



THE GUILDFORD ASSOCIATION INC

HISTORIC GUILDFORD - FIRST SETTLED IN 1829

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Guildford Tourism Forum Findings



**Outcomes, ideas and directions for tourism
development in Guildford, W.A.**

Forum conducted: 24th October, 2015

Released: February 2017





Front cover picture:
Helena Johnson, Sofala Kiely, Boston Kiely
in Stirling Square, Guildford.

Thank you

*Peter Stephenson, President
Guildford Association
from 2013 to 2016.*

*Hon Michelle Roberts MLA,
Member for Midland, Host and Guest
Speaker at the Forum.*

*Master of Ceremonies:
Peter Kennedy*

*Guest Speakers:
Hon Mark McGowan MLA
State Opposition Leader.*

*Noeleen Pearson
Experience Perth, CEO*

*The business community
of Guildford.*

The City of Swan.

Guildford Association Executive.

*Also, Deanna Rokich, Hazel Bradley,
Barbara Dundas and Andrew Kiely
for their efforts in putting this
document together.*



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Event photography by Sheldon Levis
<http://dustydingo.photoshelter.com/gallery/Guildford-Tourism-Forum>



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You are invited to attend the:

Guildford Tourism Forum

Hosted by
Hon. Michelle Roberts MLA
 3pm - 4.30pm,
Saturday, 24th October, 2015
 Guildford Town Hall, James St, Guildford.

Offer your thoughts on all things tourism.
 Discuss opportunities for your business.
 Help grow Tourism within Guildford.

Special attendees:
Mark McGowan, WA Opposition Leader.
Noeleen Pearson, CEO, Perth Region
 Tourism Organisation. *ExperiencePerth.com*
City of Swan Councillors and staff.

Guildford Association Inc.
 Discover more at:
www.guildford.asn.au



<http://echonewspaper.com.au/guildford-gears-up-for-tourists/>

Press Release - Kennedy to MC Guildford Tourism Forum

Respected journalist Peter Kennedy will be Master of Ceremonies for the **Guildford Tourism Forum** this Saturday October 24, to be hosted by the Member for Midland, Michelle Roberts.

Mr Kennedy has had extensive media involvement in WA over the past four decades. He currently writes the back page Political Perspective column in the weekly WA Business News and is a guest commentator on ABC Radio.

The tourism forum will look at how Guildford can add to the State's economy by promoting more visitors to the historic 1829 town.

State Opposition Leader, Mark McGowan, and *Experience Perth* CEO, Noeleen Pearson, will also attend. Forum host Michelle Roberts said: "Having someone of Peter's experience, along with Mark McGowan and Noeleen Pearson in attendance, clearly demonstrates the importance of this initiative and the potential benefit it could have for WA's economy."

The forum, open to all local residents, aims to identify ways in which Guildford can attract more tourists. It runs from 3pm to 4.30pm at the Guildford Town Hall.

Displays will showcase a sample of what local businesses have on offer for visitors to Guildford.

The forum is an initiative of local resident and ratepayer group the *Guildford Association Inc*, which aims to "preserve and promote the historic and rural nature of Guildford".

Hosted by Hon. Michelle Roberts MLA, Member for Midland.
When: 3pm - 4.30pm, Saturday, 24th October
Where: Guildford Town Hall, James St Guildford.

For further information:
Andrew Kiely
 Co-ordinator, Guildford Tourism Forum

Introduction

In recent years, studies have established the growing importance of heritage tourism for the Western Australia economy.

The Heritage Tourism Strategy for Western Australia, developed in 2006, identified that heritage tourism has “the potential to considerably improve the economic vitality of numerous WA communities and broaden WA’s tourism base.”

The strategy acknowledged heritage tourists tend to stay longer, spend more, and seek out experiences in museums and art galleries, historical and heritage buildings, sites and monuments.

A 2008 report, *Economic Value of Heritage Tourism in the City of Perth, WA*, assessed the benefits of heritage tourism within the City of Perth. The Study, which was commissioned by the Heritage Council of Western Australia, Heritage Perth and the City of Perth, with support from Tourism Western Australia and undertaken by Curtin University’s Sustainable Tourism Centre, demonstrated that approximately 37% of total visitor spend in Perth is attributable to heritage tourism.

Put in financial terms, this equates to a staggering \$350 million spent annually.

The report found that more than half of the respondents to a visitor survey (52.3 per cent) indicated heritage places were important to their visit. It concluded that much tourism activity is greatly influenced by the heritage of a place, which is an important draw card.

Probably nowhere in WA is the potential for heritage tourism more under-realised than in Guildford, one of WA’s towns of first settlement and a gateway to the Swan Valley, Midland and the Perth Hills.

Having been declared a Historic Town in 1984, the historic buildings, vibrant café and antique shops, sugar gums and heritage trails attract thousands of tourists and locals annually.

Guildford’s rural character and heritage buildings provide a welcome respite from the city. It is a small oasis within the metropolitan area within easy reach of Perth via public transport, providing excellent opportunities for the tourism economy.

However, over the past few years the historic 1829 town has come under increasing pressure from proposed developments at odds with the area’s unique heritage, putting at risk the attributes and characteristics that make it an attractive destination for tourists.

Origins of the Forum

Local residents, under the auspices of ratepayer group The Guildford Association Inc, decided to take the initiative and organise a forum to highlight Guildford's heritage tourism potential and look at ways the area could add to the State's economy by encouraging more visitors to the historic 1829 town.

The forum was keen to find out the views of private stakeholders, their aspirations for Guildford and any possible limitations. All local political representatives with a perceived stake in Guildford's future were invited.

The forum was held in the Guildford Town Hall on Saturday, October 24, 2015.

It was hosted by local MP, the Hon Michelle Roberts MLA, and attended by Mark McGowan, leader of WA Labor, Ms Noeleen Pearson, Chief Executive Officer of the Perth Region Tourism Organisation, City of Swan Mayor Mick Wainwright, Deputy Mayor David Lucas, Cr Mark Elliott, Cr Ian Johnson and City of Swan staff. Respected WA journalist Peter Kennedy was master of ceremonies.

To create awareness of the forum, the entire suburb of Guildford was letter-box dropped (see appendices) and it was also advertised within the local Echo newspaper.

More than 100 people, including residents and local business representatives, attended the forum.

In an introductory address, Ms Pearson confirmed Guildford's importance, flagging the town as a potential destination for day trippers from the expected influx of tourists brought in by the cruise ship industry, the fastest growing tourism market in the world.

Round table discussions were held about a diverse range of issues such as the opportunities for job creation, natural heritage, recreation, parking, pedestrian access, indigenous heritage, marketing, event ideas, accommodation and more.

A summary of outcomes of the forum and related recommendations are contained within.

This report should be seen as part of a long term process for Guildford and a step towards developing a significant heritage tourism destination for Western Australia.

Why Guildford is important

Guildford is a town of first settlement and holds a very unique place in Western Australian and possibly Australian history and yet it is unprotected by State and Federal Legislation. The historic value of the town is widely recognised, unchallenged and yet not adequately supported or protected at State level.

For the sake of comparison, Broken Hill in NSW was founded in 1883 – more than 50 years after Guildford. The whole city has been included on the National Heritage List, which includes natural, historic and Indigenous places that are of outstanding national heritage value to Australia. Guildford has special features that warrant similar protections.

The uniqueness of Guildford lies in the fact that its location on a peninsula of land between the Swan and Helena rivers has defined and contained development. The town could not expand beyond these boundaries. There are no other towns of first settlement in WA, and possibly Australia that have remained contained within their original boundaries.

This town, like that of Lunenburg in Nova Scotia, provides a rare and unique opportunity to view a planned British colonial town site that is contained within its original boundaries. (Lunenburg in Nova Scotia has gained World Heritage Listing for its unique colonial settlement pattern in North America)³

The town of Guildford, unlike the other towns of first settlement in WA, has retained its predominantly single storey pattern with some two storied buildings. The colonial built form provided for distinctive features on buildings of importance with towers, turrets spires etc.

Landmark buildings including hotels, churches and post offices were often located on corner sites, or highly visible locations e.g. churches with their elevated roof and cross, tower or spire. In Guildford, the landmark buildings have not been over-shadowed by contemporary development. Guildford is a rare and possibly the only example of a town of first settlement in WA and Australia that retains built form to the scale, form and material of its early colonial pattern within its original town site.

The landscape of Guildford is diverse, with plantings predominantly from the period of c1900. The town contains wide verges that support the larger trees and provide shade for the pedestrian population and streetscape value. The town has long been recognized for its treed verges, meadows, parks and fine gardens. The flood plains that form 50% of the town site contain examples of mature exotic indigenous vegetation. The avenues of Sugar Gum trees (*E. cladocalx*) in Guildford (approx. 320 trees) were nominated for assessment on the State Register of Heritage Places in 2009 but have not been assessed.

The juxtaposition of all these elements (built form, town plan and landscape), result in the town being recognised as a place of high cultural heritage significance, however, the lack of legislative protection means the town is still vulnerable.

It should be noted that a heritage listing does not mean a town is snapped frozen in time, unable to develop in any way. A heritage listing helps to ensure future development does not have a negative impact on the town's heritage values. In the case of Guildford, it could be expected to boost the town's economy and be a valuable selling point in terms of tourism.

