

DRAFT Mobile Food Van Procurement Guidelines 2023

Engagement Report



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Background

In 2020, Frankston City Council (FCC) launched its 'Do It Outdoors' program in response to COVID- 19. This included the licensing of mobile food vans at three public open space locations.

In late 2022, Frankston City Council recognised that opportunities existed to improve its Do It Outdoors program, particularly in relation to its regular, licenced mobile food van program and therefore, commenced a comprehensive review of this including licence fees and duration, procurement assessment criteria, the Expression of Interest (EOI) application process, and the locations in which mobile food vans operate.

New *Draft Mobile Food Van Procurement Guidelines* were subsequently developed, with the aim of attracting and supporting high quality commercial operators to deliver regular, licenced mobile food van experiences in public open spaces across the municipality.

Engagement overview

Stage One Consultation – November 2022

45 mobile food van operators, all of who had, at some time, inquired about or applied for a food van license with FCC, whether successful or unsuccessful during this process, were invited to a 'Mobile food van operator forum'. The purpose of the forum was to seek feedback and to identify opportunities to improve the existing guidelines and process, in particular:

- Current and future sites
- Length of licence
- Expression of Interest (EOI) process
- Application and assessment process and criteria
- Notification of EOI outcome timelines

Stage Two Consultation – May 2023

Mobile food van operators and the wider community were invited to provide feedback on the new Draft Mobile Food Van Procurement Guidelines from 2 May – 30 May 2023 via the Engage Frankston website. All 45 mobile food van operators invited to the operator forum as per Stage One Consultation above, were again directly requested to participate in the engagement.

The consultation via Engage Frankston resulted in 143 contributions, which included:

- **132 Community members**
- **11 Mobile Food Van Operators**

In addition, Council officers sought direct feedback from the **12 Sporting Clubs** which utilise the reserves identified in the proposed mobile food van location map. To ensure there is no business competition, Sporting Clubs were asked questions around their Canteen usage and whether they agree with having a Food/beverage truck on site.

The direct consultation resulted in 10 Sporting Clubs contributing out of the 12 identified.

Engagement promotion

The opportunity for members of the Frankston City community to participate in the engagement activity was promoted via a number of channels as outlined below:

- Frankston City News (FCN)
 - May-June edition
- Invest Frankston Business e-news article – 18 May 2023
- Invest Frankston Social Media Campaign
 - Facebook: 3 posts, Instagram: 3 posts
 - Post Reach – 1,345
 - Post Impressions – 1,327
 - 31 Reactions
- Frankston City Council Social Media Campaign
 - Facebook: 2 posts,
 - Post Reach – 14,125
 - Post Impressions – 14,244
 - 109 Reactions
 - 93 Comments
- Corflute posters installed across the 8 sites promoting the engagement and encouraging feedback.

Please refer Appendix A. Promotional material

Targeted mobile food van operator and sporting group promotion of the engagement

- Direct phone calls to the 3 current Oliver's Hill operators
- Emails to 45 Mobile Food Van Operators
- Email to 12 Sporting Clubs at the proposed locations
- Follow up phone calls with 12 Sporting Clubs at the proposed locations
- Shared with the Frankston Business Collective
- Shared with the Frankston Social Enterprise Hub

About the Survey

The survey targeted both community members and mobile food van operators with questions relevant to each group. The purpose of this was to ensure that appropriate stakeholders were able to provide feedback to inform the guidelines that was the most relevant to them.

Questions for both

Do you currently own a mobile food van business or are planning on starting one?

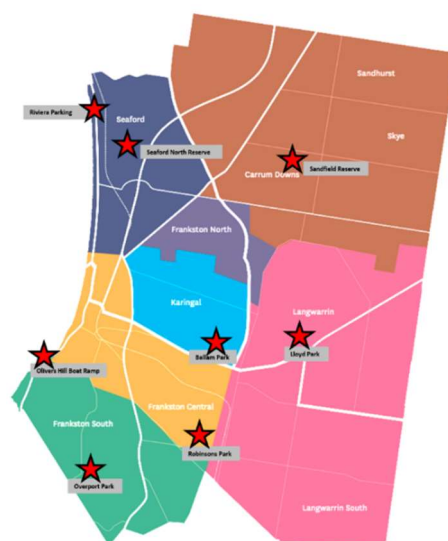
Community member questions

Which Frankston City suburb do you reside in?

