



# SOCIAL IMPACT ASSESSMENT

**Hotel and Brewery Development Application  
(JRPP-16-03328) for the construction of a Hotel and  
Brewery at Marsden Park by the Laundry Group**

**Prepared by the Social Planning Team – Blacktown City  
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## 1. Executive summary

The report prepared by Blacktown City Council's Social Planning Team, includes a review and social impact assessment of the Development Application (JRPP-16-03328) for the construction of a Hotel and Brewery at Marsden Park by the Laundry Group.

The social impact assessment aims to balance potential positive and negative impacts associated with the proposed development and can be used to inform decision making about potential management strategies and conditions that may be required in relation to this development application.

This assessment has identified a number of positive impacts of the proposed development including new facilities for recreation and socialisation for current and future residents and workers, employment opportunities for local residents and economic benefits for the area.

At the same time a number of potential negative impacts for patrons as well as current and future residents have been identified. These impacts are associated with the harmful impacts of alcohol use both in the public and private domain and have been linked to vulnerable groups within the local community. Potential impacts on the amenity of current and future nearby residents have also been identified.

This report has also identified recommended strategies of management to assist in minimising the potential negative impacts identified for consideration by the consent authority in relation to the development consent. This includes recommended conditions of consent to ensure that the planning and ongoing operation of the facility is appropriately managed. The conditions aim to support the positive social impact of the proposal and address potential negative social impacts such as noise related impacts and anti-social behaviour through appropriate venue and security management on site.

While a number of issues and concerns have been identified through this social impact assessment, they are insufficient to warrant a refusal of the development application as the identified issues can be dealt with through strict conditions being recommended for inclusion in any consent granted by the consent authority.

## 2. Introduction

Blacktown City Council is in receipt of a Development Application (JRPP-16-03328) for the construction of a hotel and craft brewery. The Development Application was lodged by FDC Construction and Fitout Pty Ltd and is located within the Sydney Business Park at proposed Lot 310 within the subdivision of Lot 11 DP 262886, on the corner of Richmond Road and Hawthorne Ave, Marsden Park.

The applicant proposes to erect a building on the site which will have a gross floor area of 2,823 sq. and comprise three levels including:

- An Upper ground level floor providing food and beverage services and gaming services as part of the hotel. The hotel will have a gaming room which could accommodate 30 gaming machines and with its own bar and amenities.
- A Mezzanine level with function rooms.
- A Lower ground floor with spaces for the hotel and microbrewery and parking.

The building also incorporates a brewery, where craft beer is brewed on site. The applicant has nominated a maximum capacity of 2,000 persons on site.

The Development Application was tabled and discussed at the meeting of the Sydney West Central Planning Panel (7 June 2017). A decision on the application was deferred to allow the preparation of an independent Social Impact Report by Council's Social Planning Team on the application and, in particular to examine the proposed hours of operation.

This social impact report includes the following:

1. Review of the Development Application and Social Impact Assessment
  - a. Analysis and assessment of the Development Application, including the Applicant's Social Impact Assessment response in relation to social impacts and community need.
2. Review of the NSW Police submission
3. Independent Social Impact Assessment
  - a. Demographic profile
  - b. Demographic change
  - c. Needs of local community
  - d. Density of and operating hours of surrounding existing licensed premises
  - e. Proximity to public transport
  - f. Crime prevention through environmental design
  - g. Impact on community services, such as local human services agencies and medical centres
  - h. Community cohesion and values
  - i. Any controversial or sensitive development within proximity of the site

- j. Summary of impacts on the surrounding residents and community as a result of the operation of the hotel and microbrewery
- k. Recommend management strategies to overcome any social issues identified.

This social impact assessment aims to balance potential positive and negative impacts associated with the proposed development and can be used to inform decision making about potential management strategies and conditions that may be required in relation to the development application.



### 3. Role of local government in alcohol regulation

This section provides background on the roles and responsibilities of local government in relation to alcohol regulation. It also provides an overview of the approvals process for development applicants for proposed liquor outlets and liquor licensing.

#### 3.1 Local council strategic planning processes

If a new venue is being established to serve alcoholic drinks or is changing its use to serve alcoholic drinks, it must complete a development application with its local council in accordance with the NSW Environmental Planning and Assessment Act 1979 (Planning Act) and the council's own strategic planning controls.

When making decisions about approving venues for the sale of alcohol, under s79 of the Planning Act, local councils must consider "(b) the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality".

As local consent authorities Councils:

- Assess and determine applications for premises including pubs, bars, clubs and restaurants.
- Consider building safety and the protection of amenity.
- Have principal responsibility for ensuring that venue operators and owners comply with any conditions on the development consents.
- Have powers under the Environmental Planning and Assessment Act, to order the fire safety of premises to be kept up to standard and are safe for workers, patrons and the community.
- Have powers under the Protection of the Environment Operations Act 1997 in relation to the control of noise and can enforce venue operators to control unacceptable noise on their premises and impacting on the amenity of surrounding residents.

Consent authorities can approve or decline an application or approve an application for licensed premises with various conditions of consent for matters such as hours of operation, maximum capacity and noise mitigation.

A consent authority can use reviewable conditions to approve proposals where it is uncertain about the impacts of the proposed development. By using reviewable conditions, the consent authority can retain a degree of control over the hours of operation and or maximum number of persons. Reviewable conditions should not be imposed unless there is sufficient uncertainty regarding the potential impacts of the proposed hours of operation or capacity of a venue.



*The Planning for Entertainment Guidelines 2009* prepared by NSW Department of Planning identifies key matters for consideration by a consent authority when assessing an application for premises in which entertainment is to be carried out include:

### **3.2 Character and context of the area**

- Compatibility with the existing or desired future character of the area or location in which it is proposed to be located.
- Acceptability of location and context of the premises, including proximity to residential and other sensitive land uses or to other similar premises.
- Potential contributions to the recreational, cultural and tourism attributes of the area.

### **3.3 Local amenity**

- Potential significant adverse impacts on the amenity of the neighbouring properties and the surrounding area.
- Potential impacts likely to be generated by patrons coming to and going from the premises (noise, litter, aggressive behaviour, vehicles and general disturbance), particularly on any nearby residential premises and public streets late at night.
- Potential impacts from noise generated by the venue itself (patron, public address system or loud music – recorded or live) affecting nearby residential premises.
- Venue management strategies proposed to minimise adverse impacts, particularly on any residential areas.
- Significant positive impact on the character of the surrounding area.

### **3.4 Hours of operation**

The consent authority may consider whether proposed hours of operation for the premises are consistent with provisions within its development control plan and other local policies in place and any hours that would apply under the Liquor Act or Environmental Protection Act.

Limiting the hours of operation for the premises as a whole, or for individual activities within the premises may help to minimise the potential for unacceptable impact on neighbouring and surrounding premises, particularly in residential areas.

The inclusion of core operating hours, and or extended operating hours under a reviewable condition may be recommended in order to allow the ongoing monitoring of the impact and acceptability of these extended hours.

The consent authority may also consider placing limits on proposed patron numbers for the premises to ensure patron numbers consistent with any controls that apply under the Liquor Act. This may include:

- Limiting patron numbers as a whole and for individual components at activities within the premises.
- Identifying core patron numbers and extended patron numbers with the latter commencing as a nominated trial period or under renewable conditions to allow ongoing assessment of the impact and acceptability of these extended hours.

### **3.5 Management of the premises**

In relation to the management of licensed premises, consenting authorities may consider:

- The need for an Operational Plan of Management in relation to the nature, scale, size or capacity of the proposed use, including individual components or activities of the proposed development
- An Operational Plan of Management should include details of on-site and off-site security management measures, crowd control measures and procedures, noise management strategies, waste management, complaints handling procedures, recording and follow up actions

### **3.6 Local council role in Community Impact Statements (CIS)**

Controls also exist under the Liquor Act to regulate the management of licensed premises. The Act requires certain applications for liquor licenses for new premises to be supported by community impact statements. The Independent Liquor and Gaming Authority are responsible for approving liquor licence applications in NSW. The Independent Liquor and Gaming Authority cannot grant a license unless it is satisfied that the overall social impact will not be detrimental to the well-being of the local or broader community. Local councils are key stakeholder authorities and must be consulted by applicants as part of the community impact statement process.

Conditions for the approval of a liquor licence include:

- Appropriate planning approval for the proposed development has been received.
- Completion of a community impact statement by a licence applicant to "gain an understanding of the impact that granting an application will have on the local community". (Office of Gaming Liquor and Racing)
- A community impact statement should contain a summary of issues and concerns with a proposed licence application obtained through community consultation.
- Both Category A and B community impact statements require consultation with local consent authorities (councils), local police, the occupier(s) of any neighbouring premises, and special interest groups or individuals identified or referred to the applicant by ILGA. Category B community impact statements require further consultation with authorities and recognised leaders or representatives of the local community.

### **3.7 Liquor accords**

Liquor Accords are voluntary agreements often between local councils, police, community organisations, licensees and the business sector that work to reach agreements on ways to improve how licensed venues operate. They can put strategies in place to make sure local venues and precincts are safe, enjoyable and vibrant. Local councils can play an important role in supporting their local communities on matters relating to alcohol harm prevention. They may be represented in a number of alcohol-related groups and forums, such as Liquor Accords established under the NSW Liquor Act 2007.

### **3.8 Community Drug Action Team**

Local councils can form or be part of Community Drug Action Teams made up of people and community organisations who work together to respond to the negative effects of alcohol in the community.



## **4. Review of the Development Application and Social Impact Assessment**

When preparing a development application for a new facility venue owner/ operators must demonstrate how the application will ensure the safety of patrons, management of noise, smoking areas, patron transport issues and interface with the surrounding land uses and contribute to the social amenity of the area or region.

By demonstrating that these key issues have been considered and identifying how any likely impacts will be avoided or proactively managed, the applicant can show council, key authorities, neighbours and patrons, what is proposed and address concerns about how the premises will be managed.

A Social Impact Assessment was prepared by Design Collaborative Pty Ltd to satisfy the consent authority that the social impacts of the proposed development have been considered and that it would be in the public interest to grant consent to the proposed Development Application. Included in the scope of this report is a review of the applicant's Social Impact Assessment with the following comments.

### **4.1 The proposed development**

The Social Impact Assessment prepared by Design Collaboration Pty Ltd provided an accurate description of the site and surrounding development. It describes the development as an "up market facility" with a range of dining options aimed a target market of patrons over 25 years of age and popular with families with children. It describes the venue as less likely to be attractive to younger people "who are inclined to act less responsibly".

The maximum capacity of the proposed venue is 2,000 and includes patrons from the local and wider community and workers from the Sydney Business Park.

Proposed trading hours for the venue are 5am to 3am - Monday to Saturday and 5am to Midnight Sunday. The microbrewery will trade at the same hours as the hotel.

