

BRONTE SURF CLUB AND COMMUNITY FACILITIES. CONSULTATION REPORT - 2019



Waverley Council acknowledges the Bidjigal and Gadigal people, who traditionally occupied the Sydney Coast and we acknowledge all Aboriginal and Torres Strait Islander Elders both past and present.

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Executive summary

Waverley Council (Council) is working with Bronte Surf Lifesaving Club (SLSC) to deliver a modern and sustainable new surf club and community facilities.

There are over 1,900 Bronte SLSC members, who, alongside Waverley Lifeguards, use the Club as a hub for rescues, training, storing equipment and first aid.

The building is no longer fit-for-purpose and must be rebuilt to meet the needs of contemporary surf lifesaving and the community, including:

- Balance of female to male facilities
- Compliance for family change rooms and accessible amenities
- Fit-for-purpose lifeguard and lifesaving facilities including adequate storage and training spaces

The promenade and community facilities next to the Club are also to be rebuilt.

Community consultation began after completing a needs analysis with Waverley Lifeguards and Bronte SLSC. The results of which (this report) will be provided to the architects and external consultants as a holistic representation of the uses of the building and surrounds.

Overall, around 160 people formally participated in the engagement process, and more than 226 people registered to be informed on project developments .

Participants were asked how important three guiding principles developed from the Park and Beach Plan of Management 2017 (POM) were to them, in relation to the club. The three concepts were community hub, natural environment and connected to the environment. The overall results were:

- 1. 'Natural environment' was rated as the most important. The community would like to see the building:
 - a. blend in with its surrounds by using locally aesthetic materials (sandstone, wood and greenery)
 - b. be built to the highest possible sustainable rating.
- Residents feel very strongly about Bronte. The Club is important to the community as are the services its members provide, however, lifeguard facilities should be the number one consideration.
- 3. The most popular activities are:

- a. Swimming
- b. Walking
- 4. All forms of accessibility to the club is important. It was noted there should be separation between the coastal walk and the Club building as there are current congestion issues.

Summary of findings:

1. Community hub

Q1: How important is it to you that the building has fit-for-purpose lifesaving/lifeguard facilities, welcomes members and the community, is a place where people feel comfortable to seek help and celebrates the rich history of Bronte?

- 89.4% of respondents determined this was 'very important' or 'important'

2. Natural environment

Q2: How important is it to you that the new building is sustainable, integrates and highlights the natural environment and uses durable materials?

- 91.25% of respondents determined this was 'very important' or 'important'
- This was the most important of the guiding principles.

3. Connected to the environment

Q3: How important is it to you that the building links to the beach, promenade, park, Coastal Walk and gully by seamlessly connecting the indoor and outdoor spaces?

- 80.63% of respondents determined this was 'very important' or 'important'

4. The Bronte identity

Q4. We are unique as Bronte is beautiful. We all interact with the area differently. My most important activity at Bronte Beach is (please choose all that apply).

- 85% of all respondents said their number one activity is swimming
- Other activities of importance were walking (55%), and spending time with family and friends (50%).



Background

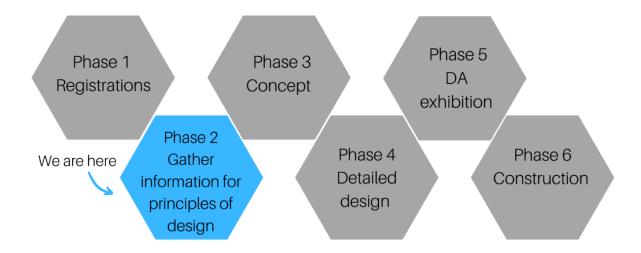
Council intends to demolish the existing Bronte Surf Lifesaving Club (SLSC) building and community facilities. The new building will accommodate Bronte SLSC, public toilets and change rooms, staff amenities, kiosk, and lifeguard facilities in accordance with the POM.

In collaboration with Bronte SLSC, Council sought input from the community regarding the guiding principles that will inform the architect's first concept.

No design of the building has been undertaken and will depend on the outcome of this consultation; value would be given to community preferences.

Further consultation is proposed for subsequent phases of the project to ensure that this initial successful dialogue with the community is maintained.

Bronte Surf Lifesaving Club and Community Facilities Upgrade – Stage 2 Engagement Report



Approach:

Three guiding principles were identified by undertaking the following:

- Needs analysis with Waverley Lifeguard
- Needs analysis with Bronte Surf Club members
- Review of relevant documents and policies (particularly Bronte POM)

The guiding principles identified were:

- 1. Community hub
- 2. Natural environment
- 3. Connected to the environment

Each of the three guiding principles contained one question. Each question then contained a range of 'value options' from which community members could select and rank what was most or least important to them.

Community consultation phase 1 – Objective

- Create a strong working relationship with Bronte SLSC, Waverley Council and the broader community to obtain public feedback on amenities alternatives.
- Work with Bronte SLSC and place final decision-making in its and its members' hands, and create a future-focused club.

Engagement methodology

A range of engagement methods were employed to maximise the opportunity for community participation. Of particular note was the Have Your Say day as we had a broad age demographic from particpants.

