


GLENORCHY

CBD Revitalisation Project



A guide to doing
business during
construction and
road upgrades

Welcoming City
welcoming place



GLENORCHY CITY

Welcome

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A message from the Mayor

Council is upgrading Main Rd – from Terry to Barry Streets; the first major upgrade of the CBD area in 30 years. The work getting underway will create temporary disruption, but the results will be worth the inconvenience.

Investing in businesses - our local economy

The CBD upgrade is Council’s investment in our local traders and businesses. Providing quality public spaces encourages pedestrian movement; slower movement through a CBD means people notice shops, window displays, stalls and walkers are more likely to see opportunities to spend.

Enhancing public space and increasing pedestrian movement has a positive effect on the surrounding businesses; encouraging local people to buy goods and services in their own neighbourhoods and attracting more customers from elsewhere.

Well-planned public spaces can boost foot traffic and trading by up to 40%. Preliminary estimates suggest the CBD Revitalisation improvements could boost Glenorchy’s economic output by \$1 million per year.

Once complete the Glenorchy CBD will be inviting and activated; a well-connected place for all ages and abilities. The project will include improvements such as:

- Reduced road width, while still allowing for two lanes of traffic – this will reduce traffic speeds and increase overall safety;
- Improved access for residents with mobility issues;
- Wider footpaths, creating more space for pedestrians and outdoor dining;
- Lower speed limit – a reduction from 50kph to 40kph;
- High quality street furniture – more places to sit and relax – with smart seating containing USB and power outlets;
- Improved lighting right throughout the CBD area; improving safety and supporting night trading.

The objective is to work towards the Glenorchy CBD being a unique, inviting, well-connected commercial and community hub for our municipality.

Mayor Kristie Johnston

Be proactive - assist your business

The City of Glenorchy is growing

Upgrades to infrastructure, improvements to existing community facilities, streetscape and temporary public space projects are some of the positive initiatives that Glenorchy City Council is delivering to help create a healthy, smart and creative region.

We understand construction projects may impact local business and residents, so we have prepared this guide as one of the tools to help you plan and prepare in advance of construction beginning in your area.

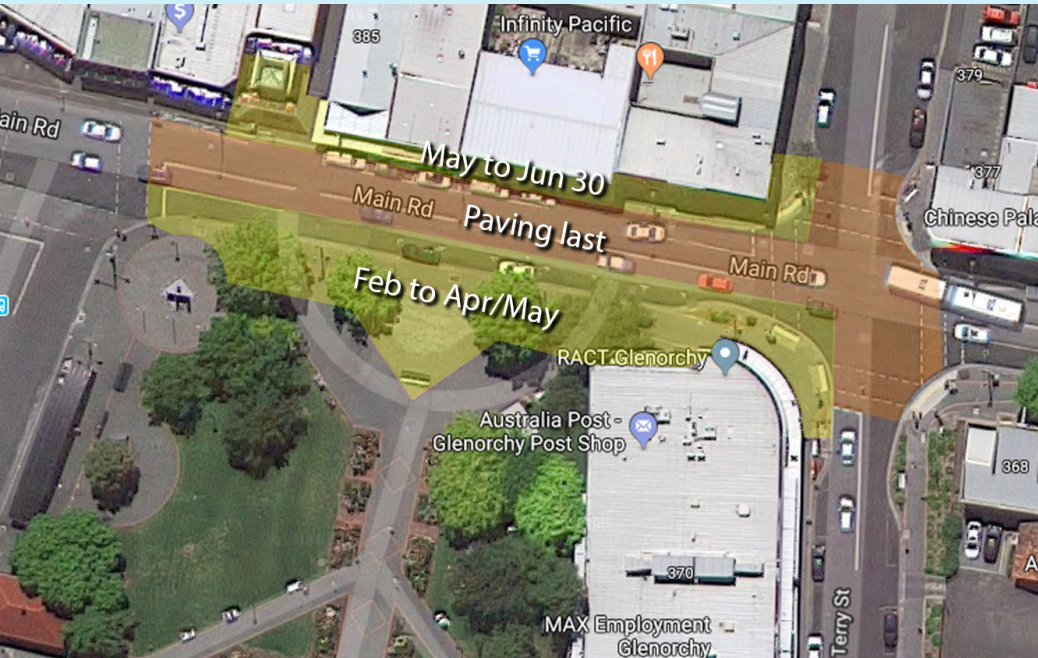
How you can be proactive

The early stages of a planned project is the perfect time to brainstorm ideas with other businesses in your area to identify possible activities and events which could help drive business and attract customers before, during and after the construction period.

