

Lindfield Village Hub – Community Engagement Program (October 2018 – May 2019)

Engagement activities summary

Ku-ring-gai Council (Major Projects Unit) has engaged with the community over a six month period to involve the community in the Lindfield Village Hub proposal between September 2018 - April 2019. The engagement activities coincide with two key project milestones:

- 1) Release of the Lindfield Village Hub Master Plan (updated version 2) for community review and comment;
- 2) Expressions of Interest (EOI) released to potential development partners.

Direct community engagement included:

- Council events and festivals (Australia Day, Festival on the Green)
- Library drop-in sessions every Monday at Gordon library (12 weeks)
- Community video interviews in Lindfield (library and retail videos)
- Bus tours – Councillors and community members (two in total)
- Place audits at residential development and eat street locations (four locations)
- Community workshops (five community workshops, ranking three development scenarios)
- Youth Summit (20+ participants 16-25 age group)

Indirect community engagement included:

- Website - relaunch of project web pages (January 2019) including four new landing pages/four web content updates
- Online engagement - *Our Say* site, community engagement platform, (library and retail sites w/discussion forums and surveys)
- Newsletters:
 - Print 7,500 copies, 3 editions
 - Electronic 10,000+ subscribers, 7 editions
- Project email: 56 emails received.

Engagement techniques were designed to encourage direct engagement with community members in preferred locations and community meeting places e.g. the library at Gordon. Indirect engagement was designed to accommodate hard-to-reach demographics e.g. youth and young people (aged 18-25) via video interview and web-based materials e.g. e-newsletters and CALD communities (translated print newsletters distributed to preferred community locations).

Engagement Activities 2018 (tbc)

Activity	Date	Location	Participant Numbers	Outputs
E-Newsletters				
Activate Lindfield e-newsletter x 4	14 Sept, 2 Oct, 19 Oct, 26 Oct.	Via email distribution list	1,224 subscribers/issue	50-55% open rate (across 4 issues)
Ku-ring-gai e-newsletter x 3	13 Sept, 11 Oct,	Via email distribution list	9,855 subscribers/issue	134, 40 clicks per issues
Community Workshops (Precinct Consulting recruited by Micromex)		St Albans Church Hall, Lindfield		Key outputs: <ul style="list-style-type: none"> • Broad level of interest in the LVH project • Support for community facilities and library, along with open space and car parking. • Acknowledgement that cafes and dining would contribute to revitalising the Lindfield town centre • Development Scenario 2 enjoyed the most support 52% (strong support or support). • A high level of interest expressed on areas including detailed design of any future development, access, connectivity and traffic. • Justification for KMC's financial objectives and the need for the ongoing funding for operation and
Recruited workshop (x2) – participants randomly recruited and paid for attending	3/11/18		78 attendees	
Community reference group and invitee workshop	05/11/18		26 attendees	
General community (Public opt-in) workshops (x2)	08/11/18 12/11/18		11 attendees 17 attendees	

Activity	Date	Location	Participant Numbers	Outputs
Youth workshop	6 November	Gordon Library	17	<p>management received interest from across all groups.</p> <ul style="list-style-type: none"> • Recognised need to enliven Lindfield/North Shore. Events/outdoor fining more activity generally • Improved public transport and accessibility • New facilities must meet technology needs • Concern about too much height • A quality library is very important for study/work and socialising • More retail and food and drink options
Community Spaces Survey	Late August to early October 2018	Online Survey using Survey monkey	412	<p>Key outputs</p> <p>Most important activities in green open space and urban plaza were:</p> <ol style="list-style-type: none"> 1. Eating and drinking 2. Socialising 3. Relaxing

Online survey created to capture feedback about community spaces in the Community hub including library, community centre and open spaces.

