

A nighttime street scene featuring a taxi with its headlights on, driving on a road. In the background, a sign for 'YARRA' is visible. The scene is overlaid with large, semi-transparent geometric shapes in red, green, and dark blue.

# PLANNING FOR OUR NIGHT TIME ECONOMY:

RESULTS FROM A RESEARCH AND  
CONSULTATION PROGRAM ON STRATEGIES  
TO ENHANCE THE SAFETY, VIBRANCY AND  
FUNCTION OF YARRA AT NIGHT.

JULY 2013

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## City of Yarra Municipality Map



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Community & Corporate Planning, Yarra City Council  
Post: PO Box 168 Richmond 3121  
Telephone (03) 9205 5555

Yarra TTY (Telephone Typewriter) Number: 9421 4192  
National Relay Service: 133 677  
Yarralink (for people who do not speak English): 9280 1940  
Email: [info@yarracity.vic.gov.au](mailto:info@yarracity.vic.gov.au)

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## 1. Executive Summary

The City of Yarra is renowned for its dynamic night life spread across a number of precincts, principally Collingwood and Fitzroy (Smith, Gertrude, Brunswick and Johnston Streets) and Richmond (Victoria, Church and Swan Streets and Bridge Road).

The project *Planning for our Night Time Economy* began in recognition of the need to minimise nuisance impacts for residents living in and around these entertainment precincts. Issues that Council already has to reckon with include:

- Traffic congestion, inadequate public transport and private taxis and contested car parking,
- Maintaining amenity of public spaces impacted by increased volumes of rubbish, public littering and on occasion, public urination and vomiting,
- Tensions between residential and entertainment land use, especially around noise levels, and
- Problems with anti-social behaviour specifically associated with night activities and the negative impacts this has upon perceptions of community safety and general quality of life.

An additional 20,000 residents are expected to move to Yarra in the next 15 years. The intensification of residential development in these precincts is likely to escalate conflict as the same areas are used for entertainment and residential.

The consultation phase of the project formally commenced with the publication of the Discussion Paper *Planning for our Night Time Economy* in March 2013. This paper examined obstacles to amenity at night and canvassed strategic options to keep Yarra safe, vibrant and functional that had been tried and tested in other entertainment precincts, domestically and internationally.

In January 2013, Council also commissioned REMPLAN to deliver an assessment of the economic costs and benefits of the Night Time Economy (NTE) within the municipality. The resulting paper, *Benefit Cost Assessment of Yarra's Night Time Economy*, reported that total value generated from Yarra's NTE is \$665 million per annum with benefits outweighing costs

at a ratio of 2.4 to 1. Yarra's NTE alone contributes 8.4 percent of jobs to Yarra (approximately 3,000) valued at \$112,282 per worker and over half of these jobs are in restaurants, cafes and takeaway outlets. The various costs and negative impacts associated with night time activities include health, noise and the policing of anti-social and criminal behaviour. It is estimated that 957 people are employed to service and manage Yarra City's NTE across the sectors of health, police and emergency services, public services and transport.

Equipped with the Discussion Paper and other intelligence (e.g. REMPLAN Cost Benefit Analysis, etc.), Yarra City Council consulted residents, traders and visitors from March through May (2013) about their first hand experiences of these precincts and ways these could be safer, more functional and vibrant.

The consultation program consisted of meetings with stakeholders, an online discussion forum, a pop up booth at night, a randomised survey of residents and traders and verbal and written submissions. Close to 500 surveys were returned (21% response rate), with contributions from 135 participants at the pop up booth, 561 unique visitors and 31 participants for the online forum, 25 verbal and written submissions and 15 individuals responding through Twitter.

The feedback garnered through the consultation is consistent with Council's existing knowledge based on analysis of our own internal data and recent research activities, including examination of experiences in other jurisdictions.

Participants' feedback broadly reflects that:

- People enjoy visiting Yarra's night precincts and choose to live in Yarra because of the diverse choice of food, good quality bars and pubs, the unique and vibrant atmosphere of people and activity, offering of live music and for some people, the local community vibe.
- However, at times these same activities reduce some residents' enjoyment of their neighbourhood. For example, they experience noise from passers-by because visitors' cars are parked nearby, see empty beer bottles and food wrappers on their street and witness some people behaving disrespectfully.



- There is a strong desire to see precincts rendered more functional (and civil) through better and more public spaces (e.g. piazzas, wider footpaths) and facilitating the mobility of people in, around and out of precincts (e.g. more late night transport options, public and private, cycling facilities, visitors not parking in residential side streets).
- There is confidence that anti-social behaviour could in part be mitigated by diversifying the activity in precincts (i.e. other activities besides dining and drinking) and Council could help facilitate this by opening up its own unique assets (e.g. town halls, parks, libraries and art spaces) for community use.

It is recommended that Council direct officers to develop a draft strategy for managing the Night Time Economy. The strategy will set a vision for an inclusive, safe and enjoyable night time economy for everyone. It will identify approaches to achieve the vision, such as precinct management services, diverse cultural and economic vibrancy and managing safety. Once consulted on and adopted, an action plan of specific initiatives to realise each objective can be developed.

Matters to be pursued by Council within this strategic framework should include:

*Building capacity to manage those amenity issues that are predictable in their timing and location:*

Precinct by precinct, the incidence, prevalence and nature of amenity issues (noise, litter, parking, pedestrian movement, etc.) should be researched and integrated precinct management plans (e.g. street cleaning, foot path trading and parking) developed. Effective implementation of such plans may moderately increase expenses in the short term but ultimately lead to savings as fewer resources are required to administrate and deliver reactive services. Community satisfaction levels would also likely increase.

*Diversify night time activities and patronage through creative programming, opening up capacity in existing facilities and land use planning:*

Cultural night-based events, such as Yarra's own Projection Festival, are one means of enticing different people into precincts at night. Such events definitely encourage "a-typical" (e.g. not licensed venue patrons) visitors into precincts on the night(s). More regular events,

such as night markets, may be an additional and sustainable means to encourage diverse visitation.

By leveraging existing relationships and identify new connections, Council can activate under-utilised, programmable spaces for use by community groups and organisations able to deliver arts, fitness and recreation activities.

Council should have an informed picture (a baseline) of the overall balance of existing land uses within each of the entertainment precincts, as well as a vision for their ideal form (e.g. mixed and complementary uses). Council should work with developers, businesses and the broader community to prevent mono-cultural precincts and leverage outcomes through existing processes such as activity centre planning and permit assessments.

*Articulate the actual responsibilities of local government and improve the accountability of State and Commonwealth Government and their agencies*

Two of the issues creating the greatest anxiety and frustration in the community are not the statutory or service responsibility of local government: public transportation and anti-social behaviour. Members of the community are not always aware of the demarcation of roles and responsibilities in providing public services and as the most accessible level of government, Council can unfairly shoulder the blame for the inadequacy or failure of services.

According to the annual customer service surveys Council is well regarded as an advocate. Council should continue to relay community concerns and desires to decision makers. Either on its own or through partnerships with other local governments (e.g. IMAP) or peak bodies (MAV, VLGA, et. al.), Council should continue its evidence-based advocacy programs to positively affect the decisions of State and Commonwealth Governments and their agencies for the benefit of the community.

## 2. Background

By night in the City of Yarra (Yarra), you can have a meal, drink, listen to music and experience other forms of entertainment. A lively night life can also on occasion create nuisance impacts such as noise and litter and feelings of reduced personal safety.

Yarra's significant demographic and economic growth means more new residents and additional visitors for work and play, meaning more people are occupying the same amount of public space, consequently placing pressure on urban amenity.

The term "Night Time Economy" captures certain social and business activities in the period of "the night". Many non-hospitality and non-entertainment related economic activities also take place at night, including cleaning services, education, government services, retailing, baking and other forms of food preparation, and logistics activities.

The emergence of the Night Time Economy (NTE) as an idea within planning and urban governance dates from Britain in the early 1990s (Bianchini 1995). Academic and policy research from around the world suggests that many cities over the past two decades have deliberately fostered NTEs as a renewal strategy, often in combination with 'cultural planning' or 'creative cities' strategies.

The night activities within cities have positive impacts as a time of socialisation and encounter (Lovatt and O'Connor 1995). These studies focused on the liberating, consumer-oriented and urban planning aspects of the NTE. However, negative impacts associated with activity after dark in relation to sociology, criminology and health have also been explored.

This project began with the publication of the Discussion Paper: *Planning for our Night Time Economy*. This paper examined obstacles to amenity at night and canvassed strategic options to keep Yarra safe, vibrant and functional that had been tried and tested in other entertainment precincts, domestically and internationally.

The main identified issues with Yarra's NTE were: preserving residents' enjoyment of their neighbourhood; safety concerns arising from public drunkenness and alcohol-related assault or injury; and limited public services at night.

#### Preserving residents' enjoyment of their neighbourhood

- Preserving residents' enjoyment of their neighbourhood, while night time activity is happening nearby, means active management of nuisance impacts is required. Perceptions of safety tend to be lower when public spaces are not well looked after (Metropolis Research, 2012: 50).

#### Safety concerns arising from public drunkenness and alcohol-related assault or injury

- Among sections of the Australian community, there is a culture that normalises heavy drinking when socialising. When socialising amidst a buzz of street activity, some people, often alcohol intoxicated, can behave in an anti-social manner resulting in assault or injury (Miller, et.al, 2012: 2). Such behaviour not only increases risk to the individual, but can cause harm to others or make others feel unsafe. However, a proportion of perpetrators of assaults may themselves be neither intoxicated or under the influence of illicit drugs.

#### Limited public services at night

- At night, services change. For example, most public transport options stop by 1am placing greater demand on taxi services. Without access to public transport, people tend to rely on taxis, foot/bicycle or private transport. Ensuring infrastructure exists to support visitors to access and leave the area conveniently is necessary.

Between March and May of 2013 Council used the Discussion paper, alongside other research, to inform a program of community consultation. This report is principally focused on setting out the experiences and sentiments of residents, traders, visitors and other stakeholders to Yarra's current NTE and documents their opinions of the ways to address the issues arising from the NTE. Also covered are key results from the *Benefit Cost Assessment of Yarra's Night Time Economy* performed by REMPLAN are also covered in Section 3.

As previously stated, stage one of the project was production of the Discussion Paper *Planning for our Night Time Economy* to stimulate discussion on how Yarra's nightlife can continue to be safe, functional and vibrant.

This Discussion Paper looked at the factors that can make Yarra's night time precincts safe and functional, along with questions to elicit community's ideas to improve Yarra's night entertainment precincts. How other cities plan and manage their night time precincts and the opportunities for Council and the local community to appropriate and/or adapt these strategies locally was then considered for each of these factors, including:

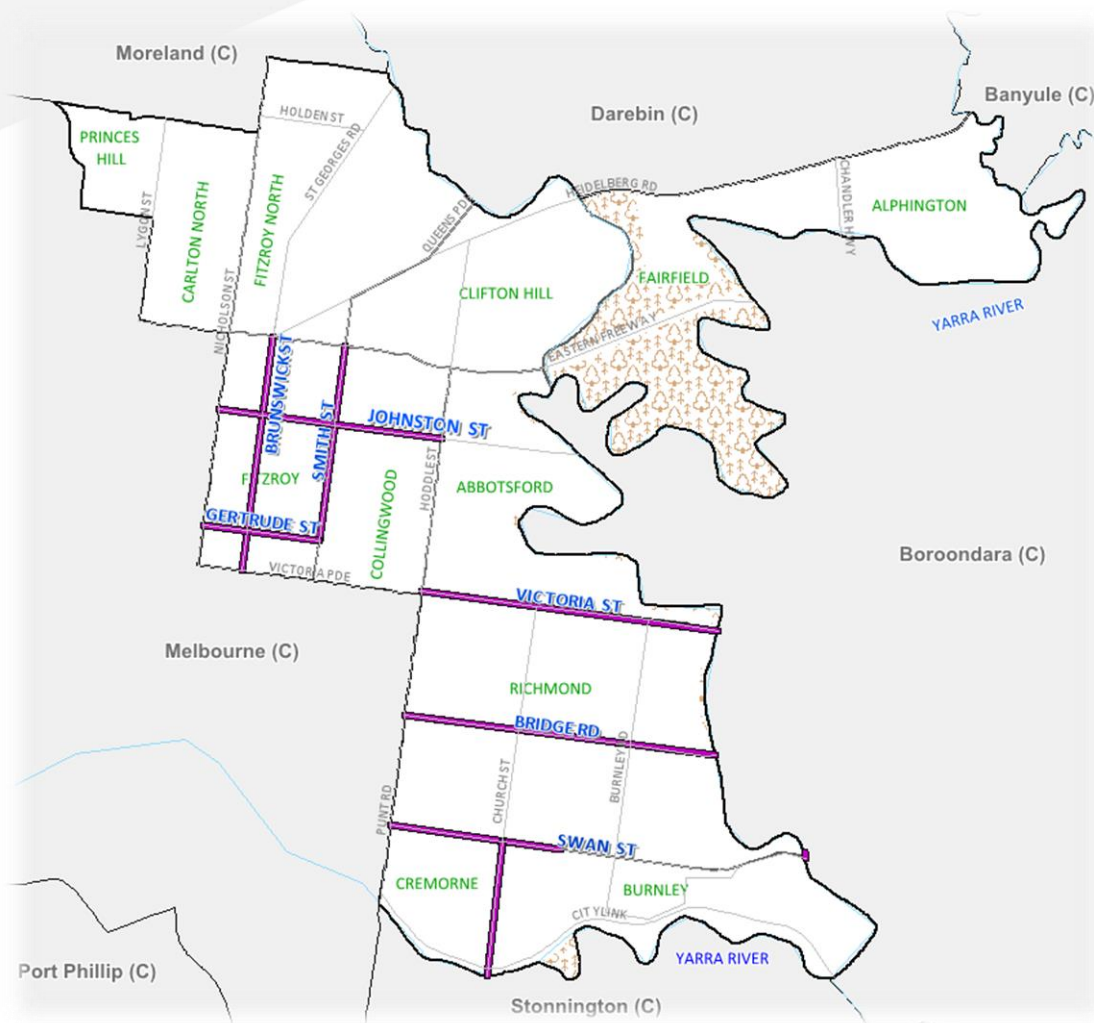
- Ease of people and vehicles moving within the precincts,
- Ability of people to get home later at night,
- Appearance of public places used at night,
- Diversity of night time activities available,
- Unreasonable noise close to residential homes, and
- Anti-social behaviour and negative perceptions associated with night activities.

