



Arthur Phillip Park Masterplan
Phase 2 Community Engagement Report
QR Trail Snapshot

5 May 2021

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All care has been taken to prepare this
report for Parramatta City Council.

If you have any queries regarding this
report please get in touch:

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How we engaged

JOC Consulting worked with the Council project team to develop a place specific engagement method, that enabled park users and community members to envisage the activities, spaces, materials and features that may be appropriate for Arthur Phillip Park.

The QR Trail was chosen as a targeted engagement method as it brought the engagement to the park users, who may otherwise have not provided feedback through the Council Have Your Say Page. Furthermore, the in-place engagement method enables participants to acknowledge the limitations that exist within Arthur Phillip Park, and select features/materials that are appropriate for the existing surroundings.

Five QR Codes were placed around Arthur Phillip Park for a four-week period (including 2 weeks of school holidays), with each code linking to a unique, highly-visual, 2-minute survey that captured feedback on a number of community priorities that were identified in the Phase 1 engagement.

The surveys were promoted through bright coloured billboards that encouraged park users to “tell us” how they would like to Play, Gather, Be Active or Walk in the park, as well as through Council's social media platforms and Have Your Say page. An online version of the activity was provided for those community members who were unable to partake in the park QR Trail.

CITY OF PARRAMATTA

HOW DO YOU **MEET AND RELAX** IN ARTHUR PHILLIP PARK?

We heard that meeting with friends and family was important in the first round of engagement. As part of round 2, **we need your help** to improve this special feature in the renewed masterplan.

SCAN THE QR CODE AND TELL US HOW WE CAN IMPROVE THE SOCIAL GATHERING SPACES! IT ONLY TAKES TWO MINUTES!

FOR MORE INFORMATION
Visit: participate.cityofparramatta.nsw.gov.au/arthur-phillip-masterplan
Phone: 9806 5050
Email: placeservices@cityofparramatta.nsw.gov.au

CITY OF PARRAMATTA

WHAT NEW **ACTIVITIES** ARE NEEDED AT ARTHUR PHILLIP PARK?

We heard that a variety of activities was important in the first round of engagement. As part of round 2, **we need your help** to improve this special feature in the renewed masterplan.

SCAN THE QR CODE AND TELL US WHAT NEW ACTIVITIES ARE NEEDED! IT ONLY TAKES TWO MINUTES!

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What we heard in Phase 1

The first phase of engagement provided the community with opportunities to provide inspiration for the revision of the Arthur Phillip Park Masterplan, and aimed to capture an understanding of existing community sentiment and desires for open spaces within the local area.

273

Online and Onsite Surveys

The feedback captured from 273 community members during phase 1, highlighted a number of key priorities for the future Arthur Phillip Park:

The community highly values the facilities at Arthur Phillip Park and would like to see many improvements that will strengthen its role as a multi-purpose park for the local neighbourhood and wider district. JOC Consulting has prepared the following community priorities based on phase 1 engagement data:



Increase shade trees in strategic locations around the edges of the park



Expand the walking/cycling loop for more users, including passing and connection points

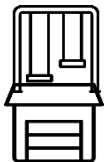


Improve lighting, especially along the walking/cycling path for safety and increased use



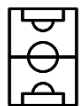
Introduce rest stops, informal seating and meeting areas for socialising

Introduce new water play and facilities for all ages and abilities



Introduce additional play equipment for a wider range of ages and abilities

Upgrade amenities to meet contemporary needs for a wider range of people



Regrade the playing field to the lower level with seating for meeting and spectating



Maintain parking and identify opportunities for improved active transport connections



Investigate opportunities for cricket nets and a complimentary café/food use in the park in the longer term

These priorities served as a basis for the phase 2 consultation QR Code Trail.

What we heard in Phase 2

The following design insights were collected through phase 2 engagement:

Participants want -

A colourful, exciting play space

- Participants favoured use of bold colours
- A play space defined by exciting play equipment/features
- Co-locating play spaces and park furniture, in order to provide parents and carers opportunities for respite whilst supervising children

Increasing the user hours of the walking track

- Adequate lighting to extend the user hours after dark
- Accompanying rest spots and water coolers

Places for household gatherings

- Majority of participants wished to come together in groups of less than 5 people
- Parent/Child was the most common dynamic by far
- Picnic and barbecue areas were the most desired feature to encourage socialising

An active space

- When nominating features for the park, participants overwhelmingly nominated opportunities for them to be active (which gym equipment being the number 1 recommendation from the entire QR trail)

An Inclusive space

- Whether it be play spaces, walking paths, gym equipment or park furniture, the community wish to see spaces and features that are designed for people of all ages and abilities

The following pages collate feedback on specific design features and activities.