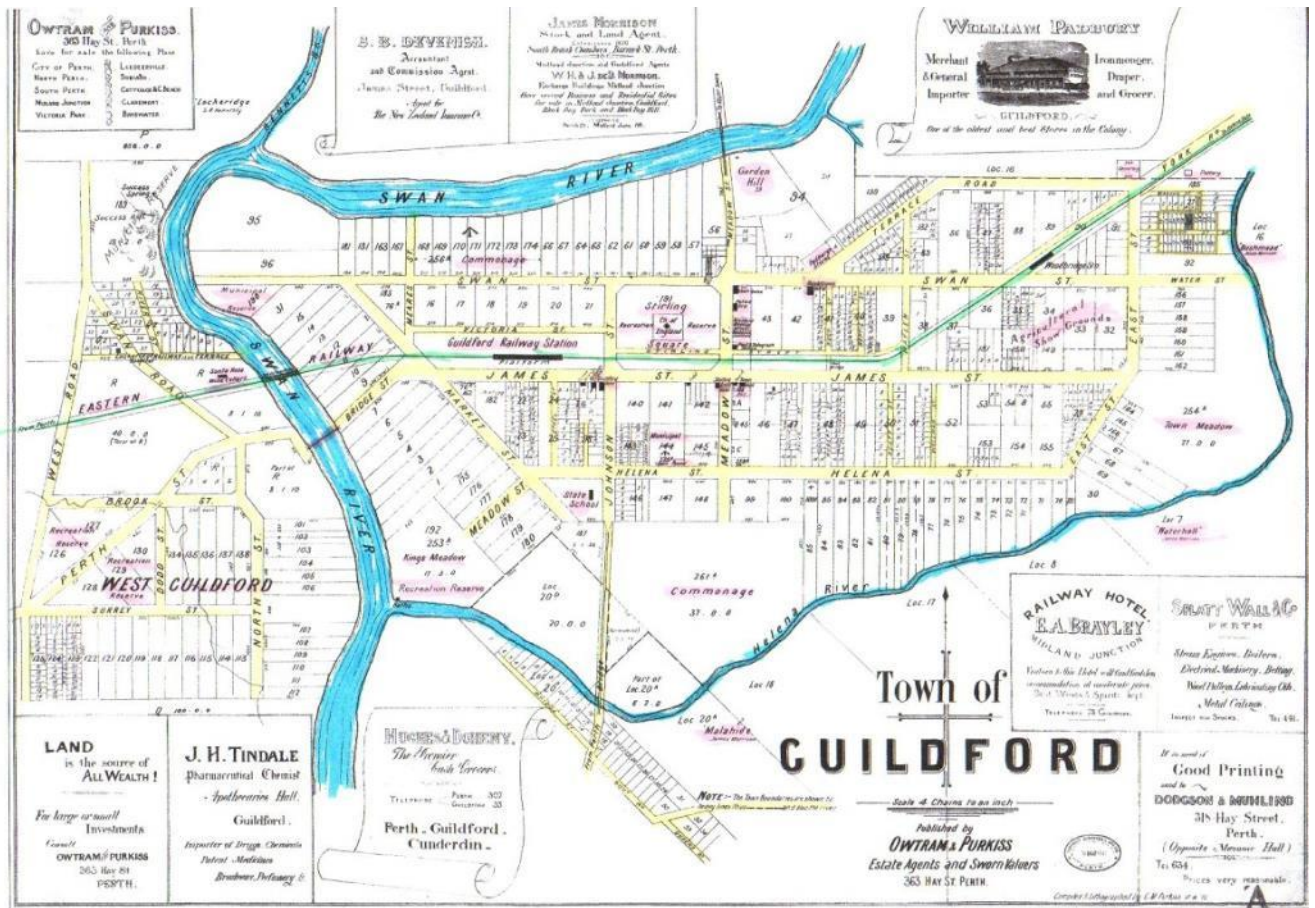
References

¹ A Heritage Tourism Strategy for Western Australia
Prepared by the Heritage Council of Western Australia in partnership with Tourism Western Australia, August 2006

² Economic Value of Heritage Tourism in the City of Perth, WA July 2008
Commissioned by the City of Perth, Heritage Perth and Heritage Council of Western Australia.

³ On December 6, 1995, Old Town Lunenburg was inscribed on the World Heritage List of the UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage. Inscription on this List confirms the exceptional universal value of a cultural or natural site, which deserves protection for the benefit of all humanity.

Guildford's unique geographical location between the Swan and Helena Rivers



Guildford 17/7A. Town of Guildford. Published by Owtram & Purkiss, Estate Agents and Sworn Valuers, 363 Hay Street, Perth. Compiled and lithographed by C. M. Purkiss 10/08/1902. Cons. 3868, Item 177, Series 235, SROWA. Courtesy of WA Land Information Authority (Landgate)

President's Address (Peter Stephenson, now former President)

Thank you everyone for attending this forum. Hopefully I won't take much of your time, but I would like to give everyone something to think about during the discussions to come.

We all know that Guildford is unique. It is one of the three towns of first settlement in Western Australia, along with Perth and Fremantle. Of the three it is the only one which has not expanded outside its original boundaries and it still retains its colonial scale of architecture.

Given that it is surrounded by the Swan and Helena floodplains it has not joined suburbia and it never will. This is due to its location. It is more important to make sure that inappropriate decisions don't cause Guildford to lose its unique character and become just another suburb.

Now we are all here today to look at ways that Guildford's heritage and unique character can be harnessed to promote our town as a tourist destination. What I would like to do is to point out a couple of examples of towns which have tapped their heritage and become significant tourist destinations.

Very quickly. Who has visited Sydney and not spent some time in The Rocks?

I checked a number of lists of attractions in Sydney. The Rocks was listed at anything from 3rd to 9th. Obviously the Opera House and Harbour Bridge rank 1 and 2 or 2 and 1 as they are iconic structures. However, The Rocks is a more immersive location and from what I find in my research it holds the visitors for longer and generates more income than the Opera House and Harbour Bridge.

Here is a quote from one publication:

"The Rocks is one of the most-visited parts of Sydney. It is not hard to see why. Nestled at the foot of the Sydney Harbour Bridge and on the western shores of Sydney Cove, The Rocks is the foundation place of Sydney and Australia, and of enormous historical significance. It is often described as "Sydney's outdoors museum".

The Rocks is the oldest area of Sydney and has recently undergone an amazing metamorphosis, the old district being transformed into a vibrant pocket of cafes and restaurants and interesting tourist shops and stalls. This has been achieved without destroying the area's Old World charm and historic buildings. Sydney's town planners have put in place a sensitive conservation program that has preserved the heritage and character of The Rocks and brought about an interesting fusion of modern amenities in an old and valued setting."

That last paragraph is very pertinent. The Rocks is an example of an area which has embraced its heritage and has been revitalised without the need for new developments. Refurbishment is the key rather than redevelopment. We need to learn from that. New and inappropriate developments in Guildford would severely degrade the tourist potential.

It also should be noted that The Rocks has not always been a sought after destination. In the 1960s and 70s it was considered a slum and it was expected that the whole area would be bulldozed and replaced with high-rise apartments.

Luckily that didn't happen. A coalition of conservationists, history buffs, activists and unionists stood up and said NO. The "Green Bans" put in place to protect The Rocks were a world first and they helped to save significant areas of Sydney's history. While doing research for this presentation I found that the Green Bans are so significant they form part of the history syllabus in schools.

It would be hoped that in the 50 years that have passed since then there would be a stronger and greater appreciation of heritage and its potential. Unfortunately this doesn't seem to be the case.

Guildford today is in a much healthier state than The Rocks of the 1960s but we are still faced with developers, politicians and some members of the community whose understanding is so limited they think destroying heritage for short term gain is acceptable.

Now, before I close off on The Rocks, I found some statistics that indicate that on a yearly basis approximately 2.6 million people visited the area. The average time they spent there was 3.5 hours and the amount spent on each visit was \$80. To save you the multiplication that's a total input into the economy of over \$200m.

The other example I am going to mention is Hahndorf in South Australia. This is a town which was settled by German immigrants. Its layout has not altered much from the original plans. A large number of the early buildings remain. The scale of development has not altered the town significantly since it was founded. Many of the trees on the main street are over 100 years old.

If you ignore the German influence, a description of Hahndorf and Guildford would be almost identical. Even down to both being about 20 minute drive from their respective CBDs.

However, Hahndorf has embraced and promoted its heritage to the extent that statistics suggest 89% of visitors to Adelaide visit Hahndorf while they are there. The last time I was there it was almost impossible to find a park. All the restaurants and cafes were packed. The footpaths were chock full of visitors ducking in and out of the shops, galleries and other attractions.

Given these two examples, can everyone see the potential Guildford has as a tourist destination?

I'm not suggesting this could be achieved overnight. Both The Rocks and Hahndorf have had significant problems they have had to overcome. I've noted the threat of demolition in The Rocks. It also has the freeway associated with the Sydney Harbour Bridge running right through it.

The main highway from Melbourne to Adelaide used to run down the main street of Hahndorf. Semi-trailers used to thunder through the town night and day. During the two World Wars attempts were made to remove the German influence. Its name was changed to Ambleside at one point.

Interestingly, this has been incorporated into Hahndorf's history and one of the hotels is still called The Ambleside Inn.

Both have been subject to inappropriate development proposals but they overcome their problems and embraced their heritage and what it can bring.

We need to do the same for Guildford.

I've used The Rocks and Hahndorf as examples of what can be achieved. If we don't have a vision of where we want to get to, we're not going to take the necessary steps to achieve the goal. If we get lost on the journey, Guildford will get lost as well.

Thank you and please make sure your thinking caps are on.

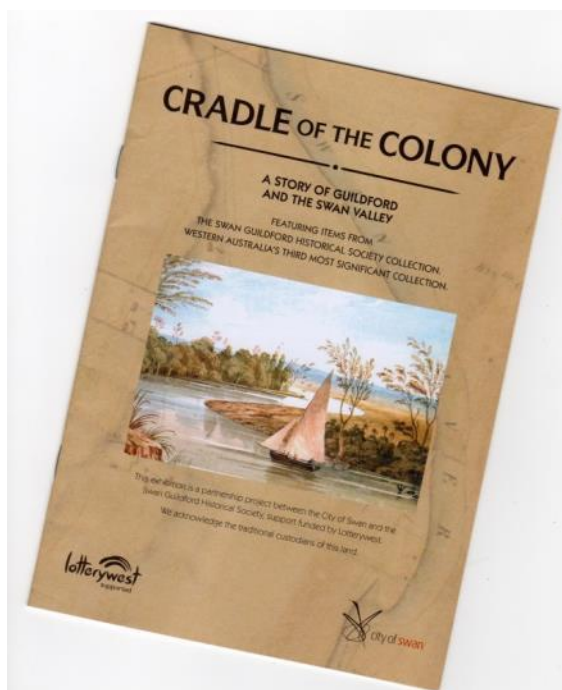
Guildford Association Recommendations

The Guildford Association wish to acknowledge the breadth of material and ideas covered within this report. As a result of the forum, we have accordingly recommended priorities that in our view require the most urgent consideration.

