

# Alexandrina Pop-Up Business Activation Policy

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Last Reviewed	February 2023 (Resolution C23064)
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File Number	18.63.001 / PL2023156
Responsible Division	Community
Related Documents	Economic Development Strategy 2022 - 2027 Alexandrina Pop-Up Business Activation Procedure Signs, Banners and Flags Policy Asset Management Plans Mobile Food Vendor Procedure
Applicable Legislation	<i>Local Government Act 1999</i> <i>Moveable Signs By-Law 2016</i> <i>Local Government Land By-Law 2016</i>

## 1. Purpose

The Alexandrina Pop-Up Business Activation Policy provides a framework for how businesses may test and trial their products, services or events on Council owned land and buildings, or spaces under Council care and control for a short term.

The intent of the Policy is to support micro and small businesses, start-ups and entrepreneurs test business concept viability with minimum investment prior to making longer term commitments.

## 2. Scope

**This policy applies to all business within the Alexandrina Region seeking to test a business concept using Council's Pop-Up Activation Program.**

This Policy outlines the eligibility, conditions, criteria and responsibilities for businesses to be considered as eligible for accessing Council owned land and building, or spaces under Council's care and control to achieve the Program's purpose.

## 3. Definitions

**Hire** – obtain temporary use of property for a fee.

**Microbusiness** - a business that operates on a small scale with fewer than 4 employees, including the owner (Australian Bureau of Statistics).

**Venue** - a Council owned building, land or space under the care and control of Alexandrina Council.

**Pop-Up** – a trend of opening short-term sales spaces that last for days to weeks.

#### 4. Policy Statement

The Policy is an outcome of Alexandrina A2040 and Council's Draft Economic Development Strategy 2022 – 2027 and aims to create employment by providing a supportive business environment through use of vacant and underutilised spaces. Activating these spaces adds another point of interest to the community and visitors.

#### 5. Eligibility Criteria

Alexandrina Council will prioritise bookings received from businesses which are located and operate within the Alexandrina Council boundary.

Organisations must have a registered Australian Business Number (ABN) or Australian Company Number (ACN) and have the relevant insurances for the period of hire.

A Certificate of Currency is required upon application for public liability insurance cover of up to \$20 million. The Certificate must cover hire and use of the space for the desired purpose.

A minimum of one (1) week and maximum of three (3) months hire period will be available for approved hirers.

Use of venue hire spaces under this Policy will be subject to the approved building use and planning code specific to the area and could include, but is not limited to:

- retail shops
- gallery/art studio
- day time training facility
- day time tourism booking office
- yoga studio, small group fitness, rehearsal space
- event or small performance space

Approved uses outside building within a defined marked boundary line include but are not limited to:

- Temporary hospitality offerings
- Outdoor dining
- Mobile food vending
- Music, and
- Temporary limited liquor licence

Organisations are responsible for applying for and scheduling the appropriate permits and licences relevant to the operations of the business for the duration of hire of the space.

Outdoor dining and mobile food vending within the allocated venue area, form part of the pop-up hire form and do not require additional permits.

#### 6. Responsibilities

The Alexandrina Economic Development function (through the Business Hub) can assist organisations to source the appropriate permits and licences for their business.

Each venue space will have a specific Pop-Up Business Activation Program including Terms and Conditions outlining user responsibilities. The Pop-Up Business Activation Program outline both Council and User responsibilities.

## 7. Selection Criteria

Applications for hire of space and proposed use will be assessed against the following weighted selection criteria;

Selection Criteria	Weighting
Alignment of proposed use with the objectives of the pop-up business activation program	50%
Location and operation of the applicant	25%
Proposed use and aesthetics of the space (inside and outside if relevant)	15%
Period of hire	10%

Consideration will be given to any unique cultural and heritage significance associated with the space.

## 8. Selection Process

- Administration will compare applications and review to determine the best use of the space available against the criteria and consider complementary fit to nearby offerings to avoid competitive tension.
- Administration will determine the preferred user of the space and period of time based on the criteria.
- The decision of Administration will be final.

## 9. Terms and Conditions of Use

Terms and conditions may vary between each venue space. On application, interested parties will be provided with the Pop-Up Business Activation program for that particular space.

## 10. Fees and Charges

As per Council's annual budget deliberations, available space fees will be site specific dependant on benchmarking with similar properties in the area and other comparable pop-up business initiatives outside the region but will ensure basic costs associated with connection and use of power services and minimal service fees to cover power, security monitoring and building insurance.

Cost of use of available spaces will be as per the Alexandrina Council's endorsed Fees and Charges Schedule.

## 11. Liability and insurance obligations

Liability and insurance obligations may vary between each venue space. On application, interested parties will be provided with the Pop-Up Business Activation Program for that particular space.

## 12. Marketing and Signage

Alexandrina Council retains the right to market all vendors and their products, services and/or events through its own marketing opportunities. This includes via its website, digital channels, email databases and other advertising.

An A-frame sign is permitted for display no more than five (5) metres from the entrance to the venue space. The design and positioning of the sign needs to abide by the specifications of the Alexandrina Council Signs, Banners and Flags Policy and be in accordance with the Moveable Signs By-Law No.4, 2016.

A person must not distribute any advertising material, promotional items or any printed material outside the space without a permit.

## 13. COVID-19 Guidelines

The vendor must follow the SA Health guidelines, density limits and COVID-19 management procedures relevant to your business activities to assist in the management of COVID-19 in South Australia.

## 14. Grievances

Any grievances in relation to the Policy or its application should be forwarded in writing to the Chief Executive Officer, PO Box 21 Goolwa SA 5214 or to [alex@alexandrina.sa.gov.au](mailto:alex@alexandrina.sa.gov.au)

## 15. Availability of Policy

This Policy will be available for inspection on the Council's website [www.alexandrina.sa.gov.au](http://www.alexandrina.sa.gov.au). Copies will also be provided to interested members of the community upon request, and upon payment of a fee in accordance with Council's Schedule of Fees and Charges.

## 16. More Information

For more information please visit our website at [www.alexandrina.sa.gov.au](http://www.alexandrina.sa.gov.au) or contact the Council on (08) 8555 7000 or via email at [alex@alexandrina.sa.gov.au](mailto:alex@alexandrina.sa.gov.au)