



5.2 ECONOMIC AND SOCIAL RECOVERY - LIVE LOVE LOCAL UPDATE

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1. PURPOSE

- 1.1 To update Council on the implementation of economic and social recovery initiatives (Branded as the “Live Love Local” program of work) approved by Council prior to entering into caretaker period.
- 1.2 To update Council on work being done to progress new initiatives that will be brought back to the new Council for consideration, including the potential re-purposing of the \$1.7M of funds previously allocated to the St Kilda Festival.
- 1.3 To advise Council on operational plans being put into place for summer management.
- 1.4 To advise Council of planned communications to support the above.

2. EXECUTIVE SUMMARY

- 2.1 This report is being provided to Council to inform and update them on the implementation of economic and social recovery initiatives approved by Council prior to entering into caretaker period.
- 2.2 These initiatives are being managed through one program of work; the “Live Love Local” program, to ensure an integrated and efficient approach to implementation.
- 2.3 The report also covers the planned communication campaign for Live Love Local, which has been designed to promote awareness of the support available and encourage take up of these initiatives within the community.
- 2.4 The report details the 3 streams of Live Love Local (Support Belong & Play it Safe) and explains the previously approved initiatives that are currently being implemented under each stream as well as potential new initiatives that could be added after future consideration by the new Council.
- 2.5 The Play It Safe stream relates to summer management and the report details work being undertaken in collaboration with the State Government, to finalise the city’s summer management plans for the start of summer.
- 2.6 The summer activity season at City of Port Phillip typically commences on 1 November. The current Council term ends on 24 October 2020, and a new Council will (at this stage) not be sworn in until 11 November 2020, making this the last opportunity for a report to be presented for Council consideration.
- 2.7 The Premier is making an announcement on Sunday 19 October 2020 with respect to lifting of and any further State Government restrictions, and Council needs to be in a position to communicate in a timely manner to the community how it will support them during this period.
- 2.8 There is no action required from Councillors as a result of reading this report.



3. RECOMMENDATION

That Council:

- 3.1 Notes the contents of this report, and the activities outlined in Attachments 1 and 2 which were resolved by Council (or officers acting under delegation) prior to the commencement of the election period or are considered to be operational matters.
- 3.2 Notes the commencement of a communication campaign to promote awareness and take up of Live Love Local initiatives within the community in light of announcements made by the State Government on 19 October and the upcoming start of the summer activity season on 1 November 2020.
- 3.3 Notes that any new economic and social recovery initiatives that require a decision of Council will be brought back to the new Council for consideration prior to the end of the calendar year.

4. KEY POINTS/ISSUES

- 4.1 The Covid-19 pandemic has created substantial issues within the Port Phillip Community with a range of responses required to address these.
- 4.2 Officers have identified three major streams of work we believe are the priorities over the next 6 months at least and have packaged these into a program called 'Live Love Local'.
- 4.3 The 3 streams of the Live Love Local program have been named to reflect their key intent. A summary of the previously approved initiatives and new initiatives being considered is at Attachment 1 to this report.
 - 4.3.1 The first stream is '**Support Port Phillip**'. This stream will focus on how we can *support* our traders, tenants, markets and arts organisations.
 - 4.3.2 The immediate focus within the Support stream has been to establish a working group that meets daily to fast track applications for parklets and footpath trading permits in preparation for the anticipated State Government announcement that hospitality traders will soon be able to re-open; however with the bulk of their patrons to be seated outdoors.
 - 4.3.3 As of 15 October 2020, 83 enquiries regarding extended footpath trading and 42 applications had been received. 25% have been approved with an average turnaround time of 5 days. None have been declined although 3 permits issued offered less than requested due to safety/pedestrian access concerns.
 - 4.3.4 66 applications for outdoor parklets have been received with 9 permitted, 2 declined and the remaining 55 either in progress or reallocated to footpath trading if a parklet is not possible. Timeframes vary depending on the complexity of the request.
 - 4.3.5 We are currently assessing 18 laneway, street closures and pop up parks. Nothing has been permitted at this stage; but provisional approvals have been granted.
 - 4.3.6 Criteria has also been developed to assist traders who wish to apply to utilise public spaces within the municipality such as our foreshore, parks and reserves.



