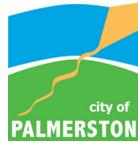


Case Study



City of Palmerston

Pop-up dining consultation

Territorians love nothing better than enjoying a tasty meal and drink under the trees, soaking in the tropical setting of their local park or favourite picnic place.

But what if we could do it more often, in more places and with better food?

True North was tasked by the City of Palmerston to find out what locals thought about introducing pop-up dining to public spaces in Palmerston and identify any potential impacts to local businesses.

Project

With no current policy to regulate pop-up dining in Palmerston, Council engaged us to provide strategic advice to consult with the community to gauge sentiment about pop-up dining, identify barriers and opportunities and investigate potential locations.

True North developed a consultation strategy, and prepared informative materials and a survey to encourage feedback on whether pop-up dining would be supported in four potential locations – Sanctuary Lakes, Marlow Lagoon, University Lake on the Charles Darwin University campus and Goyder Square in the Palmerston CBD.

The consultation included a social media poll, online survey and a workshop with key stakeholders to identify potential issues and benefits and consider ways to potentially regulate pop-up dining in Palmerston if it was to proceed.

Council implemented the consultation strategy to enable Council staff and elected members to engage with the community on the issue so they had a deeper understanding of public sentiment.



Graphics by City of Palmerston

Outcome

The majority of survey and social media respondents supported pop-up dining in Palmerston – 94 per cent said yes while 6 per cent said no – and the most popular location was Goyder Square, followed by Sanctuary Lakes.

Pop-up cafes were the most popular style of dining and seven conditions and restrictions were supported by the community, including: alcohol restrictions, permits, a pop-up dining trial, locations restriction (not Goyder Square), capped number of vendors, fees and limited operating hours.

As a result of the recommendations from the consultation, the City of Palmerston will trial pop-up dining at Sanctuary Lakes for six months over the 2019 dry season with further consultation with local business, a restriction on alcohol, permit system, capped number of vendors and fees.

Challenges

Some of the challenges included engaging local business owners and getting a statistically significant sample size for the survey.

While social media posts about the consultation reached 13 527 people, only 396 people answered yes or no to the idea of introducing pop-up dining.

The workshop proved a successful way to bring together different Palmerston business owners, particularly those who had food or dining venues, as well as potential pop-up dining vendors. However, no other stakeholders took up the opportunity to meet face to face with Council staff to discuss the initiative.

Council's community network extended the reach of the survey, with 252 people responding in total.



True North assisted City of Palmerston to reach our community and gain a real understanding of what they thought about Pop-Up Dining in our city. With an engagement strategy developed by True North we were able to hear from all sectors of the community and understand the benefits and the negative impacts. The comprehensive consultation outcome report produced by True North provided what we needed to make our decision based on community views.

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