Activity	Date	Location	Participant Numbers	Outputs
				<p>Most important features of libraries currently:</p> <ol style="list-style-type: none"> 1. Items to borrow 2. Study spaces 3. Accessing data <p>Most important area to be met by new community facilities:</p> <ol style="list-style-type: none"> 1. Health and Wellbeing 2. Cultural Activities 3. Clubs/community groups
Community Facilities workshop	October 2018	Gordon	30+	25 community narratives and preferences for community facilities
Website	Periodic updates between October and December	kmc.nsw.gov.au/LVH	Combined page views - 3,088 October 1 – December 31 2018	Average time on page 1:22
Information card/flyer - Mailshot to launch new phase of engagement	September	sent to all residents in Roseville Killara and Lindfield	13,500 addresses	

Engagement activities 2019

Activity	Date	Location	Participant Numbers	Outputs
E-Newsletters				
Lindfield e-newsletter x 4	Jan, Feb, March	Via email distribution list	1,224 subscribers/issue	52-55% of subscribers (across 4 issues) LVH most clicked on news item (80 clicks av. per issues)
Ku-ring-gai e-newsletter x 3		Via email distribution list	9,855 subscribers/issue	
Web page - refresh	January	kmc.nsw.gov.au/LVH	Combined page views: 4, 697 Jan1 – Apr 15, 2019	Av time on page 0.01:17 Highest rated page: <i>Our Vision</i> 7.26% of web page traffic
Update #1	Mid-January			
Update #2	February			
Update #3	March			
Update #4	April			
Project email	November 2018 – on-going	activatelindfield@kmc.nsw.gov.au	56 emails	Top 5 queries: <ol style="list-style-type: none"> 1. Financial model for LVH 2. Car parking 3. Height and density of LVH 4. Planned changes to the LEP 5. List of EOI tenderers

Activity	Date	Location	Participant Numbers	Outputs
Project static displays	January 29 – Dec 2019	Gordon library	63 people	23 comment cards 12 surveys 250+ newsletters distributed 15 registered for project updates/emails
Councillor Bus trip	February 9	Kia Ora Lane (Double Bay) Woollahra Library, Summer Hill Flour Mills	7 Councillors	13 place audits
Community bus trip	April 6	Kia Ora Lane (Double Bay) Woollahra Library, Summer Hill Flour Mills	32 community members	64 place audits
Community Surveys				
Community survey (Micromex)	Phase 1 7-9 February Phase 2 4&19 March	Randomised sample in Lindfield, Killara and Roseville Phase 1 N=613 Phase 2 = 403		Top findings: 1. 7 storeys 68% (support) 2. 'Somewhat important' for LVH to be self-funded 83% 3. Top 2 issues: More parking and more retail

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Newsletter				
Newsletter #1	February 3, 2019	Events, library displays, drop-ins	2,500	1,500+ distributed
Newsletter #2	March 20, 2019	Events, library displays, drop-ins	2,500	1,700+ distributed
CALD newsletter (Mandarin & Cantonese)		Dougherty Centre, Willoughby library, Gordon and Lindfield libraries	2,500	500 (both language versions) distributed
Project static display				
Drop-in community sessions				
Gordon library	Every Monday 4-6pm	Gordon	62 people	18 call –outs
Lindfield library	February 4 – April 29			23 comment cards
	Every Thursday 3-5pm	Lindfield		tbc
	May 6 – July 29			
Vox pops 3 minute community interviews x 2				
1) Retail	Published to <i>Our Say</i> site April 17, 2019		0 discussion forum comments	32 retail surveys completed

Activity	Date	Location	Participant Numbers	Outputs
2) Library	https://oursay.org/lvhllibrary Published to <i>Our Say</i> site March 19, 2019		100 views of questions and ideas site	9 votes, 3 comments
Events				
Australia Day	January 26	Pymble	48 people	13 surveys: Top 3 findings <ol style="list-style-type: none"> 1. Parks and playgrounds 66% 2. Libraries 61% 3. Community facilities 53% 19 call-outs
Festival on the Green	May 5	St Ives	N/A	
Place audits	4 site visits March 12 & 13	4 survey areas Lindfield Ave Pacific Highway	175 participants 45 participants 36% male/64% female 43 participants	100= top score across 50 place scoring criteria 67/100 PX score 58/100 PX score

Activity	Date	Location	Participant Numbers	Outputs
			47% male/53% female	
	6 April	Flour Mill Way	35 participants	60/100 PX score
			46% male/54% female	
		Kia-ora lane, Double Bay	46 participants	68/100 PX score
			46% Male/54% female	
				73/100 PX score
			11 participants (Councillors)	