Executive Summary

A social infrastructure assessment of existing facilities and services within the Hampton Street Activity Centre has been completed. This analysis will assist Council in determining the appropriate mix of spaces, services and functions that could ultimately be provided within a community hub in the activity centre.

The Hampton Street Activity Centre spans approximately 1.6km from the South Road intersection in the north to Alicia Street in the south, and extends west to Beach Road and east to Thomas and Alexander Streets. It is a designated Major Activity Centre under Plan Melbourne 2017-2050 and the Hampton Street Activity Centre Structure Plan (2016).

This assessment has focussed on exploring the current and future service needs of Hampton’s residents. It has also considered the strategic policy context as well as the current and projected population profile of the area. The analysis has also assessed the use, condition and utilisation of the following existing Council assets located in the Hampton Activity Centre:

- Hampton Senior Citizens Centre
- Hampton Community Centre
- Hampton Maternal and Child Health Centre
- Hampton Library.
- Hampton Playhouse

The study also considers the needs of the University of the Third Age (U3A). The U3A is currently looking for classrooms and administration space within the Hampton area.

Key Recommendations

The assessment recommends that a community hub is established in the Hampton Street Activity Centre to perform a local role. The establishment of this hub should include the consolidation of the following Council owned facilities and services into the new integrated multipurpose facility.

- Hampton Senior Citizens Centre
- Hampton Community Centre
- Hampton Library
- Hampton Maternal and Child Health
- U3A

These existing facilities although highly valued by the local community, are not fit-for purpose, provided through an outdated delivery model and require significant investment to address current operational requirements.

It is also recommended that Hampton Playhouse remains operating from its current well-utilised and functional building.

This assessment establishes the following principles to guide the future delivery of social infrastructure in the Hampton Street Activity Centre.

- Provide intergenerational services and spaces
- Encourage people to formally and informally socialise and build social capital
- Provide opportunities for cross-referral and efficient service delivery
- Provide flexible and adaptable spaces to meet the changing needs of the local community
- Ensure community infrastructure is accessible and inviting and meets the needs of people of all ages, abilities and cultures
- Ensure community infrastructure is accessible in terms of design, location, cost and connection to sustainable transport modes
The table below summarises the key functions and spaces to be included in the recommended community hub. Indicative floor areas provided below are based on industry best practice; but should be reviewed by an architect and discussed with Council staff and existing service providers to ensure the facility meets the functional requirements of future users.

<table>
<thead>
<tr>
<th>Type of space</th>
<th>Description</th>
<th>Based on best practice principles of</th>
<th>Indicative floor area</th>
</tr>
</thead>
</table>
| **Library**           | The Hampton Library is a highly valued and well utilised local facility and has the potential to provide an ‘anchor’ for the future community hub. The library space should incorporate:  
• Space for a permanent book collection, of a similar size to the existing  
• Space for study / quiet work  
• Space for people to read, lounge and “be”.                                                                 | • Intergeneration services and spaces  
• Social connection                                                                                                                                                                                                 | Min. 400sqm total space. With consideration for specific spaces for:  
• Book library  
• Digital library  
• Learning Space  
• Library of things  
• Co-working space |
| Maternal and Child Health | A minimum of two consulting rooms and a generous waiting area. It is recommended that the waiting room is of a size which allows delivery of the new parent’s groups or other information sessions, to manage demand for the multi-purpose rooms. | • Cross-referral and efficient service delivery                                                                 | 25sqm per consulting room plus waiting area |
| Large Multi-purpose Room | A large multi-purpose room with the capacity to accommodate 60 – 100 people. This space could support health and wellbeing programs (e.g. dance, yoga). It could also accommodate AGMs or other large meetings. | • Health and wellbeing  
• Social connection  
• Intergenerational programs                                                                                                                                                                                                 | 100-200sqm per meeting room |
| Medium Multi-purpose Rooms | At least three medium sized meeting rooms with the capacity to support 20-40 people.                                                                                                                   | • Intergenerational programs  
• Social connections  
• Lifelong learning                                                                                                                                                                                                 | 40-60sqm per meeting room |
| Small Multi-purpose Rooms | At least two small meeting rooms with capacity for 0-20 people.                                                                                                                                           | • Intergenerational programs  
• Social connections  
• Lifelong learning                                                                                                                                                                                                 | 20-35sqm per meeting room |
| **Wet area**          | Access to wet areas should be provided as part of the design of at least one multi-purpose room,                                                                                                                                                                                   |                                                                                                       |                                                          |
| **Amenities**         | Other amenities to be included in the community hub should include:  
• Kitchenette  
• Storage  
• Staff toilets  
• Reception / common area  
• Covered space to park prams and scooters                                                                                                                                                                        |                                                                                                       |                                                          |
Other elements which should be considered in design and configuration of the Hampton Community Hub include:

- Consulting Rooms – potential to provide consulting rooms for specialists to use.
- Arts and Culture – opportunities to incorporate arts and culture spaces, for example an exhibition space in the reception area of the facility.
- Access to open space – this could be provided at the foreground of the facility or as a rooftop / balcony and would provide opportunities for people of all ages to gather and recreate.
- Café and retail - incorporate a café or other retail space to invite users to stay at the centre.
- Access for all abilities – consideration should be given to incorporating a changing places toilet to ensure the facility is accessible and functional to people of all abilities.

**Next Steps**

Important next steps to progress the recommendations of this assessment include:

- Consideration of governance and delivery models.
- Development of a concept design to guide consultation and inform the preparation of an architectural brief.
- Identification and brokering of potential delivery partners (if appropriate)
- Consultation with key service providers and facility operators recommended to be incorporated into the community hub.
- Development of a communications plan to inform the broader Hampton community.
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Executive Summary</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>1.0 Introduction &amp; Context</strong></td>
<td>1</td>
</tr>
<tr>
<td>1.1 Methodology</td>
<td>1</td>
</tr>
<tr>
<td>1.2 The Hampton Street Activity Centre</td>
<td>3</td>
</tr>
<tr>
<td><strong>2.0 Strategic Context</strong></td>
<td>5</td>
</tr>
<tr>
<td>2.1 Policy Context</td>
<td>5</td>
</tr>
<tr>
<td>2.2 Planning Controls</td>
<td>6</td>
</tr>
<tr>
<td>2.3 Population &amp; Demographic Profile</td>
<td>8</td>
</tr>
<tr>
<td>2.4 Integrated Community Hub Model</td>
<td>9</td>
</tr>
<tr>
<td><strong>3.0 Existing Community Infrastructure in the Hampton Street Activity Centre</strong></td>
<td>10</td>
</tr>
<tr>
<td>3.1 Overview</td>
<td>10</td>
</tr>
<tr>
<td>3.2 Facility 1: Hampton Community Centre</td>
<td>11</td>
</tr>
<tr>
<td>3.3 Facility 2: Hampton Senior Citizens Centre</td>
<td>14</td>
</tr>
<tr>
<td>3.4 Facility 3: Hampton Library</td>
<td>17</td>
</tr>
<tr>
<td>3.5 Facility 4: Hampton Maternal &amp; Child Health</td>
<td>20</td>
</tr>
<tr>
<td>3.6 Hampton Children’s Playhouse</td>
<td>22</td>
</tr>
<tr>
<td>3.7 Other Considerations &amp; Opportunities</td>
<td>24</td>
</tr>
<tr>
<td>3.8 Key Findings</td>
<td>26</td>
</tr>
<tr>
<td><strong>4.0 Recommendations for a Hampton Community Hub</strong></td>
<td>27</td>
</tr>
<tr>
<td>4.1 Future Community Infrastructure Requirements</td>
<td>28</td>
</tr>
<tr>
<td>4.2 Potential Spaces &amp; Programs</td>
<td>30</td>
</tr>
<tr>
<td><strong>5.0 Next Steps &amp; Conclusion</strong></td>
<td>32</td>
</tr>
<tr>
<td>5.1 Next Steps for Engagement</td>
<td>32</td>
</tr>
</tbody>
</table>
Contents

Figures

Figure 1. Site Context Map 3
Figure 2. Community Infrastructure in Hampton Activity Centre 4
Figure 3. Zone Controls 6
Figure 4. Overlay Controls 7
Figure 5. Main Place of Residence for Library Members 18

Tables

Table 1. Overview of Consulted Stakeholders 2
Table 2. Range of Activities offered at the Hamptons Senior Citizens Club 15
Table 3. Usage of the Hampton Senior Citizens Club over a typical week 16
Table 4. Key Functions and Spaces for the Future Hampton Community Hub 30

Appendices

Appendix A. Policy Review 33
Appendix B. Population and Demographic Analysis 37
Appendix C. Benchmarks for Service Provision 46
1.0 Introduction & Context

Social infrastructure underpins the health, wellbeing and economic prosperity of communities. These facilities and services provide the essential 'glue' to foster community connections, local identity and build social support networks.

A social infrastructure assessment of existing facilities and services within the Hampton Street Activity Centre has been completed. This analysis will assist Council in determining the appropriate mix of spaces, services and functions that could ultimately be provided within a community hub in the activity centre.

This assessment has focussed on exploring the current and future service needs of Hampton and Bayside’s residents. It has also considered the use, condition and utilisation of the following existing Council assets located in the Hampton Street Activity Centre:

- Hampton Senior Citizens Centre
- Hampton Community Centre
- Hampton Maternal and Child Health Centre
- Hampton Library
- Hampton Playhouse

The study also considers the needs of the University of the Third Age (U3A). The U3A is currently looking for a classrooms and administration space within the Hampton area.

1.1 Methodology

The project has been undertaken over three stages, as summarised below:

1. **Inception** – Confirm project scope, engagement approach and timeframes

2. **Information gathering** – Review policy, analyse population and demographic profile, undertake an assessment of existing facilities, services and programs and assess future demand and community needs.

3. **Reporting** – Preparation of a report summarising key findings and develop a recommendation for the future Hampton Community Hub.

Consultation

Consultation has been undertaken with internal Council departments and representatives from community groups presented in Table 1. The purpose of this consultation was to:

- Understand the existing demand and capacity of the facility / service, capacity
- Limitations and benefits of the current space
- Emerging needs and future aspirations.

Preliminary discussion regarding the potential opportunities and constraints of a community hub model was also undertaken.

Meetings were also conducted with the University of the Third Age which represents a key stakeholder and potential provider with an interest in the development of a future community hub in Hampton.