Priorities

1. Immediate 2017-2018

- a) Encourage City of Swan to nominate the whole town of Guildford for State heritage registration or pursue protection through an Act of Parliament.
Cost estimate:
- b) Update the City of Swan Pol-C-106 Local Planning Policy – Guildford Conservation Precinct to provide greater protection of the town of Guildford.
Cost estimate:
- c) Develop ‘Statements of Significance’ for the City of Swan Heritage Strategy for Guildford and update the Strategy.
Cost estimate:
- d) Request the City of Swan identify achievable short and long term goals consistent with maintaining Pol-C-106 Local Planning Policy – Guildford Conservation Precinct and also POL-E9.2 Floodplain Management and Development.
Cost estimate:
- e) Request City of Swan establish a heritage advisory committee with community membership that will adhere to the City of Swan Heritage Strategy and Pol-C-106 Local Planning Policy.
Cost estimate:
- f) Conduct a follow up study to this report which i) investigates making Guildford a tourism destination, ii) looks at ‘on sell’ opportunities for Guildford and iii) looks at creating a synergy between the Swan Valley and Guildford from which each can benefit.
Cost estimate: \$30,000
- g) Provide Lloyd Street intersection funding to reduce heavy traffic and general traffic through Guildford.
Cost estimate:
- h) Erect signage on all approaches to Guildford consistent with promoting Guildford as a heritage tourism destination and include National Trust logo. (see page 18 and 19)
Cost estimate: \$20,000
- i) Find sponsorship funding for “Cradle of the Colony” brochure (shown) and distribute to café strip in Guildford and in Perth tourism offices for free, which will promote Guildford and encourage visitors to the Swan Guildford Historical Society (SGHS) display. Artwork created and owned by City of Swan.
Cost estimate: \$10,000



- j) Advertise Guildford and Swan Valley on Perth City railway platforms and within trains that promote day trips and walking/bike trails in Guildford/Swan Valley.
Cost estimate: \$30,000
- k) Create and erect train station artwork in line with Guildford's heritage tourism potential and with community input. (see page 20)
Cost estimate: \$20,000
- l) Provide pedestrian crossing across James Street from Guildford Milk Bar to Railway Station.
Cost estimate:
- m) Encourage City of Swan to advocate putting power lines underground to enhance the heritage appeal of the town, giving priority to streets in the vicinity of key tourism, heritage and civic buildings.
Cost estimate:
- n) Develop an indigenous cultural recognition program. It may possibly include artwork, native plantings and regular cultural displays. To be formulated in consultation with the local indigenous community.
Cost estimate:
- o) Research, review and ameliorate the dramatic tree loss on Guildford's floodplains and deteriorating riverbanks (tree loss and boat caused erosion).
Cost estimate: \$100,000
- p) Secure or lease central land (PTA possibly) in Guildford for car parking.
Cost estimate:
- q) Immediate creation of Guildford street banner signage along James St that promote Guildford events and attractions primarily. This request has been ignored previously in favour of promoting City of Swan events only.
Cost estimate: \$10,000
- r) Cease the removal of the timber bridge components and replacing them with steel and concrete components. This relates to the three bridges that provide access to Guildford. Provide funding to reinstate timber supports instead of steel and concrete - with a long term plan to retain their heritage status and appeal.
Cost estimate:
- s) Provide administrative funding for the Guildford Association.
Cost estimate: \$40,000
- t) Provide funding to further develop the ANZAC Walking Trail – including guided walking tour brochures and other resources.
Cost estimate: \$30,000
- u) Provide funding specifically for a website that promotes Guildford.
Cost estimate: \$30,000
- v) Continue support for Guildford Christmas Tree and Community Christmas Carols and other initiatives (as they may arise) which are centred on improving Guildford as a tourism destination.
Cost estimate:

2. Short Term (2-4 year plan)

- a) Explore tourism information distribution points/outlets in Guildford. This may be a single shopfront or multiple points.
- b) Plan for new purpose-built Museum in Guildford to house the SGHS collection of state significance.
- c) Recognise Guildford military history with a 10th Light Horse statue in Guildford.
- d) Provide pedestrian crossing across East Street to Woodbridge Hotel.
- e) Construct pedestrian crossing from new PTA carpark to Guildford Station.
- f) Continue placing powerlines underground near key tourism and civic buildings.
- g) Improve the appearance of buildings at the Western approach to Guildford (near bridge).
- h) Jetties at Kings Meadow Reserve (Hill Street Recreation grounds) be reinstated.
- i) Transform and update Stirling Square play area to a heritage style including shaded area.
- j) Creation of pamphlets and brochures for Guildford.
- k) Provide public toilets for west end of town.
- l) Initiate Stirling Square Committee short-term plan initiatives.
- m) Increase heritage incentives to encourage keeping integrity of area.
- n) Fund noise insulation package for heritage civic buildings exposed to intense aircraft noise.
- o) Assist Perth Polo Club in event promotion.
- p) Employ a full-time gardener or two half-time, for Stirling Square and Guildford parks.
- q) Begin *Street and Facade Study* and incentives to bring the shops into a consistent period of verandahs, signage etc in keeping with expectations of an international tourist town.
- r) Guildford (town crest) seating design and placement.
- s) Spring Reserve - creation of nature play area and water feature recognising namesake.
- t) Stirling Square infill tree planting to be initiated.
- u) 'River Rambles' upgrade and promotion of 'River Rambles' walking trails.
- v) Develop/encourage some form of street theatre specific to Guildford's heritage.

3. Long term (5-6 year plan)

- a) Ferry landing - upgrade to be suitable for ferry boats (with appropriate hull design) to allow tourist drop off/pick up.
- b) Initiate long term plans for the Stirling Square committee.
- c) Heritage tours – Public Transport Authority subsidised transport package for Fremantle/ Perth/Guildford and free seniors ticket for non-peak travel.
- d) Develop - audio tours of the town.
- e) Seek further funding for the SGHS and Guildford Association to develop resources which will promote Guildford.
- f) Pursue means to promote the town as an international destination.
- g) Pursue World Heritage Listing.
- h) Pursue further means to divert traffic around Guildford and minimise through traffic.
- i) Native tree retention program on Guildford floodplains
- j) Re-name Great Eastern Highway Bypass 'Great Eastern Highway' and downgrade current Highway.

Examples of Ideas – to immediately enhance Guildford as a tourism destination

Currently ..



Proposed signage for the four Guildford bridges



Great Eastern Highway - approaching Guildford from Midland
Currently ..



Andrew Kiely - Guildford

Great Eastern Highway - approaching Guildford from Midland
Proposed signage



Andrew Kiely - Guildford

Currently at Guildford Station ..



Proposed 'in keeping' murals for Guildford Station



Invergordon Station (Scotland) mural adapted for purpose of demonstrating proposed idea.

Summary of Findings

This 'Summary of Findings' highlights the most common comments, centred on six questions, which arose from the GUILDFORD TOURISM FORUM. Whilst this is a stand-alone document, it is recommended that it is read in conjunction with the following:

Section 1 (a 3-page summary, in dot point formation, of highest ranked comments i.e. most common/frequent comments)

Section 2 (a series of 6 tables - one table per question - that lists all comments from the 30 workshop groups)

Section 3 (a verbatim electronic version of the raw data)

Q1. Have you got any ideas to make Guildford a more attractive tourism destination/ideas to make it better?

Popular comments related to marketing Guildford as the jewel of the Swan Valley with joint Guildford/Swan Valley promotion, promoting the unique settlement and indigenous heritage and vastly improving signage in different capacities. Many comments focused on capitalising on the river, ideally by reinstating the ferry landing along with re-opening the port of Guildford and allowing tourist boats to stop in the town. Along the same topic, attendees felt there was an urgent need to vastly upgrade river parks and foreshores and provide equipment hire and foreshore operators to build a niche in increased paddle sport activities. Also popular was the need to continue or create new markets and festivals, which Guildford is known for. To enable all this, increasing public parking and accommodation options were consistently highlighted as necessary.

Q2. What job creation opportunities are in Guildford for tourism?

More job opportunities related mainly to provision of more guides e.g. multilingual and indigenous guides, specifically for guided walks and Aboriginal interpretation. Opportunities could also be created within the accommodation and equipment hire (bikes, segways, boats/canoes etc.) areas. Other attendees felt jobs could be created within the river ecotourism area e.g. through upgrading the river foreshore and reinstating the ferry landing, with a flow-on effect of river cruise patrons visiting Guildford.

Q3. What incentives could be put in place to encourage businesses to invest in tourism?

Naturally, incentives for businesses mainly centred on financial incentives e.g. rate rebates, tax breaks or subsidies for those who maintain heritage properties, run businesses, operate tourism ventures or maintain accommodation. Consistently highlighted was the need to seek direct funding from State, WATC or City of Swan. Also viewed as important was increasing the availability and access of river and foreshore areas for business ventures e.g. cafes, and for tourism activities e.g. paddle sports and river rambles. Further, increasing accommodation and public parking would greatly assist businesses. Lastly, upgrading the polo field and hosting international polo games was viewed by some attendees as desirable.