When deciding to purchase food/drinks from a food truck, what is important to you?

- Presentation/appearance of food van
- Extent of operational day and hours (within site availability)
- Range of menu options including healthy options
- Price of food and beverages
- Demonstrated use of locally sourced/manufactured products
- Evidence of generation of employment opportunities
- Ability to demonstrate environmentally friendly practices

Review our map of proposed sites for Food Trucks, and let us know any feedback you have in the text box below.



Do you have any further feedback about our Draft Guidelines?

Mobile Food Van Operators questions

What do you think the proposed licence term should be?

- 12 months
- 24 months
- 36 months

Do you agree with the following procurement assessment criteria?

- Presentation/appearance of food van
- Extent of operational day and hours (within site availability)
- Range of menu options including healthy options
- Price of food and beverages
- Demonstrated use of locally sourced/manufactured products
- Evidence of generation of employment opportunities
- Ability to demonstrate environmentally friendly practices

Do you support the following notification process?

Council will be informed of successful applications and all applicants will be notified in writing of the outcome of their application no less than 3 months prior to the commencement of the next 24 month licence period.

Do you think that individual sites should be offered to more than one licensee on a shared basis?

If yes, which of the following models would you support/agree with?

- Rotational – ½ day each for 2 licensees
- Rotational – full week / weekend days shared with 2 or more licensees
- Other

Do you agree that the annual site licence fees are pre-determined by day's available, anticipated visitation rates and the onsite availability of power, water and/or public toilets?

Do you have any feedback on the new proposed set licence fee structure?

Do you have any other feedback about our Draft Guidelines?

Engagement Findings

Community Members

Of the 132 community members who responded to the survey, 127 indicated they were Frankston City residents.

Procurement assessment criteria ranking

Community members were asked to rank the following procurement assessment criteria from most to least important to assist Council officers to weight the criteria:

- Presentation/appearance of food van
- Extent of operational day and hours (within site availability)
- Range of menu options including healthy options
- Price of food and beverages
- Demonstrated use of locally sourced/manufactured products
- Evidence of generation of employment opportunities
- Ability to demonstrate environmentally friendly practices

Community members ranked the following criteria as the top three items most important to them:

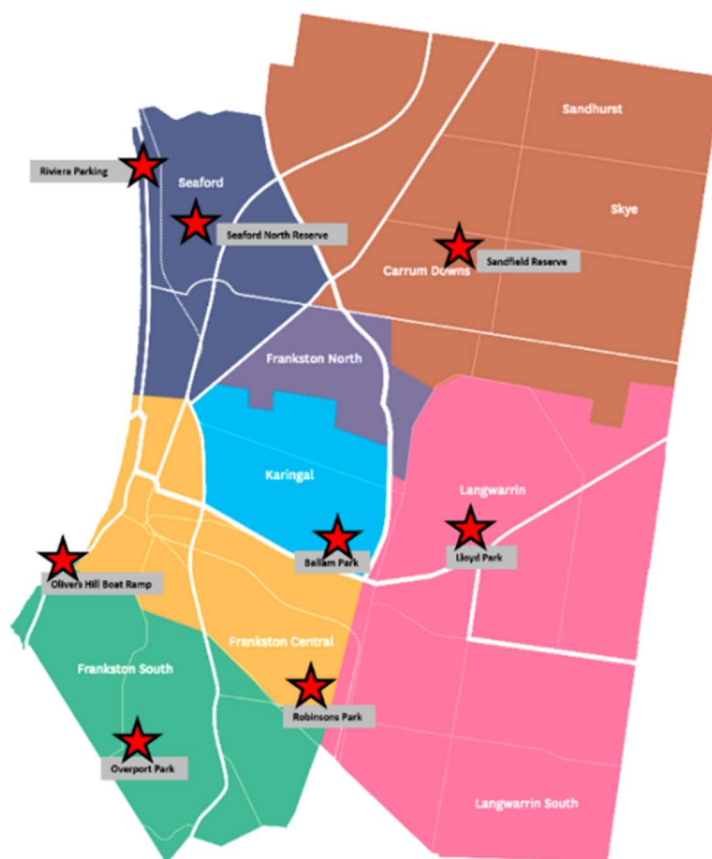
- Price of food and beverages
- Range of menu options including healthy options
- Presentation/appearance of the mobile food van

Community members had the opportunity to provide “other” criteria important to them, with the following the most mentioned responses:

- Quality of food
- Reasonably priced
- Consistency with being open
- Interest in the local community
- Healthy options/Vegan options/other intolerances
- Local Business operator/local staff
- Customer Service

Map of proposed sites

Community members were invited to review the proposed mobile food van location map, below.