### **4.2 Demographic profile**

The demographic profile of Marsden Park and surrounding areas contained in the applicant's assessment lacks detail and appropriate consideration in its analysis of the community and does not provide an accurate profile of the community. The assessment attributes this to the changing population of the local area.

- The profile does not include the surrounding communities including Riverstone and the Mount Druitt Area - an area which has 11 different suburbs.

- The profile does not include information about local levels of socio-economic advantage and disadvantage which may impact on patterns of alcohol use and gambling related harm.
- No data or analysis on Aboriginal and Torres Strait Islander communities and culturally and linguistically diverse communities was provided. Both communities have vulnerabilities related to alcohol and gambling related harms
- No data or analysis on household or personal income has been provided. This may also impact on patterns of alcohol use amongst patrons.

*Profile i.d., Atlas i.d. and Forecast i.d.* produced by the Population Experts, provide demographic and housing information at a local government area and finer grain level to provide a picture at a suburb level. Free access to this data is available on the Blacktown City Council website – at a suburb and precinct level along with forecast data.

Census profiles for local government area and smaller areas including suburbs are also available on the Australian Bureau of Census website. Neither was referenced in the applicant's Social Impact Assessment.

In addition, the focus of the demographic profile is to describe the 'target market' for the development including the workforce of Sydney Business Park and residents in the proposed estates including Stonecutters Ridge, Greenway, The Grange, Elara and Stoney Creek (Ingenia Lifestyle Seniors Living). It states that this area will comprise mostly younger couples with household incomes likely to be above the median income level. It notes it is unlikely there will be concentrations of social housing although some may be present in the proposed development for over 55's at Stoney Creek.

### **4.3 Competition (Density)**

In this section describes the density of licenced premises however refers to it as "competition" with the proposed development. The section identifies that there is no existing hotel in Marsden Park and lists the other pubs and hotels within the local area.

- Bidwill (approximately 5 kms).
- Alroy Tavern Plumpton (3.5kms).
- Plumpton Inn at Glendenning (3.5kms).
- No hotel to the west of the proposed site - Cambridge Park or St Mary's North.
- Bligh Park Tavern (12 kms).
- The Pub at Rivo (3.5 kms to the north).
- Quakers Inn (4kms to the east).

The Social Impact Assessment does not address the issue of density of premises and how this will impact on alcohol consumption and harms in the community.



#### 4.4 Analysis on social impacts identified

The Social Impact Assessment presents a description of aspects of the proposal and its potential benefits for the community and some social impacts. Overall, it is considered that the Social Impact Assessment does not adequately demonstrate the full range of social impacts for patrons, the Sydney Business Park and the local and wider community.

It acknowledges that Blacktown City does not have specific guidelines for the preparation of Social Impact Assessments. However, the applicant's report notes that a Social Impact Assessment "should identify, as far as is reasonable possible, the potential positive and negative social impacts of the development under consideration. Depending on where the development is being proposed and what it is community consultation may be required to identify these impacts". We concur with this description.

The assessment in relation to the potential harms associated with the use of alcohol and problem gambling lacks adequate detail and is focussed on the expected benefits of the proposed hotel/microbrewery.

It defines the affected groups as predominately the future residents of Marsden Park and other developing areas nearby and does not address potential issues for residents of the Mount Druitt area who also live nearby the proposed venue.

The assessment does not provide an analysis of the impacts on other patrons of the hotel e.g. workers as they may be more scattered and any impacts on the communities where they live may be imperceptible. It argues the proposed development is not likely to impact on residents or workers as a whole but may impact on some of the residents nearby largely affecting their amenity.

It identifies two components of any hotel that are likely to generate adverse impacts

- Gaming machines.
  - It does not however, address the social impact of gaming machines and asserts that a consent authority cannot refuse to grant consent or impose conditions on any consent issued because of proposed presence of gaming machines.
  - It goes further to say that Liquor and Gaming Authority will address these matters when considering applications for the establishment of a gaming machine threshold on the hotel licence of the hotel.
  - It asserts that a consent authority should assume the conduct of gaming in the hotel will be undertaken responsibly and in accordance with relevant legislation. No information about management controls was provided.
- Alcohol
  - The assessment divides two types of alcohol impacts on the population and makes general statements about these impacts.



- Long term impacts including chronic illness asserting these impacts usually occur in older people. It Social Impact Assessment argues it is unlikely the establishment of the hotel would have long term negative impacts on patrons and that any individual would patronise the hotel exclusively and for long enough to impact their health.
- Immediate impacts including excessive consumption over a short period of time which the report suggests is more common among younger people. No data has been provided in relation to this statement.
- The assessment agrees this is usually shown in anti-social behaviour – drunkenness, noise, violence, accidents, vandalism etc. and needs to be well managed. More likely to occur late at night and Fridays and Saturdays - peak attendance.

The Social Impact Assessment does provide sufficient information on any community consultation undertaken to allow for analysis as part of this review.

#### **4.5 Issues not covered in the applicant's Social Impact Assessment**

The Social Impact Assessment submitted as part of the development application does not address in detail:

- Demographic changes in Marsden Park and surrounding area and how this may impact on the future make up of patrons.
- Proximity to public transport.
- Crime prevention through environmental design.
- Impact on community services, such as local human services agencies and medical centres.
- Community cohesion and values. The references focus mostly on the positive impacts
- Any controversial or sensitive development within proximity of the site – not mentioned
- The impact on the surrounding residents and community as a result of the operation of the hotel and microbrewery is discussed in a general way.

The Social Impact Assessment does not address the following potential negative impacts.

- The impact of trading hours on alcohol consumption and harms.
- Outlet density and their impact the increased use of alcohol and subsequently on domestic and intimate partner violence, aggressive behaviour, poor health outcomes, motor vehicle accidents and general disturbance in the community.
- Particular vulnerable groups in the local community who may be at a greater risk of alcohol and gambling related harms.

#### **4.6 Ameliorative measures proposed by the applicant**

The sections on the proposed management of licenced premises, the Draft Venue Management Plan and Draft Security Management plan submitted by the applicant provide an overview of

strategies for the proposed hotel/microbrewery but do not provide sufficient details in relation to the following key ameliorative measures:

- Characteristics of the premises: These provisions are lack detail and describe patron behaviour is being influenced by the quality of fittings, congestion and air conditioning.
- Location of premises: This section focusses mainly on the distance between the venue and other licensed premises to reduce migration between venues and the low rates of crime in Marsden Park. It does not address potential impacts of its location near to current and proposed residential areas and the Sydney Business Park and how these could be addressed by conditions on the management of the hotel/microbrewery.
- Nature of clientele attracted: One of the major provisions in minimising harm is to restrict venue bookings for "types of patrons known to have the potential to generate anti-social behaviour" and providing limited types of entertainment that are unlikely to attract very young adults in any numbers". These strategies have not been fully outlined and would be difficult to implement without identified strategies being included in the venue management plan and or security management plan.
- Behaviour of patrons: No specific strategies or conditions have been suggested to ensure that the behaviour of patrons is effectively managed.
- Responsible service of alcohol and gambling conduct: While reference is made to the some restriction on the serving of alcohol, there no specific examples of how this will be implemented in the proposed venue. The location, size and proposed trading hours of the venue pose specific challenges in relation to ensuring the safety of patrons travelling home if they are over the safe limit and safety in the car parks and surrounding area. These could be addressed with specific strategies or conditions as part of the development consent.
- Staff hiring and training: The submission highlights a lack of details in the hiring and training of staff to ensure they are fully aware of the Venue Management Plan and how details of the plan will be communicated to staff. These could be addressed with specific strategies or conditions as part of the development consent.
- Neighbourhood amenity: Details in the draft Venue Management Plan are limited in relation to how negative impacts on the amenity of nearby residents will be minimised - especially at the times of busiest patronage. There are limited details regarding the complaints handling processes for nearby residents, management of staff and patron behaviour, no proposed limitations to proposed hours of trade and transport



management plan has been provided. These could be addressed with specific strategies or conditions as part of the development consent.

- **Maximum capacity:** The proposed capacity of the development is set at 2000 patrons over a number of different rooms with different proposed activities occurring in each room. Measures related to limiting the number of patrons at any given time are not discussed and no detailed strategies about crowd movement in and out of and also within the different sections of the venue have been provided. This has implications for patron safety and also for the amenity nearby residents. It may be argued that a venue of this size and scope warrants the development of limits on maximum crowd numbers for each section of the venue and that this is vital in ensuring the effective management of staff and patrons, especially on the busiest nights.
- **Mandatory signage:** The plan provides insufficient information regarding how the venue will comply with mandatory Liquor and Gaming signage requirements. These could be addressed with specific strategies or conditions as part of the development consent.

**Noise management:** The management plan requires insufficient details in relation to the management of noise levels at the proposed venue. Strategies for managing noise levels from patrons arriving and leaving the venue, motor vehicles, amplified music and other forms of entertainment are critical in minimising impacts on nearby residents and for residents for proposed future residential developments. These could be addressed with specific strategies or conditions as part of the development application

- **Security management:** More specific details are required regarding effective security management for the proposed venue. These could be addressed with specific strategies or conditions as part of the development consent.

## **4.7 Summary conclusion**

The social impact assessment prepared by Design Collaboration Pty Ltd provided an accurate description of the site and surrounding development.

The reference to the demographic profile of Marsden Park and surrounding areas provides limited details and analysis of the community.

The social impact assessment does not adequately address the issue of density of premises in the Marsden Park and surrounding area and how this will impact on alcohol consumption and harms in the community.



Overall, it is considered that the social impact assessment does not adequately demonstrate the full range of social impacts for patrons and the local and wider community that could arise both in immediate future and in the longer term.

The assessment provides limited information about the potential harms associated with the use of alcohol and problem gambling, and focusses on the potential benefits of the proposed developments.

While the applicant's Social Impact Assessment, the Draft Venue Management Plan and the Draft Security Plan provide strategies for the management of the proposed hotel/microbrewery, more details are required in order to ensure any potential negative impacts are prevented or managed.

The concerns raised in this section are discussed further in this report in Section 6: Independent Social Impact Assessment.

## **5. Review of the NSW Police submission**

The NSW Police - Mount Druitt Local Area Command carried out an extensive assessment of the proposed development, social impact assessment, and crime prevention by environmental design, venue management, security plan and transport management plan. Their report conceded there are currently insufficient grounds to lodge a full objection to the proposal.

However, the submission raised the following concerns to be addressed by the imposition of conditions on any consent orders given by a consent authority to ensure the appropriate and safe management and use of the premises.

1. General background to the Mount Druitt area and its issue of social disadvantage.
2. The number of licensed premises within the area and its ability to meet the current needs of the general population versus the issue of social disadvantage in the Mount Druitt and Blacktown area.
3. Public order crime versus private domain crime and the influence of alcohol on both in the Mount Druitt area.
4. Community response to alcohol related crime versus current issues concerning the socially disadvantaged.
5. Miscellaneous section including comment on certain parts of the Development Application submitted by Design Collaborative on behalf of the applicant – 'Laundy Hotels'.

