

CREATING SPACES

YOUR GUIDE TO MAKING
GREAT COMMUNITY SPACES



GOLDEN PLAINS SHIRE

DRAFT

This document is in draft form seeking feedback from the Golden Plains community on content and purpose. Please provide all feedback to Scarlett Cridland on scarlett.cridland@gplains.vic.gov.au or phone (03) 5220 7111.

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WELCOME TO CREATING SPACES!

Golden Plains Shire Council is committed to supporting our community to create more great spaces to connect with each other. Great community spaces do not necessarily need to be created using expensive infrastructure.

The '@ the heart' pop-up project delivered in Bannockburn in 2016, demonstrated that our community is supportive of 'pop up' spaces. As a result, Council applied for further VicHealth funding to enable transformations of other places within the Shire. This included providing capacity building opportunities and resources for the community including this guide and the Create Crate mobile trailer.

We hope the Creating Places resource will enable community groups to create pop-up spaces in their own towns where they can meet and have fun!



Golden Plains Shire Council have engaged CoDesign Studio to prepare this guide. CoDesign Studio is a design and placemaking consultancy dedicated to reinventing Australian neighbourhoods.

We use place activation, tactical urbanism and co-design processes to help our clients to creatively engage with communities to activate underutilised spaces and generate collaborative solutions for new places.

As a not for profit social enterprise CoDesign Studio provides many resources free to promote community led place making. Please refer to our website for valuable tools, tips and techniques www.codesignstudio.com.au

Throughout this Guide, we particularly refer to the CoDesign Rapid Urban Revitalisation Flashcards, that provide step by step practical ideas.

WHY CREATE SPACES?

Have you noticed spaces and places in your community that are never used or are looking a little tired?

Do you want to create somewhere for your neighbours and community to come together?

Depending on the community vision for a space you might be starting with a low cost, temporary idea to gather evidence to support advocacy for a longer term, more expensive solution

This Guide is designed to be a simple to follow process to support and inspire communities to transform underutilised space into active public space.

This Guide is designed to work alongside Council's Event Planning resources, with the focus here on place activation or 'pop-up' spaces.

CODESIGN STUDIO HAVE FREE RESOURCES AVAILABLE ON THEIR WEBSITE THAT CAN PROVIDE YOU WITH PRACTICAL INSPIRATION
WWW.CODESIGNSTUDIO.COM.AU/GETTING-STARTED



THE IDEA!

You have had an idea and now it is time to begin planning. The following questions will help you begin to plan your project and ensure you have a clear vision and stay on track.

To start with, you need to consider a location for your project than think about who could work with you and help planning and organising your project.

- > Set up a working group to share the load - this doesn't have to be formal, you could just catch up for coffee.
- > It is a good idea to plan your project at the beginning to ensure you set a vision and stay on track. Think about the space you are looking to activate and what you are trying to achieve.
- > A range of templates have been provided to help you plan through different phases of the project.
- > As you move through each step of the project come back, reflect on and update your project plan.

Why

What do you want to achieve, change, impact:

- > A shared experience
- > Beautify a place
- > Address social issue or stigma in a location
- > Create community ownership
- > Bring people to an underutilised place
- > Show how a space could be used differently

You may also want to test the feasibility or demonstrate an option to advocate for longer term investment.

Where

You may have an idea for a location, completing a Place Audit will help you think about the location.

Who

Who are the people you can work with?

When

What are your timelines? When will your space be ready for the public?

What

What will it look like? What will be 'built' or installed? What activities will happen? What will people do in the space?

How

What are some of the key steps to making the project a reality? What will you need to make it happen?



USEFUL TEMPLATES:
PROJECT PLAN

WHERE

Choosing the right place for activation is important. There are many places that you may not have even considered as possible sites.

Some examples include:

- > Empty lots or shops
- > Nature strips and curbs
- > Laneways and residential streets
- > Parking lots and railway verges
- > Parks, paddocks open space



WHO

It is important to map out all the Stakeholders for your project as early as possible. This includes everyone who has a role, can support or possibly hold up your project.

- > Who do you want to target?
- > Your neighbourhood, community, town?
- > A specific group or demographic?
- > Who can help you get your project done?