Overall the proposed locations received positive feedback, with community members supporting the newly proposed locations. There were questions raised over no food van location in Frankston North, highlighting a gap between Karingal and Seaford, with community members reporting that it would bring a more positive atmosphere to the area. Other comments mentioned that Oliver's Hill Boat Ramp needs more of a variety of food available and a reduction of boat car parking if more sites are to be created in the future.

The following additional locations were identified by survey respondents:

- Frankston Foreshore/near pier/more beachside
- Jubilee Park
- Sandhurst
- Frankston North - lots of requests
- Seaford East Reserve
- Belvedere Reserve
- George Pentland Botanical Gardens
- Pines Flora & Fauna (Carpark)

Comments from the community

"If you are going to increase the number of food trucks at the Oliver's Hill Boat Ramp, you are going to have to increase the number of single car parking spaces, to allow residents to make the most of the offerings. Maybe repurpose some of the boat trailer car parks that are NEVER full of cars with boat trailers."

"Coffee at any of the parks would be amazing!! Taking your kids to the park is the least exciting part of parenting, enjoying a coffee while they play makes it much more bearable."

"Ballam Park absolutely needs a coffee van. There is no local cafe within walking distance around the Frankston side of Cranbourne road. Will be very much utilised by locals."

"Love a food truck at Seaford north Nepean highway! How fab"

"Maybe if some could be appropriately placed in the large gap between Karingal and Seaford North Reserve?"

"Looking at the spread it would appear that there is a large gap where Frankston North is. Frankston North has plenty of parks and parking in its centre to facilitate a mobile food van"

Other feedback about the draft guidelines

Community members would like to be consulted on the choice of which vans are selected for these locations. This is not currently part of the proposed process which outlines that the EOI applications will be assessed by a cross-organisational assessment panel.

Oliver's Hill

The current arrangement at Oliver's Hill Boat Ramp was mentioned by 16 community members, with the current coffee van Little Olly's supported or positively mentioned by 9 of these. Other comments were made relating to ensuring the community is consulted, community members enjoying the walk to Oliver's Hill and that another Coffee van is needed in the area as there are currently long waiting times at the Little Olly's van.

Comments from the community

"Ensure process is fair and transparent. Prioritise businesses already within the municipality. The charm of Olly's is its local connection. It activated that boat ramp and served as more than just a coffee van in lockdown - it was meeting place and pivotal location. Don't punish them when they can't compete with big business, their value is more than that"

"Ensure process is fair and transparent. Prioritise businesses already within the municipality."

“Oliver's Hill boat ramp is very important to keep. Even though it is a boat ramp, I walk down there most days and more than 90% of the time there are no or very few boat users. The food vans bring community together and this space would be wasted if just for boat users. The vans are also great for visitors to the area servicing both the beach and Sweetwater creek areas.”

In general, the feedback received about food and beverage vans at Oliver’s Hill was positive and in support of the draft guidelines.

Mobile Food Van Operators

There were 11 mobile food van operators who completed the survey on Engage Frankston.

Map of proposed sites

Mobile food van operators were also invited to review the proposed location map and provide feedback.

Overall the proposed locations received positive feedback, with one additional location proposed:

- Rotary Park (Carrum Downs)

The main concerns that were raised was safety at Oliver's Hill with car and pedestrian traffic, including locations near shops/shopping centres, swapping trucks around to provide a wider offering for the community and the potential of some locations having less foot-traffic.

Comments from the Mobile Food Van Operators

"Good variety of sites available. Seaford Riverina will be an issue with traffic management as site too small if cars slow down to park in area with multiple cars."

"Ballam Park is highly underutilised space, with seating, lighting, toilets, and garbage. Much more potential to expand the offering at this site. Also closer to the Frankston foreshore could also be a great location for a temporary site."

All the locations are around park which is ok. But in my opinion council should include some places around shopping centres too. Which helps food trucks to grow their business."