An analysis of the NSW Police submission has been completed with the following commentary:

### **5.1 General background to the Mount Druitt area and its issue of social disadvantage**

The assessment provided by the Mount Druitt Local Area Command highlights issues of public housing, low income, low educational attainment, high unemployment, low skilled jobs and other variables that reflect disadvantage of the whole the Mount Druitt area in addition to various suburbs in the area which have some of the lowest index scores in NSW.

The submission stressed importance of considering these attributes of nearby communities in the light of the application by the Laundy Hotel group to provide a venue for the sale of alcohol and gaming services near a socially disadvantaged area.

The submission also raised concerns about the proposed size of the venue for 2,000 patrons and its proposed extended trading hours arguing that this would have a large impact in various forms on nearby communities.

It also raises concerns about the potential impacts of this development on the different nearby communities – the proposed new and future developments in the Marsden Park area with potentially higher levels of advantage in contrast to existing socially disadvantaged areas on the doorstep to Marsden Park.

## **5.2 The number of licensed premises within the area and their ability to meet the current needs of the general population versus the issue of social disadvantage in the Mount Druitt and Blacktown area**

This section of the submission provided data on the number of liquor outlets and electronic gaming machines across all categories, in the Mount Druitt, Blacktown and Quakers Hill Local Area Commands in order to demonstrate the density of outlets in the area nearby the proposed development.

The findings show that current hotels and clubs within Blacktown City can cater in total at any one time for upwards of 19,272 persons with 2,942 electronic gaming machines available.

Further, when comparing current licence levels to the population figures, the submission argues that the current density of similar licence premises nearby the proposed development would meet and possibly exceed the current demand for alcohol needs in the area.

This section also refers to research findings that show one of the major ways to reduce levels of alcohol harm is to physically restrict the availability of alcohol sales in that particular area or region as a main instrument of change.

## **5.3 Public order crime versus private domains in crime and the influence of alcohol on both in the Mount Druitt area**

The Mount Druitt Local Area Command submission raises concerns that the presence of alcohol is already an endemic serious issue within the Mount Druitt and surrounding areas. This is evident in the 2015 – 2016 Crime Statistics for the Mount Druitt area and in examples of public order offences which led to the creation of "alcohol free zones" for events including annual Australia Day celebration in 2011.

It also raised additional concerns on the impact on public order crime in Marsden Park relate to the lack of transport in and around the proposed development and the actual venue size.

The submission raises concerns about the high number of local incidents of domestic violence in recent years linked to alcohol use in the Mount Druitt area.



The submission argues that the current rates of crime in both the public and private domains within the Mount Druitt Local Area Command should not be underrated when considering the proposed development application.

#### **5.4 Community response to alcohol related crime versus current issues concerning the socially disadvantaged**

The submission calls for a wide range of strategies to support local communities in minimising alcohol harm. It cites current research that argues for the restriction availability of alcohol through limiting the number of outlets selling alcohol and limiting hours of sale.

The submission highlights that there are numerous existing services in Mount Druitt who are working to address issues of alcohol related crime and social disadvantage. At the same time, they have had limited impact on issues of alcohol related harm.

The submission argues that the placement of the new venue will lead to greater issues of alcohol related harm on an already worsening situation. They call for a coordinated response from police, community groups, local authorities in relation to controls over the local sale and supply of alcohol.

The submission concludes harm is not just experienced by those using alcohol in harmful ways. Its impacts are experienced by family, friends, work colleagues, victims of alcohol related crimes and the wider community.

#### **5.5 Miscellaneous section including comment on certain parts of the Development Application submitted by Design Collaborative on behalf of the applicant**

The submission noted the following comments on miscellaneous issues and concerns about the proposed development:

- A lack of consultation with the local police prior to developing the application
- Management and staff responsibilities and familiarity with the venue management plan
- Failure to identify how amenity of the neighbours of the proposed hotel/microbrewery will be affected detrimentally including:
  - Lack of code of conduct for patrons
  - Lack of a transport management plan
  - Summary of Police concerns/ conditions.

#### **5.6 Summary of concerns/ conditions**

The NSW Police submission included the following recommendations in response to the development application that would minimise potential alcohol and gaming related harms associated with the development for patrons and nearby residents.

### **Proposed hours of trade**

- The submission proposed a trial of 3 years on proposed hours with a lockout of 2am for Friday and Saturday nights. At the end of this trial – police and the community to comment on these hours.
- In addition, that the proposed midnight closing on Sundays to be brought back to a 10 pm close in line with other hotels nearby.

### **Maximum capacity permitted at any one time is 2000**

- Maximum crowd capacity assigned to each specific room. These numbers be imposed on the development consent orders
- Lockout of 2 am on Friday and Saturday nights to manage large crowd numbers on busier evenings.

### **Signage at and in the Hotel**

- Details regarding provision and checking of essential signage not provided – especially mandatory Liquor and Gaming signage.

### **Noise management**

- Essential for an application of this size – not much detail provided
- Possible impacts on the amenity of nearby residents.
- Controlled use of amplified music – better definition of “light entertainment”
- Complaints handling information re noise
- Behaviour of patrons

### **Behaviour of patrons and responsible service of alcohol/ responsible conduct of gaming**

- Argues the venue needs better / more specific controls for a venue of this size.
- PVC drinking vessels after 10 pm on busiest nights

### **Transport management strategies**

- The submission recommends the venue arranges a courtesy bus to operate every evening from 6pm until close with a second courtesy bus from 9pm until close to move patrons from the venue on the nights with peak activity – Fridays and Saturdays.
- Clearly defined and lit taxi ranks



## **Security management**

- The submission recommends a review of security arrangements proposed in the development application and inclusion of the following:
- Ensure adequate mandatory security numbers for busiest evenings in response to concerns about the adequacy of security personnel numbers.
- Provide sufficient CCTV cameras around the venue and car parks in line with the minimum recommendations put forward by the Independent Liquor and Gaming Authority.

## **Crime Prevention through Environmental Design**

The submission provided a detailed assessment of environmental design issues and raised concerns about the geographical location and the distance from the Mount Druitt Local Area Command and the time it would take to attend to urgent calls at the proposed venue. In response, a range of risk reduction strategies and crime prevention strategies were recommended including:

- Strategies for the different phases of construction
- Improved building design
- Territorial reinforcement
- Enhanced surveillance
- Car park security
- Use of closed circuit televisions (CCTV)
- Lighting and landscaping

## **Social Impact Assessment comments**

The submission reviewed the social impacts of the proposed development thoroughly highlighting areas of socioeconomic disadvantage within the Mount Druitt Local Area Command nearby to the proposed development. The submission is critical of the applicant's analysis of the local community and challenged the view that the venue would have minimal impact on nearby communities.

The submission argued that it is the nexus between the two nearby communities cannot be ignored. While the future suburbs planned for development around Marsden Park are forecast to be comprised of young families with fewer teenagers and higher levels of advantage, existing suburbs within the Mount Druitt Local Area Command are experiencing significant issues with alcohol use and it is expected these issues will continue into the foreseeable future.

The submission questioned the need for another venue providing alcohol and gaming services within the local area and within Blacktown City. It presented detailed information about the large number and variety of licensed venues within a 15 kilometre radius.



Their submission concedes there are currently insufficient grounds to lodge a full objection to the proposal. It therefore argues that the case for applying conditions listed for the proposed development is strengthened due to current and potential alcohol harms identified by the Mount Drutt Local Area Command in their response.

## 5.7 Summary conclusion

The submission provided by the NSW Police Mount Drutt Local Area Command was a thorough assessment of the proposed development. It raised a number of concerns to be addressed by the imposition of conditions on any consent orders given by Blacktown City to ensure the appropriate and safe management and use of the premises. The submission concluded that currently there were insufficient grounds to lodge a full objection to the proposal.

The submission provided:

- Detailed background to the Mount Drutt area and its issue of social disadvantage.
- An overview of the number of licensed premises within the area and its ability to meet the current needs of the general population
- Information about public order crime and private domain crime and the influence of alcohol on both in the Mount Drutt area.
- An overview of community response to alcohol related crime versus and issues concerning the socially disadvantaged.
- A detailed review of the Draft Venue Management Plan highlighting the limitations and lack of details in the plan. The submission argues that for a venue of the proposed size, the management plan is crucial in enabling the effective running of the venue. The key items need to be included in the plan to ensure its effectiveness.
- Detailed recommendations for the Draft Security Management Plan and Crime Prevention through Environmental Design (CPTED)
- The major concerns raised in the submission focussed on:
  - Proposed hours of trade
  - Maximum capacity
  - Noise
  - CCTV provision
  - Security arrangements
  - Transport
  - Function management plans
  - Drinking vessels
  - Crime scene preservation measures
- A detailed list of conditions of consent for the proposed development to minimise any potential harms identified.

## 6. Independent Social Impact Assessment

Blacktown City Community Development Unit undertook a social impact assessment on the Development Application (JRPP-16-03328) for a new hotel and microbrewery at Lot DP 262886, Fulton Road, Marsden Park and in particular to examine the proposed hours of operation of the premises.

The development application was lodged by FDC Construction and Fitout Pty Ltd and is located within the Sydney Business Park at proposed Lot 310 within the subdivision of Lot 11 DP 262886, on the corner of Richmond Road and Hawthorne Ave, Marsden Park.

The applicant proposes to erect a building on the site which will have a gross floor area of 2,823 sq. and comprise three levels including:

- An Upper ground level floor providing food and beverage services and gaming services as part of the hotel. The hotel will have a gaming room which could accommodate 30 gaming machines and with its own bar and amenities.
- A Mezzanine level with function rooms.
- A Lower ground floor with spaces for the hotel/microbrewery and parking.

The building also incorporates a brewery, where craft beer is brewed on site. The applicant has nominated a maximum capacity of 2,000 persons on site.

A social impact assessment refers to the evaluation of the social consequences from a proposed decision or action (such as development proposals, plans, policies, and projects) on affected groups of people and on their way of life, life chances, health, culture and capacity to sustain these.

This independent social impact assessment includes a demographic, socio-economic and cultural profile of the local community and also aims to gain an understanding of the characteristics of the future profile of the Marsden Park and surrounding areas over the coming decade. The assessment also examines the needs of the local community and the overall impacts of the proposed hotel/microbrewery on the local community. This includes an assessment of the potential positive and harmful impacts of the proposal and how these can be minimised through a range of strategies and conditions as part of the development application.

### 6.1 Demographic profile

The inclusion of a demographic profile of the local area was not requested in the scope for the Social Impact Assessment but is provided to gain key characteristics of the local and surrounding community and also to provide a standard for demographic change. The preparation of a demographic profile of the suburbs around the proposed development was complex due to the following factors:



- The most current Census data is from the 2011 Census and may not reflect the current characteristics of the community.
- Only limited data from the 2016 Census has been released.
- At the time of the 2011 Census data for Marsden Park was combined with data from Shanes Park and Ropes Crossing.
- For the 2016 Census, data for Marsden Park has been combined as Marsden Park and Shanes Park and Marsden Park North - Riverstone
- Marsden Park borders with the Mount Druitt Precinct of Blacktown City and is located within the Mount Druitt Local Area Command. It is therefore essential to consider the demographic profile of this area.