- 4.3.7 Public space permits will generally be granted for an initial 3-month period with the opportunity to extend for an additional 3 months, subject to an appropriate response being provided by the business to any compliance issues that have arisen in the first 3 months and generally positive community feedback being received.
- 4.3.8 Service will have to conclude at 9pm in the case of parks/reserves and 10pm in the case of the foreshore.
- 4.3.9 The purpose of this program is to support extension of trade rather than additional trading opportunities. This means we will permit initiatives that provide additional seating capacity for patrons; rather than additional infrastructure for venues (no marquees/kitchens/bars etc).
- 4.3.10 This program is about providing safe outdoor opportunities, consequently structures that bring people 'indoors' such as marquees will not be approved.
- 4.3.11 When assessing a request for a public space (for example, a park, plaza, reserve or beach) we will consider whether other traders may have a similar claim on the available public space, particularly, if the public space available to all traders is limited. To provide an equitable opportunity when space is limited, we will consult with all traders bordering the public space to broker shared use of the space where this is possible. If we approve one trader and another asks for a similar opportunity, the first trader will need to be flexible in supporting Council to try and accommodate that request.
- 4.3.12 When assessing a request for a public space, we would also assess and ensure that the public would still have sufficient access to a park/reserve before allowing a trader to set up. This means that applications that involve the entire space being taken over will not be approved, rather, consideration would be given to approving part of the space (especially if tables/chairs etc could be removed when not in use or made available for public seating in these times if appropriate and safe), subject to their being sufficient remaining space for the community to freely use.
- 4.3.13 We have received and are considering some requests for closure of whole or parts of streets to be shared by adjoining and nearby traders to support economic recovery. Examples include, part of Liardet St in Port Melbourne and part of Dundas St in Albert Park. Whilst these could be approved under the placemaking delegations provided by the Council to the CEO, the CEO also has to consider the Council's Election Policy that limits community consultation and potentially contentious decisions during this period. Consequently, these ideas will be progressed through local engagement with traders and tested where possible, however, tests may need to be paused and put to the new Council, if the test becomes contentious during the election period.
- 4.3.14 The intent of the program is to try and replicate or come close to a venue's existing patron capacity, whilst, noting that this will not be always possible due to safety considerations and the limitation of available public space, adjacent to the business. Applications that accommodate for up to 50% of a trader's normal capacity won't be charged. Applications that exceed 50% of normal capacity will be charged. This will be reviewed on a monthly basis due to the likelihood that indoor capacity restrictions will change over time.



