



**CITY OF  
PARRAMATTA**

# **ARTHUR PHILLIP PARK MASTERPLAN- STAGE 1 CONCEPT PLAN**

Engagement Evaluation

Phase 4

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# 1. INTRODUCTION

The Arthur Phillip Park Master Plan was adopted by Council 26 July 2021. The renewed master plan for Arthur Phillip Park will provide a long-term future vision and statutory requirement to fund new district level recreational facilities and amenities. The master plan will be implemented across a number of stages.

The NSW Public Spaces Legacy Program (2021-22) has provided funding to upgrade of facilities at Arthur Phillip Park (Redbank Road, Northmead) to improve the below areas:

- New district playground (including inclusive accessible play, nature play space, half-court basketball)
- New picnic and BBQ areas, seating, water fountains, waste bins
- New pathway lighting (preferably solar), bike parking
- New landscaping and tree planting

Council developed a draft concept plan for Arthur Phillip Park to illustrate the proposed Stage 1 master plan improvements. The draft concept plan was developed using community feedback collected earlier this year (2021).

Community and key stakeholders were invited to review the proposed stage 1 improvements and provide feedback from 27 September 2021 to 22 October 2021.

This report provides an overview of the feedback received. Council will use this feedback to finalise the concept plan and progress the project to detailed documentation, tender procurement and construction.

The objectives of the consultation were to:

Engagement Level	Objectives
Inform	Communicate opportunity to provide feedback on proposal
Consult	Obtain feedback from the community and stakeholders on the proposal

Contributions could be provided through an online form hosted on Council's engagement portal, *Participate Parramatta*, email, or post.

## 2. PROJECT OVERVIEW

### 2.1. Previous engagement

Three phases of community consultation and engagement was used to develop the Arthur Phillip Park Master plan:

***Phase 1 – Community ideas and priorities (4 December 2020 to 4 February 2021)***

Council sought feedback to understand how the community values open space, its recreation and social priorities, and ideas to improve Arthur Phillip Park.

***Phase 2 – Co design park elements (19 April 2021 to 10 May 2021)***

Council sought further community feedback and design the new park upgrades

***Phase 3 – Public exhibition of the draft masterplan (31 May to 25 June 2021)***

Using community feedback from Phase 2 and 3. Council developed a draft masterplan to provide a future vision for the park. Council invited the community to review and prioritise key spaces in the park that support recreational and social wellbeing if upgraded in the short term.

### 2.2. Key themes used to inform Phase 4 community consultation

During the masterplan exhibition, five key themes were identified as important to the community:

1. The planting of more mature trees, beyond those that were already proposed in the draft Masterplan.
2. The importance of inclusive and accessible spaces and materials throughout the park.
3. The need for further consultation before beginning the regrading of sports fields.
4. The importance of updating and implementing the traffic study findings.
5. The inclusion of sport and recreational facilities for people of all ages.

The draft concept plan has incorporated and responded to the valuable feedback provided during the three rounds of Masterplan engagement.

To ensure the draft concept plan met community requirements: local residents, sporting groups and the wider community were invited to provide feedback from 27 September to 22 October 2021 (4 weeks).

It is important to note, that City of Parramatta Council was identified a LGA of concern during this period (from 28 July to 11 October 2021). Residents were permitted outdoor exercise within their 5km radius, with additional restrictions on movement and gatherings

To abide by the NSW COVID health orders, Council engaged the community via the online survey and interactive map hosted on City of Parramatta Engagement Platform, phone calls and or email and post. ([participate.cityofparramatta.nsw.gov.au/arthur-phillip-masterplan](https://participate.cityofparramatta.nsw.gov.au/arthur-phillip-masterplan))

Participants were asked to a series of key questions to assist Council to:

- prioritise areas of the park for upgrade
- understand when and how often the park was visited
- Increase disability parking spaces from 1 to 3.

This report describes the engagement methodology and key findings were used to finalise the concept plan.

# 3. ENGAGEMENT EVALUATION

The following section provides a snapshot of the communications and engagement channels used to promote the consultation (phase 4) to people who live, work, or visit the area.

Several methods and channels were used to reach the community and direct them to Council's online engagement portal *Participate Parramatta* to provide feedback. Overall, the opportunity to provide feedback was presented to an estimated **36,000+ persons** culminating in **32 formal contributions**.

