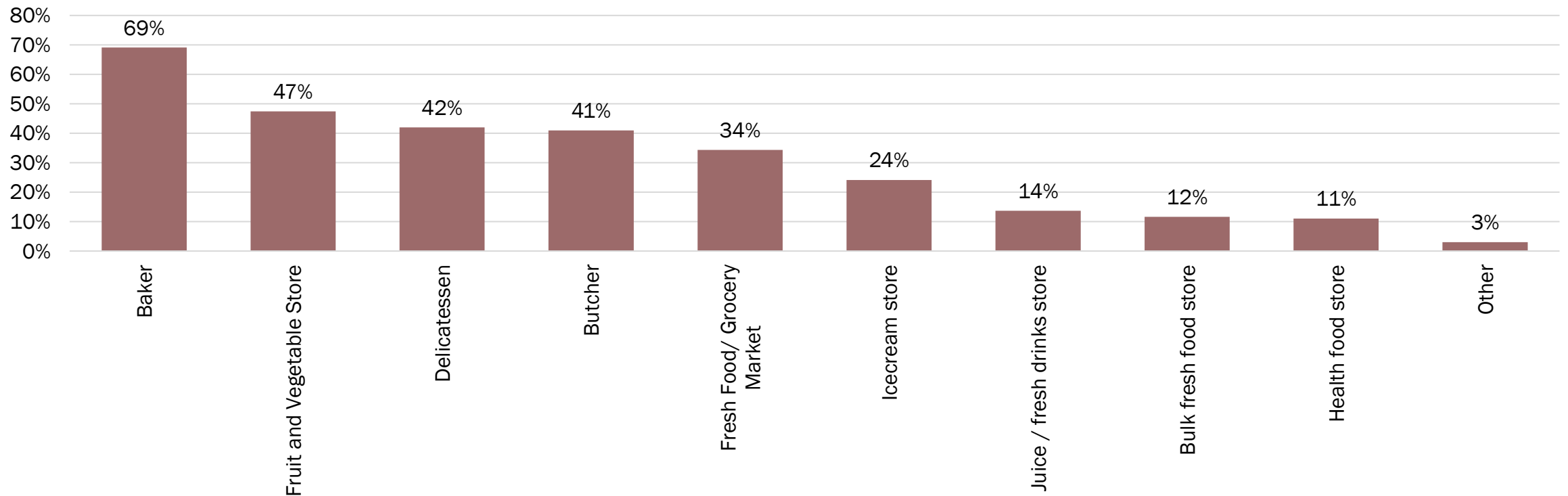
- Baker (69%)
- Fruit and Vegetable Store (47%)
- Delicatessen (42%)



Bayswater Town Centre Tenancies (cont)

Top 3 types of fresh food and drink outlets people would most like to see attracted to the Bayswater station precinct / town centre (cont.)

Types for Fresh food and Drink Outlets



Bayswater Town Centre Tenancies (cont)

Top 3 types of services people would most like to see attracted to the Bayswater station precinct / town centre