Stage Two of the project was a multifaceted community consultation program on how Yarra's night precincts can be safe, vibrant and functional. Details of this program are examined in Section 4.

Another element of stage two was a mini census of patron modes of transport to give an indication of where people are coming from and how they are entering and exiting local entertainment precincts. The census was conducted over a weekend in March at three popular licensed venues in Swan Street Richmond and Brunswick Street Fitzroy. Participation rates were considerable (560 patrons). The geographical spread of patron residences was very large. Almost half of all surveyed patrons intended to leave after 2am with Laundry and Bar 9t4 patrons' staying later than the Corner Hotel where half left between 11pm and 1am.

Council will be presented options on future directions for the strategic management of night time entertainment precincts at the August 6 2013 Council Meeting.

Figure 1: Principal night time precincts in Yarra



### 3. Discussion Paper Findings

The Discussion Paper, *Planning for Our Night Time Economy*, was produced to stimulate organisational thinking and community discussion about how to improve safety, functionality and vibrancy in Yarra's night time. The Paper was informed by desktop research (literature reviews, analysis of Council and other government/agency data sets), consultation with Council officers and anecdotal feedback from resident and business networks.

The Paper, published in March 2013, gave context on Yarra's NTE and then examined how other cities keep their night precincts safe, and the opportunities for Council and the local community to aim for a safe and vibrant nightlife. Five factors were identified as influencing night time precinct vibrancy, functionality and safety:

- the ease of people and vehicles moving within the precincts,
- the appearance of public places used at night,
- the diversity of night time activities available,
- unreasonable noise close to residential homes, and
- anti-social behaviour and negative perceptions associated with night activities.

The Discussion Paper provided good insights on what issues will need to be faced and the ways in which these issues could be dealt with so Yarra can maintain night time precincts that serve residents and visitors alike.

#### 3.1. Footpath congestion

Overcrowding of footpaths is a challenge for many cities at night (and day). Evidence indicates that responses such as traffic calming measures, temporary road closures and footpath management enhance the safety of pedestrians (Hadfield, 2011: 178). For example, in the City of Melbourne, footpaths are wide in high pedestrian zones such as Swanston Street and roads are temporarily closed with bollards to accommodate heavy foot traffic after sports events at the MCG or Etihad Stadium.

### 3.2. Public transport, dedicated buses and taxi ranks

For those visitors without private transport (vehicle, bicycle or foot), getting home depends on a taxi service, with the last public transport services terminating at around 1am on Friday and Saturday nights. In Yarra, there are approximately 90 businesses that operate beyond 1am. Traders report that late night patrons struggle to find an available taxi. The recent taxi inquiry similarly found that a service shortage exists on Saturday and Sunday morning, between midnight and 2am.

Research shows that the stranding of groups of late night patrons, many of whom are intoxicated, can lead to violence and injury, resulting in compromised neighbourhood amenity and safety (Hadfield, 2011: 31).

Some cities like New York and London are fortunate to have 24 hour subways/buses which offer late night patrons a way to get home (Matthews, 2009:12). But in spite of the absence of round the clock metro systems, other cities have successfully used late-night buses to get people out of precincts and safely home. In Amsterdam these buses are funded by late night traders (Hadfield, 2011:173-4).

In Melbourne there have been limited efforts to provide public transport beyond 1am with the notable exception of round the clock services on New Year Eve and Day. Instead focus has been on improving access to taxi services for late night patrons.

To address scarce taxi services late at night, Melbourne City Council installed a number of Safe City Taxi Ranks (SCTR). Installation of SCTR is resource and labour intensive. SCTR are located in improved popular pedestrian routes with lighting and signage and Safe City security cameras. Each rank consists of a varying number of kerb side parking bays and is staffed by a security officer in a distinct uniform to guide queuing for taxis to minimise any potential conflict. Each rank has a totem-style sign with an emergency duress button and pinhole camera installed. When the duress button is pressed it automatically rotates the nearest Safe City camera to provide vision of the area of the taxi rank. The largest rank on Queen Street costs Melbourne City Council about \$237,000 a year to run (Melbourne Leader, 2012).



Also in the CBD of Melbourne is a new share taxi service operating from the ranks as a way to move large numbers of people out of the CBD quickly and safely. This scheme is proving popular however is yet to be evaluated.

Stonnington City Council has the *Getting Home Safer* program. There are 18 late night taxi zones along the length of Chapel Street operating every weekend. These zones provide dedicated pick-up and drop off zones every Friday and Saturday night until 5am the following morning. The \$500,000 project is an initiative of the Council in partnership with the State Government. The project is supported by Victoria Police, the Victorian Taxi Directorate and the Victorian Taxi Association. An evaluation report has not yet been published.

From 2007 to 2008, two safe taxi ranks were trialled in Yarra, one in Swan Street and the other in Brunswick Street. Both ranks were positioned close to popular late night venues. The trial found that these ranks were unsuccessful in getting more people home. Key reasons included: limited space for the rank, limited use by patrons particularly in Brunswick Street as venues are spread out, taxi drivers did not use rank, and lack of publicising of the ranks to traders and patrons (Monash University Accident and Research Centre, 2009: 6).

### 3.3. Public toilets

Council regularly receives complaints that individuals urinate in public around late trading venues. Along major streets with night activities, public toilets are open in:

- Brunswick Street (corner of Victoria St),
- Smith Street (corners of Otter Street; Keele Street and Peel Street),
- Swan Street (Richmond Train Station till the last train), and
- Victoria Street (corner of Lithgow Street).

Public toilets are an important part of any functional entertainment precinct. Several cities such as London and Amsterdam, and recently Sydney, use temporary urinals on busy nights to preserve the local amenity. Also some cities in the UK have supervised 24 hour public toilets (Hadfield, 2011:165). Sydney City Council has also committed to enabling public

toilets to operate 24/7 and improve their signage because of demand for their use (Sydney City Council, 2011: 30).

### **3.4. Rubbish, litter and street cleaning**

Litter such as takeaway food wrappers, alcoholic and non-alcoholic beverage containers can accumulate on Friday and Saturday nights. When excess litter is evident in nearby residential streets, this affects residents' perceptions of safety and reduces their sense of pride of the local neighbourhood.

On busy nights in activity centres, street cleaning services operate throughout the night. Main streets are cleaned multiple times throughout the night and more services are put on for major events, such as the Johnston Street Fiesta and New Year's Eve.

Street cleaning services similarly are crucial to a functional night activity centre. Various methods are used elsewhere to maintain clean public places including: underground vacuum removal of waste because of footpath congestion, larger bins and additional services funded by late night businesses (Sydney City Council, 2011:29).

At a cost of 32 million pounds annually, the City of Westminster London engages Onyx UK Ltd to undertake night time waste collection and cleansing service across 204 streets every night using mechanical sweepers and flushing vehicles. Generally a minimum of three hours (between 03.00 and 06.00) is required to clean streets for the start of the next working day. The Council has a dedicated Night Operations Manager with a team of Street Enforcement staff to liaise with Onyx to ensure flexibility in resolving issues in a complicated environment. For example, in some locations streets are so busy that the contractor is unable to obtain access until the crowds disperse. At these times it is accepted that the most that can be achieved is litter picking to contain levels within reasonable bounds before comprehensive cleaning becomes possible. This encourages people to observe normal standards of care by placing litter in bins whilst also assisting the early morning cleaning process.

### 3.5. Street lighting

Street lighting improves visibility and safety in Yarra's activity centres, residential streets and parks (when used by a sports club). Council is required to provide lighting across the municipality. Not every piece of footpath is possible to light up as private property should not be exposed. Occasionally Council receives request to install more lighting in activity precincts.

Research shows that street lighting enhances perceptions of safety and prevents crime in and around busy activity centres because it encourages foot traffic. (Hadfield, 2011:163) For example in the City of Melbourne, parks are lit to encourage pedestrian use so parks are part of Melbourne's night character.

### 3.6. A mixed night time economy

In Yarra's night precincts dining, drinking, listening to live music and other performances are the main activities on offer. Later at night (e.g. after midnight), having a drink or a snack are the remaining options. This is the case around Smith, Brunswick, Johnston (Fitzroy) and Swan Streets.

On occasion Council receives feedback that the precincts are mono-cultural by night and that people want more alternative night activities. Currently gyms, libraries, retail, neighbourhood house programs and youth facilities are only available till 6pm or 9pm.

Evidence indicates that successful night-time cities offer an interesting choice of leisure and entertainment for a diversity of ages, lifestyles and cultures (Sydney City Council, 2011:20). Providing more diverse attractions and routine activities (visiting a supermarket or gym) in the evening attracts a broader population into the area which promotes social cohesion, vibrancy and deters crime (Hadfield, 2011:19).

Cultural night-based events including White Night, the Melbourne International Film Festival or the Gertrude Street Projection Festival are a means of enticing different people into precincts at night. Such events definitely encourage "a-typical" (e.g. not licensed venue patrons) visitors into precincts on the night(s) of events but more could be known about

whether this experience affects future precinct patronage. More regular events, such as night markets may be a more sustainable means to encourage diverse visitation.

### 3.7. Noise levels

Noise is regulated in Victoria to support residents and traders to live in close proximity, as in Yarra. Regulation includes the State Environmental Protection Policies (SEPP) No. 1—control of noise from commerce, industry and trade and No. 2—control of music noise from public premises and the Live Music Practice Guide.

Most of Yarra residents would experience some form of constant ambient noise from arterial roads, tram and train lines, and from other people occupying what are relatively densely populated neighbourhoods. Noise within entertainment precincts is largely from venues, foot and vehicle traffic, outdoor dining and music. For some residents this noise lowers their sense of amenity and for others it affects their perceptions of safety.

Analysis of internal data shows that the top five types of noise complaints in Yarra are in order of highest to lowest: construction, entertainment venue, commercial, animal, park and domestic. Of those venue-related noise complaints, just short of half were reported as an issue after 11pm, and more than half reported of those were about noise on a weekend.

In response to preserving and encouraging night activity such as live music, Council's Live Music Working Group has created fact sheets for businesses, which clarifies their right to operate within the conditions set on their planning permit. This is to help deal with common misunderstandings that Council does not approve of night activity and/or live music.

Experiences elsewhere to enhance amenity for residents close to night activity centres include "noise maps" of late night areas, such as in Glasgow, Scotland. This then sets clear expectations for residents (Matthews, 2009:27). Similarly in the Fortitude Valley in Brisbane, a special entertainment precinct was created around an existing cluster of night venues. This sets clear expectations of noise levels and amenity for the area.

Other approaches used elsewhere include double glazing and thicker exterior walls for residential development in areas with later trading (Sydney City Council, 2011:37).

### 3.8. Anti-social behaviour

Evidence as to what interventions reduce anti-social behaviour in late night entertainment precincts is equivocal.

There is a considerable volume of research linking the concentration of late night licensed venues with increased anti-social behaviour. Later closing times and clusters of licensed venues (and takeaway food premises) are linked with higher levels of alcohol-related violence and alcohol-related hospital admissions. Densities create more interactions between different groups of drinkers and this increases the chance of alcohol-related aggression (Hadfield, 2011:60). Outlet density policies exist in the City of Westminster, London and here in the City of Stonnington.

However, other research supports that more concentrated late night activity areas are safer. Reasons include when many people are present, there is passive surveillance and higher perceptions of safety and better public services and infrastructure (police presence, public transport, taxis, cleanliness) are available in concentrated activity centres.

Experiences elsewhere show that liquor licensing interventions, such as outlet density, lockouts, accords, CCTV and ID scanners, alone do not improve safety in late night areas (Hadfield, 2011:11); (Miller et.al, 2012: 294, 306).

In order to make night precincts safer, ensure that public spaces are well-managed in a concentrated area, rather than venue-specific interventions. Particularly as almost 80 percent of alcohol is sold and consumed off-premises – ultimately consumed in unregulated environments – and most alcohol-related injuries or assaults happen outside of licensed premises (Victorian Auditor General's Office, 2012:3).

For example, well-run licensed venues, public spaces with toilets and good lighting, diverse night activities, visitors of various ages and late night public transport options collectively improve the safety of the local area (Hadfield, 2011:24).

## 4. Economic Cost Benefit Assessment

Business and social activity at night is an important part of our national economy, particularly for the tourism, hospitality, entertainment and leisure sectors.

In Yarra the bulk of night time economic activity is spread across a number of precincts, principally Collingwood and Fitzroy (Smith, Gertrude, Brunswick and Johnston Streets) and Richmond (Victoria, Church and Swan Streets and Bridge Road).

In January 2013, Council commissioned REMPLAN to deliver an assessment of the economic costs and benefits of the NTE within the municipality: *Benefit Cost Assessment of Yarra's Night Time Economy* (REMPAN, 2013). REMPLAN are a team of economists and demographers specialising in providing area-specific data. REMPLAN develop analytical tools and information resources for economic development and planning practitioners in local, state and federal government agencies, consulting firms, university researchers and students.

REMPAN was charged with determining data sources and developing a framework for measuring the NTE; and delivering a first assessment of the economic costs and benefits associated with the Yarra Local Government Area (LGA) NTE. The benefits of the NTE in their report are estimated in terms of: Output / Revenue (\$ M); Employment (Jobs); Wages & Salaries (\$ M); and Value-added (\$ M). The costs of the NTE are calculated in terms of the estimated proportion of industry sector output that is specifically associated with servicing or managing the NTE.

Cost / benefit analysis in this report was undertaken using REMPLAN – economic modelling and planning system<sup>2</sup>. This study applies REMPLAN economic data for the defined regions of the Yarra LGA and disaggregates to destination zones within the municipality where the night time activities are located. REMPLAN incorporates data sourced from the Australian Bureau of Statistics (ABS) 2011 Census, 2008/2009 ABS National Input / Output Tables, and ABS Gross State Product (June 2012).