## Resources

A poster was designed to support and promote the consult. See appendix for examples.

## Direct mail out

Flyers sent to residents who live within 3km from the park detailing the consultation and how to submit feedback. The printed collateral also included a QR code which was received a total of **140** scans.

## Social Media

A paid campaign across Facebook and Instagram, with an organic campaign across Facebook, Instagram, and Twitter. Overall, the social media combined campaign garnered a reach of **36,693** resulting in **1,286 clicks** to the project page.

Paid Advertisements	
Reach	36,033
Impressions	88,885
Link clicks	1,272
Engagements	1,435
Total spend	\$300

Organic Posts	
Reach	660
Impressions	688
Link clicks	14
Engagements	15

\*Impressions are only counted for Instagram and Twitter, this represents the number of times the content was viewed.

## Electronic Direct Emails (EDMs)

The following EDM's were sent to promote the consultation direct the community to provide feedback to the [participate.cityofparramatta.nsw.gov.au/arthur-phillip-masterplan](https://participate.cityofparramatta.nsw.gov.au/arthur-phillip-masterplan) webpage:

1. Participants who provided feedback during Phase 1,2 and 3 engagement received an Electronic Direct Mail (EDM)
2. Sporting groups who lease the sporting facilities at Arthur Phillip Park also received an Electronic Direct Mail (EDM)
3. Active Parramatta – Open Space and Recreation Electronic Direct Email (EDM) Spring 2021 Newsletter
4. Participate Parramatta October Newsletter

### ***Participate Parramatta***

The consultation was hosted on the Participate Parramatta engagement platform. Across the consultation period from Monday 27 September to Friday 22 October 2021, the project page was **viewed 1,823 times** by **1,400 visitors**, with **30 contributions** received.

Project Page Events	
Views	1,823
Visitors	1,400
Contributions	30

View the project page here:

[participate.cityofparramatta.nsw.gov.au/](https://participate.cityofparramatta.nsw.gov.au/)

The consultation was also noted on the Community Engagement page on the City of Parramatta website.

# 4. FEEDBACK DATA

Community members and stakeholders could provide formal feedback via:

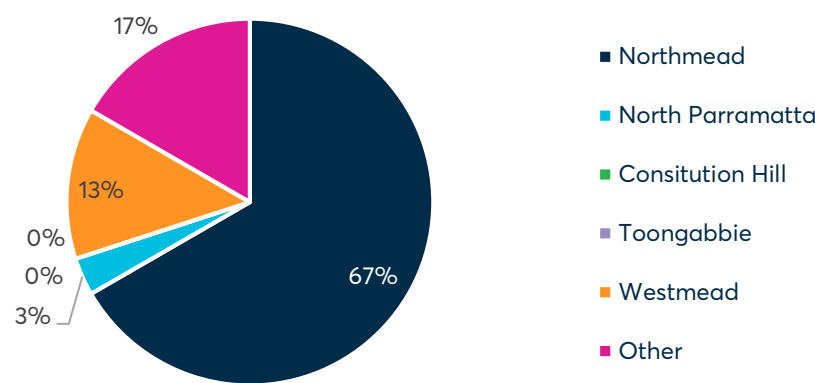
- Online submission form (30)
- Email (2)
- Post (0)

An overview and the findings from each of the feedback methods are detailed below.

## 4.1. Online Submission Findings

### Question 1

Respondents were asked to provide their suburb of residence.

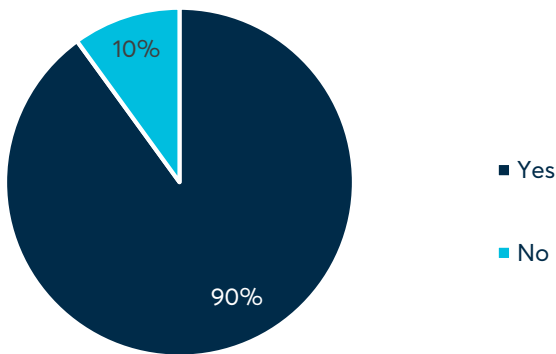


20 out of 30 respondents advised that they live in Northmead.

