

VIBRANT PLACES TRIAL

BUSINESS FACTSHEET

1 NOV 2018 - 31 OCT 2019

How can I activate my footpath space and create vibrancy?

The opportunities to create more engaging, interesting and vibrant experiences in your precinct are limitless. Inspiration and ideas are everywhere. Always think about the people using the footpath and ensure there is room for everyone to move about safely and easily.



Participation Area

All businesses within the Clarence Valley Local Government Area (excluding those in Industrial zones) are eligible to participate – you must register online first to use your footpath for trade.

Key Dates

The Vibrant Places Footpath Activation trial will run for 12 months from 1 November 2018 until 31 October 2019. If the trial is deemed successful by Council it will become 'business as usual'.

What about my bottom line?

The best thing about this trial is it's free! In fact, it could save you money. For the trial period, Clarence Valley Council has suspended all fees for footpath use.

A new way to enliven our footpaths.

You can help bring life to the streets – with colour, activity and vibrancy to attract people to stop, look and linger. In return for your creative ideas, Council will trial streamlining current rules and regulations for using footpaths with a more common-sense approach to make our footpaths inviting and interesting for everyone.

This Vibrant Places trial for using footpaths involves:

- Waiving of fees (e.g. for A-frame signs, merchandise stalls/displays, non-commercial street stalls, outdoor dining, buskers and performers)
- Simplifying and streamlining approval processes for footpath use.
- Giving retailers and traders more responsibility and accountability for their footpath spaces ensuring existing public safety and liability requirements remain
- Encouraging new participation from local community groups.

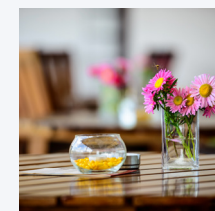
Important note: legislation for food and liquor licensing requires compliance at all times.

Things to consider:

To maintain easy access for vision impaired people, furniture or items should not be located along the front wall of the business.

If this is not possible, ensure that the placement of items is consistent (provides a predictable pathway at least 1.8m wide) and has either:

- A solid structure at either end of the display to guide people using white canes away from the wall. This could include solid furniture, a planter box or cafe barrier commonly used by coffee shops, all of which have a barrier close to the ground.
- Sturdy furniture or items that are unlikely to fall over and are grouped to be easily identified when using a white cane. These items need to be located close to the wall to guide the cane away from the wall.
- No more than one sandwich board per business is to be placed on the footpath.
- Always ensure you have provided enough room for people to easily walk down the path unimpeded.
- Existing public safety and liability provisions required by legislation for public footpaths must be maintained.



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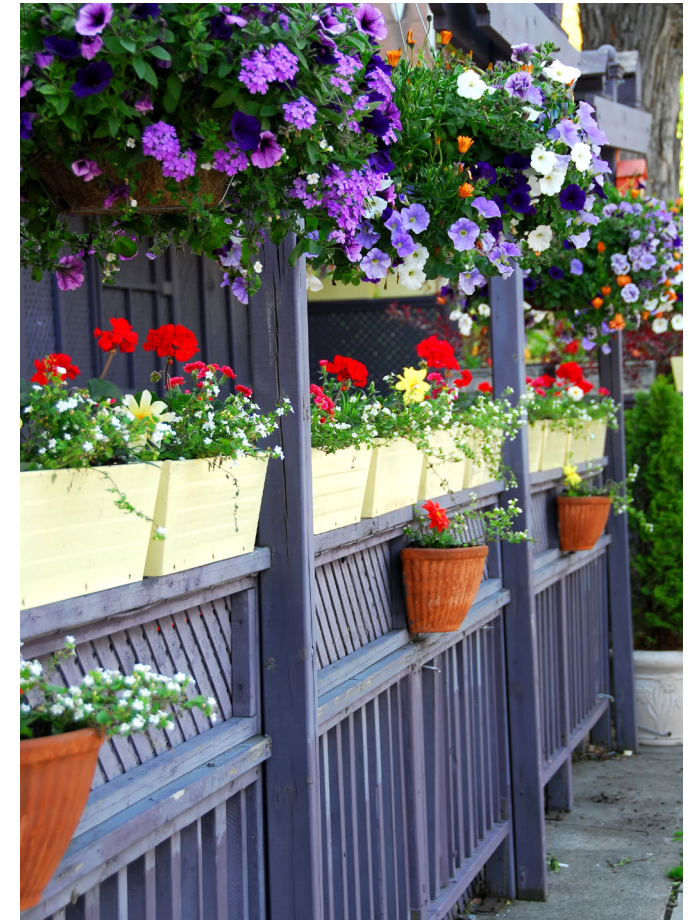
Remember these three simple steps!

Anyone wanting to activate their footpath during the trial must register online and follow three simple steps:

1. **Being safe and secure** - Ultimately the footpath is a community space for all including young children, seniors, people with prams and those who may require assistance aids and clear passage. People need to get about their daily activities safely and efficiently. Think about trip hazards, height impediments and any possible projectiles (windy conditions). If you see something you think is unsafe, do something about it.
2. **Working together** - Partner with your neighbouring businesses to create exciting places that attract customers and encourage them to linger, longer. Cross-promote with other stores to spread the shopping love... waiting for a coffee to arrive gives shoppers a window of opportunity otherwise missed. Ensure your footpath use does not compromise a neighbour's business.
3. **Responsibility and accountability** - This is a new business model; there will be good and bad feedback from customers. Use constructive criticism to improve your business offering. Make changes and try new things. Respond to safety and access concerns promptly. You will need to have a current Public Liability Insurance policy to cover the use of the footpath (minimum \$20million) and list Clarence Valley Council as an Interested Party.

Before you start checklist:

- Register for the trial online to participate at: www.clarence.nsw.gov.au/vibrantplaces
- Ensure your current public liability insurance cover extends to you using the public footpath (minimum of \$20 million liability), with Council noted as an interested party (We can randomly audit your public liability insurance at any time)
- Talk to neighbouring businesses, discuss your ideas and have their support. Are there opportunities for you to partner or share a space?
- Think about all street users; from young children, parents with prams, dog walkers, seniors and people with a disability (walking frames, wheelchairs etc.). Can they navigate the streets safely and easily
- Think about your display items – are they safe from risk of wind, weather or tripping? Ensure what you are doing will not cause a public nuisance. Have a plan – if something does go wrong, how can you fix or change it to make it safer?
- Council reserves the right to withdraw a registration at any time for misuse of footpath space or non-compliance – there are still rules and guidelines in place
- Most importantly have fun and get creative!



Council reserves the right to withdraw a registration at any time and in any event of political, religious or ethical demonstrations or rallies, paid fundraising/money collectors and distribution of inappropriate material or goods, or where it determines that the behaviour or activity being carried on is detrimental to the amenity of the area in use, such as where an activity is too noisy, dangerous, offensive or causes inconvenience to other users of the area.