PARK IT
TURN A GREY SPACE GREEN

EVERYTHING
YOU NEED TO
TURN THIS INTO THIS

PRESENTED BY

THE NEIGHBOURHOOD PROJECT

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CO DESIGN STUDIO

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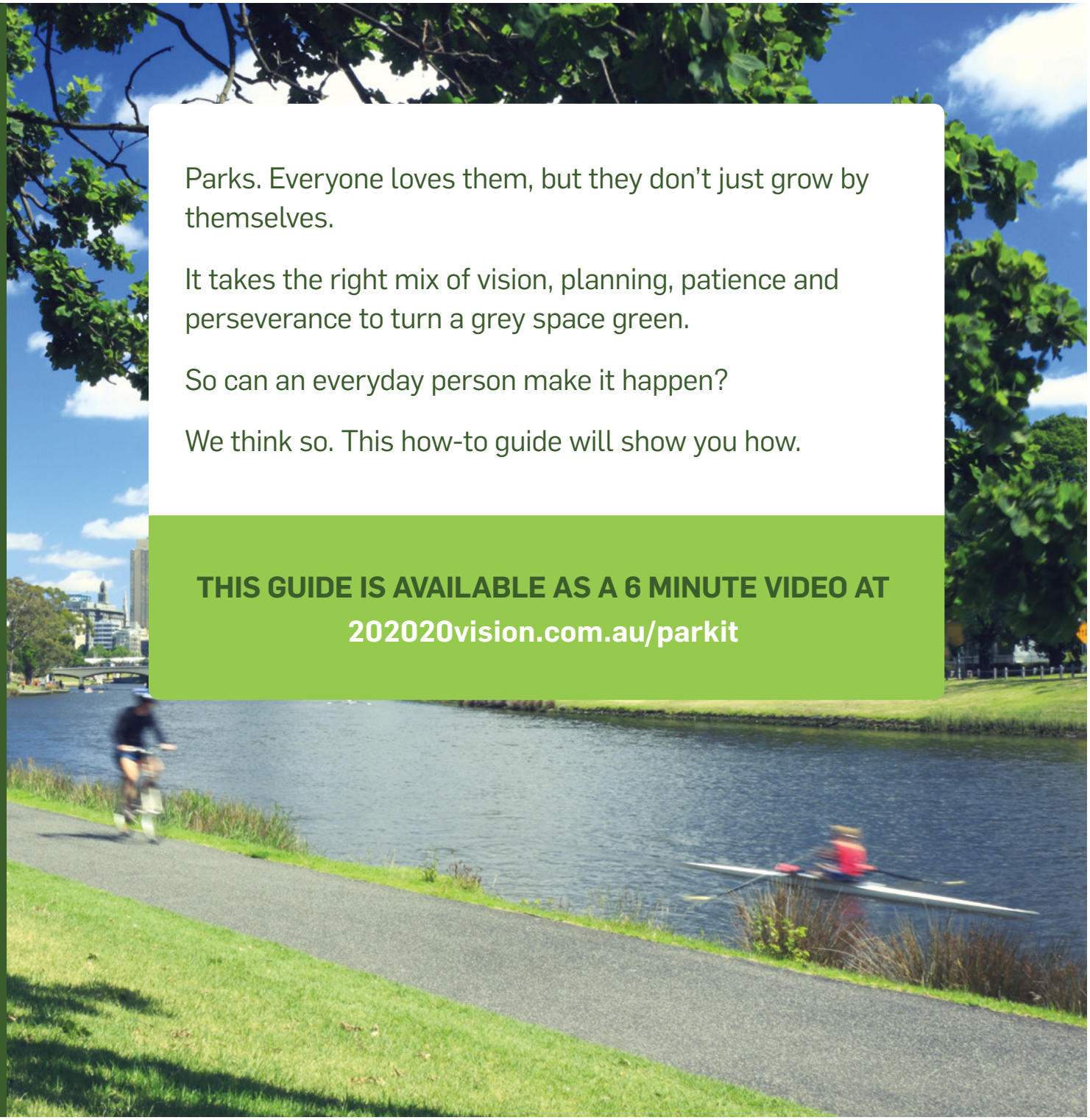
202020™ VISION

20% MORE GREEN SPACES IN URBAN AREAS BY 2020



Parks. Everyone loves them, but they don't just grow by themselves.

