

ITEM 3. MARTIN PLACE AND PITT STREET MALL – SMOKE-FREE**FILE NO: S089038****SUMMARY**

On 8 December 2014, Council resolved to designate all outdoor areas within Martin Place as smoke-free zones for a trial 12-month period commencing in 2015.

Smoking in NSW has been steadily declining and was reported in 2014 as being a habit of 15.3 per cent of the population. On 11 May 2015, a 12-month trial smoke-free zone throughout Martin Place was introduced following a process of community consultation. The trial resulted in a significant reduction of smoking within Martin Place and was well received by the community.

This report recommends that the smoke-free area introduced on a 12-month trial basis throughout Martin Place in May 2015 is implemented permanently. It is also recommended to create a permanent smoke-free area within the pedestrian section of Pitt Street Mall (between Market and King Streets) to further improve public amenity.

The introduction of a smoke-free zone within the pedestrianised section of Pitt Street Mall would significantly improve the local amenity and public health within this busy precinct and meets expressed community demand for an extension of smoke-free areas and, in particular, requests for smoking to be prohibited at this location.

RECOMMENDATION

It is resolved that:

- (A) all outdoor areas within Martin Place are designated smoke-free zones on a permanent basis; and
- (B) all outdoor areas within the pedestrianised section of Pitt Street Mall (between Market Street and King Street) is designated a smoke-free zone on a permanent basis.

ATTACHMENTS

Attachment A: Martin Place Smoke-Free Trial – Images of Promotional Materials

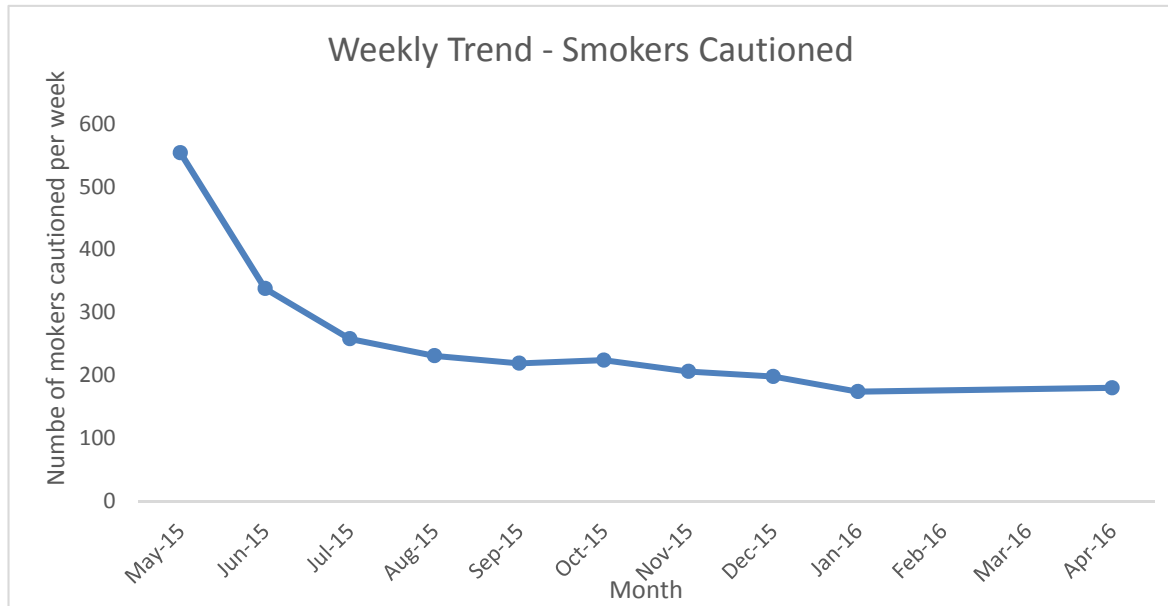
Attachment B: Pitt Street Mall Smoke-Free Proposal – Images of Site