By thinking about all these people to start with you can insure you have contacted them with enough time to get their support and involvement in the project and adjust your idea and project vision to meet their needs as well.

Stakeholders may include:

- > Other people from your community who will want to use the space (currently and once activated).
- > Who owns the space/land.
- > Potential sponsors, funders or providers of resources.
- > Community organisations.
- > People who may have done something similar in the past.
- > People you may need permission from.

It is also important to think about those that may not be supportive of your idea (and how you could get them on side!).



USEFUL TEMPLATES:
STAKEHOLDER MAP
PROJECT CONTACTS

PLACE AUDIT

A Place Audit will assist you in assessing your selected location or choosing between multiple locations.

Walking through the site with key stakeholders provides an opportunity to discuss the pros and cons of the project and location, encouraging stakeholders to point out and discuss the site and enable them to feel heard.

Otherwise you may want to use an aerial photo or map of your site for people to draw on.

There are a number of techniques and prompts you can use to stimulate conversation:

- > Start with a review of the project vision and objectives to make sure everyone is focussed.
- > Use chalk, large stickers or string to mark out strengths and weaknesses as well as opportunities across the site.
- > Ask participants to make a list of 10 existing or future drawcards to the area.
- > Keep the group moving. If conversation springs up about a specific element, move the group to that space. Once the topic has moved on, move the group on.
- > Prompt questions to participants: What can you tell me about the site? Who uses it? What could make it better?
- > If your group is large, you could break up into pairs/small groups, then ask each group to report back to the whole.

> If you have too many ideas, comments or concerns, ask participants to select the top three opportunities and top three constraints facing the project.

> Use voting techniques (blind/secret if necessary) to make decisions when there isn't group consensus.

> If you run into other people while on site ask them how they use the space.

At the end, summarise what you have heard back to the group.

Remember if you have a large group, break them up and get them to report back.

You are now ready to bring all your ideas together and make a design!

Tips and tools:

- > Bring name tags if not everyone knows each other
- > Talk to other people and provide project information when you are on site, they may have an idea or want to get involved
- > Always handy to have chalk, large stickers, butchers paper and textas
- > Remember a camera (or your smart phone) to take photos of things people pointed out, chalk drawings or stickers on site as well as to capture the process.

REFER TO THE CODESIGN
RAPID URBAN
REVITALISATION
FLASHCARDS:
METHOD



MAKING YOUR DESIGN

Once you understand the space, issues and opportunities, and the community interest, you need to bring together your ideas to develop a design or site plan.

Bring your key stakeholders and working group together for a workshop to build your shared vision and plan implementation.

1. Vision

- > Review your vision from your project plan to ensure it is still appropriate and is shared by the group.

2. Model and Test

- > Ask the group to think of creative solutions that will address the problem or opportunity, and will meet the objectives of the vision.
- > Build models to test ideas, don't get too caught in having the final design worked out in advance.
- > Use butchers paper, textas, craft materials to build models and promote discussion.

3. Design

- > Choose one idea and develop the design.
- > Create an action plan and materials list of things you need to make it happen.