"We need power to trade and the generator we would require is too heavy for me to move around. Also they are noisy and create smelly exhaust fumes - as such can be very annoying to neighbours and customers. I would like to see a site in the Rotary Park in Carrum Downs (I believe there is power to this site?)"

"Looks great and I'm very interested in having my food truck at one of these locations. Especially the parks because my food is fantastic for children."

License Term

The Mobile Food Van Operators were asked to select which proposed license term they would prefer:

- 12 months
- 24 months
- 36 months

Out of the 11 respondents, 6 (55%) chose a 12 month term as their preferred license duration, 3 (27%) of respondents selected the 36 months term and 2 (18%) of the respondents chose a 24 month term.

Criteria

The majority of mobile food van operators agreed with the proposed criteria, as below, with 64% supporting this for the assessment of the EOI applications:

- Presentation/appearance of food van
- Extent of operational day and hours (within site availability)
- Range of menu options including healthy options
- Price of food and beverages
- Demonstrated use of locally sourced/manufactured products
- Evidence of generation of employment opportunities
- Ability to demonstrate environmentally friendly practices

The responders who selected no, were invited to share their reasoning, which has been summarised:

- Vendor should be a local business to the Frankston City area
- The experience of the operator
- Healthy choices are not relevant - people don't stop at a food truck for healthy food.
- Food prices are not relevant - if the prices are too high, people will not eat there
- Use of locally sourced products – doesn't apply to other businesses, why should it apply to food vans
- Generation of employment - Council should not be making judgements on this business activity
- Operating hours – weekday trading is a lot slower than weekend making it not viable to sit at a site all week
- Food trucks are owner operated and generally don't employ many staff

Notification process

Of the 11 Mobile Food Van Operators who responded to the survey, 10 supported the following notification process:

All applicants will be notified in writing of the outcome of their application no less than 3 months prior to the commencement of the next 24 month licence period.

One respondent does not agree with the 24 month license period, however did not provide a reason for this.

Site Sharing

The mobile food van operators were asked whether they think that individual sites should be offered to more than one licensee on a shared basis:

- 8 out of 11 of the respondents agree to site sharing, whilst 3 did not support this.

The respondents who agreed with site sharing, were asked which model they agreed with:

- Rotational – ½ day each for 2 licensees
- Rotational – full week / weekend days shared with 2 or more licensees
- Other

4 out of the 8 that agreed selected the **Rotational – full week / weekend days shared with 2 or more licensees**, 1 selected the **Rotational – ½ day each for 2 licensees** and 3 selected **Other**.

The **Other** feedback can be summarised as:

- Rotation will depend on food offering (e.g. coffee, cakes, light food is suitable from 5/6AM - 11/12AM. Whereas, lunch & dinner appropriate offerings would do best with the 12-9PM.
- This will depend on the site and visitation
- Ensuring food vans compliment one-another
- When someone's permit has expired, the designated spots can then be leased to the next vendor
- The food vans should be shared with coffee trucks

License Fee

Pre-determination of fee

The responders were asked whether they agree that the annual site licence fees should be pre-determined by days available, anticipated visitation rates and the onsite availability of power, water and/or public toilets.

9 out of 11 respondents agreed with this, where 2 did not support it.

The respondents that did not agree, provided the following further feedback:

- Fees are too high
- Sites with no public toilets are less desirable to visitors
- Are there any statistics on the visitation rates at these sites

Feedback on proposed pre-determined, set licence fee structure

The survey results indicate that the mobile food van operators agree that the fees should be pre-determined to ensure the application process is fair. The general feedback was supportive with a few comments suggesting a trial period for Level 3 sites which would help to better determine the visitation rate and site usage by the community.

Risk mitigation

Potential risks in relation to mobile commercial food van operators not being supportive of the new guidelines, and any negative community sentiment regarding this, has been mitigated through extensive engagement with both operators and the community.

Sporting Clubs

The 12 Sporting clubs that are associated with the proposed locations were contacted via email and phone, to ask detailed questions about their Canteen operation and were encouraged to complete the survey via Engage Frankston.

Questions Asked

Does your canteen normally operate all year round?
If 'No' – during which months of the year does your canteen operate?
What days of the week does your canteen normally operate?
What times does your canteen normally operate (on the above days)?
Is your sporting club supportive of a mobile food/beverage van being onsite at the during your canteen operating hours?