However it is important to get as clear a picture of the community as possible in order to assess the impacts and benefits to the community of any proposed development.

### Key Characteristics of Marsden Park

The current population of Marsden Park is relatively small. In the 2016 Census, there were 1,008 people in Marsden Park. Of these 54.1% were male and 45.9% were female.

**Table 1: Population 2016**

Persons count based on place of usual residence on Census night	Marsden Park	%	New South Wales	%	Australia	%
Male	543	54.1	3,686,014	49.3	11,546,638	49.3
Female	461	45.9	3,794,217	50.7	11,855,248	50.7
Total	1004	100	7,480,231	100	23,401,886	100
Aboriginal and/or Torres Strait Islander people	36	3.6	216,176	2.9	649,171	2.8

Source: ABS 2016 Census QuickStats

### Age structure

The median age of people in Marsden Park was 40 years – slightly older than New South Wales and Australia (38 years). Children aged 0 - 14 years made up 15.7% of the population and people aged 65 years and over made up 21.0% of the population.



**Table 2: Age structure**

Age	Marsden Park	%	New South Wales	%	Australia	%
<b>Median age</b>	<b>40</b>	<b>--</b>	<b>38</b>	<b>--</b>	<b>38</b>	<b>--</b>
0-4 years	65	6.4	465,135	6.2	1,464,779	6.3
5-9 years	47	4.7	478,184	6.4	1,502,646	6.4
10-14 years	46	4.6	443,009	5.9	1,397,183	6
15-19 years	58	5.7	448,425	6	1,421,595	6.1
20-24 years	64	6.3	489,673	6.5	1,566,793	6.7
25-29 years	50	5	527,161	7	1,664,602	7.1
30-34 years	99	9.8	540,360	7.2	1,703,847	7.3
35-39 years	70	6.9	499,724	6.7	1,561,679	6.7
40-44 years	46	4.6	503,169	6.7	1,583,257	6.8
45-49 years	55	5.5	492,440	6.6	1,581,455	6.8
50-54 years	54	5.4	485,546	6.5	1,523,551	6.5
55-59 years	63	6.2	469,726	6.3	1,454,332	6.2
60-64 years	80	7.9	420,044	5.6	1,299,397	5.6
65-69 years	87	8.6	384,470	5.1	1,188,999	5.1
70-74 years	60	5.9	292,556	3.9	887,716	3.8
75-79 years	46	4.6	217,308	2.9	652,657	2.8
80-84 years	10	1	155,806	2.1	460,549	2
85 years and over	9	0.9	167,506	2.2	486,842	2.1

Source: ABS 2016 Census QuickStats

**Household/ Family composition**

Of people in Marsden Park aged 15 years and over, 49.2% were married and 13.8% were either divorced or separated. Of the families in Marsden Park, 45.3% were couple families with children, 38.5% were couple families without children and 14.2% were one parent families.

**Table 3: Family composition**

Family composition	Marsden Park	%	New South Wales	%	Australia	%
Couple family without children	95	38.5	709,524	36.6	2,291,987	37.8
Couple family with children	112	45.3	887,358	45.7	2,716,224	44.7
One parent family	35	14.2	310,906	16	959,543	15.8
Other family	5	2	32,438	1.7	102,559	1.7
<b>Total</b>	<b>247</b>	<b>100</b>	<b>1,940,226</b>	<b>100</b>	<b>6,070,313</b>	

Source: ABS 2016 Census QuickStats

## Education

In Marsden Park, 28.9% of people were attending an educational institution. Of these, 20.7% were in primary school, 13.8% in secondary school and 20.0% in a tertiary or technical institution.

**Table 4: Education**

Education	Marsden Park	%	New South Wales	%	Australia	%
Preschool	17	5.7	132,047	5.7	347,621	4.8
Primary - Government	37	12.4	417,465	18	1,314,787	18.2
Primary - Catholic	18	6	122,099	5.3	380,604	5.3
Primary - other non-Government	4	1.3	67,611	2.9	231,490	3.2
Secondary - Government	29	9.7	269,249	11.6	827,505	11.5
Secondary - Catholic	8	2.7	117,689	5.1	338,384	4.7
Secondary - other non-Government	6	2	79,915	3.4	280,618	3.9
Technical or further education institution	28	9.4	144,103	6.2	424,869	5.9
University or tertiary institution	30	10	376,133	16.2	1,160,626	16.1
Other	9	3	63,673	2.7	198,383	2.8
Not stated	113	37.8	535,266	23	1,707,023	23.7

Source: ABS 2016 Census QuickStats

## Aboriginal and Torres Strait Islander communities

The Aboriginal and/or Torres Strait Islander people made up 3.6% of the population, slightly higher when compared to 2.9% for New South Wales and 2.8% for Australia.

## Cultural diversity

In Marsden Park, 59.0% of people were born in Australia. The most common countries of birth were India 4.3%, Malta 4.2%, Philippines 3.1%, England 2.1% and New Zealand 1.9%. In 2016, 37.9% of people had both parents born in Australia and 41.3% of people had both parents born overseas.



**Table 5: Country of birth**

Country of birth	Marsden Park	%	New South Wales	%	Australia	%
Australia	590	59	4,899,090	65.5	15,614,835	66.7
<i>Other top responses</i>						
India	43	4.3	143,459	1.9	455,389	1.9
Malta	42	4.2	14,481	0.2	37,613	0.2
Philippines	31	3.1	86,749	1.2	232,386	1
England	21	2.1	226,564	3	907,570	3.9
New Zealand	19	1.9	117,136	1.6	518,466	2.2

Source: ABS 2016 Census QuickStats

The majority of residents (66.8%) spoke English only at home. Other languages spoken at home included Maltese 4.8%, Punjabi 1.7%, Tagalog 1.6%, Gujarati 1.4% and Mandarin 1.2%.

### Income

The median weekly personal income for people aged 15 years and over in Marsden Park was \$625. Family income was \$1704 and Household income was \$1,161. All weekly incomes were lower than for New South Wales and Australia.

In Marsden Park, 25.8% of households had a weekly household income of less than \$650 and 13.5% of households had a weekly income of more than \$3000.

**Table 6: Median Weekly Income**

Median weekly incomes People aged 15 years and over	Marsden Park	%	New South Wales	%	Australia	%
Personal	625	--	664	--	662	--
Family	1,704	--	1,780	--	1,734	--
Household	1,161	--	1,486	--	1,438	--

Source: ABS 2016 Census QuickStats

### Socio economic advantage/disadvantage

There are four *Socio-Economic Indexes for Areas (SEIFA)* which measure and compare socio-economic advantage and disadvantage. These indexes are influenced by factors such as individual economic assets employment/unemployment, educational attainment, occupations in a particular post code or larger area. The average of each is standardised to 1,000 for easy comparison.

In 2011, Marsden Park – Shanes Park – Colebee and Ropes Crossing had an index of 1003.2 which shows a higher level of advantage and lower level of disadvantage when compared to Blacktown City as a whole (968.5) and to the Mount Druiett Precinct (Mount Druiett SLA3) (892.4).



The Blacktown City Social Profile 2016 tells us the socio economic disadvantage (SEIFA) of a community is important because it describes a community's social gradient. People who are disadvantaged are more likely to be at risk of serious health conditions and have lower life expectancy than those living with advantages. Disadvantage can also compound over time since people who already experience one type of disadvantage, (e.g. low income) are at a greater risk of exposure to other types of disadvantage (e.g. poor housing).

## **Demographic profile of surrounding area**

The current population of Marsden Park is relatively low in number when compared to surrounding areas. The population is set to increase over the next two decades. To gain a comprehensive view of the community nearby the proposed development it is important to examine the characteristics of the established suburbs nearby. Many of these suburbs are grouped within the Mount Druitt Statistical Area Level 3.

In the 2016 Census, there were 112,066 people in Mount Druitt (Statistical Area Level 3). Of these 49.0% were male and 51.0% were female.

- Aboriginal and/or Torres Strait Islander people made up 4.7% of the population.
- The median age of people in Mount Druitt (Statistical Area Level 3) was 32 years. Children aged 0 - 14 years made up 24.1% of the population and people aged 65 years and over made up 10.2% of the population.
- In Mount Druitt (Statistical Area Level 3), 34.1% of people were attending an educational institution. Of these, 29.9% were in primary school, 22.8% in secondary school and 17.9% in a tertiary or technical institution.
- In Mount Druitt (Statistical Area Level 3), 54.0% of people were born in Australia. The most common countries of birth were Philippines 9.0%, India 3.3%, New Zealand 3.2%, Fiji 2.8% and Pakistan 2.1%.
- In Mount Druitt (Statistical Area Level 3), 53.3% of people only spoke English at home. Other languages spoken at home included Tagalog 5.9%, Arabic 3.9%, Hindi 3.4%, Urdu 3.0% and Samoan 2.6%.
- The median weekly personal income for people aged 15 years and over in Mount Druitt (Statistical Area Level 3) was \$577.
- Of the families in Mount Druitt (Statistical Area Level 3), 52.2% were couple families with children, 22.4% were couple families without children and 23.6% were one parent families.
- In Mount Druitt (Statistical Area Level 3), of all households, 82.1% were family households, 15.7% were single person households and 2.1% were group households.
- In Mount Druitt (Statistical Area Level 3), 18.4% of households had a weekly household income of less than \$650 and 11.7% of households had a weekly income of more than \$3000.
- The Socio Economic Indicators for Areas (SEIFA) measure attributes of an area relative to low income, low educational attainment, high unemployment and concentrations of people

with jobs in unskilled occupations. Locations with low scores are considered areas of disadvantage and could indicate high concentrations of low income households and individuals with little training and in unskilled occupations. A high score would indicate the opposite situation and reflect areas high in advantage.

- The index score for the Mount Druitt Precinct (892.4) was considerably lower than for the Blacktown Precinct (974.1), the North West Precinct (1,065.8) and Blacktown City (968.5).

In summary, when comparing the population of Marsden Park and Mount Druitt Statistical Level Area 3 there are a number of major differences which may impact on each community's responses to alcohol and gaming related harms.

