



Barrow Crescent Reserve Upgrade

Community Engagement What We Heard Report

August 2023

Barrow Crescent 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 Barrow Crescent Reserve, Elizabeth Vale 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 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). This 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 Barrow Crescent Reserve, Virgo Street Reserve in Elizabeth South 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 this location.

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



Barrow Crescent Reserve, Elizabeth Vale

1.1 Community engagement approach

A shared community engagement approach was applied to Barrow Crescent Reserve and Virgo Street 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, Barrow Crescent Reserve and Virgo Street Reserve each have their own What We Heard Report.

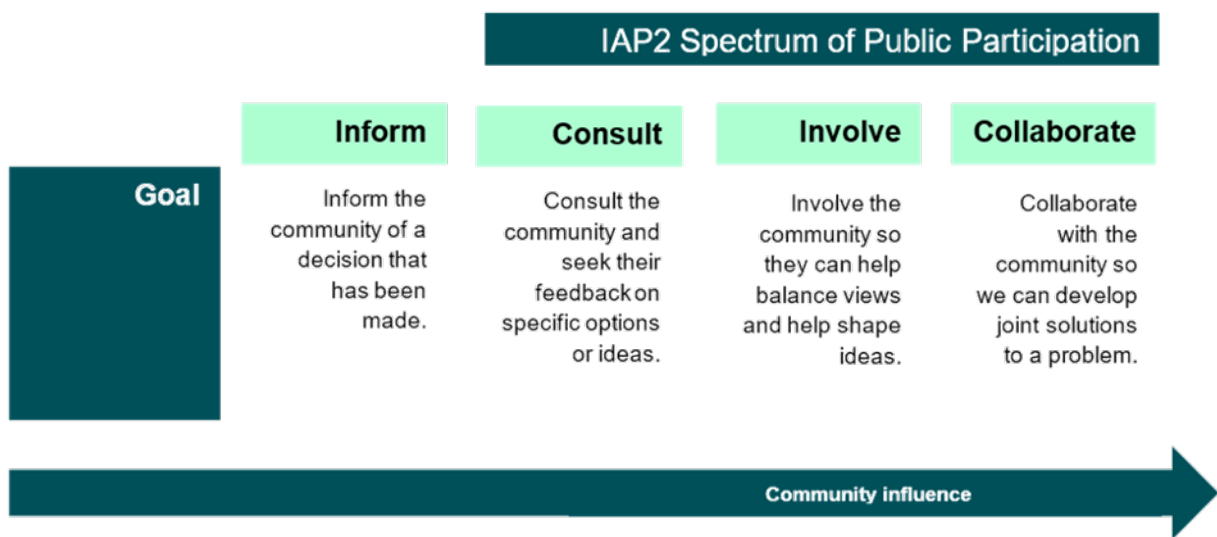
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1.2 Community engagement level

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.

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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.

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 or the distance a user may travel to visit the site. The category and hierarchy will influence the size, quality and range of facilities provided.

Barrow Crescent 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 an allocated 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 will be used to inform Barrow Crescent Reserve's concept plan.

Item	Points	Item	Points
Basket Swing	2 points	Climbing Poles	2 points
Stepping Stones	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 Barrow Crescent 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 the engagement. A particular focus was reaching the Nepalese speaking community given a larger percentage speak Nepali at home (13.9% Elizabeth Vale compared with 1.4% City of Playford).</p> <p>Council's Community Engagement Partner met with the women's English conversation group based at the Elizabeth Vale School..</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 Vale 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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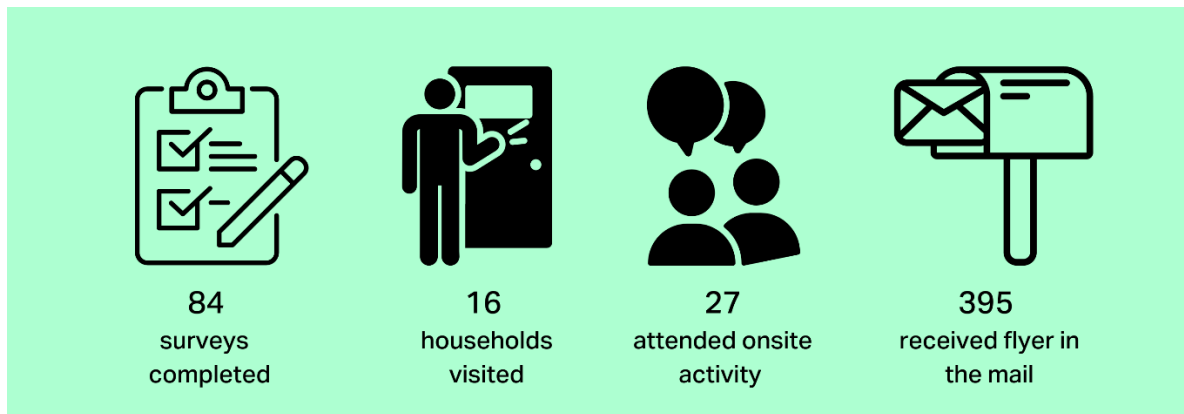
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4. What we heard