Feedback on play elements

An exciting play space

Overall, survey participants wished to see an exciting play space that utilised colour and encouraged users to get active. When asked how they want to play in Arthur Phillip Park, 38% of participants nominated “Climbing” as a the most desirable activity, and nominated the image that included land formations for playing on. The second most desirable activity, nominated by 33%, was to “Rock, spin and swing”, accompanied by images of brightly coloured, highly physical play equipment. It should be noted that only 20% of participants chose the Nature inspired play image, preferring those images that depicted significant pieces of play equipment.

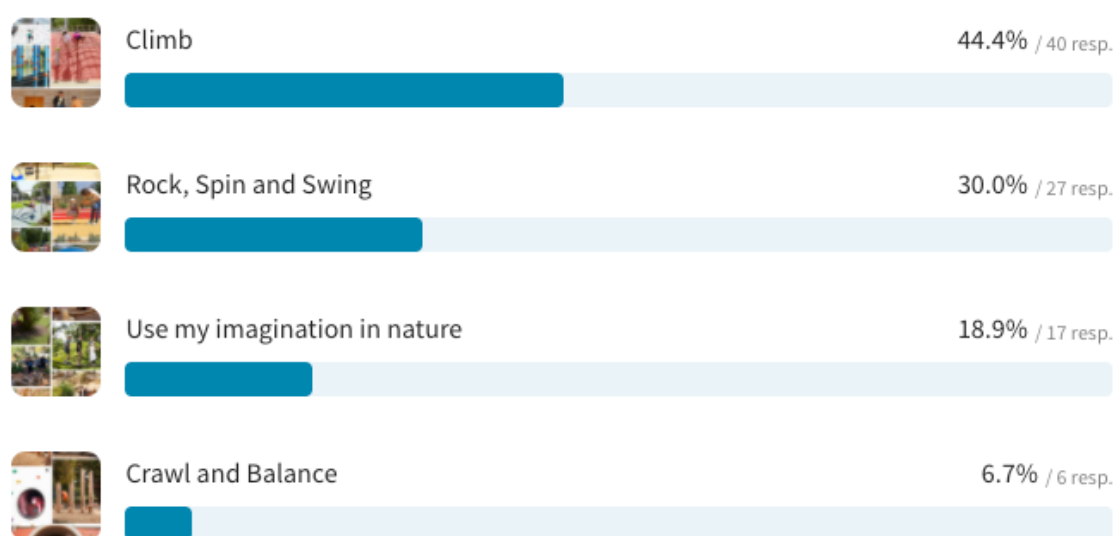


Figure 1: QR Trail: Which best illustrates how you want to play in Arthur Phillip Park?

A space for all

When looking more broadly at the play space, the engagement uncovered the importance of creating an inclusive play space, that encouraged people of all ages to get involved or simply enjoy the space. A play space that “*encourages people of all ages to get involved*” was the most important element that participants wanted to see included in/alongside the play space, closely followed by ensuring that the space be “*located alongside spaces for carers to relax whilst other plays*”

Feedback on activities and features

An active space

Congruent with the community's preferences for play spaces, survey participants wished to see park features that enabled people of all ages to get active. When asked to nominate activities or features that they would like to see in the park; *Fitness Equipment* was the number 1 selection, nominated by 66% of participants (making it the most commonly nominated features in the entire QR trail). The theme of activity was further reiterated in the second and third most common recommendations; *Nature Play* (55%) and *Basketball* (45%). It should be noted that the basketball court image that was used for the engagement only depicted a quarter size court, but did emphasise the inclusion of seating and social spaces immediately adjacent to the court.

