



Virgo Street Reserve Upgrade

Community Engagement What We Heard Report

August 2023

Virgo Street Reserve Upgrade

What We Heard Report

August 2023

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Kaurna Acknowledgement

We acknowledge and pay our respects to the Kaurna people, the traditional custodians whose ancestral lands we gather on.

We acknowledge the deep feelings of attachment and relationship of the Kaurna people to country. We respect and value their past, present and ongoing connection to the land and cultural beliefs.

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1. Engagement background and objectives

We know parks and quality open space is important to our community.

Council approved the upgrade of Virgo Street Reserve, Elizabeth South to a local park, via the 2022/23 Annual Business Plan. With the objective of improving access to quality open spaces for the community and to contribute to the renewal of the older Elizabeth suburbs.

The upgrade is funded through an existing joint fund between Council and the South Australian Housing Authority (SAHA). The fund comes from a long-standing agreement between Council and SAHA to use the funds for infrastructure upgrades across suburbs in Elizabeth.

In addition to Virgo Street Reserve, Barrow Crescent in Elizabeth Vale was also nominated for an upgrade. Both reserves were chosen due to their proximity to clusters of public housing and due to the need for higher quality open space in each location.

The purpose of this report is to present findings from the community engagement activity.



Virgo Street Reserve, Elizabeth South

1.1 Community engagement approach

A shared community engagement approach was applied to Virgo Street Reserve and Barrow Crescent Reserve. This approach was taken due to the joint funding for the reserves, proximity and similarities.

Given the differing size and layout of each reserve, the community was presented with different features and options for each site. For this reason, Virgo Street Reserve and Barrow Crescent Reserve each have their own What We Heard Report.

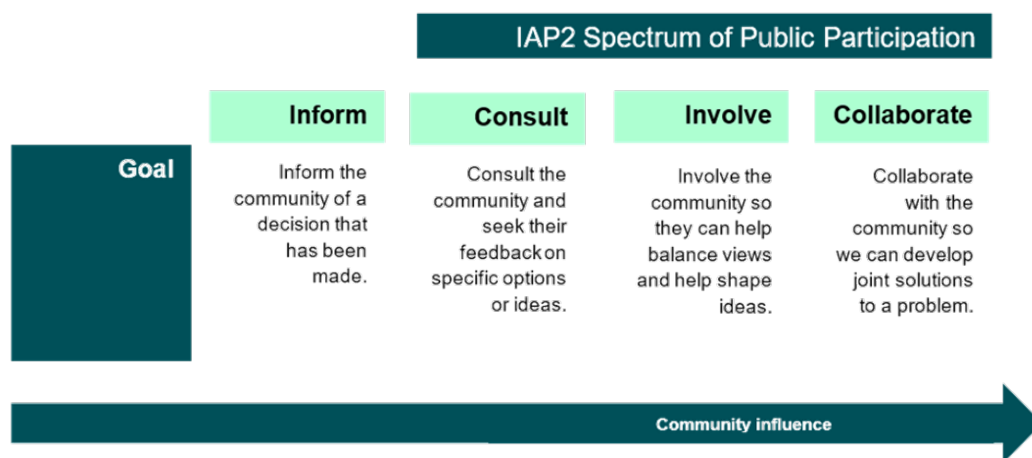
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1.2 Community engagement level

Council recognises the role of community engagement to support decision making, leading to stronger outcomes for our community. Council bases its community engagement on International Association for Public Participation (IAP2) best practice principles with Council's Community Engagement Policy & Procedure outlining requirements to determine the level of engagement on any project or decision. Each level (inform, consult, involve or collaborate) depends on scope, complexity, impact and competing values or interests in decisions being made.



The level determined for this engagement was:

Involve – Involve the community so they can help balance views and shape ideas.

The **involve** level of engagement was chosen due to the flexibility provided within the funding agreement for this project, with no pre-defined scope of works nor delivery timeframe.