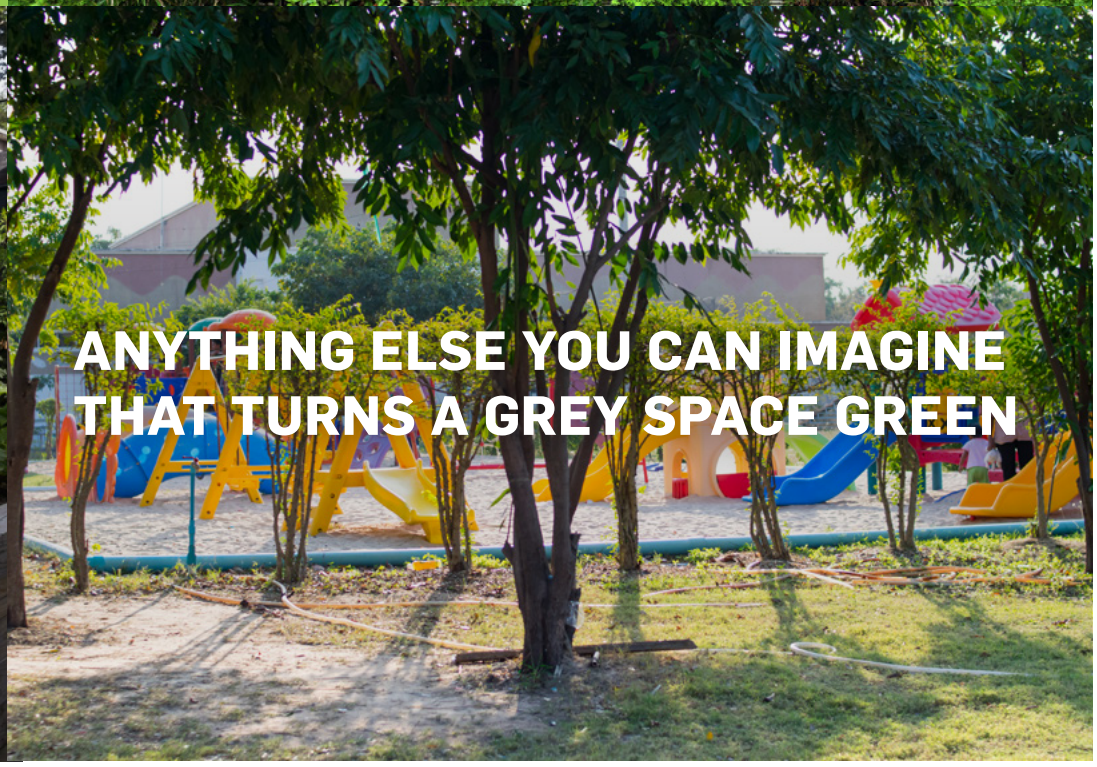
It takes the right mix of vision, planning, patience and perseverance to turn a grey space green.

So can an everyday person make it happen?

We think so. This how-to guide will show you how.

THIS GUIDE IS AVAILABLE AS A 6 MINUTE VIDEO AT 202020vision.com.au/parkit

YOUR GREEN SPACE DOESN'T HAVE TO BE A PARK. IT CAN BE...



STEP 1

PICK YOUR PLACE

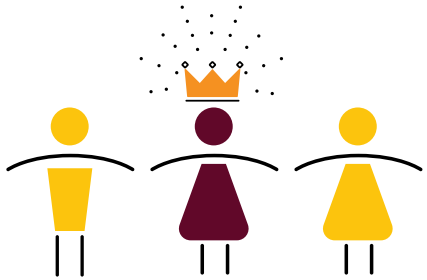
Creating a park is a lot of work, so pick somewhere you really want one. But be realistic. Sometimes the place you've picked is empty for a reason. Maybe it's not safe, maybe it's not council land.

TIP: It's a lot easier to improve an existing green space than rip up concrete to start something new. So consider doing an upgrade as your first project, then be more ambitious next time.

Where is the space you want to turn green?

Why have you chosen this space?

Who uses it already? Is it safe?



STEP 2

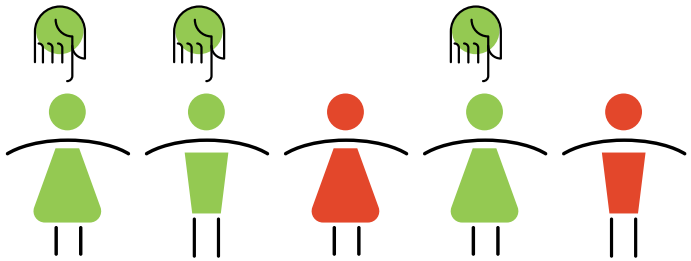
CHOOSE YOUR CHAMPION

Councils approve parks. So who do you talk to at council? It's all about finding your champion. They could be in the open space team, or they could be someone else. Make a few calls. Ask people who know. Ask if your idea is feasible. If someone says no, get a second opinion. If you can, build relationships with different teams. Then make them part of your team - or at least keep them in the loop - for the rest of the journey.

