

10.3. Street Play 2023 Program - EOI Outcomes

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ATTACHMENTS:

1. Attachment A Street Assessment [**10.3.1** - 4 pages]
2. Attachment B Community Engagement Strategy Street Play 2023 [**10.3.2** - 5 pages]

PURPOSE:

The purpose of this report is to respond to Councils resolution from 28 November 2022 Council Meeting in relation to the continuation of the Street Play program in 2023.

EXECUTIVE SUMMARY:

The initial program for streets as shared spaces was initiated through NSW government funding. The program was a success, with the number of applications this year demonstrating high demand for future activations.

Through its resolution of 28 November 2022, Council has committed to up to seven activations in the coming months, using the same model as previously implemented.

The Expression of Interest (EOI) process has generated significant interest for activations in neighbourhood streets, with 35 streets being nominated, in addition to the five original pilot streets and Bligh Street. This is reflective of high demand for local open space and recreational opportunities in neighbourhoods.

The report identifies a shortlist of 18 streets selected from the EOI, and recommends that further consultation with the nominated streets be conducted to select the final seven streets for the Street Play 2023 program.

In response to Council's resolution on 28 November 2022, this report also strongly recommends that Council reaffirms the development of an internal Council Street Play Working Group to consider demand for this program and ensure the sustainable coordination, funding, and delivery of future Street Play programs.

FINANCIAL IMPLICATIONS:

The estimated cost of the 2023 program is \$63,000. Council staff are preparing a submission to the *NSW Social Cohesion Grants - Unsung Heroes* for \$63,000 to fund Street Play 2023 program, due 6 February 2023.

The funding covers staffing and material costs to run Street Play 2023 program. It is also proposed that an events management company assist Council staff run the event, similar to the pilot Street Play Program.

Through its resolution of 28 November 2022, should Council be unsuccessful in the grant application, the \$63,000 cost is to be reallocated from the existing Traffic Facilities budget.

While the transfer of budget from one area to another allows for cashflow, the traffic facilities budget is a capital budget and as such, the reallocation of this budget will have a corresponding impact on Councils financial performance.

In considering the continuation of the Street Play initiative in future years, attention must be given to sustainable funding sources.

RECOMMENDATION:

- 1. THAT** Council staff undertake further consultation with the community in the 18 streets identified in this report and finalise seven (7) streets for the Street Play 2023 program.
- 2. THAT,** should Council be unsuccessful in its grant application to the NSW Social Cohesion Grants, the \$63,000 to run the program be reallocated from the Traffic Facilities budget.
- 3. THAT** Council reaffirm the development of a North Sydney Council “Street Play” Working Group to develop a Street Play Policy and resources to support future community-led Street Play programs in partnership with Council.

LINK TO COMMUNITY STRATEGIC PLAN

The relationship with the Community Strategic Plan is as follows:

1. Our Living Environment

1.4 Well utilised open space and recreational facilities

2. Our Built Infrastructure

2.1 Infrastructure and assets meet diverse community needs

4. Our Social Vitality

4.1 North Sydney is connected, inclusive, healthy, and safe

BACKGROUND

Street Play programs allow communities to close streets to traffic and reclaim the road for people of all ages, to socialise and connect. Activities include informal play, community art projects, and sport, and take place at a range of scales from individual streets through to road closures over several kilometres.

At its meeting of Monday 28 November 2022, Council resolved to seek expressions of interest from the community to nominate streets across the North Sydney LGA (Local Government Area), as follows:

- 1. THAT staff undertake an Expression of Interest to identify a list of 15 eligible streets and subsequent report for Council to select up to seven (7) pilot sites for the Street Play 2023 program.*
- 2. THAT the five pilot streets and Bligh Street be included in the 15 eligible streets.*
- 3. THAT staff continue to identify and apply for appropriate grants to fund the Street Play 2023 program.*
- 4. THAT should Council not secure grant funding, that funding be allocated from the Traffic Facilities 2022/2023 financial year budget, and that staff proceed with the Street Play 2023 program with a scope that is consistent with the budget.*
- 5. THAT Council supports the development of a North Sydney Council Street Play Working Group that will develop a Street Play Policy and resources to support future community led Street Play programs.*

This report provides an update on the Expression of Interest (EOI), a shortlist of 18 suitable streets, and a grant application to fund the Street Play 2023 program. It also recommends reaffirming Point 5 of the above resolution, whereby Council develops a Street Play working group to ensure adequate policies, resources and funding are allocated to future Street Play programs.