Q4. How can we 'market' Guildford better? How can we better get the message out about Guildford as a tourist destination?

In terms of marketing, many attendees want to urge the WATC, tour operators, airport etc to promote Guildford with a purpose, specifically as a tourism destination but also as a gateway to the Swan Valley, one of Perth's three original settlement towns, and/or a museum or ANZAC town. Social media, specifically Guildford tourism App/s, has the potential to play an important role. Many view that improvement to signage e.g. entry statement and 'places of interest' signage, is urgently needed together with definitive brochures at a range of venues. Lastly, highlighting cultural heritage and using ghost tours, a period costume day or creation of a model heritage village as a means of celebrating and highlighting what Guildford has to offer.

Q5. What are your concerns, if any, with having more tourists come to Guildford?

With increased number of tourists, most residents are concerned with lack of parking and amenities such as public toilets and drinking fountains. Other concerns relate to damage to trees and Stirling Square from parking and events held in Guildford. Increase in cars and traffic in general was also highlighted.

Q6. What support is needed from local and State government?

Support in the way of cash was of highest priority. Other support needs centred around parking and transport with a need for improved parking access, more engagement and flexibility by the PTA e.g. with cheaper fares for tourists, and improved cycling initiatives e.g. encourage businesses to cater for cyclists. Government support in the way of more recognition and promotion of Guildford as a tourism destination was deemed essential. Lastly, improving legislation to protect heritage e.g. from unsympathetic development, was often highlighted.

Section 1. Frequency of Comments

Qu. 1. Summary of making Guildford a more attractive tourism destination

Most comments fell under the areas:

- development/new infrastructure (total 24 comments),
- transport/traffic/parking (total 18 comments),
- recognition/promotion/advertising/marketing/strategies (total 15 comments).
- recreation/activities (total 14 comments),
- signage/interpretation/information (total 13 comments).

Most frequent comments:

- Improve **signage**, banners and entrance statements e.g. higher standards and better theming (specifically 8 comments),
- Upgrade **river parks and foreshores** e.g. through picnic areas and rough river ramble walk paths (specifically 7 comments),
- Increase **accommodation** options e.g. BnB's (specifically 5 comments),
- Create or continue **markets, festivals, fairs and exhibitions** e.g. vintage and weekly farmers markets, street festivals and rose exhibition (specifically 5 comments),
- Re-instate the **ferry landing**, re-open the **port of Guildford**, and allow tourism boats to stop in Guildford (specifically 4 comments),
- Increase **use of Swan River** by promoting paddle sports with **river foreshore operators** providing **equipment hire** (specifically 4 comments).
- Increase **public parking** within Guildford e.g. rear of Guildford hotel or at PTA land north of station, and outside Guildford e.g. Lilac Hill (specifically 4 comments),
- Market Guildford as the **jewel of the Swan Valley with joint promotion** and with official recognition as a region (specifically 4 comments),
- Promote **unique settlement heritage** through a Guildford history day e.g. heritage festival, period costume day, model village of what Guildford was like originally and/or via showcasing buildings such as Padbury buildings (specifically 4 comments),
- Promote **indigenous heritage** e.g. via an indigenous elder, possibly including boomerang and spear throwing session, and food sampling (specifically 4 comments).

Qu. 2. Summary of job creation opportunities

Most comments fell under the areas:

- signage/interpretation/information (total 13 comments),
- development/new infrastructure (total of 11 comments),
- recreation/activities (total 10 comments),
- transport/traffic/parking (total 9 comments),
- accommodation (total 9 comments).

Most frequent comments:

- Provide more guides (ideally, multilingual) e.g. for **guided walks**, and specifically, a financial benefit to those who provide guided walks (specifically 8 comments),

- Invest in **accommodation options** e.g. BnB's (specifically 7 comments),
- Provide **equipment hire** e.g. bikes, segways and paddle boats/canoes/barges (specifically 6 comments).
- Train guides to promote an **Aboriginal interpretation** of culture and natural history, and ideally have **Aboriginal guides** (specifically 3 comments),
- Upgrade **river foreshore** with better access and amenities e.g. bbq's and toilets (specifically 3 comments),
- Provide a **ferry landing** at Fishmarket Reserve or Lilac Hill (specifically 3 comments).

Qu. 3. Summary of incentives for business

Most comments fell under the areas:

- financial (total of 13 comments),
- transport/traffic/parking (total 6 comments),
- development/new infrastructure (total of 5 comments),
- recognition/promotion/advertising/marketing/strategies (total 4 comments).

Most frequent comments:

- Provide **rate rebates, tax breaks or subsidies** for those who maintain heritage properties, run businesses, operate tourism ventures or maintain accommodation (specifically 9 comments),
- Seek **direct funding** from State, WATC or CoS for advertising/promotion (specifically 4 comments),
- Increase **availability and access of river and foreshore** areas for business and tourism activities (specifically 3 comments),
- Provide more **accommodation** options e.g. BnB's (specifically 3 comments),
- Install **public parking** e.g. at pubs (specifically 2 comments),
- Encourage CoS to upgrade **polo field and host international polo games** (specifically 2 comments).

Qu. 4. Summary of marketing means

Most comments fell under the areas:

- recognition/promotion/advertising/marketing/strategies (total 23 comments),
- signage/interpretation/information (total 9 comments),
- transport/traffic/parking (total 7 comments).

Most frequent comments:

- Urge WATC, tour operators, airport etc to **promote Guildford with a purpose**, specifically a **tourism destination** but also a gateway to Swan Valley, part of Perth's three original settlements, and/or a museum or ANZAC town (specifically 10 comments),
- Use **social media**, create **Guildford tourism App/s** (ideally, multilingual) and/or provide a chatting website (specifically 5 comments),
- Incorporate **town entry signage** e.g. on bridges, '**places of interest**' signage e.g. on train station, and improve existing signage (specifically 4 comments),
- Provide **brochures** to visitor centres, train stations, shops, malls etc (specifically 3 comments),
- Emphasise **cultural heritage** e.g. with ghost tours, period costume day or creation of heritage village (specifically 3 comments).

Qu. 5. Summary of concerns with increased tourists

Most comments fell under the areas:

- transport/traffic/parking (total 25 comments),
- amenities (total 8 comments)
- natural environment/horticulture environment/aesthetics (total 8 comments).

Most frequent comments:

- Lack of parking (specifically 13 comments),
- Damage to trees e.g. from parking (specifically 5 comments),
- Lack of public toilets (specifically 4 comments),
- Increase in traffic/cars on road (specifically 3 comments).
- Damage to Stirling Square (specifically 3 comments).

Qu. 6. Summary of support needed

Most comments fell under the areas:

- transport/traffic/parking (total 20 comments),
- financial (total of 8 comments),
- recognition/promotion/advertising/marketing/strategies (total 6 comments).
- heritage (total 6 comments).

Most frequent comments:

- Injection of **cash** (specifically 7 comments),
- Improved **parking access** (specifically 4 comments),
- Relaxation by PTA to include **cheap public transport** (specifically 4 comments),
- Improved **cycling initiatives** (specifically 4 comments),
- More government support as a **tourism destination** (specifically 4 comments),
- Protection of **heritage** e.g. through legislation improvement (specifically 4 comments).

Section 2 – Grouping of Comments - in order of frequency.

To assist, comments were generalised into a number of main areas, at the liberty of the document author.

Q1. Making Guildford a more attractive tourism destination.

Comments from workshop groups (generalised into one of 11 areas, as listed below)

Development/New Infrastructure	Comments
Upgrade river parks and river foreshores, and provide picnic areas and rough river ramble walk paths (e.g. at Fishmarket Reserve) to encourage river eco-tourism.	7
Re-instate jetty/ferry landing, reopen the port of Guildford, and allow tourism boats to access Guildford.	4
Provide a venue/tasting centre to sample various wines, cheeses etc that are available in the Swan Valley and Guildford.	3
Allow businesses, that adhere to well-managed development, to access and develop the river foreshore (e.g. small café similar to one at Woodbridge playground).	2
Create traffic-free pedestrian precincts to allow tourists to experience Guildford without the conflict of traffic.	2
Reinstate the 60,000 year old (?) spring at Spring Reserve and use it as a tourist feature.	1
Revamp the polo field	1
Provide a community centre with parking and entrance to polo fields.	1
Make town more wheelchair friendly.	1
Provide a skate park.	1
Provide outdoor cinema with al fresco dining.	1
TOTAL	24

Transport/Traffic/Parking	Comments
Increase public parking within (e.g. rear of Guildford hotel or at PTA land north of station) and outside Guildford (e.g. Lilac Hill).	4
Place a cross walk from train station to James St.	3
Provide park and ride facility.	2
Provide hop on - hop off (mini) buses in and between Guildford and Swan Valley.	2
Promote train journey to Guildford and Swan Valley (e.g. provide designated carriage on train for tourists during non peak hrs).	2
Control heavy traffic with slow speed (e.g. 40-50km).	1
Encourage transport by river (e.g. water taxis for short trips to wineries, restaurants, etc).	1

Provide disabled parking.	1
Extend the railway line along the goods line to upper Swan to help alleviate the parking problems in Guildford (reduce the amount of commuter use of limited parking).	1
Provide coach-parking facilities.	1
TOTAL	18

Recognition/Promotion/Advertising/Marketing/Strategies	Comments
Market Guildford as the jewel of the Swan Valley with joint promotion (e.g. during spring in valley), with official recognition as a region.	4
Market Guildford as an ultimate tourist or heritage destination.	3
Market Guildford and Swan Valley as a destination for agriculture tourism (e.g. local produce at a weekly farmers market or green grocer).	2
Market Guildford as a destination for river ecotourism	1
Use social media and develop Guildford tourism App/s.	1
Request cruise ship operators to encourage passengers to visit Guildford.	1
Request promotion/engagement by WATC.	1
Create local currency, which can only be spent at local shops/surrounds. Keeps money local and provides a unique promotion point (e.g. Guildford guilders).	1
Provide more funding.	1
TOTAL	15