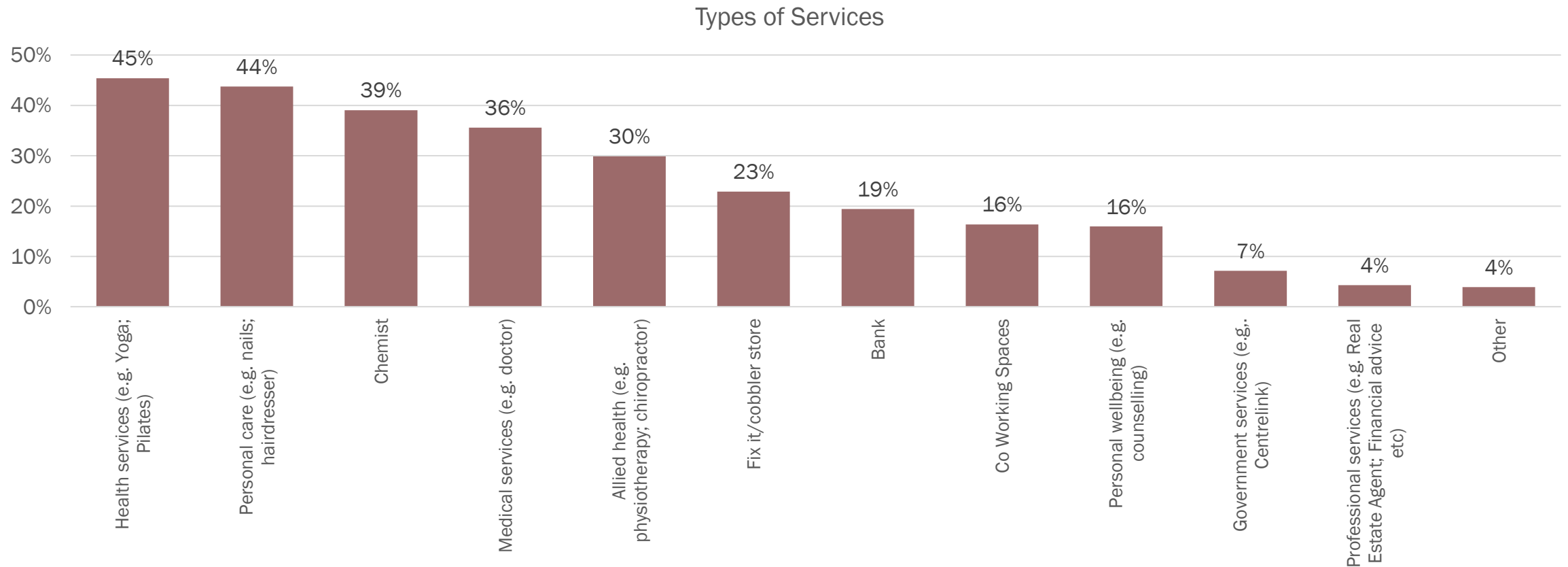
The top 3 types of services they would most like to see attracted to the Bayswater station precinct / town centre were:

- Health services (e.g. Yoga; Pilates) (45%)
- Personal care (e.g. nails; hairdresser) (44%)