The only constraint for this project is a predetermined budget. A simple points allocation system was implemented which allowed the community to choose their preferences, within a budget constraint. The community could select preferred park features where 'points' corresponded with their real-life cost. This helped manage community expectation and guide decision-making for the project team in the development of the concept plan.

This level of engagement also provided the opportunity to:

- connect with community who don't often engage with Council, including SAHA tenants and culturally and linguistically diverse communities.
- co-design the reserve with the community to create a sense of value and ownership of the space.

1.3 Community engagement objectives

- Inform and raise awareness and community interest about the upgrade.
- Involve the local community to identify park features they would like included in a concept design within a set budget.

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2. What we asked

Council's [Open Space Guidelines 2018](#) inform the development, design, and management of open spaces within the City of Playford.

The Guidelines categorise open space (e.g., park, sportsground, wetlands) and place them in a hierarchy (regional, district, neighbourhood, local) which refers to the catchment area and the distance a user may travel to visit the site. The category and hierarchy will influence the size, quality and range of facilities provided.

Virgo Street Reserve is categorised as a 'Local Park and Reserve' which are typically used for short periods of time and service a community within 300m catchment. These spaces usually have a landscape or recreation focus that contributes to high quality open space. Features of a local park may include seating, bins, shelter, trees for shade, irrigated grass area and play spaces.

We know community education about open space categories is important when thinking about what features can and cannot be included to help manage community expectation and ensure Council remain within a set budget.

Therefore, Council involved the community to select from the following sixteen items which are suitable for this category of local park.

Each item was assigned points based on several factors including budget, space available and suitability for a range of ages and abilities. Participants had 10 points to 'spend' to help Council prioritise choices the upgrade should feature within a set budget (refer to Appendix B). These items are listed below, along with their point allocation.

The most popular items were used to inform Virgo Street Reserve's concept plan.

| Item | Points | Item | Points |
|--------------------|----------|---------------------------------|----------|
| Basket Swing | 2 points | Climbing Poles | 2 points |
| Fence Mural | 2 points | Large Swing | 4 points |
| Mini Stage | 3 points | Play equipment | 6 points |
| Native Bee Hotel | 1 point | Nature Play (inc. mature trees) | 4 points |
| Exercise Equipment | 4 points | Outdoor ping pong | 3 points |
| Generation Swing | 2 points | Spinner | 2 points |
| Animal Sculptures | 1 point | Sensory Zone | 1 point |
| Slide | 2 points | Unique features | 2 points |

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3. How we asked it (engagement approach)

An overview of the Community Engagement Plan is provided below. These activities were delivered between Wednesday 19 July to Thursday 15 August 2023 (28 days).

| Engagement Activity | Details |
|--------------------------|---|
| Online Engagement | A dedicated online engagement listing on Council's Engagement Hub website which provides a central location for all engagement documents and feedback form. (Appendix A) |
| Flyer/ Mail out | Properties within 400m catchment received a flyer and could complete a feedback form with reply paid envelope. The flyer included information about the onsite activity and directed them to Engagement Hub for access to the online feedback form and further information. (Appendix B) |
| Face to Face | <p>Neighbouring residents The team door knocked adjacent residents in the first few days of the engagement to inform them of the reserve upgrade and encourage participation and attendance at onsite activities.</p> <p>Onsite activities The team held onsite engagement at Virgo Street Reserve on Saturday 29 July to encourage feedback, answer questions and learn more about the community's lived experience in the area which may influence concept plan decisions.</p> <p>Schools and community groups Schools and community groups in the area were contacted to help promote engagement opportunities.</p> |
| Social Media | Two dedicated social media posts on Council's social media channels promoted the beginning of the engagement and served as a reminder towards the end. The post also promoted how the community could get involved and targeted Elizabeth South residents. (Appendix C) |
| On-Site Corflute Signage | Signage advising of the upgrades was installed at each reserve with information about how to provide feedback. The sign was equipped with a QR code linking to engagement hub so people could provide feedback on the spot through the online form. (Appendix D) |