- The average age of Marsden Park is slightly older (40 years) in comparison to Mount Druitt (32years)
- 34.1% of people In Mount Druitt SLA were attending an educational institution compared to Marsden Park, 28.9% of people were attending an educational institution.
- In relation to family structure –
  - Mount Druitt (SLA3) (52.2%) had a higher rate of couple families with children than Marsden Park (45.3%).
  - Marsden Park (38.5%) had a higher rate of couple families with no children compared to Mount Druitt SLA3) (22.4%).
  - Mount Druitt (26.3%) had a higher rate of one parent families than Marsden Park (14.2%).
- The median weekly personal income for people aged 15 years was higher for Marsden Park (\$625) when compared to Mount Druitt (Statistical Area Level 3) (\$577).
- In Marsden Park (25.8%) had a higher rate of households with a weekly household income of less than \$650 when compared to Mount Druitt (Statistical Area Level 3) (18.4%) and Marsden Park (13.5%) had a higher rate of households with a weekly income of more than \$3000 than Mount Druitt (Statistical Area Level 3) (11.7%).
- Mount Druitt (Statistical Area Level 3) had a higher percentage of Aboriginal and/or Torres Strait Islander people (4.7%) than Marsden Park (3.6%).
- Marsden Park (59.0%) had a higher rate of people were born in Australia compared to Mount Druitt (54.0%)
- The index score for the Mount Druitt Precinct (892.4) was considerably lower than for the Blacktown Precinct (974.1), the North West Precinct (1,065.8) and Blacktown City (968.5).

## 6.2 Demographic change

A population projection, and the demographic changes which will occur, are integral to identifying the potential social impacts and benefits for the development.



For the purposes of this Social Impact Assessment forecasts on population and dwellings, age structure and household types have been accessed from i.d. demographics – The Population Experts. This data is divided into two sections – Marsden Park- Shanes Park and Marsden Park North – Riverstone East. The population projection for these areas is 46,775 people by 2036.

Note: This projection is an undercount. The Department of Planning and the Environment is reassessing the likely population increases due to market driven demand. The preliminary projection for Marsden Park, Marsden Park Industrial Precinct, Marsden Park North, West Schofields and Shanes Park precincts is 73,132.

The proposed venue is located within the Sydney Business Park which is surrounded by neighbouring residential estates, including Greenway, Elara, The Grange and Stonecutters Ridge. With a total of 177,000 new residents and 61,900 new homes planned in Sydney's North West Growth Centre.

**Table 7: Preliminary population projection, market driven demand for Marsden Park Marsden Park Industrial Precinct, Marsden Park North, West Schofields and Shanes Park precincts 2017**

Area	Projected number
Marsden Park Industrial Precinct	4,044
Marsden Park	40,608
West Schofields	13,760
Marsden Park North	13,120
Shanes Park	1,600
<b>Total</b>	<b>73,132</b>

Regardless this assessment has looked at the following:

### **Marsden Park–Shanes Park**

Marsden Park–Shanes Park is bounded by Hawkesbury LGA in the north, Richmond Road in the east, the proposed alignment of Castlereagh Motorway (M2), the former Ropes Creek railway line and Penrith City boundary in the south and South Creek (Wianamatta) in the west.

The total population of Marsden Park is expected to increase by over 14,300 people to 15,392 by 2026, at an average annual growth rate of 19.63%. This is based on an increase of over 4,300 households during the period, with the average number of persons per household rising from 2.49 to 3.19 by 2026.

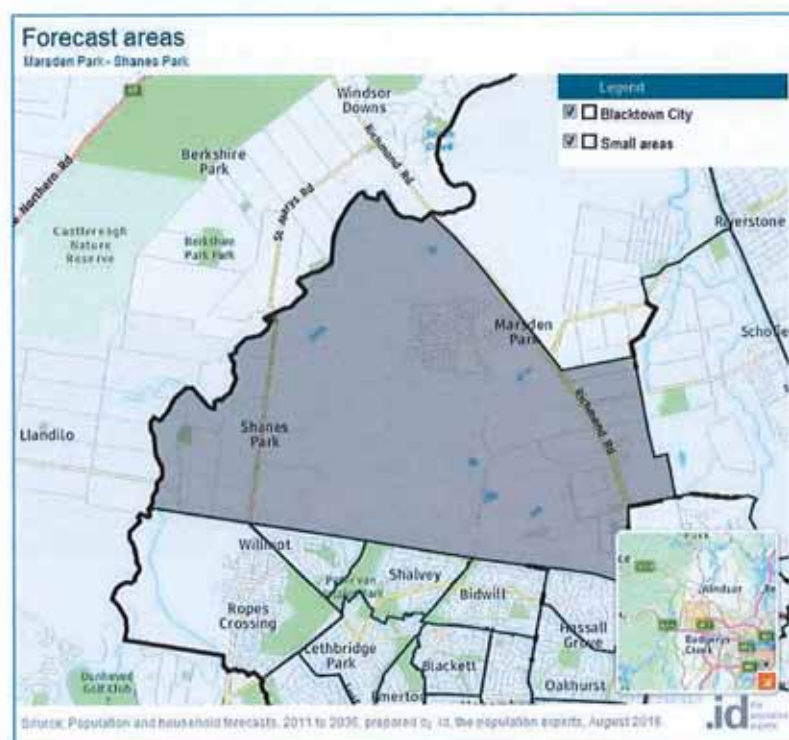


**Table 8: Forecast population, households and dwellings**

Marsden Park - Shanes Park		Forecast year				
Summary	2011	2016	2021	2026	2031	2036
Population	1,046	1,395	7,053	15,392	24,614	32,525
Change in population (5yrs)		348	5,658	8,339	9,222	7,911
Average annual change		5.91%	38.29%	16.89%	9.84%	5.73%
Households	420	479	2,198	4,775	7,720	10,368
Average household size	2.49	2.91	3.17	3.19	3.16	3.11
Population in non-private dwellings	0	0	75	150	225	300
Dwellings	431	492	2,262	4,912	7,942	10,668
Dwelling occupancy rate	97.45	97.36	97.17	97.21	97.20	97.19

Population and household forecasts, 2011 to 2036, prepared by [.id](#), the population experts, August 2016.

**Figure 1: Marsden Park – Shanes Park**



- In Marsden Park - Shanes Park between 2011 and 2026, the number of persons aged under 17 is forecast to increase by 4,407 (1721.5%), and will comprise 30.3% of the total population.
- The number of persons aged over 60 is expected to increase by 1,199 (573.7%) and comprise 9.2% of the total population.
- The largest service age group in 2026 is 'parents and homebuilders (35 to 49)', with a total of 3,727 persons.

**Table 9: Forecast age structure - service age groups**

<b>Marsden Park - Shanes Park - Total persons</b>	<b>2016</b>		<b>2026</b>		<b>2036</b>		<b>Change 2016 and 2036</b>
<b>Age group (years)</b>	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>	<b>Number</b>
Babies and pre-schoolers (0 to 4)	110	7.9	1,608	10.4	2,966	9.1	+2,855
Primary schoolers (5 to 11)	131	9.4	1,922	12.5	3,930	12.1	+3,799
Secondary schoolers (12 to 17)	120	8.6	1,133	7.4	2,663	8.2	+2,543
Tertiary education and independence (18 to 24)	126	9.1	1,187	7.7	2,608	8.0	+2,482
Young workforce (25 to 34)	228	16.4	3,226	21.0	5,487	16.9	+5,259
Parents and homebuilders (35 to 49)	287	20.6	3,727	24.2	7,935	24.4	+7,648
Older workers and pre-retirees (50 to 59)	166	11.9	1,180	7.7	3,123	9.6	+2,957
Empty nesters and retirees (60 to 69)	125	9.0	715	4.6	1,898	5.8	+1,773
Seniors (70 to 84)	92	6.6	436	2.8	1,313	4.0	+1,220
Elderly aged (85 and over)	8	0.6	257	1.7	602	1.9	+594
<b>Total persons</b>	<b>1,395</b>	<b>100.0</b>	<b>15,392</b>	<b>100.0</b>	<b>32,525</b>	<b>100.0</b>	<b>+31,130</b>

Source: Population and household forecasts, 2011 to 2036, prepared by [id](#), the population experts, August 2016.

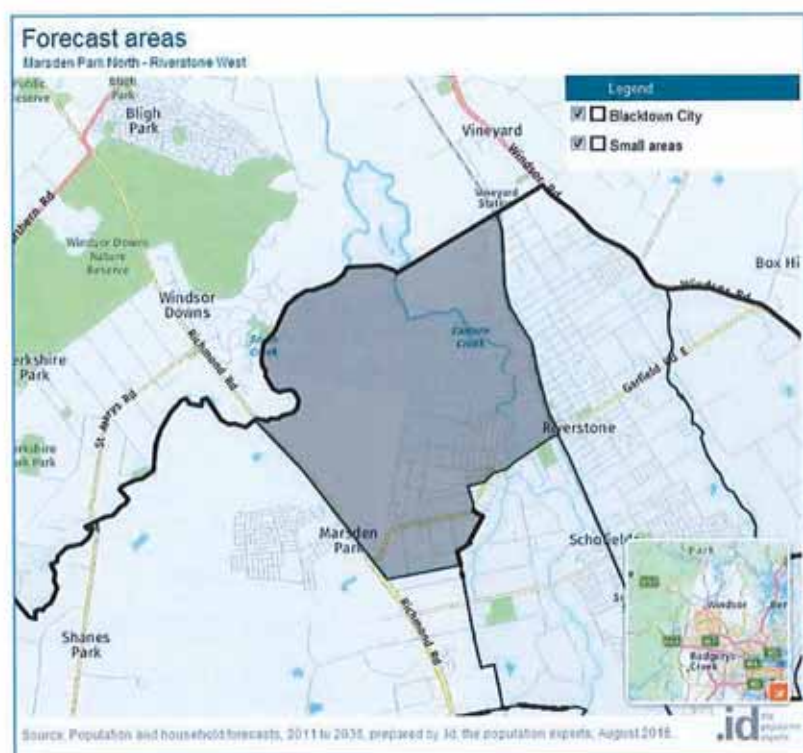
### **Marsden Park North and – Riverstone**

Marsden Park North – Riverstone West is bounded by Richmond Road, South Creek, Eastern Creek and Garfield Road West.

The total population of Marsden Park North - Riverstone West is expected to increase by over 2,800 people to 3,418 by 2026, at an average annual growth rate of 12.64%. This is based on an increase of over 900 households during the period, with the average number of persons per household rising from 2.85 to 3.10 by 2026.



**Figure 2: Marsden Park North – Riverstone West**



Source: Population and household forecasts, 2011 to 2036, prepared by [.id](#), the population experts, August 2016.

**Table 10: Forecast population, households and dwellings**

**Forecast population, households and dwellings**

Marsden Park North - Riverstone West	Forecast year					
Summary	2011	2016	2021	2026	2031	2036
Population	573	569	1,169	3,418	7,701	14,250
Change in population (5yrs)		-4	601	2,248	4,283	6,549
Average annual change		-0.14%	15.51%	23.92%	17.64%	13.10%
Households	201	202	392	1,102	2,478	4,614
Average household size	2.85	2.81	2.98	3.10	3.11	3.09
Population in non-private dwellings	0	0	0	0	0	0
Dwellings	212	213	413	1,163	2,613	4,863
Dwelling occupancy rate	94.81	94.84	94.92	94.75	94.83	94.88

Population and household forecasts, 2011 to 2036, prepared by [.id](#), the population experts, August 2016

- In Marsden Park North - Riverstone West between 2016 and 2026, the number of persons aged under 17 is forecast to increase by 890 (679.4%), and will comprise 29.9% of the total population.
- The number of persons aged over 60 is expected to increase by 207 (180.0%) and comprise 9.4% of the total population.
- The largest service age group in 2026 is 'Parents and homebuilders (35 to 49)', with a total of 800 persons.



