



LOVE MY PLACE HIGH STREET GRANT AND PROJECT GUIDELINES

The Love My Place High Street Grant Program seeks to co-create with the Port Phillip community to bring beautification projects to our High Streets.

Love My Place grants provide support to our community with an opportunity to trial new ideas through beautification activities. As well as financial support of up to \$15,000, City of Port Phillip (CoPP) can assist successful applicants with marketing, road closures, parking controls, permit approvals, permission to use spaces and more.

This Program aims to beautify public space through initiatives such as lighting, seating, greenery, games, wayfinding/signage, fresh paint etc to enhance aesthetics.

1. Introduction

These Guidelines are intended by the City of Port Phillip to be used by the Council of the City of Port Phillip (including by its authorised delegate(s)) to inform the making of decisions in relation to the subject matter and objectives of these Guidelines, but they are not to be interpreted as binding the Council (or its authorised delegate(s)) to make particular Economic Growth and Activation decisions in particular circumstances in any particular way. This is on the basis that each application will always be considered on its merits.

The City of Port Phillip seeks to activate public space and beautify high streets to create a more vibrant public realm and to support our businesses within the municipality in a post COVID-19 setting.

Love My Place is a mechanism to allow Council and stakeholders to:

- Support creative residents, organisations and businesses within the municipality;
- Quickly implement policies and projects for a trial period to test activation ideas;
- Monitor conditions; and
- Use the pilot results to review current Council policies and guidelines or consider new approaches.

We take the health of our community, staff and visitors seriously. We are working to keep our community safe during COVID-19 and are closely monitoring the situation. We are living in a time of rapid change and during this global health crisis, decisions are often made quickly. Changes to COVID-19 restrictions can impact the planning, preparation and running of events and other public space activations.

Love My Place grant applicants should be aware of the need for your project to be quickly and easily modified, or reversed if required, as well as the need to meet any government COVID-19 requirements at the time which may include people physical distancing 1.5 metres and that gatherings of people may not be possible.

2. Strategic Context

Love My Place supports Council's desired role to encourage collaboration and partnerships with the community.

Council understands the various interests that share the future of the municipality.



Love My Place allows Council to advocate for changes, and serve as a broker and facilitator for innovation.

Love My Place will allow the testing of small initiatives that contribute to Council's strategic outcomes, informing future budgets and capital works programs.

Love My Place allows members of the community to quickly test new ideas, quickly respond to a changing environment and contribute to the activation and vibrancy of the municipality.

3. Objectives

Allow for activation of public space within the Municipality to beautify high streets.

Encourage innovation and entrepreneurial partnerships.

Allow for quick implementation and small-scale activation, to test concepts for larger scale implementation.

Allow for broader stakeholder engagement in suggesting projects, partnering in project implementation and experiencing the effects of projects.

Create an image of Council as government that enables citizens to test and inform Council policies.

4. Operating Guidelines

4.1 Governance

The Economic Growth and Activation Team is responsible for the Love My Place project design and implementation, to further the Council's strategic outcomes.

The CEO, the Economic Growth and Activation Team and other Council employees will implement the Love My Place program in accordance with their delegations from Council and the provisions of these Guidelines, subject to paragraph 1.1 of these Guidelines (while still reserving to Council the right of Council to make decisions in relation to the Love My Place program where and if the CEO considers it is desirable or appropriate for Council to do so).

Love My Place is a part of the Economic Growth and Activation program.

The Senior Public Space Coordinator will be the single point of contact for key stakeholders and applicants.

4.2 Guiding Principles

Community stakeholders will be invited to design and participate in Love My Place and will work in partnership with Council.

Projects will be safe and low-risk to Council and the community.

Project designs will be flexible for modification during the trial period and can be quickly and easily reversed.



As temporary projects, Love My Place projects will not require any formal community or other consultation before implementation but will require the support of 80% of the neighbours (residents and/or traders) within 100 meters of the proposed activity.

Statutory notification will be undertaken where and when required.

4.3 Love My Place Application

Love My Place applications will open on 10 March 2021 and close at 11:59pm on 25 March 2021.

The successful initiatives will be delivered between 9 April 2021 and 30 June 2021.

Applications are to be submitted online through the Love My Place website and the Smarty Grants Portal.

Applications will (in accordance with these Guidelines and otherwise) be assessed within two weeks of closing date and applicants will be notified of their preliminary acceptance before meeting to workshop and discuss specific guidelines before signing the acceptance letter.

4.4. Love My Place Project Nomination, Design and Selection

Love My Place projects will be place-based projects in the public realm.