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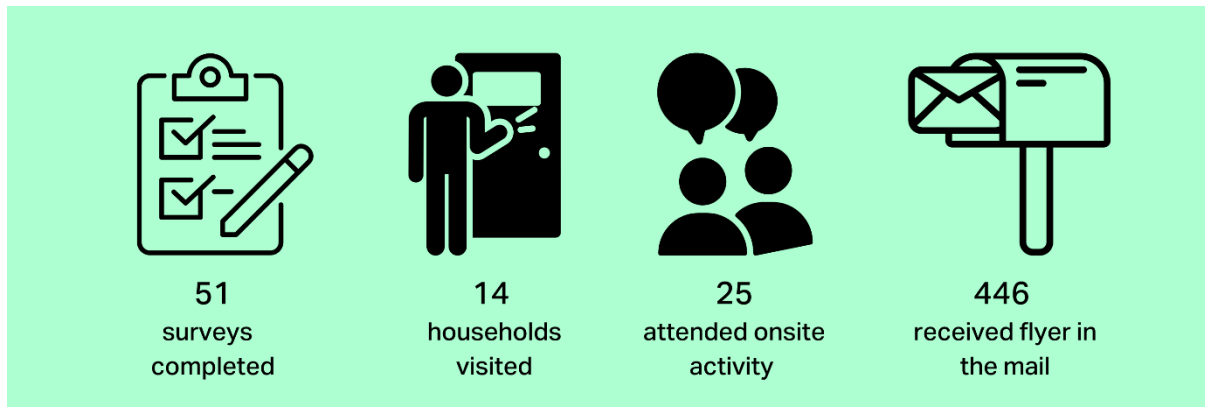
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4. What we heard

4.1 Overview of community engagement and performance

To measure community engagement performance over the engagement period, Council tracked the number of aware, informed and engaged community members. These are defined in the table below with their performance measures.



| Description | Channels | Performance |
|---|---|--------------------------|
| Aware visitors Number of those who visited the Engagement Hub page and saw the social media posts * Virgo Street and Barrow Crescent reserves were promoted in the same social media posts. Therefore, statistics are the same in both What We Heard Reports | Engagement Hub Views | 236 |
| | Engagement Hub Unique Views | 118 |
| | *Social Media <ul style="list-style-type: none"> • Post impressions • Post Reach • Post Engagement | 11,760 9,720 1,039 |
| Informed visitors Number of document downloads, number of residents engaged through door knocking | Engagement Hub Document Downloads Informed residents via door knocking | 20 14 |
| Engaged Visitors Number of those who provided feedback in some way – either via Engagement Hub, called, emailed, attended an onsite engagement | Survey responses Attended an onsite engagement Called Council to provide feedback | 51 25 2 |