4. Activities

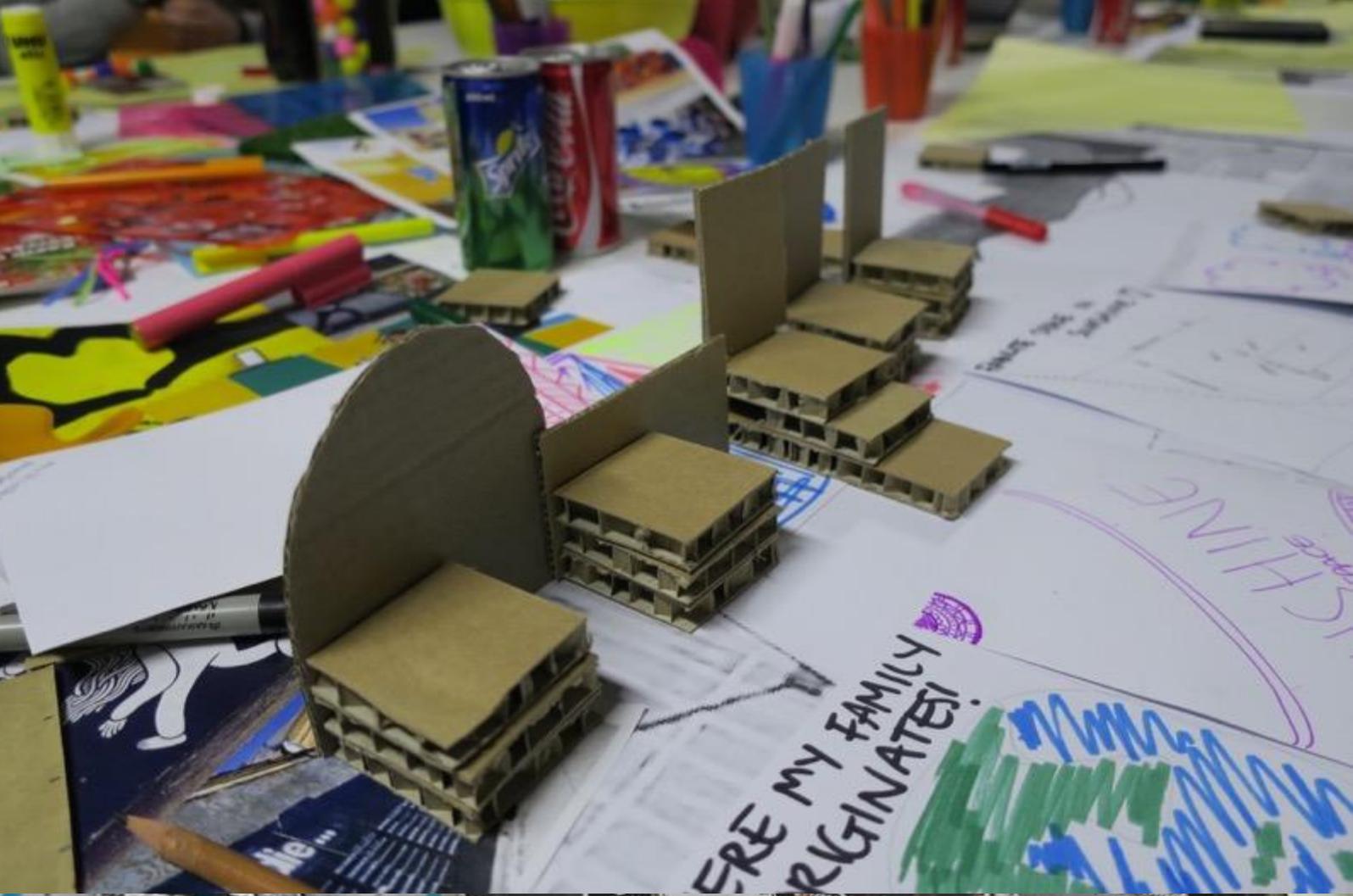
- > What activities can happen on site?
- > Do they need someone to facilitate them or can they be independently implemented?

Your design doesn't need to be a technical drawing or include precise measurements. It is simply to help you plan and prepare.

It can also be a useful tool to explain to other stakeholders what you have planned and what they can do to help.

**USEFUL TEMPLATES:
TASKS & RESPONSIBILITIES**





RESOURCES

To turn your idea into reality you will need to find materials and people to help. It is possibly they already exist in your community and are available for free!

On Site

- > What is already on site?
- > What is nearby?
- > What could be better with a lick of paint?
- > Think how you can modify existing assets to meet an alternate purpose.

Skills

- > What skills and talents does your working group have? What about their friends and families?
- > Who can you work with and what can they offer?
- > Who has access to trucks for transport, marquees, or the tools and equipment required for build?

Materials

- > What can you access within the budget and time-frame?
- > What do the project partners already have?
- > What may businesses in your area be willing to loan or even donate?
- > Who has 'waste' materials such as used tyres, construction materials, empty pallets and boxes?

Golden Plains Shire Council has resources you can hire including an Events Trailer and Create Crate (seen next page). Contact Council for more information.