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 *Barrow Crescent and Virgo Street reserves were promoted in the same social media posts. Therefore, statistics are the same in both What We Heard Reports.	Engagement Hub Views	161
	Engagement Hub Unique Views	98
	*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 informed through door knocking	Engagement Hub Document Downloads Informed residents via door knocking	8 16
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 Attended a workshop	84 27 7

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4.2 Survey Results

Total survey responses: 84

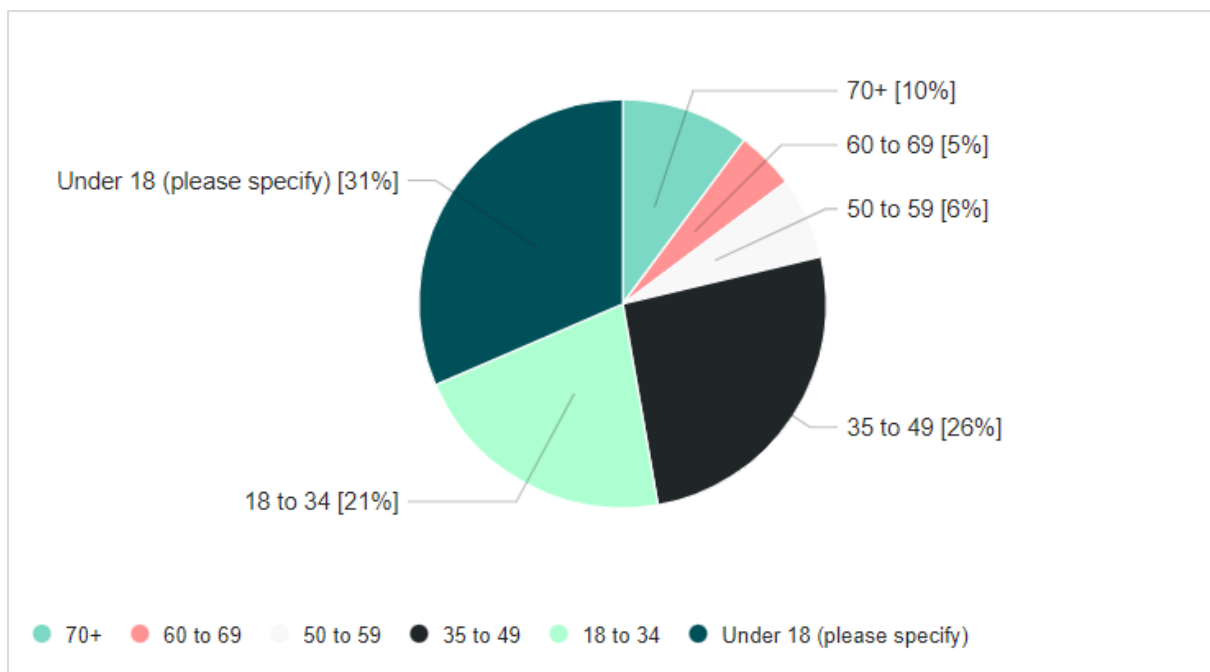
Location of participants

Majority of respondents live in Elizabeth Vale (78%), followed by Elizabeth South (7%), Elizabeth Grove (2%), Blakeview (2%) and the remaining from Andrews Farm, Craigmore, Elizabeth East, Hillbank, Munno Para West, Smithfield.

Ages of everyone in your household that would use the reserve

Respondents were primarily aged under 18 (31%) and 35 to 49 (26%) followed by 18 – 34 (21%), 70+ (10%) with small number aged between 50 – 59 (6%) and 60 to 69 (5%).

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.