Recreation/Activities	Comments
Use Swan River more by promoting paddle sports with foreshore operators providing boat/canoe hire, licensed tourism boats. Ideally, restrict power boat access.	4
Provide activities for kids (e.g. improve playground in Stirling Square with nature play/heritage playground, monkey bars and/or tractors; make gaol more interesting with activities similar to Woodbridge house and its hidden teddies; provide colouring books; provide interactive activity on local history.	3
Encourage natural heritage excursions/walks related to the river, bird spotting etc.	2
Provide bike hire between Guildford, Perth and Swan Valley.	2
Provide miniature train ride and vintage games.	2
Promote the bowling club.	1
TOTAL	14

Signage/Interpretation/Information	Comments
Upgrade or provide new signage, banners and entry statements with higher standards and far better theming.	8
Promote walks with multimedia and walk trail brochures (e.g. in shops).	3
Use Guildford train station as gateway to Swan Valley with signage/information for bus tours, bike tours, canoe tours etc.	1
Provide intelligible phone information.	1
TOTAL	13

Heritage	Comments
Promote unique settlement heritage through a Guildford history day (e.g. Guildford heritage festival), period costume day, model village of what Guildford was like originally and/or via showcasing buildings (e.g. Rose and Crown, Padbury buildings).	4
Promote indigenous heritage via an indigenous elder show-casing indigenous culture, possibly including boomerang and spear throwing session, and food sampling.	4
Advocate state legislation to protect Guildford as heritage precinct or town and place town on State Register.	2
Provide steam engine rides (e.g. from Perth to Guildford).	1
TOTAL	11

Events	Comments
Create or continue any of the following - showground (take a lesson from Mt Lawley), vintage market, street festival, fair, rose exhibition and/or weekly farmers market.	5
Promote major sporting event (e.g. international polo events).	3
Create some Guildford specific cultural events.	1
Have a community picnic.	1
TOTAL	10

Natural Environment/Horticultural Environment/Aesthetics	Comments
Upgrade street-scape (e.g. colour-up main street by colourful hanging baskets, improve Meadow Street).	3
Replant trees (e.g. on flood plains).	2
Encourage PTA to tidy up land along railway on James Street.	2
TOTAL	7

Accommodation	Comments
Increase short-stay accommodation (e.g. BnB's), and provide family group accommodation.	5
TOTAL	5

Amenities	Comments
Increase public toilets, which have sunset lock-down except during events.	2
Provide bike racks (e.g. on James Street).	1
TOTAL	3

Collaborations	Comments
Encourage the Swan River Trust to be more involved with CoS and river parks.	1
TOTAL	1

Other/s	Comments
Provide mounted police (heritage).	1

Q2. Job creation opportunities.

Comments from workshop groups (generalised into one of 9 areas, as listed below)	
Signage/Interpretation/Information	Comments
Provide more guides, ideally, multilingual (e.g. for guided walks), and specifically, a financial benefit to those who provide guided walks.	8
Train guides to promote an aboriginal interpretation of culture and natural history, and ideally have aboriginal guides.	3
Provide more tour operators.	2
TOTAL	13
Development/New Infrastructure	Comments
Upgrade river foreshore areas (e.g. near Barkers bridge, polo fields, Fishmarket Reserve, Kings Meadow etc) with better accessibility and amenities such as bbq's and toilets.	3
Provide more café's in town and near river.	2
Provide a green grocery store.	1
Develop a micro-brewery.	1
Rebuild Guildford Hotel.	1
Invest in local food production infrastructure for common-use.	1
Develop Fishmarket Reserve and the floodplain north of Swan St west as aboriginal interpretative centre integrated with Walyunga National Park.	1
Provide better jetty facilities (e.g. at Kings Meadow on near Helena Creek/Swan River confluence).	1
TOTAL	11
Recreation/Activities	Comments
Provide bikes, segways and paddle boats/canoes/barges for hire.	6
Provide automated payment facilities for hiring of equipment.	1
Improve cycle paths.	1
Provide riverside walks.	1
Provide wildlife tours (day and night).	1
TOTAL	10

Transport/Traffic/Parking	Comments
Provide a ferry landing at Fishmarket Reserve or Lilac Park (which potentially could be linked to shuttle buses for a Swan Valley wine cruise experience), and thus encourage cruise patrons and barge operators.	3
Provide water taxis.	2
Consider ride-share drives around town.	1
Provide horse-cart around heritage points.	1
Employ local people to provide mini-buses from Fremantle.	1
Provide heritage rail link from Fremantle or Toodyay.	1
TOTAL	9

Accommodation	Comments
Invest in accommodation to garner overnight tourists (e.g. BnB's - potentially one at the gaol - and a 100+ rooms hotel).	7
Promote Guildford as a RV friendly town (for travelling community) and provide access to space, power and other amenities.	2
TOTAL	9

Events	Comments
Provide tours (e.g. ghost tours at night).	2
Provide a local farmers market.	1
Enhance twilight markets	1
Focus on first royal show.	1
TOTAL	5

Hospitality/Small Business	Comments
Improve hospitality and service industries.	1
Create a local chamber of commerce linked with Swan Valley that supports small business.	1
Hire a Gordon Ramsey type to motivate businesses/groups/individuals.	1
Increase involvement of local businesses.	1
TOTAL	4

Natural Environment/Horticultural Environment/Aesthetics	Comments
Encourage conservation and restoration of the river foreshore and thus support of the Swan River Trust.	2
Employ a full-time gardener for Stirling Square.	1
TOTAL	3

Recognition/Promotion/Advertising/Marketing/Strategies	Comments
Include Guildford in a tour of historical WA places to visit.	1
Increase promotion through banners.	1
Cater towards japanese/chinese/baby boomer markets.	1
TOTAL	3

Other/s	Comments
Comes with ideas and jobs will follow	1
Monitor flood plain by rangers.	1

Q3. Incentives for business.

Comments from workshop groups (generalised into one of 9 areas, as listed below)	
Financial	Comments
Provide rate rebates, tax breaks or subsidies for those who maintain heritage properties, run businesses, operate tourism ventures or maintain accommodation.	9
Seek direct funding from State, WATC or CoS for advertising/promotion.	4
TOTAL	13

Transport/Traffic/Parking	Comments
Install public parking (e.g. at pubs).	2
Provide bus services between Guildford and Swan Valley.	1
Decrease train fares for tourists (e.g. between non-peak hours).	1

Connect train with tourism opportunities.	1
Utilise river for tourist transportation.	1
TOTAL	6

Development/New Infrastructure	Comments
Increase availability/access of river and foreshore areas for business and tourism activities (e.g. riverside ramble).	3
Change redevelopment laws for non-heritage properties to allow for rejuvenation.	1
Open tunnel between 'Rose and Crown' and river.	1
TOTAL	5

Recognition/Promotion/Advertising/Marketing/Strategies	Comments
Provide support for Guildford as a tourist destination.	1
Use social media.	1
Develop a master plan for Guildford.	1
Create a 'day out' for tourism operators.	1
TOTAL	4

Accommodation	Comments
Provide more accommodation options (e.g. backpacker hostels for grape-pickers or BnBs specifically linked in with heritage aspect).	3
TOTAL	3

Signage/Interpretation/Information	Comments
Keep Tourist Bureau in Guildford.	1
Provide multilingual brochures.	1
Have guided tours.	1
TOTAL	3

Events	Comments
Encourage CoS to upgrade polo field and host international polo games.	2
Encourage festivals and markets.	1
TOTAL	3

Natural Environment/Horticultural Environment/Aesthetics	Comments
Undertake plantings in median strip for greener Guildford.	1
TOTAL	1

Heritage	Comments
Encourage importance of heritage	1
TOTAL	1

Q4. Marketing means.

Comments from workshop groups (generalised into one of 7 areas, as listed below)	
Recognition/Promotion/Advertising/Marketing/Strategies	Comments
Urge WATC, tour operators, airport etc to promote Guildford with a purpose, specifically a tourism destination but also 1. gateway to Swan Valley, 2. part of 3 original settlements and/or 3. museum or ANZAC town.	10
Use social media, create Guildford tourism App/s, ideally multilingual (e.g. for walking trails), and/or provide a chatting website.	5
Undertake multilingual promotion.	2
Promote cruise boat stop-overs by requesting cruise ship operators to encourage cruise patrons to visit.	1
Encourage government to support tour operators.	1
Undertake more advertising.	1
Have a broader plan to promote the existing opportunities.	1
Gauge feedback via visitor survey.	1
Pool funding sources.	1
TOTAL	23

Signage/Interpretation/Information	Comments
Incorporate town entry signage (e.g. on the bridges) and “places of interest’ signage (e.g. at train station), and improve existing signage.	4
Provide brochures to visitor centres, train stations, shops, malls etc.	3
Develop a comprehensive/definitive tourist booklet or directory.	1
Advocate school tours.	1
TOTAL	9

Transport/Traffic/Parking	Comments
Upgrade or historically refurbish Guildford train station.	2
Lobby PTA to assist (e.g. to provide cheap tourist train tickets).	2
Reduce traffic (e.g. create a ring road or reduce traffic lanes).	2
Promote cyclists to visit.	1
TOTAL	7

Heritage	Comments
Emphasise cultural heritage (e.g ghost tours, period costume day or creation of heritage village).	3
TOTAL	3

Natural Environment/Horticultural Environment/Aesthetics	Comments
Improve tree+plant scaping and gardens (e.g. flower baskets in James Street).	1
Formalise the gardens at Stirling Square.	1
Incorporate a pathway of roses between bridge and Swan Valley.	1
TOTAL	3

Collaborations	Comments
Improve relationships between CoS, Hist. Soc. & Guildford Ass.	2
TOTAL	2

Recreation/Activities	Comments
Host Chairman's eleven cricket match at Lilac Hill.	1
TOTAL	1

Other/s	Comments
It's not about better - Just do something!	1

Q5. Concerns with increased tourists.

