
PRODUCTIVE

ITEM NUMBER	10.1
SUBJECT	Night Time Economy Discussion Paper
REFERENCE	F2017/00224 - D04741642
REPORT OF	Project Officer

PURPOSE:

To seek endorsement to publicly exhibit the Night Time Economy Discussion Paper for a minimum period of 28 days.

RECOMMENDATION

- (a) **That** Council endorse the Night Time Economy Discussion Paper, as shown at **Attachment 1** for the purposes of public exhibition for a minimum period of 28 days in accordance to the Public Consultation Strategy outlined in the report;
- (b) **That** the outcome of the public exhibition of the Night Time Economy Discussion Paper be considered in the development of a draft Night Time Economy Strategy and that the draft Strategy be presented to Council for its consideration in late 2017; and
- (c) **Further, that** the Director Marketing and City Identity be authorised to make any design changes or minor typographical edits to the Night Time Economy Discussion Paper prior to its exhibition should they be required.

BACKGROUND

1. At its meeting of 12 December 2016, Council resolved to develop a Night Time Economy (NTE) Discussion Paper to be reported Council by July 2017. This paper will assist in the development of a 5-year Night Time Economy Strategy.
2. Between December 2016 – May 2017, comprehensive public consultation was undertaken with residents, visitors, businesses, key stakeholders and government about a future direction for Parramatta's NTE including what could be improved over the next five years.
3. The NTE Discussion Paper synergises the consultation and research undertaken to date, and considers the existing plans, projects and major developments that will impact on the future NTE.
4. The NTE Discussion Paper identifies the Parramatta CBD, Harris Park and Epping, as the locations of focus for NTE development. These locations were determined through insights from the General Resident Survey, where residents identified the areas they associate the most with an existing NTE.

STRATEGIC ALIGNMENT

5. In 2016, the City of Parramatta engaged with over 9000 members of the community to develop a Statement of Vision and Priorities for our Local

Government Area (LGA). The development of NTE aligns with all four pillars of the Vision:

- a. Liveable - A safe vibrant and inclusive nightlife is key to a liveable city. A great night time economy enables creative and cultural expression, gives our diverse community a chance to share and celebrate its cultural and social richness and making cities interesting.
 - b. Sustainable - A successful and thriving NTE will provide local communities greater flexibility in their employment and work life balance; greater access to services, and places for greater social connectivity and engagement.
 - c. Productive - A productive NTE will lead to significant opportunities for economic growth. More businesses will thrive, communities will have more options for flexible work and there will be greater potential to earn from creative industries. A productive NTE will encourage further investment into the City and the City will retain talent, become a home for innovation and a great destination.
 - d. Leading – By planning for a great NTE in Parramatta, Council also have a responsibility to proactively manage any growth and potential impacts of the night time economy on its users, residents and community. Council will develop consistent controls for licensed venues within the focus areas.
6. The NTE Discussion Paper is aligned with Council's Economic Development Plan 2017-2022, Parramatta CBD Cultural Plan and Social Sustainability Framework. All of these plans call for Council to develop and implement a Night Time Economy Strategy over the next five years. The NTE Discussion Paper (**Attachment 1**) seeks community, business, government and industry feedback to inform the key actions for the Draft Strategy.

ISSUES/OPTIONS/CONSEQUENCES

7. A range of research and consultation has been undertaken to ensure that an informed and considered approach has formed the basis for the NTE Discussion Paper including:
- a. NTE Baseline Research (March to May 2017) - Council engaged Micromex Research to undertake and capture baseline information on the current night time economy (see **Attachment 3**). The research included:
 - i. Resident Survey - 300 interviews were conducted with residents from Parramatta CBD, Harris Park, Epping and Granville. The raw data has been weighted to reflect the real community profile of the City. This survey also informed the key focus areas of Parramatta CBD, Harris Park and Epping.
 - ii. Visitor Survey - 300 interviews were conducted with visitors to the City. Participants were recruited on site

followed by a Computer Assisted Telephone Interviewing (CATI) re-contact. The data is not weighted but rather a random sample of visitors to the areas.

- iii. Two workshops (businesses and key stakeholders) - Two workshops were held in early April 2017 with 26 participants representing businesses and key stakeholders of the NTE. They provided insight into projects and ideas on how to grow the NTE in Parramatta CBD, Epping and Harris Park.
 - iv. Night Audit - Night audits of Parramatta CBD, Harris Park and Epping were undertaken to record what businesses were open and to observe the presence of customers, the condition of the lighting, cleanliness and antisocial behaviour. A total of 4 night audits took place – 2 in Parramatta CBD and 1 each in Harris Park and Epping. Each audit started at 6:00pm and finished at 1:00am, with researchers completing 2 to 3 loops in each area.
- b. Key Stakeholder Consultation (December 2016 to May 2017) - Stakeholder consultation was undertaken throughout the lifetime of the project and included the following:
- i. Four focus groups (see **Attachment 2**)
 - ii. Internal Council workshops
 - iii. Business retention and expansion survey
 - iv. Liquor accord presentations
 - v. Parramatta Police consultations
 - vi. Liquor and Gaming NSW consultations
 - vii. City of Parramatta Youth Forum
 - viii. Consideration of submissions to Parramatta CBD Small Bars Policy
8. Research and Best Practice - Australian Night Time Economy Research 2015 - City of Parramatta are members of the National Local Government Drug and Alcohol Committee, who commission an economic report on Australia's Night Time Economy on a yearly basis. Key findings from that report include:
- a. Economic Benefits - The City's NTE can be measured through tracking and measuring the sales turnover, establishments and employment of both the Core, Non-Core NTE and supply NTE.
 - b. In 2015, the City's NTE was valued \$908.7 million, having grown 13% since 2009.
 - c. The following information provides a snapshot of the trend between 2009 and 2016 in regards to the City's NTE:
 - i. There are 1,182 establishments operating in the Core NTE sector of the City's economy, which account for 28% of the total NTE.

