Splash Adelaide Project Guidelines

1. ## Introduction

    1.1 Adelaide City Council seeks to activate the city and create a more vibrant public realm.

    1.2 Splash Adelaide is a mechanism to allow Council and stakeholders to:

    1.2.1 Quickly implement policies and projects for a trial period to test activation ideas;

    1.2.2 Monitor conditions; and

    1.2.3 Use the pilot results to draft formal policies and implementation guidelines and make informed investment decisions.

    1.3 Splash Adelaide projects allow a business to test a concept before investing in it.

2. ## Strategic Context

    2.1 Splash Adelaide supports Council's desired role as an entity that encourages collaboration and partnerships.

    2.1.1 Council understands the various interests that share the city's future.

    2.1.2 Splash Adelaide allows Council to advocate for changes, and serve as a broker and facilitator for innovation.

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

    2.3 Splash Adelaide allows business stakeholders to quickly test new business models, quickly respond to a changing environment and contribute to the activation and vibrancy of the city.

3. ## Objectives

    3.1 Allow for activation of the city.

    3.2 Encourage innovation and entrepreneurial partnerships.

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

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

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

4. ## Operating Guidelines

    ### 4.1 Governance

    4.1.1 The Chief Executive Officer will be responsible for Splash Adelaide project design and implementation, to further the Council's strategic outcomes.

4.1.2 The Chief Executive Officer and other employees will implement the Splash program in accordance with their delegations and the provisions of these guidelines.

4.1.3 Splash Adelaide is a part of the City Activation project.

4.1.4 Administration will liaise with state agencies to inform them of specific projects and solicit design and implementation suggestions.

4.1.5 The Splash Coordinators will be the single point of contact for key stakeholders and applicants.

4.2 Guiding Principles

4.2.1 Splash projects will maximise Council Strategic Outcomes.

4.2.2 Stakeholders will be invited to design and participate in Splash Adelaide.

    4.2.2.1 Stakeholders and Council will work in partnership.

4.2.3 Splash Adelaide projects will be safe and low-risk to Council.

4.2.4 Splash Adelaide projects will include no permanent capital works.

4.2.5 Splash Adelaide project design will be flexible for modification during the trial period.

4.2.6 Splash Adelaide projects can be quickly and easily reversed.

4.2.7 As temporary projects, Splash Adelaide projects will not require any formal consultation before implementation.

4.2.8 Statutory notification will be undertaken when required.

4.3 Splash Application

4.3.1 Splash Adelaide applications will open twice a year in line with the two seasons; Summer Splash (October – April) and Winter Splash (May – September). Applications will open two months prior to the beginning of the activation period.

4.3.2 Applications are to be submitted online through the Splash Adelaide website.

4.3.3 Applications will be assessed within a month of closing date and applicants will be notified of the outcome soon after.

4.4. Splash Project Nomination, Design & Selection

4.4.1 Splash Adelaide projects will be place-based projects in the public realm.

4.4.2 Splash projects should occur within the two Splash Seasons; Summer (Oct – April) and Winter (May – Sept).

4.4.3 Splash Adelaide projects are primarily a business and community initiated enterprise.

    4.4.3.1 Council will encourage business and community partners to participate in projects and submit applications for Splash Adelaide.

    4.4.3.2 ACC may also submit applications for Splash Adelaide.

4.4.4   Applicants must commit to providing sufficient financial and human resources to implement the project if selected.

4.4.5   Council will suspend regulations, where practical, to allow Splash Adelaide projects to occur.

4.4.6   Council will waive fees where applicable for Splash Adelaide Projects.

4.4.7   Council will provide technical and financial assistance to support feasible Splash Adelaide projects.

4.4.8   The appropriate Council Programs will be consulted on relevant Splash projects.

4.4.9   Council Programs will be able to provide advice on the design of Splash Adelaide projects to reduce risk, minimise negative impacts, enhance design or maximize activation.

4.5. Splash Project Criteria

4.5.1   Splash nominations should activate the public realm and enhance the vibrancy of the city.

4.5.2   Splash nominations may be musical, artistic, graphic, recreational or leisure.

4.5.3   Self-funded Splash projects will receive highest priority for implementation.

4.5.4   Splash staff will collaborate with City Precincts and discuss how potential Splash nominations may reinforce precinct character and create activation that supports precinct vitality and growth.

4.5.5   Splash funding may be matched to precinct financial contributions; Splash will not be the sole financial underwriter of precinct projects.

4.5.6   Splash staff may assist in design and installation of precinct projects; precinct members are responsible for operations and maintenance of any Splash project.

4.5.7   Businesses are encouraged to nominate projects activating the public realm and supporting their businesses.

4.5.8   Business nominations that are primarily economic activities and extensions for the business will not receive Splash funding for project implementation.

4.5.9   Business nominations that are primarily neighbourhood activation and not business enhancements may receive Splash funding.

4.5.10 Applications for pop-up bars and established events will not receive Splash funding for project implementation.

4.6 Splash Project Selection

4.6.1   Nominations from state agency partners, especially cultural institutions on North Terrace, will receive priority.

4.6.2   Priority will be given to precinct projects.

4.6.3   Priority will be given to projects held in non-traditional (i.e. park land) event spaces.

4.6.4   Priority will be given to activities held between 5pm – 8pm during week days.

4.6.5 Projects previously supported by Splash Adelaide will be considered, but will receive reduced funding/support.

4.6.6 The same project may be supported for a maximum of 3 seasons.

4.6.7 Nominations with the highest percentage of private funding will receive priority.

4.6.8 Splash will not support projects already receiving financial support from other areas of Council.

4.6.9 Nominations for long-term implementation and activation will receive priority over shorter-term activation projects.

4.6.10 Priority will be given to those projects most accessible to the community (i.e. not ticketed, not exclusive)

4.6.11 The City Activation Team Leader will select the most viable Splash Adelaide nominations.

4.6.12 The Director will approve final Splash Adelaide projects and authorise implementation.

4.7 Splash Project Implementation

4.7.1 During implementation, projects will be supported by a Splash Adelaide Coordinator.

4.7.2 The Splash Project organiser will be required to monitor their project and provide regular updates on attendance numbers, feedback on design and operations.

4.7.3 The Lord Mayor and Elected Members will receive regular updates regarding Splash Projects.

4.8. Review and Analysis

4.8.1 At the completion of each season, Splash Adelaide projects will be reviewed based on the following criteria and metrics for success:

   4.8.1.1 Did the project achieve the objectives as outlined in the application?

   4.8.1.2 Has the project been a catalyst and produced similar improvements and enhancements by partners, local business, neighbours and the surrounding community?

   4.8.1.3 Has the project generated increased use of the public space?

   4.8.1.4 Has the public response been favourable?

   4.8.1.5 If the project was implemented as a partnership, is the partner satisfied with pilot results?

   4.8.1.6 Has state agency and council feedback been favourable?

   4.8.1.7 Based on the benefits produced, was the Splash project implementation cost effective?

4.9. Project Budget

4.9.1   A portion of the City Activation budget shall be allocated to Splash Adelaide projects.

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

4.10 Delegation Powers

4.10.1   The Council delegates certain powers and functions under various pieces of legislation to the Chief Executive Officer for Splash Adelaide. To implement Splash Adelaide, the CEO will utilise delegations, in accordance with the Application of Delegations Policy and the relevant legislation to:

        4.10.1.1   Waive applicable fees;

        4.10.1.2   Utilise Council's budgeted resources;

        4.10.1.3   Resolve any issues; and

        4.10.1.4   Deal with any other matters arising from the pilot programs without Council resolution (where permitted by legislation).