

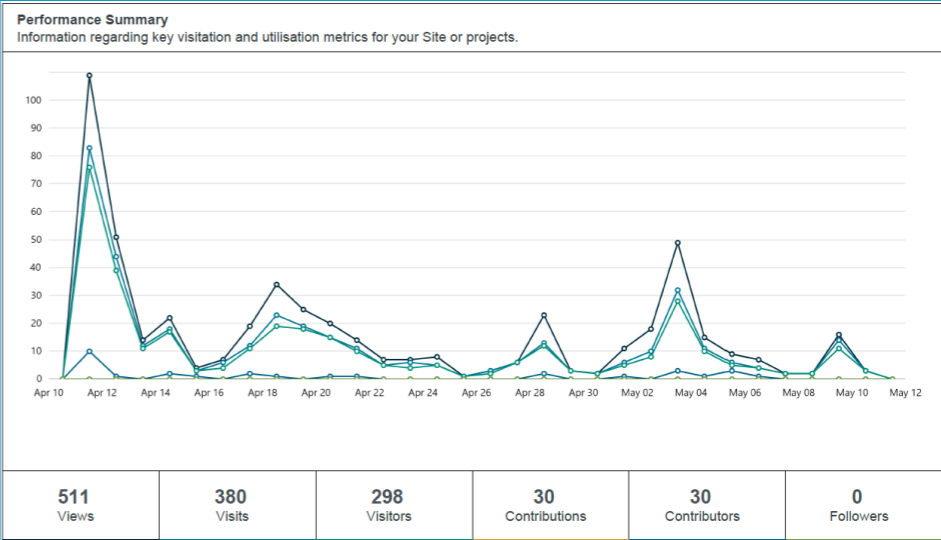
Project Overview

The current Frankston City Council ‘*Kerbside Trading*’ guidelines were endorsed in 2009.

A comprehensive review of the current guidelines identified that they do not allow for flexibility and require updating to reflect current urban design standards and new Draft Footpath Trading and Parklet guidelines were developed to address this.

Council endorsed targeted engagement with business operators and other business stakeholders and limited community consultation on the new draft Footpath Trading and Parklet Guidelines, commencing 11 April 2023 for a period of 4 weeks.

Quick Engagement Stats



Engagement Process

Comprehensive targeted engagement was carried out with business operators and business stakeholder groups from 11 April to 9 May 2023.

Business operators and business stakeholder groups were informed of the new Draft guidelines, and invited to provide feedback via the Engage Frankston website.

To ensure stakeholders were informed of the draft guidelines and to encourage them to provide feedback, the following outreach activities were delivered:

- 500 postcards hand delivered to businesses across Frankston
- Email to 160 current kerbside trading permit holders
- Email to Frankston Business Collective
- Email to the Frankton Social enterprise Hub
- Invest Frankston Business e-News
- Social media posts on Instagram and Facebook

A ‘question and answer session’ was held with the Frankston Disability, Access and Inclusion Committee on 9 May 2023, and members of the community were also invited to provide feedback via the Engage Frankston website during the engagement period.

Summary of outcomes

Engage Frankston

30 survey responses were received via the Engage Frankston website about the new draft guidelines. Responders comprised:

- 14 current business owners (8 with current kerbside trading permits)
- 16 community members

Key findings include:

- 30% of respondents believe the proposed 2023-24 fees were fair and reasonable
- 63% agreed with Council offering both 6 and 12 month permit options
- 60% indicated that the application process was clearly explained
- 63% indicated that the diagrams were helpful and detailed enough
- 57% indicated that they supported the draft guidelines

Frankston Disability and Access Inclusion Committee

Members of the committee were generally very supportive of the inclusion of ‘access’ as a key principle in the guidelines but would like this to be made more obvious in the document. Feedback from committee members also included:

- Supportive of 2mtr clearance, including pathways from roads to footpaths
- Suggest people with access needs included in guideline images/diagrams

Recommendations & Next Steps

Recommendations

Amend the draft guidelines to include the following additions:

- Clear explanation that 6 month permits apply from 1 October – 30 March each year, but paid once annually in advance.
- Clear statement of Council support for people with disabilities and/or special access needs
- Images of people with disabilities and/or special access needs using footpath trading areas

Complete an updated footpath trading and parklet fee benchmarking activity to ensure the proposed 2023-24 fees are comparable with similar LGAs.

Next Steps

Seek Council adoption of the new Frankston City Council Footpath Trading and Parklet guidelines at the 14 June Council Meeting.