CONSULTATION REQUIREMENTS

Community engagement will be undertaken in accordance with the project-specific Engagement Strategy prepared for the Street Play 2023 program.

DETAIL

An Expression of Interest (EOI) for street nominations was open to the community from 8 December 2022 to 29 January 2023. The EOI was promoted through a dedicated Street Play 2023 'Your Say' page, and Facebook and Instagram posts.

1. **Assessment of Shortlisted Streets**

In addition to the five original pilot streets and Bligh Street, the community nominated other streets through the EOI. 35 streets were nominated, including two from the original pilot streets (Burlington and Colin Street). Two nominated streets were outside the North Sydney LGA and therefore excluded from further review.

A total of 39 streets (including the 3 remaining pilot streets and Bligh Street) were scored against the criteria, which included:

- *EOI nominated*
- *topography (lower gradient scored higher)*
- *tree coverage (greater tree coverage scored higher)*
- *traffic impact (impacts on driveway access, bus routes and high traffic volumes)*
- *proximity to density (streets within lower density scored higher and streets nearby higher density scored higher)*
- *open space deficit (streets with poor access to open space scored higher)*
- *complementary land use (within 400 metres of Village Centres and Schools scored higher)*

See Attachment A Street Assessment - Street Play 2023 for full assessment.

The scoring criteria shortlisted 18 streets for the Street Play 2023 program, including:

- *Colin Street, Cammeray (original pilot)*
- *Burlington Street, Crows Nest (original pilot)*
- *McHatton Street, North Sydney (original pilot)*
- *Laycock Street, Neutral Bay (original pilot)*
- *Rosalind Street, Cammeray (original pilot)*
- *Bligh Street, Kirribilli (cllr nominated)*
- *Falcon Lane, Crows Nest*
- *Burlington Lane, Crows Nest*
- *Bydown Street, Neutral Bay*
- *Emmett Street, Crows Nest*
- *Priory Road, Falcon Lane*
- *Lytton Street, Cammeray*
- *Paling Street, Cremorne*
- *Sophia Street, Crows Nest*

- *Eden Street, North Sydney*
- *Holtermann Street, Crows Nest*
- *Ridge Street, North Sydney*
- *Selwyn Street, Wollstonecraft*

