



Engagement Plan

Project name	Gleadell Street and Griffiths Street Streetscape Upgrades
Timing	March to April 2020
Level of engagement	Consult / Involve

Overview

Purpose of engagement

- The purpose of this engagement is to understand the community's aspirations, preferences and priorities in relation to potential streetscape upgrades to Gleadell Street and Griffiths Street in Richmond.

Project background

- The engagement builds on the work undertaken on the Bridge Road Streetscape Masterplan in 2017.
- The Streetscape Masterplan provides a long-term strategic vision for Bridge Road's public spaces. This includes enhancing the streetscape on both Gleadell and Griffiths streets.

Project timelines

- Tuesday 17 March 2020 – Council Meeting
- March to April – Stage 2 open for engagement
- April 2020 – share engagement results and next steps
- Mid-2020 – develop draft Concept Design
- Mid-to-late 2020 – Stage 3 open for engagement
- Late-2020 – detailed design and tender documentation prepared
- Pending 2021/22 Council Budget and planning processes – out for tender and construction

Engagement objectives

- Communications are effective and encourage engagement with residents, businesses, community organisations and service providers, and other stakeholders identified as interested, or impacted by changes to Gleadell Street and Griffiths Street.
- Engagement methods allow participants to identify challenges, opportunities and priorities and aspirations for Gleadell Street and Griffiths Street.
- Participants understand how their input will inform a draft Concept Design for Gleadell Street and Griffiths Street.
- Participants are informed of the project scope and negotiables and non-negotiables for the project.
- Participants are aware of the project stages and timelines and are kept informed of next steps.
- Participants are informed at all stages of how their input has influenced future streetscape planning of Gleadell Street and Griffiths Street.

Stakeholder analysis

Stakeholder	Potential interests and motivations	How we'll engage with you
1000 Blessings	<ul style="list-style-type: none"> • Car parking • Activations / events / markets 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey
Australia Post	<ul style="list-style-type: none"> • Car parking • Bike parking 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email
Barbeques Galore	<ul style="list-style-type: none"> • General amenity 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey
Bridge Church	<ul style="list-style-type: none"> • Footpath trading • Car parking • Pedestrian amenity 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey
Bridge Road Traders Association (BRTA)	<ul style="list-style-type: none"> • General amenity • Footpath trading • Pedestrian amenity 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey

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Stakeholder	Potential interests and motivations	How we'll engage with you
Yarra's CALD communities	<ul style="list-style-type: none"> • Various 	<ul style="list-style-type: none"> • Translated materials will be readily available on request • Via Council's advisory committees • Email / direct engagement with relevant community groups and organisations
Gleadell Street Market operators and visitors	<ul style="list-style-type: none"> • Events / activations • Market operation • Landscaping • Pedestrian amenity 	<ul style="list-style-type: none"> • In-person pop-up opportunity • Email • Direct engagement
Jaques Body Corporate	<ul style="list-style-type: none"> • Public realm / landscaping • Car parking for servicing • Pedestrian amenity 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey
Jaques Businesses	<ul style="list-style-type: none"> • General amenity 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey
Leo Berry's Gym	<ul style="list-style-type: none"> • Bike parking 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey
Let's Enhance Gleadell Street (LEGS)	<ul style="list-style-type: none"> • Strong interest in advocacy for upgrades • Has a joint project with University of Melbourne to develop 'concepts' for Gleadell Street • Public realm / landscaping • Car parking 	<ul style="list-style-type: none"> • Direct engagement • Email • Online survey
Lynall Hall School	<ul style="list-style-type: none"> • Landscaping • Car parking • Pedestrian amenity 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey
NAB	<ul style="list-style-type: none"> • Bike parking 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement

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Stakeholder	Potential interests and motivations	How we'll engage with you
		<ul style="list-style-type: none"> • Email • Online survey
Relevant Yarra Council interest groups and advisory committees (e.g. heritage committee, Aboriginal and Torres Strait Islander committees etc.)	<ul style="list-style-type: none"> • Various 	<ul style="list-style-type: none"> • Direct engagement • Email
Residents	<ul style="list-style-type: none"> • Car parking • General amenity • Landscaping • Events / activations 	<ul style="list-style-type: none"> • Social media posts • Yarra Life emails • Yarra News • Corporate website • Postcards at Town Hall • Online survey
Richmond Harriers Athletic Club	<ul style="list-style-type: none"> • Bike parking • Car parking • Access to tram stops 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey
Richmond High School	<ul style="list-style-type: none"> • General amenity • Lighting / security / safety • Landscaping • Staff car parking • Pedestrian amenity and safety 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey
Richmond Multicultural Children's Centre	<ul style="list-style-type: none"> • General amenity and safety • Landscaping • Staff car parking 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey
Richmond Union Bowls Club	<ul style="list-style-type: none"> • General amenity 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey
Richmond Union Cricket Club	<ul style="list-style-type: none"> • Car parking • Lighting • Pedestrian amenity 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey

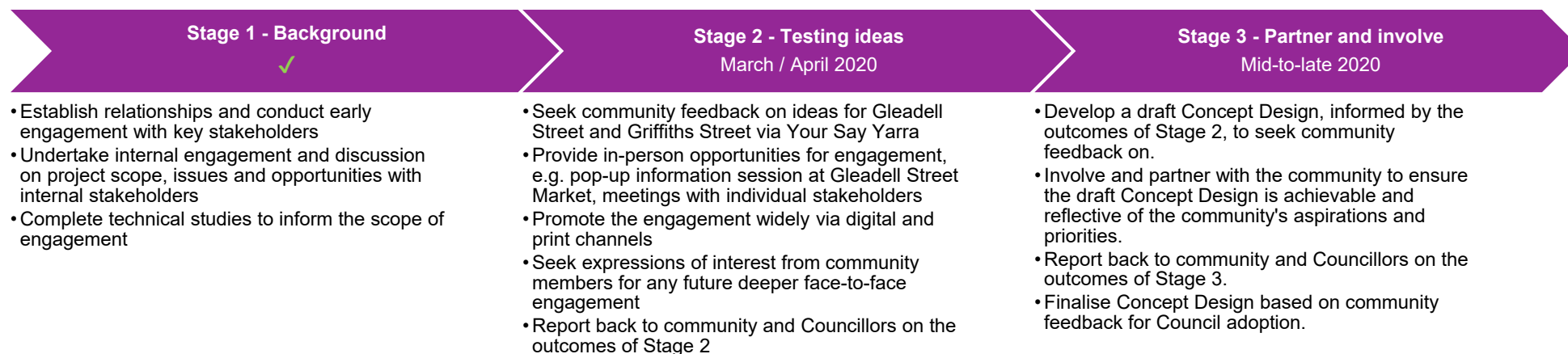
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Stakeholder	Potential interests and motivations	How we'll engage with you
Royal Flying Doctors	<ul style="list-style-type: none"> • Car parking 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey
Workers and visitors (including users of different transport modes)	<ul style="list-style-type: none"> • Pedestrian amenity • Car parking 	<ul style="list-style-type: none"> • Social media posts • Yarra Life emails • Yarra News • Corporate website • Online survey
Yarra Energy Foundation	<ul style="list-style-type: none"> • General amenity • Lighting / security 	<ul style="list-style-type: none"> • Postcard drop • Direct engagement • Email • Online survey

Engagement plan

A three-stage engagement process is proposed to ensure that Yarra's community has a genuine opportunity to shape and input to Council's plans to enhance Gleadell Street and Griffiths Street.

Feedback will be primarily sought via Council's Your Say Yarra site and face-to-face opportunities. Hard copy and translated surveys will be made available upon request. Community members will also be able to share feedback via email or post if preferred.



Communications tools

To ensure that the identified stakeholders are aware of the opportunity to contribute to the project, we'll be using Yarra's wide range of communications channels to get our messages across. These channels include, but may not be limited to:

- Your Say Yarra website
- City of Yarra website
- Face-to-face engagement
- Social media
- *Yarra News* articles
- *Yarra Life* articles
- Direct email
- Postcards / flyers
- On-site information boards
- Digital screens