



people's panel



Trading in public places survey

April 2013

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2 Key findings

Key findings

- The vast majority had noticed shops, stalls and other activities in public places and over half had bought products at least occasionally from these, especially from markets (83%) and temporary stalls (70%).
- Most were fairly happy with the experience of using these activities, especially with markets (81%) and temporary stalls (69%).
- 80% had used an outdoor dining or drinking area in a public place, and three quarters of these people were happy with the experience. Only 11% had used a service such as bike or skate hire in the past six months.
- 72% had given donations to charitable collectors in public places, but this was quite a polarising activity, with 40% saying they were happy and 28% saying they were unhappy with this activity.
- 62% had given a donation to a busker or street performer and 66% were happy with the activity.
- 65% had accepted a brochure, sample or other giveaway but only 30% were happy with product promotions in public places and 29% were unhappy with these.
- In general, many people were positive about things like buskers, markets and outdoor dining as they made the area feel more colourful and alive. Charitable collections received mixed feedback with some saying this was an important way for non-profit groups to raise money and others expressing annoyance at how pushy the collectors could be. On balance many people felt this was an appropriate outdoor activity provided it was limited and not too invasive.
- In terms of managing public place trading, the most important values were accessibility (ensuring trading activities do not block footpaths), safety, and fairness for all users of public places. Flexibility, balance, common sense and respect were other values that came through from the comments.
- In line with the opinions expressed above participants can see the benefit of these types of activities in public places – both in terms of making Auckland a more colourful and interesting place and in terms of the financial benefit this can bring to small / independent businesses. However, participants want to see a balance between the needs of the traders and charities and the rights of people to be in a public place without being harassed. A number of people felt that any regulation and enforcement needed to be applied with common sense, and that the council should avoid over-regulating these activities and stifling community participation and enterprise.
- 90% felt that at least some commercial activities should need permission from Auckland Council, particularly those that encroach on public accessibility, are large-scale and that generate a profit.
- 25% felt charitable collections in public places should not need permission from council, while 36% felt they should. Many felt that larger scale activities and those with invasive techniques should need permission.
- 62% felt there should be a fee for commercial use of public spaces with many saying that since these activities were making a profit they should be asked to pay a 'modest' fee for the privilege of using the space, but that this should be proportional to the size of the operation. Among those who did not feel a fee was appropriate, many felt that small businesses needed support rather than being stifled by fees and/or that there should be less council bureaucracy and fees in general.
- 80% felt non-profit activities should not be charged a fee, generally because they were raising money for the betterment of society and so if they were charged a fee that would mean less money could be used for their specific cause.
- The two primary considerations for determining fees were whether the activity is commercial or not-for-profit and the work the activity creates for council as a consequence. One other factor mentioned was the extent to which the activity would benefit the community – some felt that if the activity creates good amenity / character / vibrancy and is positive for the community, then council should encourage it, and this should be reflected in the fee strategy.

- The most frequently mentioned 'good' examples of trading in public places were local markets, cafes and outdoor dining, buskers, and roadside/farm gate stalls for fresh fruit, flowers and other produce. These were all seen to provide a range of benefits in terms of bringing people together, encouraging a sense of community, adding colour, atmosphere and fun, and providing fresh/locally grown produce.
- The most frequently mentioned examples of 'bad' public place trading activities were those that cluttered or blocked footpaths or restricted access, intrusive or harassing 'chuggers' (charity muggers) and road-side activities (such as cars for sale, big fruit stalls, people advertising pizza shops with signs etc) that limit vehicle movement or disrupt traffic/parking access.

Generally, participants were in favour of those activities that added interest, atmosphere and fun to the area, or that provided a public good in some way. Things that caused an inconvenience in terms of restricting people from getting where they wanted to go or were overly intrusive were considered undesirable uses of public space. In terms of regulating and charging for these activities, participants generally sought a balance between the wider public good, the specific benefits provided by the activity, and the level of intrusiveness / inconvenience caused. In most cases people felt that if an activity was going to make a profit by using public space the activity should need council permission and be charged a modest fee. However in many cases people felt that charitable donations and fundraising activities should be exempt from these conditions unless they were going to be on a large scale and/or be overly intrusive.

3 Background

3.1 Survey background

Auckland Council and Auckland Transport are reviewing the bylaws relating to trading in public places that they inherited from the eight former councils in order to develop a region-wide approach to these activities. The definition of trading in public places includes the wide range of activities (both commercial and not-for-profit) that often take place on footpaths, in parks, and in other public places, such as:

- Mobile shops e.g. coffee or ice cream vans
- Temporary stalls e.g. stalls selling fruit and vegetables on the side of the road
- Outdoor dining and drinking areas
- Display of goods and services associated with an established shop or business
- Markets
- Offering services e.g. bike or skate hire, shoe polishing
- Asking for donations, sponsorship etc (charities and others)
- Distributing promotional materials e.g. brochures or product samples
- Busking / street performance.

This survey canvassed People's Panel members' views on issues relating to trading in public places, and any experiences with these activities. Feedback will help the council understand how the current approaches work and develop ideas on how these activities should be controlled or managed. If appropriate, a draft policy and bylaw may be developed over 2013, and would be subject to further consultation before being finalised.

3.2 About the People's Panel

The People's Panel aims to provide an opportunity for Aucklanders to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

The panel ideally supplements other research, consultation and engagement activities used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is they include members of the public who come from a range of backgrounds and a range of levels of involvement with the council.

At the time of surveying there were 10,437 people registered with the panel, with representation from residents of each local board area and by age group and ethnicity. The People's Panel is not yet representative of the wider Auckland population and further recruitment is under way to improve participation from particular areas, age groups and ethnicities.

For more information about the People's Panel visit www.aucklandcouncil.govt.nz/peoplespanel

3.3 Methodology

The survey was open from 1 to 11 March 2013 and one reminder was sent to those who had not completed the survey. In total 3,092 completed surveys were received .

The feedback has been analysed in two ways:

- For the tick box questions, responses to each option have been reported as proportions of the total sample and presented as charts (and tables in the appendix).
- Responses to open-ended questions ranged from one-word answers to lengthy comments with several points and ideas. Key themes from these comments have been identified and ordered by frequency. A selection of comments has been included in the report, to illustrate these themes.

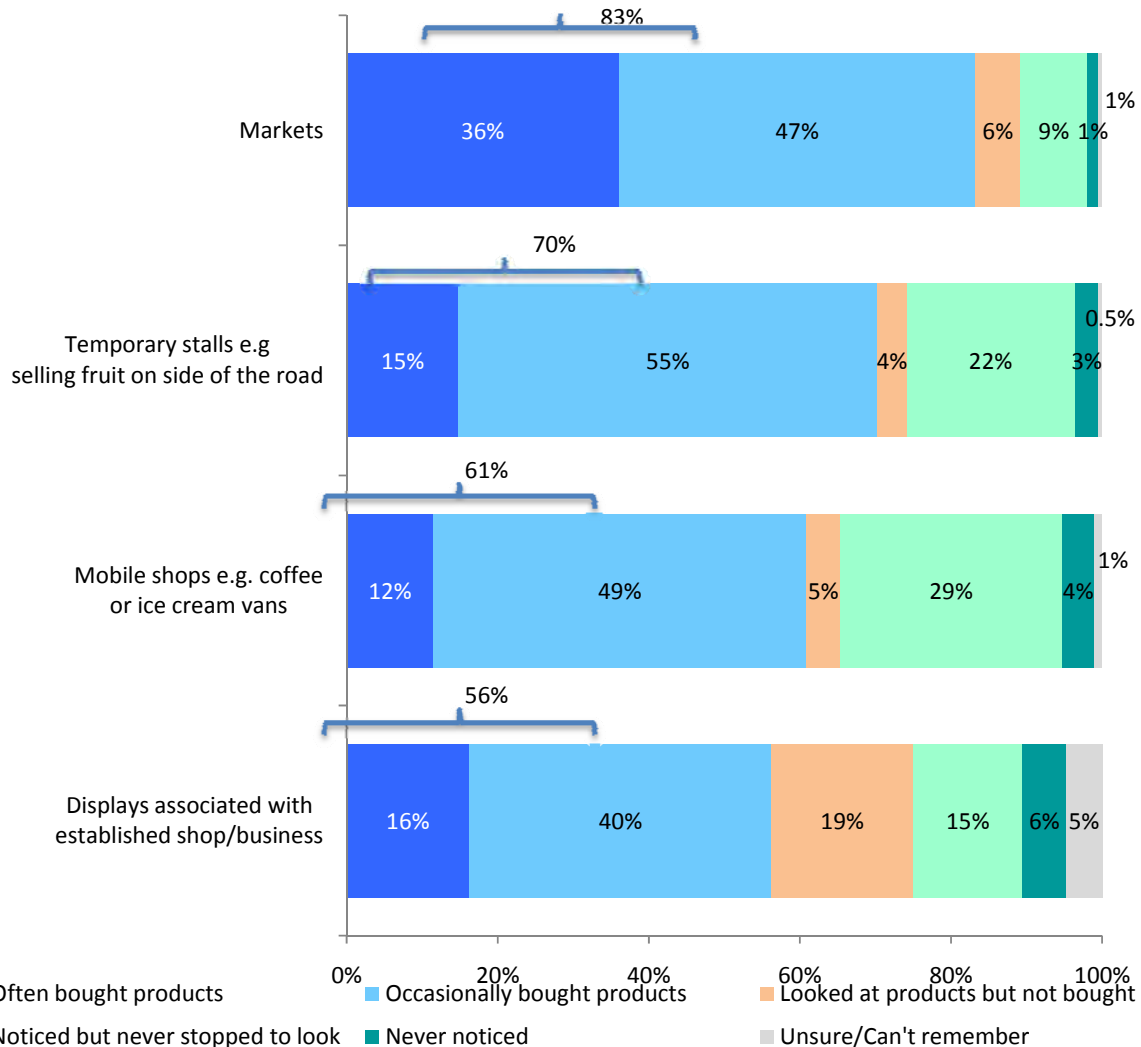
Results in charts and tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

4 Survey results

4.1 Trading in public places

Panellists were told: “Trading in public places takes many forms, such as mobile shops, roadside stalls, markets and outdoor displays. We would like to find out how people interact with these shops, stalls or other activities.”

Q1A Thinking about the last six months how would you describe your interaction with the following shops, stalls or other activities?

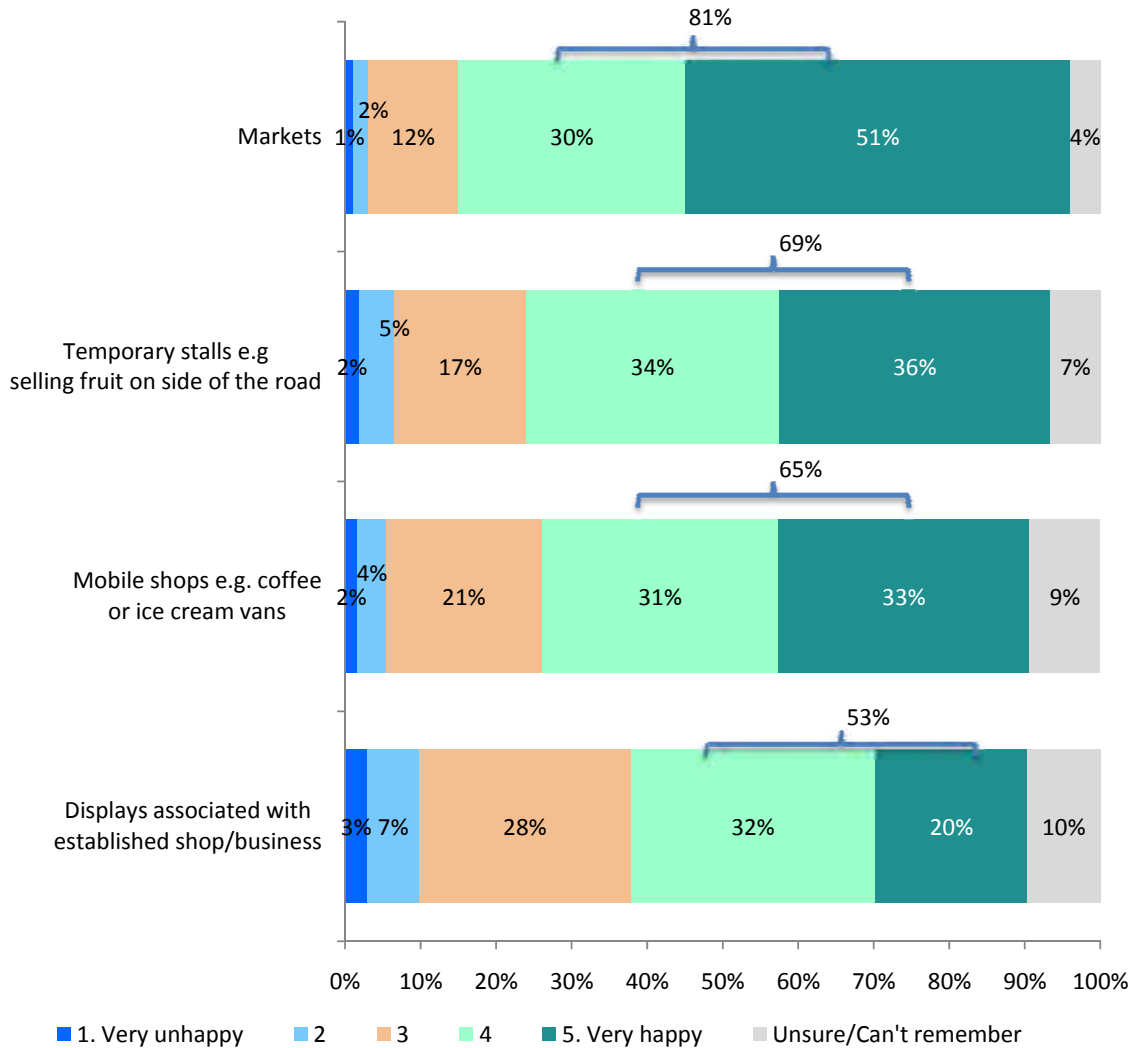


Base: Panellists participating in survey n =3092.