Activities considered a benefit to the economy include:

- Drink-led activities
- Food-led activities
- Gaming venues
- Retailing (Post 6pm)
- Accommodation
- Performance venues
- Film, theatre, live music opera, etc.
- Cultural institutions
- Sporting and leisure
- Brothels and sex establishments

The costs for the local economy from night activity include:

- Public Services
- Hospitals
- Public Transport
- Policing

#### 4.1. Methodology

The following methodological approach was applied by REMPLAN to estimate the contributions of the NTE to the Yarra economy:

- Define the characteristics of the NTE in terms of the industry sectors that benefit from servicing customers from 5pm through to 9am,
- Identify negative externalities associated with the NTE and define the industry sectors that respond to and manage these issues,
- Within the Yarra LGA define the major NTE precincts,
- Apply place of work employment data from the ABS 2011 Census to estimate the number of people employed in industries that have an expose to the NTE in the respective precincts, and for the LGA overall,
- Estimate the proportion of these jobs that specifically service the NTE based on the ratio of retail jobs to food / beverage / entertainment jobs; a precinct with a high proportion of retail jobs is assumed to have a strong Day Time Economy (DTE) relative to its NTE, and vice versa,
- Assess the direct and indirect benefits for the Yarra economy based on the total number of jobs supported specifically by the NTE,
- Of the total number of people working in industries that respond to and manage the negative externalities associated with the NTE, estimate the likely proportion that

specifically service the NTE based on the proportionate contributions of the NTE to the overall Yarra economy, and

- Estimate benefit / cost ratios for the NTE in terms of output, employment, wages and salaries and value-added.

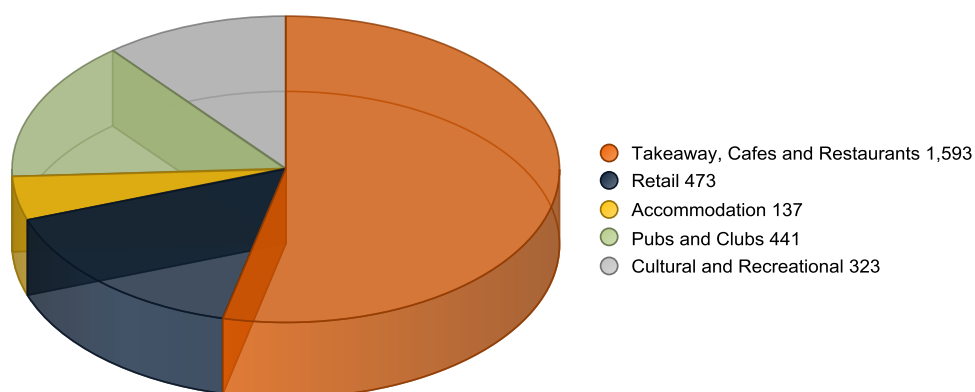
It is important to note that the analysis presented in this report is based on desktop analysis and secondary data. If Council so desired there is an opportunity to complement and further validate this study with primary research.

## 4.2. Results

The following section is a direct reproduction of the key findings from the REMPLAN report.

It is estimated that Yarra's NTE supports 2,967 jobs.

**Figure 2: Local labour force in the “benefits” aspect of the NTE**



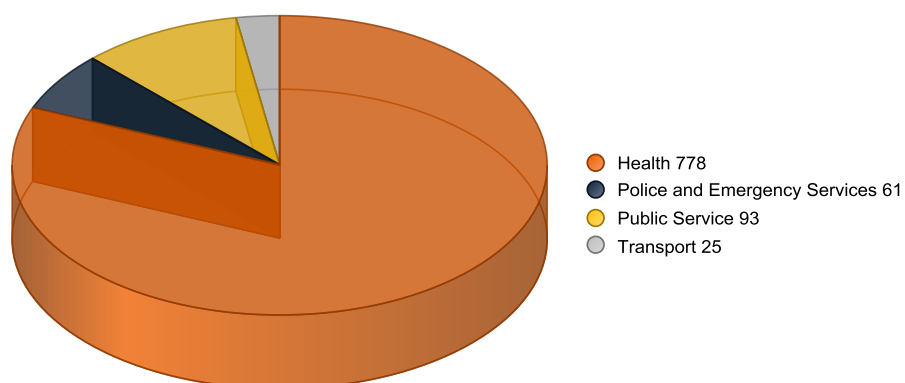
The direct economic output generated by the 2,976 NTE workers is estimated at \$333.14 million per annum, or \$112,282 per worker. The NTE generates demand for goods and services within Yarra and it is estimated that these flow-on impacts generate a further \$156.941 Million. The 2,976 people employed in the NTE, and the workers in the supplying businesses spend some of their wages and salaries in the local economy and these flow-on consumption benefits are estimated at a further \$175.108 Million. The total output



associated with the NTE in Yarra, including all direct and flow-on effects is estimated at up to \$665.187 million.

There are various costs and negative impacts associated with night time activities such as health, noise and the policing of anti-social and criminal behaviour. It is estimated that 957 people are employed to service and manage Yarra's NTE across the following sectors:

**Figure 3: Local labour force in the "costs" aspect of the NTE**



The direct output generated by the 957 people servicing the NTE is estimated at \$120.017 Million, or \$125,410 per worker.

At the margin it is estimated that the NTE delivers net benefits to Yarra's economy across all measures:

**Employment**

Benefit: 2,967 Jobs

Cost: 957 Jobs

**Benefit Cost Ratio: 3.1 : 1**

### Output

Benefit: \$333.1 Million

Cost: \$120.1 Million

**Benefit Cost Ratio: 2.8 : 1**

### Wages & Salaries

Benefit: \$96.2 Million

Cost: \$60.2 Million

**Benefit Cost Ratio: 1.6 : 1**

### Value-Added

Benefit: \$150.5 Million

Cost: \$75.2 Million

**Benefit Cost Ratio: 2.0 : 1**

The lower marginal benefit in relation to wages and salaries reflects the relatively lower wages received by people working in retail, cafes, restaurants and pubs, industries that are characterised by part-time and casual employment. This compares with the people working on the cost side on the equation in health, government, and police and emergency services. These sectors typically employ workers with formal skills and qualifications and pay higher wages reflecting these requirements.

In their report, REMPLAN also provides analysis for seven identified entertainment precincts. Please see Appendix 9.2 for a sample of precinct-based analysis.

## 5. Consultation Program

Both qualitative and quantitative research methods were employed, including:

- Randomised survey of residents and traders in and around entertainment precincts,
- Online discussion forum,
- Pop up consultation booth at night on Swan Street,
- Interactive forums with stakeholders,
- Verbal and written submissions, and
- Twitter.

**Table 1: Type and number of participants involved in Yarra’s NTE consultation**

Survey	Online forum	Pop up consultation	Verbal or written submissions	Twitter
<ul style="list-style-type: none"> <li>• 21% response rate</li> <li>• 452 residents</li> <li>• 40 traders</li> </ul>	<ul style="list-style-type: none"> <li>• 561 unique visitors, 31 participants</li> <li>• 53% female</li> <li>• 84% aged between 26 to 55 years of age</li> <li>• 32% reside in Richmond,</li> <li>• 19% in Fitzroy</li> </ul>	<ul style="list-style-type: none"> <li>• 135 participants: average age was 31, 50% females and 40% live in Yarra.</li> </ul>	<ul style="list-style-type: none"> <li>• 25 participants, mainly residents plus 70 submissions specifically requesting lighting at Citizen’s Park.</li> </ul>	<ul style="list-style-type: none"> <li>• 15 individuals responding via twitter</li> </ul>

## 5.1. Randomised survey of residents and traders

Surveys were distributed to households and businesses to garner information on the firsthand experience of being in our night time entertainment precincts, uncover new or different thinking, gauge community opinions on options to improve safety, function and vibrancy, and to see if these results differed according to whether the respondent was a resident or trader.

### 5.1.1. Methodology

In mid-March, nearly 2,500 surveys (1,900 for residents and 450 for businesses) were posted to randomly selected households and businesses located in and around Swan and Church Streets, Richmond; Gertrude and Smith Streets, Collingwood/Fitzroy and Brunswick and Johnston Streets, Fitzroy.

The data was analysed in the statistical packages of Microsoft Excel and IBM SPSS with qualitative data (open-ended responses) analysed thematically.

### 5.1.2. Results

The following is a brief summary of the quantitative results from the resident and household surveys. Section 6 (Findings) contains the related qualitative results integrated into an overall synthesis of the findings of the broader program of research and consultation.

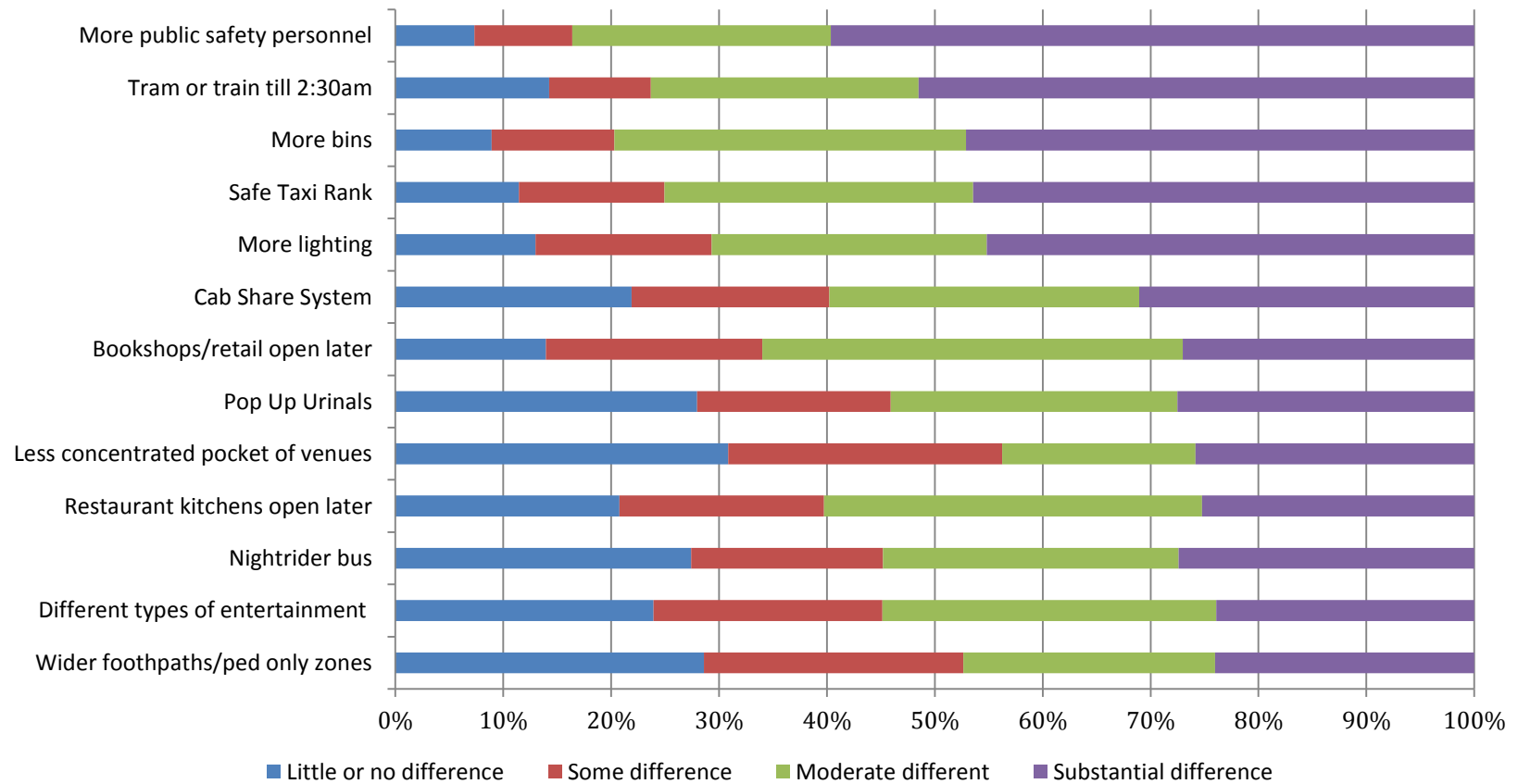
Notable findings from the randomised survey were as follows:

- The things that residents most liked about their precincts (unprompted) were, in order of highest to lowest: variety of businesses on offer (24.5 percent), easy to get to (19.9 percent), vibrant (16.9 percent), quality of pubs, bars (15.7 percent), choice of eating outlets (15.7) and sense of safety & local vibe (7.4 percent).
- The things residents didn't like about their precincts (unprompted) were, in order of highest to lowest: public urination (28 percent), graffiti (21.5 percent), footpath gets blocked (16.5 percent), vandalism (11.5 percent), area is too commercial (11.5 percent) and begging (11 percent).

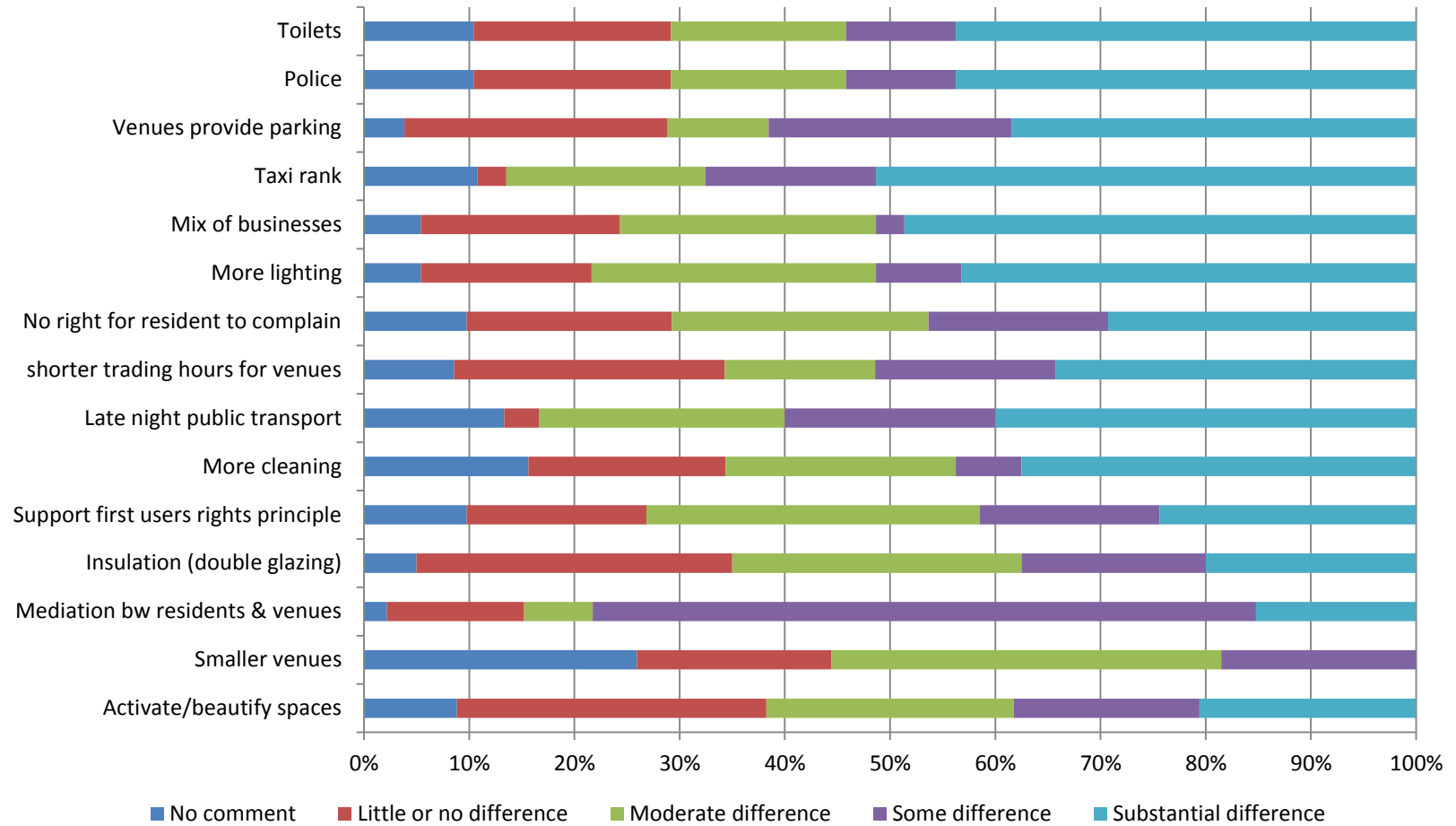
- In order, the top five most popular strategies to improve the safety, vibrancy and functionality of the local night time entertainment precinct as rated by respondents were:
  - Residents: more public safety personnel, later tram or train services (till 2:30am), more bins, safe taxi rank and more lighting.
  - Traders: toilets, police, venues provide parking, taxi rank, mix of business and more lighting.

