

Laidley Business Incubator Information Pack

130 Patrick St Laidley



Lockyer Valley Regional Council
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Telephone 1300 005 872 | Facsimile (07) 5462 3269
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Who should apply

If you have a well-planned business proposal or an existing business that is ready for that next stage, then the Laidley Business Incubator at Neilsen's Place may be the right place for you and your business.

Lockyer Valley Regional Council is seeking proposals and/or applicants with a start-up or early stage business proposal that is ready to commence trading in a commercial environment at Neilsen's Place, Laidley.

The Neilsen's Place business incubator is an economic development initiative of Lockyer Valley Regional Council to support the growth and development of new and early stage businesses.



About Neilsen's Place

Neilsen's Place is a commercial environment where new business can start to trade, test the market and begin to build a customer base. It is ideally located in the centre of Laidley's shopping area, providing easy pedestrian access, within an interesting building that is an important part of Laidley's history.

The centre has dedicated space for retail and service businesses, coworking office areas as well as business meeting rooms, supporting new and early stage businesses to develop and grow. Neilsen's Place is the ideal place to for new and growing businesses, providing lower entry costs and a flexible licencing arrangement. It is a shared retailing and service space, where shoppers can spend time wandering among the stores exploring what is on offer.

Neilsen's Place is overseen by Lockyer Valley Regional Council and is an economic development initiative that is an element of Laidley Futures. Neilsen's Place is intended to benefit the local community by:



- Supporting new business to establish and grow the local economy and create new jobs;
- Activating existing vacant space in the town centre, creating further consumer options and encouraging more people to visit Laidley; and
- Providing additional shopping and browsing experiences within Laidley's town centre.
- Activation of the Laidley Mall space.



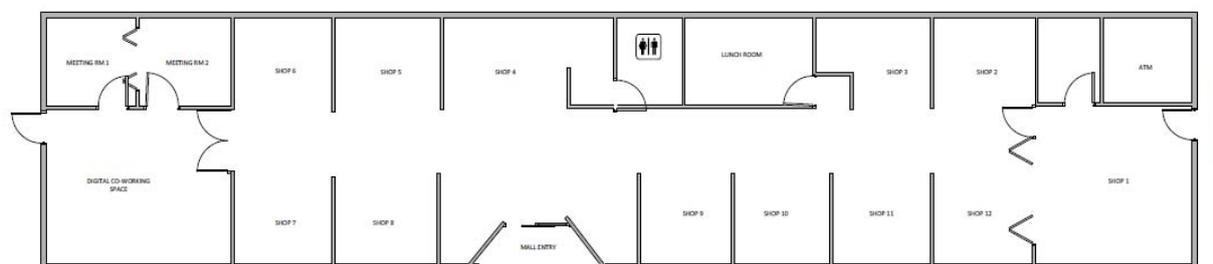
It is an expectation that businesses who get their start at Neilsen's Place will graduate from the business incubator to commercial premises within a 12 -18 month period.

Retail and service spaces

Neilsen's Place is located at 130 Patrick Street, Laidley with great exposure to customers, and access from the pedestrian mall.

The central portion of Neilsen's Place contains open shared spaces which have flexibility and can be configured to either a 3 or 6 metre shop frontage as required.

Floor layout of Neilsen's Place



NEILSEN'S PLACE FLOOR LAYOUT

Neilsen's Place also incorporates a Digital Work Space, which is a dedicated business hub within the centre that provides shared co-working spaces with access to high speed WiFi and shared network printing as well as private meeting rooms and videoconferencing facilities. The business hub is available for use by registered members, on a pay for use basis and reservations are managed by an electronic online booking system. Further information about the business hub and how to become a member can be found on Council's website www.lockyervalley.qld.gov.au, or by contacting Council's Regional Development Team on 5466 3505.

Occupants of Neilsen's Place will be required to manage and operate their own dedicated space and it is expected that they will be open for trade for a minimum of 35 hours per week. Neilsen's Place has standard opening and closing times, when the public will be free to wander about and browse Sales and security of stock during the opening hours (Monday – Saturday) is the responsibility of the individual store occupier.

However, occupants of Neilsen's Place will have electronic access to the building outside of normal trading hours. Occupants are not permitted to provide access the building outside of normal trading hours nor are they permitted to share their key with anyone else.



Occupancy License

Occupants will be granted a licence to occupy a defined space within Neilsen's Place for the permitted use as described in the project proposal, and for no other use without prior written approval. Licences can be terminated by either party with one month's (30 days) notice.

The licence does not create a landlord/tenant and/or lessor and lessee relationship between the parties. Licences are personal to the licensee and cannot be transferred to another person.

What are the costs?

Occupancy fees and contributions to outgoings are payable monthly, in advance. Current fees for retailing space are:

Occupancy fee - 3m frontage	\$240 per month
Occupancy fee - 6m frontage	\$390 per month
Contribution to outgoings	\$45 per month (in addition to occupancy fee)
Furniture rental (if required)	\$20 - \$40 per month
Deposit for swipe access tag	\$25

As with any business, there are expenses that you will be required to cover in addition to the occupancy fee and contribution to the outgoings.

You will be required to have your own public liability insurance with a reputable insurer, covering the use of the licence area to the amount of \$20 million and provide a Certificate of Currency to Council.

Other costs that should be considered when budgeting include:

- Contents and business insurance appropriate to your proposal;
- Business interruption insurance;
- Workers Compensation insurance, if applicable;
- Set up costs applicable, including fit out and stock;
- Marketing and promotions; and
- Anything else required to operate your business.

Council is not liable for any costs incurred by any applicant/proponent in relation to the proposal or business, and Council is not responsible for the management or success/failure of any business.

Space Fit Out

Occupants will have limited capacity to make material changes or modifications to the spaces within Neilsen's Place, and any modifications or additions will require Council's written consent. It will be a far better solution to be creative with removal displays and furniture.



How to apply

Applications to occupy the incubator spaces at Neilsen's Place can be made at any time. If there are no vacancies at the time we assess your application, your proposal will be kept on file for six months.

Applications must be submitted on the Neilsen's Place Business Incubator Expression of Interest form that is available on Council's website www.lockyer valley.qld.gov.au with all applicable supporting documentation.

Council advises applicants to carefully read this information pack and the Expressions of Interest instructions prior to completing and lodging all the documentation.

How applications are assessed

Applications are assessed against a variety of factors and criteria by a steering group within Lockyer Valley Regional Council. Assessments include the ability to attract customers, the variety of the retail offering within the space, and each business proponent's preparedness to commence trading.

Council will consider the existing retail mix in Laidley when assessing proposals. Business proposals that have a potentially negative impact on existing businesses will be assessed with due consideration of the probable impact within the existing business mix.

Success proponents will be notified in writing of the outcome of their application and offered dedicated space within the building.

Council will not consider business proposals based around the sale and service of food or alcohol for consumption on the premises, food tasting and sampling of products is encouraged and permitted. Applicants that already rent commercial premises in the Lockyer Valley and involve relocating from an existing commercial space to a subsidised one are also ineligible.

Still have questions?

If you have any questions in relation to the Neilsen's Place Business Incubator, please contact Council's Economic Development Coordinator, Helen McCraw on phone 07 5466 3505 or email regionaldevelopment@lvrc.qld.gov.au



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