- Chemist (39%)



Bayswater Town Centre Tenancies (cont)

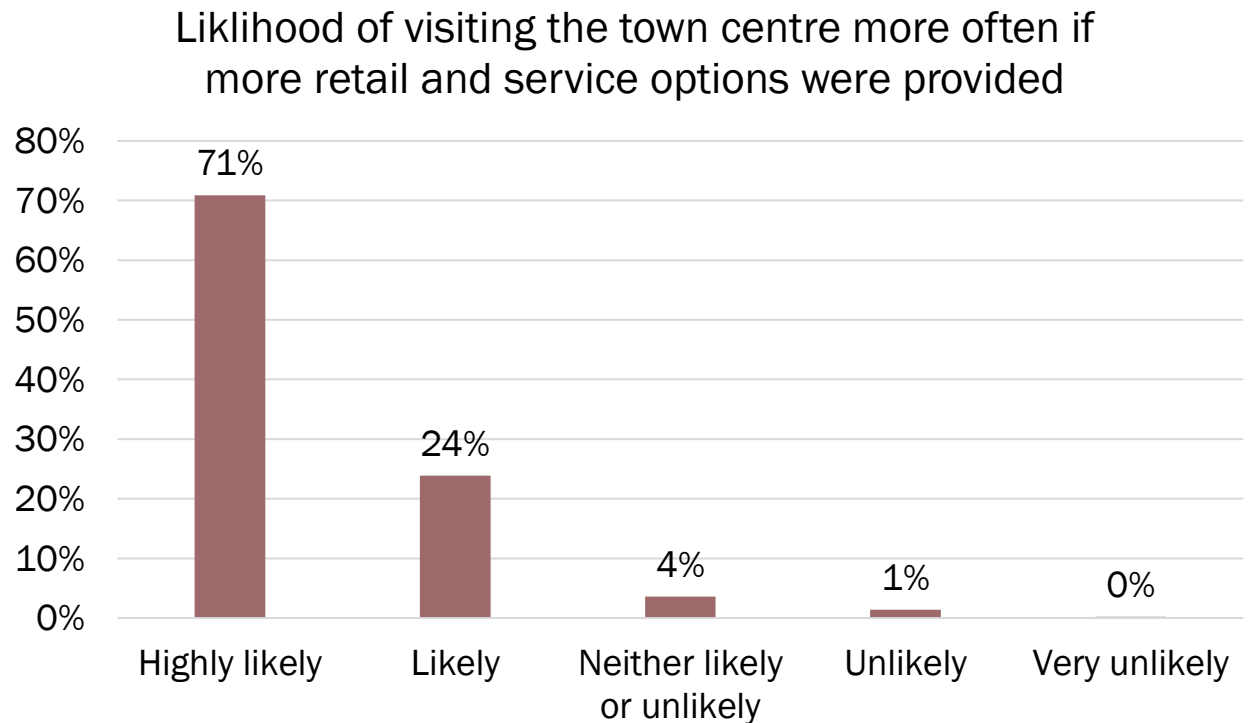
*Top 3 **types of services** people would most like to see attracted to the Bayswater station precinct / town centre (cont.)*