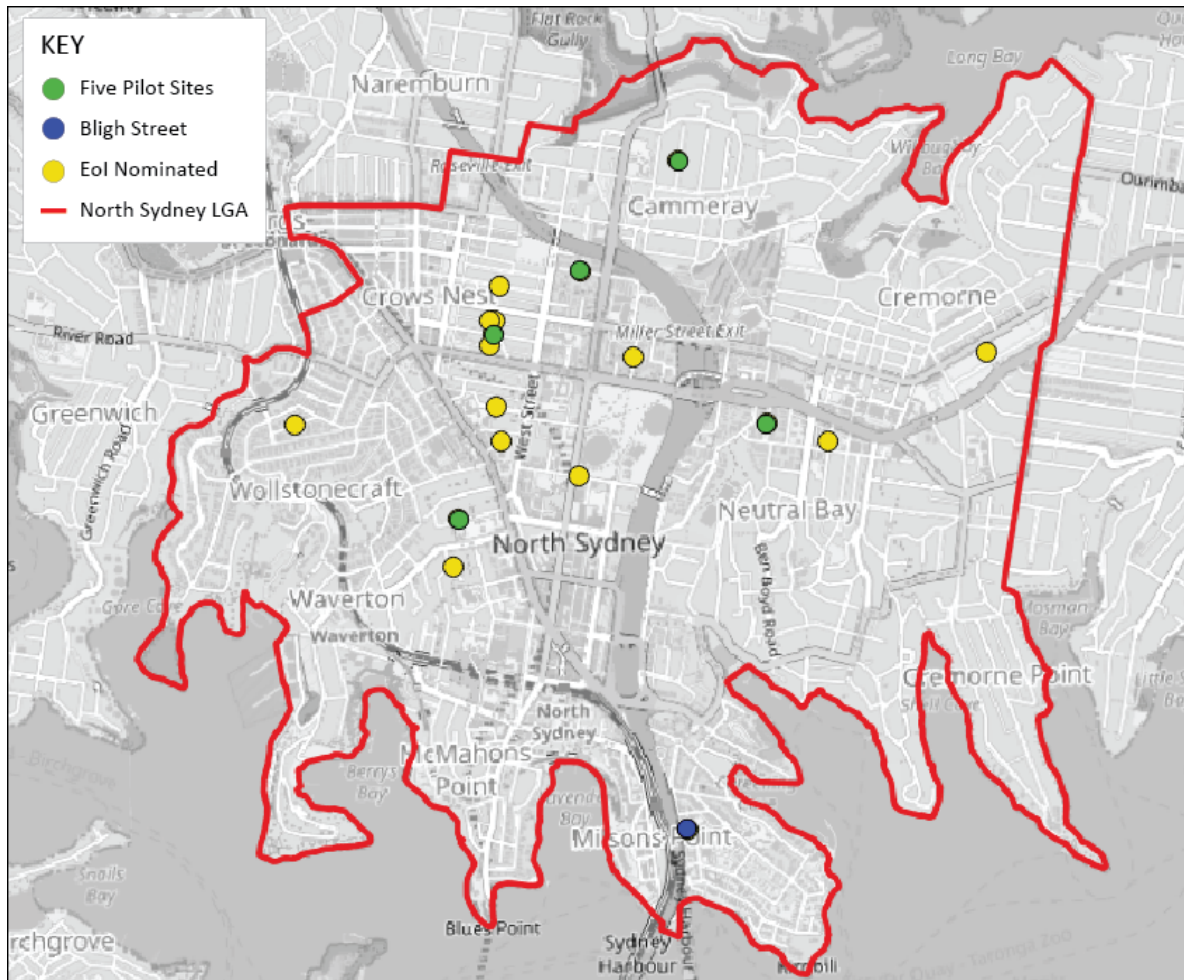


Figure 1. 18 shortlisted streets from across the LGA including the five original pilot streets (green), Bligh Street (blue) and the 14 streets identified through the EoI.

It is recommended that Council staff conduct further consultation with these streets to select seven (7) streets for the program.

2. NSW Social Cohesion Grants - Unsung Heroes

Council staff applied for \$63,000 to the NSW Government’s NSW Social Cohesion Grant program to fully fund Street Play 2023 program. The grant program aims to:

- *build resilience of local community leaders and groups*
- *track and measure social cohesion within the local area*
- *encourage civic engagement and participation*
- *enhance community cohesion and cultural inclusion*
- *enhance places and spaces that reflect diverse local character, stories and needs*
- *build partnerships and networks to strengthen social cohesion within the community.*

A successful application would cover the full cost (\$63,000) of the Street Play 2023 Program. If Council is unsuccessful in obtaining the grant, it has been resolved that the program cost comes from the existing Traffic Facilities budget.

3. Street Play 2023 Timeline

The following timeline highlights the work already completed, and the next steps to progress the program. It also identifies recommended steps required to ensure the sustainable delivery of future Street Play programs.

Timeline	Actions	Key Outcomes
Complete	Expression of Interest (delivery detailed in Community Engagement Strategy Attachment B)	<ul style="list-style-type: none"> Shortlist 18 street for council approval Refine project scope (times/duration)
Current stage	Council Report	<ul style="list-style-type: none"> Council approval of 7 streets from 18 shortlisted
February 2023	Consultation with authorities/stakeholders	<ul style="list-style-type: none"> Concurrence for/approval of sites
March - May 2023	Delivery of Street Play events	<ul style="list-style-type: none"> Council/community collaborative events
July 2023	Evaluation of pilot projects	<ul style="list-style-type: none"> Knowledge of what works best/what needs improvement Learnings to inform longer term project planning and policy documents Report to Council
August 2023	Form Street Play Working Group (Council staff)	<ul style="list-style-type: none"> Preparation of Street Play Policy and Guidelines Clarity around Council approach to the program, including greater community control and providing insurance for events Resources for community groups regarding application process, project requirements, planning and delivery of Street Play events
2023	Long-term community led Street Play program	<ul style="list-style-type: none"> EOIs or 'nominate my street' process to run street play Community initiated and led events

Table 1. Details on the stages already complete and the next steps to progress the Street Play 2023 program.

4. Conclusion

As endorsed by Council 28 November 2022, an Expression of Interest (EOI) for street nominations was promoted to the community. Including the five (5) original streets and Bligh Street, 39 streets were assessed against the identified criteria. A shortlist of 18 streets was proposed for further consultation to finalise seven streets for Street Play 2023.

The next step for the Street Play 2023 program is to further consult with the 18 shortlisted streets to finalise seven) streets for the March to May 2023 program.