**USEFUL TEMPLATES:
MATERIALS & SUPPLIERS**

**REFER TO THE CODESIGN
RAPID URBAN
REVITALISATION
FLASHCARDS:
MATERIALS
ACTIVITIES**



CREATE CRATE

Would you like to hire out the Create Crate to make a Pop-Up space in your town? Put your imaginative thinking caps on and create what's missing in your town!

The Create Crate is a mobile resource with lots of goodies to create great spaces packed into a tradesman's trailer. The Create Crate resource is full of giant games, juggling and circus equipment, deck chairs, fake grass and much, much more!

Groups in the Golden Plains Shire can hire the Create Crate for one day or a month to create a pop-up space in your town, it's up to you! We want you to use the resource for as little or as long as you think it will take to get your community excited about your fun and exciting space!

The goal is for communities to use the mobile resource to make new and inviting places to meet and interact in their own towns.

The Create Crate can be used to engage and connect communities, to showcase and recruit new participants to opportunities that are on offer, to trial new activities, or to revitalise an underutilised place.

If you want to set up a weekly cricket game in summer then here's your chance! What about a place for after school activities? Or somewhere to catch up with friends and even make new ones?

To find out how to hire the Create Crate, or for more information about what is in it, contact the Golden Plains Shire Council.

Phone: (03) 5220 7111

Email: enquiries@gplains.vic.gov.au

Visit: www.goldenplains.vic.gov.au and search 'Create Crate'.



PERMITS AND PERMISSIONS

You may need to apply for a specific permit or make specific plans for your project depending on the size and what will happen.

Golden Plains Shire Council can provide advice, information and support on all these requirements. There is often easy to fill in templates and Council can provide examples of what other people have done locally.

If your event is on private land these requirements may still apply, in addition you should ensure you have documented permission from the land owner.

Possible permits or requirements include:

Council Permits: particularly for large events

Traffic Management: for large crowds or road closures

Food Handling and Food Safety: if you are providing food to the public or selling food

Risk Management and Safety: it is always good to think about risks and plan to ensure your space will be safe to access.

Insurance: Council have information on insurance requirements and options on their events page on their website, see details below.

Waste Management: make sure you have thought about bins and clean up!



COUNCIL HAS LOTS OF
HANDY HINTS AND TOOLS:

[www.goldenplains.vic.gov.au/
news/planning-event](http://www.goldenplains.vic.gov.au/news/planning-event)

Phone: 03 5220 7111

COMMUNICATIONS

There are many benefits to promoting your project including encouraging participation in planning and preparation; sourcing resources; and promoting the opportunity for the community to come and enjoy the space.

Depending on your project, you may want to more formally notify the properties surrounding the site, particularly if you are expecting impact on traffic, access, large crowds or noise.

Places to promote:

- > Community Newsletters
- > Web and Social media, including Facebook and project partner sites
- > A web or Facebook page for your project
- > Radio
- > Community Signage Frames through Golden Plains Shire: <https://www.goldenplains.vic.gov.au/news/planning-event>
- > Through local businesses
- > Mail drop
- > Article in Golden Plains Gazette
- > Council's events calendar: contact: Council Community Events Officer 03 5220 7111



ON THE DAY

The big day is here, you have gathered your resources and got a great pool of volunteers to help. It's now time to transform that space!

Before you start you should prepare a task list and assign jobs to your volunteers and project partners, sharing the load is important and ensures everything will get done.

In the lead up to your activation, keep an eye on the weather and plan what you will do if the weather is going to be very hot or very wet.

Have a plan for refreshments – perhaps a BBQ or a shared picnic. Other things to have handy:

- > Water for both drinking and cleaning up
- > Sunscreen, shade and shelter
- > Music to keep everyone buzzing
- > Nametags if not everyone will know each other
- > Gloves, aprons and other protective wear
- > Something to keep the kids busy

It is important to ensure everyone is safe on the day, if you are using tools or machinery, ensure someone who is skilled in their operation is over seeing them. You may want to borrow some safety vests to keep everyone visible.

Most importantly HAVE FUN!



EVALUATING YOUR SUCCESS

After you have finished your project it is always a good idea to reflect on what you have achieved, what worked well and what could be improved.