The figures overleaf show the complete list of strategic options and associated ratings by resident (Figure 4) and trader (Figure 5).

**Figure 4: Resident results - Strategies to improve the safety, vibrancy and functionality of your local night entertainment precinct**



**Figure 5: Trader results - Strategies to improve the safety, vibrancy and functionality of your local night entertainment precinct**



## 5.2. Mini Census: Patron Modes of Transport

A mini census of patrons in Yarra's entertainment precinct was conducted to give an indication of where people are coming from, how they are entering and exiting and how late they intended to stay out.

### 5.2.1. Methodology

Over two nights, Friday 22<sup>nd</sup> and Saturday 23<sup>rd</sup> of March 2013, a mini census was conducted to establish patron modes of transportation in and out of three venues across two entertainment precincts: Bar 9t4 and the Corner Hotel in Swan Street Richmond and the Laundry Bar in Johnston Street Fitzroy.

A simple survey (see Appendices 9.2) was administered by door staff upon patron entry asking people their home postcode, mode of transport in, mode of transport out, approximate time they planned to leave. A total of 560 patrons participated. The data was analysed in the statistical packages of Microsoft Excel and IBM SPSS and was also examined spatially using MapInfo.

### 5.2.2. Results

The key findings from the mini census were as follows:

- Over two-thirds of patrons (64.5 percent) were leaving to a postcode (home) that was between 10 and 20 kilometres away from the venue, with a further 10 percent travelling between 20 and 50 kilometres. Only 5 percent of patrons were returning to a postcode within 5 kilometres and just over 10 percent had trips of between 5 and 10 kilometres.
- Most common modes of transport into these venues were, in order of highest to lowest, tram/train/bus (32.7 percent), taxi (22.3 percent), on foot (16.3 percent), car as driver (13 percent), car as passenger (10.4 percent) and bicycle (3 percent).
- Most common modes of transport home from these venues were, in order of highest to lowest, taxi (49.5 percent), on foot (17.3 percent), tram/train/bus (10 percent), car as driver (11.6 percent), car as passenger (7 percent) and bicycle (3 percent).

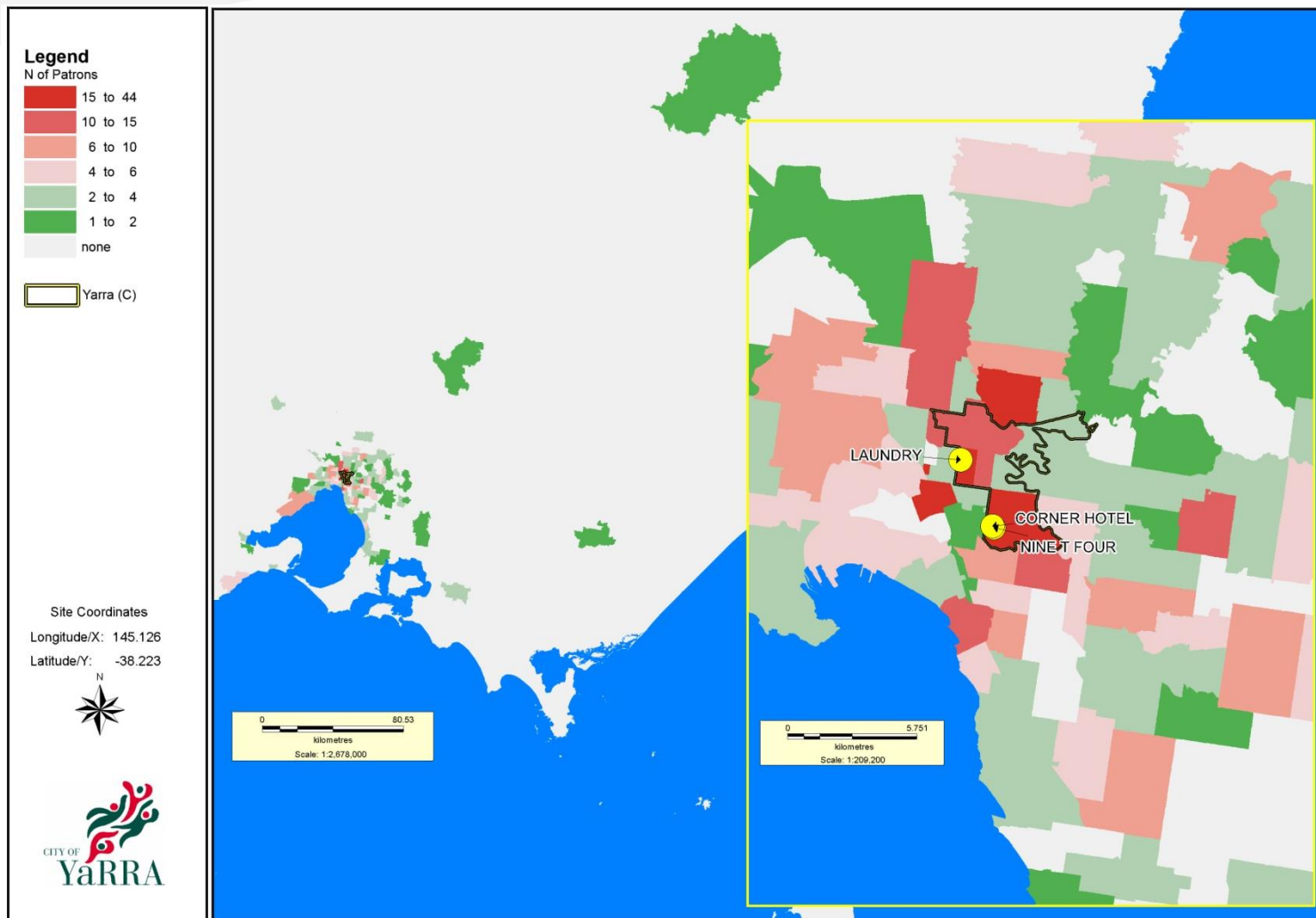


- There were clear patterns between how people entered and planned to exit the precinct. The overwhelming majority of drivers planned to leave in their cars (89 percent). All patrons who came by bicycle planned to leave by bicycle and most that came on foot planned to leave on foot (84.6 percent). Most notably, of people who entered by public transport only 29.5 percent were going to leave by public transport, while a staggering 57.9 percent planned to leave by taxi.
- Only five percent of patrons had no idea as to when they planned to leave. Just over one-quarter of patrons (26.8 percent) planned to stay out to 1am, nearly one-fifth till 2am (18.9 percent). Most notably half of all patrons surveyed planned to stay out beyond 2am.
- Not surprisingly the planned time of departure correlated strongly with the planned mode of transport home. Two-thirds of people staying beyond 2am were planning on taking a taxi (63.3 percent). Interestingly the Night Rider service was not used by many patrons surveyed.
- Anticipated time of leaving only moderately correlated with the distance to the postcode patrons were returning to, with the relationship uneven across time intervals. For example, three-quarters (76.5 percent) of those only having to travel 0 to 2 kilometres planned to stay out past 2am; however, there was little and consistent difference between how late patrons were planning to stay once the distances ranged from 2 to 50 kilometres.

The information presented above can be examined in greater detail in Appendix 9.3 where a number of tables and charts are presented.

Overleaf, Figure 6 is a thematic map showing on a gradient the volumes of patrons by destination (returning home) postcode.

Figure 6: Patrons' residential postcodes (all venues)



### 5.3. Pop up consultation booth at night on Swan Street

As part of its program of consultation and engagement, Council engaged the Policy Booth to gather community feedback on this issue.

On Friday the 5th of April 2013, the Policy Booth activated a pop up community consultation in a laneway in Swan Street Richmond from 7pm – 10pm to ask visitors to the precinct, “How might we make Swan Street the safest, most vibrant place to enjoy Melbourne nights?”

#### 5.3.1. Methodology

Policy Booth used a novel methodology to collect answers from participants. This methodology sees participants actively ‘participating’ in consultations in creative, experiential ways.

The lines of questioning, presented as either Likert scales to be rated or open-ended items to record unprompted ideas and opinions, included:

- How did you get here and how will you get home?
- Do you feel safe at night in Swan Street?
- What is your biggest safety concern in this area?
- What would make it easier and safer to get around at night?
- What would make this area more vibrant at night?
- Age, gender and home postcode of participants were also recorded.

Participants used stickers to highlight their answers to a series of questions, which were presented on the walls of the laneway and on large boxes. It is unique pop ups such as this that aims to involve the disengaged and collect meaningful feedback.

**Table 2: Pop up booth participants**

Yarra residents	54	Visitors	81
Male Participants	67	Female Participants	68
Average age	31.4	Total number of participants	135

### 5.3.2. Results

The key findings from the pop up consultation booth were as follows:

- The main reasons for being in the precinct that night was to drink, meet friends, to eat, or simply because they lived in the area.
- Over 80 percent of participants reported feeling safe or very safe in the precinct.
- Their biggest safety concerns for participants were: 1) disruptive or aggressive people, 2) drunken behaviour, 3) danger from cars, 4) lack of security / police, and 5) poor street lighting.
- The most popular ways to improve safety and the movement of people were after-hours trains & trams (45 percent) and a temporary night-time weekend taxi rank (15 percent). The remaining balance of 40 percent was evenly distributed amongst seven items.
- In order from highest to lowest, participants would like to see Swan Street have more street art and performance, parking spots, security and police officers, taxis and free Wi-Fi hotspots, bike lanes, street lights, rubbish bins, public toilets, bike racks and safe meeting places.

Participants also put forward a range of other ideas to make Swan Street and its surrounds a better, safer, and a more vibrant area at night:

- Separate bike lanes / bikes slow traffic
- Strongly support night market
- Needle boxes for junkies
- More live music
- Music during consultation
- Pedestrian precinct between 11pm and 2am
- Do something about the fact that people start fights for no reason
- Better access to transport when you need it the most - late night
- Make it easier and safer for people to get home
- More police - have made it better for locals
- Keep the drunks out
- Strongly support food trucks
- Less high density residential buildings
- New residents should sign a contract that they support the night-life / music so that they understand what they are buying into
- Keep cyclist off footpaths

- Better control of soccer fans passing through
- Strongly supports restaurants open later
- Make zoning clear to residents
- Strongly supports better street lighting
- Strongly supports taxi ranks
- Strongly supports 24h public transport
- Businesses to stay open beyond 2am

The information presented above can be examined in greater detail in Appendix 9.5 where a number of tables and charts are presented.

## 5.4. Other Forms of Engagement

### 5.4.1. Online discussion forum

Bang The Table <<http://www.yarraconsultation/safe-and-vibrant-yarra>> hosted an online moderated forum on behalf of Council. This form of consultation was provided to enable anyone to participate regardless of any personal constraints in terms of time and travel, etc.

Five questions were posted on the online forum:

1. Do you feel safe when you go out at night in Yarra? (e.g. Swan St, Brunswick St. Tell us why you do or don't)
2. What do you think can reduce the potential for anti-social behaviour around night entertainment precincts?
3. What would make it easier for you to get home after a night out?
4. Resident or visitor - how can we ensure everyone enjoys the night?
5. Do you think there is enough variety of night time activities?

The forum was also used to post topical media and host chat rooms between different stakeholders, including licensees.

### 5.4.2. Stakeholder forums

Interactive forums were held with the existing Council networks of the Yarra Liquor Forum, Local Safety Committee and Internal Alcohol Management Group, and with the Melbourne

Olympic Parks Trust and Victoria Police – all stakeholders who hold a vested interest in seeing positive outcomes for our night time precincts and who will need to be engaged, to varying degrees, in the delivery of any future strategies. See Appendix 1 for more detail.

### 5.4.3. Twitter

Using the handle @yarracity with the subject #yarranightlife, six Tweets were posted by Council which reached 974 followers. Tweets included:

- City of Sydney plans on opening a 24 hr library. What impact would this have on a big city at night?
- What's your favourite Yarra Street at night? Gertrude St during the projection fest is 1 of our faves
- Yarra's live music fest is coming in July! What other events would you like to enjoy here at night?
- Is Yarra striking the right balance between night attractions (like live music) & residential living?
- \$665m. That's the value generated by Yarra's night life per year. Do the benefits outweigh the costs?
- Did you know that Yarra's night time economy (bars, live music, etc.) creates almost 3000 local jobs?
- Have you had your say on Yarra's nightlife? We want to hear your ideas for keeping #yarranightlife safe & vibrant.

## 6. Findings

The results from all forms of consultation and engagement have been integrated here to enable a holistic, thematic analysis. The feedback is described by quantity (number of times issues raised) and by who (type of stakeholder/consultation). The results generally reflect the community's desire for night activity and are eager to ensure it sustains itself as safe and enjoyable for all.