No broad community consultation has informed the analysis and recommendations contained in this Report.
<table>
<thead>
<tr>
<th>Council Departments</th>
<th>Community Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Years</td>
<td>Hampton Community Centre</td>
</tr>
<tr>
<td>Libraries</td>
<td>Hampton Senior Citizens Centre* (Russian Group and Hampton Senior Citizens Group)</td>
</tr>
<tr>
<td>Aged and Disability Services</td>
<td>Hampton Playhouse</td>
</tr>
<tr>
<td>Recreation and Events</td>
<td>U3A</td>
</tr>
<tr>
<td>Strategic Planning</td>
<td></td>
</tr>
</tbody>
</table>

*It is noted that all current users of the Senior Citizens Centre were invited to a meeting to discuss the project. Those that did not attend were provided with follow up emails to communicate the key findings from the meeting and implications for the project.
1.2 The Hampton Street Activity Centre

The suburb of Hampton is located approximately 13.5km south-east of the Melbourne CBD.

The Hampton Street Activity Centre spans approximately 1.6km from the South Road intersection in the north to Alicia Street in the south, and extends west to Beach Road and east to Thomas and Alexander Streets. It is a designated Major Activity Centre under Plan Melbourne 2017-2050 and the Hampton Street Activity Centre Structure Plan (2016).

The centre’s extent is seen in Figure 1. The activity centre contains a vibrant mix of uses and development. This includes supermarkets, large and small format retail, food outlets, bars and restaurants, personal services, local health care, business and commercial and sport and recreation facilities.

Figure 1. Site Context Map
1.2.1 Existing Community Infrastructure

Along the length of the retail corridor are several key community facilities, some of which are owned by Council and others which are operated by government and non-government providers. Existing community infrastructure within the Hampton Street Activity Centre is summarised at Figure 2.

Figure 2. Community Infrastructure in Hampton Street Activity Centre
2.0 Strategic Context

2.1 Policy Context

A review of relevant local and state policies has been undertaken to determine the trends and performance of existing, and key directions for future, community infrastructure in Bayside and Hampton. Appendix A includes a detailed policy review, of which a summary of relevant findings is presented below.

Support for flexible community hubs

The Bayside Council Plan 2017-2021 and Bayside Community Plan 2025 identify seven domains of liveability that, combined, contribute to good placemaking. The policies promote the provision of integrated spaces and services that meet intergenerational needs of the Bayside community. These spaces should also be flexible and meet changing local needs.

Community facilities are ideally co-located with compatible types of development (e.g. aged care and retirement) highly accessible, equitable and well-designed spaces and provide value-adding services that build capacity and resilience in the community. Such services may include community education programs, mental wellbeing and support services, health literacy, arts and cultural involvement, volunteering, recreation opportunities etc.

Promotion of intergenerational spaces and services

Council’s Wellbeing for All Ages and Abilities Strategy, 2017-2021 prioritises the provision of ‘universal services’ which promote healthy living and ageing of people of across all life stages and abilities.

A community heart for Hampton

The Willis Street Urban Design Framework (2013) identifies a possible location for an integrated community hub at a ‘gateway’ site in the Willis Street precinct (corner of Willis Street and Willis Lane). It recommends the following key features and functions to be incorporated into the hub planning and design:

- comprises part of an integrated development concept, with connections to the Hampton Street Activity Centre, housing areas and public spaces and transport
- has a minimum 5,000m$^2$ floorspace
- includes a library space of a minimum 400sqm
- is informed by a needs analysis of future social infrastructure requirements
- focuses on renewing existing council assets/‘ageing’ stock
- features highly articulated built form
- integrates with other compatible community services
- balances transport modes and parking requirements

*Since the adoption of the UDF, Council completed the Bayside Library Service: Future Stories (2018) paper, this has recommended that the Hampton Library be expanded to at least double its current size, which would be a minimum of 400sqm.

The Hampton Street Structure Plan Review (2016) acknowledges the importance of diversifying the range of uses and activities undertaken in the Hampton Street Activity Centre beyond retail. The benefits of locating and extending the operating hours of community infrastructure in the Hampton Street Activity Centre, particularly facilities that target both the young workforce and ageing populations (e.g. learning spaces, gyms, sports facilities, specialty stores, local health services etc.), were also presented as having a positive effect on the night time economy.
The changing role of libraries

The *Bayside Library Services: Future Stories* (2018) incorporates findings from the Library Service Review (2016), community consultation and best practice. The paper presents the notion of libraries as critical ‘anchor’ tenants in activity centres and as synergistic spaces for other community services. Two options are presented for the Hampton Library:

1. repurpose the existing library as an “innovative centre for learning” and expand the mix of spaces and services offered (e.g. ‘third space’/co-working space); or
2. redevelop and include the library in a “Hampton Hub” that will integrate with other community services, increase required floorspace and be a focal point in the public realm.

2.2 Planning Controls

Under the Bayside Planning Scheme, the Hampton Street Activity Centre is predominately within the Commercial 1 zone; however, includes smaller areas zoned for Public Park and Recreation, General Residential, Neighbourhood Residential and Public Use (education) (see Figure 3).

Figure 3. Zone Controls
The following overlays, mapped in Figure 4, also affect development within the Hampton Street Activity Centre:

- **Special Building Overlay** – sits over a small collection of parcels along the western side of Hampton Street between Lodestone and Holyrood Streets;
- **Heritage Overlay** – protects many buildings within the central part of Hampton Street between Crisp and Grenville Streets, as well as other discrete buildings throughout the centre;
- **Design and Development Overlay (Schedule 12)** – encompasses the whole activity centre and requires sites to be developed in cognisance of the role of the activity centre, heritage and character values and other redevelopment areas; and
- **Development Contributions Plan Overlay** – encompasses the whole activity centre and triggers the levying of relevant infrastructure, services and facilities contributions.

**Figure 4. Overlay Controls**
2.3 Population & Demographic Profile

The following provides a snapshot of the key findings and trends from the population and demographic analysis. Refer to Appendix B for the detailed assessment of the Hampton community.

A densifying community

There are currently 13,247 residents living in the suburb of Hampton. This represents approximately 14% of the City’s population. The community is anticipated to grow by 2,830 people over the next twenty years to 16,077 people. Much of this growth is anticipated to be in the form of medium and higher density housing within the Hampton Street Activity Centre.

It is important that accessible services and facilities are provided to meet the needs of the area’s growing population, particularly within the Hampton Street Activity Centre where the majority of growth is directed by local and State government policy.

A diverse age profile

The City of Bayside has a substantially older resident profile than the Greater Melbourne average. For example, the median age of residents in Bayside is 44 years compared to 36 years for Greater Melbourne.

Hampton contains a higher proportion of residents aged between 5 to 19 years compared to the municipal average. There are similarly a greater number ‘parents and homebuilders’ and a smaller proportion of elderly residents.

This finding is consistent with the findings associated with household structure. The predominant household type within Hampton is couple households with children (41%). This figure is higher than the municipal (37%) and Greater Melbourne (35%) averages. There are similar proportions of couples without children (21%, 24% and 24% respectively) and lone person households (22%, 12% and 23% respectively) across Hampton, Bayside and Greater Melbourne.

Read together these findings indicate that Hampton has a diverse age profile, with a high proportion of families living in the area. Future community infrastructure in the Hampton Street Activity Centre should therefore cater to a broad population.

An increasing proportion of lone person households

While couples with children are the predominant household type in Hampton, this is expected to grow less rapidly (5% change) over the period to 2036. The number of lone person and couple households without children will increase more than the ‘nuclear family’ household type.

Notwithstanding, the suburb is anticipated to experience the most growth across a range of age profiles, namely seniors, young workforce, parents and homebuilders and elderly groups.

Community services that engage those living alone (e.g. singles, the elderly) and young couples without dependents, will be important to ensure inclusivity.

An affluent area with pockets of disadvantage

Hampton is a relatively affluent area based on median household income, which is significantly higher than the Greater Melbourne average but lower than the municipal average. Approximately 70% of neighbourhoods are within the 20% least disadvantaged (i.e. most advantaged) geographies in Australia based on the SEIFA Index. However, pockets of disadvantage exist in the east of Hampton.

Community infrastructure should be provided equitably and affordably to meet the diverse needs of the Hampton community.

A stable population

Most residents either own their homes or have a mortgage, with renting a less common tenure type in Hampton. This suggests that many residents are ‘established’ in Hampton and will remain in the area for the medium-to-long term, requiring good community facilities in proximity to work and home.
2.4 Integrated Community Hub Model

The planning and delivery of social infrastructure has changed in recent years. In particular, the integrated community hub model is increasingly common and actively promoted by State and local government policy. Stand-alone facilities for the exclusive use by a specific service have been found to be less financially viable and deliver net social benefits given the limited opportunities for cross referral of services and integration of services.

An integrated community hub model may include:

- **Co-located facilities** – the joint location of service providers within a facility, usually without integration of services, but involving sharing premises and possibly some administrative or other services.

- **Integrated service centres or nodes** - the joint location of service providers within a facility (as per co-location) but with integration of services to provide a coordinated approach to case management and service delivery by providing the services to the client in one place.

- **Hub** - a collection of facilities clustered together on the same or adjoining sites. There may or may not be interaction between these facilities. Together they create a focal point for community activity. A hub is often also a base for outreach services to other smaller facilities or surrounding communities.

Integrated community hubs provide the potential to coordinate partners and providers from across State and local government as well as the private and not-for-profit sectors.

An integrated approach to delivering community infrastructure provides an opportunity to leverage new and varied sources of funding and greater flexibility to respond to changing community needs. It also provides the potential to better integrate the delivery of social services and facilities with land use and transport planning.

The key benefits of an integrated approach to community infrastructure delivery include:

- Providing flexible and adaptable spaces with the capacity to change over time
- Opportunities for cross-referral of services, specialists and programs
- Providing for shared-use and interaction of people across different life stages and abilities
- Fostering social interaction and build social capital of residents
- Capitalising on ‘economies of scale’
- Opportunities to attract and/or diversify funding streams.
3.0 Existing Community Infrastructure in the Hampton Street Activity Centre

3.1 Overview

This section provides an overview of existing Council owned and operated community infrastructure currently located within the Hampton Street Activity Centre. As per the project brief, this analysis has focused on the facilities listed below.

- Hampton Community Centre
- Hampton Senior Citizens Centre
- Hampton Maternal and Child Health Centre
- Hampton Library
- Hampton Playhouse

This chapter includes analysis of the range of spaces and programs currently provided in each facility. The current capacity of social infrastructure is discussed where information was available.

It is noted the extent and quality of data available varied between facilities, as such the detail of analysis differs.

3.1.1 Other Considerations

At the end of this section information is presented regarding U3A because they present an opportunity for a future tenant or partner in the community hub. Key findings from consultation with this group is presented for consideration by Council in the future design of community hub at Hampton.
3.2 Facility 1: Hampton Community Centre

The Hampton Community Centre is located at 14 Willis Street, Hampton. The Centre is operated by the Hampton Community Centre Board. The facility is located at the heart of the Hampton Street Activity Centre in close proximity of the Hampton Railway Station.

The Centre is generally open from 9am to 9pm, Monday to Friday, though this varies depending on the day’s activities. The facility is located on an approximately 1,920 square metre site. The facility does not provide any on-site parking for users or operators of the centre, but there is significant parking provided in close proximity of the facility.