If you received a grant or hired Create Crate you may need to complete a formal evaluation answering specific questions.

If you are hoping to demonstrate the long-term community vision for a space to advocate for larger scale projects you should plan ahead of the activity to ensure you are capturing the impact of your project.

If your project was less formal, you may just want to catch up with your working group and chat about the project over a coffee.

Possible evaluation questions and considerations:

Project Management: to start with, review your project plan

- > Vision: did you achieve what you wanted to
- > Where: what did you do to the space
- > How: How did you do it
- > Who helped: working group, partners, funders
- > Lessons: what did you learn, what happened that was not expected
- > What would you recommend to other people who are going to do something similar

Activities: what impact did you have

- > Who attended: numbers, ages, gender
- > What activities happened
- > How did people use the space
- > What feedback did you get from the community

THE CREATE CRATE HIRER'S
PACK HAS A SIMPLE
EVALUATION FORM YOU
COULD COPY



WHERE CAN I GO FOR HELP?

The Idea

> Check the Neighbourhood Project Pinterest board for inspiration and examples of community- led projects in Melbourne: au.pinterest.com/co_placemaking/ community-led-placemaking-in-melbourne/

> Look for inspiration overseas, from IOBY: ioby.org and Projects for Public Spaces: pps.org/places/lqc/

> Youtube and Pintrest can be great sources of inspiration and to see what others have tried before.

1. Mobilise Community

> Facebook is the most universally accessible online platform for connecting locals, but other tools do exist, such as nabo.com.au and housenet.com.au. Your local Transitions organisation can also connect your project with willing collaborators and facilitate the sharing of ideas, tools and materials.

> The Our Community communications guide can help you get the word out about your project in an engaging way: http://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1415

2. Locate Resources

> Crowdfunding can raise both cash and interest in participation. Many platforms such as Pozible, Indiegogo and Kickstarter exist and IOBY publishes practical tips for successfully crowdfunding neighbourhood projects: support.ioby.org/customer/en/portal/topics/884579-resources

> Golden Plains Shire Council offer a range of grants that may be able to support your project. These grants range from \$500 to \$5,000. Council can also provide you with information about other available grants. www.goldenplains.vic.gov.au/grants-funding-opportunities

3. Test It Out

> Develop an action to get your project from A to B using this guide from the Community Toolbox: <http://ctb.ku.edu/en/table-of-contents/structure/ strategic-planning>

> CoDesign Studio's Rapid Urban Revitalisation flashcards share tips and prompts, from brainstorming to design and materials: <http://codesignstudio.com.au/wp-content/uploads/2016/04/Rapid-Urban-Revitalisation-toolkit.pdf>

> The Community Toolbox troubleshooting guide unpacks solutions to some of the most commonly faces barriers: <http://ctb.ku.edu/en/troubleshooting-guide>

4. Evaluate and Scale

> The Transitions Network provides a guide on how to do an evaluation of a project's impact: <http://transitionnetwork.org/wp-content/uploads/2016/09/Monitoring-and-evaluation-guide.pdf>

Golden Plains Shire Council

To get further information and support about event planning, grant opportunities, links to other organisations who may be able to help, finding resources or required permits or permissions please contact Golden Plains Shire Council customer service who will be able to direct your enquiry to the appropriate Council officer or visit the website below.

Phone: (03) 52207111

Email: enquiries@gplains.vic.gov.au

Visit: www.goldenplains.vic.gov.au

TOP TIPS:

Advice from other people and groups who have undertaken projects like this in the past:

1. Have fun! Your group doesn't have to be formal. Your planning get-togethers can happen anywhere: in the pub, the park, or your own home.
2. Have a clear shared vision of what you are trying to achieve. This keeps everyone excited and inspires potential collaborators.
3. Spend as much time looking after the group as doing the work so that everyone has opportunities to participate with the time and skills they have available.
4. Run fundraisers instead of looking for grants: they're more fun, they get your project out in public, and they involve less paperwork.
5. Continually include new people to make your project sustainable. Chat with passers-by and have a point of contact for folks interested in joining.
6. Connect with existing local groups, networks, and businesses. You might be able to share effort or equipment, or turn one group's wastes into another group's raw materials.
7. You may need specialist skills such as communications, graphic design, construction, or horticulture to get the project off the ground. Don't be shy to reach out and invite specific people to participate.
8. Just do it! The barriers are not as significant as you think





PROJECT PLAN

PROJECT TITLE:

OVERVIEW:

Describe the project in 100 words.