Bayswater Town Centre Tenancies (cont)

If more retail and service options are provided in the Bayswater Town Centre in the future, how likely are you to visit the town centre more often?

- Just under three quarters of respondents (71%) would highly likely visit the town centre more often if more retail and service options were provided.
- A very small proportion of respondents would neither likely or unlikely (4%) or unlikely (1%) visit the town centre more often if more retail and service options were provided.



Top Bayswater Town Centre Tenancies

Top 5 tenancies overall that people would most like to see attracted to the Bayswater station precinct / town centre.

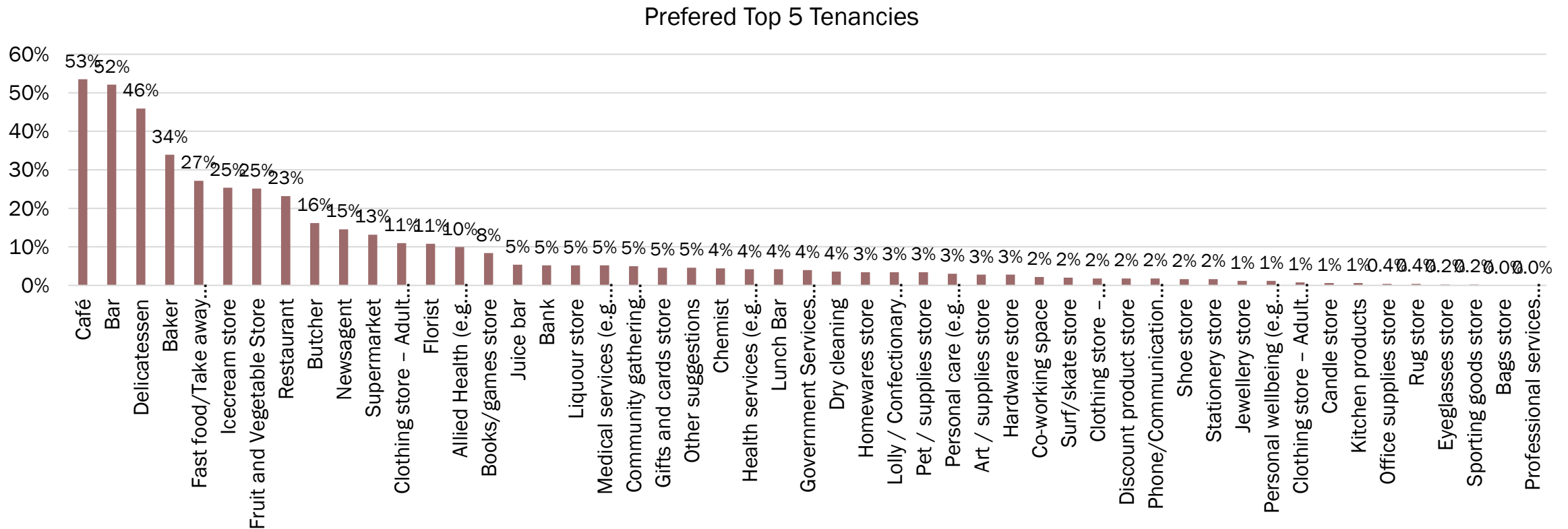
The top 5 tenancies that overall people would most like to see attracted to the Bayswater Station precinct / town centre are:

- Café (53%)
- Bar (52%)
- Delicatessen (46%)
- Baker (34%)
- Fast food/take away store (27%)



Top Bayswater Town Centre Tenancies

Top 5 tenancies overall that people would most like to see attracted to the Bayswater station precinct / town centre. (cont.)



Town Centre Comparisons

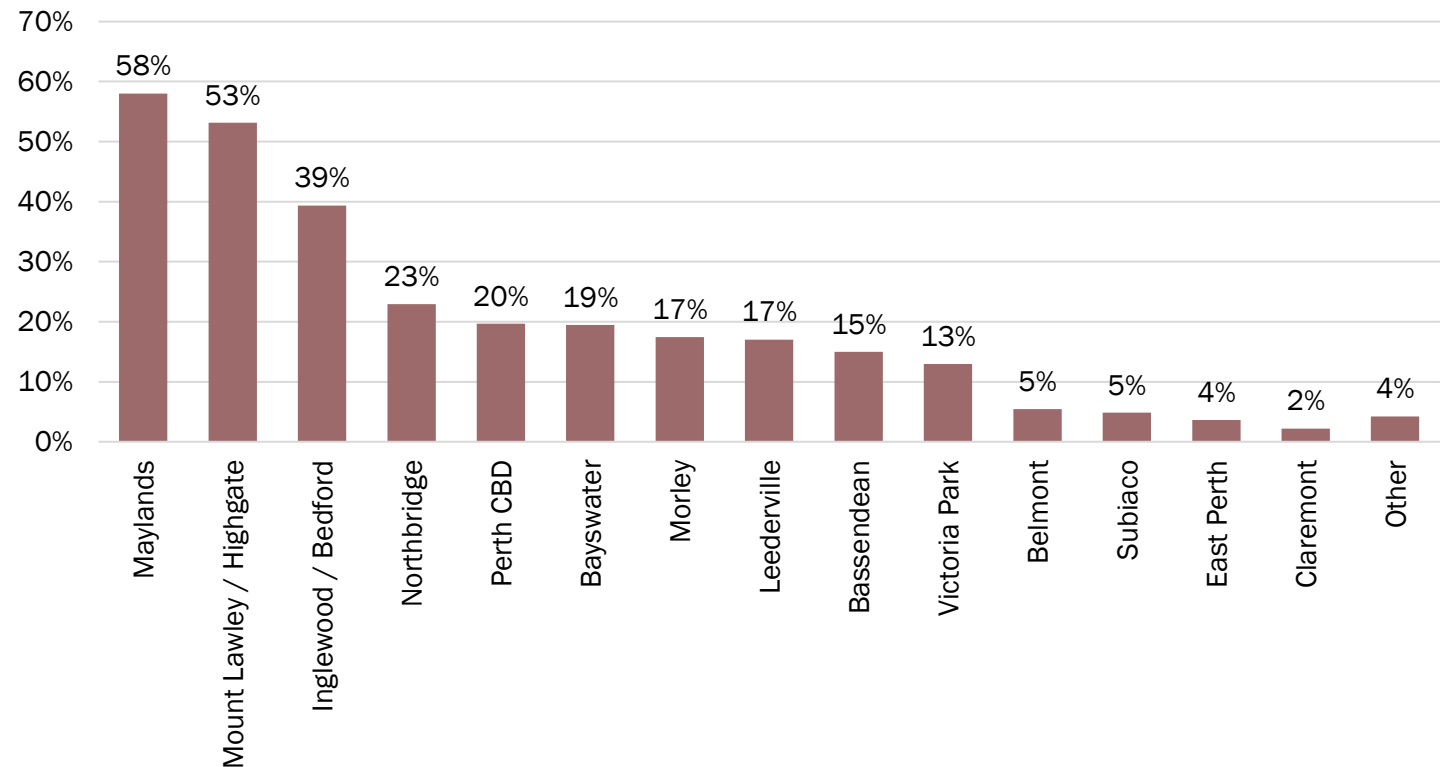
Town Centre Comparisons

Top 3 town centres that people currently **visit most often for socialising and entertainment** (e.g. cafes; bars)

The top 3 town centres that people currently visit most often for socialising and entertainment are:

- Maylands (58%)