Where respondents did not have time to engage with face-to-face consultation they were provided with a flyer and were encouraged to complete the online survey.

The engagement process aligned with Waverley Council's adapted IAP2 model for community engagement.

Method	Overview	Date	Response
Have Your Say	Council's 'Have Your Say' website had a dedicated	3 September	1,000 total visits
website	page for the project.		during registration
			and consultation
2700 flyers	2500 letters were dropped to letterboxes	12 September	
drop to	surrounding the surf club.		
residents in			
Bronte			
Media release	The release outlined the overall project and the	9 September	1 x article
	working relationship between Bronte SLSC and		Wentworth Courier
	Council; it was sent to local media.		1 x article The Beast
Mayor's	The column was placed in the Wentworth Courier at	11 September	N/A
column	the start of the consultation period. It explained how		
	Council had arrived at this point and how to get		
	involved in the consultation.		
Social media	In collaboration with Bronte SLSC, Council posted	16 September	Reach: 3,161
posts	four times across Facebook and Instagram.	29 September	Engagements: 272
		4 October	
		12 October	
Stakeholder	Two stakeholder meetings were held to discuss the	4 October	9 attendees
sessions	project and gather specific feedback.	25 September	

Have Your Say	One 'Have Your Say' day was held at Bronte Beach.	13 October	200+ spoken with.
day at Bronte	Over 200 people of all different ages came through		80 formally
Beach.	to talk to Council officers about the project.		participated
	The majority of participants were from Nippers (kids		
	and parents).		
Online survey	Available on Council's Have Your Say website, the	15 September	80 submissions
	survey asked participants to provide feedback on the	through to13	
	guiding principles of the project. The format of the	October.	
	online survey was consistent with that of the 'Have		
	Your Say' day and stakeholder workshop #2.		
Precinct	One meeting with the Bronte and Bronte Beach	25 September	6 attendees
meetings	precinct.		
Advertising	One advertisement was placed in The Beast.	September	N/A
		edition	
Waverley	Waverley Council's weekly newsletter promoted the	3 October	Reach: 1,117
Weekly	consultation.		Reach: 1,446
enewsletter	A specific mailing list was created for the project	16 September	
	which also received the enews.		
Stakeholder	Council contacted a full stakeholder list on the first	10 September	Reach: 700+
outreach	day of registration including:		
	Evolution to Fitness		
	Eastside crew		
	Bronte Gully Bushcare Group		
	Bronte Waterfall Bushcare Group		
	Bronte Swimming Club		
	Bronte RSL Swimming Club		
	Bronte Splashers Swimming		
	Bronte Breakers swimming club		
	Dr Bronte Swim and Discussion Club		
	Bronte Joggers Club Constituted		
	Bronte Boardriders		
	Bronte Board Riders Club		
	Waverley Historical Society		
		I	

Bronte Precinct	
Bronte Beach Precinct	
Council also invited 779 people who had	
participated in other Bronte related projects to sign	
up and get involved.	

Data overview – Online survey

Registrations:

- A total of 226 registered to be a part of the public participation Stage 1 Gathering information.
- 91 people who registered were members of SLSC, 139 identified as a local, 11 people were visitors and 3 people worked at Bronte Beach.

Survey:

- 80 people responded to the online survey.
- From feedback provided in the registration phase, Council changed the options to self-identify with as many as the choices as they liked, instead of choosing one. Of the 80, 37 were Bronte Surf Club Members, 2 worked at Bronte, 72 identified as local and 42 liked to visit.

Detailed results

As noted above, participants were presented with three guiding visions as identified from the POM and need analysis of the facilities. They were asked to prioritise how important each was to them ranging from 'very important' to 'not important'.

These were

- Community hub
- Natural environment
- Connected to the environment

Participants were also asked to choose their most important activity they partake in at Bronte Beach. This was called 'The Bronte Identity'. To ensure best practice, participants were also given the opportunity to provide open feedback included in a comments section for each question.

1. Community hub

Q1. How important is it to you that the building has fit-for-purpose lifesaving/lifeguard facilities, welcomes members and the community, is a place where people feel comfortable to seek help and celebrates the rich history of Bronte?

Participants were asked to rank the importance of this statement.

- 73.75% of people said this was very important, however, some respondents made it clear they thought some of the topics mentioned in the question were more important than others.

Acknowledging the confusion with this framing of the question, the most common responses regarding Community Hub were:

- The services of Waverley Lifeguards are the most critical when redesigning the building.
 Often followed with lifesaver needs and access to equipment.
- 2. The building could be more welcoming to the community and should be accessible.
- 3. Incorporate the history of the club and Bronte Beach
- 4. Concerns were brought up around late-night noise (especially if developing a larger function space).



Selection of written comments received from respondents, (sic) throughout:

- It is very important that both the Lifeguards and Lifesavers have the facilities and equipment needed to undertake their roles in the most efficient and effective way possible.
- More heritage information.
- Needs to be about functionality and purpose than looks.

