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## Community and Stakeholder Engagement Report

**Public notice: Lease, licence and fitout of café – Long Reef Beach**

**Consultation period: 5 April 2022 to 10 May 2022**

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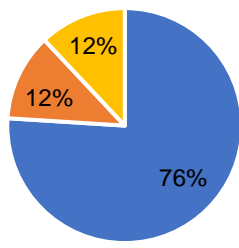

# 1. Summary

This report outlines the outcomes of community and stakeholder engagement conducted between 5 April 2022 and 10 May 2022 as part of a proposal to lease, licence and fitout the new café at Long Reef Beach


The feedback collected during consultation indicated a high level of support for the proposal with most comments citing the anticipated benefits of the café to the general public.

Some respondents expressed concern about the new development possibly destroying the natural habitat.



## 1.1. Key outcomes

 Total unique responses	17		
 How responses were received	Submission form		Completions: 17
 Sentiment <sup>1</sup>	 <ul style="list-style-type: none"><li>■ Supportive</li><li>■ Supportive with changes</li><li>■ Not supportive</li><li>■ Neutral</li></ul> <p>Total responses = 17</p>		
 Feedback themes	New café highly favoured	Lack of footpath access Additional rubbish Lack of natural vegetation	

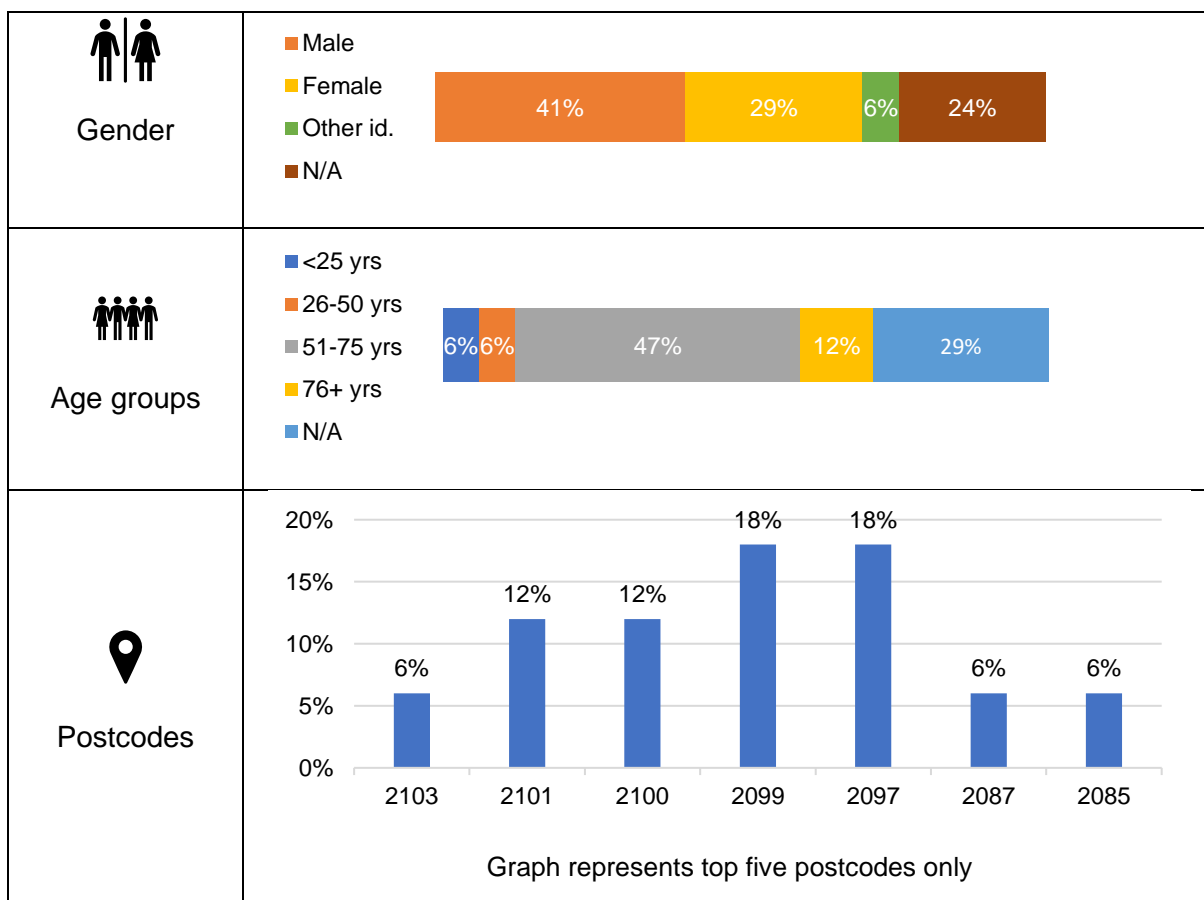
## 1.2. How we engaged

 <p>Have Your Say: visitation stats</p>	Visitors: 1265	Visits: 1431	Average time onsite: 1min 4secs
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<sup>1</sup> The online submission form did not contain a direct sentiment question. The results in the above graph are based on a sentiment analysis of the comments in the submissions provided by respondents.

 Print media and collateral	Letterbox drop: to parts of postcode 2097  Site signs used: Yes	Distribution: 326  Number of signs: 4
 Electronic direct mail (EDM)	Community Engagement (fortnightly) newsletter: 2 editions	Distribution: Approx. 22,000 subscribers
	Council's (weekly) E-News: 1 edition	Distribution: Approx. 180,000 subscribers
	Stakeholder email: <ul style="list-style-type: none"> <li>- Long Reef Surf Club</li> <li>- Collaroy Tennis Club</li> <li>- Friends of Dee Why Lagoon</li> </ul>	

### 1.3. Who responded<sup>2</sup>



<sup>2</sup> Demographic data was gathered by request only. The data represented only includes those respondents who provided this detail.

## 2. Background

As part of the redevelopment of Long Reef Surf Life Saving Club, a new café is in the final stages of being built at Long Reef Beach - next to the surf club.