### 6.3 Needs of local community

When looking at the current and future needs of the Marsden Park and surrounding areas based on the demographic profile provided in the previous sections, it is important to assess how these may be met by the proposed development of a hotel/microbrewery in this location. Social and recreational infrastructure, in the form of an entertainment venue, in a new release area could be seen to have potential positive impacts for the community. With the anticipated population we can expect demand for this type of facility, from the local residents, local workers and businesses and also from visitors to the Sydney Business Park.

It is anticipated that the new release areas will be comprised of young families and will have higher levels of socio-economic advantage. It may be argued that the proposed venue with its emphasis of providing a higher quality of location will provide for the needs of this group over the coming decade.

In addition to social and recreational needs, the area also faces issues of unemployment which will be addressed in part by the 120 new jobs created by the proposed venue.

At the same time, the same community would also have the expectation that any potential negative impacts of the proposed development would be mitigated during the delivery and operation of the venue.

Each community is different in its composition and characteristics. Some of these differences may result in particular sections of the community being at a greater risk of alcohol and gambling related harms. In particular this applies to disadvantaged communities who are more vulnerable to be impacted by domestic violence and alcohol related crime and harm.

The demographic profile has highlighted that there are a number of differences between sections of the Marsden Park and surrounding local community, with some areas experiencing higher levels of advantage than others.

The needs of all sections of the local community must be considered in planning for the proposed development, to consider the differing impacts in relation to potential risks and harms in relation to the use of alcohol and gambling and strategies and conditions that may minimise potential harms.

#### Potential harmful use of alcohol

Research has found adults of higher socio economic backgrounds are more likely to consume alcohol frequently. However, those of lower socio-economic status tend to drink less frequently but in higher quantities at each session (binge drinking) (Giskes, K., *et al.*). Individual and household-level socioeconomic position is associated with harmful alcohol consumption behaviours among adults (*Australian and New Zealand Journal of Public Health*, 2011).

There is good evidence that people with low individual or neighbourhood status show a greater susceptibility to the harmful effects of alcohol. Lower socioeconomic status is associated with an almost two fold greater risk of alcohol related death compared with individuals from higher socioeconomic backgrounds. (*Understanding the Alcohol Harm Paradox – 2015*)

The harms associated with risky or high levels alcohol consumption are also compounded by other unhealthy behaviours associated with living in a disadvantaged neighbourhood. This may also include higher levels of psychological distress leading to self-medication with increased alcohol use. (*Understanding the Alcohol Harm Paradox – 2015*)

Existing communities already have issues related to harmful use of alcohol. During the years 2011-2013, around 10,000 people across Blacktown City aged 18 years and over were drinking at harmful levels. The rate per 100 was 4.7 compared to 4.5 for Sydney Statistical Division and 4.8 for New South Wales. Rates at the postcode level are not available.

### Minimising alcohol related crime

The *Bureau of Statistics Crime Tool* provides data on a number of alcohol related crimes including incidents of domestic assault and non-domestic assaults. Data on incidents of domestic assaults during April 2015 to March 2017 for surrounding suburbs show that numbers for Marsden Park were low during that time and the rate per 100,000 was not calculated. However during that time a number of surrounding suburbs recorded rates substantially higher than the New South Wales rate.

**Table 11 – Incidents of domestic assault - rate per 100,000 for selected suburbs**

NSW Crime Statistics for Apr 2015 to Mar 2017: Incidents of Assault (Domestic assault)					
Suburb	2 Year Trend to Mar 2017	Year to Mar 2016 Count	Year to Mar 2016 Rate	Year to Mar 2017 Count	Year to Mar 2017 Rate
Bidwill	stable	79	1648.2	89	1856.9
Hassall Grove	Not calculated	25	510	19	387.6
Marsden Park	Not calculated	4	Not calculated	10	Not calculated
Quakers Hill	stable	98	351.9	70	251.3
Riverstone	stable	44	617.5	46	645.6
Ropes Crossing	Not calculated	21	Not calculated	16	Not calculated
Schofields	stable	25	574.2	27	620.1
Shalvey	stable	50	1195	41	979.9
Shanes Park	Not calculated	3	Not calculated	9	Not calculated
Willmot	stable	36	1202	38	1268.8
<b>New South Wales</b>	<b>stable</b>	<b>29312</b>	<b>384.8</b>	<b>28926</b>	<b>379.7</b>

Source: Bureau of Statistics Crime Tool



Data on incidents of non- domestic assaults during April 2015 to March 2017 for surrounding suburbs show that numbers for Marsden Park were low during that time and the rate per 100,000 was not calculated.

However during that time a number of surrounding suburbs recorded rates substantially higher than the New South Wales rate. (Table 12)

**Table 12 – Incidents of Non-domestic assault – rates per 100,000 for selected suburbs**

NSW Crime Statistics for Apr 2015 to Mar 2017: Incidents of Assault (Non-domestic assault)					
Suburb	2 Year Trend to Mar 2017	Year to Mar 2016 Count	Year to Mar 2016 Rate	Year to Mar 2017 Count	Year to Mar 2017 Rate
Bidwill	stable	55	1147.5	53	1105.8
Hassall Grove	Not calculated	17	346.8	11	224.4
Marsden Park	Not calculated	5	Not calculated	8	Not calculated
Quakers Hill	down 48.3% per year	58	208.3	30	107.7
Riverstone	stable	34	477.2	33	463.2
Ropes Crossing	Not calculated	7	Not calculated	11	Not calculated
Schofields	Not calculated	7	160.8	11	252.6
Shalvey	stable	31	740.9	22	525.8
Shanes Park	Not calculated	0	Not calculated	1	Not calculated
Willmot	stable	27	901.5	36	1202
New South Wales	stable	31060	407.7	31627	415.2

Alcohol use in Blacktown City is associated with criminal offences especially those involving vehicles. From April 2007 to March 2012, we recorded the highest numbers of drivers exceeding the prescribed content of blood alcohol of any local government area in Greater Western Sydney. (NSW Bureau of Crimes Statistics and Research 2012)

While these potential social impacts on the local community are concerning, they may be addressed within the Venue Management Plan.

#### 6.4 Density of and operating hours of surrounding licensed premises

The increased ease of access to alcohol outlets through proximity and hours of business have been shown to impact on the community through increased alcohol consumption, underage drinking and pre-fuelling and drinking in public places – especially in young people in local and surrounding areas. Blacktown City has an ongoing issue with harmful levels of alcohol consumption in residents aged 18 years and over.

Density of pubs and bars had been found to be related to rates of violence. Evidence also shows that off-premise outlet density is also related to violence in particular to the volume of sales in a



particular area. Increased opportunities for risky or heavy drinking as the result of an additional venue with extended trading hours are linked to increase rates late-night violence and motor vehicle related drinking accidents and offences. (*Evidence Check – Community impact of liquor licences – Sax Institute for the NSW Ministry of Health, October 2015*)

Most studies show that increases in alcohol outlet density are also associated with poorer health outcomes including presentations to emergency departments and alcohol related chronic illnesses. These outcomes have been found to increase as alcohol density increases and the reverse effect has been found to be true. Strong Australian evidence indicates that increased alcohol density is associated with increased rates of assault and family violence. Overseas evidence links density with other social harms including increased rates of self-harm.

A series of robust Australian studies have shown that reducing the hours during which on-premise alcohol outlets can sell alcohol late at night can substantially reduce rates of violence. Restricting trading hours tends to reduce harm. (*Kypri K, McElduff P, Miller P. 'Restrictions in pub closing times and lockouts in Newcastle, Australia five years on'. Drug and Alcohol Review. 2014*). This evidence is supported by overseas research in a number of different countries. The Sax Institute in its evidence check in 2015 argues the effectiveness of these measures a strong enough to result in a consideration of restrictions on late trading hours for bars and pubs as a key approach to reducing late night violence across Australia.

A review of the Independent Liquor and Gaming Authority register of existing licences shows there are approximately 14 package liquor licences within a 10 minute or 5 – 7 kilometre range of Marsden Park. There are currently eight hotels or pubs within 16.5 kilometres of the proposed development. (Table 13) These findings indicate that residents currently have access to numerous existing liquor outlets and concur with findings from the NSW Police submission.

While this may be of concern, as indicated by recent research, any potential harms associated with the density of licensed premises and operating hours can be effectively managed by the consideration of restrictions on late trading hours.

**Table 13: Hotels and Pubs nearby (within 15 kilometres) and trading hours**

Hotel	Distance	Trading Hours
Plumpton Inn	3.5 kms	9am - 3am Monday to Saturday 10am – 10pm Sunday
Alroy Tavern	3.5 kms	10am – Midnight Monday to Saturday 10am - 10pm on Sunday
Bidwill Hotel	5 kms	10am - 2am Monday to Saturday 10am – Midnight Sunday
The Pub at Rivo	6 kms	10 am - 2am – Thursday, Friday, Saturday 10 am to 10 pm - Sunday 10 am to Midnight - Monday, Tuesday, Wednesday
Quakers Inn	7.3 kms	9am to 3am Trades 3 am Monday to Saturday 9am to 10pm on Sunday
Lucky Australian North St Marys	12 kms	9am to Midnight – Monday to Saturday 10pm on Sunday
Bligh Park Tavern	12 kms	9am to 12.30 am Friday nights Closes before on other nights depending on level of trade
Overlander Hotel	16.5 kms	10 am to 2am Monday to Saturday 10am to Midnight on Sunday

## 6.5 Proximity to public transport

While existing proximity to public transport from this venue is not adequate to serve the needs of the estimated number of patrons we can anticipate this will improve as the precinct develops. Regardless in the interim the location of the site in the Sydney Business Park will result in a greater reliance on private motor vehicles and taxi services to access the proposed venue.

The nearest railway station at Riverstone is 6.5 kms from the venue. The average bus trip to Riverstone station is 39 minutes with a service running approximately every 30 minutes. There is a 20 - minute walk to the nearest bus stop on Richmond Road at South Street.

Buses also run to Mount Druitt Station every 30 minutes and with the average trip being 1 hour.

It will be considerable time until the State Government delivers the range of upgrades proposed for the local area. This includes:

- The extension of the public transport corridor into Sydney Business Park and connection with the North West Rail Link.
- Expansion of existing bus connections through Sydney Business Park and surrounding areas.