WHY:

What do you want to achieve?

WHERE:

What is your space you want to activate?

WHEN:

What are your timelines? When will your space be ready for the public?

WHAT:

Look and activities?

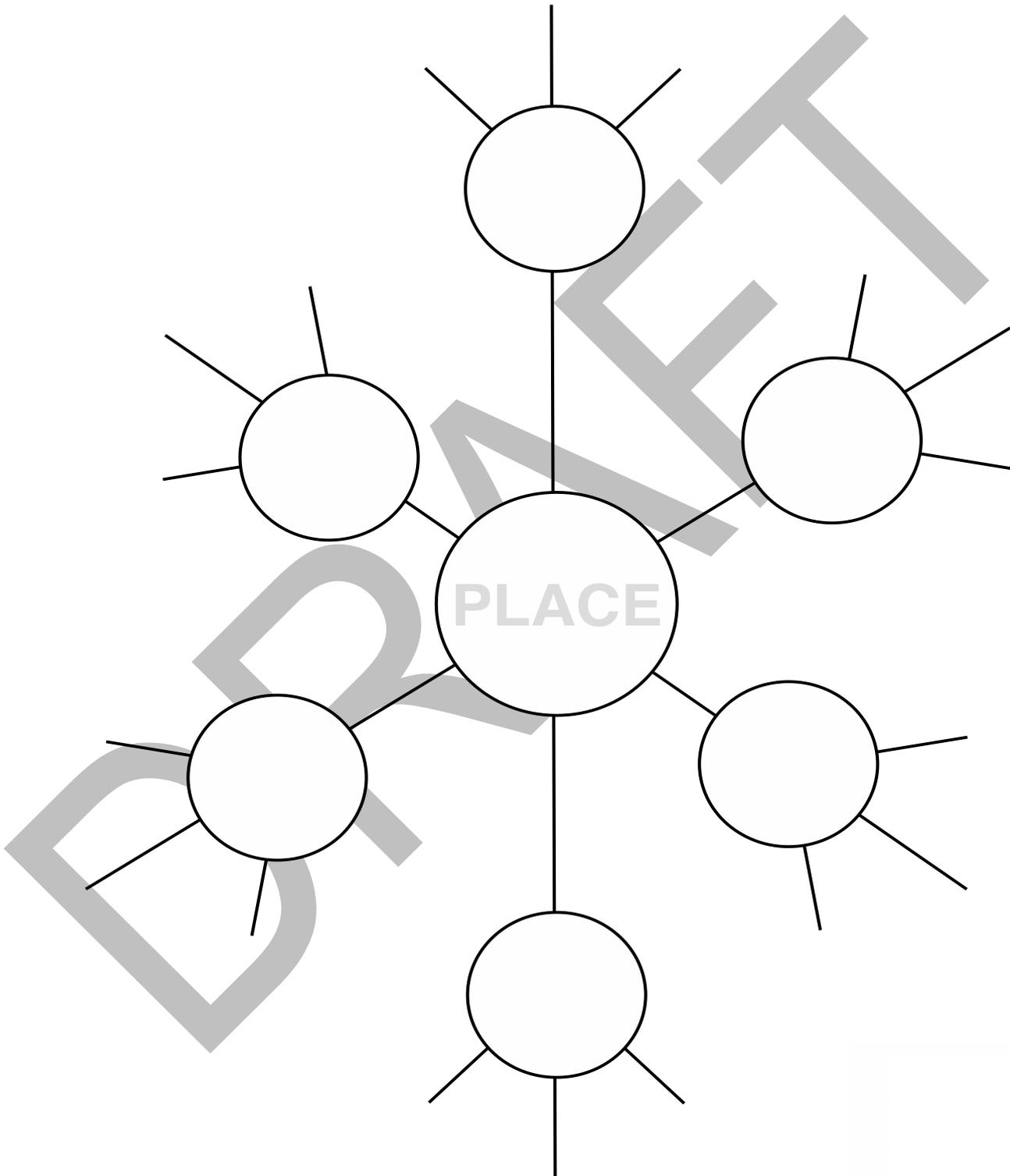
HOW:

Key steps?