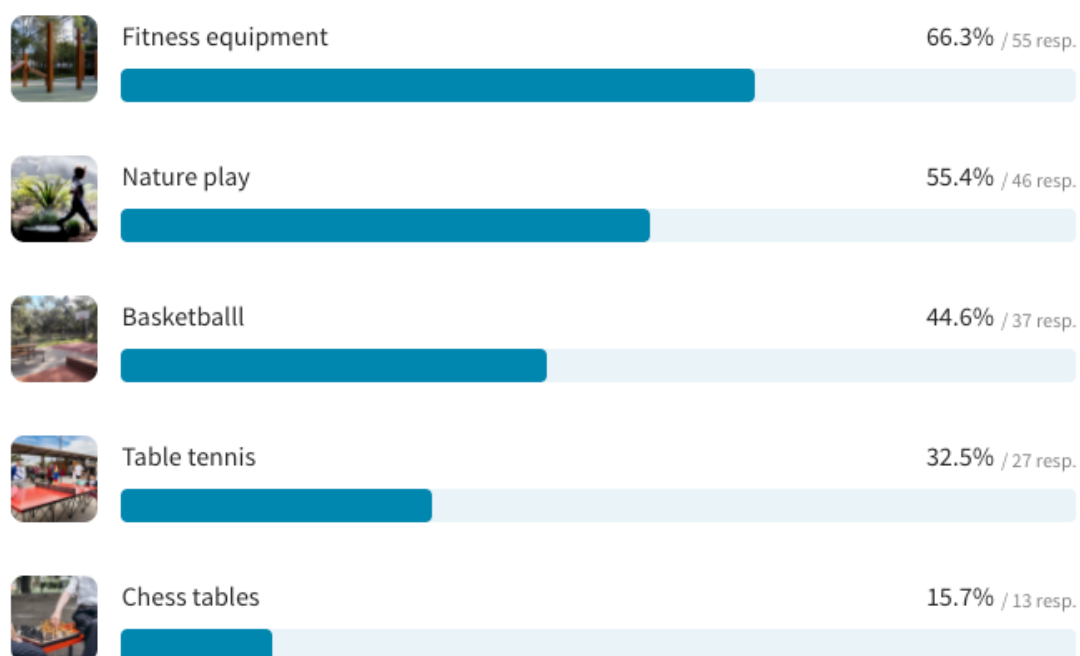


Figure 2: QR Trail: Which of the below activities would you like to see in the park?

Encouraging people of all ages

When asked to provide further comment on their nominated activities for Arthur Phillip Park, participants reiterated the importance of creating an inclusive park. The need to provide exercise equipment and/or facilities that encouraged people to get activities for people of all ages, was the number 1 comment captured in this question, with teenagers and older people being the most commonly nominated groups that needed to be considered.

Feedback on gathering spaces

A place for small gatherings

When asked to consider how they would like to socialise in Arthur Phillip Park, engagement participants nominated a wide variety of features that they would like to see. While there was limited discrepancy between the votes for each type of park furniture, it was barbecue facilities and picnic tables that were the most commonly selected imaged, closely followed by seating that was adjacent to play spaces (a desire previously noted in the *Play* section of the QR Trail results).