3.2.1 Overview of Existing Spaces

The Hampton Community Centre comprises the following rooms and spaces available for community use and hire:

- **Hall** - designed to fit a maximum of 200 people; access to a secure outside play area and commercial kitchen
- **The Iverson Room** - seating capacity 40-50 people; includes a sink area for tea/coffee or craft activities
- **The Craft Room** - seating capacity 25; direct access to safe outdoor play area and equipment
- **The Vicky Room** - seating capacity 20
- **IT Room** - with desktop computers
- **Pottery Room**.

3.2.2 Overview of Activities and Programs

Approximately 50 programs are offered from the Centre each week, as summarised below. Some of these programs are organised by the Community Centre while others are delivered by private providers.

- Computers and Careers
- Languages
- Adult learning
- Art
- Health and Fitness
- Pre-school

3.2.3 Current Utilisation

Quantitative information regarding the capacity of the centre and its various programs and activities was not available. Notwithstanding, according to consultation with representatives from the Hampton Community Centre approximately 450 to 500 people use the facility each week.

The following issues associated with the existing use of the centre were also identified:

- Usage of the facility is currently dominated by older adults:
- Few middle-aged people (30-45 years; and 50-65 years) currently use the facility
- Opportunity to provide spaces and programs to service the surrounding traders, for example an AGM meeting space, first aid course, worker space.

It was also noted that the centre could offer more programs to support different cultural groups and activities.
### 3.2.4 Benefits and Limitations of Current Facility

The following provides an overview of the benefits and limitations of the current Hampton Community Centre facility. This analysis incorporates feedback received from consultation.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Limitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Facility has access to private/own outdoor space</td>
<td>- Day-to-day management of the centre can be time consuming (e.g. setting up/pack down after activities; scheduling courses and programs)</td>
</tr>
</tbody>
</table>
| - In-room storage | - Not fit-for-purpose:  
  - Limited storage  
  - Does not provide disability access to all areas of the facility  
  - Not soundproof and limits use of some spaces  
  - Current floor plan means that access to spaces is through other rooms impacting on programs  
  - Size of rooms limits the types of activities that can be undertaken at the centre  
  - Age of facility is dated, and significant maintenance required - costly roof repairs and updates to the building |
| - Well loved by locals | - Range of spaces and room sizes/activity spaces |
| - Welcoming | - Includes well used social space at the entrance/foyer |
| - Includes well used social space at the entrance/foyer | - Includes wet area for art/crafts |
| - Range of spaces and room sizes/activity spaces | - Size of rooms limits the types of activities that can be undertaken at the centre |
| - Includes wet area for art/crafts | - Age of facility is dated, and significant maintenance required - costly roof repairs and updates to the building |
3.2.5 Key Considerations

The following opportunities were identified by representatives from the Hampton Community Centre associated with the potential development of a community hub in Hampton, including:

- A place to build community pride and create a community meeting space
- New purpose-built facilities with better light and lower building maintenance
- Improved access to technology/spaces for computer programs
- Need to attract users of all ages - particularly young people and adults
- Need to cross promote programs and activities to users
- Improved storage in all rooms

Key concerns regarding a community hub model include the governance arrangements and risk that the facility will become a “space for hire”.
3.3 Facility 2: Hampton Senior Citizens Centre

The Hampton Senior Citizens Centre is located at 14 Service Street, Hampton. It is located south-east of the Willis Street Precinct in a residential area. The facility is a single storey building, located on a 735 square metre lot. There is no off-street car parking available to users or operators of the facility.

3.3.1 Overview of Existing Spaces

The centre comprises a single main room, with capacity for 80 people, and operates seven days a week.

The Centre also has access to a kitchen, toilets and a small office space. There is a private garden provided at the rear of the property with tables and seating.
3.3.2 Current Use of the Facility

The Hampton Senior Citizens Centre is predominantly used by senior members of the community. A range of different activities are undertaken at the centre. The following community groups and organisations have regular bookings of the facility:

- Hampton Seniors Club
- The Japanese Welfare Association
- Country Women’s Association (Bayside Branch)
- Bayside Russian Friendship Club
- Connect Health & Community.

The table below summarises the range of activities currently undertaken at the centre and the typical number of participants.

According to information provided by community groups currently using the centre, the facility attracts seniors local to Bayside as well as people from surrounding municipalities.

<table>
<thead>
<tr>
<th>Group</th>
<th>Activity</th>
<th>Typical No. Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hampton Seniors Club</td>
<td>Mah-jong</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Dance</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Meeting</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Solo Cards</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Friday Dance</td>
<td>30</td>
</tr>
<tr>
<td>Russian Friendship Group</td>
<td>Meeting</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Yoga</td>
<td></td>
</tr>
<tr>
<td>The Japanese Welfare Association</td>
<td>Meeting</td>
<td>15</td>
</tr>
<tr>
<td>CWA</td>
<td>Meeting</td>
<td>40</td>
</tr>
<tr>
<td>Connect Health (Strength Training)</td>
<td>Fitness</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Tai Chi</td>
<td></td>
</tr>
<tr>
<td>Dance for Parkinson</td>
<td>Dance</td>
<td>15</td>
</tr>
</tbody>
</table>

The facility currently hosts some form of activity or gathering every day of the week. Some days the facility is booked by multiple groups throughout the day. The following table illustrates the usage of the Hampton Senior Citizens Centre across a typical week.
### Table 3. Usage of the Hampton Senior Citizens Club over a typical week

<table>
<thead>
<tr>
<th></th>
<th>9am</th>
<th>10am</th>
<th>11am</th>
<th>12pm</th>
<th>1pm</th>
<th>2pm</th>
<th>3pm</th>
<th>4pm</th>
<th>5pm</th>
<th>6pm</th>
<th>7pm</th>
<th>8pm</th>
<th>9pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 3.3.3 Benefits and Limitations

The following provides an overview of the benefits and limitations of the current Hampton Senior Citizens Centre facility. This analysis incorporates feedback received from consultation.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Limitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Facility can host large events</td>
<td>• Limited storage available for groups</td>
</tr>
<tr>
<td>• Low cost space for hire</td>
<td>• Outdoor space is not connected to the building and is hard to access</td>
</tr>
<tr>
<td>• Location – close to train station and shops</td>
<td>• Limited on-street car parking</td>
</tr>
<tr>
<td>• Good heating and cooling</td>
<td>• Lack of different size spaces</td>
</tr>
<tr>
<td>• Flooring in facility is good for dancing</td>
<td>• Managing different groups and bookings</td>
</tr>
</tbody>
</table>

### 3.3.4 Key Considerations for a Potential Community Hub

The following opportunities were identified by representatives from the Hampton Senior Citizens Centre regarding the potential development of a community hub in Hampton:

- Bigger facility with a variety of spaces
- Availability of better storage solutions
- Access to technology and amenities (e.g. projection screen)
- Help with the administration and operation of the space
- Updated spaces with good heating and cooling
- Good lighting and ramps for access

The consulted individuals cited some concern regarding the mix of ages (notably youth) and safety with the potential community hub.
3.4 Facility 3: Hampton Library

The Hampton Library is located on Service Street, at the heart of the Wills Street Precinct and adjoining the Hampton Railway Station. The facility is located on a 3,120sqm site. The facility provides three parking spaces for library staff and is located adjacent to a public car park.

3.4.1 Current Space and Activities

The book collection in the library currently occupies approximately 160sqm. Users often order and access books from neighbouring library services which can be collected from the Hampton Library. The facility currently incorporates the book collection, office with two work spaces and a small meeting room.

2.2 equivalent staff currently work at the Hampton Library. Staff programming at the library is at capacity.

The Hampton Library provides a range of services and programs catering for a range of age groups in the community. Some of these are described below:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book Clubs</td>
<td>Held monthly when the library is closed. This program is currently fully subscribed with 12 participants.</td>
</tr>
<tr>
<td>Storytime</td>
<td>Held weekly on Monday mornings. No bookings are required. The session has the capacity to accommodate 15 children, however participants often exceed this maximum.</td>
</tr>
<tr>
<td>School Holidays</td>
<td>The library hosts a variety of activities during the school holidays throughout the year. The maximum number of participants varies across activities (8 – 39 children). This program is frequently fully or over subscribed</td>
</tr>
</tbody>
</table>
Other activities include:

- Book-Chat: Occurs monthly on a Friday morning
- Home Library Service: A monthly service to which books are delivered to individual’s home to which can’t attend to the library
- Homework Help: Materials and face-face help with youth homework
- Story Box Online: Online service providing story-time session
- Research Tools: Services to help with the development of research regarding a range of matters

The nature of the Hampton Library means that there are no individual community groups that can use the facilities, however all programs are run by Council staff except for the home library service which is operated by community volunteers. (Numbers regarding individuals to activities are unknown).

### 3.4.2 Current Utilisation

The Hampton Library has a total of 4,614 registered members. The overwhelming majority of members are local to Hampton, noting that there are a small proportion (468) of members from outside the municipality. Figure 5 represents the main place of residence for current library members.

According to Council staff the library is predominately used by families with young children and older residents; this can be attributed to the size and content of the library collection as well as the types of programs and activities currently provided at the library.

**Figure 5. Main Place of Residence for Library Members**
3.4.3 Benefits and Limitations

The following provides an overview of the benefits and limitations of the current Hampton Library. This analysis incorporates feedback received from consultation.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Limitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Location – close to train station and shops</td>
<td>• Library is relatively small and does not have any meeting spaces</td>
</tr>
<tr>
<td>• Size of the collection is appropriate to the role and location of the facility and the surrounding library network</td>
<td>• Limited space to run programs and activities</td>
</tr>
<tr>
<td>• Programs are popular and well utilised</td>
<td>• Staffing capacity cannot offer more programs or courses</td>
</tr>
<tr>
<td></td>
<td>• Facility does not have space to study/work and therefore does not attract youth</td>
</tr>
<tr>
<td></td>
<td>• Limited access to technology (e.g. There are 2 public access computers and an OPAC to search the collection.)</td>
</tr>
</tbody>
</table>

3.4.4 Key Considerations for a Potential Community Hub

The following opportunities were identified by representatives from the Hampton Library regarding associated with the potential development of a community hub in Hampton:

• Larger spaces with meeting spaces and increased diversity of users

• Retain access to a book collection of similar size to the existing

• Provide space for people to study and work quietly – this should include space to work on electronic devices and free Wi-Fi

• Provide spaces that increase opportunities to continue to deliver programs (e.g. story time and book clubs), noting that any increase would require additional staff

• Providing work/study space would assist in attracting a wider range of users to the facility

• There are potential synergies with the Hampton Community Centre (e.g. computer literacy programs) as well as Maternal and Child Health, noting that the library already has links to this service through the ‘baby book bag’ program.