- ii. The number of Core NTE establishments has increased by 27% since 2009.
 - iii. Employment associated with Core NTE activities has increased from 7,646 in 2009 to 8,632 in 2015 (growth of 13%).
 - iv. Food sector is the largest sector in the City's NTE:
 1. Sales in the Food sector has grown 43% during 2009 – 2015
 2. Employment in the Food sector has grown 27% during 2009 – 2015
 3. Number of establishments has increased by 43% during 2009-2015
9. Literature Review & Local Government approaches – Academic literature and other local government approaches have been reviewed to assist in the development of the Evidence and Experiences Section of the NTE Discussion paper.
10. Night Time Economy Discussion Paper Overview - The NTE Discussion Paper focuses on our future Night Time Economy as a welcoming, diverse place that provides great experiences. Given the extensive consultation already undertaken, the purpose of the NTE Discussion paper is to obtain tailored feedback on specific actions under each of the key themes. It is structured as follows:
 - a. PART 1 – Introduction
Introduces the Night Time Economy and the purpose of the paper.
 - b. PART 2 - Our Approach
This section provides Council's approach to developing the paper, and the City's aspiration to have a welcoming, diverse NTE that provides great experiences.
 - c. PART 3 - Understanding Our Existing Night Time Economy
This section looks at what makes up the existing NTE from an economic perspective, how the NTE is currently being used and key transformative projects that will have an impact on our future NTE.
 - d. PART 4 - Key themes for Our Future Night Time Economy
Seven themes emerged from the consultation undertaken. Discussion Questions are also raised in this section. The following summarises what the community have expressed is important to them:

- i. Safe and Vibrant Centres: to feel safe at night time, more night friendly urban design, better lighting, more things to do after hours.
- ii. A competitive Night Time Economy: More support for small business, coordinated and targeted marketing, later trading businesses, a distinct experience and niche offering
- iii. Live Entertainment and Recreation: More Live Music, more family friendly entertainment, be proactive about entertainment noise, balance between future residents and a growing NTE, more activities and entertainment options
- iv. Creative Spaces: Landmark cultural infrastructure, Art after hours, affordable studio, work, rehearsal and performance spaces, a creative and art friendly city, technology and creative industries
- v. Celebrating Our Diversity, Welcoming Everyone: Diverse Uses & different experiences, affordable places and experiences, curated third spaces
- vi. Events and Activations: More events, Pop up venues: Small bars, food vans and night markets, to use underutilised spaces for events
- vii. Easy To Get To – Easy To Get Home: Ease of parking at night, better connection between Parramatta and the western suburbs, ease of movement for pedestrians, engaging and safe public transportation nodes.

11. The Discussion paper is provided in full as **Attachment 1**.

CONSULTATION & TIMING

12. The public consultation strategy is outlined as follows:

- a. The NTE Discussion Paper and supporting exhibition material will be placed on public exhibition for a period of at least 28 days on Council's website and as hard copies in the relevant libraries and customer service locations
- b. One public information session will be held for the general public in the form of an event to further engage with the community and provide feedback
- c. An online survey will be created for tailored feedback on the NTE Discussion Paper
- d. Letters will be sent to key stakeholders seeking their submissions on the NTE Discussion Paper

13. It is proposed that comments and feedback be integrated into the development of a draft NTE Strategy to be presented to Council for its consideration in late 2017

14. It should be noted that whilst the public exhibition is not a statutory requirement, it will be undertaken as part of a broader community engagement and consultation process.

FINANCIAL IMPLICATION FOR COUNCIL

15. The NTE Discussion Paper contains a series of options for public consideration. Some of these options would be the responsibility of the City of Parramatta Council, some of the NSW Government and some the private sector. Financial implications will be considered through the preparation of the Draft NTE Strategy. It is intended that this document will narrow down the selection of options and therefore inform budget costings.
16. There are minimal costs associated with the public exhibition of the NTE Discussion Paper.

RISKS

17. Various Council plans have acknowledged the potential benefits of a NTE Strategy based on the consultation undertaken with the community, residents and businesses. There is inherent reputational risk if we do not proceed given the extensive consultation already undertaken.
18. There are both risks and opportunity costs if a framework for the City's NTE is not developed. Planning and action is required to ensure that business growth and new investment in the City's NTE occurs.

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ATTACHMENTS:

1	<u>↓</u> Night Time Economy Discussion Paper	74 Pages
2	<u>↓</u> Night Time Economy Initial Focus Group Report - February 2017	11 Pages
3	<u>↓</u> Micromex NTE Baseline Report Summary Presentation May 2017	12 Pages

REFERENCE MATERIAL