Comments from workshop groups (generalised into one of 7 areas, as listed below)	Comments
Transport/Traffic/Parking	
Lack of parking (e.g. at train stations, Guildford Hotel etc).	13
Increase in traffic/cars on road.	3
Conflict between trucks and tourists.	2
Inappropriate traffic management/speed (e.g. need to reduce to 40km).	2
Lack of free parking on weekends/nights.	1
Lack of bike hire.	1
Lack of mini buses that connect from cruise boats.	1
Insufficient train use by Guildford day trippers.	1
Poor public transport.	1
TOTAL	25

Amenities	Comments
Lack of public toilets.	4
Lack of drinking fountains.	2
Lack of rubbish bins.	2
TOTAL	8

Natural Environment/Horticultural Environment/Aesthetics	Comments
Damage to trees (e.g. from parking).	5
Damage to Stirling Square (thus, use recreational grounds for events instead).	3
TOTAL	8

Heritage	Comments
Need to upgrade/renovate buildings/parks and improve heritage building protection.	2
TOTAL	2

Accommodation	Comments
Lack of accommodation.	1
TOTAL	1

Ambience	Comments
Increase in noise.	1
TOTAL	1

Signage/Interpretation/Information	Comments
Lack of signage.	1
TOTAL	1

Q6. Support needed.

Comments from workshop groups (generalised into one of 7 areas, as listed below)	Comments
Transport/Traffic/Parking	
Improved parking access (e.g. at train stations and a central public carpark).	4
Relaxation by PTA to include cheap public transport (e.g. on weekends or for families).	4
Improved cycling initiatives (e.g. cycle bridge over river, encourage businesses to cater for cyclists).	4
Decrease in truck movement (e.g. by extending Lloyd Street).	2
Installation of a pedestrian crossing at train station.	2
Installation of a connecting bus between Guildford and Swan Valley.	2
Improved public transport.	1
Control of traffic.	1
TOTAL	20

Financial	Comments
Injection of cash (e.g. for polo field, Lloyd Street extension, bus connection for Guildford/Swan Valley, art, food, carpark).	7
Exploration of opportunities for grants.	1
TOTAL	8

Recognition/Promotion/Advertising/Marketing/Strategies	
More government recognition/promotion/advertising support as tourist destination.	4
Promotion within pamphlets.	1
Enhanced linking with Swan Valley.	1
TOTAL	6

Heritage	Comments
Protection of heritage (e.g. through legislation improvement) from unsympathetic development.	4
Recognition as a historic town/region (I.e. state registration of Guildford).	2
TOTAL	6

Collaborations	Comments
Support of WATC.	2
Involvement of Swan River Trust.	1
Greater communication with residents/stake holders.	1
TOTAL	4

Development/New Infrastructure	Comments
Land-use changes to increase availability/access of river and foreshore areas for business and tourism activities.	2
Provision of river walks.	1
Improved jetty infrastructure.	1
TOTAL	4

Signage/Interpretation/Information	Comments
Develop a comprehensive/definitive tourist booklet or directory.	1
TOTAL	1

Section 3. Raw Data

N.B. Text marked as **XX** denotes undecipherable or as it appeared.

Q1. Have you got any ideas to make Guildford a more attractive tourism destination/ideas to make it better?

A1.1.

- Swan River Trust more involved with City of Swan and the River parks.
 - River Walks.
-

A1.2.

- Change entry statement and signs from Bassendean. Put something at Midland entry, Great Eastern Highway entry.
 - Create some Guildford specific cultural events.
-

A1.3.

- Short stay accommodation.
 - Public parking – Guildford hotel rear car park ideal site.
 - International polo – financial.
 - Locked/**XX** toilets in Guildford – sunset lock down except events.
 - Parking outside town – Lilac Hill bus in.
-

A1.4.

- A certain venue to sample various wines and cheeses that are all available in the Swan Valley region, Guildford.
 - An indigenous elder to show and explain heritage, their culture around Guildford.
 - A boomerang and spear throwing activity or session. Sample, if possible, foods that they cook and eat.
-

A1.5.

- Guildford needs to be marketed as the jewel of the Swan Valley with joint promotion, not separate.
 - Swan Valley should be put together with Guildford and officially recognised as a region.
 - We need state legislation to protect Guildford as heritage precinct or town.
-

A1.6. NC

A1.7.

- Bike hire in Guildford. Hiring bikes in Perth.
 - Designated carriage on train for tourists (non peak hrs).
 - Upgrade street-scape.
 - Upgrade river parks – Why was the jetty removed at Helena/Swan Park?
-

A1.8.

- Steam engine from Perth to Guildford.
 - Guildford history day combined with train (Guildford heritage festival).
 - Bring back the showgrounds (take a lesson from Mt Lawley).
 - Community centre with parking and entrance to polo fields.
 - Multimedia for walking tours.
-

A1.9.

- Putting a crossing from train station to shops will make it more accessible.
 - Improve playground in Stirling Square ie nature play/heritage playground, monkey bars, tractors.
 - Make prison more interesting with child activities like spot hidden things in display (like Woodbridge house has hidden teddies).
 - Entry signage to town. Banners in James Street advertising Guildford.
 - Miniature train ride.
 - Model village of what Guildford was like originally.
 - Canoe hire at Fishmarket Reserve – little café like at Woodbridge park.
 - Spruce up Fishmarket Reserve. Have a toilet.
 - Regular vintage market.
 - Bowling club could be promoted more.
 - More good retro attraction vintage games.
 - Community picnics.
-

A1.10.

- Promote paddle sports on the river, esplanade/foreshore operators.
 - Open up access of the river to businesses/controlled and well-managed development.
-

A1.11. NC

A1.12.

- ‘Street festival’ on a major street.
 - Guildford fair – Guildford stocks (refer to diagram on raw data sheet).
-

A1.13.

- Promote international polo events – need short stay/paddocks for polo.
 - Disabled parking.
 - Railway PTA land tidied up.
 - More BnB’s.
 - Rough ramble paths around river – not formal paths.
 - Replant flood plains of Guildford.
-

A1.14.

- Reopen the port of Guildford.
-

A1.15.

- Develop a master plan to create pedestrian precincts to allow tourists to experience Guildford without being wiped out by semi-trailers – slow traffic.
 - Local produce – green groceries.
 - Create a local currency, which can only be spent at local shops and surrounds. Keeps the money local. Unique promotion point eg Guildford guilders.
-

A1.16.

- Encourage cruise ship operators via websites to encourage passengers to come to Guildford.
 - Encourage wine/cheese tasting.
 - Hop on/hop off bus.
-

- Park and ride facility.
 - BnB's.
 - Promote walks.
 - More funding.
-

A1.17.

- Spring in the valley in combination with the Swan Valley.
-

A1.18.

- Facilities for coach parking.
-

A1.19. NC

A1.20.

- Town of Roses – where's the exhibition?
 - Traditional owners cultural exhibition down by Swan River.
 - Skate Park.
 - Major sporting event.
 - Revamp polo field.
 - Revamp Fishmarket reserve.
-

A1.21.

- Keep the heritage – advertise it as a heritage destination.
 - It needs to be linked in the Swan Valley and be made into an officially recognised region.
 - Much better signage coming in from the east, east of the Roe Highway.
-

A1.22.

- River usage: water taxis – short trips to wineries, restaurants, walks.
 - Bike hire – Swan Valley trips.
 - Outdoor cinema – Al fresco dining.
-

A1.23.

- Control heavy traffic – a traffic free pedestrian area.
 - Tidy up by railway on James Street.
 - Look at higher standards of signage/better theming.
 - More trees.
 - Park and ride (help parking).
 - Minibuses through Swan Valley (hop on hop off).
-

A1.24.

- Unique settlement heritage – 1829.
 - New entry signage.
 - Use Swan River.
 - Entry to Swan Valley (use train station) – bus tours, bike tours, canoe tours.
 - Natural heritage excursions - river walk, bird spotting etc.
 - Increase accommodation locally eg BnB's, family group accommodation too (XX6).
 - Promotion/engagement by WATC.
 - Bike racks on James Street.
 - Mounted police (heritage).
 - Period costumes.
 - Agriculture tourism – weekly farmers market, local produce.
-

A1.25.

- Increase short-stay accommodation (BnB's especially).
- Signage and entry statements (create character).

A1.26.

- River walking trails around river.
- River boat tour that stops in Guildford.
- More picnic areas.
- Spring Focus – the spring in Spring Reserve has been in continuous use for 60,000 years (so I am told). At the moment it is just a pipe XX of the ground. Can we restore it so it looks as it once did and use it as a tourist feature?

A1.27.

- Extend the railway line along the goods line to upper Swan to help alleviate the parking problems in Guildford (reduce the amount of commuter use of limited parking).
- Make town more wheelchair friendly.
- Crosswalk to make James Street more pedestrian friendly.
- Develop the vacant PTA land north of the station as commuter parking.

A1.28.

- More parking.
- Promote train journey to Guildford and Swan Valley.
- Slow speed in Guildford to 40-50km.
- Crossings at railway station.
- Improve Meadow Street.
- Place town on State Register.
- Upgrade signs + intelligent phone information.
- Guildford promoted as a destination.
- Walk trail brochures in shops.
- Tasting centre in Guildford for Swan Valley XX foods.

A1.29.

- Jetty reinstated to allow tourism boats access to Guildford townsite.

A1.30.

- Make most of floodplain.
 - Promote colonial buildings, Rose and Crown, Padbury buildings.
 - Promote indigenous history.
 - Colour up main street by colourful hanging baskets etc.
 - Signage.
 - Power boats be banned/restricted - only allow kayaks, canoeing etc, but allow licenced tourism boats. Power boats to stop at Bassendean bridge.
 - Guildford tourism App.
 - River Eco tourism.
 - Colouring books for kids, local history for kids. Interactive to lead to bus trips.
-

Q2. What job creation opportunities are in Guildford for tourism?