• Provide opportunities for people to formally and informally meet and socialise.

3.4.5 Bayside Library Services: Future Stories (2018)

The Bayside Library Services: Future Stories (2018) provides recommendations based on Council resolutions, Library Services Review (2016), the Council Plan and best practice. The Paper recommends that the Hampton Library is extended to at least double the current space and considers the following uses for spaces:

• Book library;

• Digital library;

• Learning space;

• Library of things; and

• Co-working space.

The Paper was presented to Council in February 2018. Council moved to ‘maintain the Hampton Library Service in its current state whilst the feasibility of the Hampton Hub is finalised and received a further report at this time’.
3.5 Facility 4: Hampton Maternal & Child Health

The Hampton Maternal and Child Health Centre is located at the northern extent of the Hampton Street Activity Centre on Hampton Street. The Hampton Maternal & Child Health Centre offers a range of services that cater for children aged infant – six, as well as parental health. These services cater for toddler health, child health, infant health, family health, infant feeding, breast feeding and parental health.

The Centre comprises one working office and a smaller spare office.

The Centre is located in a building affected by the Heritage Overlay.

3.5.1 Current Facility and Service

Clients are predominantly from Hampton and Hampton East. There are currently 709 families enrolled at the centre.

Generally, one Maternal and Child Health nurse works at the facility Monday to Friday, with the following structure to activities:

- Monday is 30-minute client appointments all day
- Tuesday is appointments in the morning and First Time Parent Group in the afternoon
- Wednesday is a morning “drop-in” session (3 hours) and 30-minute appointments in the afternoon
- Thursday is appointments and /or home visits in the morning
- Friday is appointments and/or home visiting morning and afternoon

The First-Time Parent group has around ten participants on average and the group runs concurrently for six weeks. There are two hours allocated for the group. This program is operated from the waiting area of the facility, which can be physically constrained depending on group numbers.

It was also noted that there can be some safety issues associated with the current configuration of the facility. As there is only one nurse working at the facility, there is potential for people to enter the premises while the nurse is attending to a client. Furthermore, the facility cannot accommodate more than one maternal child health nurse at a time.

There are currently no waiting lists as such for the facility, other than waiting for the next First Time Parent group to start.

3.5.2 Benefits and Limitations

The following provides an overview of the benefits and limitations of the current Hampton Senior Citizens Centre facility. This analysis incorporates feedback received from consultation.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Limitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location – close to primary school and shops</td>
<td>Solitary work environment for Maternal Child Health Nurse</td>
</tr>
<tr>
<td>Off-street car parking provided for users and staff</td>
<td>Limited space available to undertake parenting classes</td>
</tr>
<tr>
<td>Welcoming atmosphere – with a cosy and local character</td>
<td>Ageing facility</td>
</tr>
<tr>
<td></td>
<td>Limited storage</td>
</tr>
<tr>
<td></td>
<td>No co-location with other services and therefore limited opportunities for cross referral</td>
</tr>
<tr>
<td></td>
<td>Car parking is frequently used by primary school families</td>
</tr>
<tr>
<td></td>
<td>Safety of the facility – ongoing surveillance of the waiting area / reception is not possible</td>
</tr>
</tbody>
</table>
3.5.3 Key considerations for a Potential Community Hub

The following opportunities were identified by representatives from Maternal and Child Health regarding associated with the potential development of a community hub in Hampton:

- Support for relocating Maternal and Child Health service to a future hub
- Minimum of two consulting rooms should be provided
- Large waiting area
- Access to good storage
- Access to natural light

The representatives from Maternal Child Health also identified the potential synergies and benefits of co-location with the library and proximity to Hampton Playhouse.
3.6 Hampton Children’s Playhouse

The Hampton Children’s Playhouse is located on Willis Street in Hampton. The facility was established in 1978 by a group of local mothers. It currently operates as a parent co-operative with support from Bayside City Council.

The facility is currently used by families from across Bayside, but predominantly from Hampton and Sandringham. It provides opportunities for families and children to interact in safe and contained space. There are currently 140 members of the facility and the centre caps its membership at 150.

The centre is open from Monday to Friday, from 9.30am to 5pm. The facility is also available for hire on Saturdays and Sundays for children’s birthday parties.

3.6.1 Current Facility and Service

The existing President of the Playhouse was interviewed for this project and identified that the range of spaces is a key component of its success. It includes:

- Quiet corner
- Pre-walker
- Craft areas
- Smaller spaces with targeted activities
- Kitchen

It was noted that the kitchen is the least important space, though often used for parties. The centre also has relationships with local traders including local cafes who provide a coffee service delivery, the pharmacy and Bakers Delight.

The Playhouse has access to a high quality outdoor area with enough space to accommodate bikes and scooters. It includes trees and landscaped areas, shaded sand pit area and swings.

In terms of usage of the Hampton Playhouse the following anecdotal information was provided:

- Monday and Tuesday is generally quiet (with approximately five families using the facility)
- Thursday and Friday are the busiest days (with approximately 12 families using the facility)
- Wednesdays the numbers vary.

The Hampton Children’s Playhouse aspires to provide the following in the future:

- Exercise and dance classes for parents, while children are supervised in the facility
- Classes for children
- Classes for mothers.
3.6.2 Benefits and Limitations

The following provides an overview of the benefits and limitations of the Playhouse facility. This analysis incorporates feedback received from consultation.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Limitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>More space</td>
</tr>
<tr>
<td>Parking</td>
<td>Promotion</td>
</tr>
<tr>
<td>Design of building - small rooms and scale for children</td>
<td>Relies on good will and volunteers</td>
</tr>
<tr>
<td>Landscaping</td>
<td>Pricing can be a barrier to some people</td>
</tr>
</tbody>
</table>

3.6.3 Key Considerations

It is not recommended that the Hampton Children’s Playhouse form part of a future community hub at the Hampton Street Activity Centre because the building is fit-for-purpose and meets the current and future needs of the community. Notwithstanding, the facility is located in proximity to the future hub site. There are potential synergies between the Hampton Children’s Playhouse with the Community Centre as well as the Maternal and Child Health service.
3.7 Other Considerations & Opportunities

This section provides an overview of U3A, which presents an opportunity for a potential program provider in a future community hub.

3.7.1 University of the Third Age

The University of the Third Age (U3A) is:

a learning exchange for retired or semi-retired adults, a place to learn, a place to teach, a place to continue exercising your minds. A U3A is a place where knowledge, ideas and life experiences are shared. There are formal and informal classes, talks and demonstrations and a great way to meet new friends.

The Bayside branch of U3A currently has approximately 1,200 members and is experiencing strong demand in the Bayside area. The organisation currently offers 123 courses predominantly from spaces located in Beaumaris and Brighton which include:

- Art and craft
- Culture
- Computers and technology
- Exercise your body and mind
- Games
- History
- Languages
- Literature and writing
- Music
- Science.

U3A offers a weekly program operating Monday to Friday from 9am to 4pm. Programs are generally term based, though language courses are generally yearly based. There are a limited number of short courses.

Key Requirements

U3A has aspirations to retain its Beaumaris and Brighton facilities and to establish in Hampton because of its growing needs. It was noted that the organisation believes that there are strong linkages between a library service and the U3A programs, to foster and support continued learning and social interaction.

Key requirements for spaces to operate its programs include:

- Classrooms x 2 open full time.
- Lecture theatre with capacity for 150 to 200 people
- Shared reception
- Large social space
- Access to office space
- Access to wet area / mess space
- Storage
- Access to technology including internet

Ideally the hub will also provide linkages to a community bus service and/or retirement home. Access to car parking (3-4 hours) is a key consideration as well as proximity to the train station.
Other Considerations

Other considerations identified by the U3A also include:

- Electric bike storage/ Mobile bikes (Scooter)
- Shelter
- Kitchenette / catering – it was noted that the U3A in Manningham have received a grant from Coles / Woolworths to have cost effective catering provided to some of its programs and courses
- Outdoor areas
- Childcare potentially required to support grandparents attending the session
3.8 Key Findings

The following summarises the key findings from analysis of the existing Council-owned assets within the Hampton Street Activity Centre.

Role of Community Infrastructure

Many facilities and services perform a predominantly local function – chiefly used by Hampton residents or the broader Bayside community. Some facilities attract users from outside the municipality. There is generally strong community connection to existing facilities.

Use of Community Infrastructure

Broad range of activities and services being offered to support community development, social connections, healthy active lifestyles and lifelong learning.

Use of existing facilities are generally dominated by particular demographic groups (e.g. early years, seniors) and do not support intergenerational access or interaction. The Hampton Community Centre is an exception to this.

Few programs and spaces are provided for youth specific activity. This is consistent with the findings from the future community needs analysis.

Fit-for-Purpose Facilities

Existing facilities are generally not fit-for-purpose and there are currently challenges associated with the layout of buildings, access to technology and storage. Furthermore, the configuration of existing facilities means that some small groups use spaces larger than required, while others are in smaller rooms which are not suited to the activity or cannot cater to the demand for the program.

Few existing facilities are adaptable to meet the changing needs of community over time.

It is also noted that the library is a well utilised facility but small and has limited capacity to grow in the future. Furthermore, the MCH is stand alone and has limited connection to other family services in the study area.

3.8.1 Emerging Needs

The following emerging needs are identified. Based on the review of existing facilities and services provided within the Hampton Street Activity Centre.

- A range of different sized meeting rooms is needed – to accommodate broad range of programs and activities undertaken over time (e.g. dance and fitness; to language classes)
- Programs, services and spaces that attract a range of people of different ages and abilities
- Wet spaces for art/craft areas activities, storage and access to a technology, kitchen and office spaces are important future requirements
- Access to car parking as well as public transport are important for users and operators of facilities
- School holiday programs run by Hampton Community Centre are popular
- Opportunity to strengthen linkages between facilities and services (e.g. Maternal and Child Health with Library and Hampton Playhouse)
4.0 Recommendations for a Hampton Community Hub

As outlined in the previous chapters, State and local government policy provide policy support for the establishment of community hubs to support the health, wellbeing and social connection of local communities.

It is recommended that a community hub is established in the Hampton Street Activity Centre to perform a local role. The establishment of this hub should include the consolidation of the following Council owned facilities and services into the new integrated multipurpose facility.

- Hampton Senior Citizens Centre
- Hampton Community Centre
- Hampton Library
- Hampton Maternal and Child Health
- U3A

The existing facilities although highly valued by the local community, are not fit-for-purpose, provided through an outdated delivery model and require significant investment to address current operational requirements.

It is also recommended that Playhouse remains operating from its current well-utilised and functional building.

This section provides an overview of recommended spaces and services to be incorporated in a future community hub in the Hampton Street Activity Centre.
4.1 Future Community Infrastructure Requirements

The following principles have been prepared to guide the future delivery of social infrastructure in the Hampton Street Activity Centre. These principles are based on the review of strategic policy, current and projected population and demographic profile of Hampton and best practice approaches to community infrastructure planning. It also incorporates the findings from the analysis of existing Council facilities and services in the study area.