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4.2 Survey Results

Total survey responses: 51

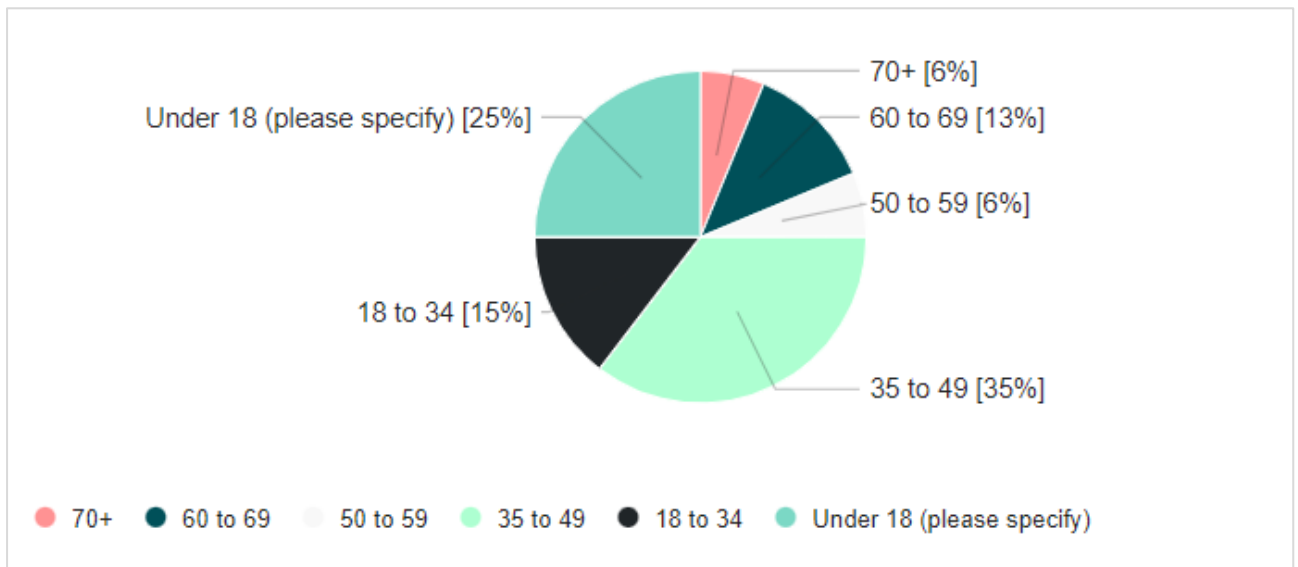
Location of participants

Majority of respondents live in Elizabeth South (61%), followed by Elizabeth Grove (18%), Blakeview (4%), and the remaining from Elizabeth, Elizabeth East, Elizabeth Vale and other.

Ages of everyone in your household that would use the reserve

Respondents were primarily aged 35 – 49 (35%) and under 18 (25%) followed by 18 – 34 (15%), 60 – 69 (13%) with a small number aged between 50 – 59 (6%) and 70+ (6%)

Changing the questionnaire to capture the age of everyone in the household, resulted in a higher representation of respondents under 18 years in this survey in comparison to similar engagements.