Timeline



About the CBD Revitalisation Project



Glenorchy City Council has commenced an exciting project to transform the Glenorchy central business district (CBD). The main focus of this project is the section of Main Road between Terry Street and Barry Street (Stage 3). Stage 3 of the CBD Revitalisation project will be officially launched on 30th January 2019. From January to June 2019, the CBD area will witness major changes in surrounding footpaths, roadways, parking, street arts and other elements. The construction timeline of Stage 3A can be found in page 2 and 3 of this guide book.

Top 12 CBD Improvements

- Public art for everyone to enjoy
- Feel safer with improved lighting
- More disabled parking in better locations
- Improved cyclist access
- Bike racks so you can cycle to the shops
- Wider footpaths
- More comfortable seating
- More jobs
- More natural greenery
- Future outdoor displays and dining
- Very pedestrian friendly
- Fresh, vibrant new look

How council plans for the projects

Council undertakes consultation, well before construction starts on a streetscape or major construction projects, to work with the community to ensure a town's identity and community values are retained.

After community feedback is received, council starts planning and designing. Then, once budget is allocated, construction is scheduled. Consultation takes place throughout this process.

How council helps support a community during construction

Council's project teams and contractors make every effort to reduce the impact of major construction projects to nearby businesses including:

- Wherever possible, avoiding planned work during peak holiday periods (such as Christmas and Easter);
- liaising with local organisations such as the local business association or community groups prior to construction to identify ways to help reduce project impacts;
- informing businesses of timeframes of upcoming work so they can plan ahead;
- providing regular, detailed construction updates to local businesses and community members through several methods of communication;
- once work is underway, retaining access for customers and vehicles during standard trading hours (wherever practicable and safe to do so);
- providing project information on council's website and social media platforms including the project benefits for residents, visitors and local businesses through to specific construction details such as changed traffic conditions.

For more information about projects and planned works contact Council at cbdproject@gcc.tas.gov.au or (03) 6216 6800 or visit www.gcc.tas.gov.au/businesses/cbd-revitalisation-project

Before construction

How can you be proactive?

To assist in this process, we've started with a few actions.

- Talk to your staff and make them aware of the construction period and potential impacts on your business.
- Brainstorm ideas with your staff about how they can give even better customer service. Ask your customers to keep supporting the business during the construction period. Get customers' emails and other details and alert them to specials/promotions and/or events that you can run during the construction period.
- Talk to your neighbours and see what plans they have to promote their business/products/services and identify if you can collaborate on any initiatives or share costs on initiatives.
- Can you take your products and services offsite to new locations/businesses to expand business? Market stalls, or a mobile operation during construction.
- Ensure your signage and directions to your store (area) are easy to understand and clearly communicates that you are open and your hours of trade.
- Do you have your customer database up-to-date, so you can communicate with your customers?
- Ensure all staff know where customers can park when visiting your business (consider printing some maps).

As a business owner, you're always planning and improving your business. When you're informed ahead of time, project construction is something you can prepare for.

Here are some best practice suggestions to help you manage during the construction process.

Partner with other local businesses

- You're not alone. Collaborate and work together with other businesses and community leaders in your area so you can communicate effectively and make any concerns heard.
 - Develop a group plan to stay in contact and share information with council, the construction project team and most importantly, clients and customers.
 - Connect with community groups and neighbourhood associations to widen your communication audience. These organisations could potentially assist you to coordinate communications to the community, updating them about promotional activities, road closures and any other relevant information.
 - Alert key stakeholders and influencers (local Police Station, local School and other professional offices) with a fact sheet explaining that shops are still trading and providing key information and seeking their ongoing patronage and support. Make it personal. Tell a story.
 - Working together has benefits in understanding considerations and developing ideas to deal with future issues.
- Ensure you have the most current project information so that you can plan for your business accordingly;
 - Ensure you stay aware of the various construction phases and what this will mean for your business, for example will customer access be affected? Will there be changes to parking or deliveries? Do you need to advise any suppliers of changes?
 - When a project starts in your area you'll be supplied with contact details of the project team, including email address. This will be your point of contact during the project;
 - Communication is critical during the entire construction project;
 - As a business owner, you should communicate with the project team, employees, other businesses, and most importantly, your customers;
 - It's important to discuss the project with your staff as they may be impacted by changed hours, traffic changes or changes to parking;
 - Having an open discussion provides staff with information and sets their expectations.

