



**NIGHT TIME ECONOMY
STRATEGY 2014 - 2018**

Updated Implementation
Plan - 2016

This updated implementation plan sets out the key activities to be undertaken for the three objectives outlined in the *City of Yarra Night Time Economy Strategy 2014 - 2018*.

OBJECTIVE 1: SAFE NTE

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

OBJECTIVE 2: VIBRANT NTE

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

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.

Strategies	Actions
1. Proactively manage the safety and amenity of areas frequented at night and enhance people's experience of visiting night time entertainment precincts.	<p>1.1 Implement a process for undertaking holistic Community Safety Audits.</p> <p>1.2 Provide programmed nightly sweeping services and routine high pressure cleansing activities, manual litter and rapid response crews, evening litter bin clearances, graffiti removal activities within high profile areas and regular pro-active inspections of main shopping centre precincts.</p> <p>1.3 Ensure that Crime Prevention through Environmental Design (CPTED) principles are implemented in activity centre masterplans, urban design initiatives and the management of public spaces.</p> <p>1.4 Proactively manage, plan and respond to events in public spaces, major events and public holidays.</p>
2. Develop and enhance data, evidence, policies, and protocols relating to the NTE.	<p>2.1 Improve the way community safety and amenity concerns are captured and recorded (for example lighting, noise).</p> <p>2.2 Examine community safety trends and concerns by monitoring various data sources (including precinct/street specific crime data and ACSS results).</p>

Strategies	Actions
	<p>2.3 Amend the question in the resident Annual Customer Satisfaction Survey (ACSS) relating to feelings of safety in the public areas in the City of Yarra in the day and night, to also ask where one feels unsafe (in addition to why) when a score of less than five is provided.</p> <p>2.4 Improve access to NTE related data on Council’s GIS system, including for example the locations of licensed premises, taxi infrastructure, public transport infrastructure, public toilets and footpath trading.</p> <p>2.5 Analyse data from the Night Network trial (one year trial of 24 hour public transport on Friday and Saturday nights) to identify key late night locations and any potential issues arising.</p> <p>2.6 Identify mechanisms to better understand perceptions of safety concerns for visitors and traders.</p> <p>2.7 Investigate the costs of pedestrian count technology and explore potential grant opportunities.</p> <p>2.8 Monitor the effectiveness and any issues associated with the agent of change principle introduced into the state section of the planning scheme.</p> <p>2.9 Develop a public toilet strategy.</p> <p>2.10 Develop a Road Safety Strategy that identifies measures to improve the safety of vulnerable road users in entertainment areas.</p>
<p>3. Support diversity in night time related activity, while minimising impacts on residential amenity.</p>	<p>3.1 Create and promote activities that are provided at night within Council owned or supported facilities (for example Neighbourhood houses, libraries and leisure centres).</p> <p>3.2 Approve appropriate applications that seek to diversify non-alcohol related activity at night (such as 24 hour gyms).</p> <p>3.3 Explore opportunities for joint use agreements with local schools and public housing estates that encourage community after-hours access for recreational purposes through the use of existing infrastructure.</p> <p>3.4 Encourage people to explore and visit Yarra’s rich street life, galleries, public art and range of cultural activities that operate at night.</p>
<p>4. Collaboratively work with key stakeholders to identify</p>	<p>4.1 Play a key role in the planning and delivery of the Licensee Super Forum 2016 with Melbourne, Port Phillip and Stonnington Councils.</p>

Strategies	Actions
and implement initiatives that enhance and support the NTE.	<p>4.2 Encourage community groups and not-for-profit organisations to apply for grants that contribute to the objectives of the NTE Strategy.</p> <p>4.3 Provide grant opportunities to live music venues to assist with the costs associated with soundproofing.</p> <p>4.4 Advocate for more affordable housing for key workers, including those that work in the NTE.</p> <p>4.5 Work with the Victoria Police, Victorian Commission for Gambling and Liquor Regulation (VCGLR), the Alcohol and Other Drug sector and members of the food and beverage industry to run effective and engaging liquor forums.</p> <p>4.6 Explore the ways high-risk licensed venues can be encouraged to utilise ID scanning equipment.</p> <p>4.7 Attend and actively contribute to the Local Government Alcohol and Other Drugs Issues Forum and other relevant groups.</p> <p>4.8 Provide input into and support the Whole of Government AOD Hotspots Project (including the Night Time Economy project).</p>
5. Improve decision-making, consistency and processes around liquor licensing referrals, planning applications and enforcement.	<p>5.1 Establish an alcohol management group with membership from relevant parts of Council and Victoria Police.</p> <p>5.2 Consider post 1am liquor licence proposals in accordance with Council’s Liquor Licence Freeze Exemption Practice Note.</p> <p>5.3 Consider liquor related internal referrals for planning applications and external referrals from the VCGLR in accordance with Council’s Internal Referral Protocol.</p> <p>5.4 Review the licensed premises policy in the Yarra Planning Scheme.</p> <p>5.5 Conduct joint compliance checks with Victoria Police and the VCGLR to ensure that licensed venues are complying with liquor licensing and planning permit conditions.</p> <p>5.6 Identify ways to proactively engage with licensees about the proposed future smoking bans in outdoor dining areas.</p> <p>5.7 Advocate for changes to the automatic extension of ordinary licensed trading hours on New Year’s Eve to enable consistency and a wider variety of licence types to be eligible for automatic extensions.</p>