BACKGROUND

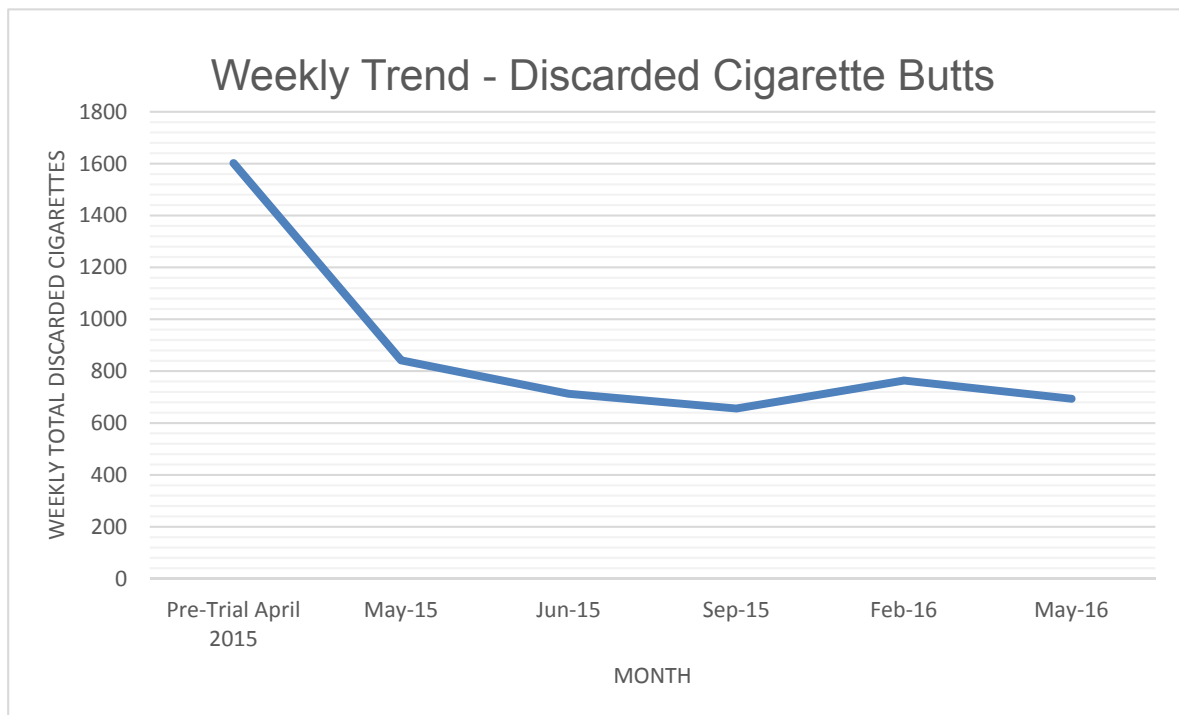
1. Martin Place, extending from Macquarie Street (in the east) to George Street (in the west) is Sydney's premier civic open space, a busy pedestrian thoroughfare and a gathering place for thousands of the city's nearly one million residents, workers and visitors each day.
2. Martin Place hosts the Cenotaph; an outdoor amphitheatre; business premises including shopping centres, retail shops, cafes, hotels; and public transport infrastructure including a train station and bus stops. Many public artworks, outdoor seating and licensed café dining areas are scattered throughout.
3. A diverse range of community and commercial events of varying scale take place within Martin Place throughout the year attracting thousands of visitors.

Smoke-free Trial

4. Smoking in NSW has been steadily declining and was reported in 2014 as being a habit of 15.3 per cent of the population (HealthStats NSW, Centre for Epidemiology and Evidence).
5. On 8 December 2014, Council resolved to designate all outdoor areas within Martin Place as smoke-free zones for a 12-month trial period commencing in 2015.
6. The 12-month trial commenced on 11 May 2015 and was preceded by a public education campaign to explain the reasons and benefits of the smoking restriction.
7. A marketing and communications plan was implemented that included branded promotional materials "Martin Place – Proud to be Smoke-Free" for display on street lighting poles, street furniture and billboards (refer Attachment A). High-profile advertising campaigns ran immediately prior to the trial launch (April and May 2015) and were repeated periodically throughout the trial (July 2015, November 2015 and March 2016).
8. Prior to the trial, monitoring and surveys indicated significant smoking activity throughout Martin Place. A significant reduction in smoking activity was observed throughout the trial.



