



CITY OF VINCENT

Hyde Park Tea Room

Draft Business Plan

March 2012

Introduction – Hyde Park

Hyde Park is bounded by Vincent, William, Glendower and Throssell Streets, Perth.

Hyde Park is a favourite amongst locals and is situated in Perth at the backdoor of Northbridge. It is a magic park characterised by its majestic Plane trees over a century old.

These lovely deciduous trees mark changes in the season from their burnt orange autumn leaves to their shedding of leaves in winter.

The park had its beginnings as part of a series of lakes named "Third Swamp" stretching from Claisebrook to Herdsman Lake. The Third Swamp was a popular camp site used by the Nyungar people up to the 1890s. The Hyde Park as we know it today was declared a public park and officially named Hyde Park in 1899.

Hyde Park is a nice escape from the bustling city. Jog around the park, practice your tai chi steps, walk your dog, take the kids for a burst of activity in the children's playground, blade around the path, have a picnic or BBQ, or just find a quiet corner to read a book and enjoy the sunshine. Its two lakes attract birdlife including ducks, coots, the resident pelicans, and swans. The old Morton Bay fig trees with their gnarly trunks are also a prominent feature of the park.

Spot the regulars congregating for their weekly chat about goings on in Perth or having their game of chess in the park. On the odd occasion, you might catch a glimpse of talented jugglers and other street performers honing their acts.

The artwork scattered throughout the park is also worth checking out. A mosaic water feature playground is located at the Vincent Street end of the park. The interesting bronze chessboard piece is located at the Throssell Street end of the park.

It's a popular spot for weddings and photography shoots. Throughout the year, keep a lookout for all manner of festivals including the multicultural festival Harmony on Hyde and a range of music concerts and performances at the stage area in Hyde Park. The stage area is located closest to the corner of Vincent and William Street.

Information Sourced from: <http://www.perthwalkabout.com/Great-Outdoors/hyde-park.html>

Objectives:

- To provide good quality light meals and refreshments (tea, coffee and other like beverages) to users and visitors of Hyde Park;
- To provide a friendly customer focused facility for this unique location;
- To maintain a financially sustainable business model; and
- To establish a facility that blends in with and supplements its environment.

Operations:

- Hours of operation
- Tea rooms to open during the day
- Opening hours 7.00am – 7.00pm (maybe seasonally adjusted)
- Noise should be kept to a minimum between 7.00pm – 7.00am
- Deliveries to be made only during hours of operation of the tea room.

It is proposed that the tea rooms would be providing tea, coffee and similar beverages and food that does not require cooking on the premises.

The seating capacity is to be determined, however it is envisaged that the seating be provided external to the tea room facility.

It is proposed that the seating would be permanent and they could be used outside the hours of operation by other park users.

Clientele/Patronage:

The tea room will focus on the provision of a service for all users and visitors to the park, this includes but not limited to the following:

- Commuters to the City;
- Active exercise users;
- Families;
- Children using the playgrounds and water playground;
- Passive users;
- Local visitors to the park; and
- Tourists.

This facility will plan to obtain a considerable market share for the users and visitors of Hyde Park, which may currently utilise the café's in the streets surrounding the park.

The community consultation undertaken supported the proposal for this type of venue, with the provision that any facility blended in with the environment.

Regulatory Requirements:

Hyde Park is included on the Heritage Council of Western Australia's Register of Heritage Places.

Therefore in accordance with the Heritage Act of WA any proposed alterations or redevelopment for a "Tea Room" requires Heritage Council approval.

In addition, the proposed tea rooms would have to take into account the requirements and recommendations of the Hyde Park Conservation Plan.

The City of Vincent would be responsible to ensure that any building or structure would comply with the requirements of the Heritage Act.

Financial Information:**Lease:**

The City of Vincent is to provide a lease for a five (5) year period with possible option for a further five (5) years.

The annual lease payment will be determined by an independent valuation for a commercial lease.

The City of Vincent may consider lease concessions to attract the initial investment.

Budget:

A budget for this business cannot be prepared at this time until the location has been determined.

However, the Business Plan is for the business to be privately operated and financially viable with no subsidy from the City of Vincent.

The City of Vincent will place revenue received from the lease payments into the Hyde Park Lakes Reserve Fund for future maintenance and upgrade work.