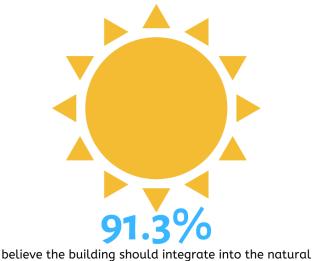
- Most critically, accommodation of Council's Lifeguard Service personnel is essential. The interface with young surfers (members and non-members of the SLSC) is an important function of Waverley's lifeguard presence close to the ugly, outdoor sunken compound where young folk congregate.
- Lifesaving should be first priority and rescue boards should be easy to grab for rescues after lifeguard hours or to assist them.
- Rich history of Bronte perhaps if this is woven into building design building should be driven by its utility proximity to beach and park lands.
- The surf club is a community hub and should be accessible to all, not just members.
- Have always wanted to see a bistro/casual dining in the club. The building has the best view in Bronte and have always thought how under-utilised the building has been. Most surf clubs up the north coast have one and it would be a welcome alternative to the cramped, boring offerings on the road.
- It should be functional but also welcoming and safe to those that are from the general public.

2. Natural environment

Q2. How important is it to you that the new building is sustainable, integrates and highlights the natural environment and uses durable materials?

Participants were asked to rank the importance of this statement.

- The majority (77.5%) of respondents believed this to be very important.
- The comments for this question were all quite similar, focused on the integration of the building and the environment.
- Most mentioned making the building as sustainable as possible, to withstand the coastal elements and by using the natural environment, sun and natural curves to determine overall design aesthetic.
- People want the building to integrate with its natural surrounds and show off Bronte's uniqueness. Natural materials like sandstone, wood and lots of greenery but also to be a sustainable building that will withstand the natural environment for a long time to come.



believe the building should integrate into the natural environment and be as sustainable as possible.

Selection of written comments received from respondents, (sic) throughout:

- Building should be sympathetic/complimentary to the surrounding landscape.
- Too much is built in this city that does not take into account the natural environment. Don't make this another example. Sustainability is highly important in this day and age.
- I love the idea of curves. The view and shade from the sun is also very important.
- Building needs to be fit for purpose and able to withstand costal elements. It should also
 embrace these elements along with light space and empathetic relationship to natural
 surrounds while also providing a space for multiple uses of size and scale of community along
 with different uses across the yearly calendar and time of day.
- Council should consider building the new club into the hill so it is integrated into the landscape.
 The whole roof of the building would then become even more park space for the public, and would assist in environmental design.
- Humble and earthy, relaxed and not over the top.
- Beware of VISUAL pollution. Mindfulness and natural environment is why people visit this location.
- This is a unique and special place. It does not need to be a 'cookie cutter' version of other beach communities.
- Keep it simple.
- Less visual pollution including
 - Less fluorescent orange 'safety barriers'

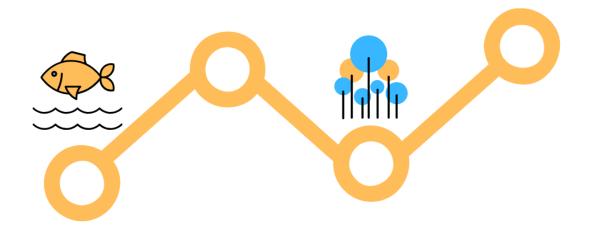
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- More common sense
- Less commercial signage.

3. Connected to the environment

Q3. How important is it to you that the building links to the beach, promenade, park, Coastal Walk and gully by seamlessly connecting the indoor and outdoor spaces?

- Respondents (58.3%) deemed this to be very important, although it did not rate as highly as the other two guiding principles.
- In the comments, people were in support of accessibility and moving the building away from the coastal walk.
- A significant amount of people wanted to see a better connection between the beach, promenade, community spaces (facilities) and the park area.
- The comments also mentioned the importance of David Brown Place or 'the cubes' and how this space should be retained as it is well used and loved by the Bronte Boardriders.



accessibility was highlighted as very important but connection between spaces was not as important

Selection of written comments received from respondents, (sic) throughout:

- Keep facilities (kiosk) section one story it will severely impact on views.
- Healthier food in the kiosk and decked area to sit out the front of it.
- Keep the cubes.
- Building should have open (sky view) spaces.
- Softer, rounder edged to the building will be appreciated so the building blends in with the landscape wurgs green and sandstone colours.
- It would be great if the club can connect to the park, potentially allowing for concerts or the like.
 Bronte has the potential to be one of the world's most amazing local settings for lifestyle and culture.
- Need to reduce the profile, so the beach can be seen from behind. The surrounds can be returned to public use.
- As long as its accessible I am not too fussed.
- I would like to add the importance of considering and maintaining the current 'David Brown Place' or 'cubes' which is situated directly south of the surf club. While I do believe it is important to design a surf club which integrates with the promenade and the surrounding environment, I want it to also consider the importance of maintaining the current heritage of the David Brown Place.
- I think the building needs to take advantage of the views available to make it a more valuable space for the community, and some connection between the indoor and outdoor is important.
- I would have concerns if the Surf Club building development began to impede/impact/influence any current section of the beach, promenade, park, Coastal Walk, and gully — especially the historically significant 'Dave Brown's Place' situated beside the kiosk (also known as 'the Cubes' to local surfers).
- The Surf Club already takes up enough area in the beach/park, so how remaining Crown/Public land is managed should not be lead and/or influenced by the Bronte SLSC interests.