Participants representing residents, traders, visitors and stakeholders generally shared positive comments that Yarra's NTE is safe and vibrant. The key reasons why people enjoy it are discussed in detail under [Section 6.1.2](#).

The most frequent issues identified that limit Yarra's night entertainment precincts to be safe, vibrant and functional for entertainment and living purposes, are:

- **Amenity/nuisance impacts** (relates to *Planning for our Night Time Economy Paper* Section 5.4 & 5.6)
- **Precinct functionality** (*Planning for our Night Time Economy Paper* Section 5.2)
- **Personal safety** (*Planning for our Night Time Economy Paper* Section 5.7)
- **Transport home** (*Planning for our Night Time Economy Paper* Section 5.2)
- **The night time economy should cater for diverse interests** (*Planning for our Night Time Economy Paper* Section 5.5)

These themes are discussed in greater detail in sections 4.2.1 and 4.2.2.

The views for each theme were generally homogenous. There was divided opinion on:

- The role of more public safety personnel and interventions e.g. CCTV to manage public disorder and escort people safely home.
- The presence of late night venues: should there be more or less? Later night transport to take people home or shut activity down when transport ends for the night?
- Resident support for late night activity, however also want minimal noise from passers-by, space to park their cars and clean streets.

For the household and trader survey, it is worth noting that 83 percent of respondents who raised a concern also had a positive comment about the local night precinct. Also, 87 percent

of respondents visit the night precinct regularly - at least once a week, and the main reasons for their visit is to do their shopping and/or to get a meal or drink.

For the pop up consultation, half of the participants visited Swan Street at least once a week, and the main reasons for their visit was to socialise with food, drink or music. Almost two-thirds of participants rated at least 8 out of 10 on a scale in response to feeling safe on Swan Street at night.

### 6.1. Reasons why people 'like' and visit

The community choose to live and visit Yarra because of the uniqueness of Yarra's offerings; such as the restaurants, bars and music venues. The key reasons people like Yarra's entertainment precincts are:

- vibrant
- choice of eating outlets
- close to get to
- quality of pubs, bars
- feels safe because of local community vibe
- quality of live music

*Night-time activity is what makes Yarra diverse and a great place to live. I chose to live in the area because it is alive both during the day and night. I haven't witnessed any anti-social behaviour in the 10 years I have been living in the area.*

*I love as a single woman I feel safe walking to meet friends at local restaurants and bars*

These results are consistent with Council new resident surveys which indicate people move here because they seek an active lifestyle and want to be close to the action. People like Yarra because of its unique pubs, bars, restaurants, live music venues and convenience to the CBD and Melbourne entertainment and sporting precinct.



## 6.2. Factors affecting safety, vibrancy and functionality and solutions

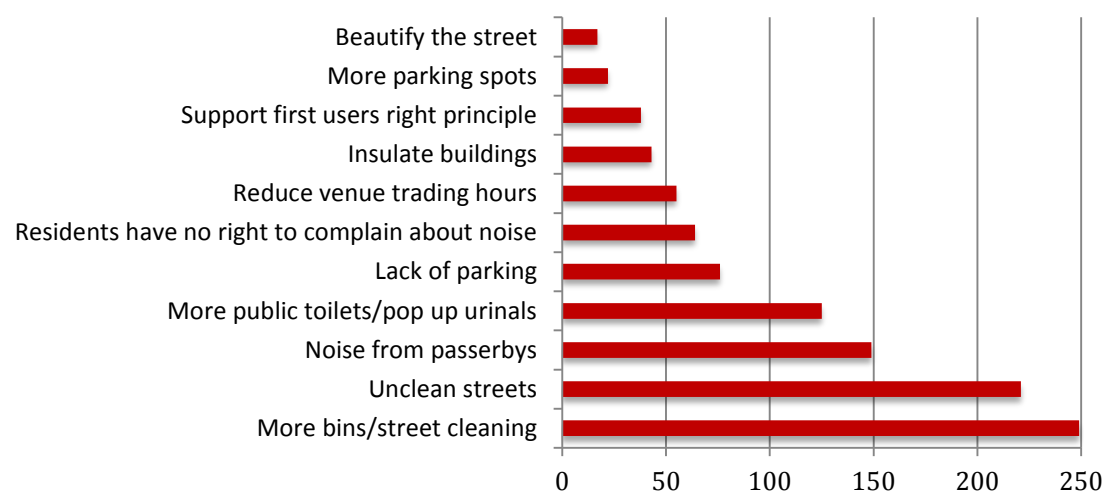
### 6.2.1. Amenity/nuisance impacts

People mainly commented that:

- Streets are littered with food wrappers, bottles, broken glass, vomit and urine
- Noise from passers-by disturbs residents
- Insufficient parking

A chart of the top 10 amenity issues and/or ideas to address them across all consultation participants are presented below.

**Figure 7: Top 10 amenity issues and solutions (N)**



Of the top five issues raised by survey respondents (largely residents), four of them were about amenity issues. Unclean streets following busy nights were the most popular issue raised, only by residents plus a trader group (35 percent of total participants). Analysis of Council's perceptions of safety data from 2012 collected through Yarra's Annual Customer Service Survey shows that the cleanliness of a shopping strip significantly correlate's people's perceptions of safety. A few participants also raised that the side streets are

overlooked and need to be part of the regular night cleaning service, as people litter there on the way to/from the main street.

*Clean up. There must be hundreds of empty and broken beer bottles lying around each Saturday and Sunday morning*

*The laneway near my house is often used as a urinal*

Noise from the street is of concern for residents. 23 percent of total participants raised this as an issue, all being residents. This included noise from people talking, laughing, interacting and from cars. Note, some people raised noise from neighbours and from specific venues, however this is separate to this theme. This finding challenges the common perception that noise from venues is disturbing residents. However, noise on the street and inside venues is intertwined, for example residents may blame the venues' for noise on streets because venues attract visitors, who make noise on the way in or out of the area. Addressing behaviour management in public places, accessible transport to get people out and better insulation of buildings are some solutions raised by participants.

*Noises as patrons leave venues in surrounding streets*

Insufficient parking for residents because of competition with visitors for car spaces and concerns about vandalism because of crowds of people in/out of the area were also raised.

*Residents have a major problem with parking and car damage*

**Table 3: Common themes amenity/nuisance impacts**

Theme	Idea or issue raised	Survey (mainly residents)	Consultation Format			Stakeholders
			Swan pop booth (mainly visitors)	St up written submissions (mainly residents)	or Online forum	
	Noise from passers-by e.g. yelling, engine revving, music from cars	X		X		
	Unclean side streets e.g. broken beer bottles, vomit/ more cleaning of side streets	X		X	X	X
	Graffiti	X		X		
	Vandalism	X		X		
	Noise from venues	X		X		
	Noise from neighbours	X		X		
	Lack of parking	X				
	Begging	X		X		
	Double glazing (sound insulation) in homes and venues	X		X		
	Mediation between residents and traders on noise issues	X				
	Urination in public places or nearby/in private property	X		X		

**Legend:**  Raised  Frequently raised  Very frequently raised

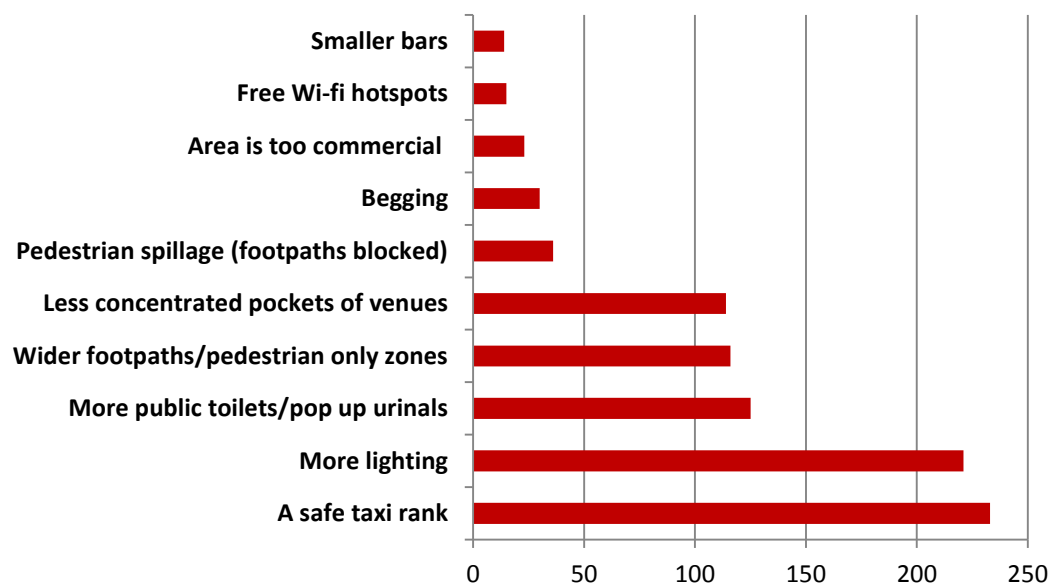
## 6.2.2. Precinct functionality

People mainly commented that:

- minimise pedestrian spillage by better accommodating people, street furniture, poles and other features on footpaths.
- street beautification and maintenance to keep space clean and respectful e.g. lighting, public art, regular street cleaning. Note, street cleaning overlaps with the theme above – amenity – and is discussed above.
- accessible public amenities e.g. public toilets, safe taxi rank, car parking facilities.

A chart of the top 10 precinct functionality issues and/or ideas to enhance functionality across all consultation participants are presented below.

**Figure 8: Top 10 precinct functionality issues and solutions (N)**



Safe taxi ranks as a proposed solution in the survey and pop up consultation was highly supported by respondents/participants.

Urban design improvements, such as street beautification in particular better lighting and use of lighting in creative ways was raised. People highly value clean, well-kept public places and more public toilets to minimise public urination.

*Make Swan St more appealing to the eye. More trees. More bins.  
Flowers on light poles like on Toorak Rd. More lighting or even sensor  
light. Paint the under train tunnel - a feature by local artists - and light it  
up.*

A range of stakeholders – residents, traders, Victoria Police and visitors raised pedestrian spillage from footpaths onto roads as an issue. Participants expressed frustration at feeling restricted by space to move past people on the footpath, and this referred to all three main entertainment precincts (Swan/Church, Gertrude/Smith and Brunswick/Johnston Streets) in Yarra. Often outdoor chairs and tables are identified as the issue, as well as queues to venues and simply too many people concentrated in one space.

*Groups of people who think they are entitled to stop and chat and block  
the footpath. People at café (footpath) tables who spread out and block  
the footpath*

*Too many people Friday and Saturday nights. Cannot use footpath*

*Recommend a bridge (pedestrian) linking sports precincts in Richmond*

Feedback was also received to not just activate night precincts, residents of Richmond also wrote to Council they desire lighting in Citizen's Park to be used for recreational activities such as dog walking.

Residents (respondents in the survey) supported reducing the concentration of venues in a precinct. Some suggested this will reduce the intensification of amenity impacts (noise, litter, lack of parking). Some respondents also said they prefer to see smaller bars in the precinct rather than large patron capacity venues.

**Table 4: Common themes precinct functionality**

Theme	Idea or issue raised	Survey (mainly residents)	Swan St pop up booth (mainly visitors)	Consultation Format		Stakeholders
				Verbal or written submissions (mainly residents)	Online forum	
	Pedestrian spillage/ wider footpaths or pedestrian only zones e.g. need railings along footpath on Swan St; e.g. reduce conflict with pedestrians, bikes, cars, bike racks, tables/chairs, fences e.g. Brunswick Johnston St intersection	X	X	X	X	X
	A safe taxi rank	X	X			
	Poor street lighting/more lighting	X	x	X		
	More bins/street cleaning e.g. excess litter spilling from kebab shops	X	X	X	X	
	Late night venues fund a cleaning service			X		
	More public toilets/pop up urinals	X	X			
	More parking spots		X			
	Bike racks		X			
	Stagger venue closing times or reduce concentration of venues	X				
	Smaller bars	X				
	Beautify the street e.g. pavement treatments, better lighting, public art, sand-coloured road surfaces	X		X		
	Free Wi-Fi hotspots		X			

### 6.2.3. Personal safety: minimise anti-social behaviour

People mainly commented that they want less:

- aggressive behaviour, and
- disrespectful behaviour such as drunk patrons making it intimidating to pass by.

Anti-social behaviour threatening people's safety or being a nuisance was the third most common issue (27 percent of total participants) raised. 175 people raised this across the different stakeholder groups: visitors, residents and stakeholders, such as the Victorian Alcohol and Drug Association, Victoria Police and Turning Point. In the pop up consultation, disruptive or aggressive people were the greatest safety concern (40 percent). People suggested the concentration of venues, particularly those with large patron capacity encourages such behaviour.

People want users of the night time precincts to be respectful to the local environment, residents, businesses and fellow visitors to the area. Some survey respondents felt that this type of behaviour was typically not from locals.

*Venues that attract large groups...who will piss on your yard at 3am*

*Screaming and yelling from 8pm to 3/4am unnecessarily*

People suggested that more public safety personnel are needed to manage disorder in public places. This was highly supported by residents (survey respondents), 286 people said it would make a substantial difference to their safety.

*Management of pedestrians and patrons of night venues needs to be looked at and actioned upon.*

*On nights when there are sporting events police presence on Swan st would be appreciated.*

That said, some suggested more police or safety interventions are unnecessary.

*More police would only create an adversarial situation*

*Would more policing mean more unnecessary force?*

Victoria Police suggested that if people could get home quicker after a night out, this would eliminate unnecessary anti-social behaviour. Disruptive behaviour can occur waiting for transport home.



**Table 5 Common themes personal safety**

Theme	Idea or issue raised	Consultation Format				Stakeholders
		Survey (mainly residents)	Swan St pop up booth (mainly visitors)	Verbal or written submissions (mainly residents)	Online forum	
Anti-social behaviour e.g. aggressive behaviour		X	X	X	X	X
Groups of people on the street			X	X		
Criminal behaviour			X			
Being separated from friends			X			
Danger from cars			X			
Hazardous to drive around drunk patrons				X		
Lack of security/police/ More public safety personnel		X	X	X		
Safe meeting places			X			
Late night venues pay a levy to fund safety personnel					X	
Public cameras				X		
Fights more likely to happen between men and in large capacity venues						X
More even mix of females and males out e.g. fewer male dominated spaces				X	X	

#### 6.2.4. Transport home

Being able to get home after a late night out was largely raised by visitors from the pop up consultation on Swan Street. 45 percent of pop up consultation participants said they want more after hours public transport as well as 224 survey respondents. Residents also suggested that later night transport and taxis would reduce noise from passers-by and anti-social behaviour, such as public urination or vandalism. Across all stakeholders including Victoria Police, residents, visitors and traders agreed that later night transport is needed to get people home after a night out.