Response	Count	%
Northmead	20	66%
North Parramatta	1	4%
Westmead	4	13%
Constitution Hill	0	-
Toongabbie	0	-
Other	5	17%
Total:	30	100%

**Question 2 – Do you or your family visit the Arthur Phillip Park, Northmead?**

27 out of 30 respondents said 'Yes' to the question 'Do you or your family visit the Arthur Phillip Park, Northmead?'



Response	Count	%
Yes	27	90%
No	3	10%
Total:	30	100%

**Question 3 – What are the primary reasons that you and your family do not visit Arthur Phillip park in Northmead?**

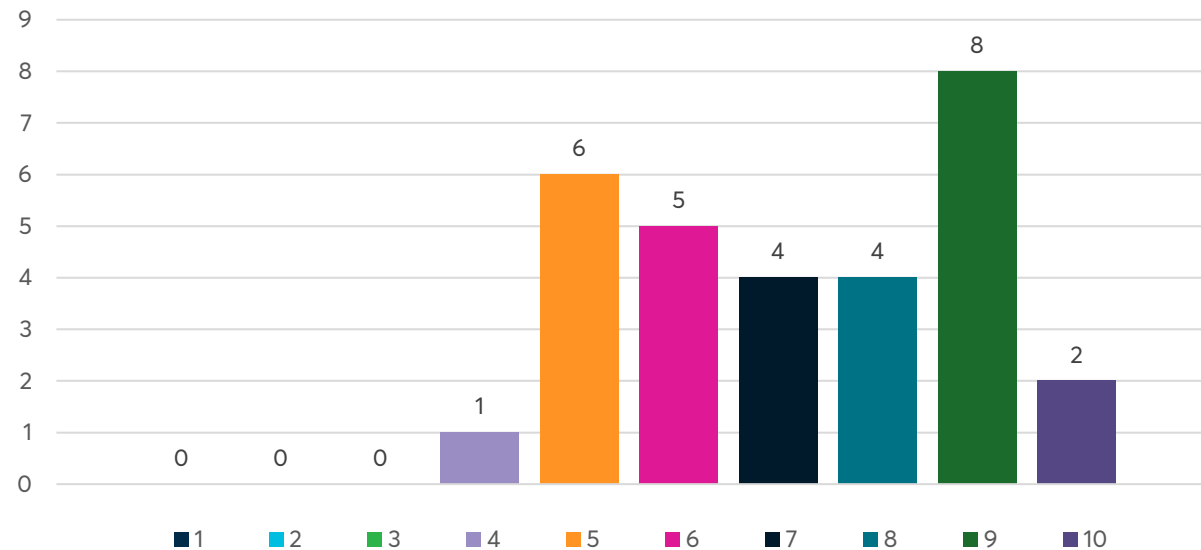
N = 3

Participants were asked to provide a reason why they did not visit Arthur Phillip Park. This was an optional response.

Primary reasons participants did not visit Arthur Phillip Park is provided below. Arthur Phillip Park does have an existing 1/2 basketball court, which the participant may have missed when reviewing the park plans.

**Question 4 - How likely would you recommend this park to your friends and colleagues?**

Respondents were asked to provide an answer on a scale of 1 to 10.



1 = not at all likely

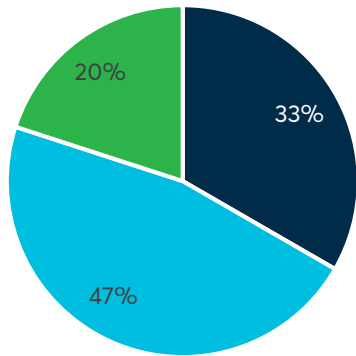
10 = Extremely likely

Count	Average	Median
30	7.2	7

A large proportion of participants would recommend Arthur Phillip Park in its existing condition to friends and colleagues, achieving an NPS score of 7.2.



**Question 5 - Did you provide feedback about Arthur Phillip Park previously this year (2021)?**



■ Yes ■ No ■ Unsure

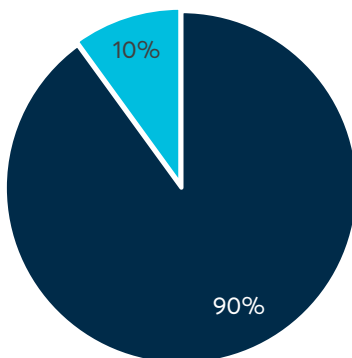
Response	Count	%
Yes	10	33%
Unsure	6	20%
No	14	47%
Total:	30	100%

**Proposed park improvements and draft concept plan**

Council proposed the below suggestions to improve Arthur Phillip Park as part of the Stage 1 masterplan implementation.