An application for \$63,000 has been made to the NSW Government's NSW Social Cohesion Grants - Unsung Heroes to fund the Street Play 2023 program. If the application is not successful, it has been resolved that funding be reallocated from the existing Traffic Facilities budget.

Whilst the use of capital budgets for operational projects is generally not appropriate, there is currently sufficient budget to fund this important and popular program. As detailed in the report, one of the previously adopted recommendations is to form a Working Group which will identify resources, including funding required for the program moving forward.

The Street Play Working Group will also develop a Street Play Policy to support future community-led Street Play programs. This report recommends reaffirming this resolution to ensure the sustainable delivery of future Street Play programs.

Attachment A: Street Assessment - Street Play 2023

Street	Suburb	Pilot	Eol Nominations	Topography	Tree Coverage	Traffic Impact	Density		Open Space Deficit	Complementary Land-use		TOTAL
							Street	within 400m		Village Centre	School	
Colin Street	Cammeray	1	5	2	1	5	2	1	1	1	1	20
Falcon Lane	Crows Nest	0	8	2	0	1	2	1	1	1	1	17
Burlington Street	Crows Nest	1	4	2	1	4	2	1	0	1	1	17
Burlington Lane	Crows Nest	0	6	2	0	2	2	1	0	1	1	15
Bydown Street	Neutral Bay	0	1	2	1	5	2	1	1	1	1	15
Emmett Street	Crows Nest	0	1	2	1	5	1	1	1	1	1	14
Priory Road	Waverton	0	1	2	1	4	2	2	0	1	1	14
Lytton Street	Cammeray	0	2	2	2	4	1	1	0	0	1	13
Paling Street	Cremorne	0	1	2	1	4	1	1	1	1	1	13
Sophia Street	Crows Nest	0	2	2	1	3	2	1	0	1	1	13
Bligh Street	Kirribili	0	0	2	1	4	2	2	0	1	1	13
Eden Street	North Sydney	0	1	2	0	4	1	2	0	1	1	12
Holtermann Street	Crows Nest	0	1	2	0	4	2	1	0	1	1	12
Ridge Street	North Sydney	0	1	1	2	3	1	2	0	1	1	12
Selwyn Street	Wollstonecraft	0	2	1	2	4	2	1	0	0	0	12
McHatton Street	North Sydney	1	0	1	1	4	1	2	0	1	1	12
Laycock Street	Neutral Bay	1	0	2	0	4	2	1	0	1	1	12
Rosalind Street	Cammeray	1	0	2	1	3	2	1	0	1	1	12
Crows Nest Road	Waverton	0	1	0	2	3	1	2	0	1	1	11

Devonshire Street	Crows Nest	0	1	2	0	4	2	1	0	1	0	11
Falcon Street	Crows Nest	0	1	2	1	2	1	1	1	1	1	11
Hayberry Lane	Crows Nest	0	1	2	0	2	2	1	1	1	1	11
Nook Avenue	Neutral Bay	0	1	0	1	4	2	2	0	1	0	11
Sinclair Street	Wollstonecraft	0	1	1	2	2	1	1	1	1	1	11
Warwick Avenue	Cammeray	0	1	2	0	4	2	0	0	1	1	11
Harnett Street	North Sydney	0	1	1	1	2	1	2	0	1	1	10
Margaret Street	North Sydney	0	1	1	0	4	2	1	0	1	0	10
Willoughby Road	Crows Nest	0	1	1	1	1	2	2	0	1	1	10
Bariston Avenue	Cremorne	0	1	2	0	3	2	0	0	0	1	9
Telopea Street	Wollstonecraft	0	1	2	0	3	2	1	0	0	0	9
West Street	Cammeray	0	1	1	0	3	1	1	0	1	1	9
Cremorne Road	Cremorne Point	0	1	1	1	3	2	0	0	0	0	8
Palmer Street	Cammeray	0	1	0	0	3	1	1	0	1	1	8
Cammeray Road	Cammeray	0	1	0	0	3	2	0	0	1	0	7
Balls Head Road	Waverton	0	1	0	0	2	2	0	0	0	0	5

Criteria Scoring

Topography	
Flat	2
Moderate	1
Steep	0

Amenity (Tree Coverage)	
High	2
Medium	1
Low	0

Low Traffic Impact				
	Driveway	Bus route	Traffic	Total
Low	2	1	2	5
Medium	1	0	1	2
High	0	0	0	0

Proximity Dense Populations (low/medium/high)		
	Immediate*	within 400m**
Low	2	0
Medium	1	1
High	0	2
NOTE: ProfileID used to identify density * Streets with lower density scored higher ** Streets with higher density within 400 metres scored higher		

Open Space Deficit (400m proximity)	
Yes	1
No	0

Complementary Land-uses (within 400 metres)		
	Yes	No
Village Centre	1	0
School	1	0
NOTE: Village centre defined as business zone (B1, B2, B3, B4 etc.)		