4. The Bronte identity

Q4. We are unique as Bronte is beautiful. We all interact with the area differently. My most important activity at Bronte Beach is (please choose all that apply).

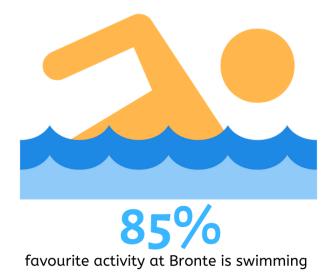
The intent of this was to put value to and prioritise public space. The most popular activities were as follows:

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- 1. Swimming (85%)
- 2. Walking
- 3. Spending time with friends and family
- 4. Surfing
- 5. Eating or drinking at a café
- 6. Whale watching
- 7. Outdoor working out

There were a few other activities supported at the face-to-face consultation:

- Nippers
- Playing on the beach
- Community interactions



Stakeholder meetings

Council officers held two stakeholder meetings..

Stakeholder Group 1 – In the initial meeting stakeholder group 1 met with the leadership team from Council and workshop with Council representative, SLSC representative, and architects.

Results:

- In support of the project *
- Would like Dave Brown Place (DBP) to remain and be heritage listed
- Would like the DBP sunken area/cubes to remain sunken, although would be open to making them accessible
- Board racks were considered favourable.

*Council was contacted after the meeting by one of the participants to say he did not represent the entire group.

Stakeholder Group 2 – Workshop and presentation (in one meeting).

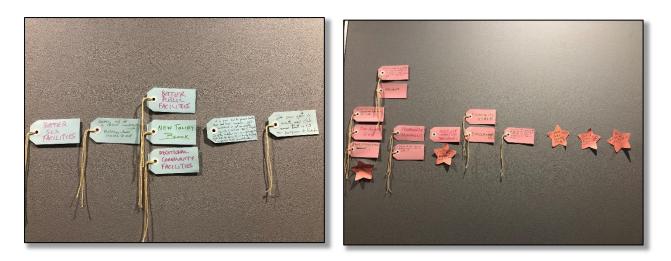
The second stakeholder group were asked to write down potential issues or concerns (red tags) and the positive aspects of the project (blue tags).

Their main concerns were:

- Height, overdevelopment and expanding the footprint
- Community usage (or lack thereof) and exclusiveness
- There wouldn't be proper consultation with other groups/stakeholders outside of the SLSC

The aspects attendees felt were positive were:

- Better community facilities
- A more attractive/smaller clubhouse (using space more wisely)



Miscellaneous community comments (online and face to face):

- Use the 1920s design as inspiration

Bronte Surf Lifesaving Club and Community Facilities Upgrade – Stage 2 Engagement Report

- Lockers available to the community
- Extend park onto roof so to make more public space but also not to interrupt views.
- Use the shape of the beach to design new building (curved)
- Sandstone, wood, and greenery natural materials
- "Please keep the (20c) hot showers in the facilities"

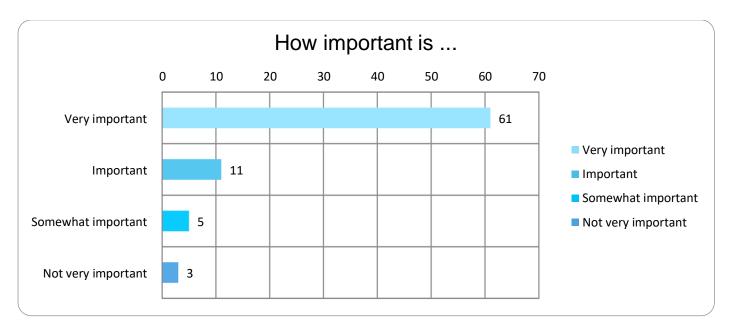
Conclusion

The community response to the engagement process was clear and consistent. The community engagement process identified clear participant priorities with respect to which guiding principle they prioritised in the public space, for the surf club, and what they most wanted to see in the future upgrade. Both the confirmation of guiding principles and the specific comments made by participants will be incorporated in the design concepts.