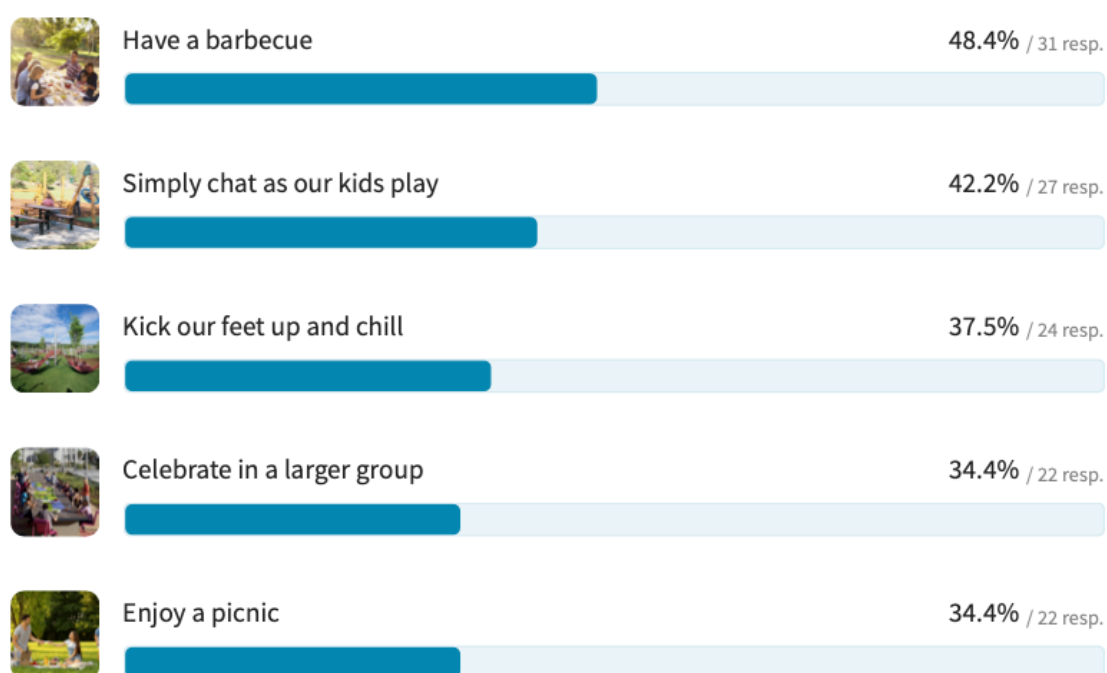
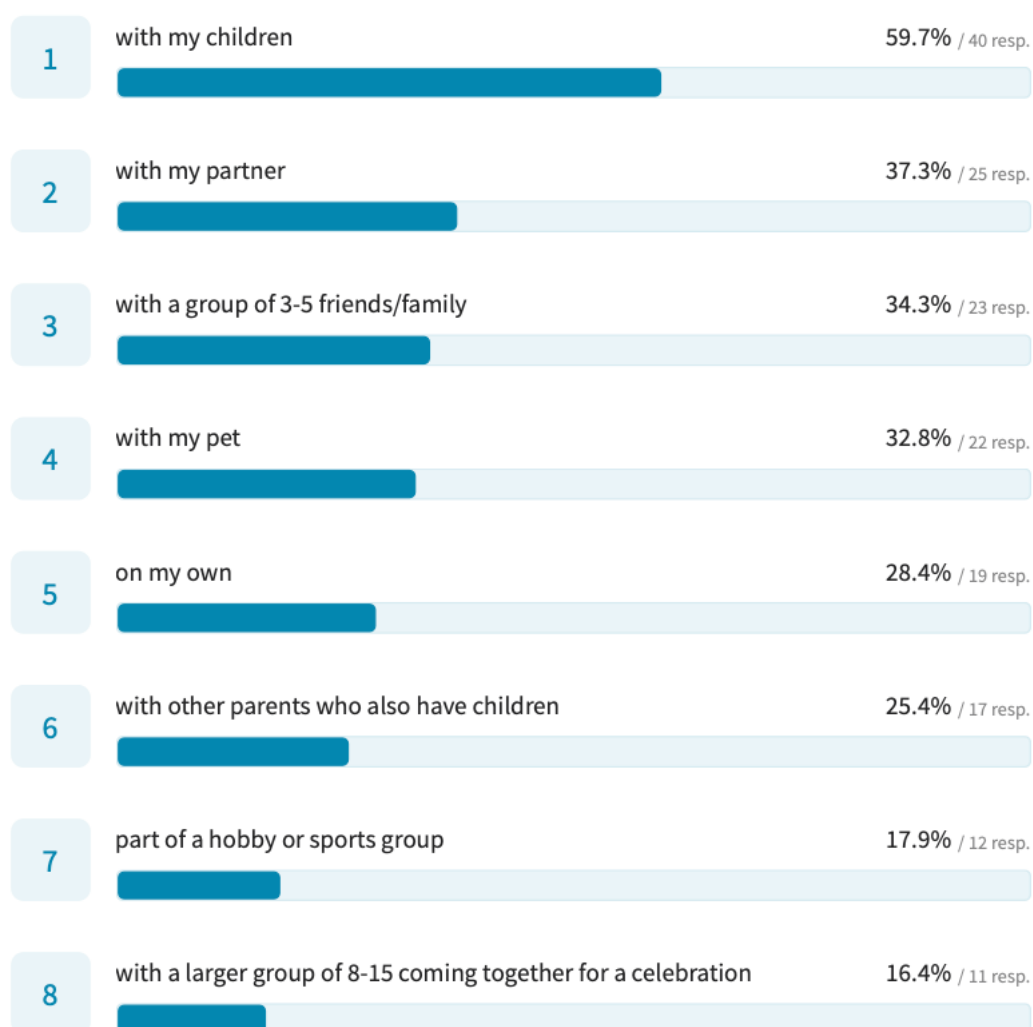


Figure 3 QR Trail: Which of the below best illustrates how you would like to meet and relax in the park?

Furthermore, when participants were asked to nominate other parks that play an important role in bringing them together with family and friends, it was those parks that have suitable picnic/barbecue facilities that were most commonly nominated. While no one particular park was singled out, the inclusion of these two features was the number one reason that participants nominated each space.