Provide intergenerational services and spaces

This includes services and facilities that are used across all ages - from early years services to aged services.

Hampton currently contains a relatively diverse population profile, there are high proportions of children and middle-aged residents and a relatively smaller proportion of residents aged 60 and over in comparison to the municipal average.

The area is forecast to experience strong growth over the next 20 years with the greatest increases anticipated in the seniors (70–84 years), young workforce (25-34 years) and parents and homebuilders (35-49).

As such there is a need for diverse community infrastructure which meets the needs of a variety of age groups. Existing policy promotes the provision of intergenerational services and spaces which meet the needs of, and encourage interaction, of people of different ages and abilities.

Encourage people to formally and informally socialise and build social capital

Provide a range of spaces that allow for meetings/classes (classrooms) and spaces for socialising - places to sit casually without being in a class or organised activity.

Hampton Street Activity Centre is a vibrant activity centre. It contains a variety of retail, commercial and community uses, however there are few places for residents to informally recreate and connect. Spaces such as this become increasingly important as residential densities increase.

Social infrastructure plays an important role in fostering social connections between residents and building a sense of community. This is particularly important in the context of the growing number of lone person households in the study area and prevalence of young families. As such it is important that any future facilities provide opportunities to deliver programs, meetings and classes as well as opportunities for people to socialise casually.

Provide opportunities for cross-referral and efficient service delivery

Provide a range of different services that overlap the needs of different community members, providing a human centric approach to the space.

Best practice research indicates that a key benefit of integrated community hub model is the potential to promote cross-referral between programs and services that enable community facilities to be a one-stop-shop for local residents.

Provide flexible and adaptable spaces to meet the changing needs of the local community

Design the building to include spaces and room types that include movable walls to encourage the use of different spaces over the week - sometimes the space could be a large room and sometimes it could be used as smaller room.

Existing community infrastructure within the Hampton Street Activity Centre provides a broad range of activities for residents. This includes dance, language courses, playgroups and digital literacy programs. As previously discussed, Hampton supports a diverse population profile – a trend which is forecast to remain in the future. As such it is important that future community infrastructure is flexible and adaptable to meet the varied and changing needs of Hampton’s population.
Ensure community infrastructure is accessible and inviting and meets the needs of people of all ages, abilities and cultures

Provide bright welcoming spaces that are accessible and designed with high quality to ensure all members of the community feel welcomed and included.

A key opportunity for the establishment of a community hub is to develop a ‘heart’ for the Hampton Street Activity Centre. This opportunity is also reflected in the Willis Street Urban Design Framework (2014). This Strategy acknowledges the importance of diversifying the range of uses and activities undertaken in the Activity Centre beyond retail, particularly in terms of facilities that target both the young workforce and ageing populations.

The existing community facilities in the Hampton Street Activity Centre have ‘local’ character that is highly valued by existing users. Any new facility should be designed to ensure access by people of all abilities and create a welcoming atmosphere.

Ensure community infrastructure is accessible in terms of design, location, cost and connection to sustainable transport modes

Locate the facility on a site that is close to public transport and parking options and that maximising environmental design principles of good natural light, solar access and other 7-star building guidelines.

The establishment of a community hub provides an opportunity to better integrate community planning with strategic land use and transport planning. Any future facility should maximise access by active transport modes as well public transport. Consideration should also be given to appropriate provision of carparking.

The facility should be a high-quality building which promotes community pride.
## 4.2 Potential Spaces & Programs

It is recommended that the future Hampton Community Hub performs a local role. The table below summarises the key functions and spaces to be included in the new facility.

Indicative floor areas are provided below are based on industry best practice, but should be reviewed by an architect and discussed with Council Officers and existing service providers to ensure the facility meets the functional requirements of future users.

### Table 4. Key Functions and Spaces for the Future Hampton Community Hub

<table>
<thead>
<tr>
<th>Type of space</th>
<th>Description</th>
<th>Based on best practice principles of</th>
<th>Indicative floor area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library</td>
<td>The Hampton Library is a highly valued and well utilised local facility and has the potential to provide an ‘anchor’ for the future community hub. The library space should incorporate: • Space for a permanent book collection, of a similar size to the existing • Space for study / quiet work • Space for people to read, lounge and “be”.</td>
<td>• Intergeneration services and spaces • Social connection</td>
<td>Min. 400sqm total space. With consideration for specific spaces for: • Book library • Digital library • Learning Space • Library of things Co-working space</td>
</tr>
<tr>
<td>Maternal and Child Health</td>
<td>A minimum of two consulting rooms and a generous waiting area. It is recommended that the waiting room is of a size which allows delivery of the new parent’s groups or other information sessions, to manage demand for the multi-purpose rooms.</td>
<td>• Cross-referral and efficient service delivery</td>
<td>25sqm per consulting room plus waiting area</td>
</tr>
<tr>
<td>Large Multi-purpose Room</td>
<td>A large multi-purpose room with the capacity to accommodate 60 – 100 people. This space could support health and wellbeing programs (e.g. dance, yoga). It could also accommodate AGMs or other large meetings.</td>
<td>• Health and wellbeing • Social connection • Intergenerational programs</td>
<td>100-200sqm per meeting room</td>
</tr>
<tr>
<td>Medium Multi-purpose Rooms</td>
<td>At least three medium sized meeting rooms with the capacity to support 20-40 people.</td>
<td>• Intergenerational programs • Social connections • Lifelong learning</td>
<td>40-60sqm per meeting room</td>
</tr>
<tr>
<td>Small Multi-purpose Rooms</td>
<td>At least two small meeting rooms with capacity for 0-20 people.</td>
<td>• Intergenerational programs • Social connections • Lifelong learning</td>
<td>20-35sqm per meeting room</td>
</tr>
<tr>
<td>Wet area</td>
<td>Access to wet areas should be provided as part of the design of at least one multi-purpose room,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amenities</td>
<td>Other amenities to be included in the community hub should include: • Kitchenette • Storage • Staff toilets • Reception / common area • Covered space to park prams and scooters</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4.2.1 Other Considerations

Other elements which should be considered in the future design and configuration of the Hampton Community Hub include:

- Consulting Rooms – potential to provide consulting rooms for specialists to use.
- Arts and Culture – opportunities to incorporate arts and culture spaces, for example an exhibition space in the reception area of the facility
- Access to open space – this could be provided at the foreground of the facility or as a rooftop / balcony and would provide opportunities for people of all ages to gather and recreate
- Café and retail - incorporate a café or other retail space to invite users to stay at the centre
- Access for all abilities – consideration should be given to incorporating a changing places toilet to ensure the facility is accessible and functional to people of all abilities.

Example of outdoor informal gathering space, Yarraville

Semi-outdoor space provided at Library at the Dock (City of Melbourne)
This Report provides a social infrastructure assessment to inform the future planning and development of a community hub at the Hampton Street Activity Centre. The recommendations contained in this report are based on the review and consideration of:

- State and local policy
- Current and future population and demographic profile
- Future community needs assessment
- Condition, utilisation and performance of existing Council community infrastructure in the study area.

The Report recommends the consolidation of existing community infrastructure in a new multi-purpose community hub to meet the needs of the local Hampton community. It proposes a range of core functions and spaces to be incorporated into the facility as well as other considerations which should be explored in the planning of the facility.

Important next steps to progress the recommendations:

- Consideration of governance and delivery models
- Development of a concept design to guide consultation with relevant stakeholders and the community and inform the preparation of an architectural brief
- Identification and brokering of potential delivery partners (if appropriate)
- Consultation with all key service providers and facility operators recommended to be incorporated into the community hub
- Consultation with Hampton community and key stakeholders.

**5.1 Next Steps for Engagement**

Stakeholder engagement is a critical next step in progressing the future development of a community hub at the Hampton Street Activity Centre. Engagement with key stakeholders provides an opportunity to gain further insight into the needs of the Hampton community and the individual requirements for each Hub delivery partner.

The broader community should be informed of the Hampton Hub Project and provided with key details regarding the development process and any potential impacts on community members and local businesses.

A detailed community engagement plan should be developed which outlines the activities and timelines for engagement, these could include:

- Development of a Project Reference Group with key stakeholders
- Briefing and workshops with relevant Councillors
- Information dissemination to the general community through the Have Your Say website, letterbox drop, leader advertising and social media.
- Regular drop-in sessions with Council staff members for the general community or stakeholders to attend to discuss the project.
## Policy Review

