



Consultation Workshops 03

Community Workshops

Introduction

The community workshops will potentially be a range of interactions based on the communication strategy defined in the stakeholder workshops. The workshops need to be engaging, creative and appeal to a broad demographic of the surrounding community.

The ultimate success of a new town or village centre is all going to boil down to the future residents. They will either embrace the new place or simply tolerate their local town centre. If we are aiming to create a place that people are proud of then it is crucial that we involve them in the process of creating a new place.

The difficulty with this form of consultation in growth areas is that in the very early stages of a development, there may be no residents to consult with. However, there are very often situations where adjacent existing neighbourhoods could be consulted, especially given the statistics that show up to 50% of new residents will originate within a 5–10km radius of the new development. Also, the delivery of the town centre is often occurring several years after the first housing subdivisions have been established, so there will in fact be an existing community in place that can act as representatives for the future residents that are still to come.

Alternatively, there is an apparently untapped opportunity for developers to integrate and thereby simultaneously enhance their marketing, sales and planning activities, by inviting potential residents to participate in consultation sessions in return for genuine pre-sales opportunities, building a network of potential buyers who are actively involved in the process of creating their new neighbourhood.

Desired outcomes

- Create the opportunity for residents to help ‘build’ their community
- Create a greater sense of ownership and pride of place
- Capture unique ideas and stories
- Improve social connections within the community via the consultation process
- Form the basis of the future ‘Place Committee’
- Positive brand association for the developer

Who

In addition to the core team, a broad cross section of the community.

Steps

1. Understand the community needs
2. Explore potential ideas and opportunities based on creative engagement and consultation
3. Create a feedback loop / process to provide authentic engagement
4. Establish a process of on-going communication to capture the complete outcomes / requirements / challenges of the various stakeholders through the Realise and Activate phases of the development
5. Define final project vision and SMART targets



Worksheet 05 - Project Targets
Worksheet 07 - Social Inclusion
Worksheet 09 - Communication Strategy