When participants were asked to consider how they currently use parks in the area, and who they do it with, it was groups of less than 5 that were the most common response. Over 76% of all votes cast for this question were participants who attended parks in groups of less than 5 people, with a parent-child dynamic being the most common response by far.

When I visit the park, I am usually....



Feedback on the walking loop

Extending the hours of use

Phase 1 engagement participants highlighted that the Arthur Phillip Park walking loop was an important feature of the park, that needed to be maintained and enhanced in the revised Masterplan. In response to this feedback, the QR Trail activity aimed to better understand what is was about the loop that the community wished to see improved.

When asked what would best improve the walking look, engagement participants overwhelming nominated upgrades that would enabled them to stay/use the loop for longer in a day. Adequate pathway lighting was the top response captured (63%), and a sentiment that aligns with feedback that was captured during the phase 1 engagement, wherein community members highlighted that the park needed more lighting in order to feel safe to use after sundown.

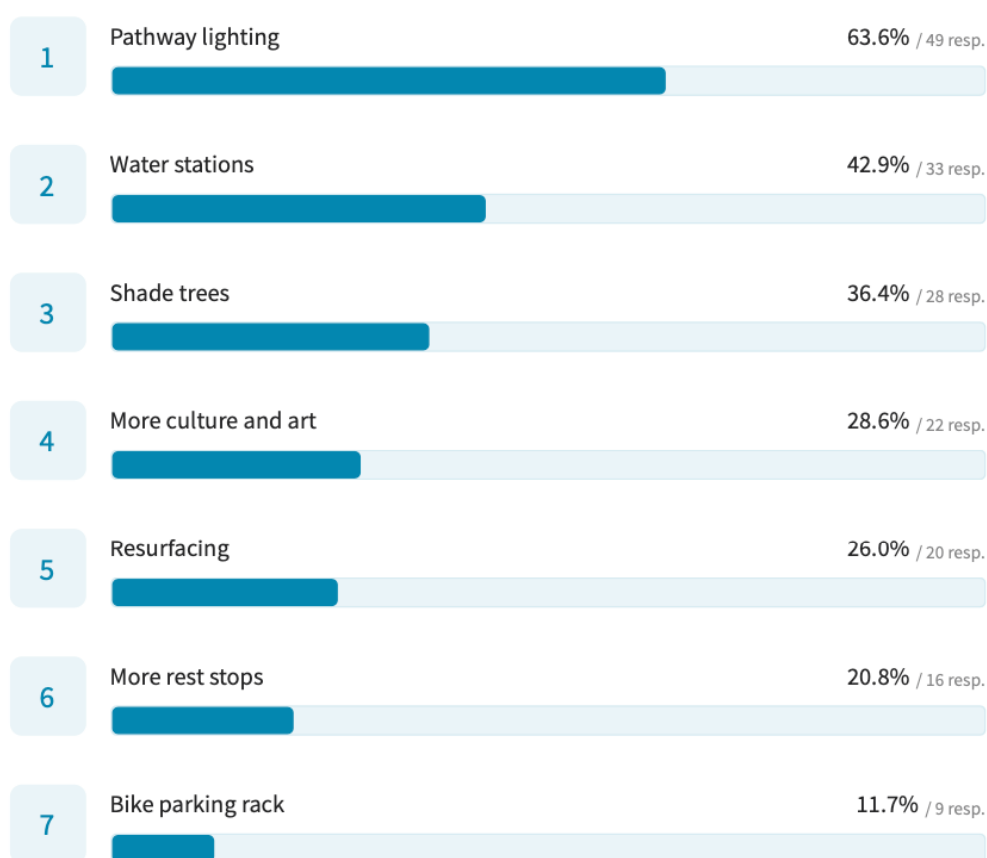


Figure 4 QR Trail: What would most improve the walking loop?

Second to lighting, was the inclusion of water stations (43%) and shade trees (36%), both of which engagement participants acknowledged would enable them to use the park for longer, or take respite during a walk.

Where to from here

The feedback and insights captured from the QR Trail engagement will be used by the Council project team and landscape architects to develop a draft Concept Masterplan.

The draft Concept Masterplan will be placed on public exhibition in June 2021, wherein Council will demonstrate how community input has helped shaped the future plans for Arthur Phillip Park, and ask for feedback on the proposed key features of the park.

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