<table>
<thead>
<tr>
<th>Policy</th>
<th>Purpose &amp; Vision</th>
<th>Relevant recommendations</th>
<th>Key directions for Hampton</th>
</tr>
</thead>
</table>
| This policy outlines Bayside City Council’s approach to how it engages with its community in the decision-making process to achieve good governance and to ensure decisions are informed by community input. | 7 key engagement principles:  
1. Clear intent and opportunities for engagement  
2. Clear scoping of negotiatables and level of influence  
3. Process to inform and deliberate decisions and issues  
4. Design for representative, diverse participation  
5. Fit-for-purpose tools and techniques for stakeholders  
6. Information that is accessible and easily understood  
7. Incorporate feedback and discuss how involvement has influenced the outcomes | • Endorsement and evaluation of a community engagement plan by Executive Manager (Communications & Customer Service)  
• Fit-for-purpose engagement approach – consider scale of project, level of interest and influence, value added, statutory requirements, previous activities, resources etc.  
• Identifies key stakeholder clusters or groups for engagement within Bayside area. |
| The Plan builds on the former Our City Our Future Bayside 2020 and provides an evidence base of activities, services and infrastructure valued by the community and to which investment should be directed and priority assigned. | “Better Place Approach” – an integrated placemaking approach that balances people, efficiency, service and liveability across seven domains.  
• Most relevant domains are Community health and participation and Infrastructure, within which key community aspirations include:  
  - Diverse and equitable local facilities and activities  
  - Ease of access to community facilities  
  - Impromptu events and opportunities for community connection  
  - Improved participation in arts and culture  
  - Community facilities have high design quality and amenity  
  - Investment is commensurate to community need and future changes | • Advocate and partner with public and private organisations to influence provision of non-legislated services  
• Volunteer, capacity building and other social programs use Council community centres  
• Recreation and leisure facilities and their services and events should be:  
  a. Intergenerational  
  b. adaptive to changing local needs  
  c. provide spaces for community education and awareness (e.g. health and wellbeing)  
  d. integration/ico-location with community-based aged care service model  
  e. located in accessible locations  
  f. universal access for mobility impaired  
  g. affordability of services |
<table>
<thead>
<tr>
<th>Policy</th>
<th>Purpose &amp; Vision</th>
<th>Relevant recommendations</th>
<th>Key directions for Hampton</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council’s Plan is guided by the Community Plan 2025 and, in accordance with this Plan, identifies seven ‘domains of liveability’ that contribute to Bayside’s social, economic and natural appeal.</td>
<td>Urban structure of community infrastructure across Bayside is:  - equitable  - accessible  - fit-for-purpose  - flexible and innovative in its use  - builds social capital  - meets a variety of needs (i.e. people of all abilities and life stages)  - safe and aesthetic in design  - provided locally  - provided to support and engage its community  - improving service offering</td>
<td>Community values functional, attractive, well maintained and frequented facilities – financial case for co-location</td>
<td></td>
</tr>
<tr>
<td>Through this Plan, Council will allocate resources and deliver and improve facilities and services that best satisfy community values and needs.</td>
<td>Alternative governance and funding arrangements to support Council facilities</td>
<td>Relevant strategies include:  - upgrade library infrastructure  - provide multi-use facilities (primarily for maternal and child care services, preschool etc.)  - redevelop existing, or develop new, recreation centres (including senior centres) to meet local need</td>
<td></td>
</tr>
<tr>
<td>Vision  “Work together with the community to ‘make Bayside a better place’”</td>
<td></td>
<td>Operational, performance and leasing requirements for Council facilities that increase public benefit and usability</td>
<td></td>
</tr>
<tr>
<td>The Bayside Library Services ‘Future Stories’ (2018) paper presents options to Council for improving the provision of libraries and their services to meet changing trends and need. The paper is based on current research and consultation with the community the discussion provides options that will ensure that library services in the Bayside municipality meet the needs of the community now and into the future</td>
<td>Key recommendations for future libraries:  1. Differentiated Service Delivery Model (DSDM) – wider offer of services, products and programs tailored to community needs, demographic profile and demand of users. Product differentiation will increase the traditional library catchment beyond 1km.  2. Fit-for-purpose infrastructure and improved library assets that provide modern services and meet floor space and layout requirements. One such option is to retrofit existing Hampton Library or integrate its services into a new Community Hub.  3. Better marketing of library values and service opportunities  4. Align library operations/resourcing to new strategic service model</td>
<td>Hampton Library options:  a. repurpose existing library as an “innovation learning centre” to improve services (e.g. early learning services, IT training/literacy, education and study spaces, volunteer and social activities).  b. create a new library with synergistic spaces and greater floor space in the Hampton Community Hub (e.g. the ‘library of things’, the co-working space, the learning space).</td>
<td></td>
</tr>
<tr>
<td>The paper is responds to recommendations from Council resolutions, Library Services Review (2016) and the Council Plan (2017-2021)</td>
<td>Modern library facilities:  - are “anchor tenants” in the centres network  - have a clear nexus with like community services (co-location potential)  - provide a ‘suite’ of services/programs  - create flexible “third spaces” for community leisure and recreation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The document undertakes a ‘health check’ of the Hampton Street Structure Plan, adopted as part of the Bayside Planning Scheme, in light of recent demographic, economic, development, land use, planning policy and statutory changes since its implementation in 2013.

**Structure Plan Vision:**

“... the Hampton Street Centre will provide a variety of community, commercial and residential uses to attract a diverse range of people. It will encourage lively interaction, entertainment and provide a community focal point...”

### Relevant recommendations

- Integrated redevelopment and transport planning of Hampton Railway Station and adjoining Willis Street precinct in Plan Melbourne 2014.
- Ensure economic role and function of Hampton Street is maintained by promoting commercial floorspace in mixed use development (i.e. reformed Commercial 1 Zone).
- Opportunity to strengthen policy around mix of retail and commercial uses and their integration with ‘shop top’ residential to reduce horizontal ‘spread’ of uses (i.e. consolidated catchment).
- Growth in non-residential floorspace should continue to be accommodated in all future development in accordance with demand forecasts.
- Streetscape improvements that enhance amenity, local character, walkability and are integrated with public transport will promote economic growth in the centre.
- Strategic planning exercise to determine community infrastructure needs in the Hampton Street Activity Centre. Should focus on a hub-style development to provide for the range of existing and future community services (see also History of Council Decisions – Willis Street Precinct attachment).

### Key directions for Hampton

- Growth in number of ‘young workforce’ aged persons residing in Hampton Activity Centre, as well as children of early education age – demand for community infrastructure and services (children and family services, libraries etc.).
- Growing demand for aged care and local health services to cater for the ageing population in the balance Hampton area.
- Extended hours of operation within activity centre to create an attractive night time place, particularly for the following:
  - learning and education spaces
  - gyms, pools and sports facilities
  - health and wellbeing services
  - specialty stores
- Policy support for a community hub:
  - located on an integrated site
  - min. 5,000m2 floorspace
  - in proximity to public transport
  - meet social infrastructure needs of future population growth
  - determined in consideration of Housing Growth Areas, their infrastructure priorities and the required development contribution ratio
  - focus on ‘sweating’ Council’s community assets
  - need for additional public open space
<table>
<thead>
<tr>
<th>Policy</th>
<th>Purpose &amp; Vision</th>
<th>Relevant recommendations</th>
<th>Key directions for Hampton</th>
</tr>
</thead>
</table>
| The Urban Design Framework (UDF) informs future local area planning of the Willis Street Precinct and ensures that the development of Council land delivers a public benefit and positive development and public realm outcomes. | **Vision:**  
"The Hampton Willis Street Precinct will be a place reflecting environmentally, socially and economically sustainable development, with a focus on community benefit and opportunities." | **Co-location of community services within precinct to:**  
- build social capital between neighbourhoods  
- complement surrounding development  
- present more efficient land use arrangement  
**Community services hub model requires private funding and resourcing, and a commitment from Council to renew ageing stock**  
**Upgrade existing community facilities to deliver modern services and meet future needs, as well as provide other compatible facilities in an accessible location**  
**The model improves equity to key assets, provides a clear community benefit and improves functionality of the precinct**  
**Community services hub seen as a ‘activator’ of local economy at all times of the day**  
**Planning of the hub should promote community activation at street level (i.e. development controls that require articulated built form)** | **‘Community hub’ format – consolidate dispersed, single-purpose facilities and services in a central location in Hampton**  
**Willis Street Precinct identified as good location for a community hub – acts as a ‘gateway’ to the precinct**  
**Potential to sell Scout Hall site to fund Hampton Hub development**  
**Integrated development outcome – connects to Hampton rail station, proposed bus interchange, public spaces, Hampton Street activity centre and commercial and residential areas**  
**Accommodate the Hampton Library and other complementary community facilities with varied programs and services (e.g. learning and activity centre, local health services for mothers and children etc.)**  
**Suggested requirements for community hub:**  
- min. 5,000m2 floorspace  
- library with min. 1,500m2 floorspace  
- undertake needs analysis of future population and spatial requirements  
- feasibility of including other commercial uses in hub  
- no net loss of car parking |
| The Strategy provides Bayside City Council with a four year plan to improve the public health and wellbeing of its community through local policy, and will (in part) deliver on the ‘domains of liveability’ in the Council Plan. This adopts a place-based approach to the unique social, economic, environmental and political issues in Bayside. | **Vision:**  
"An integrated approach to maintain and improve public health and wellbeing at a local community level.” | **Community wellbeing is a key planning priority, driven by:**  
- mental health services  
- learning and skill development  
- opportunities for volunteering  
- affordable, accessible, inclusive services that reduce social and spatial inequities  
- creating social networks/connectedness  
- designing strong, resilient communities (including resilient building design of Council community assets to climate change)** | **Opportunity to plan for, support and include key life stages (early years, young people, disabled, long-term illness, vulnerable etc.)**  
**Spaces to:**  
- share and access information  
- provide education to the community  
- offer services and programs (e.g. intergenerational activities, mental health services, support for vulnerable persons, antenatal/postnatal support services)  
- coordinate volunteering and other outdoor activities and programs |
Appendix B. Population and Demographic Analysis

Age Profile

Current population
In 2016, the usual resident population (URP) of the City of Bayside (or ‘Bayside LGA’) was 97,087 people. The estimated resident population (ERP) of the Bayside LGA is 102,737 people; however, this figure has not been updated following the 2016 census results. Of the nine state suburbs (SSCs) that comprise the City of Bayside (Beaumaris, Black Rock, Brighton, Brighton East, Cheltenham, Hampton, Hampton East, Highett, Sandringham), Hampton has the third highest ERP, comprising almost 15% (14,023 people) of the total LGA population. The median age of Hampton is 42 years, compared to 44 years for City of Bayside and 36 years for Greater Melbourne.

Figure 1 shows that compared to Greater Melbourne, the City of Bayside has a higher proportion of older persons (from age groups 45–85+ years); the LGA also has a greater number of young adults and dependents in comparison to the balance region (from around 5–19 years). By comparison, Figure 2 indicates that Hampton has fewer older people compared to the City of Bayside and more people in the 35–59 year age cohorts, identified in Table 1 as the ‘parents and homebuilders’ and ‘older workers and pre-retirees’ service groups. Hampton also has a higher number of dependents (proportionally) between the ages of 5–19 compared to the City of Bayside. The 60–69 year age cohort (‘empty nesters and retirees’) is the third largest group in Hampton and is expected to increase.

![Figure 1. Age and sex profile, City of Bayside, 2016](image-url)
Figure 2. Age and sex profile, Hampton suburb, 2016

Table 3. Age profile summary by service age group, based on URP (ABS, 2016).

<table>
<thead>
<tr>
<th>Service age group (years)</th>
<th>Hampton</th>
<th>City of Bayside</th>
<th>Greater Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Babies and pre-schoolers (0-4)</td>
<td>699</td>
<td>4,994</td>
<td>287,178</td>
</tr>
<tr>
<td>Primary schoolers (5-11)</td>
<td>1,382</td>
<td>9,382</td>
<td>382,911</td>
</tr>
<tr>
<td>Secondary schoolers (12-17)</td>
<td>1,234</td>
<td>7,968</td>
<td>302,615</td>
</tr>
<tr>
<td>Tertiary education and independence (18-24)</td>
<td>1,022</td>
<td>7,180</td>
<td>449,386</td>
</tr>
<tr>
<td>Young workforce (25-34)</td>
<td>1,030</td>
<td>7,980</td>
<td>730,355</td>
</tr>
<tr>
<td>Parents and homebuilders (35-49)</td>
<td>2,941</td>
<td>20,726</td>
<td>946,670</td>
</tr>
<tr>
<td>Older workers and pre-retirees (50-59)</td>
<td>2,118</td>
<td>14,427</td>
<td>535,544</td>
</tr>
<tr>
<td>Empty nesters and retirees (60-69)</td>
<td>1,403</td>
<td>11,157</td>
<td>418,086</td>
</tr>
<tr>
<td>Seniors (70-84)</td>
<td>1,111</td>
<td>9,661</td>
<td>343,336</td>
</tr>
</tbody>
</table>
Future population projections
The population within City of Bayside is projected to increase by 15% between 2016–2036 (from 102,737 to 118,591 people); within this same period, Hampton’s population will increase by 15% from 13,954 to 16,077 people (refer to Table 2).