- Mount Lawley / Highgate (53%)
- Inglewood / Bedford (39%)

Town centres that you currently visit most often for socialising and entertainment



Town Centre Comparisons (cont.)

*Top 3 town centres that people currently **visit most often for socialising and entertainment** (e.g. cafes; bars) - OTHER*

Of those that choose “other” noted the following:

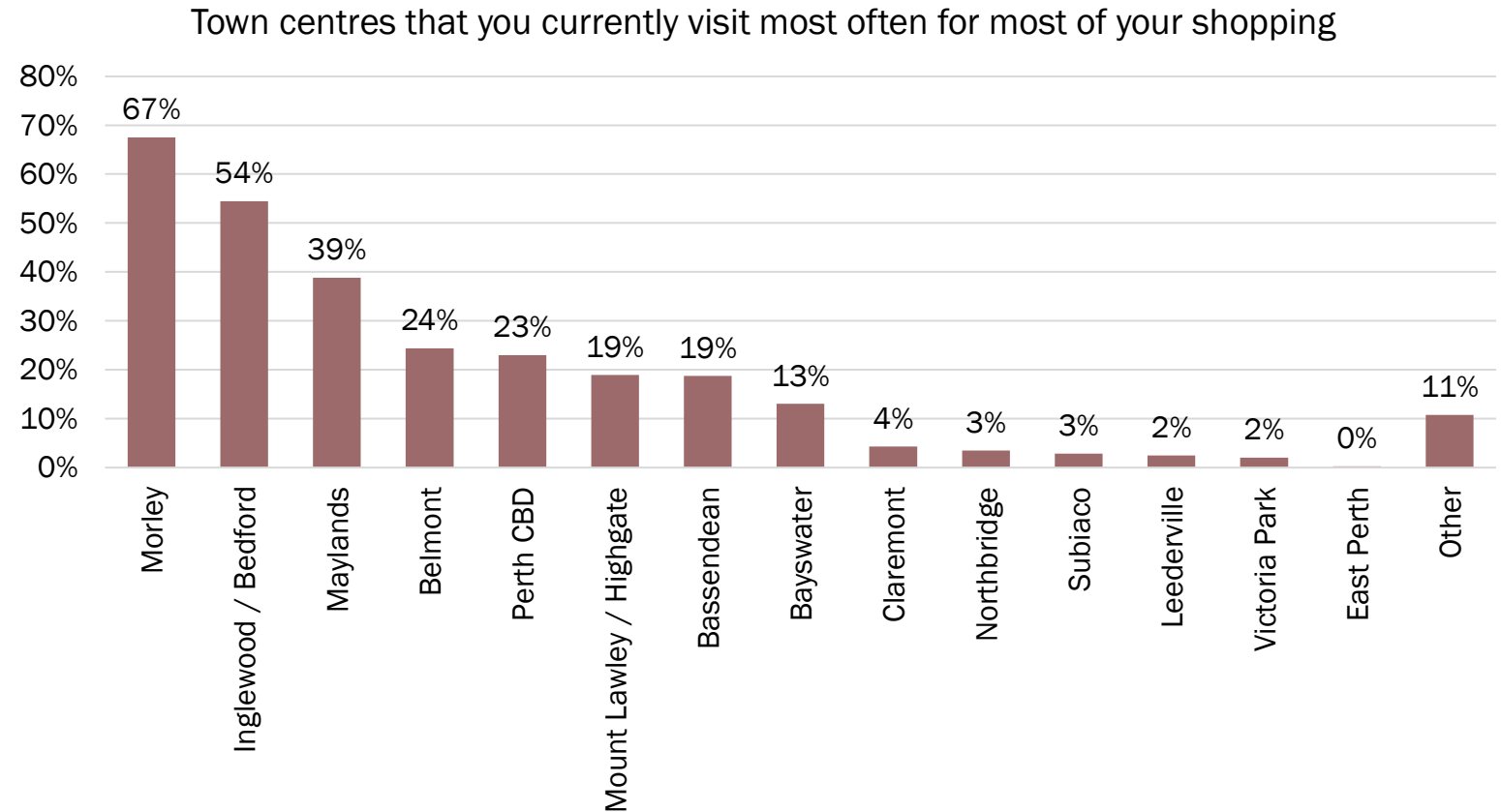
- Guildford (7)
- North Perth (4)
- Scarborough (2)
- All the place that has parking
- Beechboro
- Carousel
- Fremantle
- Kalamunda
- Karrinyup
- Mount hawthorn
- Swan valley
- Thornlie

