

Summary of business owner feedback to parklets

1 April 2021

139 business owners in Yarra submitted a response to our online questionnaire to gather feedback on our outdoor dining parklets.

Overview

- 40% of respondents have a parklet
- 60% of respondents don't have a parklet

Expenses

- 76% of parklet operators received the \$5,000 *Outdoor Eating and Entertainment Package Business Grant* from the Victorian Government

Excluding grant funds...

- 24% of parklet operators invested more than \$10,000 of their own money into their parklet
- 27% invested between \$5,000 and \$10,000
- 31% invested between \$1,000 and \$5,000
- 11% invested between \$1 and \$1,000
- 7% invested \$0

Benefits

- 96% of parklet operators said their customers love their parklet
- 91% of parklet operators like that their parklet increases their customer capacity
- 89% of parklet operators like that their parklet increased their business revenue
- 93% of parklet operators like that their parklet creates a positive vibe/atmosphere for the area.
- 87% of parklet operators like that parklets are a better use of public space.
- 71% of business owners **without** parklets like that parklets create a positive vibe/atmosphere for the area.
- 54% of business owners **without** parklets like that parklets are a better use of public space.

Economic impacts

- 91% of parklet operators said their parklet enabled them to **keep their staff employed** during COVID-19 restrictions
- 81% of parklet operators said their parklet enabled them to **keep their business open** during COVID-19 restrictions
- 41% of parklet operators said having their parklet meant they didn't need to reduce their trading hours/days

- 4 parklet operators said their parklet brings their business an extra \$3,000 or less per month
- 5 parklet operators said their parklet brings their business an extra \$4,000 per month
- 5 parklet operators said their parklet brings their business an extra \$5,000 per month
- 5 parklet operators said their parklet brings their business an extra \$6,000 to \$8,000 per month
- 5 parklet operators said their parklet brings their business an extra \$10,000 per month
- 3 parklet operators said their parklet brings their business an extra \$15,000 per month
- 1 parklet operator said their parklet brings their business an extra \$17,000 per month
- 4 parklet operators said their parklet brings their business an extra \$20,000 per month
- 1 parklet operator said their parklet brings their business an extra \$24,000 per month
- 2 parklet operators said their parklet brings their business an extra \$30,000 per month

Removing car parking (businesses with parklets)

- 76% of parklet operators said removing car parking has had a very positive impact or some positive impact on the area
- 20% said removing car parking has had no impact
- 4% said removing car parking has had some negative impact

Removing car parking (businesses without parklets)

- 31% of business owners without parklets said removing car parking has had a very positive impact on the area
- 10% said removing car parking has had some positive impact
- 19% said removing car parking has had no impact
- 17% said removing car parking has had some negative impact
- 19% said removing car parking has had a very negative impact

Safety

- 100% of parklet operators said they feel their parklet is very safe or somewhat safe

Use

- 67% of businesses with parklets said their parklet is used by customers more than 80% of the time they're open
- 22% said their parklet is used between 60% and 80% of the time they're open
- 7% said their parklet is used between 40% and 60% of the time they're open
- 4% said their parklet is used between 20% and 40% of the time they're open

Future of parklets (businesses currently without parklets)

- 53% of businesses currently without parklets would not want a parklet if the option was made available to them
- 26% would want a parklet permanently
- 20% would want a parklet temporarily

Future of parklets (businesses currently with parklets)

- 87% of parklet operators said they would apply for a parklet again, permanently
- 13% said they would apply for a parklet again, temporarily
- 0% said they would not apply for a parklet again

Hypothetical permit fees

- 45% of businesses currently **without parklets** wouldn't be willing to pay anything for a parklet
 - 27% would be willing to pay \$500 per month for a parklet
 - 12% would be willing to pay \$1,000 per month for a parklet
 - 9% would be willing to pay \$1,500 per month for a parklet
 - 3% would be willing to pay \$2,000 per month for a parklet
 - 3% would be willing to pay \$10,000 per month for a parklet
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- 38% of businesses currently **with parklets** said they wouldn't be willing to pay for a parklet
 - 46% said they would be willing to pay \$500 per month
 - 6% said they would be willing to pay \$1,000 per month
 - 4% said they would be willing to pay \$1,500 per month
 - 2% said they would be willing to pay \$2,000 per month
 - 2% said they would be willing to pay \$2,500 per month
 - 2% said they would be willing to pay \$5,000 per month