- Richmond Road upgrade works

These findings indicate that residents and patrons of the hotel/ microbrewery will not have adequate access to public transport in the immediate future and concur with findings from the NSW Police submission in relation to a requirement for transport management plan for patrons with strategies including the provision of taxi ranks and courtesy buses.

## 6.6 Crime prevention through environmental design

Safety audits utilising the principles of Crime Prevention through Environmental Design help identify areas which may stimulate fear of crime or criminal opportunity. The audits allow stakeholders a chance to consider public areas and inform private and public agencies of existing or potential problem areas that could reasonably be made safer. This process can result in minimised opportunities for crime and anti-social behaviour and a perception of increased safety.

Safety Audits based on the key principles of Crime Prevention through Environmental Design encourage the application of design features, routine activities and space management practices which alter conditions that create opportunities for disorderly and/or criminal behaviour.

- Research shows that many offences occur as a result of opportunities made available to a potential offender. Crime Prevention through Environmental Design seeks to remove or minimise these opportunities by either creating the perception or the reality that the costs of committing the crime far outweigh any potential benefits. This is achieved by:
  - Heightening the risks for the offenders (detection, challenge, identification and apprehension)
  - Increasing the effort required to commit an offence (increased time, energy, tools or skills)
  - Reducing actual and perceived rewards of the offence (minimising, removing or concealing benefits).

Blacktown City Council works closely with Blacktown, Mount Druitt and Quakers Hill Police Local Area Commands, Housing NSW, local residents and relevant authorities to implement both proactive and responsive safety audits.

The application of the key principles of Crime Prevention through Environmental Design to proposed development application leads to the following observations:

### **Territorial re-enforcement**

The operator's sense of responsibility for the space they occupy increases the likelihood of them acting as a capable guardian. This responsibility is enhanced through design features, actual and symbolic barriers, space definition and activity management strategies.



The garden border to the site delineates the operator's perceived area of responsibility. Within this border, the visual quality of the development will be impacted by maintenance of gardens, car parks and facilities.

The greater part of this key principle would be addressed by the presence of on-site security – both human and mechanical (e.g. CCTV) and should be addressed in the venue's plan of management.

## **Surveillance**

Natural and organised surveillance is capable of influencing perceptions and fear of crime. This is achieved when legitimate space users are able to see and be seen by others. People feel safe in public areas when they can see and interact with people connected with that space, such as shopkeepers or adjoining residents.

The placement of the proposed development on the site allows for surveillance opportunities of the outside of the premises from both Richmond Road and the unnamed road on the development's northern boundary.

The orientation of the lower ground floor outdoor parking is of concern. The aisles of the under-building parking are oriented toward the blind boundary and covered by the building. There are extremely limited natural surveillance opportunities. While mechanical surveillance (e.g. CCTV) could be employed, the concern would be that this may only serve to identify perpetrators of crime, rather than preventing crime.

The long thin strip of parking down the rear of the property, along the blind boundary, is also of concern. The applicant cannot control development by neighbours and this area could become an enclosed space with limited visibility, and no egress in the case of an assault/emergency. The zone has very limited natural surveillance opportunities and, as above, the presence of mechanical/CTTV equipment may serve as an apprehension tool rather than a deterrent. While these areas are of concern, removing parking would only serve to make these areas less activated and prevent opportunities for casual surveillance.

These concerns may be addressed by improved lighting and security in and around these areas.

## **Access and control**

Access control is the management of pedestrian and vehicular movement used to establish or maintain territory and to increase the effort required to commit crime. It uses movement predictors such as pathways and roads to encourage safety in numbers and employs both real and symbolic barriers to restrict or channel movement in a particular area.

The orientation of the development on the site limits vehicular access to one entry point on the currently unnamed road perpendicular to Richmond Road. While this is effective in regulating vehicular flow, it raises concerns about vehicle flows during peak periods.

There is no indication of perimeter fencing on the Richmond Road and unnamed road boundaries of the site. This 'openness' allows considerable freedom of pedestrian access and egress to the venue and places limitations on controlling people movements. Significantly it impedes the operator's ability to contain or apprehend perpetrators of anti-social behaviours.

The placement of the 'kid's area' with access opening to the car park adjacent to the main vehicle entry to the site raises concerns for the safety of children using this space. While it may be addressed elsewhere, there is no indication in the documentation provided of how the 'kid's area' will be managed to ensure the safety and security of children.

These concerns could be addressed with specific strategies or conditions as part of the development consent.

### **Space/activity management**

Space management involves the formal supervision, control and care of public space by responsible authorities and the legitimate users of that space. Even well-designed areas need to be effectively used and maintained to maximise community safety. There is a high correlation between urban decay, fear of crime and avoidance behaviour.

The physical maintenance of the site and its surrounds would be in the operator's interests. A dilapidated venue is unlikely to draw a sizable, engaged clientele. The vested interest of the operator should satisfy the greater part of this key principle.

There is no indication of whether potential future neighbours would seek to use the development for their own overflow parking needs. The location of the vehicle access point and the car park directly inside the access point could facilitate such use by neighbours.

These concerns can be addressed with effective community consultation and specific strategies or conditions as part of the development consent.

### **6.7 Impact on community services, such as local human services agencies and medical centres**

Research indicates that problem drinking has severe health, social and financial implications for the individual and their families and leads to an increased demand on service providers to support those affected by problem drinking and gambling. In 2016 in Blacktown City, services reported they were already working at capacity (Blacktown City Social Profile 2016).



It is important to recognise the potential impact on local human services agencies in Mount Druitt and across Blacktown City of any increase in the rates of problem drinking and gambling to place greater pressure.

This will also have future implications for services and for the community due to increasing demands from the new release areas around Marsden Park, while government and non-government services struggle to respond to the rapid increase in the population in coming years.

## **6.8 Community cohesion and values**

When examining attributes of the current and proposed future nearby communities, it is clear that they face a number of challenges in relation to community cohesion and values. The community residing nearby to the proposed venue is rapidly changing from a semi-rural area to a combination of urban residential and business precincts. At the same time the nearby Mount Druitt Area is an established, predominately residential area comprising a large number of suburbs with social housing. In examining the current demographic geographical characteristics of these communities, it is clear that they are diverse in make-up and that there not a high level of community cohesion.

In addition, it is difficult to predict how these differences will be impacted by the forecast changes to the surrounding areas over the next decade.

### **Enhanced opportunities for socialisation**

As people settle in new and growing areas it is important to have a choice of locations and venues where individuals, families and all age groups can gather and socialise. The proposed new hotel/microbrewery offers a range of options for socialisation including having a meal out, holding private and group functions and potentially tourist activities. This venue will serve to a destination location for patrons from a wide variety of locations being situated in a Business Park. It also provides infrastructure for business meetings and functions and gatherings.

It may be concluded that the proposed venue could support the development of social networks in the community.

### **Facilities for workers**

The location of the hotel/ microbrewery has been identified by Sydney Business Park as a key feature along with other facilities for workers. Sydney Business Park aims to link workers with the lifestyle benefits and recreational attractions on offer within the park and in the surrounding area. Sydney Business Park aims to delivering over 27 hectares of high quality landscaped parks and recreational facilities on site. These parkland areas will provide both employees and the surrounding community with an outstanding outdoor amenity comprising of walking tracks, playgrounds, picnic areas and barbeque facilities.



Sydney Business Park also aims to integrate with a mix of high quality residential areas. Sydney Business Park has established the Marsden Park Local Employment & Education Initiative to coordinate a range of employment and educational support opportunities in the Marsden Park area and surrounds.

### **Employment opportunities**

Sydney Business Park has established the Marsden Park Local Employment & Education Initiative to coordinate a range of employment and educational support opportunities in and around the Marsden Park area. The primary role of the initiative is to encourage incoming businesses to Sydney Business Park to support local skills development and education, employ locally, support further education, training and employment of local long-term unemployed, and provide ongoing support for incoming employees and businesses. The education component of the initiative involves businesses engaging with local high schools to educate students, teachers and parents about their industry and the career paths within it, potentially providing employment or training opportunities for participants. The proposed hotel/microbrewery has the potential to be a key business within this initiative to build stronger links with the local community.

### **Differing community expectations**

The development may have differing impacts on the cohesion and values of newer areas and nearby established suburbs. Some local residents may also object to the nature of the development focussing on alcohol and gaming activities. In addition, due to its proximity to current and proposed residential area, the site has implications for nearby residents who will be impacted by this noise and activities of a large venue operating for long hours and seven days a week.

Many local residents are already concerned about the negative impacts of alcohol and drug use in their neighbourhoods. In Blacktown City Council's community engagement for Blacktown City Social Profile 2016 residents in both the Mount Druitt Precinct and North West Precincts raised concerns about the increased use of alcohol and drugs linking this to antisocial behaviour in public spaces. (Blacktown City Social Profile 2016, page 138) They were concerned about antisocial behaviour (including drinking alcohol, drug taking, abusive language and swearing) in their neighbourhoods, around shopping centres, parks and transport interchanges.

These concerns were also raised by different sub-groups within the community including people from Aboriginal and Torres Strait Islander backgrounds, culturally and linguistically diverse communities, young people and women.

It is therefore essential for the venue to have a clear understanding of the needs of its patrons in addition to the needs of residents in the surrounding community. Ensuring that the venue has effective management strategies for noise levels, patron behaviour, responsible drinking

behaviour, noise and traffic congestion links and complaints handling and that the venue has effective communication and promotion strategies with the local community to minimise any impacts on their amenity is essential. These could be addressed with specific strategies or conditions as part of the development consent.

It is vital the venue demonstrates its compliance with the Independent Liquor and Gaming Authority controls around responsible serving of alcohol and the promotion of responsible drinking and gambling. In the light of the venue's location within the Business Park this will also apply to responsible serving of alcohol for workers using the venue on a break and before and after work.

## **6.9 Any controversial or sensitive development within proximity of the site**

### **Location with within the Business Park**

While the location within the Business Park may be seen as having a positive contribution to the park it may also create some challenges for surrounding businesses. During business hours the hotel/microbrewery may provide a location for local businesses to use for functions and events, at the same time it will be important for the venue management to maintain effective relationships with business neighbours. It will be essential for the venue management to ensure compliance with the responsible serving of alcohol to workers using facilities during their breaks.

During after-hours and weekends, when many of the businesses may not be in operation, security in the surrounding areas may become an issue.

This highlights the need for a liquor accord including the venue owners/management, police and representatives of surrounding businesses to work together on local strategies to minimise alcohol related crime and other negative impacts

### **Location of schools**

A number of schools are within a 5 km distance of the proposed development. However most are located on the other side of Richmond Road and are between 7- 10 minutes travel time by car from the site.

### **Places of worship**

The majority of places of worship are within a similar distance range as the schools and also on the other side of Richmond Road. The Baitul Huda in Marsden Park is run by the Ahmadiyya Muslim Community in Australia and is located on Hollinsworth Road Marsden Park at a distance of 4.3 kms or 8 minutes travel time by car from the new hotel. This may pose some sensitivity for the Ahmadiyya Community.



