Engagement findings– key themes and messages

Trader stakeholders

- Traders considered that their activities bring a number of positive benefits to Queenstown that should also be acknowledged including fostering character and vibrancy in and around the lakefront that is valued by visitors and residents. Furthermore, traders noted that pop up stall based activities provide an important opportunity for people to generate income, test and start businesses that may expand, grow and move into fixed premises.

- Traders expressed a clear preference for additional regulations in relation to the operation of pop up stalls that provided fair, consistent, transparent and efficient decision making. The lack of appropriate and practical controls was considered an important factor that has led to the issues experienced in recent years. It was generally agreed that the current high trust permitted pathway (by way of registration under clause 8.2 of the Bylaw) was insufficient. Traders agreed that any person wanting to trade should have to seek approval from QLDC, submit detailed information on their proposed operation, pay any application fee, and be subject to robust assessment. Traders expressed a degree of confusion and surprise as to the current permissive approach, and contrasted this to other locations within New Zealand and elsewhere where much greater oversight was exercised by the relevant local authority.

- Better regulation of the design and appearance of trading stalls was considered important. There was a concern that some traders have low quality stalls which negatively impact the amenity and devalue the investment made by those traders who carefully develop high quality stall branding. Traders seek a more coherent approach to managing the design and appearance of stalls.

- Some traders considered that food and non-food related trading activities have different types of effects that warrant different types of regulation. Some sought a more specific permit framework rather than a broad application, including annual permits, seasonal permits, arts/craft permits, food permits and busker permits that recognised the different types of effects these activities have. Other traders disagreed there was a material difference in effects.

- Waste management and food safety were important considerations for traders who considered that strong controls should be required to manage waste related effects.

- Traders considered that the QT lakefront location should have its own bespoke regulatory framework targeted to the trading activities and associated effects in this location.

- Traders noted that the QT lakefront location should be available for trading 7 days a week in the long term subject to more active and suitable regulation. Traders would not support longer term or permanent prohibition of trading on the lakefront or wider QT CBD area. They also acknowledged that other locations could be made available to reduce pressure on the lakefront. However, it was noted that few suitable alternative locations are currently available around the lakefront or wider CBD area due to limited space, potential impacts on retailers/other fixed premises businesses, ground conditions and practical access. An extension to the Queenstown Creative Market or the reserve land between the memorial arch and Queenstown Gardens were suggested as alternative locations that could be considered with suitable supporting infrastructure and online booking systems. Traders acknowledged the limitations associated with land classified as reserve in the immediate surrounding area (ie Marine Parade, Queenstown Gardens, Stanley Street etc) despite its potential to accommodate some trading activity. Better management of existing and new trading locations was preferred to displacement.

- Traders agreed that the total number of permissions available to operators should be limited. It was considered that an appropriate limit would assist in resolving the challenges experienced concerning density of activities and congestion, and that a limit on numbers would be more effective than placing other restrictions on operating hours or the number of available trading days. Some considered that this limit should apply to the lakefront area only, while others considered that a limit could be applied across the entire CBD area. Feedback indicated that a limit of between 10 – 30 traders would be suitable. Traders acknowledged that a limit would result in some operators missing out on access to the lakefront/CBD area, and that a waitlist could be used to manage ongoing access. Discussion on this matter also reflected on the potential difficulties of manging equitable access in terms of the terms of approvals, seasonal vs non seasonal traders, and the ability to renew existing approvals etc.

- Traders agreed that appropriate fees should be charged by QLDC to operators in relation to the use of land and for processing any necessary applications/approvals. Traders agreed that the current lack of fees appeared inequitable particularly for fixed premises businesses, and other businesses in the QT CBD that were charged for using public space for outdoor dining. Traders had different views on the quantum of any fee, but values ranged from $1,500 per

year to $15,000 per year, others suggested that a footprint fee could also be charged on a m2 rate, and that such fees should be proportionate and consistent with those paid by other businesses. It was suggested that such fees should go towards more effective monitoring and enforcement activities by QLDC and would be useful to remove low quality trading activities. Seasonal operators were concerned that a standard fee would not account for intermittent or seasonal use.

- Traders agreed that a more structured self-management approach is needed similar to the arrangements of the Queenstown Creative Market located on Earnslaw Park. Traders described how this structure was necessary for the overall success of trading activities on the lakefront, and could involve the establishment of a lead trader, society or committee of traders, that collaboratively manage the nature, scale, location, appearance, product mix and overall quality of trading activities present on the lakefront consistent with the relevant regulatory framework. Traders acknowledged that there was a role for QLDC and a role for such a structure/organisation of traders separate to QLDC, and that QLDCs role would be limited to the scope of the underlying legislative framework. Given this, traders noted that that the structure/organisation may be necessary to fill the gaps or go beyond those regulatory limitations placed on QLDC which could relate to the likes of vetting the mix, appearance, quality and other specific quality control matters such as by who and where products have been made. Furthermore, traders emphasised that this structure/organisation could take on an informal monitoring and enforcement role to reduce the burden on QLDC. While the benefits of any such trader based structure/organisation were generally agreed, a number of traders highlighted potential challenges of establishing and maintaining a collaborative approach, and potential equity issues for seasonal or other non regular traders.