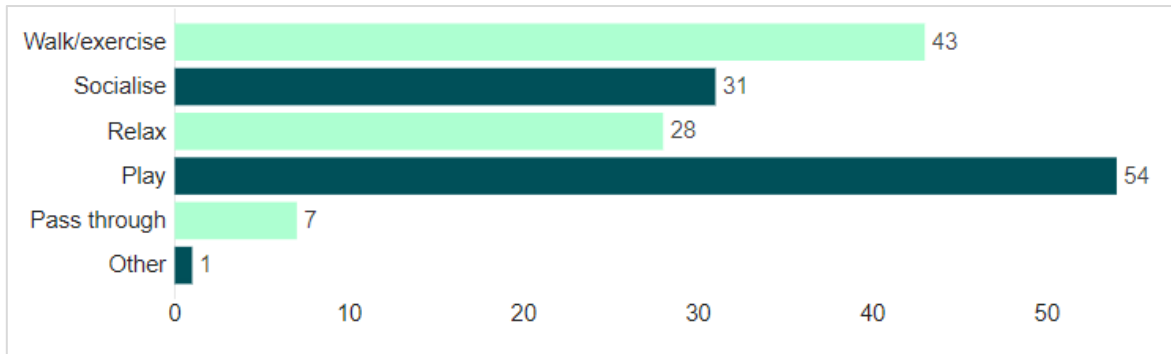


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What would be the purpose of your visit to Barrow Crescent reserve? Select all that apply.



Play (54 responses) was selected as the most popular reason to visit the reserve with **walk/exercise** following closely (43 responses), **socialise** (31 responses), **relax** (28), **pass through** (7 responses) and **Other** (1 response).

How likely are you visit Barrow Crescent reserve after the upgrade?

86% of respondents indicated that they would be 'Likely' to visit Barrow Reserve after the upgrade. 13% selected 'Not sure' with only 1% 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.

Pop up onsite engagement

The onsite engagement was held Saturday 29 July 2022 between 1pm – 3pm with Council staff along with Mayor Glenn Docherty and Cr Marilyn Baker in attendance. Twenty-seven residents attended, participating in the activities and completing feedback forms.

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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. It was great to see how excited the children were and while the children were with the animals, staff had the chance to speak to parents.

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, such as swings and nature play.



Door Knocking

Council's Community Engagement Partner and City Operations Specialist door knocked the surrounding properties speaking to 16 households. Those who weren't home were left a 'calling card' containing information about the onsite activity and how to contact Council.

Workshop with Women's English Conversation Group

Council's Community Engagement Partner met with the Women's English Conversation group who all spoke Nepalese, through the Elizabeth Vale School, to discuss the reserve upgrade and what they would like to see included for their families. Council reached out to this group given the high proportion of Nepalese speaking community members in Elizabeth Vale in comparison to the rest of City of Playford.

Feedback found it was important to have play equipment that appealed to a range of ages so they could take the whole family to the reserve. They also like to meet with others, so seating and shelter would be ideal. It was a positively received session; the group asked many questions about Council and appreciated the opportunity to work through the feedback form together particularly as English is a second language.

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Council's Community Engagement Partner with the Women's English Conversation Group

4.4 Engagement Results

Overall, we heard:

- 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.
- 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.
- Toilets and drinking fountains should be included.
- Equipment needs to be robust as it would likely be vandalised.
- Many didn't know that there was another park upgrade not that far away on Mofflin Road, so there is a need for better advertising of what's in the area.

Please note: similar findings were apparent in the community engagement on Virgo Street Reserve, Elizabeth South.

Reserve features the community selected

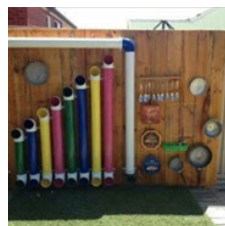
Participants voted for a combination of various sized play equipment and nature play items. Many responded with many similar preferences.

The most popular, voted for by more than 40%, was the **Basket swing**.

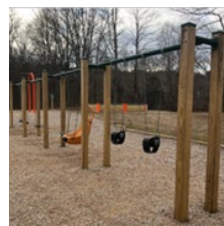
Just over two thirds voted for: **sensory zone, large swing, nature play and animal sculptures.**



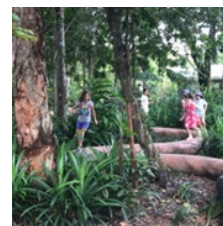
Basket Swing



Sensory Zone



Large Swing



Nature Play



Animal Sculptures

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Order of preference	Item	Points	% of people who voted
1	Basket Swing	2 points	42%
2	Sensory Zone	1 point	36%
3	Large Swing	4 points	33%
4	Nature Play	4 points	32%
5	Animal Sculptures	1 point	32%
6	Spinner	2 points	30%
7	Multi-play Equipment	6 points	29%
8	Stepping stones	2 points	26%
9	Exercise Equipment	4 points	25%
10	Generation Swing	2 points	24%
11	Unique feature	2 points	21%
12	Native Bee Hotel	1 point	21%
13	Climbing Poles	2 points	18%
14	Slide	2 points	13%
15	Outdoor Ping Pong	3 points	11%
16	Mini Stage	3 points	5%

5. What we will do

Feedback across all platforms will now be used to inform the concept plan for the Barrow Crescent 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.