The vast majority had noticed these shops and activities and over half had bought products at least occasionally from all of these places, especially from markets (83%) and temporary stalls (70%). There was less interest in purchasing from mobile shops and business displays with a third of participants saying they had looked but not bought, or noticed but never stopped to look.

Women were more likely than men to have often bought products from markets (39% vs 31%) and temporary stalls (17% vs 11%). People aged under 45 years were more likely to have often bought products from mobile shops such as coffee and ice cream vans (14% vs 6% among those aged 65 years or older). Maori participants were more likely than those from other cultural groups to have often bought products from temporary stalls (26%) and mobile shops (22%).

Q2A-2D Please think about the last time you saw these activities in a public place. If you bought something or looked at products please tell us how happy you were with the experience. Even if you didn't look at or buy anything, please tell us how happy you were with this activity the last time you saw it.



Base: Panellists who saw these activities in a public place: Mobile shops= 2927, Markets=3031, Temporary stalls=2978, Displays=2766.

Most were fairly happy with the experience, especially with markets (81% rating 4 or 5 out of 5) and temporary stalls (69%). 10% were unhappy with displays associated with established businesses and 7% were unhappy with temporary stalls.

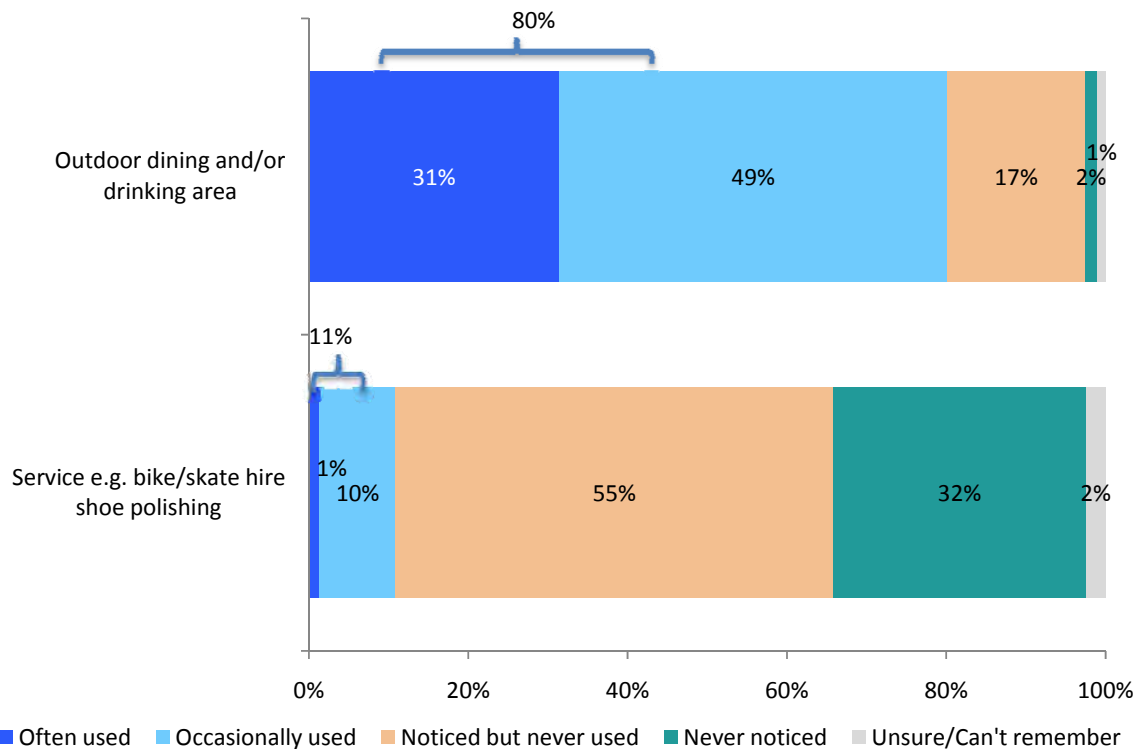
Women were significantly happier than men with all of the above, especially with markets (84% vs 71% among men) and temporary stalls (71% vs 67%). European participants were more likely than those from other ethnicities to be very happy with markets (52%), temporary stalls (37%) and mobile shops (35%).

4.2 Other commercial activities in public places

Panellists were told: “We are also interested in finding out whether you have ever used other commercial activities often found on footpaths and public places such as seating areas in front of cafes and restaurants or services such as bike or skate hire or shoe polishing.”

Q3A In the last six months have you ever used an outdoor dining and/or drinking area on a footpath or other public place?

Q3B In the last six months have you ever used a service that has been offered in a public place e.g. bike or skate hire, shoe polishing?



Base: Panellists participating in survey n =3092.

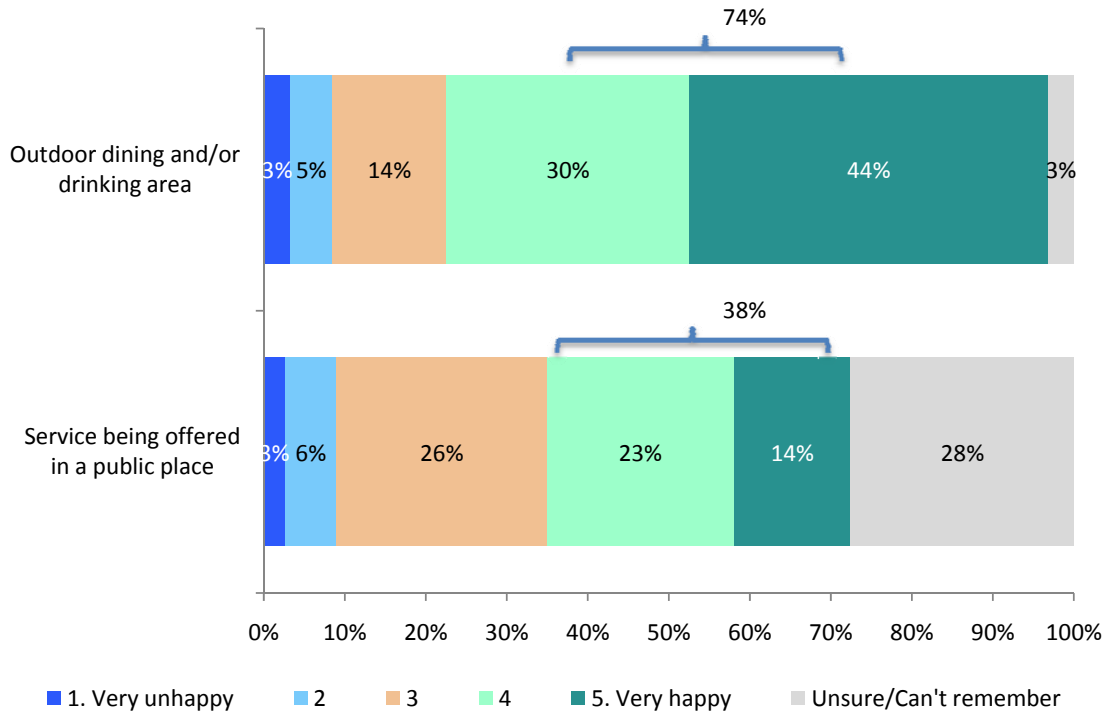
While 80% had used an outdoor dining or drinking area in a public place, only 11% had used a service such as bike or skate hire in the past six months – however over half of participants had noticed such services around.

Women were more likely than men to have used outdoor dining and drinking areas (84% vs 75%) but there was no difference regarding the services mentioned above. Participants aged over 65 years were less likely to have used outdoor dining and drinking areas often (23%) although around half had used them occasionally in the past six months. Maori and European participants were more likely to have often used outdoor dining and drinking areas (43% and 33%) compared to Asian and Pacific participants (18% and 13%). However Maori and Pacific participants were more likely to have used the above services at least occasionally (17% for both groups) compared to European participants (10%).

Participants were told “We would like to know whether Aucklanders’ experiences of these activities are generally positive or negative. Please think about the last time you saw these activities in a public place. If you have used the following please tell us how happy you were with the experience. Even if you have never used the following, please tell us how happy you were with this activity the last time you saw it.

Q4A Outdoor dining and/or drinking area on a footpath or other public place.

Q4B Service being offered in a public place e.g. bike or skate hire, shoe polishing



Base: Panellists who saw these activities in a public place: Dining/drinking area= 3011, Services=2034.

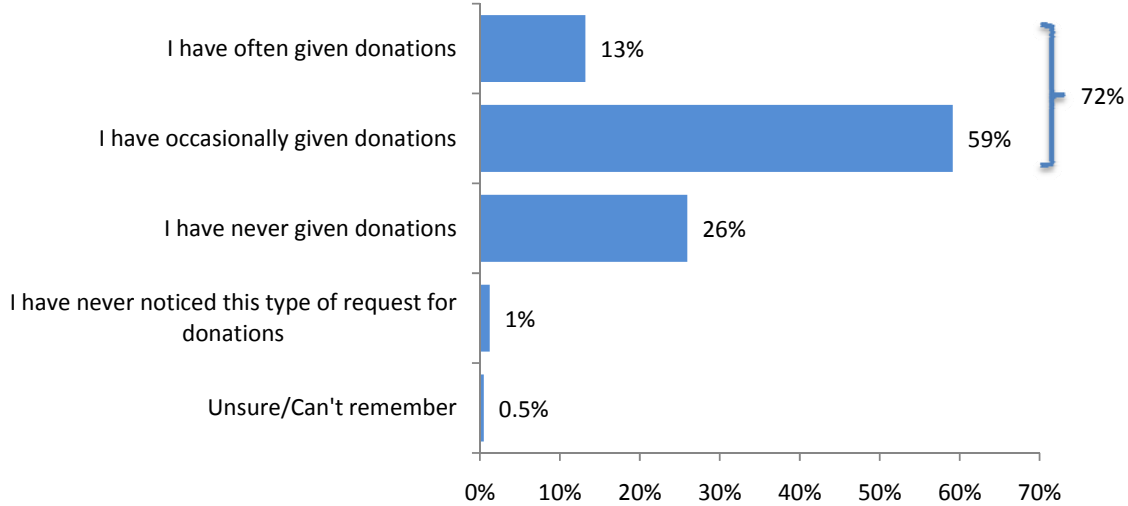
Three quarters were happy with their experiences at outdoor dining and drinking areas, compared to only 8% who were unhappy. While a third were happy with their experiences of services such as bike stands etc, over half did not express a strong view either way, with 28% saying ‘don’t know’ and 26% giving a neutral rating.

Women were happier than men with their experiences at outdoor dining/drinking areas (77% vs 71%), as were Europeans (75%) compared to Asian participants (64%).

4.3 Collections for charities, and not for profit groups

Panellists were told: "Charities, and not-for-profit groups often use public places to ask for donations or seek ongoing support. We would like to know how you have responded to these requests."

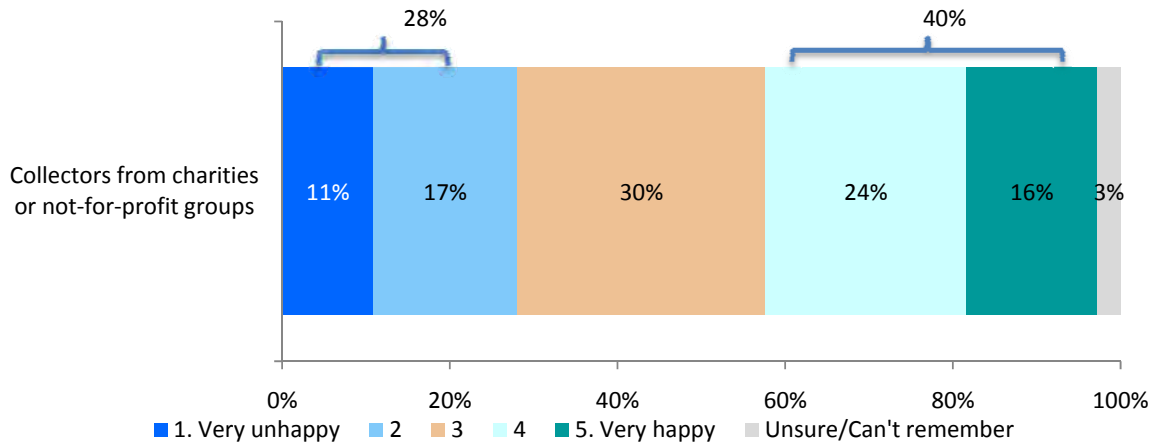
Q5A Thinking about the last six months how have you responded to collectors in public places asking for donations to charities and not-for profit groups?



