



**Implementation Plan**

**Yarra Night Time  
Economy Strategy  
2014-2018**

**Year one: 2014-2015**

## Overview

This document is the first year implementation plan for *the Yarra Night Time Economy (NTE) Strategy 2014-2018*. This plan is based on the actions outlined in the Strategy.

1. Safe NTE: At night public spaces are well-kept and people behave respectfully.

2. Vibrant NTE: At night there are a range of people and ages, and a diversity of facilities and activities.

3. Functional NTE: At night entertainment precincts accommodate people at peak times, attract people to walk, cycle or use public transport and have adequate public amenities and infrastructure.

1.1 Develop proactive ways to manage amenity in/around areas frequented at night

2.1 Support community to create vibrancy via events and creative ideas/activities of broad interest in areas frequented at night (that is respectful of local neighbourhood)

3.1 Review public toilet strategy to consider NTE needs

1.2 Develop (and enhance) data and evidence, Council policies, positions & protocols on proactive interventions related to public spaces used at night

2.2 Expand opportunities to deliver Council services, programs and facilities at night (outside of current hours of operation) where meets community needs

3.2 Explore with late night traders strategies to get available transport options for their patrons

1.3 Trial & continue initiatives that enhance people's experience of visiting night time entertainment precincts through the urban environment

3.3 Revise licensed premises policy in planning scheme (Clause 22.09) to ensure sustainable night precincts supported by public amenities and infrastructure

3.4 Improve movement of people, cyclists and vehicles in/out of night time entertainment precinct (and other locations frequented at night) via permanent and temporary changes in physical infrastructure/urban environment

3.5 Develop an inner city Local Government position to late night transport

This Implementation Plan sets out the key activities over the next year under each objective. Noted are the potential partners, the detail of each action, identifies resources required, and the expected outcome from undertaking the action. Where new resources are noted, this is to explore opportunities to enhance the action (greater scale, speed up its implementation) through internal and external funding sources.

## OBJECTIVE 1: SAFE NTE

At night public spaces are well-kept and people behave respectfully.

**Table 1: Key actions for Objective 1: Safe NTE**

Action	Detail	Expected Outcomes	Resources	Lead & partners	Timeline
1.1 Develop proactive ways to manage amenity in/around areas frequented at night	<p>Information to community and a Protocol for staff on how Council assists in maintaining the amenity of neighbourhoods in and around locations popular at night</p> <p>Regular activity surveys conducted by Council officers monitoring the amenity of areas frequented at night.</p> <p>A Live Music Protocol for venues to engage early with Council about any potential noise disputes.</p> <p>Engagement with traders about strategies to enhance civic pride e.g. minimise waste.</p>	<p>Improved local amenity and perceptions of safety:</p> <ul style="list-style-type: none"> <li>Greater community confidence in Council's role in maintain amenity of neighbourhoods (cleaning, work with late night venues and public assets)</li> <li>A proactive service for streets to be well-kept</li> </ul>	Existing	<p>Social Policy</p> <p>Compliance</p> <p>Arts &amp; Culture</p> <p>Economic Development</p> <p>Waste Minimisation</p> <p>Engineering Operations</p> <p>Music Victoria, licenses</p>	Year 1,2

Action	Detail	Expected Outcomes	Resources	Lead & partners	Timeline
1.2 Develop (and enhance) data and evidence, Council policies, positions & protocols on proactive interventions related to public spaces used at night	<p>Policies and protocols on precinct management planning (covers noise management), urban environment design guidelines for public places (activation and use of spaces &amp; CCTV &amp; transport infrastructure)</p> <p>Trial of and implementation of new data collection systems, Wifi, pedestrian count, parking sensors.</p> <p>Timely and informative reports of relevant data (demand for services at night, amenity impacts).</p>	<p>Improved local amenity and perceptions of safety:</p> <ul style="list-style-type: none"> <li>• A solid understanding of amenity and safety concerns</li> <li>• Council has clear positions on how it can assist in managing safety and amenity</li> </ul>	Existing/ New	Social Policy	Years 1-4
1.3 Trial & continue initiatives that enhance people's experience of visiting night time entertainment precincts through the urban environment	<p>Trial of community grants stream on NTE 'community strengthening through diverse activities and/or urban environment'.</p> <p>Trial of a NTE vibrancy audit program driven by community and authorities as part of Streetscape Masterplan process.</p> <p>Trial of public free wifi in areas frequented at night</p>	<p>Improved local amenity and perceptions of safety:</p> <ul style="list-style-type: none"> <li>• Council facilitates community to take ownership of public spaces and engage in them</li> </ul>	Existing/ New	<p>Social Policy</p> <p>Community Development</p> <p>Innovation</p> <p>Urban Design</p> <p>Department of Justice, Victoria Police</p>	Years 1-4

## OBJECTIVE 2: VIBRANT NTE

At night there are a range of people and ages, and a diversity of facilities and activities.