Victoria Police reported that many callouts on busy nights are due to fights because people get frustrated waiting to get home and tend to congregate where there are lights or take-away food outlets.

Some suggest aligning venue trading hours with the public transport timetable to address fewer transport options available later at night.

*across board closing time and adequate public transport would see a vibrant area until 2am then hopefully a quieter time*

*trains should run all night. It's crazy that in a city of 3.4 million people you can't catch a train after 12am or before 8am on a Sunday morning*

Of survey respondents, 132 (close to one third) reported that a cab share system would make a substantial difference to get people home. Participants tended to support more sustainable forms of transport rather than driving to get home from a night out.

*continue with reducing traffic and making it even more bike friendly*

Ideas on encouraging sustainable transport was raised, such as discount train travel with a ticket to an event at the MCG, encourage cycling or venues provide transport for patrons.

**Table 6: Common themes transport**

Theme	Idea or issue raised	Survey (mainly residents)	Swan pop booth (mainly visitors)	Consultation Format			Stakeholders
				St up	Verbal or written submissions (mainly residents)	Online forum	
	'Smart' taxis – small cars, take up less space					X	
	Free transport with ticket to MCG					X	
	Mini shuttle buses					X	
	More late night transport options	X	X		X		
	Venues provide private transport		X				
	Bike lanes		X				
	Transport not an issue if encourage people to enjoy a night out locally, where they can easily walk or ride home					X	
	High taxi fares prevent young people from catching cabs				X		
	A cab share system	X	X				

### 6.2.5. The night time economy should cater for diverse interests

This theme was consistently raised across the different consultations - 29 percent of total participants. 187 participants want less alcohol-focused events, rather cultural ones such as Gertrude Street Projection Festival because currently drinking is often the only entertainment option remaining later. Representatives of the Yarra Liquor Forum agreed that visitors would appreciate different activities at night aside from drinking. 140 people across the different consultation types said they want to see more street performance/art.

*Need to shrink night time economy from venue-based, more supermarkets, libraries, diverse activities at night*

*a gentler but still lively form of night life encouraged. This will attract a diversity of people to the area, not just those that descend into the area between 11pm and 4am.*

*If there was more performance art then people would be occupied/ socialise through other means.*

*Preserve the spirit of Fitzroy! Live music is integral!*

*More non-drinking options at night*

The Victorian Alcohol and Drug Association's submission raised the huge burden of excessive alcohol consumption on the NTE on health, police and government services. People suggested to reduce the intensification of alcohol in the NTE could be done by reducing venue trading hours, have less concentrated pockets of licensed venues, and have smaller bars where people can sit, eat and enjoy music.

The Alcohol Policy Coalition a collaboration of Victorian-based health agencies, comprising the Australian Drug Foundation, Cancer Council Victoria and Turning Point suggested:

*Strongly recommend the inclusion of a policy to address trading hours*

People also suggested leveraging Yarra's buildings, parks and heritage such as town halls for community use and promoting art and cultural significance of Yarra such as live music.

*I think markets are great (day or night), music or movies in the park. Maybe in winter the Council could put on music or movie events in some of the beautiful old town halls that are around? I want events that are free (or low cost), local, cultural, that stimulate my mind*

*Events that showcase all of the amazing talent we have in Yarra - of all ages, and open up some of the amazing venues, like town halls*

*Identify music and licensed premises of cultural significance and these venues to be promoted by Council, including diversity for the Arts*

**Table 7: Common themes diversified night time economy**

Theme	Idea or issue raised	Consultation Format			Stakeholders
		Survey (mainly residents)	Swan St pop up booth (mainly visitors)	Verbal or written submissions (mainly residents)	
Too drinking focused later at night e.g. public drunkenness overwhelms nightlife		X	X	X	X
Heavier policing of responsible serving of alcohol				X	X
People drink before they go into a venue				X	X
Limit availability of bottle shops to prevent people drinking before entering venues					X
Area is too commercial		X			
Restaurants/cafes open later or food vans		X	X		
More services open longer e.g. gyms, supermarkets		X	X		X
Less concentrated pockets of venues and/or fewer venues		X			X
Reduce late night venue trading hours		X			X
Diversify entertainment options e.g. street/art performance, family friendly activities (buskers, food stalls) to encourage a diversity of people		X	X	X	X
Support smaller bars (over larger patron capacity) where opportunity to sit, eat and listen to music		X			X
Put focus on arts and culture at night to foster collegiate and community vibe e.g. light projections, street art/performance, music and licensed premises of cultural significance, use parklands e.g. concerts in the Edinburgh Gardens		x	x	X	X
Ban party buses				X	

### 6.3. Limitations

There are some limitations of the data to note. Most of the feedback received is from Yarra residents – 435 survey respondents, 40 percent of pop up consultation participants, and 72 percent of written and verbal submission. As a result many of the issues raised will be from a resident's perspective. To manage this bias, under each theme in Section 6.2 a breakdown of representative groups' responses is discussed.

Demographics of consultation participants were collected only during the pop up consultation and the online forum. Therefore analysis of all results taking into account gender and age was not done. This was an oversight in the survey design.

Coding of themes is subject to multiple interpretations due to the nature of overlapping issues, such as anti-social behaviour and drunken people. Are drunken people the same as people behaving in an anti-social manner? Most likely that for some people yes, while for others no. Is anti-social behaviour the same as noise (e.g. yelling) from people on the street? Themes are coded based on:

- Anti-social behaviour defined as: behaviours such as intimidation, yelling and as disruptive or aggressive behaviour. It also includes public urination.
- The night time economy cater for diverse interests defined as: the terms used like too many 'drunks' or has said they want alternative night entertainment options to drinking.

## 7. Conclusion

The consultation feedback is a reminder to Council of why people choose to live in Yarra. Its uniqueness draws people in to eat, drink, listen to music or see a cultural event. Based on this feedback, to deliver benefits to the community, Council can directly implement and facilitate the following improvements to night entertainment precincts:

- Improve amenity and precinct functionality through street cleaning, public amenities, traffic management and urban design treatments,
- Facilitate an increased range of entertainment options for the whole of community through strategic land use planning, improved community access to Council facilities and the programming of regular events,
- Work with relevant experts and advocate to decision-makers on improving late night transport options and developing evidence-based solutions to manage anti-social behaviour.

It is recommended that Council develop a draft strategy. The strategy will set a vision for an inclusive, safe and enjoyable night time economy for everyone. It will identify approaches to achieve the vision, such as precinct management services, diverse cultural and economic vibrancy and managing safety. Once consulted on and adopted, an action plan of specific initiatives to realise each objectives can be developed.

Potential shorter-term actions Council can do include:

- Actively promote a Yarra cultural/arts 'night' calendar,
- Trial portable toilets for special events, or anticipated large crowds (e.g. AFL Grand Finals, Football Internationals, Australian Open and large concerts),
- Trial new street cleaning services to include side streets off main streets, and
- Trial street closures (to vehicles) for special events to provide more space for people.

To address the more complex issues raised, Council needs:

- Research on amenity matters such as noise, footpath and cleaning and a review of precinct management services (urban design, traffic, footpath trading),
- Work with MCG, Melbourne and Olympic Park Trust, VicRoads on traffic management,



- Further consultation with Arts and Culture services, Neighbourhood Houses, Libraries, Leisure Centres, business community and community groups on diversifying the night time economy, and
- Understand community behaviours and sentiments more deeply and broadly so Council can nurture a NTE that corresponds to community desire.

It is anticipated that those issues largely outside of Council's purview, especially public transportation and management of public anti-social behaviour, Council work through peak bodies (MAV, VLGA, et. al.) and partner with other local governments (e.g. IMAP) to influence the decisions of State and Commonwealth Governments and their agencies.

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## 9. Appendices

### 9.1. List of Stakeholders Consulted

#### Major stakeholders consulted

- Yarra Local Safety Committee comprising Victoria Police (Yarra Inspector), Yarra Drug & Health Forum, North Richmond & Yarra Community Health Centres, Youth Support and Advocacy Service, Department of Health (North West), Neighbourhood Justice Centre.
- Yarra Liquor Forum
- Business Advisory Group to Yarra City Council
- Yarra Neighbourhood House coordinators
- Victoria Police North West Metro Region (Commander Rick Nugent, Superintendent Rod Wilson)
- Department of Justice (North Metropolitan region)
- Melbourne & Olympic Parks Trust
- Yarra City Council staff across 16 different units from City Development, Infrastructure services and Community Programs divisions.

#### Major stakeholders informed of the consultation:

- VicRoads
- Victorian Commission for Gambling and Liquor Regulation
- Public Transport Victoria
- Department of Justice
- Turning Point
- Victorian Alcohol and Drugs Association
- Australian Drug Foundation
- Municipal Association of Victoria's Local Government Alcohol and Other Drugs Issues Forum
- Inner Melbourne Action Plan

## 9.2. Sample of precinct-based economic analysis by REMPLAN

Map 9-1 Swan Street NTE DZs

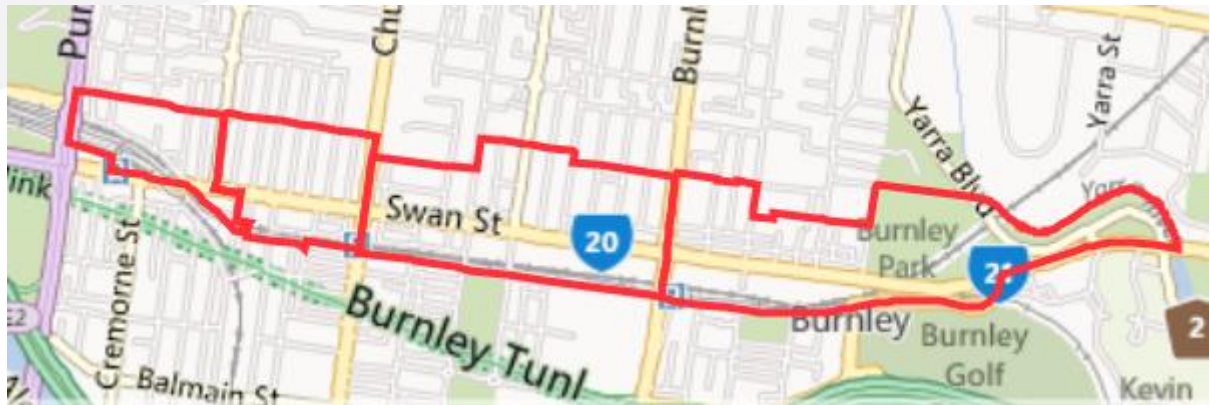
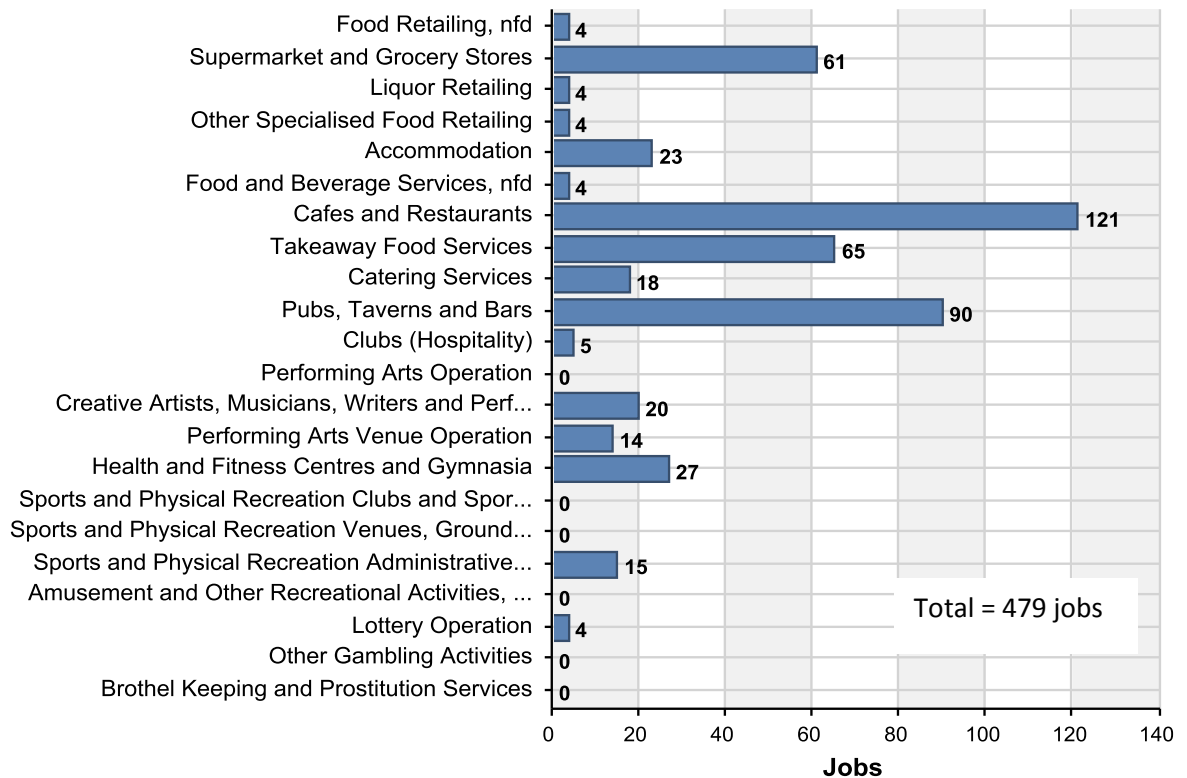


Figure 9-1 Employment in Swan Street Precinct



### 9.3. Output from the Resident Survey

Figure 2: What do you like about your local night precinct?