Base: Panellists participating in survey n =3091.

Just under three quarters had given donations in the past six months. Women were more likely than men to have given donations (77% vs 65%). Those aged 65 years and over were more likely to have donated (76%) than those aged under 35 years (67%). Pacific and Maori participants were most likely to have donated money (84% and 79% respectively).

Q6A Please think about the last time you saw this activity. If you made a donation please tell us how happy you were with the experience. Even if you did not make a donation, please tell us how happy you were with the activity the last time you saw it.



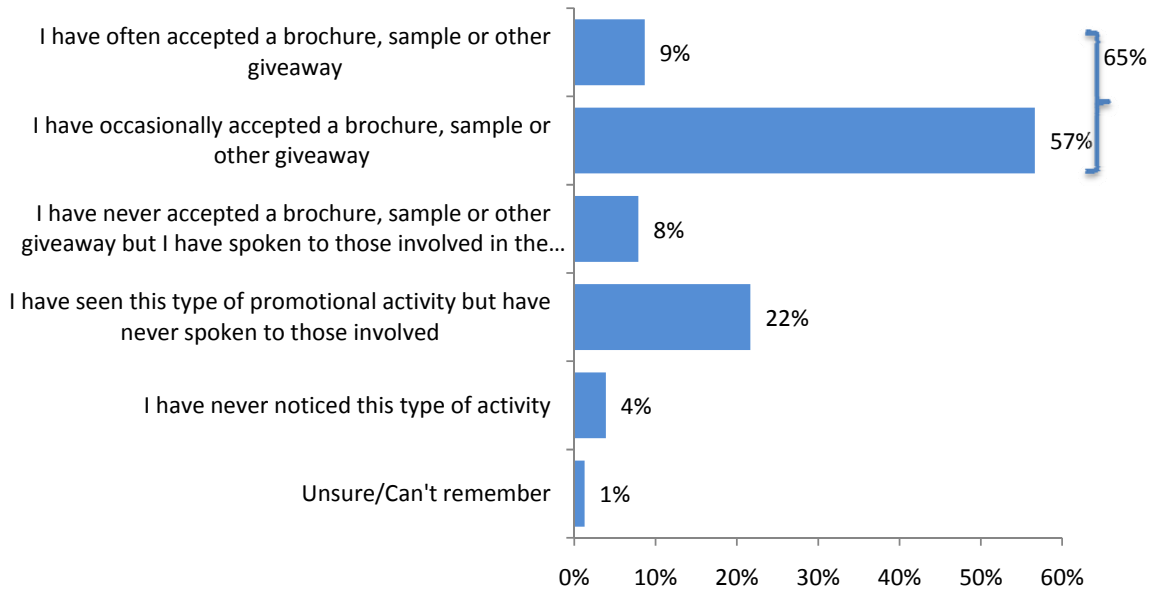
Base: Panellists who saw this activity in a public place n=3039.

Charitable collections were quite polarising, with 40% saying they were happy and 28% saying they were unhappy with the activity. Women were happier than men (43% vs 35%) and Pacific Peoples were happier than Europeans (48% vs 40%), but there were no real differences by age group.

4.4 Other uses of public spaces

Panellists were told: "We are also interested in hearing your views on the use of public places for promotional activities - e.g. by giving away brochures, samples or other items to publicise a product service or event, and busking or street performance."

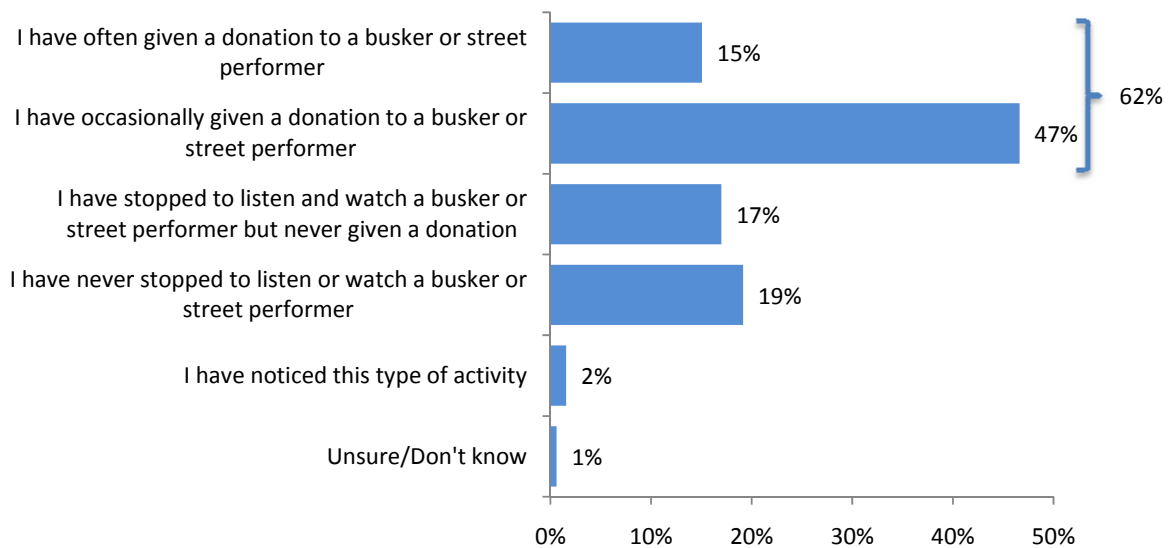
Q7A Companies and organisations often use public places to promote products, services, events etc by giving away brochures, samples or other items. Thinking about the last six months how have you responded to this type of activity?



Base: Panellists participating in survey n =3092.

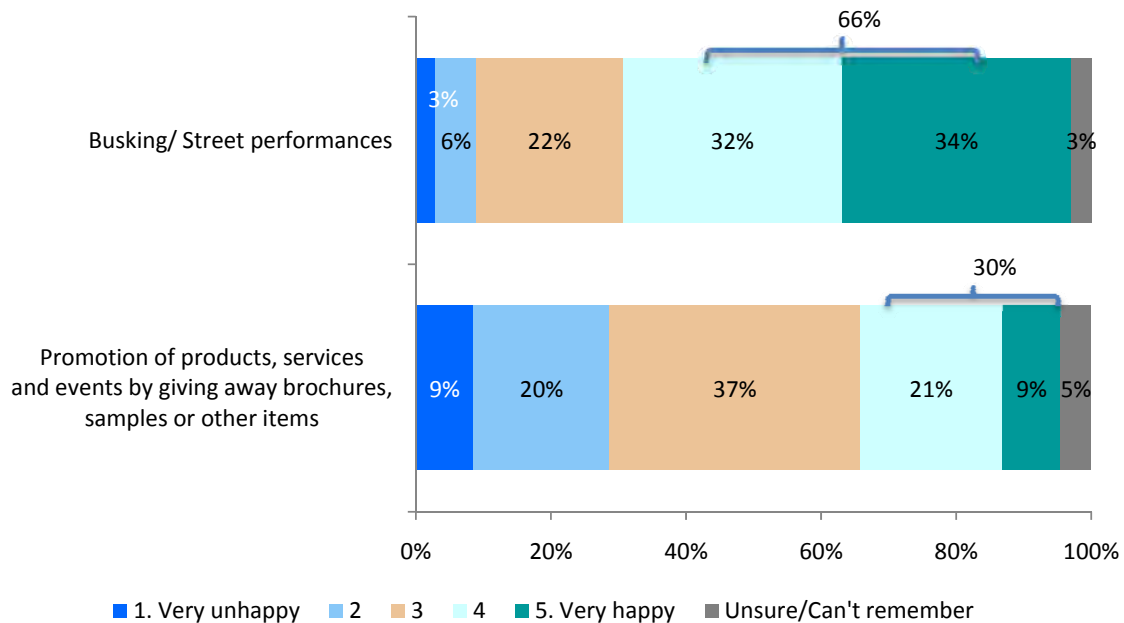
Two-thirds had accepted a brochure, sample or other giveaway and, as shown below, 62% had given a donation to a busker or street performer. In both cases, women were more likely than men to have done so, and Maori and Pacific participants were more than Europeans to have done so.

Q7B Musicians, actors and other buskers often give performances in public places. Thinking about the last six months how have you responded to this type of activity?



Base: Panellists participating in survey n =3092.

Q8A / 8B Your experience of promotional activity and/or busking in public places. If you donated or interacted with the activity please tell us how happy you were with the experience. Even if you did not interact in any way, please tell us how happy you were with the activity the last time you saw it.



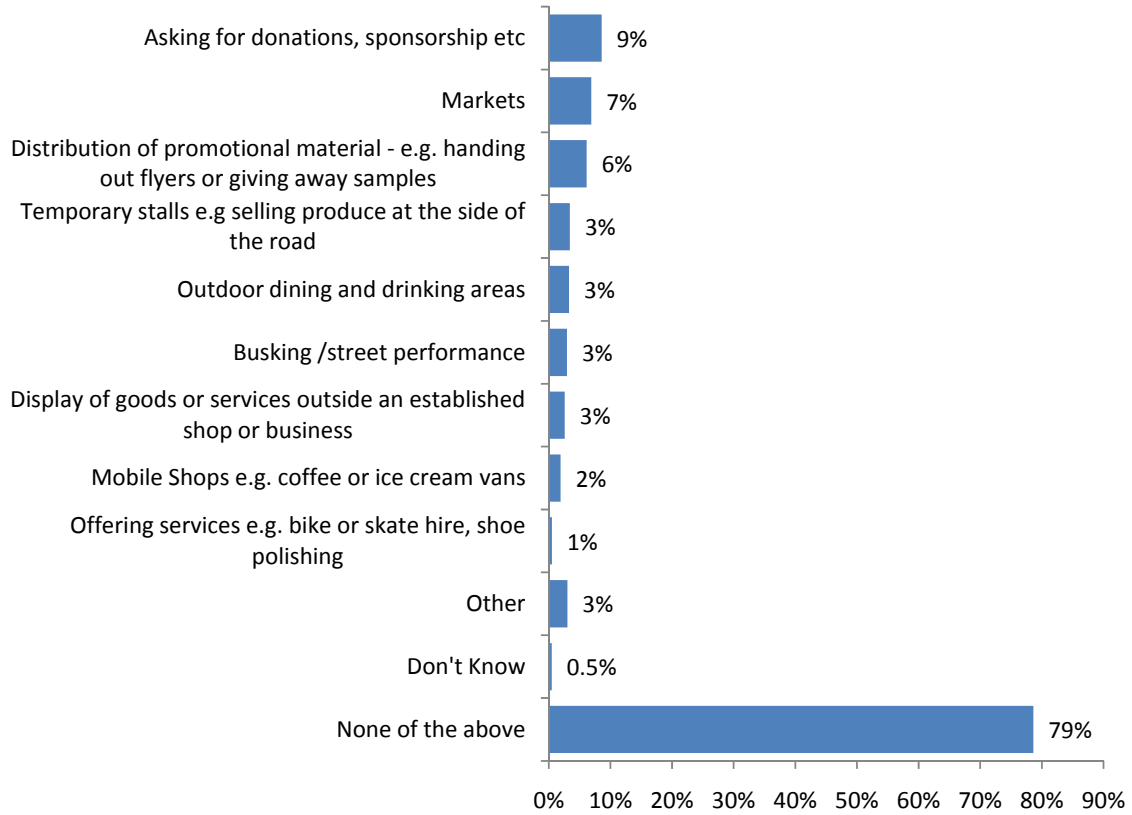
Base: Panellists who saw this activity in a public place: Promotion of products=2931, Busking=3022.

While two-thirds (66%) were happy with busking and street performances, only 30% were happy with product promotions in public places and 29% were unhappy with these.

Those aged 15-24 years were the most happy with product promotions (38% happy and 22% unhappy), while those aged 65 years and over were the least happy (24% happy and 31% unhappy). Likewise, those aged 15-24 were happier with buskers (76%) than those aged 65 years and over (60%). Pacific and Asian participants were significantly happier than others with product promotions (42% and 39%) but Maori were slightly happier than others with buskers (73%). Men and women gave similar ratings for both questions.