- A district playground with accessible and nature play activities
- Provision of more social spaces including more picnic facilities and seating
- Provision of park lighting to improve park visitation, particularly during the winter when the sun sets earlier.
- Improving the provision of fitness equipment
- Improving the park landscape and provision of shade.

**Question 6 - Do you support the proposed minor carpark improvements to increase parking spaces at Arthur Phillip Park?**



■ Yes ■ No

Response	Count	%
Yes	27	90%
No	3	10%
Total:	30	100%

**Question 7 – Why?**

N= 2

Respondents advised the reason why they did not support the minor carpark improvements was because:

- loss of parking

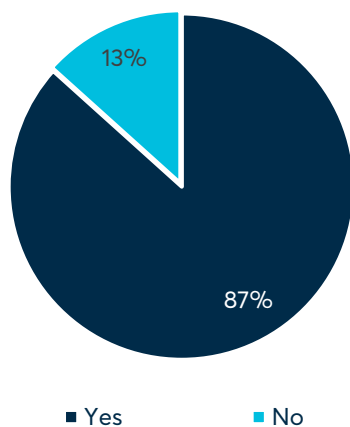
- bollards stop the trucks parking there
- Suggestion to move accessible/disabled parking to the other end

**Question 8 - Currently, there is only 1 disability parking space at Arthur Phillip Park. Do you support carpark improvements to increase the number of disability parking spaces to a total of 3 disability parking spaces?**

Currently, Arthur Phillip Park has one disability parking space. A new district playground with accessible play activities is proposed as part of the Stage 1 masterplan improvements for the park.

To improve access to the district playground, Council sought community feedback to increase the number of disability parking spaces from one to three by proposing the below amendments:

1. Converting 2 new disability car parking spaces from the existing 3 x 2hr parking spaces nearest to the playground entrance.
2. Construction of accessibility ramps, signage and pathways to improve access to the playground.
3. Reinstating 3 x 2hr parking spaces further west along Park Street.



Response	Count	%
Yes	26	86%
No	4	14%
<b>Total:</b>	<b>30</b>	<b>100%</b>

**Question 9 – Why?**

N = 4

Respondents advised the reason why they did not support the minor carpark improvements was because:

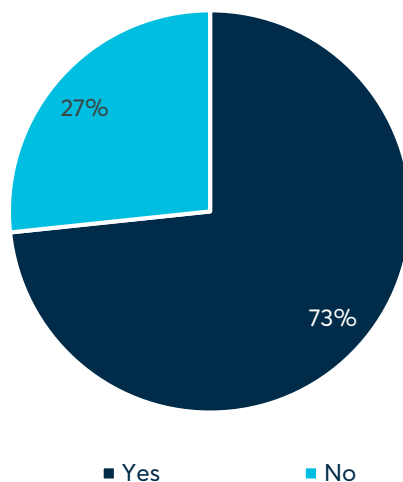
- Disabled parking is often free
- Loss of parking
- Plenty of unmarked parking

**Question 10 - Please rank the following in order of your preference for a new upgrade that you would support in this park.**

Element	Score
New play equipment	4.40
Additional shading and seating	4.20
Pathway lighting	3.60
New picnic and BBQ facility	3.43
New fitness stations	2.93
Half basketball court	2.43

Participants preferred to see improvements to the playground, more shade and new picnic areas, BBQs and seating prioritised at Arthur Phillip Park.

**Question 11 - Does the draft concept plan cater to your requirements?**



Response	Count	%
Yes	22	73%
No	8	27%
Total:	30	100%

**Question 12 – why?**

N = 7

For those who responded 'no' to question 11 (above), provided the below explanation:

- No basketball court/flat surface
- Reduces area to walk dogs
- Reduction of picnic shelters
- Not enough shade
- Need separate jogging and cycling tracks
- Not enough seating

***It is important to note*** that 6/8 participants who responded with 'no' provided explanations that were identified in the concept plan.