To Council's satisfaction (or its delegate), Applicants must commit to providing sufficient financial and human resources to implement the project if selected and have appropriate insurance cover in place. Council will suspend Council policies, where practical and related to the Economic Growth and Activation program, to allow Love My Place projects to occur.

Council will waive fees where applicable for Love My Place projects.

Council will provide technical and financial assistance to support feasible Love My Place projects.

The appropriate Council Programs will be consulted on relevant Love My Place projects.

Council Programs will be able to provide advice on the design of Love My Place projects to reduce risk, minimise negative impacts, enhance design or maximise activation, however risk will sit with the applicant.

4.5. Love My Place Project Criteria

All Love My Place project nominations are to be submitted by 11:59pm on 25 March 2021. Late applications will **not** be accepted. Only one project nomination may be submitted by an individual, group or association. Applicants must not have City of Port Phillip grants remaining open, unacquitted. No project can 'double dip' applying for multiple Port Phillip grants for the same project.

All project nominations must fulfil the following criteria for selection:

Criteria	Description	Check ü
Benefits	Outline how the project will reactivate public space within the City of Port Phillip and beautify at least one high street	
Contribution	Outline the co-contribution to be provided from the applicant. This co-contribution could be financial or non-financial.	
Community	Outline how the project will promote inclusion and diversity and strengthen the community. What collaboration will occur?	
Temporary	Outline how the activation is quick to implement and easy to alter in response to community feedback, if required.	
Collaboration	Outline who is involved in your project and support you have from any neighbours or those who may be affected. It is a requirement that 80% of businesses and/or residents within 100m of the project are supportive. A collection of local businesses in collaboration can apply for a Project. Partner organisations may include: <ul style="list-style-type: none"> · Incorporated community groups under relevant legislation, including the Corporations Act 2001 (Cth) or the Associations Incorporation Reform Act 2012 (Vic) · Incorporated and registered not-for-profit organisations · Schools, kindergartens and child care centers 	
Financial responsibility	Outline who will be responsible for managing funds provided by Council. Each project must supply a current ABN as they will be responsible for receiving and managing your project funding and be accountable for delivery of the project.	
Insurance	Public liability insurance to the value of \$20 million is needed and extends to cover the activity, as it is most likely going to be considered outside normal business activities particularly if it is an existing Public Liability policy.	



4.6 Love My Place Project Selection

All project nominations will be selected against the following:

Category	Description	Weighting
Meets Project Selection Criteria	Assessment of the nomination against how well it meets the project selection criteria listed above (40%)	40 %
Cost & Impact	The feasibility of the project with respect to the impact it will make and resources required from Council to deliver the proposed initiative	20%
Capacity	The demonstrated ability for the project group to plan and deliver their project within the identified timeframes.	20%
Inclusion & Diversity	Assessment of the impact that the nomination will have on community capacity building and fostering greater inclusion and diversity.	20%

The Head of Economic Growth and Activation will recommend the most viable Love My Place nominations, taking on board feedback from a Panel of external Judges and internal Officers to the CEO.

The CEO will approve final Love My Place projects and authorise implementation.

4.7 Love My Place Project Implementation

During implementation, projects will be supported by the Economic Growth and Activation Team.

The Economic Growth and Activation Team will be required to monitor their respective projects and provide regular updates on attendance numbers, feedback on design and operations.

The Mayor and Councilors will receive regular updates regarding Love My Place projects.



5. Review and Analysis

Applicants are required to monitor, measure and assess their projects and provide the City of Port Phillip with all data available including people counts, social media stats, media/publicity, reach, survey results, testimonials etc. Applicants will provide this in their grant acquittal.

At the completion of each funded activity, Love My Place projects will be reviewed based on the following criteria and metrics for success:

	Metric	Check
1.	Did the project achieve the objectives as outlined in the application?	
2.	Has the project been a catalyst and produced similar improvements and enhancements by partners, local business, neighbours and the surrounding community?	
3.	Has the project generated increased use of the public space?	
4.	Has the public response been favourable?	
5.	If the project was implemented as a partnership, is the partner satisfied with pilot results?	
6.	Based on the benefits produced, was the Love My Place project implementation cost effective?	

6. Project Budget

\$62,900 shall be allocated to Love My Place High Street projects.

Funding may be provided to cover operational costs associated with the project delivery, excluding staffing expenses.

Each project will receive funding of up to \$15,000 ex GST.

7. Responsible Officer

The Responsible Officer for these Guidelines is the Head of Economic Growth and Activation.

8. Date of these Guidelines

These Guidelines were adopted by Council on 1 March 2021 and they take effect from that date.

9. Review

These Guidelines are to be reviewed no later than 31 July 2021