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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
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. Barrow Crescent Reserve will be upgraded to a 'local park' serving households primarily within 300m radius and therefore toilets are not included.
Increased visitor parking along Barrow Crescent will impact residents being able to reverse vehicle trailers out of property	The reserve will serve as a 'local park/reserve' for households within a 300m radius and primarily for the local community within walking distance. There are currently no parking restrictions around the reserve. Once the park upgrade is operational, Council will assess if any parking controls are necessary.
Drinking fountains	Council's Open Space Guidelines 2018 do not recommend drink fountains 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 | Barrow Crescent Reserve, Elizabeth Vale 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

Barrow Crescent Reserve, Elizabeth Vale Upgrade

Project Overview



We are excited Barrow Crescent Reserve has been selected for an upgrade, but we need our Elizabeth Vale community to help design it!

Background

Barrow Crescent is getting an upgrade!

We're asking our Elizabeth Vale 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, 1pm - 3pm** at Barrow Crescent Reserve.

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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Roxanne Withers
Community Engagement
Ph: 8256 0333
Email: connected@playford.sa.gov.au

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B. Information Flyer

CITY OF Playford

Barrow Crescent Reserve is getting an upgrade!

We're asking our Elizabeth Vale 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 Barrow Cres on 29 July or post your design back to us in the reply paid envelope (details next page).

Basket swing 2 points

Climbing poles 2 points

Stepping stones 2 points

Large swing 4 points

Mini stage 3 points

Play equipment 6 points

Native bee hotel 1 point

Nature play 4 points*

*Includes mature trees

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

*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 Barrow Crescent Reserve Saturday 29 July, 1pm – 3pm



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 Barrow Crescent Reserve
1pm – 3pm, 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: Barrow Crescent 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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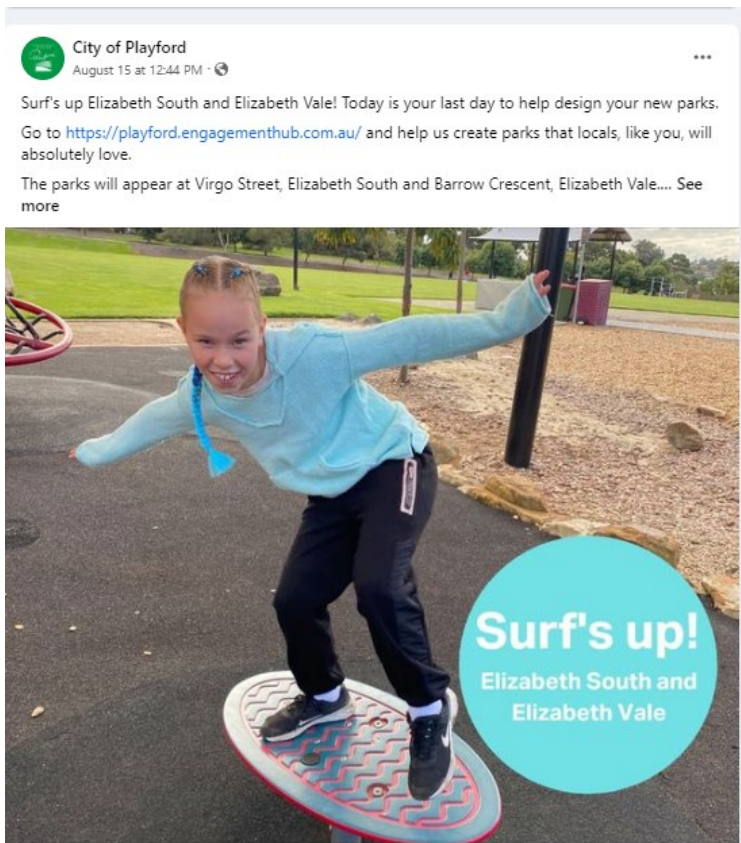
C. Social Media

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.



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



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D. Onsite Corflute Signage

CITY OF
Playford

Barrow Reserve Upgrade



We're planning an upgrade to this reserve and we want our Elizabeth Vale 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