However, no complaints from the mosque or members of the community have been received.

### **6.10 Summary of impacts on the surrounding residents and community as a result of the operation of the hotel and microbrewery**

The current and future impacts on surrounding residents and the community have been outlined in previous sections of this assessment. Local residents and key stakeholders nearby were notified of the proposed development with minimal objections raised. It is important to note that while the surrounding residential area is quite small, future residents settling in areas nearby will experience potential negative impacts from the venue unless these are addressed at the early stage of development of the hotel/microbrewery.

While the applicant stresses the positive impacts of locating the hotel/microbrewery in the Sydney Business Park, it is also important to acknowledge any potential negative impacts on surrounding businesses particularly during evening and weekend trading. These may include issues related to noise management, property damage and anti-social behaviour, crime, parking and traffic management.

While the current impacts on the surrounding areas will be minimised by the fact that the proposed venue is located within the Sydney Business Park, it is important to maintain a watching brief on future high density planned for the adjacent precincts.

It would be anticipated the proposal completes a Community Impact Statement and Low Impact Assessment for the purposes of obtaining relevant licenses from the Independent Liquor and Gaming Authority. This could be an opportunity to minimise negative social impacts.

The analysis of the proposal in relation to the information provided above has identified the following potential social impacts.

#### **Social impacts**

This social impact assessment aims to evaluate the social consequences from the proposed hotel/microbrewery on the current and future residents, key stakeholders and patrons on their way of life, health and culture. This included balancing the needs of the community between its social and recreational value with the social impacts of alcohol related harm, crime and vulnerable communities.

The following social impacts from the proposed development of a hotel and microbrewery at Fulton Road Marsden Park have been identified:

## Positive impacts

- The provision of a range of entertainment venues, with and without alcohol, and managed in a way which mitigates potential harms, could be consider a benefit to residents in the area and surrounds.
- The demographic change and project population characteristics highlight the following social impacts. In Marsden Park - Shanes Park and Marsden Park North - Riverstone West, there will increases in the number of young families and those in the service age group of 'parents and homebuilders' (35 to 49 years).
- Community cohesion is built where families and individuals have a choice of places to socialise and gather while at the same time not having their amenity impacted by the operation of the proposed premises.
- Employment – an estimated 120 persons will be employed at the venue
- Cultural and tourism benefits – co-location with a microbrewery will make this a destination venue and in addition to local patrons has the potential to draw patrons for outside the area. This will provide cultural and tourism and economic benefits to the area.

The table below outlines social impacts which have the potential to detrimentally impact on patrons, community, surrounding areas and the business park along with recommended management strategies to minimise these impacts.



Table 14: Social impacts and recommended management strategies

Social impact identified	Evidence	Recommended management strategy
Alcohol related harm	<p>There is strong Australian evidence that links increased alcohol density with increased rates of assault and family violence especially in areas of socio economic disadvantage. There are currently eight hotels or pubs within 16.5 kilometres of the proposed development. We concur with the findings of Mount Druitt Local Area Command which concludes there are adequate alcohol outlets for the current population which will largely be made up of young families. The addition of this venue will increase the density within the local area long before the full future population targets for Marsden Park area are achieved. One of the ways to minimise potential alcohol related harm within the premises is to limit patron numbers. In view of the large number of patrons who will use this venue, we concur with the recommendations put forward by Mt Druitt Local Area Command to place restrictions on the number of patrons for each area within the hotel.</p> <p>The proposed hours of operation will allow the maximum number of permitted hours. With normal opening hours, later closing hours on Sundays and extended hours on Friday and Saturday, patrons will be exposed to the maximum number of drinking and gaming hours per day. In addition, patrons of the gaming lounge may be served alcohol from 9am when using the lounge. There are a series of well-designed Australian studies that show that increasing trading hours tends to result in higher rates of harm and restricting hours tends to reduce harm. Reducing the hours when on-premises outlets can sell alcohol late at night can substantially reduce rates of violence.</p>	<ul style="list-style-type: none"> <li>• Consideration to reducing the number of patrons and providing limits for specific areas.</li> <li>• Core hours should be limited to a standardised approach of 10.00 am to 12.00 midnight, 7 days per week.</li> <li>• Core hours for Sunday nights could be in line with other venues in the surrounding areas.</li> <li>• Serving of alcohol in the gaming area should be in line with the serving hours for the whole venue.</li> <li>• Extended hours from 12.00 midnight to 3.00 am should be restricted for a 3 year period to allow for public consultation and input from key stakeholders.</li> </ul>

Social impact identified	Evidence	Recommended management strategy
	<p>There will be impacts on hospitals, community health, drug and alcohol and other community services due to increasing demands and limited infrastructure in the new release areas around Marsden Park. It is anticipated government and non-government services will struggle to respond to the rapid increase in the population in coming years.</p>	
<p><b>Risky or harmful alcohol consumption and gambling</b></p>	<p>The Marsden Park and Mount Druitt (Statistical Level Area 3) demographic profiles highlight the following vulnerable groups within the community who are more likely to experience negative or harmful impacts from their patterns of alcohol use.</p> <ul style="list-style-type: none"> <li>• Aboriginal and Torres Strait Islander communities have vulnerabilities related to alcohol and gambling related harms.</li> <li>• Culturally and linguistically diverse communities have vulnerabilities related to alcohol and gambling related harms.</li> <li>• Adults of higher socio economic backgrounds are more likely to consume alcohol frequently and may be of greater risk of health related alcohol conditions depending on the amount of alcohol consumed.</li> <li>• Adults from lower socio economic backgrounds show a greater susceptibility to the harmful effects of alcohol, with an almost two fold greater risk of alcohol related death compared with individuals from higher socio economic backgrounds.</li> <li>• Adults with a lower socio-economic status tend to drink less frequently but in higher quantities at each session (binge drinking).</li> <li>• Harms associated with risky or high levels alcohol consumption are also compounded by other unhealthy behaviours associated with living in a</li> </ul>	<ul style="list-style-type: none"> <li>• Staff should be trained and recruited in the responsible serving of alcohol and responsible gambling.</li> <li>• SEE ABOVE ALCOHOL RELATED HARM</li> </ul>



Social impact identified	Evidence	Recommended management strategy
<b>Noise</b>	<p>disadvantaged neighbourhood. This may also include higher levels of psychological distress leading to self-medication with increased alcohol use.</p> <p>Potential impacts likely to be generated by patrons coming and going to and from the premises including aggressive behaviour, problems with driving/ vehicles and general disturbance.</p> <ul style="list-style-type: none"> <li>• Noise management – noise emanating from the venue particularly late at night. This is impacted by the size of the premise.</li> <li>• The use of amplified music.</li> <li>• Noise from patrons arriving and leaving the premise.</li> <li>• Behaviour of patrons</li> </ul>	<ul style="list-style-type: none"> <li>• Time limited use to balcony areas.</li> <li>• Signage at entry and exit points to remind patrons to keep noise levels to a minimum at all times.</li> <li>• Temporary lockout of 2am Fridays and Saturdays until public consultation takes place and considers impacts identified by police.</li> </ul>
<b>Antisocial behaviour outside of premise</b>	<p>Potential impacts likely to be generated by patrons coming and going to and from the premises including aggressive behaviour, problems with driving/ vehicles and general disturbance.</p>	<ul style="list-style-type: none"> <li>• Consideration of CCTV throughout all car parking areas and internal within the establishment.</li> <li>• Security lighting in line with Crime Prevention Through Environmental Design (CPTED) requirements are effective way to manage</li> </ul>

Social impact identified	Evidence	Recommended management strategy
		<p>antisocial behaviour.</p> <ul style="list-style-type: none"> <li>• Temporary lockout of 2am Fridays and Saturdays until public consultation takes place and considers impacts identified by police.</li> </ul>
<b>Alcohol related crime</b>	<p>Liquor accords provide an effective way for Councils, the local area command, community organisations, licensees and the business sector to work together locally to reach an agreement on how licensed venues operate. Due to the newness of the proposed hotel/microbrewery, its location within the Business Park, the complex current needs of the local community and prospect of changing needs in the surrounding new release areas, we recommend that the owners/ management of the hotel/microbrewery participate in the formation of a local Liquor Accord.</p>	<ul style="list-style-type: none"> <li>• That the owners/ management of the hotel/microbrewery participate in the formation of a local Liquor Accord.</li> <li>• Temporary lockout of 2am Fridays and Saturdays until public consultation takes place and considers impacts identified by police.</li> </ul>
<b>Public transport</b>	<p>Lack of proximity to public transport. A review of current and proposed public transport services indicates that residents will not have adequate access to public transport and concurs with findings from the NSW Police submission. The development application does not propose strategies to address this issue for patrons including taxi ranks and courtesy buses to ensure patrons do not drink and drive.</p>	<ul style="list-style-type: none"> <li>• Provide facilities for taxis on site.</li> <li>• Consideration of a courtesy bus or buses.</li> </ul>



Social impact identified	Evidence	Recommended management strategy
All of the above	All of the above	<ul style="list-style-type: none"> <li>A Venue Management Plan and Security Management Plan will be an important tool in mitigating social impacts for the community. This could be strengthened by input from key stakeholders including Sydney Business Park, Blacktown City Council and the Mount Druitt Local Area Command.</li> </ul>

## 7. Conclusion

This social impact assessment has examined the characteristics of the existing and future community of Marsden Park and surrounding areas to assess the potential impacts of the proposed development on affected groups of people and on their way of life, life chances, health, culture and capacity to sustain these.

This assessment identified a number of positive impacts of the proposed development including new facilities for recreation and socialisation for current and future residents and workers, employment opportunities for local residents and economic benefits for the area.

The proposed development has the potential to be an important social and recreational facility for the community both in the short term and in the future. The proposed hotel and microbrewery will be a key component of the Sydney Business Park which aims to set the new standard for business parks in Australia. Sydney Business Park strives to prioritise staff enjoyment and create a positive legacy for the local community. The Park aims to be a leader providing superior telecommunications, infrastructure, high quality landscaping, retail and recreational amenities and integrated green technology.

At the same time a number of potential negative impacts for patrons and current and future residents have been identified. These impacts are associated with the harmful impacts of alcohol use both in the public and private domain and have been linked to vulnerable groups within the local community. Potential impacts on the amenity of current and future nearby residents have also been identified.

In order to ensure the proposed hotel/brewery operates under the highest standards of best practice in alcohol and gambling management for staff and patrons, the social impact assessment has identified recommended strategies of management to assist in minimising the potential harms identified for consideration by the consent authority in relation to the development consent.

These strategies can be further enhanced by establishing relationships and links with the local community and key stakeholders including NSW Police, the local council and the Independent Liquor and Gaming Authority.

While a number of issues and concerns have been identified through this social impact assessment, they are insufficient to warrant a refusal of the development application as the identified issues can be dealt with through strict conditions being recommended for inclusion in any consent granted by the consent authority.