- Traders emphasised that effective monitoring and enforcement by QLDC is critical, and that insufficient resources have been provided by QLDC to suitably identify, address and remove non-compliant trading activities. Traders want to see more effective monitoring and enforcement implemented as part of any future regulatory framework. The charging of fees to access public land was described as important to sufficiently resource QLDCs monitoring and enforcement activities. Furthermore, traders generally agreed that a trader established structure/organisation could play a helpful informal role in educating and guiding other traders to improve ongoing regulatory compliance. Traders were open to the idea that a lead trader, or committee of traders, could hold a single licence or approval to ensure regular compliance of all traders.

- Some traders proposed specific management frameworks based on their experience and understanding of the challenges.

- The permitted trading areas provided for under the bylaw in Arrowtown and Wanaka were described as being rarely used in comparison to the QT lakefront. The Arrowtown location was noted as being small and impractical.

Business stakeholders

- A number of business stakeholders considered that trading along the lakefront and CBD streets should be prohibited permanently on account of the adverse effects that have been experienced and ongoing non-compliance. In particular, business stakeholders raised concerns regarding access to and use of public space for the wider community, adverse impacts on the visual amenity of the lakefront, impacts on Queenstown's brand positioning, as well as inequitable cost structures and compliance obligations for fixed premises businesses. In light of these effects, some business stakeholders considered that no regulatory options or settings could adequately manage the effects of trading activities on the lakefront or CBD streets. Alternative trading locations were proposed on nearby QLDC open space/reserve land with each location limited to two traders at any one time, but a location on private land would be preferable. It was considered that exceptions could apply for limited and temporary trading in association with town centre based events.

- Some business stakeholders acknowledged the contribute well managed trading can make to town centre vibrancy.

- Business stakeholders raised concerns in relation to health and safety, food safety and waste management. In particular, it was noted that current regulatory settings create a density of traders and customers along the lakefront that, at peak times, could cause health and safety implications, including in emergency situations.. Some business stakeholders also emphasised the need for an appropriate 'care of place' approach.

- Business stakeholders agreed the current regulatory framework is too permissive and should be reviewed to require greater controls, limitations and restrictions on access to the lakefront and wider CBD area. It was generally considered that any future regulatory framework should include limits on the number of approvals issued and additional controls on locations available for trading. Furthermore, it was considered that any assessment process should ensure that trading activities add to the diversity and vibrancy of the CBD area and avoid the allocation of public

land for permanent or primary business operations. Business stakeholders emphasised that all applications should demonstrate waste management and design standards that are assessed and approved by QLDC. Business stakeholders considered that commercial use of public land should be treated as a privilege. An annual or seasonal application process was proposed that would be considered by a committee of stakeholders.

- Business stakeholders raised concerns about inequitable charging for commercial use of public land. In particular, it was emphasised that that fixed premises businesses are charged market rates for use of public land while traders are not charged for similar use. Business stakeholders considered that trading on public land should incur a fee, set at a level comparable to outdoor commercial dining charges, with indicative rates of approximately $500 per month or $400–$600 per m2, with higher fees for premium locations. In addition, a bond was considered appropriate on receipt of any approved application to cover potential damage to public property. Business stakeholders agreed that a no cost approach wouldn't result in appropriate care for public land.

- Business stakeholders agreed that QLDC monitoring and enforcement activities are critical under any future regulatory framework and have been insufficient in the past.

- Business stakeholders noted that the interaction between events and trading activities on the lakefront and CBD needs to be carefully managed.

- Some business stakeholders noted the potential for collaboration with traders to foster growth and knowledge amongst start-up businesses through the likes of 'incubator kitchens' to help traders expand their operations.

- The success of other highly organised market type venues was acknowledged such as the Queenstown Creative Market, Remarkables Market, Yum Hub Queenstown, and the Wanaka Brownston Street food market. Business stakeholders suggested that these models should be understood and used to help manage any future trader market in the Queenstown town centre area.

Events industry

- A events industry expert provided feedback indicating their preference for a more comprehensive framework for managing trading activities during organised events in and around the Queenstown CBD. In particular, it was described how health

and safety management during events is very carefully considered, and can easily be compromised by non-compliant trading activities taking place within or near the boundaries of events. Significant numbers of people gathering for events coupled with closed roads can adversely impact the capability to respond effectively to emergency situations and can lead to a range of other potential unmanaged health and safety risks. Recent increases in the number of traders have created additional challenges for event management.

- There is a preference for more coordination between traders and event organisers with traders needing to obtain specific approval from event organisers, and additional controls on the number and location of traders during events.

Queenstown Creative Market

- Queenstown creative Market stakeholders described how effective overall management of traders on the lakefront and CBD is critical. Reflecting on their own management approach, it is critical that the different traders establish a way of working together to ensure compliance and quality outcomes.

- Market stakeholders described how it would also be desirable to control the balance of vendor and product types being sold.

- Key concerns expressed by the market stakeholders related to the control of smoke and smell related discharges from traders, waste management and ensuring appropriate separation between the market and any trading activities.

Iwi representative

- The visibility of Lake Whakatipu from the lakefront and other CBD areas is important taking into account that it is identified as a Wāhi Tūpuna under the QLDC Proposed District Plan and a statutory acknowledgement area under the Ngāi Tahu Claims Settlement Act 1998. Trading activity density and congestion along the lakefront was described as compromising this visibility.

- Any potential discharges from trading activities were highlighted as needing careful management.

- A pragmatic solution for traders in terms of approval processes and associated costs should be achieved.