General project information can also be found at www.gcc.tas.gov.au.

Communication

Construction timelines can be impacted by many factors including weather, funding, utility providers (such as phone, water, power) and underground services, so staying informed will allow you to plan your business operations more efficiently – whether construction is occurring directly in front of your business or in the nearby vicinity:

Resources planning

- You may need to consider changes to trading hours and staff rosters to adjust to changes in customer numbers/visitation patterns once construction begins. Plan ahead for this important step and engage your staff early.

- Encourage employees to share any concerns they may have with you. Your staff will appreciate the opportunity, and discussion may spark new ideas that will benefit your business.

Stock

- Consider how you will manage your stock levels or orders prior to/ during construction. How will you handle deliveries? Do you need to plan for changes in visitation patterns and deliveries?

Suppliers and lines of credit

- Inform current suppliers of the upcoming construction project and see if there are opportunities to involve them in the construction activity. Do they want to be part of a special product promotion? Can they assist in providing deliveries when it suits you? Do you need to ask them to review your line of credit and payment schedule aligned to new customer visitation patterns?
- Communicate with your suppliers any changes to access and modify delivery days and schedules to suit.
- Speak with the project team to ensure deliveries can be made to your business during construction.

Landlord

- Advise your landlord of the upcoming construction project and be sure to keep them informed of all construction information.
- Think about how the landlord could be part of your planning? Can they provide assistance/ support to businesses as they are likely to see an upside in assets and rents in the medium and longer term when the project has finished?

Budget review

Budgeting and understanding your cash flow situation is one of the most important areas of your business. You may need to investigate managing your cash flow tighter than normal and think about new budget line items, for example increased cleaning of signage, windows and general cleaning and upkeep to keep dust to a minimum.

For more information about budgeting visit the Tasmania Government's business and industry portal: www.business.tas.gov.au

Gather customer contact information before construction begins

- Keeping your customers updated with information is vital. Providing customers with information about the project, what to expect, where to park and how to reach you will benefit you and customers. You may also like to communicate any specials, sales or activities that you are planning.
- Consider offering promotional specials during the construction period.
- Send weekly emails to customers to encourage ongoing patronage and support. Keep them informed and involved.
- Use a database and email management tool to build your customer database. You can use this to track who is opening your communications and see what promotions or information they are clicking on and reading.

Inform customers before, during and after construction

- Keep your customers informed so they can navigate construction and access your business.
- Keep them focused on the end product and the benefits for them as a loyal customer to your business (for instance, more shade, increased seating spaces, improvements to parking or public art).
- Consider posters or handing out copies of alternative routes to your business before and during construction, show them pictures of the 'finished product' to help demonstrate the small inconvenience will be worth the gain (for them and for you).

Social media

Well-structured social media advertising campaigns with high quality visual components can help you grow your following, better reach your existing followers and reach people within a geographic area who

don't follow your pages. Facebook ads in particular can reach a much larger audience than traditional advertising for small businesses with a small advertising budget. Great photos and short videos are most engaging and you can capture content on your smartphone and use photo editing apps to enhance them. Consider having a private Facebook group for you to share ideas, tips and concerns with other businesses in the area impacted by construction. Only communicate positive opportunities externally.

Driving customers to your business

Historically, many businesses reduce advertising and promotional expenditure rather than slash fixed costs during construction periods. However, studies have shown that those maintaining or increasing advertising outlays during slowdowns wind up outselling rivals who cut back. Here are some tips for driving customers to your business:

- If you have not already started a customer loyalty rewards program, website or text marketing program, this may be a good time to do it.
- Work with your business neighbors to run special promotions such as BBQs, pop-up markets, street parties or prize draws.