9. City Rangers were deployed to raise awareness and educate smokers observed smoking within the smoke-free areas. People observed smoking were requested to extinguish their cigarettes or relocate from the area and were educated or cautioned. The number of cautions issued fell throughout the trial (calculated on a weekly basis) as indicated by the graph above.
10. Daily counts of discarded cigarette butts were recorded prior to and throughout the trial period. Although many factors, including weather conditions and scheduled events, contribute to a high daily variance in the trial, the weekly total count of discarded butts was significantly lower throughout the trial period than the pre-trial baseline as shown in the graph below.



11. Information about the smoke-free trial and smoke-free legislation was featured on the City's website. An online survey was available throughout the trial for the public to note their support (or opposition) to the trial and support to extend the trial to other areas. 79 per cent of survey respondents (n = 512) indicated both support for the trial and that they would subsequently be more likely to visit Martin Place; and 79 per cent of survey respondents supported an extension of the trial to include other areas.

Pitt Street Mall

12. Pitt Street Mall, the pedestrianised section of Pitt Street between Market Street and King Street, attracts high daily visitation including commuters, tourists, workers and shoppers whose amenity and health are impacted by a significant level of smoking activity within the precinct (refer to Attachment B for images of Pitt Street Mall).
13. Smoking activity within Pitt Street Mall appears to be primarily generated from smokers congregating around street furniture including seating and litter bins, and to a lesser extent from people smoking while passing through.
14. The continuous frontage of high-rise buildings along both sides of the mall magnifies the impact of smoke, which is exacerbated under certain weather conditions.
15. The City frequently receives complaints about smoking in Pitt Street Mall throughout the year. In 2015, the City received 12 complaints and requests for smoking to be prohibited within Pitt Street Mall.
16. Some local retailers have contacted the City to request that smoking is prohibited within Pitt Street Mall.
17. Beneficiaries of a smoking prohibition within Pitt Street Mall would include commuting pedestrians, shoppers, outdoor workers, buskers, and staff and customers of the retail shops and shopping centres that make up the retail strip.
18. The creation of a smoke-free area would require the installation of regulatory signage at the main entrances from King Street and Market Street and throughout the mall to catch the attention of pedestrians entering the mall via the many shopping centres and arcades. To be effective, the smoking prohibition would require the periodic display of promotional materials (following the Martin Place example) and regular compliance monitoring, awareness raising and enforcement by City Rangers.

Smoke Free Pedestrian Malls in other Australian Cities

19. Smoke-free pedestrianised areas have been established in a number of other Australian cities including City of Brisbane (Queen Street Mall since 2011), City of Perth (Murray Street Mall, Hay Street Mall, and Forrest Place since 2013). Smoking is prohibited in some pedestrianised laneways in Melbourne.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030

20. *Sustainable Sydney 2030* is a vision for the sustainable development of the city to 2030 and beyond. It includes 10 strategic directions to guide the future of the city, as well as 10 targets against which to measure progress. This proposal is aligned with the following strategic directions and objectives:
- (a) Direction 2 provides a road map for the City to become A Leading Environmental Performer – smoke-free zones contribute to improved local air quality, reduced littering and reduced risk of cigarette butts entering and polluting water courses through the City’s drainage network.
 - (b) Direction 4 - A City for Walking and Cycling – smoke-free zones contribute to creating a more appealing and healthy urban environment conducive to pedestrian activity.
 - (c) Direction 5 - A Lively and Engaging City Centre – smoke-free zones attract visitation and activation of the public domain for a range of cultural and passive recreational activity including outdoor dining, socialising and participation in outdoor cultural and community events.
 - (d) Direction 6 - Vibrant Local Communities and Economies – smoke-free zones attract visitation to the public areas, enhance street life and benefit surrounding businesses including retail outlets, cafes and restaurants.
 - (e) Direction 7 - A Cultural and Creative City – smoke-free zones enhance participation in the numerous outdoor cultural and community events held in Martin Place throughout the year including seasonal celebrations, civic ceremonies and outdoor performances.
 - (f) Direction 10 - Implementation through Effective Governance and Partnerships – the Martin Place smoke-free trial was supported by the Cancer Council, the Heart Foundation and NSW Health.