4.5 Involvement in street trading

Q9A Thinking about the last six months, have you been involved in any of the following activities as an organiser, stall holder, business person, employee, volunteer, performer etc?



Base: Panellists participating in survey n =3090.

Most hadn't been involved in any of these activities, but 9% had been involved with charitable collections and 7% had been involved with markets.

Q10A Have you any comments to add about your experiences of commercial, charitable or similar activities in public places?

The comments generally reflected the views expressed above, in that many people were positive about things like buskers, markets and outdoor dining as they made the area feel more colourful and alive. Some felt this was an important part of Auckland’s culture and should be encouraged. Charitable collections received mixed feedback with some saying this was an important way for non-profit groups to raise money and others expressing annoyance at how pushy the collectors could be. On balance many people felt this was an appropriate outdoor activity provided it was limited and not too invasive.

Have you any comments to add about your experiences of commercial, charitable or similar activities in public places?	Number of comments n=500*	% of responses
General positive feedback/ makes for a vibrant city	130	26%
As long as they are not pushy - persistent collectors are off putting	123	25%
Invasive - I don't want to be approached/ I will decide if I want to donate/ annoying	90	18%
Busking should be encouraged/ needs to be good quality	62	12%
As long as it doesn't impact on the general public (litter, taking up footpath space, obstructing traffic, noise etc)	56	11%
Comments regarding support for charities	50	10%
I like farmers markets, foodstalls etc	39	8%
Charities and not-for-profit should be fee exempt/ not commercial	35	7%
I don't like footpath encroachment - tables, stalls in public space, sandwich boards	32	6%
There needs to be regulations - hygiene, litter, competition	30	6%
I like outdoor dining/cafes	26	5%
Disapprove of beggars	24	5%
Anti busking comments	12	2%
I have been personally involved in collecting	11	2%
Window washers/ collectors at intersections are dangerous	10	2%
Anti smoking comments	10	2%
I don't like religious advertising	9	2%
Don't over regulate	7	1%
Other	24	5%

*500 comments out of a total of 1182 (42%) were randomly selected for this analysis

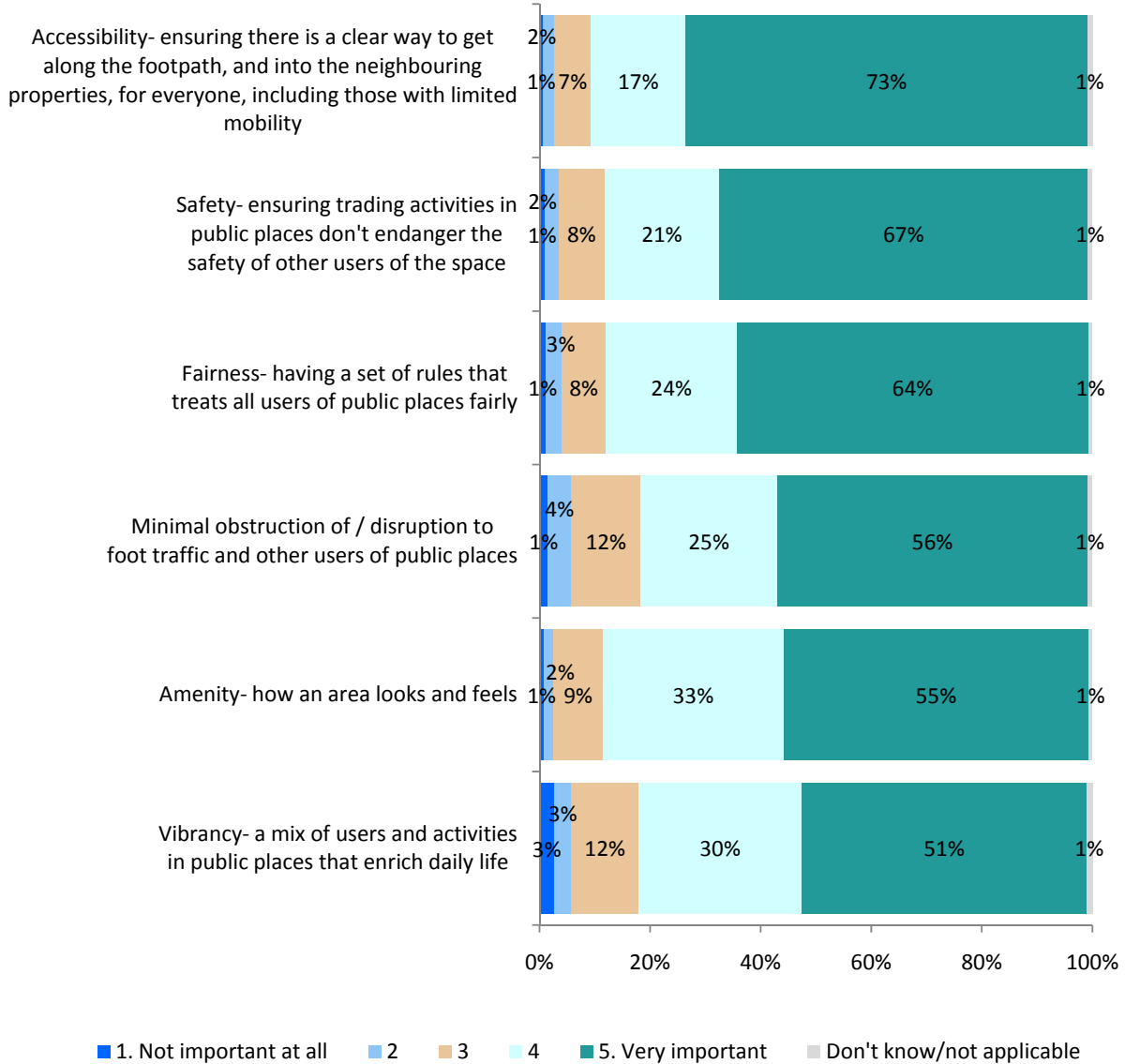
Selection of comments
<ul style="list-style-type: none"> • <i>“Activities in public places are fine as long as they can operate at no cost to the ratepayer, eg cleaning up afterwards.”</i> • <i>“As long as these activities are carried out in a respectful manner then it should be allowed. Non-profit organisations especially need to raise funds and in public places seems like an obvious place to go.”</i> • <i>“Busking, crafts, and markets all fantastic and should spill over the streets regularly. “Chuggers” charity muggers, ie people asking for ongoing support not so great, but not as bad as overly commercial promotions people.”</i> • <i>“Can make it feel more vibrant which is good, however can sometimes feel too much, can make places too busy or people feel compelled to donate/spend which isn't so good.”</i> • <i>“Dining on footpath gives the city character and contributes to a vibrant interesting city.”</i> • <i>“Use of public places has the opportunity to add character to the community and provide further use of the public places for a wider range of people.”</i>

- *"I feel markets, busking, outside dining all add to the Auckland experience & would not be happy if this changed, its part of our culture."*
- *"Happy to have buskers of good quality as they add to the vibrancy of the city. Also like being able to sit on street and drink coffee."*
- *"I don't pay a lot of attention to these things but they certainly do not bother me and I do not feel negative about them. Surely they are just part of the atmosphere and environment of any busy and lively city? If they were not there it would probably be more boring."*
- *"Busking adds character to the city. Poppy Day I have no problem with, or Cancer appeals (mainly in malls) but overall charities can collect as long as they don't hassle people."*
- *"I don't mind them so long as the people provide the service aren't demanding or pushy and accept if I choose to respond to them or not."*
- *I don't mind them, as long as they aren't too aggressive in their approach and don't block footpaths."*
- *"I think it is fine to have people asking for charitable donations generally, in principle. However, the recent spate in the CBD of agencies having gangs of intercept staff at crossing lights with quite full on and quite cheesy approaches is too much and particularly painful if you walk the same way several times a day and get accosted each time. Perhaps the numbers could be limited and the time in one spot limited and a more passive approach advocated. I'm sure some poor souls sign up for things they don't really want."*
- *"1) Some contract charity donation-seekers on busy streets can be too persistent and I tend to walk to avoid them. Their persistence is because they make money from seeking our money I guess. I'd rather give directly to an organisation. 2) Busking should be encouraged -- enriches city life. 3) Drinking establishments spilling out onto the sidewalks is poor form...we surely have enough of an alcohol-saturated society already."*
- *"Happy for these to occur but not to obstruct any public facility. ie public seating areas. Should be treated as if I don't approach you, I'm not interested. In the same way if I don't enter your shop I'm probably not interested. I don't like organisations taking advantage of people that would not contribute or can't afford to, being pressured because they feel they have to having been seen by everyone."*
- *"If they want to do these activities they need to be responsible. Rules only need be passed if they act without empathy towards the local businesses & the public."*
- *"If you want a vibrant city you need interesting activity on the street. The permitted buskers are great and it is so much better than the days when busking was frowned upon. There seems scope for a few much smaller food stalls a la NY hot dog stand. Less interested in the commercial giveaways from a packaging and sustainability viewpoint. Charity collectors are fine as long as they are relatively subdued in their collecting stance."*
- *"Many people make a living from stalls etc providing it is in areas where there is room to operate and the normal pedestrian flow can continue I welcome it as it all adds to the diversity of our multicultural society. To have food temperature tested by a Council inspector prior to cooking (I refer to sausages at a Warkworth street market during Kowhai Festival) is over the top and did not win any friends for Council that day. This Rotary Club fundraising along with other not for profit activity has worked for many years with no problems. The same applies in Orewa when a Big Dig event on the beach that has for many years been a major source of funding Lions Clubs charities had to be cancelled due to the cost of portaloos hire at a venue well served by public toilets."*
- *"People soliciting donations can become quite aggressive if you don't respond to their request. Love the outdoor eating opportunities - should have more mobile food carts like they do in Portland, Oregon. Like musicians and buskers they add atmosphere to the city."*

4.6 How should trading in public places be managed?

Panellists were told “Auckland Council wants to understand what values are important to Aucklanders in how commercial, charitable and other activities carried out in public places are managed or controlled.”

11A How important do you think the following values should be when determining the way the council deals with trading in public places (both commercial and charitable/not-for-profit)? Top six values:

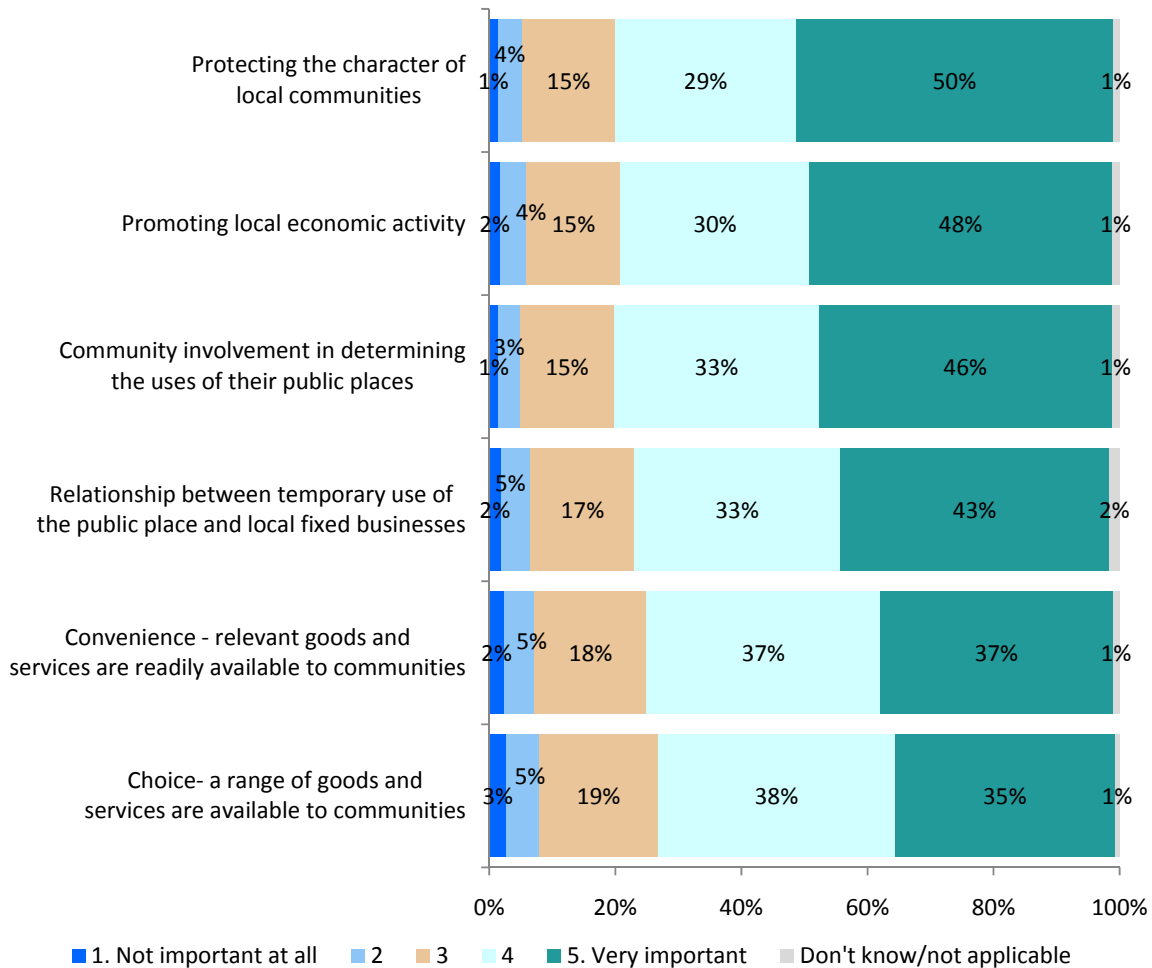


Base: Panellists participating in survey n= 3086

The most important values were accessibility (ensuring trading activities do not block footpaths), safety and fairness for all users of public places. Over 85% of participants rated these three values as important. Also very important were the next three values – minimising disruption to other users, public amenity and vibrancy.