- 4.3.15 We will consider applying a discount to applications where added community benefit is demonstrated. This could include the provision of “inclusion zones” for vulnerable people who need less crowded and extra socially distanced spaces and/or opportunities for local artists/musicians to exhibit/perform. We will also look favourably on applications where infrastructure such as tables and chairs can be made available to the community when not being used by the business.
- 4.3.16 The ‘Support’ stream will shortly deliver 10 community parklets to multiple points across the municipality providing free gathering and seating areas that are not linked to the purchase of food or beverages.
- 4.3.17 Finalised sites for ‘Play Streets’ are also being confirmed.
- 4.3.18 The ‘Renew Fitzroy Street’ project also falls under the ‘Support’ stream. The Council has appointed Renew Australia to deliver this co-funded project with the Fitzroy Street Business Association. A coordinator for the project (Renew’s staff member) is in the final stages of being appointed and an EOI has been distributed to landlords to capture those interested in participating in the program and the nature of the property they are able to make available to such a program.
- 4.3.19 The second stream is called ‘**Belong Port Phillip**’. This will incorporate initiatives to support the work of our local community organisations, neighbourhood and community led projects, activation of volunteers and specific initiatives to support groups disproportionately impacted by COVID (including older persons, CALD and ATSI communities and youth).
- 4.3.20 To date specific actions include:
- Refocusing the annual community grants program to support COVID recovery initiatives, and delivery of an additional program of COVID ‘quick response’ grants (\$280k+ value). Addressing social isolation, including supporting community groups to ‘go on-line’ and increasing digital literacy were the focus of many grants.
 - On-going support for the Port Phillip Community Group’s Share the Food project, through direct funding (\$135k) and temporary use of the JL Murphy pavilion. The program delivered 3,652 food parcels / meals to vulnerable Port Phillip residents over the month of September alone and total food valued at over \$700,000 since inception of the program in March 2020.
 - Supporting establishment of two Common Ground housing projects targeted at rough sleeping in Port Phillip, with funding from Council’s Affordable Housing Reserve. This includes a temporary ‘pop-up’ Common Ground housing project and a permanent Common Ground facility, both in St Kilda. These projects adopt a ‘Housing First’ approach, emphasising the provision of secure housing with wrap-around support services, which has proven successful in preventing a return to homelessness. Government programs have provided temporary accommodation for persons experiencing homelessness during COVID and these initiatives will help to keep people in housing over the longer term.
- 4.3.21 One other initiative being scoped under the ‘Belong’ stream is the establishment of inclusion zone for vulnerable residents. This may involve separate zones at the beaches and parks over summer as required.



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- 4.3.22 The third stream is called '**Play it Safe Port Phillip**' and this both covers and expands upon our previous Summer Management programs. 'Play it Safe' covers safe walking and cycling, playgrounds, sporting clubs and community recreation, personal trainers/gyms/outdoor fitness stations, visiting beaches and parks, summer rangers, glass & alcohol, litter & waste, cleaning & sanitisation, closure protocols and emergency management.
- 4.3.23 A draft comprehensive CoPP Summer Management Plan has been developed and has been provided to the State Government, to ensure that the City of Port Phillip approach is aligned with a State-wide approach for managing public spaces. This collaboration is essential given the respective roles, responsibilities and accountabilities of Council and other State agencies and Departments.
- 4.3.24 It is expected that this operational plan will be finalised by the end of October, with a communication campaign to commence from the beginning of November, 2020.
- 4.3.25 In the interim, trials have commenced on some initiatives, for example the trial of social distancing circles at South Beach reserve. We are also, already delivering some elements of the summer management response to cater for warm weather days and the increased demand on popular public spaces due to State Government restrictions. These elements include:
- Additional signage;
 - Additional large capacity bins and an increase in bin collections;
 - On demand park cleaning services available from 9am each morning;
 - Increase in roving foreshore patrols by Local Laws officers from Sandridge to Elwood; and
 - Inspection and repair of skate park fencing and commencement of engagement with regular users to facilitate compliance with CHO directions.
- 4.3.26 Some of the Live Love Local initiatives will be paid for under 'business as usual' budgets, however, some will be presented to the new Council as options when considering how to spend the quarantined St Kilda Festival savings.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 A Business Advisory Group has been established to represent the voices of small business and traders throughout the municipality. This met for the first time in mid-September.
- 5.2 All applications for parklets and footpath trading have sought support from other impacted traders and residents where appropriate and this has been considered in terms of approvals or additional measures required.
- 5.3 We are anticipating some community concern at the loss of parking required to facilitate additional footpath trading and parklets. Feedback from other countries suggests this may resolve when they experience the final result. If not, we have developed communications around needing to support our traders for this limited time period with checks and balances in place to mitigate disturbances.