For example, one participant advised that the draft plant did NOT cater to their requirements because there was not basketball court, however the draft concept plan does include a basketball court.

This could be attributed to a few reasons namely, the participant may not have visited Arthur Phillip Park or miss-read the concept plan and proposed improvements. A half-court basketball court does

exist at Arthur Phillip Park. Council will be repositioning the court to improve its functionality and reduce incidents of stray balls impacting visitors using the public bathrooms.

In addition to the above:

- Council has no plans to reduce the width of the existing pathway. Proposed improvements will not impede dog walking activities at the park. The addition of pathway lights will extend the pathway use, particularly in the winter season when the sun sets earlier.
- Council is not reducing the number of picnic shelters or seating in the proposed concept plan. Apart from one picnic shelter which will be relocated to another part of the park the existing picnic shelters will remain. New additional seating and a larger picnic shelter are provided in the proposed improvements to support public gatherings and social activities.
- Council is proposing further mature tree planting as part of the proposed park improvements to increase shade and enhance the existing park landscape.

To ensure data integrity, Council has normalised the original data set and removed non-conformances. Once corrected, the number of participants who support the concept plan was 92% as described below.

Response	Count	%
Yes	24	92%
No	2	8%
Total:	26	100%

**Question 13 - Do you have any further suggestions for upgrades to the park that could be considered in the future?**

N = 21

The key themes were:

- Water stations/water play
- Suggestions for play equipment elements
- Signage and line painting on footpaths
- More shade/trees
- Perimeter wall/fence
- Upgrade toilet amenities

#### 4.2. Email Submissions

2 email submissions of feedback were received by the Place Services Team directly.

## 5. KEY FINDINGS

Phase 4 consultation results confirm that the community are supportive of the suggested improvements to the park. The community were enthusiastic to see improvements to this much loved park. The general sentiment towards the consultation process was very supportive with many participants welcoming the proposed improvements to the park.

Participant feedback	Council response
A small number of participants misread the draft concept plan and suggested improvements which were already identified for improvement. An overview of the shared suggestions and Councils response relating to the draft concept plan is provided below. Participant feedback	Apart from one existing picnic shelter, the remaining three picnic shelters will remain. The fourth picnic shelter nearest to the carpark will be relocated to another area of the park to make way for accessible picnic tables.
There looks to be nothing wrong with the current picnic shelters and 2 BBQ stations. It seems so wasteful and unsustainable for council to remove these	Council is not demolishing the existing half-court basketball. In the new design the basketball court will be repositioned to limit the number of stray balls from impacting visitors using the public bathrooms.
I question on a sustainable level the need to demolish and change the existing well used concrete half basketball court to one on a slightly different angle.	Council is proposing pedestrian safety fencing for the playground boundary facing Redbank Road and Park Street. The remainder of the playground will remain opens to the sports field to enable participants to move across the park freely.
I don't understand why you need to fence off the play area	The large eucalypt trees that are characteristic of Arthur Phillip Park will remain. A small number of Casuarina trees will be removed to make way for the new district playground. More trees are proposed for planting around pathway to improve canopy coverage and shade. A bucket swing and conventional swing is proposed for the new district playground.
There doesn't appear to be enough shade for the playground, nor seating inside the play area. The playground also doesn't have a swing.	Drinking fountains are included in the proposed park improvements.
Access to drinking water	Solar park lights are proposed along the pathway bordered by the carpark to improve park activity and security.
Car parking should have proper light all time. Have noticed some dubious activities in dark.	

## 6. RECOMMENDATIONS

Careful consideration should be given to all the feedback (including the appendices) and views presented in this report before a decision is made.

**A summary of findings should also be reported back to the community (when appropriate but in a timely manner), highlighting how community feedback has influenced the project. The final decision and reasons why should be made public and reported back to those who provided feedback.**

These recommendations are in line with Council's engagement principles and commitments outlined in the Community Engagement Strategy and Community and Stakeholder Engagement Policy.

*"We make our decisions in an open and transparent way and provide feedback to our stakeholders in order to explain our decisions and let them know how their input has been considered".*

### Next steps

The findings from phase 4 community consultation (27 September to 22 October 2021) are consistent with feedback collected from the initial 3 phases of community consultation that informed the development of the Arthur Phillip Park Masterplan.