**Table 2: Key actions for Objective 2: Vibrant NTE**

Action	Detail	Expected Outcomes	Resources	Lead & partners	Timeline
2.1 Support community to create vibrancy via events and creative ideas/activities of broad interest in areas frequented at night (that is respectful of local neighbourhood).	<p>Trial of a community grants stream on the NTE that encourages community groups to host events/activities that are inclusive of range of age groups and interests: 'community strengthening through diverse activities and/or urban environment'.</p> <p>Streamlined process for putting on events.</p> <p>Process for managing unplanned events.</p>	<p>Increased diversity of activities at night, attracting a wider demography to Yarra:</p> <ul style="list-style-type: none"> <li>Council has systems to support community to run events and activities</li> </ul>	Existing/ New	<p>Social Policy</p> <p>Community development</p> <p>Risk Management</p> <p>Venue &amp; Events</p> <p>Department of Justice, Victoria Police, Department of Health</p>	Year 1,2
2.2 Expand opportunities to deliver Council services, programs and facilities at night (outside of current hours of operation) where meets community needs.	<p>Research and evidence into nature of demand for Council facilities and associated resource requirements to maintain and hire the facilities.</p> <p>Improved marketing of Council facilities currently underused and attractive for hire.</p> <p>Research and evidence into nature of demand for Council services at night e.g.</p>	<p>Increased diversity of activities at night, attracting a wider demography to Yarra:</p> <ul style="list-style-type: none"> <li>More services, programs and facilities available at night where</li> </ul>	Existing	<p>Social Policy</p> <p>Venue &amp; Events</p> <p>Community Infrastructure</p>	Years 1-4

Action	Detail	Expected Outcomes	Resources	Lead & partners	Timeline
	recreation based and libraries Trial of Council programs in 'outreach form' in areas frequented at night to engage community.	meets community demand			

## OBJECTIVE 3: FUNCTIONAL NTE

At night entertainment precincts accommodate people at peak times, attract people to walk, cycle or use public transport and have adequate public amenities and infrastructure.

**Table 3: Key actions for Objective 3: Functional NTE**

Action	Detail	Expected Outcomes	Resources	Lead & partners	Timeline
3.1 Review public toilet strategy to consider NTE needs	Review type of role for public toilets in NTE precincts  Explore opportunities to leverage off existing toilet infrastructure	Better infrastructure and public amenities in major night entertainment precincts:  <ul style="list-style-type: none"> <li>Council understands the need for toilets at night i.e. is there demand? What are barriers to using toilets at night?</li> </ul>	Existing	Urban Design  Community Infrastructure	Year 1,2
3.2 Explore with late night traders strategies to get available transport options for their patrons.	Trial of initiatives with traders that better guarantee their patrons with a non-public transport service home e.g. traders offering a concierge type service to patrons.	Greater community confidence in getting people, who rely on transport, to get home at night particularly after 1am and during peak demand	Existing	Social Policy  Economic Development  Yarra Liquor Forum, Victorian Taxi Commission	Year 1,2
3.3 Revise licensed premises policy in planning scheme (Clause 22.09) to ensure sustainable night precincts supported by public amenities and infrastructure	Prepare a planning scheme amendment	A sustainable approach to our night time entertainment precincts, with manageable volumes of people, infrastructure and amenities	Existing	Statutory Planning  Strategic Planning	Year 1,2

Action	Detail	Expected Outcomes	Resources	Lead & partners	Timeline
3.4 Improve movement of people, cyclists and vehicles in/out of night time entertainment precinct (and other locations frequented at night) via permanent and temporary changes in physical infrastructure/urban environment	<p>Trial of pedestrian friendly initiatives such as shared spaces.</p> <p>Trial of bike parking that is inviting at night (location, look &amp; feel).</p> <p>Review of modifying bike/pedestrian traffic signals to make the area inviting to pedestrians and cyclists.</p> <p>Improved crossing of pedestrians, cyclists and trams during peak times between the Sporting Entertainment Precinct and Swan Street/Bridge Road.</p>	<p>Better infrastructure and public amenities in major night entertainment precincts:</p> <ul style="list-style-type: none"> <li>• Attractive for people to travel in to night entertainment precincts via sustainable transport</li> <li>• More efficient travel for people (e.g. walking, cycling) during peak times</li> </ul>	Existing	<p>Social Policy</p> <p>Sustainable Transport</p> <p>Traffic</p> <p>VicRoads, Major Projects Victoria/ Major sports precinct agencies</p>	Years 1-4
3.5 Develop an inner city Local Government position to late night transport	Through avenues such as IMAP & Department of Health's research, have a strategy on dealing with limited public transport options e.g. as advocacy to State Government.	A strong, coordinated advocacy tool to State Government on transport services needs at night particularly after 1am and during peak demand	Existing	<p>Social Policy</p> <p>Department of Health,</p> <p>Department of Justice, Victoria Police, IMAP</p>	Years 1-4