Accessibility and safety were of particular concern to older people, with 93% of people aged 65 years and over saying accessibility was important, and 90% saying safety was important. Women placed more importance on all of these values than men did. Safety was particularly important for Pacific (96%) and Asian (93%) participants.

11A Contd.. How important do you think the following values should be when determining the way the council deals with trading in public places (both commercial and charitable/not-for-profit)? Bottom six values:



Base: Panellists participating in survey n= 3086

These next six values were also rated as important by most participants, but to a lesser extent. Providing choice and convenience were seen as the least important values, but even so almost three quarters of participants rated them as important.

Again, women placed more importance on all of these values than men did. Providing choice was seen as more important among Pacific participants (85%), as was community involvement (88%) and protecting character (88%).

Q11B What other values are important when determining how the council deals with public place trading activities?

Flexibility, balance, common sense and respect were other values that came through from the comments. In line with the opinions expressed above participants can see the benefit of these types of activities in public places – both in terms of making Auckland a more colourful and interesting place and in terms of the financial benefit this can bring to small / independent businesses. However, participants want to see a balance between the needs of the traders and charities and the rights of people to be in a public place without being harassed. A number of people felt that any regulation and enforcement needed to be applied with common sense, and that the council should avoid over-regulating these activities and stifling community participation and enterprise.

What other values are important when determining how the council deals with public place trading activities?	Number of comments n=500*	% of responses
Support - encouragement/promotion for local enterprise, community groups	89	18%
Common sense approach - don't over regulate, case by case	86	17%
Balance - commercial/public needs, commercial/not-for-profit, local/non-local	72	14%
Respect for public - mindful of others needs, privacy, not taking too much space	69	14%
Quality and variety - high standards, creative, relevant to the community, location	62	12%
Accessibility - especially footpaths	47	9%
Enforcement - regulations, anti harassment, fees, monitoring	45	9%
Pollution - smoke, noise (including buskers)	35	7%
Cleanliness, litter control	33	7%
Equity - respect for cultures, traders, ethical	29	6%
Health and safety of public, hygiene	26	5%
Council needs to consult with community	14	3%
Undesirable public behaviour - beggars, drunk people, homeless, prostitutes	11	2%
Sustainability - protection of environment, reduce, recycling	10	2%
Designate special areas for these activities	9	2%
Don't support any of it	6	1%
Clear signage	5	1%
Other	15	3%

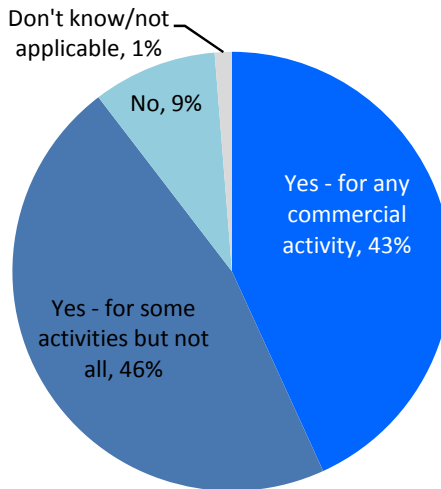
*500 comments out of a total of 957 (52%) were randomly selected for this analysis

Selection of comments
<ul style="list-style-type: none"> “I value feeling happy to walk on Auckland’s streets, not to feel harassed and having to avoid areas such as smokers (out on breaks or socialising) and charities demanding ones attention. Busking adds vibrancy to the city and groups like Hari Krishna and ethnic groups make for a happy environment that is not all about money and commercial gain.” “I would not like to see an overzealous application of rules and restrictions around health and safety, access etc. I absolutely appreciate that these are essential considerations...just not an overboard approach that stifles the natural organic nature of these types of activities to the point that it gets put in the too hard basket. I would also hope that work is done to promote a shared vision between fixed business and temporary ones. Also that small little markets need to be encouraged and supported...many people make a living selling their hard worked for produce or wares via these. Too much red tape makes them unviable for sellers

and boring/mundane for buyers.”

- *“There are too many beggars hassling people around local malls and shops. Stronger deterrents should be used to be rid of them. Mobile vans/ carts should be encouraged in more areas. Greater diversity and enterprise should be facilitated by council and shopping precincts. Heritage factors in the Manukau region should have more emphasis and protection.”*
- *“It's important to allow opportunities for local communities and individuals (artists/artisans/vendors) to interact with their public/audience. But also important to protect the public from being harassed.”*
- *“Be as flexible as possible in the interest of making the city more expressive and interesting.”*
- *“A common sense approach from any shop owners in the vicinity as I have seen some get quite abusive to people who have permission to be there but the owners don't like it because it possibly competition.”*
- *“Accessibility and ease of use for local community and organisations to set up and run things like markets, shows and events is very important. New Zealand was founded on small self-reliant communities, and it is highly important that the community spirit is retained and fostered, not smothered under a tide of well meaning regulation. There is a tendency today to over regulate activities in an attempt to keep people safe from real and imagined risks, which takes no account of self reliance and common sense.”*
- *“Any supervisory activity should be fairly conducted.”*
- *“Balancing the needs of different members of the public and their use of public spaces. Not imposing unnecessary restrictions on public place activities for "safety" or "convenience" reasons unless it is actually warranted in the specific context.”*
- *“Flexibility of use, allow for the unusual and spontaneous.”*
- *“I think a little live and let live, New Zealanders are inventive people and to see the variety of activities in our street is of the utmost importance to a colourful city. All this with a little care and consideration but without too much bureaucracy.”*
- *“I think the council should treat them on each of their merits not a blanket decision on who why or where!”*
- *“Relevant services for the situation is what is important. Hard and fast rules in this particular situation do not benefit all communities, flexibility is required.”*
- *“Intent of the activity. I.E entertainment should be encouraged, direct product selling should be policed more carefully.”*
- *“Is the activity meeting a need within the immediate vicinity/community (e.g. ice cream sellers on the beach).”*
- *“Not hassling the general public as they go about their business e.g. don't have dubious charities intimidating people to get money out of them, don't encroach on footpaths too much.”*
- *“Non-commercial presence on the streets - Auckland is completely impoverished on this count. Other cities are full of very competent musical performers busking - they even have to audition for the right - but Auckland seems to have put them all off, and some very untalented people dominate the streets with appalling consequences. It makes me so ashamed to live here - is this the best that we have? More healthy food on the streets - where have all the fruit stands gone? - have you legislated them all off the streets ? So that all there is to choose from is deep-fries and sugary confections. The message is ALL WRONG.”*
- *“Quality of items offered are of a fairly high standard i.e. no junk or suspect food items (overripe/ old stale fruit and vegies and other food items. No pushy sales tactics, absolutely no obstruction to the pedestrian flow.”*

Q12A Do you think it should be necessary to get permission from Auckland Council for commercial use of a public place e.g. displaying goods outside a resident business, providing an outdoor dining area, operating a mobile shop or temporary stand/stall, offering services, distributing promotional materials or busking?



Base: Panellists participating in survey n= 3092

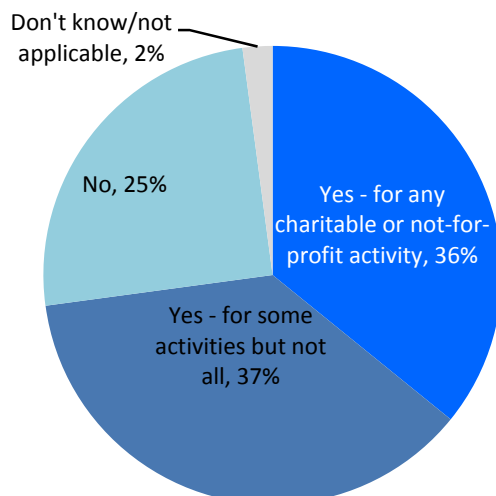
90% felt that at least some commercial activities should need permission from Auckland Council, particularly those that encroach on public accessibility, are large-scale and that generate a profit, as below.

Q13A You said that some commercial activities should require council permission. Which commercial activities in a public place should require council permission?

Which commercial activities in a public place should require council permission?	Number of comments n=500*	% of responses
Activities that encroach on public accessibility - footpaths, dining, traffic flow	161	32%
Large scale activities - involving semi permanent structures, prolonged hours of operation, mobile shops	109	22%
Anything generating profit (other than busking)	94	19%
Activities that involve aggressive marketing - handing out pamphlets, promotions, surveys	54	11%
Activities that compete with local business	53	11%
Anything involving food/beverage	35	7%
Markets/ stalls	34	7%
Activities that create rubbish, pollution, odour, noise	32	6%
Common sense, case by case, don't over regulate	27	5%
Activities that create health and safety issues, offensive, controversial, alcohol, adult, etc	23	5%
Small local enterprise, buskers and charity don't need permission	22	4%
Busking	8	2%
Anything that's not local/relevant to local community	7	1%
All of them	4	1%
Don't know	4	1%
Other	14	3%

*500 comments out of a total of 1127 (44%) were randomly selected for this analysis

Q12B Do you think it should be necessary to get permission from Auckland Council for charitable or not-for-profit use of a public place? For example, fundraising by charities and not-for-profit groups?



Base: Panellists participating in survey n= 3092

Again, charitable collections in public places was quite a polarising issue, with a quarter saying these activities should not need permission from council, and a third saying any charitable activity should need permission. From the comments below many felt that larger scale activities and those with invasive techniques should need permission.

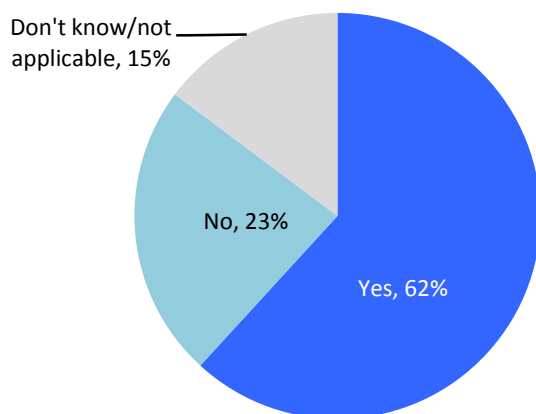
Q13B You said that some charitable and not-for-profit activities should require council permission. Which charitable or not-for-profit activities in a public place should require council permission?

Which charitable or not-for-profit activities in a public place should require council permission?	Number of comments n=500*	% of responses
Large scale events - ongoing, structures, taking up lots of space, large charitable groups	159	32%
Invasive collectors (more than 1-2 people), paid collectors	72	14%
Allow established charities only - genuine, registered	61	12%
Clubs, fundraisers selling food, product, raffles	45	9%
Activities that encroach on public accessibility - footpaths, dining, traffic flow	42	8%
Regulate but not impose fees or make it too difficult/ clear guidelines	30	6%
Anything religious or political/ controversial	26	5%
Anything generating profit	26	5%
Most of them	20	4%
Not too many/ too many at the same time	19	4%
Activities that conflict with local business	17	3%
Anything posing health and safety issues	15	3%
Non-local charities - small or local causes (eg local sports club) should be exempt	11	2%
Beggars	3	1%
Handing out pamphlets, surveys	3	1%
Other	17	3%

*500 comments out of a total of 894 (56%) were randomly selected for this analysis

Fees for use of public places

14A In general, do you think there should be a fee for commercial use of a public place?