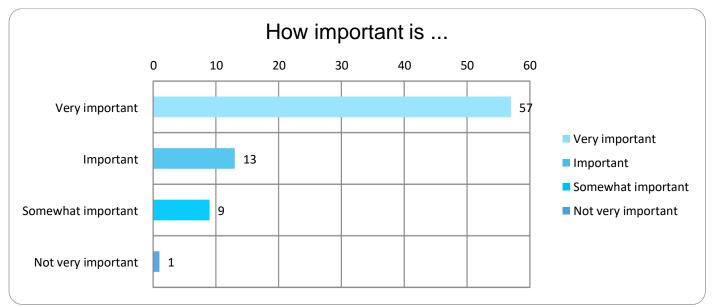
Online survey - results

Community Hub

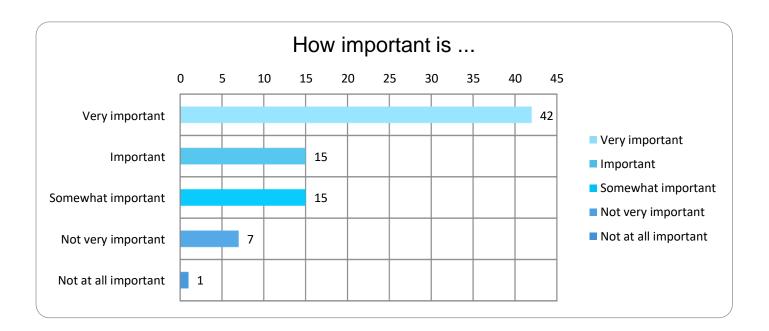
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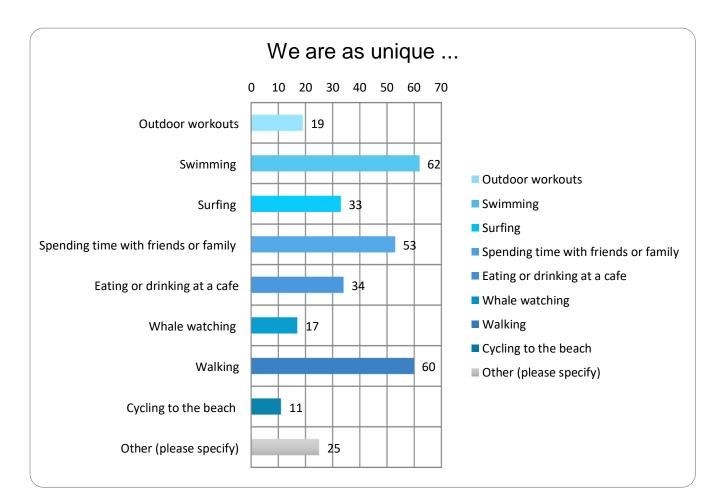
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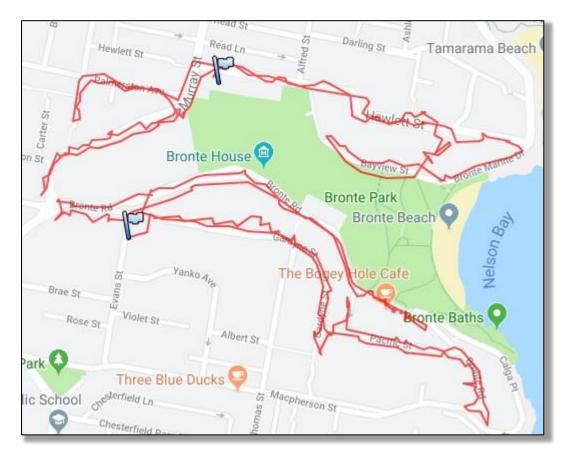


Q4: We are as unique as our Bronte is beautiful. We all interact with the area differently. My most important activity at Bronte Beach is (choose all that apply)



Appendix A – Flyer distributed to local residents





Appendix B – Flyer distribution map

Appendix C – Print advertising in the Wentworth Courier and the Beast and mayoral column

Bronte Surf Club upgrade

Waverley Council in partnership with Bronte Surf Life Saving Club (SLSC) has announced it will embark on a proposed \$9 million redevelopment of the club and community amenities building.

The upgrade aims to deliver a modern and sustainable new surf club.

The club, amenities facility, and promenade next to the Club will all be upgraded.

Register now to be updated and involved: haveyoursay.waverley. nsw.gov.au/Bronte-Surf-Clubupgrade

John Wakefield, Mayor of Waverley

Have your say day – Bronte Surf Life Saving Club and Community Facilities

Sunday 13 October 8am–11am Bronte Park

Have your say

Bronte Surf Club and Community Facilities

Tell us your thoughts before we start designing a new Bronte Surf Club and Community Facilities.

Online at have your say or in person on Sunday 13 October 8–11am.

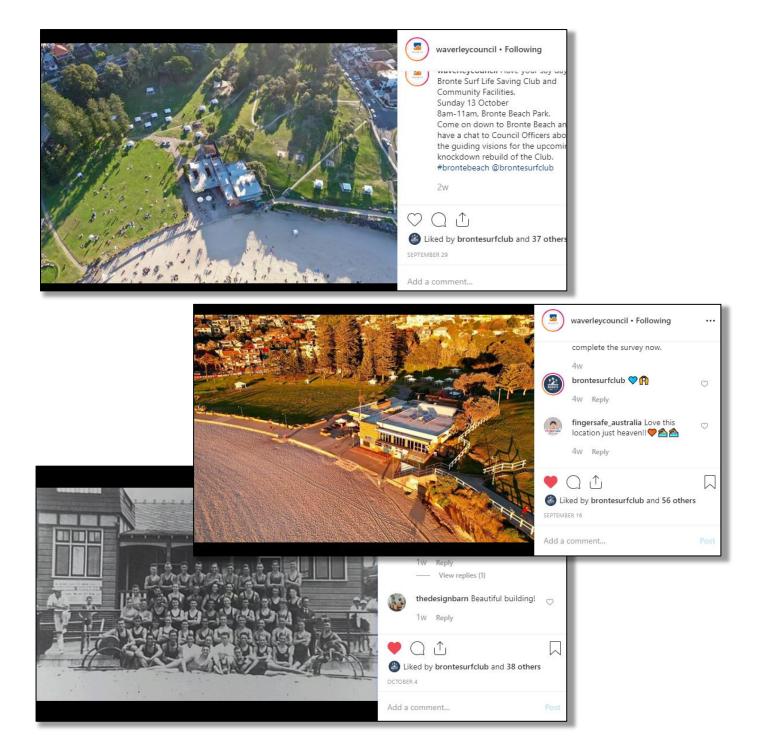
Don't miss out. More information about this project is available at haveyoursay.waverley.nsw. gov.au