STAKEHOLDER MAP

Think about your primary stakeholders, as well as the people in their networks.
Each bubble could represent a key



MATERIALS & SUPPLIERS

Highlighted items are best sourced through partner/s

Seating	Indicative Cost	Suggested Suppliers
Milk crates	Free - \$5	Gumtree, Ebay
Pallets	Free - \$15	Officeworks, Gumtree, Ebay
Cushions	\$2+	Ikea, Kmart, \$2 store
Stackable stools	\$12	Ikea
Inflatable furniture	\$50+	Camping stores, online
Folding chairs	\$10+	Bunnings, Kmart, Ikea, camping stores
Hay bales	Free	Farmers, stock suppliers
Tyres - used	Free	Tyre service centre
Logs	Free	Community

Tables	Indicative Cost	Suggested Suppliers
Card table	\$15+	Camping store, Bunnings, Kmart
Trestle table	\$35+	Bunnings, \$2 store
Metal drums	Free - \$10	Gumtree, eBay
Industrial spools	Free - \$20	Gumtree, eBay

Decorations & Crafts	Indicative Cost	Suggested Suppliers
Fairy lights / paper lanterns (solar)	\$10+	Bunnings, \$2 store, Kmart
Bunting / Garlands / Flags (fabric / plastic table cloths / paper)	Varies – very cheap if make by hand! \$5+ ready made	\$2 store, Kmart, Spotlight, schools
Colour tape (duct, electric, masking)	\$2+	Officeworks, Bunnings
Chalk / 'landscape' spray chalk	\$2+	\$2 store, Spotlight, Bunnings
Stencils (cardboard, corflute)	Free - \$15+ (laser cut)	Make by hand
Coloured wool, string	\$1+	\$2 store, Spotlight, Bunnings
Marker pens	\$2.50+ (Sharpies)	Kmart, Officeworks, Spotlight
Paint	\$4 (sample pot interior paint)	Bunnings, craft store, Gumtree
Boxes	Free	Shops, Bunnings

Tables	Indicative Cost	Suggested Suppliers
Marquee	\$50+	Gumtree, Kmart, camping store
Weights (sand bags, shot bags, water-filled bottles)	Free - \$40	Camera store, make your own
Carpets indoor and outdoor	\$40 – indoor and outdoor	Ikea, homewares stores, Gumtree
Water-filled traffic barriers (may be covered)	Hire \$50/week	\$2 store, Bunnings
Orange bollards / witches hats	\$5 - \$35	Bunnings, Gumtree
Astro-turf	\$20/m+	Bunnings, Gumtree
Drums, barrels	Free	Community

Food and Beverage	Indicative Cost	Suggested Suppliers
Coffee carts / Tents Food trucks Café / Bar	\$1085 - \$1600 for 4-8 hours *Costs vary depending on prepaid coffee/food, hours, power and travel	

Plants	Indicative Cost	Suggested Suppliers
Small plants	\$2 ea.	Bunnings, markets
Plastic plants	\$5 - \$100	Kmart, Ikea, \$2 store
Trees	\$85+ (85lt pot) \$33+ (hire)	Flemmings Nursery, Green Events

Equipment	Indicative Cost	Suggested Suppliers
Skilled tools – hammer, drill etc.	\$4 - \$40	Mens Shed, Bunnings, Coates Hire
Unskilled tools – glue gun, box cutter, staple gun	\$15 - \$20	Spotlight, Officeworks, \$2 store, Kmart
Cable ties, tape	\$1 - \$4	\$2 store, Officeworks
Tacks, screws, nails	\$3+	Bunnings
Heater (gas, brazier)	\$100+	Bunnings, Coates Hire

Printing	Indicative Cost	Suggested Suppliers
Flyers Posters Signage Footpath decals	\$20 - \$200 *Costs vary depending on needs	Snap Dinkums Officeworks Creffield Easy Signs Printzone Online