Between 2016–2036, Bayside’s growth will be greatest in the following service age groups: seniors (+5,923 people aged between 70-84 years), parents and homebuilders (+2,249 people aged between 35-49 years), empty nesters and retirees (+1,924 people between 60-69 years) and young workforce (+1,902 people aged between 25-34 years). In Hampton between this same period, Table 2 shows that growth in the seniors (+769 people), young workforce (+650 people), parents and homebuilder’s (+529 people) and elderly aged (+210 people aged 85 and over) is most pronounced, as current dependents reach working age and parents and homebuilders approach retirement and old age.

A range of community facilities and services for this diverse age spectrum will be required in the future; however, particularly for seniors and elderly aged groups who, proportionally, will experience the highest growth between 2016–2036.

Table 4. Population projections in Hampton and City of Bayside, 2016–2036

<table>
<thead>
<tr>
<th>Service age group (years)</th>
<th>Hampton</th>
<th>City of Bayside</th>
<th>Greater Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elderly aged (85+)</td>
<td>303</td>
<td>3,624</td>
<td>89,147</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>13,247</td>
<td>97,099</td>
<td>4,485,211</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total persons</th>
<th>2016</th>
<th>2026</th>
<th>2036</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Age group (years)</th>
<th>Hampton</th>
<th>City of Bayside</th>
<th>Hampton</th>
<th>City of Bayside</th>
<th>Hampton</th>
<th>City of Bayside</th>
</tr>
</thead>
<tbody>
<tr>
<td>Babies and pre-schoolers (0-4)</td>
<td>780</td>
<td>5,552</td>
<td>901</td>
<td>6,116</td>
<td>969</td>
<td>6,355</td>
</tr>
<tr>
<td>Primary schoolers (5-11)</td>
<td>1,491</td>
<td>9,906</td>
<td>1,285</td>
<td>9,574</td>
<td>1,392</td>
<td>9,914</td>
</tr>
<tr>
<td>Secondary schoolers (12-17)</td>
<td>1,302</td>
<td>8,220</td>
<td>1,139</td>
<td>8,527</td>
<td>1,142</td>
<td>8,664</td>
</tr>
<tr>
<td>Tertiary education and independence (18-24)</td>
<td>1,126</td>
<td>7,902</td>
<td>1,255</td>
<td>9,210</td>
<td>1,216</td>
<td>9,152</td>
</tr>
<tr>
<td>Young workforce (25-34)</td>
<td>1,139</td>
<td>9,274</td>
<td>1,690</td>
<td>10,600</td>
<td>1,789</td>
<td>11,176</td>
</tr>
<tr>
<td>Parents and homebuilders (35-49)</td>
<td>3,092</td>
<td>21,779</td>
<td>3,252</td>
<td>22,959</td>
<td>3,621</td>
<td>24,028</td>
</tr>
<tr>
<td>Older workers and pre-retirees (50-59)</td>
<td>2,214</td>
<td>14,992</td>
<td>2,046</td>
<td>15,437</td>
<td>2,012</td>
<td>15,441</td>
</tr>
<tr>
<td>Empty nesters and retirees (60-69)</td>
<td>1,456</td>
<td>11,586</td>
<td>1,691</td>
<td>13,063</td>
<td>1,603</td>
<td>13,510</td>
</tr>
<tr>
<td>Seniors (70-84)</td>
<td>1,107</td>
<td>9,872</td>
<td>1,592</td>
<td>13,689</td>
<td>1,876</td>
<td>15,795</td>
</tr>
<tr>
<td>Elderly aged (85+)</td>
<td>248</td>
<td>3,654</td>
<td>320</td>
<td>3,620</td>
<td>458</td>
<td>4,556</td>
</tr>
<tr>
<td><strong>Total persons</strong></td>
<td>13,954</td>
<td>102,737</td>
<td>15,171</td>
<td>112,795</td>
<td>16,077</td>
<td>118,591</td>
</tr>
</tbody>
</table>
Socio-economic profile

Table 3 summarises relevant socio-economic indicators, showing that in terms of total family and household income, Hampton is relatively affluent compared to City of Bayside and Greater Melbourne. Household and family incomes are $2,226 and $2,921 respectively, higher than the Bayside and Greater Melbourne geographies.

Hampton’s personal income is marginally below the Bayside median; however, remains higher than Greater Melbourne. Hampton’s unemployment rate is low at 4.7% and comparable to City of Bayside (4.6%); this figure is lower again compared to Greater Melbourne (6.8%).

Table 6. Key socio-economic indicators, Hampton, City of Bayside and Greater Melbourne (ABS, 2016)

<table>
<thead>
<tr>
<th>Socio-economic indicators</th>
<th>Hampton</th>
<th>City of Bayside</th>
<th>Greater Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Age</td>
<td>42</td>
<td>44</td>
<td>36</td>
</tr>
<tr>
<td>Median Personal Income (weekly)</td>
<td>$865</td>
<td>$897</td>
<td>$673</td>
</tr>
<tr>
<td>Median Family Income (weekly)</td>
<td>$2,921</td>
<td>$2,765</td>
<td>$1,826</td>
</tr>
<tr>
<td>Median Household Income (weekly)</td>
<td>$2,226</td>
<td>$2,145</td>
<td>$1,542</td>
</tr>
<tr>
<td>Unemployed (June 2016)</td>
<td>312 (4.7%)</td>
<td>2,215 (4.6%)</td>
<td>153,625 (6.8%)</td>
</tr>
</tbody>
</table>

The City of Bayside is a relatively affluent LGA, The City of Bayside's SEIFA score for 2016 is 1125. The areas with the highest IRSEAD index scores (i.e. The areas of lowest disadvantage in the City of Bayside), were:

- Brighton (1144.0)
- Beaumaris (1137.3)
- Church Street Activity Centre (1135.4)
- Black Rock (1133.5)
- Brighton East (1129.4)

The areas with the lowest IRSEAD index scores (i.e. The areas of highest disadvantage in the City of Bayside), were:

- Hampton East (1041.7)
- Highett Activity Centre (1044.0)
- Highett (1077.7)
- Hampton East (Moorabbin) Activity Centre (1089.1)
- Southland Activity Centre (1095.3)
The SEIFA index of Advantage and Disadvantage has "been constructed so that relatively disadvantaged areas have low index values while relatively advantaged areas have high values".

### SEIFA index of Advantage and Disadvantage, 2016

<table>
<thead>
<tr>
<th>Area</th>
<th>IRSEAD index score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brighton</td>
<td>1,144.0</td>
</tr>
<tr>
<td>Beaumaris</td>
<td>1,137.3</td>
</tr>
<tr>
<td>Church Street Activity Centre</td>
<td>1,135.4</td>
</tr>
<tr>
<td>Black Rock</td>
<td>1,133.5</td>
</tr>
<tr>
<td>Brighton East</td>
<td>1,129.4</td>
</tr>
<tr>
<td>Sandringham</td>
<td>1,128.7</td>
</tr>
<tr>
<td>Hampton Activity Centre</td>
<td>1,128.6</td>
</tr>
<tr>
<td>Hampton</td>
<td>1,128.3</td>
</tr>
<tr>
<td>Bay Street Activity Centre</td>
<td>1,127.1</td>
</tr>
<tr>
<td>City of Bayside</td>
<td>1,125.0</td>
</tr>
<tr>
<td>Sandringham Activity Centre</td>
<td>1,102.5</td>
</tr>
<tr>
<td>Cheltenham</td>
<td>1,097.5</td>
</tr>
<tr>
<td>Southland Activity Centre</td>
<td>1,095.3</td>
</tr>
<tr>
<td>Hampton East (Moorabbin) Activity Centre</td>
<td>1,089.1</td>
</tr>
<tr>
<td>Highett</td>
<td>1,077.7</td>
</tr>
<tr>
<td>Highett Activity Centre</td>
<td>1,044.0</td>
</tr>
<tr>
<td>Hampton East</td>
<td>1,041.7</td>
</tr>
<tr>
<td>Greater Melbourne</td>
<td>1,026.0</td>
</tr>
<tr>
<td>Victoria</td>
<td>1,009.0</td>
</tr>
<tr>
<td>Australia</td>
<td>1,003.1</td>
</tr>
</tbody>
</table>
Cultural diversity
Almost a quarter (~23%) of Hampton’s population was born overseas, similar to the City of Bayside overseas birthplace count (25%). This represents a lower proportion when compared to the 34% of the population (1,520,255 people) born overseas within the Greater Melbourne region.

The majority of residents within the City of Bayside and Hampton speak English, with only 1,502 (or 11%) non-English speaking people in Hampton as at the 2016 census. This is lower than the number of non-English speaking people in Greater Melbourne (27%). Compared to Greater Melbourne, fewer people within Hampton and City of Bayside have limited proficiency in spoken English (1.5% and 1.8% respectively); as a result, barriers to community accessibility and involvement due to language difficulties are expected to be lower.

Proportionally, Hampton and City of Bayside have experienced a similar percentage of overseas arrivals within the last five years (2011-2016) – 4.8% respectively – while Greater Melbourne recorded a higher proportion at 9%. Fewer Aboriginal and Torres Strait Islander people live in Hampton and City of Bayside, 37 and 189 people respectively, than in Greater Melbourne. These statistics are presented in Table 4.

Table 6. Cultural diversity indicators, Hampton, City of Bayside and Greater Melbourne (ABS, 2016)

<table>
<thead>
<tr>
<th>Diversity indicator</th>
<th>Hampton</th>
<th>City of Bayside</th>
<th>Greater Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country of birth (born overseas)</td>
<td>3,038</td>
<td>24,564</td>
<td>1,520,255</td>
</tr>
<tr>
<td>Language spoken at home</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>English only</td>
<td>10,888</td>
<td>77,872</td>
<td>2,781,188</td>
</tr>
<tr>
<td>Non-English speaking</td>
<td>1,502</td>
<td>14,218</td>
<td>1,198,085</td>
</tr>
<tr>
<td>Proficiency in English (speaks another language and English not well or not at all)</td>
<td>193</td>
<td>1,707</td>
<td>251,543</td>
</tr>
<tr>
<td>Overseas arrivals (2011-2016)</td>
<td>640</td>
<td>4,676</td>
<td>406,860</td>
</tr>
<tr>
<td>Indigenous status</td>
<td>37</td>
<td>189</td>
<td>24,062</td>
</tr>
</tbody>
</table>

*Note: Based on Usual Place of Residence*

Employment
The main industries of employment in Hampton were Professional, scientific and technical services (15.4%), Health care and social assistance (12.3%) and Retail trade (9.1%), suggesting more residents hold knowledge (i.e. quaternary) sector jobs.