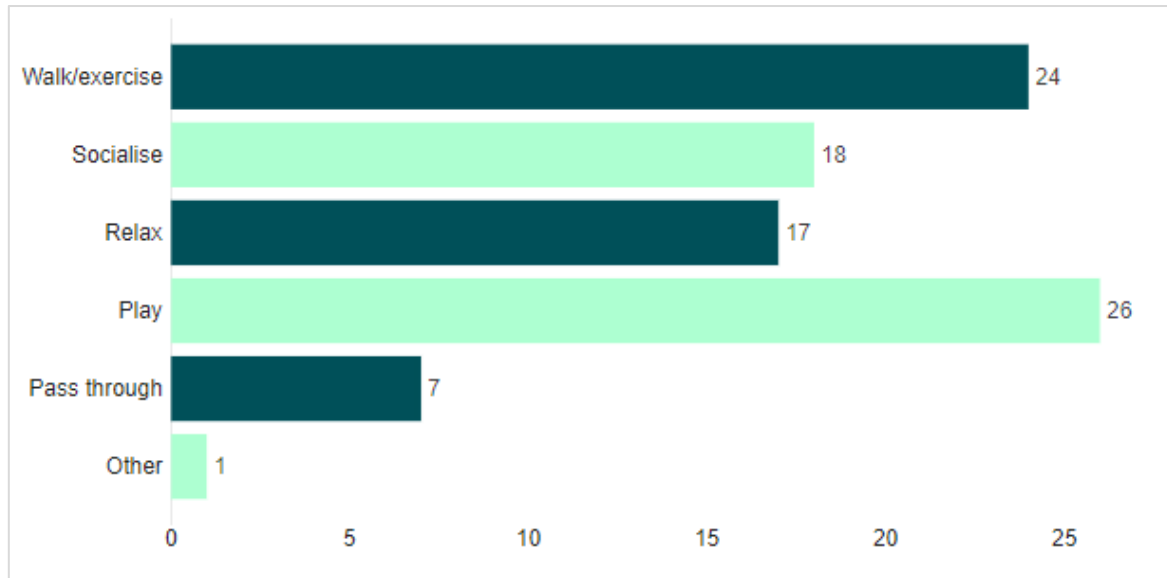


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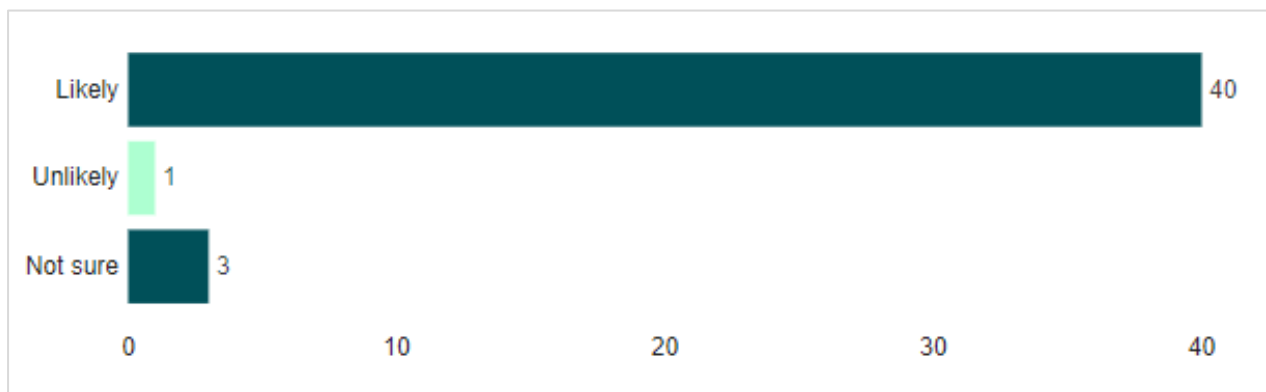
What would be the purpose of your visit to Virgo Street reserve? Select all that apply.



Play (26 responses) was selected as the most popular reason to visit the reserve with **walk/exercise** following closely (24 responses), **socialise** (18 responses), **relax** (17), **pass through** (7 responses) and **Other** (1 response).

How likely are you to visit Virgo Street Reserve after the upgrade?

91% of respondents indicated that they would be 'Likely' to visit Virgo Street Reserve after the upgrade. 7% selected 'Not sure' with two percent selecting 'Unlikely'.



4.3 Face to Face Activities

The following face to face activities were focused on taking the engagement to the community to minimise barriers to participation. Through the many conversations we gained a lot of local knowledge about the community and their ideas for the reserve along with any challenges that would need to be considered in the concept planning.

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Pop up onsite engagement

The onsite engagement was held on Saturday 29 July 2022 between 10am – 12pm with Council staff along with Mayor Glenn Docherty, Cr Marilyn Baker and Cr Zahra Bayani in attendance. Twenty-five residents attended, participating in the activities and completing feedback forms.

To encourage the local community to attend we had Animals Anonymous come along bringing a baby crocodile, snakes, lizards, and marsupials. This proved to be a positive drawcard particularly for children and we found that many hadn't interacted with these animals before. Some of the families stayed for the whole session and helped pack up at the end.

The children were provided with the opportunity of painting their suggestions for the reserve, which proved to be a popular activity. There were many ideas shared including what they would like painted on the fence as well as items for the reserve such as swings, trees and plants to attract butterflies.



Door Knocking

Council's Community Engagement Partner and City Operations Specialist door knocked the surrounding properties speaking to 14 households. Those who weren't home were left a 'calling card' containing information about the onsite activity and how to contact Council.

Phone calls

Two phone calls were received from older people in the area who said that while they are happy to see something happen at the reserve, they are concerned about antisocial behaviour escalating as there are already issues with people gathering and hoon driving near the reserve.

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4.4 Engagement Results

Overall, we heard that:

- Lots of kids live close to the reserve so families are excited as there isn't a lot for them to currently do in the area.
- Bikes and scooters are popular so a bike/pump track would be a great addition.
- Some older people are worried that it will attract large groups of young people which might result in antisocial behaviour.
- Rubbish is often dumped on the reserve and would make the park look untidy.
- Equipment needs to be robust as the community feel that it would likely be vandalised.
- Ideas for a fence mural to include Aboriginal art, nature and if possible involve community art groups and kids in painting if possible.
- Hoon driving is an issue and people are concerned that as the reserve is close to roads and houses that fencing should be considered as a safety precaution.