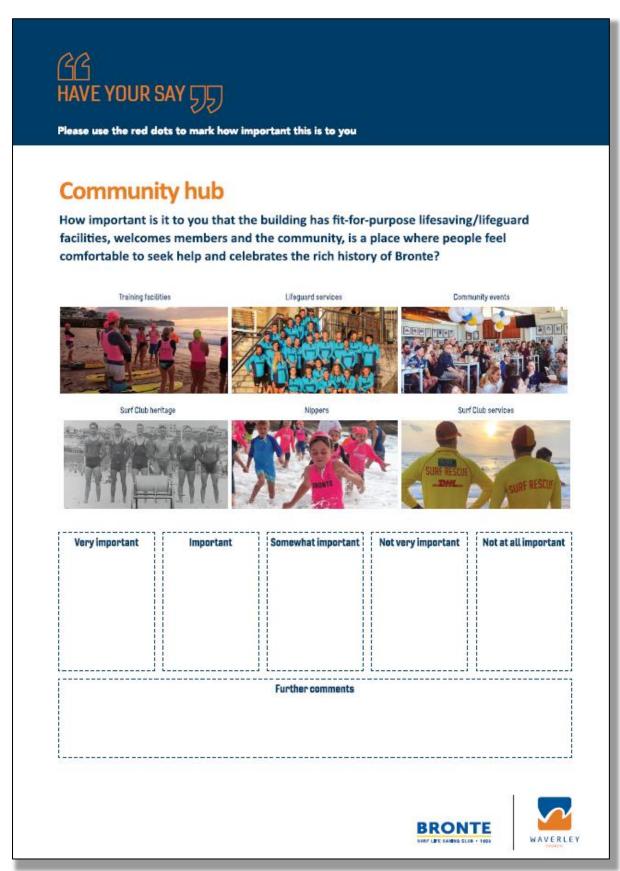
Appendix D – Facebook posts

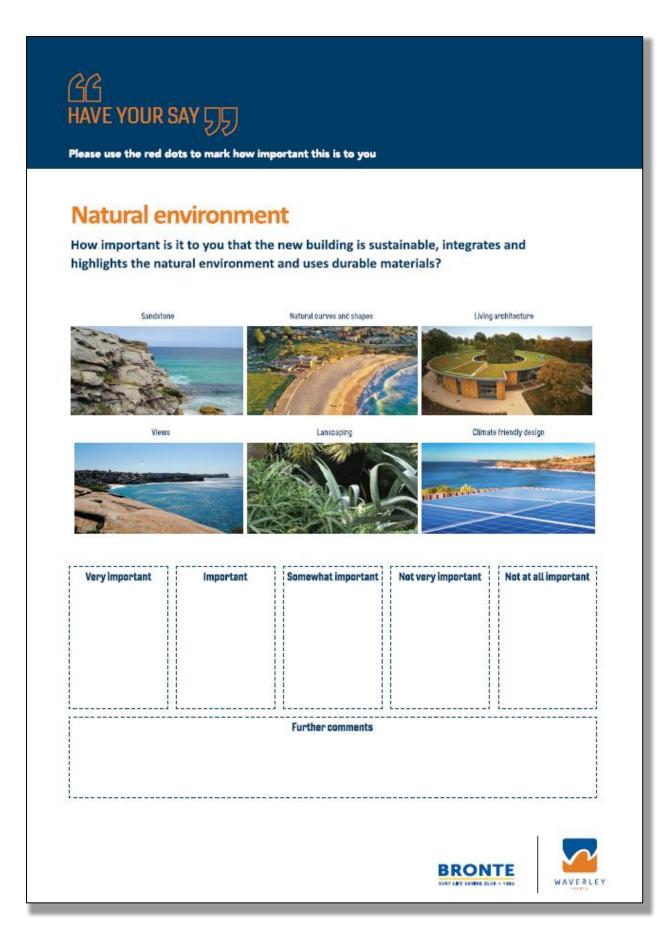


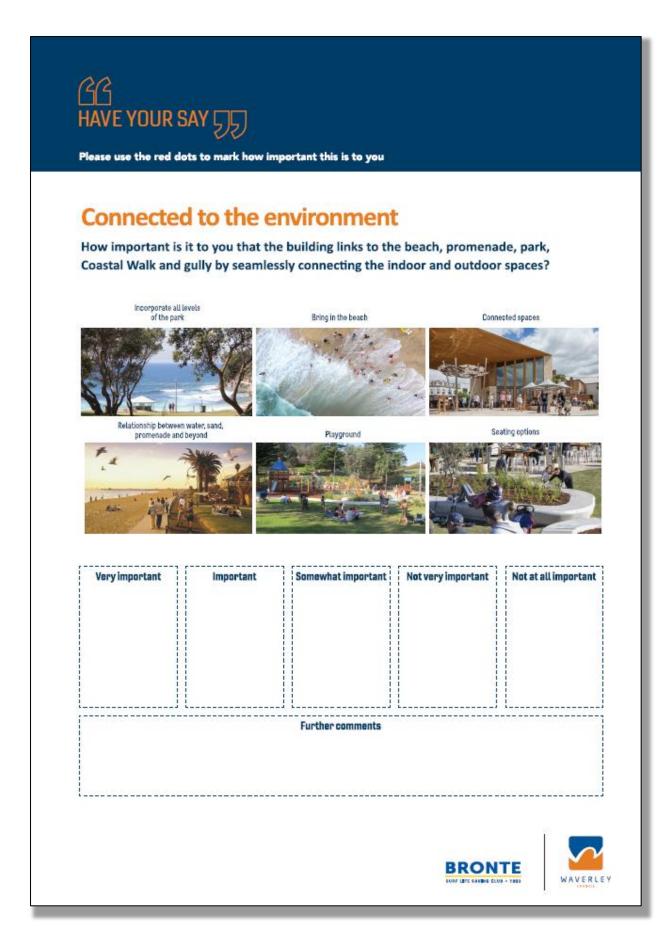