There is currently a tender out (RFT 2022/037) for an experienced food and beverage retailer to lease, licence, fitout and operate the café.

The café will be independent from the surf club and serve both the general public as well as the surf club members.

The café is approx. 110sqm, including indoor and outdoor areas, and will be built as a 'warm shell', providing the successful tenderer the opportunity to create their own concept and fitout.

The land on which the café will be located is part of Griffith Park. Council is the Crown Land Manager of Griffith Park and, in accordance with Section 3.22 of the Crown Land Management Act 2016 and Section 47 of the Local Government Act 1993, gave public notice of its intention to lease the land also known as Lot 11 DP 1193189.

The granting of the lease is subject to the Crown Minister's and Council's final approval.

## 3. Engagement objectives

Community and stakeholder engagement aimed to:

- build community and stakeholder awareness of participation activities
- provide accessible information so community and stakeholders can participate in a meaningful way
- identify community and stakeholder concerns, local knowledge and values.

## 4. Engagement approach

Community and stakeholder engagement for the proposed lease, licence and fitout of the café at Long Reef Beach was conducted between 14 February 2022 and 13 March 2022.

The engagement was planned, implemented and reported in accordance with Council's [Community Engagement Matrix](#) (2017).

A project page<sup>3</sup> was established on our have your say platform with information provided in an accessible and easy to read format.

The project was primarily promoted through resident and stakeholder notifications, onsite signage and our engagement newsletter.

Feedback was captured through an online submission form embedded onto the have your say project page. An open-field comments box provided community members a space to share their feedback. Email and written comments were also invited.

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<sup>3</sup> <https://yoursay.northernbeaches.nsw.gov.au/cafe-long-reef-beach>

## 5. Findings

The majority of submissions received as part of this public notification highly favoured a new café in the Long Reef Beach area.

Some concerns were raised by respondents, including about footpath access, additional rubbish and lack of vegetation in the area. These are outlined and responded to in the table below.