A2.1.

-Focus on 1st Royal Show

A2.2.

-Provide planning for an accommodation 100+ rooms hotel in Guildford.
-Space for the travelling community (grey nomads) close to Guildford Town Centre with access to power and other amenities.
-Guildford to be an RV friendly town.

A2.3.

- BnB's.
-Japanese/chinese/baby boomer market.
-Equip translators – tourists.

A2.4.

-Include it in a tour of historical places of interest - Tranby, Bassendean, Guildford etc.

A2.5.

-Tour operators and guides.
-Better jetty facilities in Guildford, maybe incorporate Kings Meadow (Helena/Swan Confluence).

A2.6. NC

A2.7.

-More cafes.
-Upgrade Swan River area by Barkers bridge.

A2.8.

-Local businesses. Increase involvement.
-Promote more – banners.
-Twilight markets.

A2.9.

- BnB's.
-Guided walks – give a grant so people get paid for it.
-Ride share drives around town.
-Horse and cart around heritage points.
-Mini buses from Fremantle wharf – local people.
-Hire a Gordon Ramsey type to motivate each business group/people.

A2.10.

-Cycle hire, water taxi, paddlesport.
-People working in conservation of the riverbank to 'support' Swan River Trust.

A2.11. NC

A2.12.

- BnB'sto bring tourists overnight. Use the gaol.

A2.13.

- BnB's in Guildford.
- Tours.
- Full time gardener for Stirling Square.

A2.14.

- Develop Fishmarket Reserve and the floodplain north of the west end of Swan Street as an aboriginal interpretative centre and walk trail. Integrate with the Walyunga National Park aboriginal experience. Training of tourist guides to promote an aboriginal interpretation of culture and natural history.

A2.15.

- Local green groceries.
- Farmers market – Local produce.
- Micro-brewery.
- Hire bicycles.
- Wildlife tours – day and night.
- Utilise foreshores better eg polo field, Fishmarket, Kings meadow – better amenities, bbq, toilets.

A2.16.

- Rebuilding the old pub.

A2.17.

- Tourism guides.
- Hospitality – more BnB's.

A2.18.

- Multilingual tour guides.
- Bike hire – automatic credit card operated.
- Segway tourism.

A2.19. NC

A2.20.

- Come with ideas and jobs will follow.

A2.21.

- Tour operators and guides.
- Put in a ferry landing at either Fishmarket Reserve or Lilac Park where Guildford could be linked into the Swan Valley wine tour/cruise with shuttle buses linking the ferry with the town.

A2.22.

- Water taxis.
 - Heritage rail links from Fremantle (or Toodyay).
 - Bring in cruise patrons.
-

A2.23.

- Indigenous heritage eg tours around the river.
 - Easy cycle hire, better cycle paths.
 - Guided walking tours.
-

A2.24.

- Create local chamber of commerce linked with Swan Valley/small business support (incubator).
 - Investment in local food producing infrastructure (common use).
-

A2.25. NC

A2.26.

- Barge owners.
-

A2.27.

- Tourist guides (initially as volunteers at the Guildford Heritage precinct with SGHS).
 - Hospitality and service industries.
 - Investment in accommodation.
 - Conservation and better accessibility to the Swan river.
-

A2.28.

- Aboriginal guides.
 - Monitor flood plain – rangers.
-

A2.29. NC

A2.30.

- Theatrical Guildford ghost tours at night.
 - Paddle tour/bike/canoe operators.
 - (Control) riverside walks.
 - Cafes to expose tourist to river.
-

Q3. What incentives could be put in place to encourage business to invest in Tourism?

A3.1. NC

A3.2.

- Local and state government to sponsor advertisement in Guildford.
 - Change redevelopment laws for non-heritage properties in Guildford. To allow for rejuvenation of residential properties – under specific planning rules.
-

A3.3.

- Public parking – Guildford Hotel car park, Stirling Arms.
 - State and City of Swan need to fund.
 - Bus connectivity Swan Valley and Guildford.
-

A3.4.

- Put tax breaks in place to encourage new business.
-

A3.5.

- Freeing up of riverfront areas to encourage tourism activities.
 - Subsidized rent/leases on tourism based businesses.
-

A3.6. NC

A3.7.

- Lower train fares for tourists ie \$1 between non-peak hours.
-

A3.8. NC

A3.9.

- Need more accommodation options.
 - Backpacker hostel - they can grape pick in Swan Valley.
-

A3.10.

- Financial assistance, tax incentives on conservation of heritage buildings.
-

A3.11. NC

A3.12.

- Guided tours.
-

A3.13.

- State funding.
 - City of Swan to upgrade XX a polo field.
-

A3.14. NC

A3.15.

- Open tunnel to Rose and Crown.
-

A3.16. NC

A3.17.

- WATC to invest in Guildford promotion.
 - Connect train with tourism opportunities.
 - Bring tourists in by river.
 - Businesses to create a 'day out' for tourism operators.
-

A3.18. NC

A3.19.

- Social media.
 - Rate rebates for heritage properties.
-

A3.20.

- Have an overall plan to aim for.
-

A3.21.

- Subsidy.
 - Festivals, markets, riverside rambles etc.
 - Multilingual pamphlets on the area (tourist info).
 - More BnB's linked in the with historical feel of the area.
-

A3.22. NC

A3.23.

- Support for Guildford as a tourist destination from the City of Swan (not just Swan Valley).
 - Feeling that heritage is important.
-

A3.24.

- Reduced rates for running accommodation.
-

A3.25. NC

A3.26. NC

A3.27.

- Favourable rates consideration.
 - Service provision discounted for tourism operators.
 - Tax concessions to businesses that contribute to heritage consideration.
-

A3.28.

- Town parking.
 - Polo – need assistance **XX** – international games 2016.
-

A3.29.

- Keep Tourist Bureau in Guildford.
 - Plantings in medium strips for a greener Guildford.
-

A3.30.

- Offer areas, particularly river space and access for business to open (floating cafes/jetties on flood plain).
-

Q4. How can we 'market' Guildford better? How can we better get the message out about Guildford as a Tourism destination?

A4.1.

-Public Transport to be lobbied. Welcome transfer point to (off the train!).

A4.2.

-Its not about better, just do something please.

A4.3.

-Destination.

-XX in Caversham Hall site.

-Shops must have pamphlets.

-Museum and Anzac town.

A4.4.

-To put a ring round around Guildford, to divert traffic. Use/open up Morley Drive.

A4.5.

-WATC needs to promote Guildford as well as the Valley as a tourism destination.

-Multilingual tourism App for walking tours of Guildford.

A4.6.

-Brochures in visitor centre in Perth in William Street. Very near by train.

A4.7.

-Upgrade the station – free tourist tickets, cheap group tickets (Sat/Sun, public holidays) on train.

-Promote cruise ships, tours to Guildford.

A4.8.

-A 'chatting' website that appeals to tourists.

-Gateway to the Swan Valley.

A4.9.

-Entry signage.

-Roses pathway from bridge to Swan Valley.

-Sign at train station of places of interest.

-Emphasise heritage aspects - panning for gold for kids, ghost tours.

-Reducing lanes of traffic - back to a restful, relaxing visitors destination.

A4.10.

-Guildford Apps.

-Historical society, Guildford Assoc, etc all need to work better together.

-Promote cyclists to visit Guildford (new bike path).

-Better tree/plant scaping and gardens in James Street. Flower baskets in main street.

-Entry promotion coming into Guildford – statements on heritage, no bill boards.

A4.11. NC

A4.12.
-Refurbish Guildford station historically.
-Full booklet for Tourists' Guide.

A4.13.
-Formal garden Stirling Square.

A4.14. NC

A4.15.
-Chairmans eleven cricket match at Lilac Hill.

A4.16. NC

A4.17.
-Promote to tour operators.
-Multilingual promotion.
-Promote Guildford in Swan Valley maps.

A4.18.
-More promotion of Guildford by tourism
-Greater collaboration between City of Swan.
-Pooling funding resources.

A4.19.
-Social media – Better self promotion of businesses.

A4.20. NC

A4.21.
-Advertising.
-Engaging with tour operators.
-Period costume heritage day.
-Promote it in nearby shopping centres (eg Midland Gate, Morley etc).
-Create a heritage (pioneer) village to promote tourism.
-Survey visitors to the area and find out from them what is lacking.

A4.22. NC

A4.23.
-Get together to market the whole cluster of things to do that we already have.
-Market the 3 original settlements together – Perth, Fremantle, Guildford.

A4.24. NC

A4.25. NC

A4.26. NC

A4.27.

-Better promotion at Perth Airport–multilingual advice (0.5hr to Guildford v 4hr to Margaret River).

-State Government department to be more supportive of tourism operators.

A4.28.

-Make it a destination.

-Upgrade sign/information for XX trail.

-More publish.

A4.29.

-Guildford tourism App. - on line heritage walks.

-More school visits to historical Guildford as an educational.....

A4.30. NC

Q5. What are your concerns, if any, with having more tourists come to Guildford?

A5.1. NC

A5.2.

- No parking available.
 - Cleanliness – more bins, more council cleaning.
 - Public toilets.
 - Better signage.
-

A5.3.

- Trucks off – Lloyd street connection to bypass (major issue).
 - Parking on verges - killing.....
 - XX parking events - killing trees – root compaction.
 - Need more XX.
 - Keep Stirling Square formal park and use recreational grounds for fairs.
-

A5.4. NC

A5.5.

- Traffic.
 - Parking.
 - Preservation of existing trees.
-

A5.6.

- Late night noise.
-

A5.7.

- Parking.
 - Safety – less trucks coming through.
-

A5.8. NC

A5.9.