Out of the 12 Sporting Clubs that were contacted, 10 provided responses.

Sporting field	Feedback
Overport Park	Cricket Club: <ol style="list-style-type: none"> 1. Summer Tenants 2. No canteen 3. Ok with having Food truck there during game time Dolphins Junior footy & Netball Club: <ol style="list-style-type: none"> 1. No food van from 1st April - 30 Sept on Saturdays (9-5pm)
Lloyd Park	Langwarrin Junior footy & Netball Club: <ol style="list-style-type: none"> No food van from 1st April - 30 Sept on Saturdays & Sundays (9-5pm)
Robinsons Park	Frankston Softball Clubs: <ol style="list-style-type: none"> 1. Sunday - Friday Ok. 2. No Van on Saturdays (October - March) 3. One Sunday per Season canteen open (can negotiate) Frankston Baseball Clubs: <ol style="list-style-type: none"> 1. Not on Sat, Thursday (4-6.30pm) and every second Sunday 2. Suggested Whittenberg Reserve
Seaford North Reserve (near Playground)	Seaford United Soccer Club: <ol style="list-style-type: none"> 1. Canteen open Sat & Sun. 2. Supportive M-F only

Risk mitigation

Potential risks in relation to sporting clubs that currently operate canteens, or similar, at Council reserves not being supportive of mobile food vans have been mitigated through proactive engagement and by directly responding to feedback to exclude specified days and times from these sites.

Recommendations

Based on all the feedback received, the following changes are recommended to be made to the draft guidelines.

To support a variety of offerings at any multi-site location, the selection panel will consider complimentary food truck offerings, to provide a wide variety of non-similar food/beverage options.

Applications will be assessed against each of the following weighed criteria, with a maximum score of 100%

Guidelines Section	Assessment Criteria	Weight
Assessment Criteria	Range of menu options <i>(range of flavours, food/beverage types and/or dietary options)</i>	40%
	Compliance with Food Safety Standards <i>(a business that has not previously had justified complaints, received an official warning, infringement notice or had their permit cancelled will score higher in this category)</i>	25%
	Ability to demonstrate environmentally sustainable practices <i>(e.g. No single-use plastic, recyclable packaging/ zero waste management plan. etc)</i>	15%
	Hours of site activation <i>(proposed length of operational days/hours within site availability)</i>	10%
	Locally registered business <i>(business is registered via Food Trader within the municipal area)</i> <i>Example: Food truck vehicle needs to be registered with Food Trader and a Frankston City address.</i>	10%

Community feedback highlighted the importance of offering a range of food and beverage offerings at locations with multiple van sites. Therefore, assessment of submissions will include compatibility of products offered for each site.

Despite survey feedback from community members rating their top 3 criteria, they were very subjective and limited effective evaluation against one another.

Guidelines Section	Proposed Changes
Locations/Map	<p>Conduct a feasibility study of the suggested new locations</p> <ul style="list-style-type: none"> • Frankston North location (TBA) • Carrum Downs Rotary Park • Pines Flora & Fauna <p>Including reviewing Sandfield Reserve for another van & conducting a traffic assessment on Pindara Blvd</p>

The areas that were highlighted the most – Frankston North, Carrum Downs (Rotary Park), Sandfield Reserve (as a 2 site location) and the Pines Flora & Fauna will need further investigation as some areas will require additional approval. Lloyd Park will also need further review to ensure that the Van does not impact any local traffic.

Guidelines Section	Proposed Changes
License Term	Provide a 12 month term to keep the EOI process simple and consistent.

As most of the Mobile food van operators selected the 12 month term, the final guidelines will reflect this.

Guidelines Section	Proposed Changes
Rotational Site options	As part of the first EOI process with this new Guideline, a trial can be done at an established site like Ballam Park.

The majority of the mobile food van operators would like sites to be offered to more than one licensee on a shared basis.

Guidelines Section	Proposed Changes
Site Fees	<ol style="list-style-type: none"> 1. The proposed site fees will remain 2. Offer a trial period for Level 3 sites, to establish viability of the site, as follows: Level 3 \$3,000 – trial offered for 3, 6 & 12 months at pro rata fee <i>* Due to the addition of Level 3 sites, in the initial year operators will only be able to apply for one period (either 3, 6 or 12 months) during that term. This option for short term periods for Level 3 sites will be reviewed annually.</i>

Mobile food van operators agree that the fees should be set which will ensure the application process is fair. The suggestion of offering a trial period for Level 3 sites to better determine the visitation rate and site usage by the community will be included.

