



Small Business
Development Corporation
Small Business Friendly

Supporting small businesses through construction works projects – Toolkit

Small Business Friendly resources for local and State government





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1. Impact zone assessment

Name of suburb(s)	
Streets directly and indirectly impacted.	
Will the project impact on traffic flow to the area?	
Are there pre-existing traffic issues in the area?	
Will the project impact on parking?	
Will the project impact on pedestrian access to the area?	
Will the project impact on public transport to the area?	
Will there be any permanent changes to access as a result of the project, including changed road access/layout?	
How will permanent access changes impact businesses?	
Are there any home-based businesses in the area? As these may not be visible, check with the relevant local government for a list of registered home businesses.	

1.1. Impact zone assessment – overview

PROJECT NAME: _____

LOSS OF AMENITY	✓	CONSTRUCTION IMPACTS	✓	LOGISTICS IMPACTS	✓
Noise, dust, vibration		Construction longer than one month		Limiting truck and freight movements through the area	
Significant intrusion e.g. large trench along road		Disruption to services or scheduled utility maintenance		Problems with supplying stock or loss of perishable stock that can no longer be sold	
Heavy machinery on-site during the day		Impacts on road network		Changes to taxi access through area and drop-off points	
Loss of parking		Road/lane closures		Changes to access for disability/aged transport providers	
Loss of access		Permit breaches e.g. Blocking fire exits or disabled access		Changes to public transport schedules or access to the area	
Loss of footpath/nature strip				Relocation of bus/train/taxi rank	
Visual noise e.g. signage, site office, fenced off areas, large number of workers				Impacts on small businesses not located in the area but affected by changes to traffic flow	

NOTES:

2. Individual business checklist

Note for project engagement team: This checklist is to be completed during the site visit, in conjunction with the small business owner/representative. If dealing with a large number of businesses, adapt the checklist to just focus on key information e.g. name of business and contact person, main issues likely to arise.

- Hand out any SBDC resources that might be of benefit to the business, including resources on preparing for construction works and business advisory contact details.
- The completed checklist is used to build an information profile on each individual small business.
- Hold a briefing session for businesses, hand out key information, allow them to answer questions and gather contact details of those attending.

Business name: _____

Type of business: _____

Main contact (specify – owner or manager): _____

Telephone number: _____

Email address: _____

Street address: _____

Postal address: _____

General

Opening hours	
Who is the best person to communicate with at the business? e.g. manager/owner	
Who owns the building?	
Preferred method of communication for project updates	
Main source of income e.g. products sold, online sales, services provided	
<p>Discuss their relationship with the landlord</p> <ul style="list-style-type: none"> • Is it good? Would they be able to negotiate a rent reduction if business dropped off during the construction period? • Would the landlord be open to discuss changing the lease agreement e.g. Moving to an alternative use? You can refer the business to the SBDC commercial tenancy advisers for specific guidance on this topic. <p>W: smallbusiness.wa.gov.au</p> <p>T: 133 140</p>	

Operations

Number of staff employed	
Is it possible for the business to close temporarily during construction or could staff take leave? e.g. does the construction coincide with a slow trade period or staff leave?	
Any upcoming or special events happening?	
Customer demographic information	
Typical customer visits per day	
Delivery times	
Delivery types (wet, dry, perishables etc.)	
Truck sizes	
Peak busy times <ul style="list-style-type: none"> • during the day • during the year 	
Low peak times of operation <ul style="list-style-type: none"> • during the day • during the year 	
Does the business use the area at the front of the premises? e.g. for displays, alfresco dining	
How much notice would be required to change staff rosters?	
How much notice would be required to change trading hours?	
How much notice would be required to change stock levels and pre-arranged deliveries?	

Access

Any special access requirements including for people with disability	
Delivery access requirements	
Customer parking	
Staff parking	

3. Individual small business impact assessment report

Note for project team regarding completion of the report:

- This should be completed by the project team after their site visit.
- It should not be done in the presence of the business owner as it records the team’s assessment of the potential impacts on each business.

Business name: _____

Type of business: _____

Main contact (specify – owner or manager): _____

Telephone number: _____

Email address: _____

Street address: _____

Postal address: _____

Amenity and access

Likely impact from changed traffic conditions	
Any special access/parking requirements	
Changes to taxi or rideshare access	
Changes to disability transport access	
Changes to public transport	
Changes to foot or road access	
Will fencing/hoarding restrict access and line of sight to business	
Noise/dust/vibration	

4. Questions for local government

Name of local government	
Contact details of the relevant staff involved in the project (economic development officer, community and engagement officer, traffic manager, environmental officer)	
Details of significant events occurring in the area during construction phase (night markets, street festivals, local government roadworks)	
Does your local government (LGA) offer any support to local businesses? (advisory services)	
Is your organisation willing to waive or reduce fees for affected businesses?(alfresco dining fees, rates)	
Is your LGA willing to relax parking laws? e.g. increasing parking time limits, reducing parking fees	
Is your LGA willing to relax signage laws? e.g. allowing businesses to put out extra signs to redirect customers	
Is your LGA willing to expedite any changes or amendments to licences or approvals to support businesses during construction?	
Are other works being carried out in the area such as utility infrastructure upgrades? If so, find out the contact details of the appropriate person in that company.	
Does the project involve other State Government agencies or private developers? If so, are they willing to collaborate on special events?	
Are they willing to contribute financially to the project's mitigation plan?	
Assess the businesses located in the works area. Who could be a potential advocate or agitator?	