Organisational Impact

21. The implementation of a permanent smoke-free zone within Martin Place will require continued monitoring and awareness raising by City Rangers.
22. The introduction of a smoke-free zone within Pitt Street Mall will require:
- (a) installation of regulatory signage;
 - (b) compliance, monitoring and awareness raising by City Rangers; and
 - (c) design, installation and periodic display of promotional materials for an initial period of one year.

Risks

23. No significant risks are anticipated with the introduction of a permanent smoke-free zone in Martin Place or the introduction of a new smoke-free zone in Pitt Street Mall. The smoke-free trial generated strong community support and a majority of online survey respondents supported an extension of the trial to other outdoor pedestrian areas. Outdoor smoke-free areas are becoming an established and accepted feature in many major cities.

Social / Cultural / Community

24. Smoke-free outdoor public areas generally benefit the community by improving the general amenity and air quality of outdoor areas, encouraging visitation through reduced environmental impacts from smoke and cigarette butt littering.

Environmental

25. Smoke-free areas enhance the local environment through improved local air quality and reduced littering. The Martin Place smoke-free trial generated a reduction in the number of discarded cigarette butts. Extending the scope of the smoke-free area to include Pitt Street Mall is expected to reduce cigarette butt littering in this area, further reducing the risk of cigarette butts entering drains and water courses.

Economic

26. Smoke-free zones generally benefit the local economy by improving the amenity of the public domain and removing potential barriers to visiting local businesses.

BUDGET IMPLICATIONS

27. The implementation of a permanent smoke-free area within Martin Place will be funded and resourced through current operational budgets.
28. The introduction of a smoke-free area within Pitt Street Mall will require a one-off budget of \$30,000 for procurement and display of promotional materials for one year. Funds have been allocated in the draft 2016/17 budget for this purpose.
29. Awareness raising and compliance monitoring at Martin Place and Pitt Street Mall will be funded through current operational budgets.

RELEVANT LEGISLATION

30. Local Government Act 1993. The City has indirect power under section 632 of the Act to regulate smoking in a public place by erecting signage which prohibits smoking in that place. An offence is only committed if the sign is clearly legible and located in a prominent place.
31. NSW Smoke Free Environment Act 2000 made the following areas smoke free:
 - (a) within four metres of a pedestrian access point to a non-residential building;
 - (b) railway platforms, light rail stops, bus stops, taxi ranks and ferry wharves;
 - (c) swimming pool complexes, and spectator areas of sportsgrounds when sporting events are being held;

- (d) commercial outdoor dining areas being a seated dining area while food is being consumed or available for purchase and consumption; and
- (e) within 10 metres of children's playgrounds.

CRITICAL DATES / TIME FRAMES

- 32. The implementation of a new smoke-free zone within Pitt Street Mall could be implemented in late 2016 allowing for the design and procurement of promotional materials and pre-launch awareness raising.

OPTIONS

- 33. Council may opt not to prohibit smoking within Martin Place on a permanent basis. This is not the preferred option.
- 34. Council may opt not to introduce a smoke-free area within the pedestrianised section of Pitt Street Mall. This is not the preferred option.
- 35. Council may opt to consult local stakeholders and visitors to Pitt Street Mall to determine the level of support for a smoke-free Pitt Street Mall.

PUBLIC CONSULTATION

- 36. Extensive public consultation, including pedestrian surveys of people identifying as smokers and non-smokers, was undertaken within Martin Place in 2014 prior to the implementation of the 12-month trial. These surveys demonstrated community support for the introduction of a smoke-free area throughout Martin Place and support for smoke-free areas at other pedestrianised areas.
- 37. An online survey was available on the City's website throughout the smoke-free trial. Responses indicated strong support for the Martin Place smoke-free zone and the extension of smoke-free areas to other locations.

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