Appendix A. Promotional material

FCN Article



Guiding the future of mobile food vans in Frankston City

Frankston City Council is inviting the community to have their say on the updated Mobile Food Van Draft Guidelines.

Mobile food vans offer a great way to activate our open spaces, create a sense of community, support business investment, and grow tourism in Frankston City. Council recognises that improvements can be made to our program and has worked with mobile food van operators to review our guidelines. Businesses and individuals can share their views on the licensing terms, assessment criteria, and additional locations. Consultation is open until 30 May via Engage Frankston. Scan the QR code below to have your say!



Online FCN e-news

Have your say! We want to hear from you



Draft Frankston City Industrial Strategy out for consultation

We've developed a **Draft Frankston City Industrial Strategy** to transform the municipality's aged industrial precincts into contemporary, sustainable, and high-amenity employment and enterprise locations that attract investment and growth. The strategy reinforces Frankston City's role as a major industry focal point in the southern metropolitan region and ensures that the industrial precincts develop to their full potential. Help shape the future of our industrial precincts by having your say in the Engage Frankston online survey by 29 May.

[More info](#)

Other engagement opportunities


Draft road discontinuance policy: The Policy explains how the discontinuance and disposal of roads that are 'no longer reasonably required for public use and access' will be handled. It outlines the process and ensures transparency and fairness. **Runs to 11 June.**

Sandfield Reserve Youth Space: As part of the next stage of delivering the Master Plan, Council is upgrading an outdoor Youth Space at Sandfield Reserve. We're calling on young people and those who know them, to help design this space. Various rounds of engagement through to 30 June.

Draft Mobile Food Van Procurement Guidelines: Opportunities exist to improve the mobile food van program. We are working with the community to review licence fees and duration.

[More info](#)

Invest Frankston Social Media (May 5, 11 & 17)



Invest Frankston • 1st
Economic Development at Frankston City Council
4d • 🌐

Draft Mobile Food Van Procurement Guidelines are open now for consultation! We'd love your feedback! 📄 🗨️


The valuable contribution food van operators bring to the local lifestyle, economy and community as a whole is widely recognised ❤️

Help us improve existing food van guidelines by telling us what you think of the new Draft Guidelines.

The survey closes 30 May, 2023 at 5pm 🕒

<http://ow.ly/J7XV50Ofyxk>

#investfrankston #frankstoncity #foodvans #mobilefoodvans #foodtruck #feedbackwanted #openforconsultation #guidelines #mobilefoodvan #mobilefoodtruck #thrivingeconomy #publicopensespace



FCC Facebook (May 2 & 18)




Frankston City Council
Published by Penelope Maree • May 2 • 🌐

Mobile food vans offer a great way to activate our open spaces, create a sense of community, support business investment, and grow tourism in Frankston City. 📄 🗨️ 🍷 🍷 🍷

After listening to community, we've recognised there's an opportunity to improve our mobile food van program. And we want your help!

Over the past few months, we've been consulting with mobile food van operators from Frankston City and beyond to draft a new set of guidelines for food trucks in our area. The draft... [See more](#)



Business e-news article



Food Van Consultation

Draft Mobile Food Van Procurement Guidelines are open now for consultation! We'd love your feedback! The valuable contribution food van operators bring to the local lifestyle, economy and community as a whole is widely recognised. Frankston City Council understands opportunities exist to improve the mobile food van program, and has been working with mobile food van operators to review the licence duration, the assessment criteria and Expression of Interest (EOI) process, and the locations in which mobile food vans operate. Help us improve our food van program by telling us what you think of the new Draft Guidelines. The survey closes 30 May, 2023 at 5pm.

Tell us what you think!

8 signs installed at all locations on the map



Have your say on regular mobile food vans in Frankston City!

We are seeking your feedback on new draft guidelines that include potential future sites, permit duration, the application process and more.

Would you like a regular mobile food van in this area?

Having your say is easy:

1. Visit our page engage.frankston.vic.gov.au or scan the QR code below
2. Complete the online survey

For further information visit:
engage.frankston.vic.gov.au
Email: business@frankston.vic.gov.au
Phone: 1300 322 322