COMMUNITY ENGAGEMENT STRATEGY



Street Play 2023 Program

Prepared November 2022

Councils are required under the *Local Government Act 1993* to inform the community of particular issues that potentially affect their way of life. North Sydney Council is committed both in principle and in practice, to engaging on matters affecting the North Sydney community.

1. Introduction

This Community Engagement Strategy outlines the steps Council will take to engage the community for the *Street Play 2023 Program*. Council is committed to engaging the community to ensure that the the program makes positive contributions to visions as set out in the Community Strategic Plan with minimal or mitigated negative impacts.

1.1 Council's Community Engagement Protocol

This strategy has been prepared in accordance with Council's *Community Engagement Protocol*. The Protocol is used to determine the level of 'level(s) of impact' applicable to this project/decision (proposal). This proposal has been determined as:

LEVEL OF IMPACT	LEVEL OF ENGAGEMENT
Low/Local	Involve - the street play days will be community led with Council providing a supporting role.

Council use the framework shown below in Table 1.1 to select the most appropriate 'level(s) of engagement' for this proposal to ensure an appropriate range of engagement 'levels' and methods were offered:

LEVEL	DESCRIPTION
Inform	Providing balanced and objective information to help the community understand problems, alternatives, opportunities and/or solutions
Consult	Obtain public feedback on alternatives and/or decisions
Involve	Work directly with the community throughout the process to ensure that public concerns and aspirations are consistently understood and considered
Collaborate	Partner with the public in each aspect of the decision including the development of alternatives and identification of the preferred solution

Table 1.1 Derived from the IAP2 Public Participation Spectrum

2. Background

Council's Street Play Program allow communities to close their streets to traffic and reclaim the road for people of all ages to come together and connect. Street Play events have been held globally, as well as numerous examples from councils around Australia. Activities at these

Street Play Community Engagement Strategy

events include informal play, community art projects and sports, and take place at a range of scales from individual streets through to road closures over several kilometers.

On 22 June 2020, Council resolved to run a pilot Street Play Program on five streets across North Sydney. The pilot program was successfully run on the following streets:

- McHatton Street, North Sydney
- Laycock Street, Neutral Bay
- Rosalind and Edwin Street, Cammeray
- Burlington and Sophia Street, Crows Nest
- Colin Street, Cammeray

On 12 September 2022, Council resolved to revisit the 5 streets chosen for the Street Play program as of June 2020 and to call for expressions of interest (EOI) for additional locations. In a separate matter at the Monday 12 September 2022 Council meeting, Council resolved to consider Bligh Street, Kirribilli in the Street Play Program.

Council staff will call for Expressions of Interest (EOI) between December 2022 to January 2023, in preparation for *Street Play 2023 Program*, with events to be held between March and May 2023.

The objectives of the *Street Play 2023 Program* are:

- **Social Cohesion** - Street Play attendees reporting feeling a sense of community
- **Inclusion** - encourage young people and older adults to attend Street Play events
- **Safety** - the majority of attendees are safe and report feeling safe
- **Sustainable Transport** - encourage attendees to walk, cycle or take another active mode of transport to the events
- **Health and Wellbeing** - increase opportunities for structured and incidental exercise

Council staff will shortlist 15 suitable streets, which will be reported at a Council meeting in early 2023. The elected Council will select seven (7) streets for the *Street Play 2023 Program*.

This Engagement Strategy sets out the consultation involved in the EOI from the community, delivering Street Play events and evaluation of the program.