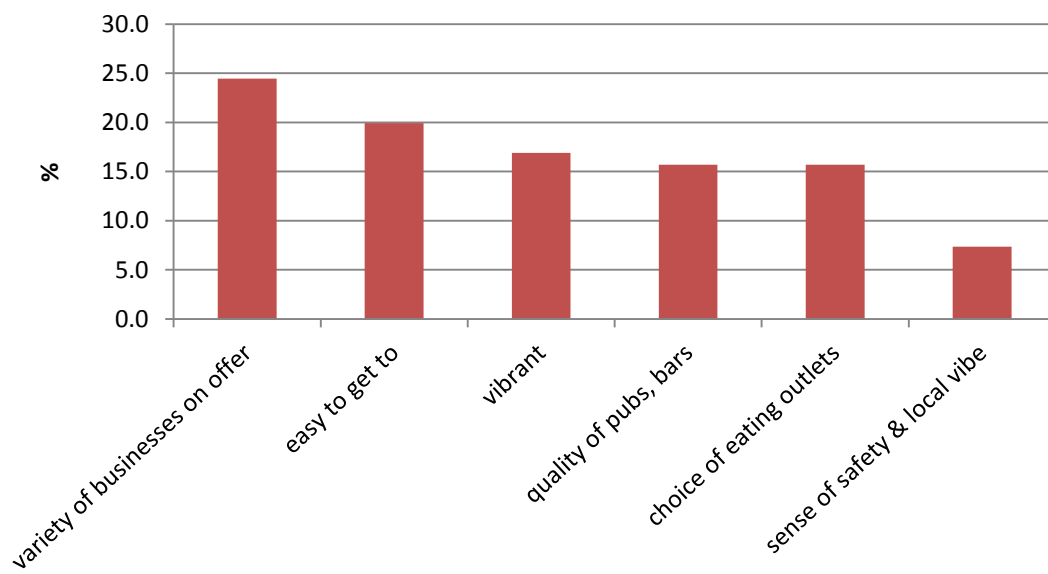
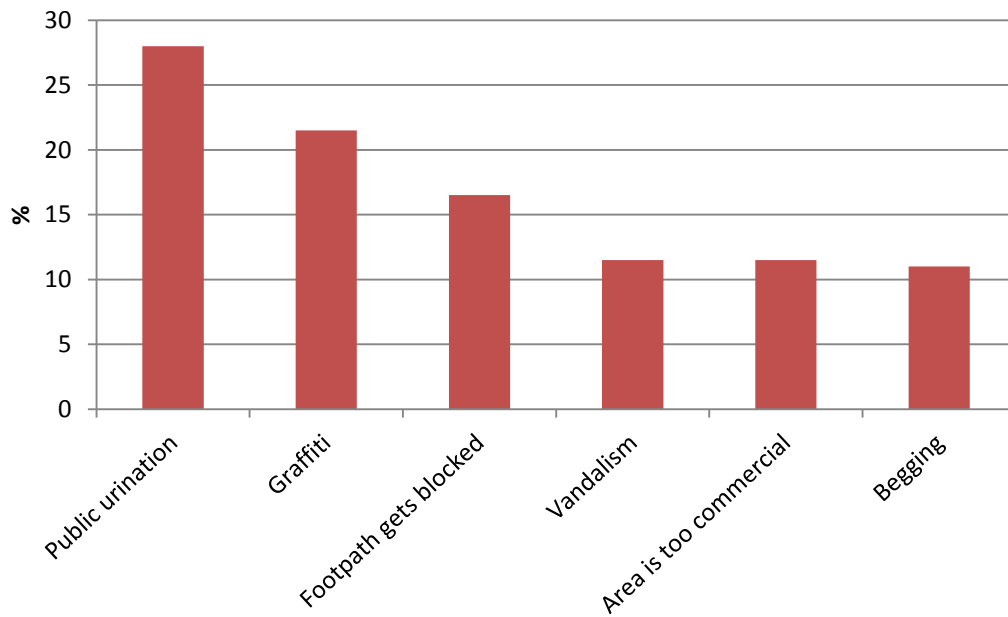


Figure 3: What don't you like about local night precinct?



## 9.4. Output from the Patron Census

Figure 4: Mode of actual transportation to venue

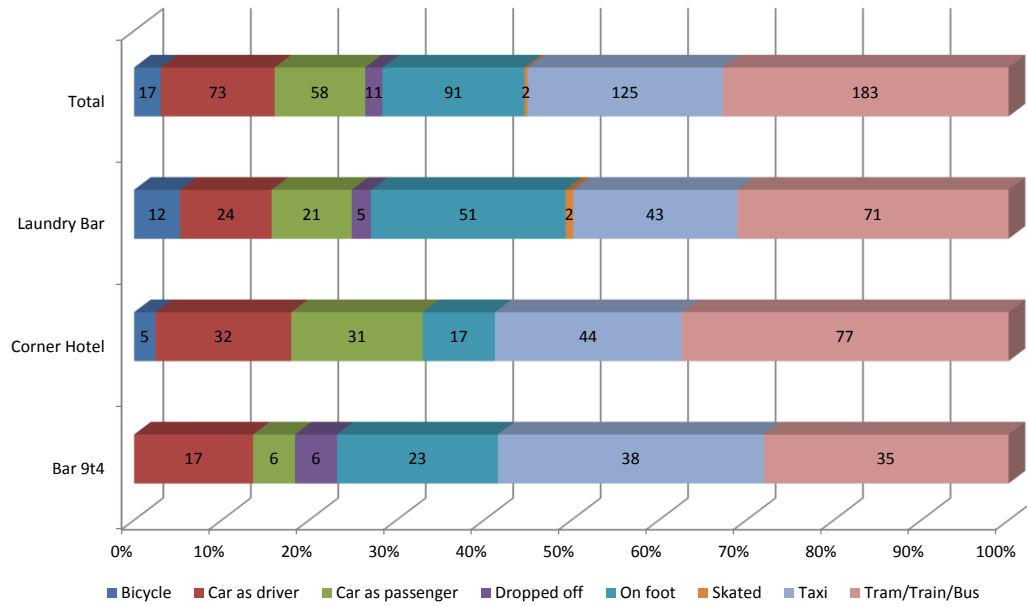
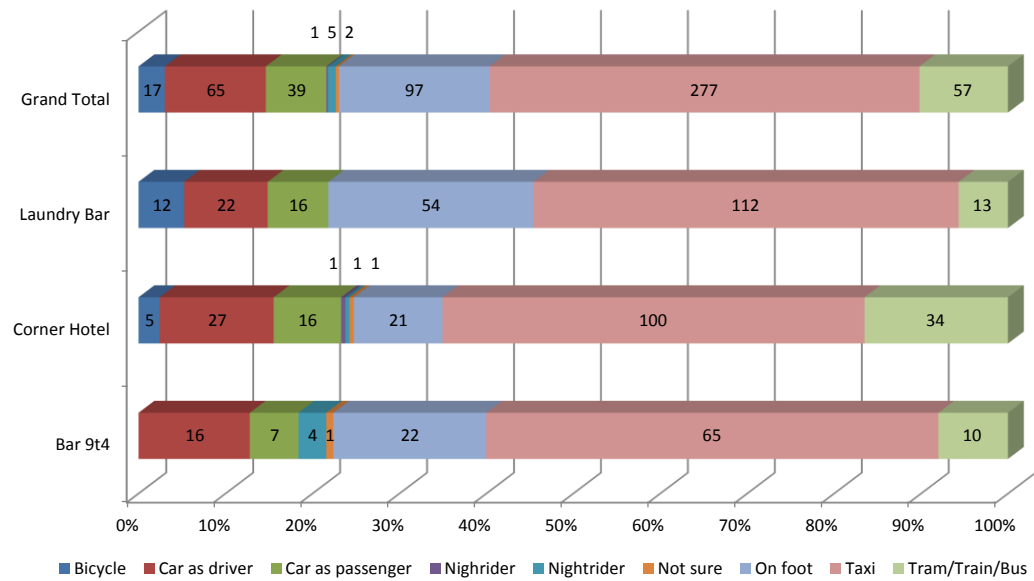


Figure 5: Mode of planned transportation from venue



**Figure 6: Crosstabulation of actual transportation to and planned transport from venues**

**How did you plan to leave here tonight? \* How did you get here tonight Crosstabulation**

% within How did you get here tonight

		How did you get here tonight								Total
		Bicycle	Car as driver	Car as passenger	Dropped off	On foot	Skated	Taxi	Tram/Train/Buses	
How did you plan to leave here tonight?	Bicycle	100.0%								3.0%
	Car as driver		89.0%							11.6%
	Car as passenger			55.2%	9.1%			1.6%	2.2%	7.0%
	Nightrider						0.8%			1.1%
	Not sure								1.1%	0.4%
	On foot		4.1%	3.4%		84.6%		2.4%		17.3%
	Taxi		6.8%	39.7%	90.9%	15.4%	100.0%	93.6%	57.9%	49.5%
Tram/Train/Bus			1.7%				1.6%	29.5%	10.2%	
<b>Total</b>		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

**Figure 7: Crosstabulation of estimated time of departure and planned mode of transportation**

**How did you plan to leave here tonight? \* Approximately what time do you intend to leave? Crosstabulation**

% within Approximately what time do you intend to leave?

		Approximately what time do you intend to leave?				Total
		11pm-1am	1am-2am	Later than 2am	Not sure	
How did you plan to leave here tonight?	Bicycle		11.3%	1.8%		3.0%
	Car as driver	18.7%	7.5%	9.6%	8.7%	11.6%
	Car as passenger	10.7%	6.6%	5.0%	8.7%	7.0%
	Nightrider		0.9%	1.8%		1.1%
	Not sure			0.4%	4.3%	0.4%
	On foot	17.3%	21.7%	17.1%		17.3%
	Taxi	31.3%	38.7%	63.3%	47.8%	49.5%
Tram/Train/Bus	22.0%	13.2%	1.1%	30.4%	10.2%	
<b>Total</b>		100.0%	100.0%	100.0%	100.0%	

**Figure 8: Crosstabulation of distance from residential postcode and estimated time of departure**

**Approximately what time do you intend to leave? \* Distance recoded into categories Crosstabulation**

% within Distance recoded into categories

		Distance recoded into categories							Total
		0 to 2 kms	2 to 5 kms	5 to 10 kms	10 to 20 kms	20 to 50 kms	50 to 100 kms	100 kms plus	
Approximately what time do you intend to leave?	11pm-1am	17.6%	33.3%	21.9%	24.9%	28.6%	50.0%	47.4%	26.8%
	1am-2am	5.9%	8.3%	12.5%	22.4%	11.1%	16.7%	21.1%	18.9%
	Later than 2am	76.5%	58.3%	60.9%	49.0%	57.1%	20.8%	21.1%	50.2%
	Not sure			4.7%	3.6%	3.2%	12.5%	10.5%	4.1%
<b>Total</b>		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



## 9.5. Output from the Pop Up Booth consultation

Figure 9: Why did you come here tonight?

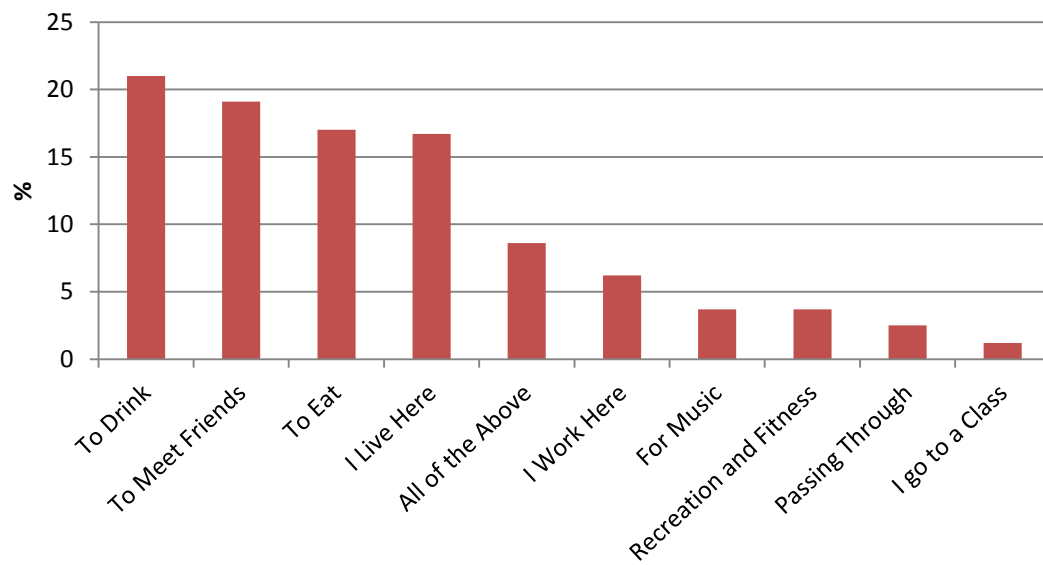


Figure 10: How safe do you feel in Swan Street?

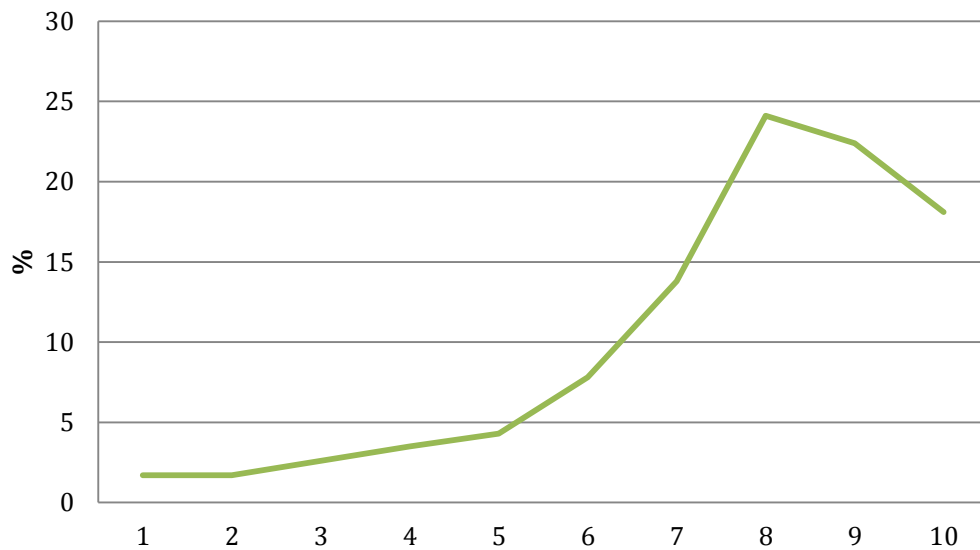


Figure 11: What is your biggest safety concern?