Please note: similar findings were apparent in the community engagement on Barrow Crescent, Elizabeth Vale.

Reserve features the community selected

Participants voted for a combination of various sized play equipment and nature play items. Many responded with very similar preferences.

The most popular, voted for by more than 40%, was the **Multi-play equipment**.

Just over two thirds voted for: **basket swing, sensory zone, spinner, and a fence mural**.



Multi-play equipment



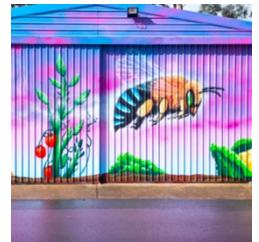
Basket Swing



Sensory Zone



Spinner



Fence Mural

| Order of preference | Item | Points | % of people who voted |
|---------------------|----------------------|----------|-----------------------|
| 1 | Multi-play Equipment | 6 points | 43% |
| 2 | Basket Swing | 2 points | 40% |
| 3 | Sensory Zone | 1 point | 33% |
| 4 | Spinner | 2 points | 30% |

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| | | | |
|----|--------------------|----------|-----|
| 5 | Fence Mural | 2 points | 28% |
| 6 | Animal Sculptures | 1 points | 24% |
| 7 | Generation Swing | 2 points | 22% |
| 8 | Nature Play | 4 points | 21% |
| 9 | Large Swing | 4 points | 20% |
| 10 | Exercise Equipment | 4 points | 20% |
| 11 | Climbing Poles | 2 points | 16% |
| 12 | Unique feature | 2 points | 13% |
| 13 | Outdoor Ping Pong | 3 points | 12% |
| 14 | Slide | 2 points | 12% |
| 15 | Native Bee Hotel | 1 point | 9% |
| 16 | Mini Stage | 3 points | 8% |

5. What we will do

Feedback across all platforms will now be used to inform the concept plan for the Virgo Street Reserve upgrade.

Key concerns, suggestions and queries that fell outside the scope of the engagement but still important to participants are outlined below with a response to each item.

| Concern / Suggestion | Council Response |
|--|--|
| Vandalism | The reserve will be maintained as per other parks and reserves within Council. Unfortunately, vandalism does occur but this is factored into the design and materials selection as much as practicable. Security cameras are not included in the design. |
| Facilities attracting groups of young people leading to anti-social behaviour after hours - suggestion to install CCTV | CCTV is not proposed at this level of park/reserve according to Council's Open Space Guidelines 2018. SA Police (SAPOL) should be contacted in the first instance if anti-social behaviour is witnessed. |
| Request for Kickabout space | Kickabout spaces are flexible and provide the ability for all age groups kick a soccer ball, throw a football, or Frisbee. When the concept plan has been developed with the high priority items selected by the community, a kickabout space will be considered. However, this will be subject to space and cost. |

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| | |
|---|---|
| Request for bike/ scooter facilities | When the concept plan has been developed with the high priority items selected by the community a bike/scooter track will be considered. However, this will be subject to space and cost. |
| Toilets | To achieve equitable spread of open space and facilities, Council's Open Space Guidelines 2018 provides facility guidelines based on the type (park, sportsgrounds, wetland) and its hierarchy (regional, district, neighbourhood, local). Hierarchy refers to the size of the open space or the distance a user may travel to visit the open space. Refer to page five of this report for more information on this hierarchy. Virgo will be upgraded to a 'local park' serving households primarily within 300m radius and therefore toilets are not included. |
| Hoon driving in the area including on the reserve, could it be fenced | Hoon driving should be reported to SAPOL in the first instance. The design of the park will include features such as trees and boulders that will discourage vehicles entering on the reserve. |
| Drinking fountains | Council's Open Space Guidelines 2018 do not recommend drink fountains as a facility to be provided in 'local' parks as these reserves serve households within a 300m radius. |
| Illegally dumped rubbish | Any rubbish dumped on the reserve should be reported to Council and will be cleaned accordingly. |

What Next?