Extended business hours

- Consider staying open later in the evening after construction crews have finished for the day or opening a little earlier to take advantage of construction teams in the area (particularly if you are a food related business).
- Be flexible to accommodate customer demands and other perceived needs where possible.

Make the construction work for you

- If you've been considering a business remodel/refurbish, why not do it during the construction period? Use this period to get things done that you haven't had time to address.



During construction

Handy tips once construction begins

Here's some ideas during construction:

Stay informed

- Check Council's website, talk to your neighbors, ask your local business association or get in touch with Council's customer service staff.

Create a friendly rapport with construction workers

- The project will bring construction workers to your area, they are all potential new customers for coffee, breakfast or lunch if you are a food related business.

Be positive

- Encourage and generate a positive, healthy working environment with staff and customers to ensure retention of valued employees and customers.
- Have a positive attitude, especially when dealing with the public and customers. People want to have a pleasant experience in your community and business district.
- Tell the truth about the construction situation in an upbeat way. Don't apologise for the construction situation, unless you really need to. Everyone knows construction can be an inconvenience, you don't need to remind them. Negativity and complaining will drive people away. A positive, fun atmosphere will bring them back.



Post construction. You made it!

Consider promotions and advertising

- Let customers know that the project is finished, roads are open and it is 'business as usual'.
- Promote the new environment and convenience of the completed project.

Celebrate the project's completion and host a reopening event

- Talk to your local project staff or business association or join with other local businesses to hold a ribbon-cutting ceremony, grand celebration or community event and invite the local news media, council, customers and the community to the event/ceremony.
- Consider an advertising or promotional campaign.
- Support other businesses that undertake promotional activities.

Compensation

Council appreciates that there are many challenges for all types of businesses during construction activity. The law recognises that it is in the greater public interest that government be able to carry out public works. Other than under compulsory acquisition, this generally entitles federal, state and local government organisations and departments (such as Transport and Main Roads) to construct works, including streetscape and place making projects without providing financial compensation.

Some businesses may have clauses in their insurance policies to cover lost trade/income or landlords may agree to provide rent abatements or reductions for a period.

Your business continuity checklists

Before construction

- Stay informed about upcoming construction projects in your area.
- Contact other businesses in previous project areas for their experience and tips on how to trade during construction projects.
- Develop a marketing plan, to identify how to attract customers to your business during this time. Construction may take many months, what initiatives can you plan in advance to encourage customers?
- Collaborate with businesses, business association and other community associations in your area on marketing initiatives like advertising, social media or events that could attract visitors to the street or precinct.
- Plan staff levels during construction. You may need to discuss this with your staff, for example changed hours might be an option or discuss with neighbouring businesses how you can manage staff impacts/levels.
- Contact lenders and landlords to inform them of the construction timeframes and potential impacts.
- Review your inventory. Do you need to stock-up or manage a just-in-time model? For example, will you still need the same amount of fresh produce or general stock levels?
- Rework your budget or look at your outgoings - purchasing? Reviewing the budget allows you to plan, forecast and manage better cash flow where possible.
- Collect contact information for your customers and notify them of the project in advance. Having an up-to-date database has many benefits including providing accurate information to customers, project information, sales you're planning, events happening in the area and any changes to parking during the project.

During construction

- Pool advertising and marketing resources with other businesses in your area.
- Stay informed and check the Council website.
- Develop a friendly rapport with construction Workers.
- Check signage at your shop front and discuss with the project team about direction signage and alternative access point options.
- Provide information and access directions for staff.
- Keep a script about the construction work next to your phone.
- Use social media to keep customers informed, offer contests, vouchers, etc.
- Consider extending business hours.
- Deliver products to your customers or increase online business.

Post construction

- Advise customers that roads are open and promote the new image.
- Celebrate with an event or grand reopening event.
- Support other businesses undergoing construction work in the area.
- Acknowledge the benefits of the project and thank your staff and customers for their patience.

For more information about projects and planned works contact Glenorchy City Council on 03 6216 6300 or email cbdproject@gcc.tas.gov.au