Base: Panellists participating in survey n= 3092

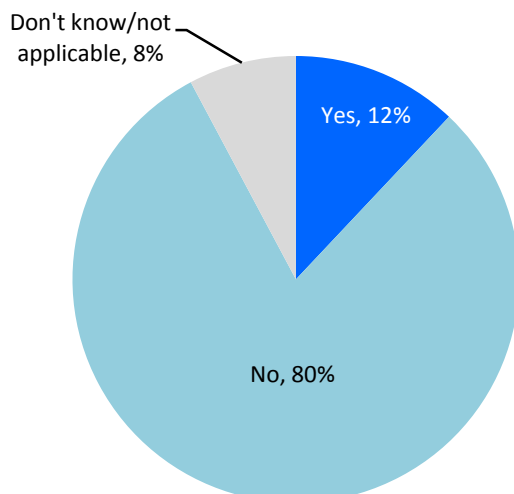
Just under two-thirds felt there should be a fee for commercial use. Older people were more likely than younger people to think commercial activities should need a fee (66% of those aged 65 and over vs 41% of those aged under 25), as were men (67% vs 59% among women). Many felt that since these activities were making a profit they should be asked to pay a ‘modest’ fee for the privilege of using the space, but that this should be proportional to the size of the operation. Among those who did not feel a fee was appropriate, many felt that small businesses needed support rather than being stifled by fees and/or that there should be less council bureaucracy and fees in general. Some said that public space was for everyone to use freely.

Q14B What is the reason for your answer?

What is the reason for your answer?	Number of comments n=500*	% of responses
Commercial activity is for profit - user pays (retailers have to, so should street traders)	182	36%
Fee should be fair - proportionate to size/space	48	10%
Public space is for everyone	48	10%
Depends on the activity/scale	40	8%
More support needed for small businesses/ fees stifle enterprise	38	8%
There is a cost associated with clear up, administration, maintenance	36	7%
Fees would encourage regulation - quality control/ accountability	30	6%
Not necessary for Council to charge for everything/ less bureaucracy	30	6%
Rate paying businesses shouldn't have to subsidise	28	6%
Encourages vibrancy so is contributing to public space	22	4%
Temporary use/ not for profits should be encouraged	21	4%
Case by case nature/ within reason	14	3%
No fees in general	11	2%
If permanent yes, seasonal/one off no	11	2%
Agree permission/licence is needed, but not fee	4	1%
Need more information/ don't know	4	1%
Other	16	3%

*500 comments out of a total of 2415 (21%) were randomly selected for this analysis

14C In general, do you think there should be a fee for charitable or not-for-profit use of a public place?



Base: Panellists participating in survey n= 3092

While some felt non-profit activities should need council permission (in Q12B), 80% said they should not be charged a fee. This attitude was similar across people of different ages, genders and ethnicities, however 18% of Asian participants felt there should be a fee for this use of public space.

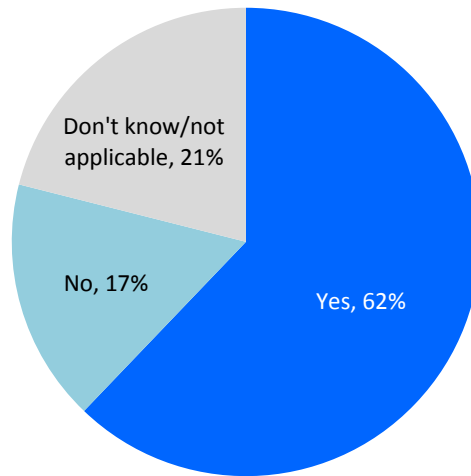
Most felt that charitable organisations should not be charged a fee since they were raising money for the betterment of society and did not have big budgets or make money – and that if they were charged a fee that would mean less money could be used for their specific cause. Conversely, those who felt they should be charged thought that this might discourage sham collectors or less-legitimate charities.

Q14D What is the reason for your answer?

What is the reason for your answer?	Number of comments n=500*	% of responses
Because of the nature of charities (run by volunteers, donators support charity not hidden fees)	310	62%
As long as there is accountability - registered, licensed, clean up = no fee	36	7%
Depends on the activity/scale	25	5%
A nominal fee is needed/ recoup council expense	21	4%
A fee may ensure authenticity/ encourages legitimate charities	17	3%
No fee/ a fee may discourage them	14	3%
Should be free for use of public space	12	2%
Council should support not-for-profits/ less taxes	8	2%
Street collecting in general is intrusive	8	2%
No profit = no fee	5	1%
Everyone should pay	4	1%
Other	19	4%

*500 comments out of a total of 2413 (21%) were randomly selected for this analysis

15A Should part of any fee paid be used in the area in which the activity is happening?



Base: Panellists participating in survey n= 3092

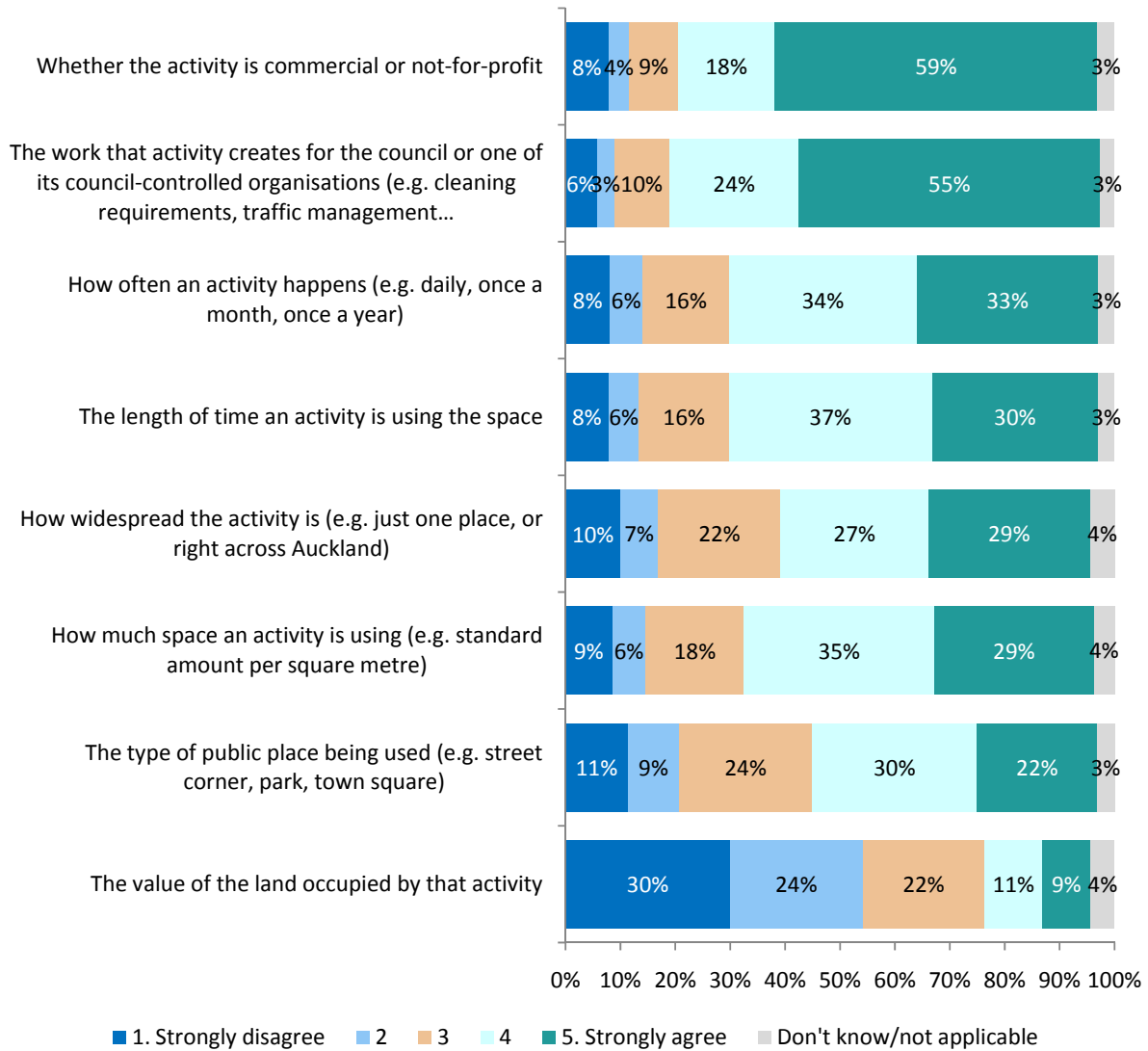
While most thought part of any fee should be used in the local area, a fifth said they did not know. Generally, people felt that the communities that support the activity should get the benefit from any fees raised, and that the money could be used to enhance local amenities and clean up after the activity. However, those who disagreed felt the money should be used wherever it would be of most benefit, at the council’s discretion, and that the administration needed to divvy the money up by region would negate the benefit of the fee to council – or they felt that there shouldn’t be a fee at all. Many of those who said “don’t know” felt it would depend on the situation and more information was needed to make this decision.

Q15B What is the reason for your answer?

What is the reason for your answer?	Number of comments n=500*	% of responses
Local communities support the activity - they should benefit	173	35%
Should be used for costs incurred - maintenance, cleaning, admin	83	17%
Should be used to enhance local amenities	61	12%
Fees should go where needed most/ council discretion	38	8%
Off set impact on locals	30	6%
Depends, need more clarification on area/activity, more information /don't understand	30	6%
Shouldn't be a fee at all	26	5%
Common sense/ fairness	23	5%
Too complicated/ unnecessary extra admin	22	4%
Yes in general/ all fees	17	3%
Council should not absorb the fee/ should reduce rates	14	3%
Local boards need to have input	9	2%
Reinvesting locally would encourage payers/ community participation	7	1%
Why not/ where else would it go?	5	1%
Other	12	2%

*500 comments out of a total of 2193 (23%) were randomly selected for this analysis

Q16A Here are some different factors Auckland Council could use to determine the fees for public place trading activities. How much do you agree or disagree with these factors being used to determine the fees for public place trading activities?



Base: Panellists participating in survey n= 3092

The two primary considerations for determining fees were whether the activity is commercial or not-for-profit (76% agreed) and the work the activity creates for council as a consequence (79% agree). However, more than 50% said each of the other factors was also important, with the exception of the value of the land occupied by the activity (19% agreed).

These attitudes were broadly consistent across the different age groups, ethnicities and genders of survey participants.

Q16B What other factors could be used to determine the fees for public place trading activities?

One other factor mentioned was the extent to which the activity would benefit the community – some felt that if the activity creates good amenity / character / vibrancy and is positive for the community, then council should encourage it, and this should be reflected in the fee strategy. Likewise, some took the view that the fee should be based on the extent to which the activity causes an inconvenience to the local community. Again, some felt that those activities expressly seeking to make a profit should be charged, while charitable activities should not be.

What other factors could be used to determine the fees for public place trading activities?	Number of comments n=500*	% of responses
Benefit to wider community and public amenity	101	20%
Whether the activity is commercial or not-for-profit (Non profit should be no charge)	86	17%
Inconvenience to general public	60	12%
The work that activity creates for the council or one of its council-controlled organisations	55	11%
Percentage of the sales / profit	51	10%
There should be no fees	45	9%
Air/noise pollution	34	7%
How much space an activity is using /how many people attending	33	7%
The length of time an activity is using the space	22	4%
If activities compete with/ disrupt local business	17	3%
Costs of implementing charge would be prohibitive	14	3%
How often an activity happens	13	3%
Council seems to have already decided to charge before consultation, need to consider whether there should be charges or not	12	2%
Common sense	11	2%
Local commercial rent rates	10	2%
The type of public place being used (e.g. street corner, park, town square)	8	2%
Don't know/no further comment	60	12%
Other	25	5%

*500 comments out of a total of 821 (61%) were randomly selected for this analysis

Selection of comments
<ul style="list-style-type: none"> • <i>“No fee for contribution to the local area - some activity may add vibrancy and no fee would help attract and enrich the area.”</i> • <i>“Some categories of things could be deemed to be in the public interest and hence be not required to pay fees.”</i> • <i>“Real or potential public benefit should be offset against the fee too. If companies are rendering a free or heavily subsidized good for the community in their promotion, say -- free sunhats, sunglasses, sunscreen, etc -- then that should be taken into account when calculating a fee.”</i> • <i>“The ability of the person / group to pay the fee, the “public good” that such a person or group represents, the potential nuisance factor of the activity, particularly in terms of noise.”</i> • <i>“The resources of the organisation, its kaupapa & the activity for which the trading activity application is being made - ie, how much is it contributing to the overall well-being of the community?”</i>

- *“The benefits and disadvantages on the community. A display encouraging recycling or composting or aiding employment have a positive impact on the environment while cafes having street side seating can get in the way and creates additional second hand smoke and has a negative impact on our communities. Groups businesses, etc. positively impacting our communities might be entitled to a discount on the applicable fees.”*
- *“The degree of vitality the activity provides to the area/Urban Design factor. Potential effects to local established businesses. Disruption to residential neighbours ...mitigation plan for noisy activities.”*
- *“The type of activity proposed eg; 1 street busker v a large festival. Eg: The busker or fund raising stall might warrant a set fee of \$5 per half day. A large festival might be assessed on all the factors you've listed above with a much larger fee.”*
- *“There could be a tiered hire rate - organisations supported by council "our charities" so we subsidise the costs, then not for profit but they make money so costs could be factored in, up to those simply for profit who pay full costs.”*
- *“There should be no fees if the activity is not for profit.”*
- *“Where the council wants buskers etc for a space, then it probably shouldn't charge too much, and give the person a credit on their application. The city needs some enlivened spots.”*
- *“Whether trading activities create garbage on streets - increase fees for that organisation.”*
- *“I had forgotten the cleaning up issue...Perhaps a small payment for this otherwise I repeat that in general no fees should be paid.”*
- *“As long as there is no damage left behind and no mess I do not agree with a fee being charged.”*
- *“Well overall I disagree with the idea of charging people to put on events in public places, it just smacks of revenue gathering. Do you charge people who go to a park and have a Christmas function? The point you constantly make it that it is a public venue then in theory anyone has the right to be in that public space. People should of course need to apply if it is a commercial venture and meet criteria (i.e. behaviour, time limited etc). However if you are going to charge I think the charges should be for commercial companies wanting to profit from people by selling them something. Probably similar to short term rent of some form, however not-for-profit organisations should be exempt from charges.”*

4.7 Examples of good and bad trading in public places

Q17A Can you think of an example of good public place trading in your area? For example, something that enhances your community or neighbourhood. Please explain what type of activity it is and why you think it is an example of good public place trading.