The project is currently at the 'Initiation Stage' which includes things like feasibility studies, concept planning, community engagement and seeking Council approval to proceed with delivery of the project.

| Initiation | Planning | Works | Completion |
|-------------|---------------|----------|--------------|
| In progress | November 2023 | May 2024 | January 2025 |

Note that the dates are based on current information, resourcing, weather predictions and contractor availability. All these factors are subject to change and therefore the milestones are subject to change.

The concept plan for the reserve will be on Playford Engagement Hub in late 2023 and we look forward to sharing it with our local community once finalised. [City of Playford | Virgo Street Reserve, Elizabeth South Upgrade \(engagementhub.com.au\)](https://www.cityofplayford.vic.gov.au/engagementhub)

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Thank You

We would like to take this opportunity to thank all participants who shared their time, thoughts, and feedback with Council on this engagement.

If you would like to stay in the loop on upcoming community engagements, join Council's Connected Community. You will receive email updates inviting you to participate on projects that matter to you.

playford.engagementhub.com.au/register



Council's Community Insights Team – Luis, Roxanne and Emma

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APPENDIX

A. Playford Engagement Hub

Virgo Street Reserve, Elizabeth South Upgrade

Project Overview



We are excited Virgo Street reserve has been selected for an upgrade, but we need our Elizabeth South community to help design it!

Background

Virgo Street Reserve is getting an upgrade!

We're asking our Elizabeth South community to design it.

When upgrading our local parks, Council must consider what items are suitable for the space that will appeal to different ages and abilities all within a set budget.

We have a list of items but we need your help to narrow the choices down.

Before you get started have a think about how you would like to use the space.

- place for kids to play
- relax in nature
- catch up with family and friends
- enjoy some exercise
- or maybe a mixture of all of them!

What will you include from the list? See below how to choose your favourites, it's really easy to do!



How to provide your feedback

You can provide your feedback in a number of ways.

- Complete the [online survey here](#)
- Download a hard copy of the flyer from the document library
- Email us connected@playford.sa.gov.au
- Come and meet the friendly team on **Saturday 29 July, 10.00am - 12.00pm** at Virgo Street Reserve. See the events section on this page for more information.

Thank you for helping to create a space for the local community to enjoy.

Your Language

To translate this page into another language, use the 'Select Language' dropdown below. Please note, automatic translations are provided as a guide only and may not be accurate.

Select Language ▼

Document Library

Printable Feedback Form ↓

Estimated Project Milestones



Who's Listening

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Open Space Planner
City of Playford

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Community Engagement
City of Playford


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B. Information Flyer



Virgo Street Reserve is getting an upgrade!
We're asking our Elizabeth South community to help design it.




When upgrading our local parks, Council must consider what items are suitable for the space that will appeal to different ages and abilities all within a set budget. We have a list of items but we need your help to narrow the choices down.

Help design your park in three easy steps.

















Step 1 Choose the items you like from the list below. You have 10 points to spend, so choose wisely.

Step 2 Colour in all the circles on the items you want. 1 circle is 1 point.

For example, you could select:

| | | |
|---------------------|------------------|---|
| Multiplay equipment | 6 points |  |
| Spinner | 2 points |  |
| Generation swing | 2 points |  |
| Total | 10 points | |

Step 3 Share your ideas with us at Virgo St Reserve on 29 July or post your design back to us in the reply paid envelope (details next page).

| | | | |
|---|--|---|--|
|  <p>Basket swing 2 points</p> |  <p>Climbing poles 2 points</p> |  <p>Fence mural 2 points</p> |  <p>Large swing 4 points</p> |
|  <p>Mini stage 3 points</p> |  <p>Play equipment 6 points</p> |  <p>Native bee hotel 1 point</p> |  <p>Nature play 4 points* <small>*includes mature trees</small></p> |
|  <p>Exercise equipment 4 points</p> |  <p>Outdoor ping pong 3 points</p> |  <p>Generation swing 2 points</p> |  <p>Spinner 2 points</p> |
|  <p>Animal sculptures 1 point</p> |  <p>Sensory zone 1 point</p> |  <p>Slide 2 points</p> |  <p>Unique features 2 points</p> |

**Images are examples only

Items such as bins and shelter have already been selected.