**Table 1:** Issues, change requests and other considerations

Theme	Issues, change requests and other considerations raised	Council's response
Footpath access	There is need for a safe footpath and cycleway to the café.	Access paths are clearly defined and easily accessible.
Additional rubbish	The facility must have enough waste bins to deal with any additional rubbish and should encourage re-usable or recyclable containers.	Council will look to ensure that sufficient bins are provided in the area. Council encourages sustainable practices in the lease tender.
Lack of natural vegetation	The lack of natural vegetation in the area will lead to future erosion	Natural shrubs and vegetation have been carefully planned to mitigate erosion.

## Appendix 1 Verbatim community and stakeholder responses\*

### A. Online submissions

Number	Submission
1	fabulous idea - just get it done !!
2	Great idea - fully supportive
3	Fully support. Long overdue and well done Council for upgrading the Surf Club and allowing a licensed cafe there. Will be an asset to the area.
4	Does the Cafe lease include outdoor space for tables and chairs. If so how many tables and chairs?
5	Sounds like a good idea given it has been built provided the return is commercial given relative construction costs
6	I support the proposed lease, licence and fitout of the café at Long Reef Beach.
7	<i>No comment provided</i>
8	Brilliant plan which I fully support, council would need the successful applicant to be allowed to have signs on either side of Pittwater Road advertising the fact that there is a cafe at the Long Reef club/beachfront.
9	I find the above concept very acceptable for Long Reef.
10	In favour of this facility. The hours of operation seem reasonable. MY one concern is the likelihood of additional rubbish being created, specifically coffee cups. The facility must have an abundance of waste bins, and hopefully the operating licence will require full-on emptying and clean up around them. A real nice thing would be to condition the use of properly re-usable or recyclable containers.
11	Great idea. Long overdue. Every beach along the northern beaches should have a cafe overlooking the water. It only increases value of the area and local business. Don't let boardriders bully anyone into their unfounded reasons not achieving this. It has nothing to do with waves, pollution, beaches, erosion, banks, breaks or anything else the Boardriders claim to protect...oh and I'm a surfer too.
12	Fully support the operation of a cafe at this site. Cafe's in these positions, within the Surf Club precinct are an ideal way to part fund these activities as well as provide an ideal location for serving of both sit down and take-away meals. They are generally a popular and much appreciated addition to the overall enjoyment of being near the water, fresh air and that special NB's beach vibe. Many examples of this, including Mona Vale, currently closed due undergoing massive rebuild, where the facility was not only excellent but was the only source of food etc. within nearly a kilometre. If happy and plentiful customers were any guide, then these establishments within the Surf Club orbit are much appreciated. Fully support these efforts to allow the public to even further enjoy our fortunate lifestyle on the Northern Beaches.

\*Personal details and inappropriate language have been redacted where possible. Spelling and grammatical errors have been amended only where misinterpretation or offence may be caused.

13	<p>An excellent idea and much needed facility for those of us who enjoy walking in the area.</p> <p>Whilst a coffee stop is welcome, an upgraded lunch venue will be great!</p> <p>Thanks!</p>
14	<p>Please don't destroy the long reef area any further. Council has taken the natural shrubs away increasing erosion. Placed concrete paths to encourage more human traffic, PLEASE STOP destroying nature for you friends business venture. Shame on you all the damage is unforgivable.</p>
15	<p>Please ensure the cafe is safely accessible by footpath and cycleway.</p>
16	<p>This is an excellent facility for our community. It's long overdue. It should include a restaurant on a second level with beach views. There is adequate land, space and amenity. Funds raised after running and management costs could be directed to Long Reef Surf Club for vital equipment. Offer the cafe the option of staging private functions (eg children's birthday parties) on the grass verge behind the facility, to make the prospect of tenancy more attractive, especially during winter months when there are fewer beachgoers.</p>
17	<p>i would like to open tuna cafe, we only sell tuna fresh from hawaii caught by (name withheld)</p>

Document administration	
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Status	Final
Notes	Community and stakeholder views contained in this report do not necessarily reflect the views of the Northern Beaches Council or indicate a commitment to a particular course of action.