The most frequently mentioned 'good' examples were local markets, cafes and outdoor dining, buskers, and roadside/farm gate stalls for fresh fruit, flowers and other produce. These were all seen to provide a range of benefits in terms of bringing people together, encouraging a sense of community, adding colour atmosphere and fun, and providing fresh/locally grown produce.

Can you think of an example of good public place trading in your area?	Number of comments n=500*	% of responses
Markets - support local grown/made, sense of community	270	54%
Cafes/ outdoor dining - vibrant, nice ambience, relaxing	105	21%
Buskers - vibrant/great atmosphere	45	9%
Gate sellers - flowers, fruit stalls	40	8%
Fundraising - daffodil day, girl guides	32	6%
Shop displays/ shop stalls	30	6%
Mobile vendors, coffee, ice cream - convenient	30	6%
Local park - activities, sports	24	5%
Festivals/ parades/music in the park	22	4%
Beach events/beach stalls	12	2%
Sausage sizzles	10	2%
Art shows/exhibitions	9	2%
School fairs - community fun	9	2%
Carboot sales	7	1%
Our area is lacking this activity	7	1%
Outside shops/supermarkets	5	1%
Outdoor cinema	4	1%
No	15	3%
Other	15	3%

**500 comments out of a total of 1694 (30%) were randomly selected for this analysis*

Q18A Can you think of an example of bad public place trading in your area? For example, something that detracts from your community or neighbourhood. Please explain what type of activity it is and why you think it is an example of bad public place trading.

Although a quarter of participants could not think of any examples of ‘bad’ public place trading, the most frequently mentioned activities were those that cluttered or blocked footpaths or restricted access, intrusive or harassing ‘chuggers’ (charity muggers) and road-side activities (such as cars for sale, big fruit stalls, people advertising pizza shops with signs etc) that limit vehicle movement or disrupt traffic/parking access. Generally, things that caused an inconvenience in terms of restricting people from getting where they wanted to go or were overly intrusive were considered undesirable.

Can you think of an example of bad public place trading in your area?	Number of comments n=500*	% of responses
No/ can't think of any	115	23%
Footpath encroachment (café seating, shop displays, sandwich boards) - clutter	89	18%
Charities using intensive marketing - intrusive	71	14%
Roadside sellers (fruit stalls, cars, sign holders, ice cream) - distracting	53	11%
Marketing/ petitioning in general (non-charity) - pressure/aggressive	49	10%
Window washers/collecting for charity at lights - dangerous, annoying	30	6%
Music/ megaphones - noise pollution	25	5%
Begging	22	4%
Buskers - noisy, invasive	21	4%
Activities that take over a public area - inconvenient, lack of parking	21	4%
Litter associated with trading	18	4%
Poor quality products being sold	15	3%
Smoking - pollution on street	15	3%
Bars/TAB - mess, intimidating	12	2%
Religious groups - invasive	11	2%
Malls	5	1%
Prostitution	3	1%
Don't know	10	2%
Other	26	5%

**500 comments out of a total of 1493 (33%) were randomly selected for this analysis*

4.8 Final comments

Q19A Finally - do you have any other comments regarding trading in public places?

Finally - do you have any other comments regarding trading in public places?	Number of comments n=484*	% of responses
Positive comments regarding trading in general	128	26%
Regulations for general trading - compliance, quality, hygiene, public input	81	16%
Council should remain hands off/ not over regulate	77	15%
Concern regarding litter, clear up, congestion, noise	72	14%
More encouragement for local enterprise/ diversity	67	13%
More balance required - fees relative, sliding scale of fees, fair to local business	47	9%
Keep it fee free	30	6%
Keep public places accessible	24	5%
Negative comments regarding trading in general	17	3%
Charities and not-for-profit should be fee exempt/encouraged	15	3%
Cafes should be allowed to have outside seating	12	2%
Keep commercial activity out of public areas	10	2%
Trading needs to be less invasive	7	1%
Comments regarding homeless, beggars	6	1%
Ban public smoking	3	1%
Questions regarding setting up to trade/trading in general	3	1%
No	31	6%
Other	27	5%
Comments regarding the survey / slow/ too long / impact of responses on policy	29	6%

* All comments were included in this analysis

5 How were these results used?

This survey was part of the Trading in Public Places policy and bylaw review, which aims to replace the 8 existing bylaws and 2 policies which control trading activities under the legacy councils. The results will be used to inform the development of the Trading in Public Places policy and any additional guidelines that may be prepared as part of the implementation of any new bylaw. The feedback given will also assist with answering questions from councillors, local board members and operational staff about the basis of recommendations or decisions made. Some comments made were outside the scope of this project (e.g. begging, car window washing, signs, smoke-free areas), but they will be shared with the teams working on those policy and bylaw reviews.

Once the Trading in Public Places bylaws and policy have been drafted, there will be a further period of consultation when the public will be invited to give feedback, before the proposals are adopted by Auckland Council.

Appendix I Questionnaire with tables:

1Ai: Mobile shops e.g. coffee or ice cream vans	Number of responses n=3092	% of responses
I have often bought products from this type of activity	356	12%
I have occasionally bought products from this type of activity	1524	49%
I have stopped and looked at products for sale, but have never bought anything	141	5%
I have noticed this activity but have never stopped to look at the products	907	29%
I have never noticed this sort of activity	132	4%
Unsure/Can't remember	32	1%

Base: Panellists participating in survey n= 3092

Q1Aii: Temporary stalls e.g. stalls selling fruit and vegetables on the side of the road	Number of responses n=3092	% of responses
I have often bought products from this type of activity	459	15%
I have occasionally bought products from this type of activity	1712	55%
I have stopped and looked at products for sale, but have never bought anything	121	4%
I have noticed this activity but have never stopped to look at the products	687	22%
I have never noticed this sort of activity	99	3%
Unsure/Can't remember	14	0%

Base: Panellists participating in survey n= 3092

Q1Aiii: Markets	Number of responses n=3092	% of responses
I have often bought products from this type of activity	1114	36%
I have occasionally bought products from this type of activity	1460	47%
I have stopped and looked at products for sale, but have never bought anything	182	6%
I have noticed this activity but have never stopped to look at the products	276	9%
I have never noticed this sort of activity	44	1%
Unsure/Can't remember	16	1%

Base: Panellists participating in survey n= 3092

Q1Aiv: Displays of goods and services associated with an established shop or business	Number of responses n=3092	% of responses
I have often bought products from this type of activity	502	16%
I have occasionally bought products from this type of activity	1237	40%
I have stopped and looked at products for sale, but have never bought anything	579	19%
I have noticed this activity but have never stopped to look at the products	449	15%
I have never noticed this sort of activity	177	6%
Unsure/Can't remember	148	5%

Base: Panellists participating in survey n= 3092

Q2A: Please think about the last time you saw these activities in a public place. If you bought something or looked at products please tell us how happy you were with the experience. Even if you didn't look at or buy anything, please tell us how happy you were with this activity the last time you saw it. Mobile shops e.g. ice cream van, coffee van	Number of responses n=2927	% of responses
1. Very unhappy	49	2%
2	109	4%
Total unhappy (1 & 2)	158	5%
3	605	21%
4	916	31%
5. Very happy	974	33%
Total happy (4 & 5)	1890	65%
Unsure/Can't remember	274	9%

Base: Panellists who saw these activities in a public place n= 2927

Q2B: Temporary stalls e.g. stalls selling fruit and vegetables at the side of the road	Number of responses n=2978	% of responses
1. Very unhappy	55	2%
2	140	5%
Total unhappy (1 & 2)	195	7%
3	517	17%
4	1001	34%
5. Very happy	1068	36%
Total happy (4 & 5)	2069	69%
Unsure/Can't remember	197	7%

Base: Panellists who saw these activities in a public place n= 2978

Q2C: Markets	Number of responses n=3031	% of responses
1. Very unhappy	33	1%
2	60	2%
Total unhappy (1 & 2)	93	3%
3	361	12%
4	913	30%
5. Very happy	1543	51%
Total happy (4 & 5)	2456	81%
Unsure/Can't remember	121	4%

Base: Panellists who saw these activities in a public place n= 3031

Q2D: Displays of goods and services outside an established shop or business	Number of responses n=2766	% of responses
1. Very unhappy	81	3%
2	190	7%
Total unhappy (1 & 2)	271	10%
3	775	28%
4	897	32%
5. Very happy	556	20%
Total happy (4 & 5)	1453	53%
Unsure/Can't remember	267	10%

Base: Panellists who saw these activities in a public place n= 2766

Q3A: In the last six months have you ever used an outdoor dining and/or drinking area on a footpath or other public place?	Number of responses n=3087	% of responses
I have often used these outdoor dining and drinking areas	969	31%
I have occasionally used these outdoor dining and drinking areas	1505	49%
I have noticed these areas but have never used them	532	17%
I have never noticed this type of area	50	2%
Unsure/Can't remember	31	1%

Base: Panellists participating in survey n= 3087

Q3B: In the last six months have you ever used a service that has been offered in a public place e.g. bike or skate hire, shoe polishing?	Number of responses n=3092	% of responses
I have often used services like this	41	1%
I have occasionally used services like this	296	10%
I have noticed these types of services	1697	55%
I have never noticed these types of services	983	32%
Unsure/Can't remember	75	2%

Base: Panellists participating in survey n= 3092

Q4A: Outdoor dining and/or drinking area on a footpath or other public place	Number of responses n=3011	% of responses
1. Very unhappy	99	3%
2	156	5%
Total unhappy (1 & 2)	255	8%
3	424	14%
4	903	30%
5. Very happy	1334	44%
Total happy (4 & 5)	2237	74%
Unsure/Can't remember	95	3%

Base: Panellists who saw these activities in a public place n= 3011

Q4B: Service being offered in a public place e.g. bike or skate hire, shoe polishing	Number of responses n=2034	% of responses
1. Very unhappy	54	3%
2	129	6%
Total unhappy (1 & 2)	183	9%
3	528	26%
4	469	23%
5. Very happy	294	14%
Total happy (4 & 5)	763	38%
Unsure/Can't remember	560	28%

Base: Panellists who saw these activities in a public place n= 2034

Q5A: Thinking about the last six months, how have you responded to collectors in public places asking for donations to charities and not-for profit groups?	Number of responses n=3092	% of responses
I have often given donations	408	13%
I have occasionally given donations	1828	59%
I have never given donations	802	26%
I have never noticed this type of request for donations	38	1%
Unsure/Can't remember	15	0%

Base: Panellists participating in survey n= 3092

Q6A: Collectors from charities or not-for-profit groups in public places asking for donations or ongoing support	Number of responses n=3039	% of responses
1. Very unhappy	331	11%
2	520	17%
Total unhappy (1 & 2)	851	28%
3	902	30%
4	726	24%
5. Very happy	476	16%
Total happy (4 & 5)	1202	40%
Unsure/Can't remember	84	3%

Base: Panellists who saw these activities in a public place n= 3039

Q7A: Companies and organisations often use public places to promote products, services, events etc by giving away brochures, samples or other items	Number of responses n=3092	% of responses
I have often accepted a brochure, sample or other giveaway	268	9%
I have occasionally accepted a brochure, sample or other giveaway	1751	57%
I have never accepted a brochure, sample or other giveaway but I have spoken to those involved in the promotion	244	8%
I have seen this type of promotional activity but have never spoken to those involved	670	22%
I have never noticed this type of activity	120	4%
Unsure/Can't remember	39	1%

Base: Panellists participating in survey n= 3092

Q7B: Musicians, actors and other buskers often give performances in public places	Number of responses n=3092	% of responses
I have often given a donation to a busker or street performer	466	15%
I have occasionally given a donation to a busker or street performer	1442	47%
I have stopped to listen and watch a busker or street performer but never given a donation	525	17%
I have never stopped to listen or watch a busker or street performer	592	19%
I have noticed this type of activity	48	2%
Unsure/Don't know	19	1%