Table 5 demonstrates that these main industry sectors employed approximately 37% of Hampton’s residents. Residents within City of Bayside are employed in similar industries, accounting for 36% of employment: Professional, scientific and technical services (14.9%), Health care and social assistance (11.4%) and Education and training (9.9%).
## Table 7. Industry of employment, Hampton, City of Bayside and Greater Melbourne (ABS, 2016)

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Hampton</th>
<th>City of Bayside</th>
<th>Greater Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>%</td>
<td>Number</td>
</tr>
<tr>
<td>Agriculture, forestry and fishing</td>
<td>14</td>
<td>0.2</td>
<td>151</td>
</tr>
<tr>
<td>Mining</td>
<td>21</td>
<td>0.3</td>
<td>168</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>309</td>
<td>4.9</td>
<td>2,439</td>
</tr>
<tr>
<td>Electricity, gas, water and waste services</td>
<td>30</td>
<td>0.5</td>
<td>391</td>
</tr>
<tr>
<td>Construction</td>
<td>383</td>
<td>6.1</td>
<td>2,935</td>
</tr>
<tr>
<td>Retail trade</td>
<td>576</td>
<td>9.1</td>
<td>4,206</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>225</td>
<td>3.6</td>
<td>1,743</td>
</tr>
<tr>
<td>Accommodation and food services</td>
<td>338</td>
<td>5.4</td>
<td>2,350</td>
</tr>
<tr>
<td>Transport, postal and warehousing</td>
<td>173</td>
<td>2.7</td>
<td>1,255</td>
</tr>
<tr>
<td>Information media and telecommunications</td>
<td>184</td>
<td>2.9</td>
<td>1,286</td>
</tr>
<tr>
<td>Financial and insurance services</td>
<td>450</td>
<td>7.1</td>
<td>3,155</td>
</tr>
<tr>
<td>Rental, hiring and real estate services</td>
<td>172</td>
<td>2.7</td>
<td>1,324</td>
</tr>
<tr>
<td>Professional, scientific and technical services</td>
<td>972</td>
<td>15.4</td>
<td>6,849</td>
</tr>
<tr>
<td>Administrative and support services</td>
<td>176</td>
<td>2.8</td>
<td>1,430</td>
</tr>
<tr>
<td>Public administration and safety</td>
<td>258</td>
<td>4.1</td>
<td>1,903</td>
</tr>
<tr>
<td>Education and training</td>
<td>620</td>
<td>9.8</td>
<td>4,545</td>
</tr>
<tr>
<td>Health care and social assistance</td>
<td>772</td>
<td>12.3</td>
<td>5,247</td>
</tr>
<tr>
<td>Arts and recreation services</td>
<td>177</td>
<td>2.8</td>
<td>1,240</td>
</tr>
<tr>
<td>Other services</td>
<td>157</td>
<td>2.5</td>
<td>1,226</td>
</tr>
<tr>
<td>Inadequately described or not stated</td>
<td>291</td>
<td>4.6</td>
<td>2,157</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>6,298</td>
<td>100.0%</td>
<td>46,000</td>
</tr>
</tbody>
</table>

### Household type and structure

Table 6 identifies the predominant household type within Hampton is couple households with children, totalling 2,000 (or 41%). These figures are similar to City of Bayside (13,432 or 37%) and Greater Melbourne (557,251 or 35%).
Across the benchmark areas, there are also additional couple households without children, representing over one fifth (21%) of households in Hampton and 24% in City of Bayside and Greater Melbourne respectively.

The proportion of lone person households is also high across Hampton, City of Bayside and Greater Melbourne – 22% (1,092), 23% (8,559) and 23% (366,005) respectively.

Table 8. Household types in Hampton, City of Bayside and Greater Melbourne (ABS, 2016)

<table>
<thead>
<tr>
<th>Household type</th>
<th>Hampton</th>
<th>City of Bayside</th>
<th>Greater Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Couples with children</td>
<td>2,000</td>
<td>13,432</td>
<td>557,251</td>
</tr>
<tr>
<td>Couples without children</td>
<td>1,055</td>
<td>8,903</td>
<td>381,683</td>
</tr>
<tr>
<td>One parent families</td>
<td>422</td>
<td>3,109</td>
<td>167,595</td>
</tr>
<tr>
<td>Other families</td>
<td>30</td>
<td>295</td>
<td>23,033</td>
</tr>
<tr>
<td>Group household</td>
<td>91</td>
<td>742</td>
<td>78,913</td>
</tr>
<tr>
<td>Lone person</td>
<td>1,092</td>
<td>8,559</td>
<td>366,005</td>
</tr>
<tr>
<td>Other/not classifiable</td>
<td>227</td>
<td>1,744</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total households</strong></td>
<td>4,920</td>
<td>36,784</td>
<td>1,574,480</td>
</tr>
</tbody>
</table>

Approximately 64% of dwellings within Hampton are detached houses (2,981) – higher than City of Bayside but lower than the Greater Melbourne dwelling equivalents (63% and 68% respectively). Few households in Hampton are attached, comprising 12% or 545; however, there is a higher proportion of semi-detached forms of housing at around 24% (1,103).

Hampton has a similar percentage of attached housing to City of Bayside, although this is lower than Greater Melbourne (15% or 1,067,637). Compared to Greater Melbourne at 17%, Hampton and City of Bayside have higher proportions of semi-detached stock, approximately 24% respectively. Table 7 summarises these findings.

Table 9. Dwelling structure in Hampton, City of Bayside and Greater Melbourne (ABS, 2016)

<table>
<thead>
<tr>
<th>Dwelling structure</th>
<th>Hampton</th>
<th>City of Bayside</th>
<th>Greater Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Separate house</td>
<td>2,981</td>
<td>22,051</td>
<td>1,067,637</td>
</tr>
<tr>
<td>Semi-detached</td>
<td>1,103</td>
<td>8,336</td>
<td>264,409</td>
</tr>
<tr>
<td>Attached</td>
<td>545</td>
<td>4,296</td>
<td>231,297</td>
</tr>
<tr>
<td>Other (caravans, cabin, houseboat etc.)</td>
<td>31</td>
<td>193</td>
<td>6,392</td>
</tr>
<tr>
<td>Not stated</td>
<td>24</td>
<td>154</td>
<td>4,746</td>
</tr>
<tr>
<td><strong>Total dwellings</strong></td>
<td>4,684</td>
<td>35,037</td>
<td>1,574,481</td>
</tr>
</tbody>
</table>

Most Hampton residents fully own their homes, totalling 1,843 households (refer to Table 8). This is also the case for City of Bayside (14,393 or 39%); however, Greater Melbourne has a higher proportion of mortgaged homes at 36%, or 567,574, compared to fully owned (30%). While renting is also a common tenure type in Hampton and City of Bayside
(approximately 23% of all households respectively), it is less common than in Greater Melbourne and more households in Hampton are mortgaged – 1,527 (32%). This is similar to the trend observed in City of Bayside.

### Table 10. Housing tenure in Hampton, City of Bayside and Greater Melbourne (ABS, 2016)

<table>
<thead>
<tr>
<th>Housing tenure</th>
<th>Hampton</th>
<th>City of Bayside</th>
<th>Greater Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fully owned</td>
<td>1,843</td>
<td>14,393</td>
<td>479,374</td>
</tr>
<tr>
<td>Mortgage</td>
<td>1,527</td>
<td>11,624</td>
<td>567,574</td>
</tr>
<tr>
<td>Renting</td>
<td>1,129</td>
<td>8,194</td>
<td>472,462</td>
</tr>
<tr>
<td>Other tenure type</td>
<td>14</td>
<td>300</td>
<td>12,777</td>
</tr>
<tr>
<td>Not stated</td>
<td>305</td>
<td>2,264</td>
<td>42,294</td>
</tr>
<tr>
<td><strong>Total households</strong></td>
<td>4,820</td>
<td>36,775</td>
<td>1,574,481</td>
</tr>
</tbody>
</table>

### Future household projections

Of all localities within Bayside, Hampton will see the third largest growth in the number of households between 2016–2036 after Brighton and Sandringham – an additional 1,287 households, from 5,163 to 6,450.

In Hampton by 2036, 107 additional couple households with children are projected. However, household growth will be greatest in the lone person (+500 households or 42%) and couples without dependents (+470 households or 39%) types (refer to Figure 8). Dwelling growth in City of Bayside will be greatest in the lone person (+3,194 or 33%), couples without dependents (+2,911 or 28%) and group (+291, or 32%) household types between 2016–2036, while slower growth is expected in the number of couple households with children (to increase by 1,137 or 8%, see Figure 9).

Following Brighton and Sandringham, Hampton’s dwelling stock is predicted to increase by 1,360 dwellings (25%), suggesting that the nature, mix and location of community infrastructure and services will need to be carefully considered to meet future household types.
## Appendix C. Benchmarks for Service Provision

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Benchmark</th>
<th>Source / Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Early years</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kindergarten Rooms - Rooms</td>
<td>1 room per 75 4 year olds</td>
<td>DET</td>
</tr>
<tr>
<td>Maternal and Child Health - Sessions</td>
<td>1 session per 60 0-3 year olds</td>
<td>DET</td>
</tr>
<tr>
<td>Occasional Child Care - Sessions</td>
<td>1 session per 48 0-3 year olds</td>
<td>DET</td>
</tr>
<tr>
<td>Play group - Sessions</td>
<td>1 session per 50 0-3 year olds</td>
<td>DET</td>
</tr>
<tr>
<td>Long Day Care - Places</td>
<td>1 place per 7 0-6 year olds</td>
<td>DET</td>
</tr>
<tr>
<td><strong>Community spaces and libraries</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Space – Spaces</td>
<td>1 space per 10,000 population</td>
<td>ASR Growth Area Guidelines</td>
</tr>
<tr>
<td>Neighbourhood House</td>
<td>1 facility per 10,000 population</td>
<td>ASR Growth Area Guidelines</td>
</tr>
<tr>
<td>Libraries</td>
<td>1 facility per 30,000 population</td>
<td>ASR Growth Area Guidelines</td>
</tr>
<tr>
<td>Youth space</td>
<td>1 facility per 10,000 population</td>
<td>ASR Growth Area Guidelines</td>
</tr>
<tr>
<td><strong>Education Facilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary School</td>
<td>1 facility per 9,000 population</td>
<td>DET</td>
</tr>
<tr>
<td>Secondary School</td>
<td>1 facility per 18,000 population</td>
<td>DET</td>
</tr>
<tr>
<td>Special education school</td>
<td>1 facility per 60,000 population</td>
<td>DET</td>
</tr>
<tr>
<td><strong>Arts and culture</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arts and culture facilities</td>
<td>1 facility per 5,555.6 population</td>
<td>MPA benchmark</td>
</tr>
</tbody>
</table>