Across early 2022, Council will complete detailed design and the due diligence requirements such as site investigations: site survey, arboriculture (tree) assessment, geotechnical (soil) assessment to inform project documentation. Environmental and Parramatta Traffic Committee approvals will be sought as part of this process.

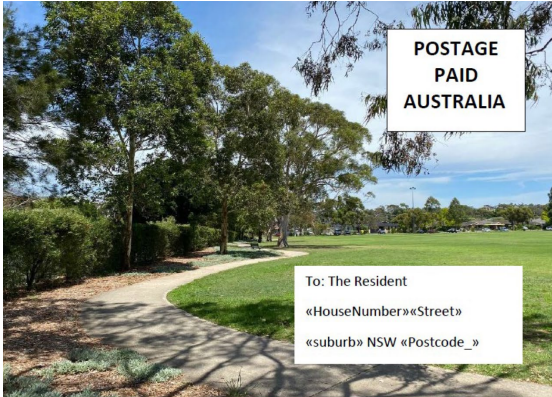
Construction is anticipated to commence mid-2022, with estimated stage 1 masterplan completion late 2022.



# 7. APPENDIX

## 7.1. Promotional collateral created

### Stage 4 promotional flyer





City of Parramatta Council has received funding from the NSW Public Spaces Legacy Program to commence planning and design to improve to the below areas at Arthur Phillip Park, Northmead.


- New district playground (including inclusive accessible play, nature play space, 1/2 court basketball)
- New picnic and BBQ areas, seating, water fountains, waste bins
- New pathway lighting, bike parking
- New landscaping and tree planting

The proposed improvements will form part of the implementation of the Arthur Phillip Park Masterplan (Stage 1). Consultation period closes 22 October 2021.

Priority funded by

Scan the QR code to review the draft concept plan and provide your feedback.



SCAN ME

### Signage (onsite)

## HAVE YOUR SAY

### Draft Arthur Phillip Concept Plan

The NSW Public Spaces Legacy Program has provided funding to commence planning and design for the upgrade of park facilities at Arthur Phillip Park. Scan the QR code to provide your feedback. Consultation concludes 22 October 2021



SCAN ME



For more information  
Phone: 1300 617 058  
Email: [placeservices@cityofparramattanew.gov.au](mailto:placeservices@cityofparramattanew.gov.au)

Priority funded by




## HAVE YOUR SAY

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Priority funded by




## Active Parramatta EDM article



### Spring into Spring!

Welcome to the season of Spring with City of Parramatta! September is already proving to be an exciting month with registrations opening soon for the Term 4 Fitness Program. The selection is sure to suit a wide range of health goals! Register into a School Holiday Program, view masterplans of future upgrades to local parks, book one of our many tennis facilities and support your health and wellbeing during COVID-19 through a variety of available services!

#### WHAT'S HAPPENING AROUND THE CITY

## Active Parramatta Social media post example



### Arthur Phillip Park Masterplan

The masterplan considers the important roles that the park plays to provide a better park experience for all.

Thank you to those who provided the 538 responses across 3 rounds of community consultation.

## Social media advert on City of Parramatta Facebook



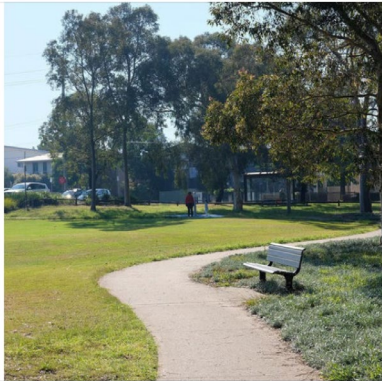


City of Parramatta

6 October at 11:24 · 🌐

...

We want to hear from you on the draft concept plans for Arthur Phillip Park. View the concept plans and have your say by October 22.



[PARTICIPATE.CITYOFPARRAMATTA.NSW.GOV.AU](https://participate.cityofparramatta.nsw.gov.au)

#### Arthur Phillip Park Master Plan

Arthur Phillip Park Master Plan was adopted by Council on the 26 July 2021. Learn ...

[Learn More](#)