Or if you would prefer to complete online, scan the QR code on the back page or visit playford.engagementhub.com.au

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Join the team at Virgo Street Reserve Saturday 29 July, 10am – 12noon



Where you can:

- Chat to friendly staff about your ideas
- Come and meet some friendly Australian native animals, including a baby crocodile, snakes, lizards, marsupials, and a bird. You can even hold them if you are feeling brave!
- Drop off your completed flyer
- And grab a bite to eat!

About you

Suburb _____

Age

- Under 18 (Please specify _____) 18 to 34
 35 to 49 50 to 59
 60 to 69 70+

What would be the purpose of your visit to the reserve?

- Walk/exercise Play
 Socialise Pass through
 Relax Other

How likely are you to visit the park after the upgrade?

- Likely Not sure
 Unlikely

Do you have any other feedback about what you would like to see included in the design?

Do you want to be kept in the loop on this project and any future engagements?

Name _____

Email _____

Thank you for helping to create a space for the local community to enjoy.

How do I give my feedback?



Chat to us at Virgo Street Reserve
10am – 12noon, Saturday 29 July 2023
Email us connected@playford.sa.gov.au

Complete an online survey
playford.engagementhub.com.au or scan QR code

Call us 8256 0333

Post your completed flyer to us using the Reply-Paid Envelope,
Att: Virgo Street Reserve Upgrade

We look forward to receiving your feedback by 5pm, 15 August 2023

This project is funded through an existing joint fund between City of Playford and SA Housing Authority.

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C. Social Media

Post – 20 July 2023

City of Playford
July 20 at 11:54 AM

Hey Elizabeth South and Elizabeth Vale 🌟
New parks are coming soon to your suburbs!
Both these parks are designed for locals who live nearby to visit and play.
We have a list of potential items to include in the parks, but we need your help to narrow down the choices.
Yay or nay to the nature play? 🌿 Is the spinner a winner? 🎡 Does the sensory zone make you feel at home? 🏠
Help us choose what to include in the park for different ages and abilities all within the set budget.
Let's create parks that locals will love!
To help design your local park, go to <https://playford.engagementhub.com.au/>
Over the coming weeks, check your letter boxes if you live nearby, we will be sharing all the details about how to get involved.
The parks will appear at Virgo Street, Elizabeth South and Barrow Crescent, Elizabeth Vale.

Elizabeth South & Elizabeth Vale

Is the spinner a winner?

City of Playford
The official City of Playford Facebook page - keep up to date with your council.

Post - 15 August 2023

City of Playford
August 15 at 12:44 PM

Surf's up Elizabeth South and Elizabeth Vale! Today is your last day to help design your new parks. Go to <https://playford.engagementhub.com.au/> and help us create parks that locals, like you, will absolutely love.
The parks will appear at Virgo Street, Elizabeth South and Barrow Crescent, Elizabeth Vale.... See more

Surf's up!
Elizabeth South and Elizabeth Vale

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D. Corflute Signage



Virgo Reserve Upgrade



We're planning an upgrade to this reserve and we want our Elizabeth South community to help design it.

So what will you include?


Basket swing


Climbing poles


Fence mural


Large swing


Mini stage


Multiplay equipment


Native bee hotel


Nature play


Sensory zone


Exercise equipment


Outdoor ping pong


Generation swing


Spinner


Animal sculptures


Slide

How to provide your feedback

Check your letterbox (if you live nearby), you will have received a letter from us with the details

Scan the QR code above and complete the survey

Visit playford.engagementhub.com.au, or

Call **8256 0333**

| | | | |
|---|---|--|---|
| Initiation  | Planning  | Works  | Completion  |
| We are here! | November 2023 | December 2023 | January 2025 |

* Subject to change