Town Centre Comparisons

Top 3 town centres that people currently **visit most often for shopping** (e.g. groceries; clothes)

The top 3 town centres that people currently visit most often for most of shopping are:

- Morley (67%)
- Inglewood / Bedford (54%)
- Maylands (39%)



Town Centre Comparisons (cont.)

*Top 3 town centres that people currently **visit most often for shopping** (e.g. groceries; clothes) - OTHER*

Of those that choose “other” noted the following:

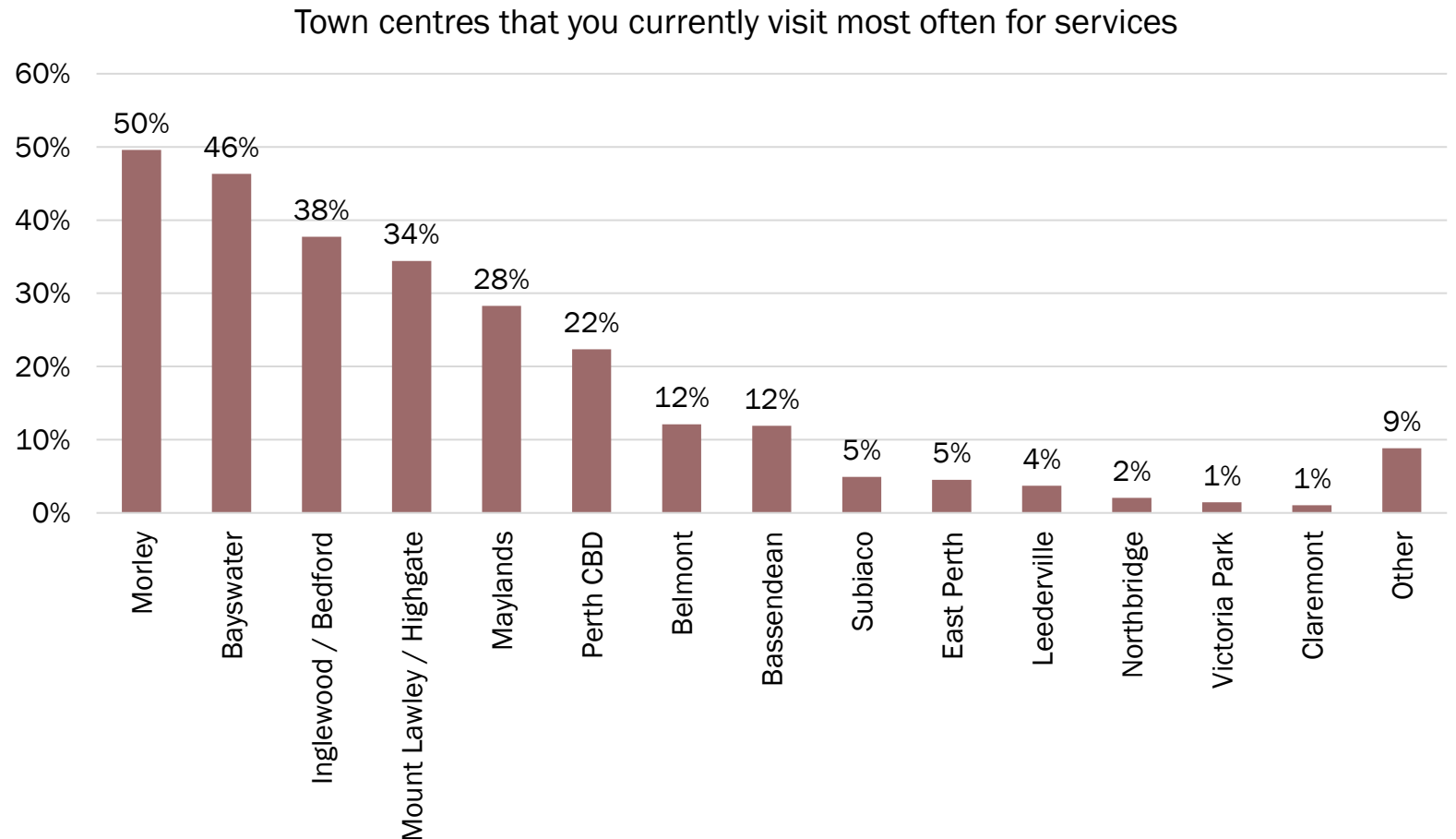
- Karrinyup (10)
- Midland (9)
- Dianella (6)
- Belmont (4)
- Cannington (4)
- Noranda (3)
- North Perth (3)
- Beechboro (2)
- Mirrabooka (2)
- Mount Hawthorn (2)
- Scarborough (2)
- Belmont Forum
- Booragoon
- Floreat
- Fremantle
- Innaloo
- Kalamunda
- Perth airport
- Shop online
- Tuart Hill

Town Centre Comparisons

Top 3 town centres that people currently **visit most often for services** (e.g. health; fitness; finance; pharmecueticals)

The top 3 town centres that people currently visit most often for services are:

- Morley (50%)
- Bayswater (46%)
- Inglewood / Bedford (38%)



Town Centre Comparisons (cont.)

*Top 3 town centres that people currently **visit most often for services** (e.g. health; fitness; finance; pharmaceuticals) - OTHER*

Of those that choose “other” noted the following:

- North Perth (13)
- Midland (7)
- Noranda (4)
- Nedlands (3)
- Mount Hawthorn (2)
- Beechboro
- Butler
- Dianella
- Floreat
- Kalamunda
- Karrinyup
- Kiara
- Kingsway
- Mirrabooka
- Online /telehealth
- South Perth
- Stirling
- West Perth

BIG IDEAS!

BIG ideas for improving the Bayswater Town Centre



This includes more cafes, restaurants, bars, and street dining options, with a particular emphasis on evening venues to revitalise the area's social life.



Respondents desire more local grocery options such as bakeries, fruit and vegetable markets, butcher and supermarkets.



Calls for more trees, green spaces, and dog-friendly areas were prominent, enhancing the environmental and leisure aspects of the Town Centre.