- 5.4 Consultation on all street and outdoor activations will be considered as part of implementation as has been the case in other successful outdoor activation program worldwide. These are temporary measures; and all will be reviewed in terms of community and trader feedback before discussions are held regarding extensions of permits or the option of making initiatives permanent.
- 5.5 Traders Associations, local artists and musicians and local arts organisations have also been consulted and their feedback will be presented as part of various proposals for presentation to the new Council.
- 5.6 The Art and Soul Advisory Committee and the First Nations Advisory Panel have also been consulted on potential arts activity.
- 5.7 A COVID community relief and recovery committee is being formed and will meet in October. This includes representation from local community organisations which Council has already been working with in partnership during the relief phase.
- 5.8 We have also commenced conversations with colleagues from inner Melbourne metropolitan Councils regarding how we can collaborate and support each other's efforts.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 Council's risk management advisor is present in the daily working group meetings as are representatives from planning, traffic and event management.
- 6.2 There are considerable risks in not supporting our traders as they face an uphill battle to retain patronage post COVID.
- 6.3 There are also considerable risks in not ensuring we have COVID-safe protocols active for our foreshore and public spaces including clear queuing and social distancing guidelines.
- 6.4 Whilst there is pressure and desire for all applications to be turned around speedily, some do have significant planning implications and therefore need to be managed appropriately.
- 6.5 Our draft Summer Management Plan includes the development of COVID Safe work plans for Council staff and volunteers who are working in our public spaces this summer.

7. FINANCIAL IMPACT

- 7.1 There are a number of financial streams being utilised by Live Love Local including the \$6.363M of Economic and Social recovery initiatives previously approved by Council.
- 7.2 \$500,000 has been received from the State Government to facilitate 'Outdoor Eating and Entertainment' Initiatives. This will contribute to parklet infrastructure such as planter boxes, trees and barriers, part of the marketing campaign and a wider range of initiatives still being determined.
- 7.3 \$100,000 was received from the State Government for the 'Local Neighbourhood Activity Centre Renewal Fund'. This will go towards funding the free community parklets.
- 7.4 We have applied for other grants to facilitate street activations and are awaiting the outcome of these.



- 7.5 We will make a recommendation to the new Council regarding how the \$1.7m St Kilda Festival funds in quarantine should be allocated.
- 7.6 We are seeking additional State Government support in relation to our Summer Management Program.
- 7.7 We are providing letters of support to traders to access State Government assistance for outdoor trading through the Small Business Victoria 'Outdoor Eating and Entertainment' fund.

8. ENVIRONMENTAL IMPACT

- 8.1 No specific environmental impacts have been identified.

9. COMMUNITY IMPACT

- 9.1 The expected impact from each stream is different:
- 9.2 We anticipate the impact from the 'support' stream will be creating thriving dining and drinking strips where residents can support local traders in a COVID-safe manner.
- 9.3 We also look forward to creating vibrancy and colour by the inclusion of local artists/musicians where appropriate.
- 9.4 The impact of the 'Belong' stream will be the support and care of our most vulnerable and ensuring they have what is required to recover economically, socially and physically post-COVID.
- 9.5 The impact of the 'Play it Safe' stream is to ensure the safety of residents and visitors as they take advantage of our many outdoor spaces and opportunities over summer and beyond.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The pandemic response does not sit directly under the Council Plan however the three streams expand upon other initiatives/priorities identified by the community.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 The 'Support' stream is already being implemented with new applications being received and approved daily.
- 11.1.2 The 'Play it Safe' stream will roll out from 1 November.
- 11.1.3 The 'Belong' stream is in earlier stages of development and will likely commence towards the end of this year.
- 11.1.4 Live Love Local is a cross-organisational program that involves representatives from many Departments and levels of the organisation.

11.2 COMMUNICATION

- 11.2.1 A comprehensive campaign is being developed to communicate the entire Live Love Local program to the Port Phillip community. This will include a range of digital and traditional media channels including social media, web, e-newsletters, posters, footpath stencils, bin wraps, signage, real estate boards, LCD displays and media releases.



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12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

TRIM FILE NO: F20/1

ATTACHMENTS

- 1. Live Love Local Initiatives**
- 2. Activation of Public Space Map**