3. Community Engagement Strategy

3.1 Who are our community stakeholders?

The Community Engagement Strategy identifies the following groups to engage with in the local community:

- Residents, businesses and communities in streets closed temporarily for street play days, as well as adjoining/surrounding streets
- Busways and other bus operators (where appropriate)
- North Sydney Traffic Committee

Street Play Community Engagement Strategy

- Local schools
- Emergency services
- Precinct Committees
- Councillors and staff

3.2 Key Communication Messages

- Street Play pop-up events allow communities to use their streets as places to meet, connect, play, and to ultimately improve the health and wellbeing of individuals, young people and older adults.
- The *Street Play 2023 Program* responds to community demand for increased open space and 'play space' for children. Street Play pop-up events include 'Open Streets' program in North America, 'Ciclovía' in South America which has been running since the mid 1970's or the "Play Streets" program running in Victoria.
- Community groups will have the opportunity to collaborate with Council to design and lead their own street play events. Council will assist the community to assess the appropriateness of nominated streets, provide guidance on planning and delivering the events and offer financial support for event activities.
- Council has resolved to call for expressions of interest (EOI) from the community to nominate locations and ideas for Street Play events. The EOI period will run December 2022 to January 2023.
- A report of the nominated streets will be prepared for Council and they will choose seven locations for the Street Play events which will be held between March and May 2023.

3.3 Timetable

Community and stakeholder engagement will occur at various times before, during and after the *Street Play 2023 Program*. The key project development phases are outlined in the following table:

Phase	Timing
1. Planning including EOI	November 2022 and January 2023
2. Site Selection	January/February 2023
3. Event Development/Planning	January to March 2023
4. Street Play Event Days	March to May 2023
5. Evaluation and Post-Event Reporting	March to September 2023

Note: In accordance with Council's Community Engagement Framework described on page 1, the 'level of engagement' per engagement method is indicated.

3.3.1 Phase 1 - Planning including EOI

This phase involves reviewing the original 5 proposed locations¹ (as at June 2020) and inviting EOIs from interested residents on these nominated streets, as well as from residents in other locations. The EOI process will be promoted as follows

¹ This includes the five streets were held in late 2020.

Street Play Community Engagement Strategy

Method	Target Stakeholders	Engagement Level	Purpose
Web page	All	Inform	Provide information about the 2023 program and how to nominate a street.
Social Media: Facebook, Twitter and Instagram	All		
Frequently Asked Questions (FAQ)	All		
Letterbox drop	Residents on each street of the originally identified locations		
Online Information session	All		1 X online session providing program overview and an opportunity for to ask questions of Council staff.
EOIs	All	Consult/Involve	Applicants must live on the proposed street.

3.2.2 Phase 2 - Site Selection

A Council Report will be prepared for a Council meeting in early 2023. Based on consultation and assessment criteria, Council staff will shortlist 15 streets suitable for Street Play to be reported to Council in early 2023. The elected Council will select seven (7) streets for the *Street Play 2023* program. The successful streets will be posted on Council's website and applications notified of the determination.

3.3.3 Phase 3 - Event Development/Planning

From January to March 2023, Council will work directly with nominated streets to plan their *Street Play 2023* events. Communication will be in person, phone, or email (based on preferred contact method). Contact will be made with emergency services (Police) and any other impacted stakeholders for feedback into event proceedings (bus services and businesses if applicable).

3.3.4 Phase 4 - Street Play Event Days

Council Staff will meet with successful applicants at least one week prior to the chosen date to confirm event day meeting times, set up procedures, ensure necessary insurances and paperwork is complete, and discuss planning and delivery of the event.

Method	Target Stakeholders	Engagement Level	Purpose
Web page	All	Inform	

Street Play Community Engagement Strategy

Frequently Asked Questions (FAQ)			Provide information about the Street Play 2023 event days, planned activities and accessing the events
Letterbox drop	In vicinity of the proposed project and surrounding area		
Direction notification	Emergency Services (Police), Businesses, Transport services		Provide notification of planned events
Signage	All	Inform	On-site signage to be install 1 week prior to planned event to inform community of closure times and vehicle access restrictions.
Precinct System	All active Precinct Committees	Inform/Consult	Generate interest in the program, provide information and enable community groups to get involved

3.3.5 Phase 5 - Evaluation and Post-Event Reporting

During the *Street Play 2023 Program*, Council staff will monitor attendance at each event. During and after each event, Council staff will conduct an evaluation survey. This will include a direct mail-out to residents of the participating streets.

4. Opportunity Cost/Rationale

Engaging the community in this proposal may entail financial costs to Council to achieve a high-quality engagement process. If the process is robust community, ownership of the decisions made will ensure efficient outcomes. Insufficient or poor-quality engagement can result in poor long-term decisions requiring further resources to rectify. The aim of a high-quality community engagement process is to make sustainable decisions. The engagement process will help Council staff and/or Councillors to understand the related recommendations rationale.

5. Further Information

For further information contact Max White, Council's Sustainable Transport Projects Coordinator, Traffic and Transport Operations Department:

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