Appendix E – Instagram posts

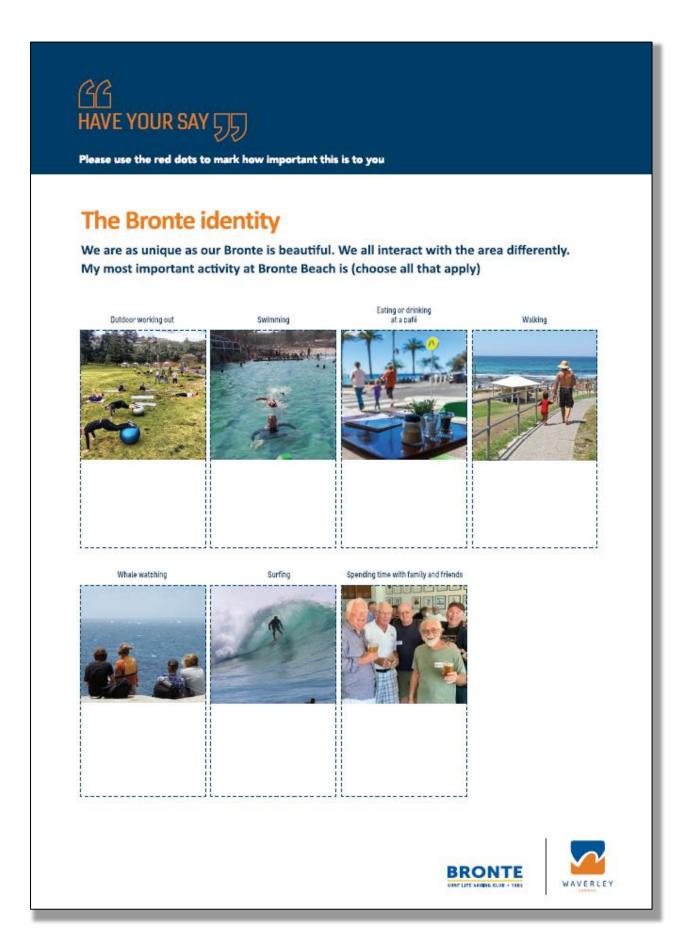


Appendix F – Consultation boards used at the have your say day.