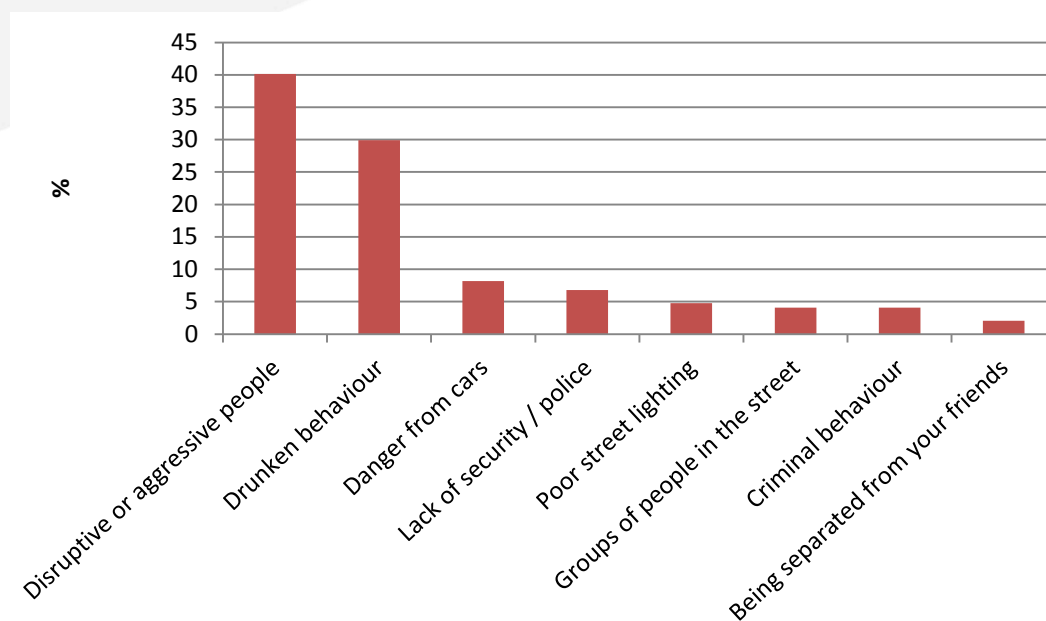
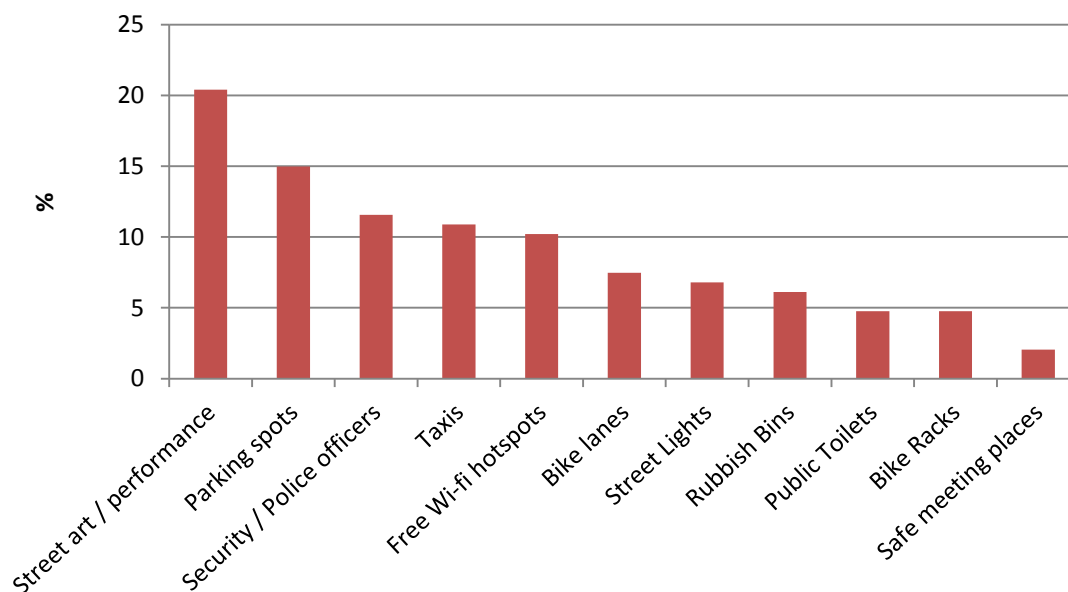


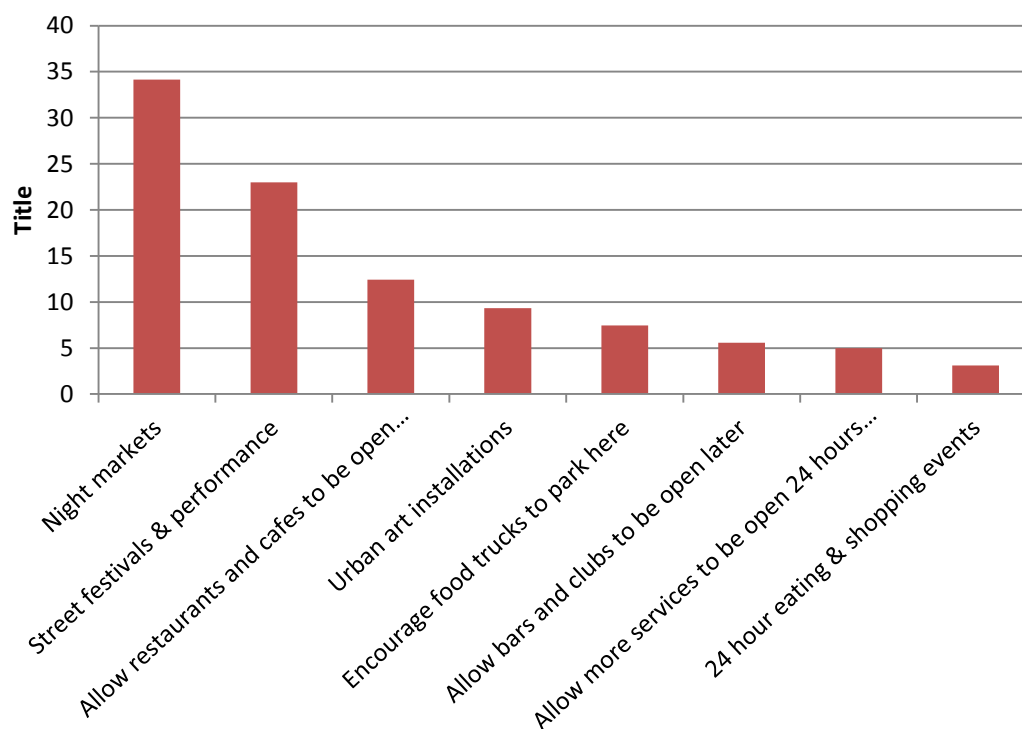
Figure 12: Swan Street needs more (of what)?



**Table 8: What is the best ways to make it easier and safer to get around at night? (poll results)**

More after-hours trains & trams	45.0
A temporary night-time weekend taxi rank	14.8
A cab share system that helps to group people travelling in the same direction	8.1
A well-lit bike path system	8.1
Wider footpaths & well lit pedestrian zones	7.4
Encourage venues to provide private transport	6.0
Priority parking for designated drivers	4.7
More free wi-fi hotspots	3.4
More night bus routes	2.7

**Figure 13: Which are the best ideas to make this area more vibrant at night? (poll results)**



## 9.6. Survey Instruments

### 9.6.1. Resident Questionnaire

**Purpose:** Yarra City Council wants to learn more about what it's like for you living close to one of Yarra's night entertainment precincts, and your thoughts on how your local precinct can be safe, vibrant and functional, and an enjoyable place for residents to live?

**About this survey:** Approximately 1800 surveys have been distributed to residents living around Swan/Church Streets, Smith/Gertrude Streets and Brunswick/Johnston Streets.

**Nine questions** are listed below for you to fill out. Feel free to answer only those questions that interest you. This survey could take anywhere from **3 to 10 minutes** of your time.

Fill this out and send it back to the reply paid envelope attached.

**Council would love to hear from you!**

**1. How often on average would you visit your local precinct after business hours e.g. 5pm?**

- Once a week
- Twice a week
- Three or more times a week
- Once or twice a month
- Hardly ever

**2. What is the main reason for your visit?**

- Recreation e.g. exercise, yoga class
- Food or drink
- Shopping e.g. supermarket
- Other – please state.

**3. What do you like about your local night entertainment precinct?**

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**4. Is there anything you don't like about your local precinct? e.g. choice of entertainment, the look and feel of the space.**

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**5. On a scale of 1-10, (1 being least happy and 10 being most happy) is your enjoyment of living part of/nearby a night entertainment area in Yarra?**

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Can you please explain your choice of rating above, stating reasons why you do or don't enjoy about living part of/nearby a night entertainment area?

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7. Council is aware that occasionally noise from people and music around the entertainment precinct prevents nearby residents from getting a good night's sleep or enjoying their local neighbourhood. Blunt statutory planning tools are only presently available to address this issue. The tool is basically, if the venue was there first, they have a right to conduct business as usual, and residents cannot expect reduced noise unless it is excessive. This tool alone does not address resident's concerns.

**Do you have any ideas on practical solutions to ensure the local neighbourhood's amenity at night is enjoyable for residents?**

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8. To make things safer, more vibrant and functional in your local night entertainment precinct, and also enhance residents' enjoyment of the local area, below are some proposed solutions.

**Please tick any of the below, if they would make a difference to your sense of safety at night and also enjoyment of the precinct?**

**Can you please rate on a scale of 0-10, what improvement would it make to the street's safety and vibrancy? (0 no view, 1 being the least improvement, and 10 being the greatest improvement)**

**a) On busy nights, have more late night transport options (Can choose more than one), for example:**

i. **night rider bus services** to go include a stop on Swan St?

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ii. **Tram or train services** to run an extra hour later till 2:30am?

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

iii. **A safe taxi rank**, supervised by taxi marshals? (e.g. like at Flinders St Station)

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

iv. **A cab share system** which a taxi marshal arranges for groups of passengers travelling in the same direction?

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**b) Pop up urinals on busy nights?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**c) More litter bins distributed on the street?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**d) More street lights?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**e) Wider footpaths? OR Pedestrian only zones?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**f) More or different entertainment choices e.g. buskers or art after dark?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**g) Bookshops or retail outlets open later?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**h) Restaurants' kitchens open later?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**i) Less concentrated pockets of late night venues like bars, pubs and clubs?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



j) More 'public safety' personnel e.g. police and others present on streets later at night to manage disorderly public behaviour e.g. overly drunk people?

0    1    2    3    4    5    6    7    8    9    10  
                             

9. Anything else you want to tell us?

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Interested in knowing more about improving safety and vibrancy in Yarra's night precincts?

Check out the **Discussion Paper** online at <http://www.yarracity.vic.gov.au/services/community-planning/the-night-time-economy-in-yarra/>, and visit our **online discussion forum**: <http://yarraconsultation.com.au/safe-yarra-at-night>.

### 9.6.2. Trader Questionnaire

**Purpose:** Yarra City Council wants to hear from traders on how your local street can be safer and vibrant for visitors, and successful for local traders, and not reduce residents' enjoyment of their local neighbourhood?

**About this survey:** Approximately 500 surveys have been distributed to traders across sections of Swan/Church Streets, Smith/Gertrude Streets and Brunswick/Johnston Streets.

**Six questions** are listed below for you to fill out. Feel free to answer only those questions that interest you. This survey could take anywhere from **3 to 10 minutes** of your time.

Fill this out and send it back to the reply paid envelope attached.

**Council would love to hear from you!**

**1. What type of business do you have and till what time are your operating hours?**

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**2. What do you like about your local night entertainment precinct?**

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**3. Is there anything you don't like about your local street? e.g. choice of entertainment, the look and feel of the space.**

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4. Council is aware that occasionally noise from people and music around the entertainment precinct prevents nearby residents from getting a good night's sleep or enjoying their local neighbourhood. Blunt statutory planning tools are only presently available to address this issue. The tool is basically, if the venue was there first, they have a right to conduct business as usual, and residents cannot expect reduced noise unless it is excessive. This tool alone does not address resident's concerns.

**Do you have any ideas on practical solutions to ensure the local neighbourhood's amenity at night is enjoyable for residents?**

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5. To make things safer, more vibrant and functional in your local night entertainment precinct, and also enhance residents' enjoyment of the local area, below are some proposed solutions.

**Please tick any of the below, if they would make a difference to your sense of safety at night and also enjoyment of the precinct?**

**Can you please rate on a scale of 0-10, what improvement would it make to the street's safety and vibrancy? (0 no view, 1 being the least improvement, and 10 being the greatest improvement)**

**k) On busy nights, have more late night transport options (Can choose more than one), for example:**

i. **night rider bus services** to go include a stop on Swan St?

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ii. **Tram or train services** to run an extra hour later till 2:30am?

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

iii. **A safe taxi rank**, supervised by taxi marshals? (e.g. like at Flinders St Station)

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

iv. **A cab share system** which a taxi marshal arranges for groups of passengers travelling in the same direction?

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**l) Pop up urinals on busy nights?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**m) More litter bins distributed on the street?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**n) More street lights?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**o) Wider footpaths? OR Pedestrian only zones?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**p) More or different entertainment choices e.g. buskers or art after dark?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**q) Bookshops or retail outlets open later?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**r) Restaurants' kitchens open later?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**s) Less concentrated pockets of late night venues like bars, pubs and clubs?**

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

t) More 'public safety' personnel e.g. police and others present on streets later at night to manage disorderly public behaviour e.g. overly drunk people?

- 0      1      2      3      4      5      6      7      8      9      10

6. Anything else you want to tell us?

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Check out the **Discussion Paper** online at: <http://www.yarracity.vic.gov.au/services/community-planning/the-night-time-economy-in-yarra/> and visit our **online discussion forum**: <http://yarraconsultation.com.au/safe-yarra-at-night>

### 9.6.3. Mini Census of Patrons

#### **Travel Survey: 4 quick questions, takes you 30 seconds!**

1. What's your home postcode (or suburb if don't know postcode)?
2. How did you travel here tonight? (unprompted, if need prompt with list)
  - Car as driver
  - Car as passenger
  - Taxi
  - Dropped off
  - Tram/Train/Bus
  - Bicycle
  - On foot
  - Other
3. How will you leave here tonight? (unprompted, if need prompt with list)
  - Car as driver
  - Car as passenger
  - Taxi
  - Dropped off
  - Tram/Train/Bus
  - Bicycle
  - On foot
  - Other
4. Approximately, what time do you intend to leave?
  - Before 11pm
  - 11pm– 1am
  - 1am – 2am
  - Later than 2am
  - Not sure

THANK YOU!