- XX – day trippers should be encouraged to come on train.
 - Put on mini buses from cruise ships.
 - More bike hire.
 - Careful not to damage trees etc.
 - Protect heritage buildings and keep them for public use.
-

A5.10.

- Parking.
 - Lack of accommodation.
-

A5.11. NC

A5.12. NC

A5.13.

- Damage to trees – parking under them.
 - Damage to Stirling Square – it should be a formal park.
-

A5.14. NC

A5.15. NC

A5.16.
-Parking.

A5.17.
-Traffic management.
-Public toilets.
-Waste disposal.
-Water fountains.

A5.18.
-Limitations of parking areas.

A5.19.
-Parking – already too many ‘park and riders’.

A5.20. NC

A5.21.
-Parking.
-Traffic.
-More public toilets.
-Better train and bus service (more carriages on the trains).

A5.22. NC

A5.23.
-Parking.

A5.24.
-More cars/traffic.
-Need more public toilets/water fountains.

A5.25.
-Traffic speed - perhaps a 40km zone to make crossing safer.

A5.26. NC

A5.27. NC

A5.28.
-Not enough parking – cash in lieu of parking.
-Need Guildford Hotel parking.
-Balance between heritage and tourism – damage to trees and Stirling Square.
-Incentives upgrade/renovate/restore buildings/park.

A5.29.

- Parking – there is already a lack of parking in Guildford. Where do people park?
- Negotiate with PTA for free parking on weekends and after 5pm weekdays.

A5.30. NC

Q6. What support is needed from Local and State Government?

A6.1.

- Swan River Trust more involved with City of Swan and the River parks.
 - River Walks.
-

A6.2.

- Money.
 - Free up parking (bus) spaces along train line (PTA).
 - Build carparks at East Guildford train station.
-

A6.3.

- Money from State for projects – polo, Lloyd connection, connection bus Guildford and Swan Valley, XX art, food.
-

A6.4. NC

A6.5.

- Money.
 - Land use changes to allow business to be placed near the river.
 - Legislation changes to protect Guildford's heritage.
-

A6.6. NC

A6.7.

- Traffic control in Guildford.
 - Maintain heritage character - heritage listing, restrict apartment development.
 - Half price public transport on weekends – family concession, all weekend travel (eg Germany).
-

A6.8.

- Pedestrian crossing at the train station.
-

A6.9.

- Money.
 - Protect if from unsympathetic development.
 - Promotion, advertising support.
 - Pamphlets in hotel rooms in city.
 - Local directory from Guildford.
-

A6.10.

- Put money into treasury to promote tourism.
 - PTA relaxation on parking on weekends at train station.
-

A6.11. NC

A6.12. NC

A6.13.

- Funding and communicate with residents/stake holders.
-

A6.14.
-Targeted support for Guildford as a tourist destination.

A6.15. NC

A6.16. NC

A6.17.
-WATC to get behind Guildford/Swan Valley.
-Better jetty infrastructure.

A6.18.
-More advertising.
-Explore grant opportunities eg Lotterywest.

A6.19.
-State registration of the town.
-Better public transport (thus less parking). Cheaper weekend fares.

A6.20.
-Parking access.
-Buses to Swan Valley.
-Use of rail carpark during festivals.
-No to big trucks.

A6.21.
-Finance.
-Tourism WA needs to be behind it.
-State Government needs to recognise it as an historic region.
-Needs to be linked in with the Swan Valley as an **officially** region.

A6.22. NC

A6.23.
-Prioritising.
-Protection from greedy developers.

A6.24.
-Pedestrian crossing at train station.

A6.25.
-Funding to extend Lloyd street to reduce heavy haulage on James Street.
-Increasing funding for cycling initiatives (City of Swan concern).

A6.26. NC

A6.27.
-Lots more.

A6.28.

- State registration of town.
 - State promotion of town as destination.
 - State help fund a central public carpark.
-

A6.29.

- Research town planning for easy access to river and foreshore.
 - Dedicated cycle bridge over river to encourage bike riders into Guildford.
 - Promote current bike access to Guildford.
 - Promote business to cater for cyclists.
 - Negotiate with PTA for free parking on weekends and after 5pm weekdays.
-

A6.30. NC

Appendices

Flyer - Delivered to each household and business within Guildford.



THE GUILDFORD ASSOCIATION INC

HISTORIC GUILDFORD - FIRST SETTLED IN 1829

P.O. Box 115, Guildford 6935 Western Australia

ga@guildford.asn.au www.guildford.asn.au ABN 89 266 595 433

You are invited to:

Guildford Tourism Forum

Hosted by Hon. Michelle Roberts MLA, Member for Midland.

When: 3pm - 4.30pm, Saturday, 24th October

Where: Guildford Town Hall, James St Guildford.

Guildford holds a unique place in Western Australia's history. It was established in 1829 at the same time as Perth and Fremantle. As a result of its rich history and many tremendous heritage buildings, it is time to explore how Guildford could offer more to the State's economy by increasing tourism in and around Guildford.

You are invited to attend and offer your thoughts on all things tourism and how Guildford can do more with what it has.

Example 'round table' discussion topics:

What job creation opportunities are in Guildford for tourism?

Have you got any ideas to make Guildford a more attractive tourism destination?

What have you always wanted to change about Guildford to make it better?

What are your concerns, if any; with having more tourists come to Guildford?

Example topics open for discussion: *Natural heritage, Indigenous heritage, Recreation, Parking, Pedestrian access, Wheelchair access, Signage, Marketing, Event ideas, Accommodation & more.*

If you like, bring along your pre-prepared ideas or submissions. All information will be collated and made available at a later date. If you live in Guildford, this is your opportunity to improve where you live.

Special attendees will be:

Hon. Mark McGowan MLA – W.A. Opposition Leader.

Noeleen Pearson - Chief Executive Officer, Perth Region Tourism Organisation.

City of Swan Councillors and representatives.

***If you cannot attend, you are invited to put down your ideas/thoughts here and email/mail to:
The Guildford Association. – Address shown above. (Please submit more material as you see fit)***



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Agenda

10.30am Set-up of Hall

1pm – finalise Set up of Hall

2.30 – Hall Open - Attendees arrive – table displays to view in Hall, as set up by local groups/businesses.

3pm – Expected/Advertised Start time MC will be Peter Kennedy (see attached biography)

3.15pm – MC Calls all to take a seat at tables. ‘Special Attendees’ will have table assigned to them - 3 minutes

Max of ten tables. (4 to 8 per table expected)

3.18pm - MC – Calls upon Peter Stephenson, President Guildford Association – 3minutes

3.21pm – MC - Handover to Michelle Roberts – 3 minutes

3.24pm - MC - Handover to Mark McGowan – W.A. Opposition Leader. – 3 minutes

3.27pm - MC - Handover to Noeleen Pearson – CEO, Perth Region Tourism Organisation – 5 minutes

3.32pm - MC – explanation of ground rules – explanation of Forum format - 2 minutes

(Butcher’s paper distributed to tables during explanation)

3.34pm – 1st 15 Minutes session.

3.51pm – 2nd 15 Minutes session.

4.08pm – 3rd 15 Minutes session.

4.23pm – Read out of some ‘valuable ideas’ to the whole Forum by each ‘Special Attendee’ (per table)

4.33pm - MC – Calls upon Peter Stephenson, President Guildford Association for summation/thank you – 2 minutes.

Photo Opportunities – Meet and Greet – Tea and Coffee to follow.



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What will happen – to be explained by MC, Peter Kennedy

1. Tables have been set up around the room – please 'take a seat' to get started. Please - roughly equal number of people per table.
2. There will be 3 sessions of just 15 minutes each.
3. 'Special attendees' have all been assigned a table and are asked to remain on that table for each session. At the start of the following session, please go to a new table and mix it up with new people.
4. It is about 'brainstorming' ideas and not evaluating them. No answer suggestion should be considered incorrect. Please do not get into discussions about the viability or value of someone's idea.

Today is all about being positive and we want everyone to feel free to put forward ideas. Therefore, Chatham House rules: "When a meeting or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed".

5. Upon Each table will be 'butcher paper'.
6. There are 6 questions/areas being looked at. They are; ... A list of 'example' topics are listed.
7. The butcher paper will stay upon the table to be collected later.
8. There is limited time and therefore please make your idea succinct as possible and give everyone the chance to speak. New ideas might come to you from what others say – perfect!
9. The important thing is to get these ideas down on the paper. The value of today's Forum is in the ideas that are raised.
10. There will be no ranking of the ideas presented as to which is more important. In many instances it is the small ideas that could potentially be the most valuable.
11. Any pre-prepared submissions/ideas that are written down, can be handed in to Peter Stephenson.
12. I will let you know when it is time to move to a new table and begin the next session. Try not to raise the same idea that you may have previously put forward in the previous session.
13. The ideas obtained will be used to assist the GA and the City of Swan to formulate the best possible strategy for tourism development in Guildford. Please begin..

Example 'butcher paper' provided for each table, for each session – provided as A2 size



Guildford Tourism Forum

Have you got any ideas to make Guildford a more attractive tourism destination/ideas to make it better?

What job creation opportunities are in Guildford for tourism?

What incentives could be put in place to encourage businesses to invest in Tourism?

How can we 'market' Guildford better? How can we better get the message out about Guildford as a Tourism destination?

What are your concerns, if any; with having more tourists come to Guildford?

What support is needed from Local and State Government?

Example topics:

Natural heritage
Indigenous heritage
Recreation
Parking
Pedestrian access
Wheelchair access
Signage, Marketing
Event ideas
Accommodation
Food and Wine
Integration with Swan Valley
The 'Perth Experience'
Usage of the River
Transport Options
The 'river rambles'
History and Heritage
Local infrastructure
Attractions
Marketing material/resources
Volunteers
New PTA Car park
Walking tours
Picnics
Bike Riding
Festivals
Guildford in 20 years...