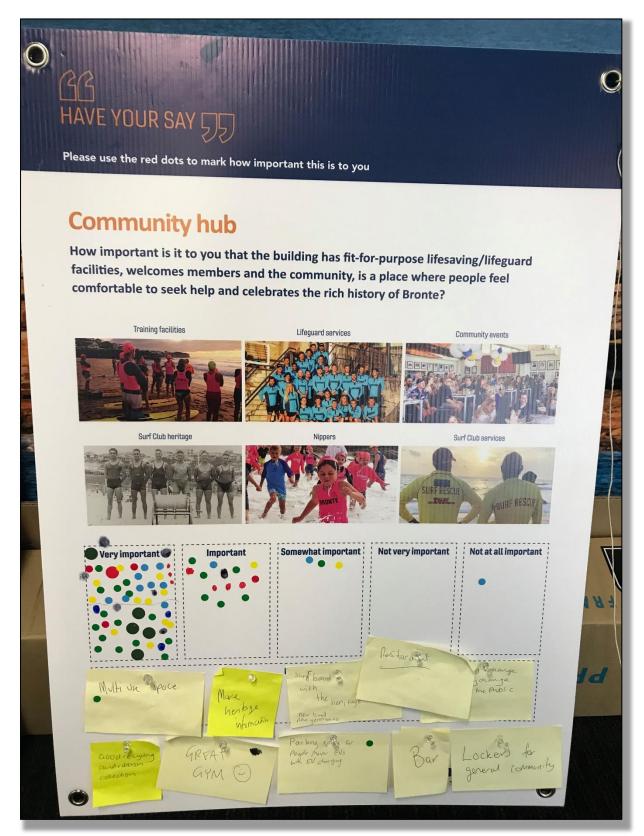


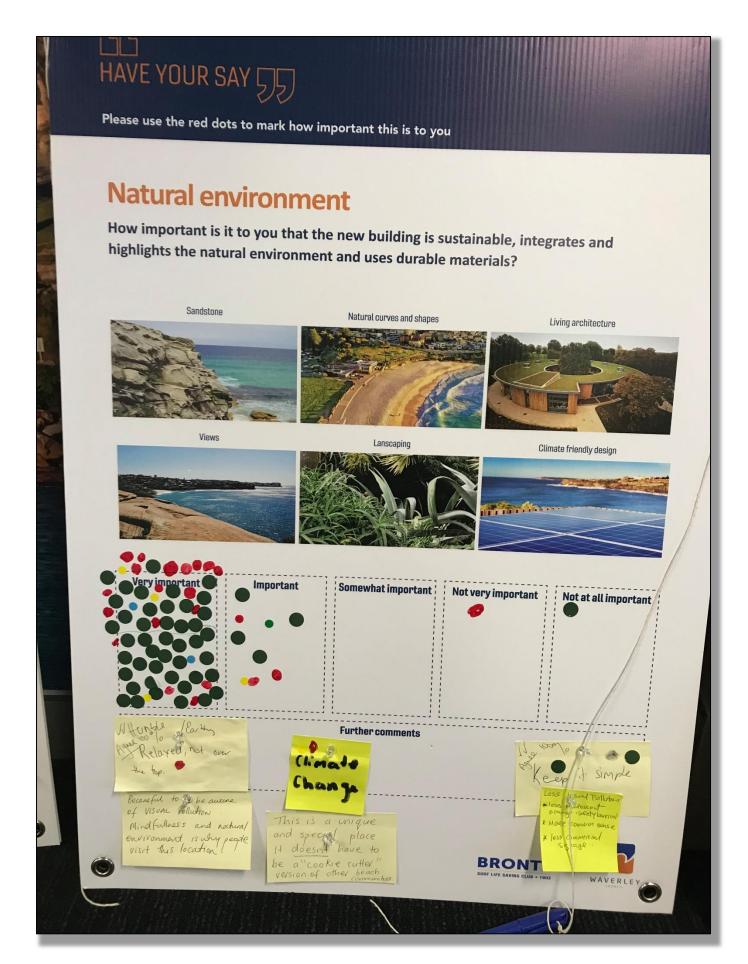


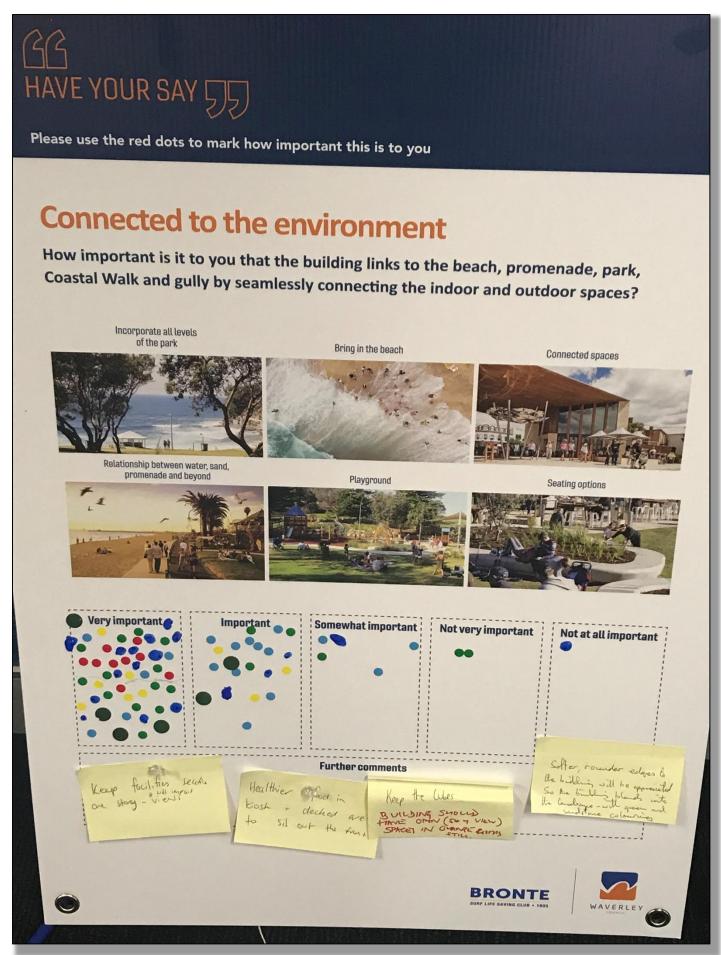




Appendix G – Consultation boards after have your say day.







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