Base: Panellists participating in survey n= 3092

Q8A: Promotion of products, services and events by giving away brochures, samples or other items	Number of responses n=2931	% of responses
1. Very unhappy	250	9%
2	592	20%
Total unhappy (1 & 2)	842	29%
3	1085	37%
4	619	21%
5. Very happy	252	9%
Total happy (4 & 5)	871	30%
Unsure/Can't remember	133	5%

Base: Panellists who saw these activities in a public place n= 2931

Q8B: Busking/ Street performances	Number of responses n=3022	% of responses
1. Very unhappy	89	3%
2	181	6%
Total unhappy (1 & 2)	270	9%
3	657	22%
4	979	32%
5. Very happy	1026	34%
Total happy (4 & 5)	2005	66%
Unsure/Can't remember	90	3%

Base: Panellists who saw these activities in a public place n= 3022

Q9A: Thinking about the last six months, have you been involved in any of the following activities as an organiser, stall holder, business person, employee, volunteer, performer etc?	Number of responses n=3092	% of responses
Mobile Shops e.g. coffee or ice cream vans	59	2%
Temporary stalls e.g. selling produce at the side of the road	106	3%
Outdoor dining and drinking areas	102	3%
Display of goods or services outside an established shop or business	80	3%
Markets	213	7%
Offering services e.g. bike or skate hire, shoe polishing	16	1%
Asking for donations, sponsorship etc	265	9%
Distribution of promotional material - e.g. handing out flyers or giving away samples	190	6%
Busking /street performance	91	3%
None of the above	2431	79%
Don't Know	15	0.5%
Other	94	3%

Base: Panellists participating in survey n= 3092

Q11Ai: Vibrancy a mix of users and activities in public places that enrich daily life	Number of responses n=3086	% of responses
1. Not important at all	82	3%
2	97	3%
Total not important (1 & 2)	179	6%
3	372	12%
4	915	30%
5. Very important	1587	51%
Total important (4 & 5)	2502	81%
Don't know/not applicable	33	1%

Base: Panellists who saw these activities in a public place n= 3086

Q11Aii: Amenity how an area looks and feels	Number of responses n=3086	% of responses
1. Not important at all	24	1%
2	53	2%
Total not important (1 & 2)	77	2%
3	279	9%
4	1005	33%
5. Very important	1706	55%
Total important (4 & 5)	2711	88%
Don't know/not applicable	19	1%

Base: Panellists who saw these activities in a public place n= 3086

Q11Aiii: Convenience - relevant goods and services are readily available to communities	Number of responses n=3086	% of responses
1. Not important at all	73	2%
2	148	5%
Total not important (1 & 2)	221	7%
3	551	18%
4	1141	37%
5. Very important	1140	37%
Total important (4 & 5)	2281	74%
Don't know/not applicable	33	1%

Base: Panellists who saw these activities in a public place n= 3086

Q11Aiv: Choice a range of goods and services are available to communities	Number of responses n=3086	% of responses
1. Not important at all	84	3%
2	160	5%
Total not important (1 & 2)	244	8%
3	583	19%
4	1160	38%
5. Very important	1075	35%
Total important (4 & 5)	2235	72%
Don't know/not applicable	24	1%

Base: Panellists who saw these activities in a public place n= 3086

Q11Av: Accessibility ensuring there is a clear way to get along the footpath, and into the neighbouring properties, for everyone, including those with limited mobility	Number of responses n=3086	% of responses
1. Not important at all	20	1%
2	65	2%
Total not important (1 & 2)	85	3%
3	201	7%
4	531	17%
5. Very important	2242	73%
Total important (4 & 5)	2773	90%
Don't know/not applicable	27	1%

Base: Panellists who saw these activities in a public place n= 3086

Q11Avi: Fairness having a set of rules that treats all users of public places fairly	Number of responses n=3086	% of responses
1. Not important at all	36	1%
2	88	3%
Total not important (1 & 2)	124	4%
3	248	8%
4	730	24%
5. Very important	1964	64%
Total important (4 & 5)	2694	87%
Don't know/not applicable	20	1%

Base: Panellists who saw these activities in a public place n= 3086

Q11Avii: Safety ensuring trading activities in public places don't endanger the safety of other users of the space	Number of responses n=3086	% of responses
1. Not important at all	32	1%
2	76	2%
Total not important (1 & 2)	108	3%
3	256	8%
4	639	21%
5. Very important	2059	67%
Total important (4 & 5)	2698	87%
Don't know/not applicable	24	1%

Base: Panellists who saw these activities in a public place n= 3086

Q11Aviii: Community involvement in determining the uses of their public places	Number of responses n=3086	% of responses
1. Not important at all	46	1%
2	105	3%
Total not important (1 & 2)	151	5%
3	461	15%
4	1003	33%
5. Very important	1432	46%
Total important (4 & 5)	2435	79%
Don't know/not applicable	39	1%

Base: Panellists who saw these activities in a public place n= 3086

Q11Aix: Minimal obstruction of / disruption to foot traffic and other users of public places	Number of responses n=3086	% of responses
1. Not important at all	46	1%
2	133	4%
Total not important (1 & 2)	179	6%
3	384	12%
4	765	25%
5. Very important	1732	56%
Total important (4 & 5)	2497	81%
Don't know/not applicable	26	1%

Base: Panellists who saw these activities in a public place n= 3086

Q11Ax: Relationship between temporary use of the public place and local fixed businesses	Number of responses n=3086	% of responses
1. Not important at all	57	2%
2	144	5%
Total not important (1 & 2)	201	7%
3	511	17%
4	1004	33%
5. Very important	1321	43%
Total important (4 & 5)	2325	75%
Don't know/not applicable	49	2%

Base: Panellists who saw these activities in a public place n= 3086

Q11Axi: Protecting the character of local communities	Number of responses n=3086	% of responses
1. Not important at all	41	1%
2	121	4%
Total not important (1 & 2)	162	5%
3	455	15%
4	885	29%
5. Very important	1551	50%
Total important (4 & 5)	2436	79%
Don't know/not applicable	33	1%

Base: Panellists who saw these activities in a public place n= 3086

Q11Axi: Promoting local economic activity	Number of responses n=3086	% of responses
1. Not important at all	55	2%
2	127	4%
Total not important (1 & 2)	182	6%
3	461	15%
4	926	30%
5. Very important	1479	48%
Total important (4 & 5)	2405	78%
Don't know/not applicable	38	1%

Base: Panellists who saw these activities in a public place n= 3086

Q12A: Do you think it should be necessary to get permission from Auckland Council for commercial use of a public place e.g. displaying goods outside a resident business, providing an outdoor dining area, operating a mobile shop or temporary stand/stall, offering services, disturbing promotional material or busking	Number of responses n=3092	% of responses
Yes - for any commercial activity	1335	43%
Yes - for some activities but not all	1435	46%
No	283	9%
Don't know/not applicable	39	1%

Base: Panellists participating in survey n= 3092

Q12B: Do you think it should be necessary to get permission from Auckland Council for charitable or not-for-profit use of a public place? For example, fundraising by charities and not-for-profit groups	Number of responses n=3092	% of responses
Yes - for any charitable or not-for-profit activity	1108	36%
Yes - for some activities but not all	1145	37%
No	774	25%
Don't know/not applicable	65	2%

Base: Panellists participating in survey n= 3092

Q14A: In general, do you think there should be a fee for commercial use of a public place?	Number of responses n=3092	% of responses
Yes	1911	62%
No	724	23%
Don't know/not applicable	457	15%

Base: Panellists participating in survey n= 3092

Q14C: In general, do you think there should be a fee for charitable or not-for-profit use of a public place?	Number of responses n=3092	% of responses
Yes	372	12%
No	2479	80%
Don't know/not applicable	241	8%

Base: Panellists participating in survey n= 3092

Q15A: Should part of any fee paid be used in the area in which the activity is happening?	Number of responses n=3092	% of responses
Yes	1922	62%
No	519	17%
Don't know/not applicable	651	21%

Base: Panellists participating in survey n= 3092

Q16Ai: How much space an activity is using (e.g. standard amount per square metre)	Number of responses n=3092	% of responses
1. Strongly disagree	264	9%
2	187	6%
Total disagree (1 & 2)	451	15%
3	556	18%
4	1070	35%
5. Strongly agree	899	29%
Total agree (4 & 5)	1969	64%
Don't know/not applicable	116	4%

Base: Panellists participating in survey n= 3092

Q16Aii: The length of time an activity is using the space	Number of responses n=3092	% of responses
1. Strongly disagree	243	8%
2	171	6%
Total disagree (1 & 2)	414	13%
3	507	16%
4	1143	37%
5. Strongly agree	936	30%
Total agree (4 & 5)	2079	67%
Don't know/not applicable	92	3%

Base: Panellists participating in survey n= 3092

Q16Aiii: How often an activity happens (e.g. daily, once a month, once a year)	Number of responses n=3092	% of responses
1. Strongly disagree	251	8%
2	184	6%
Total disagree (1 & 2)	435	14%
3	486	16%
4	1057	34%
5. Strongly agree	1024	33%
Total agree (4 & 5)	2081	67%
Don't know/not applicable	90	3%

Base: Panellists participating in survey n= 3092

Q16Aiv: The value of the land occupied by that activity	Number of responses n=3092	% of responses
1. Strongly disagree	927	30%
2	747	24%
Total disagree (1 & 2)	1674	54%
3	687	22%
4	325	11%
5. Strongly agree	273	9%
Total agree (4 & 5)	598	19%
Don't know/not applicable	133	4%

Base: Panellists participating in survey n= 3092

Q16Av: The type of public place being used (e.g. street corner, park, town square)	Number of responses n=3092	% of responses
1. Strongly disagree	352	11%
2	289	9%
Total disagree (1 & 2)	641	21%
3	746	24%
4	933	30%
5. Strongly agree	674	22%
Total agree (4 & 5)	1607	52%
Don't know/not applicable	98	3%

Base: Panellists participating in survey n= 3092

Q16Avi: The work that activity creates for the council or one of its council-controlled organisations (e.g. cleaning requirements, traffic management considerations, time to assess the application or monitor the activity)	Number of responses n=3092	% of responses
1. Strongly disagree	177	6%
2	97	3%
Total disagree (1 & 2)	274	9%
3	310	10%
4	731	24%
5. Strongly agree	1697	55%
Total agree (4 & 5)	2428	79%
Don't know/not applicable	80	3%

Base: Panellists participating in survey n= 3092

Q16Avii: Whether the activity is commercial or not-for-profit	Number of responses n=3092	% of responses
1. Strongly disagree	243	8%
2	116	4%
Total disagree (1 & 2)	359	12%
3	276	9%
4	542	18%
5. Strongly agree	1821	59%
Total agree (4 & 5)	2363	76%
Don't know/not applicable	94	3%

Base: Panellists participating in survey n= 3092

Q16Aviii: How widespread the activity is (e.g. just one place, or right across Auckland)	Number of responses n=3092	% of responses
1. Strongly disagree	309	10%
2	213	7%
Total disagree (1 & 2)	522	17%
3	690	22%
4	832	27%
5. Strongly agree	911	29%
Total agree (4 & 5)	1743	56%
Don't know/not applicable	137	4%

Base: Panellists participating in survey n= 3092

Appendix II Respondent profile

	All respondents n=3092	Percentages (%) n=3092	Statistics NZ Percentages (%) 2006 census data
Gender			
Female	1838	59%	51%
Male	1235	40%	49%
Prefer not to say/Unknown	19	1%	
Age			
15-24 years	71	2%	20%
25-34 years	311	10%	19%
35-44 years	625	20%	21%
45-54 years	667	22%	17%
55-64 years	620	20%	12%
65-74 years	552	18%	7%
75+ years	165	5%	6%
Prefer not to say/Unknown	81	3%	
Ethnicity (Multiple response)			
European	2783	90%	55%
Maori	138	4%	11%
Pacific Peoples	69	2%	15%
Asian	165	5%	18%
Middle Eastern, Latin American, African	36	1%	1%
Other	1	0%	8%
Unknown	64	2%	
Local Board			
Albert-Eden	280	9%	7%
Devonport-Takapuna	165	5%	4%
Franklin	139	4%	4%
Great Barrier	6	0.2%	0.1%
Henderson-Massey	190	6%	8%
Hibiscus and Bays	194	6%	6%
Howick	183	6%	9%
Kaipatiki	205	7%	6%
Mangere-Otahuhu	68	2%	5%
Manurewa	79	3%	6%
Maungakiekie-Tamaki	136	4%	5%
Orakei	274	9%	6%
Otara-Papatoetoe	51	2%	6%
Papakura	54	2%	3%
Puketapapa	71	2%	4%
Rodney	176	6%	4%
Upper Harbour	89	3%	3%
Waiheke	48	2%	1%
Waitakere Ranges	179	6%	3%
Waitemata	357	12%	5%
Whau	142	5%	5%
Other/Unknown	6	0.2%	-

Demographics from People's Panel registration information