5. Things to consider when developing your Construction Mitigation Plan (CMP)

Will the CMP be funded in the project budget?	
If it will be funded, at what level?	
If it's not funded, are there opportunities to undertake no cost strategies? e.g. connecting the business to advice from the SBDC; if possible, amending construction schedules to avoid peak times	
Will implementing a CMP be a KPI in the head contract?	
How many businesses will be affected? This will determine the types of strategies the project can afford to implement	
Which businesses will be eligible for the CMP? e.g. all small businesses that will be directly impacted by the construction or also those indirectly affected.	
How will the project team evaluate the success of each strategy?	
Which strategies will suit your project and the affected business?	
Will the project partners (e.g. local government or private developers) collaboration in implementing and funding a CMP?	
Conduct research into similar projects using CMP	

6. Strategy ideas to include in your CMP

CATEGORY: MONETARY				
Strategy	Pros	Cons	Estimated cost (number of businesses that it would apply to and cost estimate)	Agreed outcome (activities agreed on by the project team and their scope)
<p>Matched advertising Create an advertising fund that is used to promote the local area to potential customers and visitors. The project team could perhaps match the amount of money contributed by local businesses to the fund.</p>				
<p>Grants For example, subsidising the discounts offered by businesses; providing grants for businesses to develop advertising or communication plans to increase foot traffic; grants for improvements to business premises.</p>				
<p>Loans Provide access to low or no interest loans to support cash flow during construction.</p>				
<p>Fee waivers Waive fees such as al fresco fees during construction period.</p>				

6.1. Strategy ideas to include in your CMP

CATEGORY: AREA AND BUSINESS PROMOTION				
Strategy	Pros	Cons	Estimated cost (number of businesses that it would apply to and cost estimate)	Agreed outcome (activities agreed on by the project team and their scope)
<p>Advertising Promoting the affected businesses through advertising; engaging with media; destination marketing; creating a dedicated website profiling businesses in the area; Facebook page.</p>				
<p>Competitions for visitors To encourage people to visit the area and spend money, e.g. entering visitors into a raffle, hiding an object in the area and awarding a prize to the person who finds it.</p>				
<p>Merchandise Create maps to show visitors how to access the area and the location of businesses; providing a coupon book promoting discounts for businesses in the area.</p>				

6.1. Strategy ideas to include in your CMP

CATEGORY: AREA AND BUSINESS PROMOTION				
Strategy	Pros	Cons	Estimated cost (number of businesses that it would apply to and cost estimate)	Agreed outcome (activities agreed on by the project team and their scope)
<p>Existing customer strategy Develop initiatives to encourage existing customers to continue to frequent businesses e.g. returning customer vouchers. Ensure you engage with businesses to gain consent to being included in any discounting campaign.</p>				
<p>Events Organise special events to attract visitors to the area, e.g. walking tours of businesses for social media influencers to promote on their accounts, art installations, celebration parties, markets.</p>				

NOTES:

6.2. Strategy ideas to include in your CMP

CATEGORY: IMPROVING ACCESS TO THE AREA AND BUSINESSES				
Strategy	Pros	Cons	Estimated cost (number of businesses that it would apply to and cost estimate)	Agreed outcome (activities agreed on by the project team and their scope)
<p>Signage Provide free 'open for business' and parking signs, signs pointing people to alternate routes to get to businesses</p>				
<p>Parking Provide alternative parking, negotiate with parking providers or the local government to reduce or waive fees, minimise the effect on parking areas during the construction phase. Clearly articulate your plan for parking for construction workers.</p>				
<p>Transport Liaise with the Public Transport Authority to negotiate free transport to the area for special promotional events.</p>				
<p>Visual improvement Use temporary artwork to cover fences, include images of what the area will eventually look like, local artists making the area more attractive.</p>				

6.3. Strategy ideas to include in your CMP

CATEGORY: BUSINESS EDUCATION				
Strategy	Pros	Cons	Estimated cost (number of businesses that it would apply to and cost estimate)	Agreed outcome (activities agreed on by the project team and their scope)
<p>Support materials</p> <p>Distribute construction information packs, toolkits for social media, communication strategies and advertising ideas for businesses to use.</p>				
<p>Advisory</p> <p>Facilitate appointments with SBDC business advisers throughout the planning and pre-construction phases and/or arrange a presentation from the SBDC about ways to deal with construction work periods. Business advisers can discuss how to maximise business opportunities and plan for the expected disruption to their business.</p> <p>The SBDC offers a free business advisory service.</p> <p>W: smallbusiness.wa.gov.au</p> <p>T: 133 140</p>				

6.4. Strategy ideas to include in your CMP

CATEGORY: OTHER				
Strategy	Pros	Cons	Estimated cost (number of businesses that it would apply to and cost estimate)	Agreed outcome (activities agreed on by the project team and their scope)
<p>Free counselling and advice</p> <p>Offer free support by phone for businesses affected by construction work.</p>				
<p>Procurement</p> <p>Support businesses by buying from them during the project, e.g. catering for staff events, displaying menus and promotional materials from local business in the break room of site workers.</p> <p>Before construction starts, the project team could invite businesses to a forum and provide information on what kind of goods and services the project team will be purchasing throughout the project. Businesses could register their interest and if suitable, be invited to tender for those contracts.</p>				