TIP: Every council is different, so the best thing to do is call council customer service, explain your situation and find out who to speak to.

List the people in your council who could help:

NAME:	CONTACT DETAILS:



STEP 3

CREATE A CREW

Find helpers, build a local movement. Door knock neighbours and involve local business. Share the love and get as many people involved as you can. Build a community around your project and it will be more likely to succeed.

TIP: Your park can't be all about you. It will need to be a neighbourhood project to get through.

List the members of your crew:

NAME:	SKILLS:	CONTACT DETAILS:

STEP 4

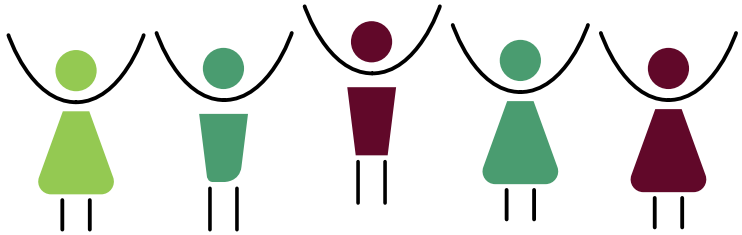
DON'T REINVENT THE WHEEL

Before you do any real work, get your crew to ask around to find who has done something similar before.

TIP: The right person, templates or case studies could save you a lot of work later.

List similar projects you know about:

PROJECT:	RIGHT PERSON TO TALK TO:	WHAT YOU LEARNT FROM IT:



STEP 5

MAKE IT FUN FOR EVERYONE

Get your crew together and start planning. Bring food, a good attitude and start brainstorming what your new park might look like.

Who is it for? What goes where? What will people love about it?

TIP: You're creating a recreation space here so do it in a fun way. You'll get a better outcome.

Fill in the questions below:

Who's it for?

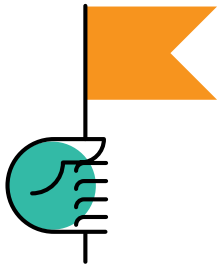
Why is it needed?

What will people love about it?

STEP 5

MAKE IT FUN FOR EVERYONE

Sketch ideas and paste inspiration here:



STEP 6

TIME FOR A TEST

Nothing in this world changes without someone voicing concerns or opposition.

TIP: The best way to allay fears is to prove them unfounded – or prove them true, then adapt to suit.

And the best way to do that is a test.

Doing a test means literally putting your park in place in pop-up format. Yes, it takes a lot of work but it's the step you're going to need to make long-term changes to the space.

Plan out the materials you need, then get them from wherever you can - people, businesses and council. This is where the network you have built becomes so important.

Set a date, get permission then pop it up. Tell everyone about it and get them to come and be part of the big day.

Fill in the questions below:

Pick a date:

Pick a time and duration:

What will the pop up include?

List materials:

STEP 7

MEASURE AND GATHER

Now that your test is underway, prove it works. Count how many people used the space before you put your pop-up in. Then count how many more use it after.

TIP: Ask them what they think of the space and write it down, or capture it on camera.

Get photos of people using and enjoying it. Then get them to sign a petition to make long-term changes to the space!

Fill in the questions below:

BEFORE TEST

How many people came to the space in a day?

How long did they stay?

What were the top 3 things people did in your park?

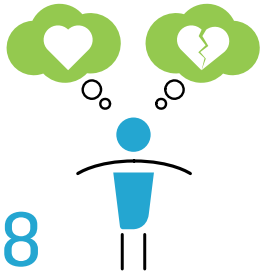
DURING TEST

How many people came to the space in a day?

How long did they stay?

What were the top 3 things people did in your park?

What did people say about your new park?



STEP 8

BE HONEST, BE FLEXIBLE

So really, did it work? If so, congratulations, you're onto a winner. If not, be honest. Maybe you need to change your plan...or find a new location all together. Better to find out now than later.

TIP: Failure in one place can lead to success in another. And prove you've really done your homework.

Fill in the questions below:

What were your insights?

What could be improved?

STEP 9

MAKE YOUR CASE

Congratulations, you've done a test, made your changes and, hopefully, have proof your park works and that people support it. Now it's time to make your case.

Outline the steps you took. Take extra effort to prove how widely you involved the greater community. Reference similar parks in your LGA and nearby LGAs to show there's precedent for what you want done.

Then take this document to your council champion and ask them the best way to submit it for approval.

TIP: Take extra effort to prove how widely you involved the greater community.

Make your case here:

- [ ] Pick your place
  - [ ] I have found my space, established why, figured out who uses it and worked out if it's safe or not.
- [ ] Choose your champion
  - [ ] I have a list of people in your council who could help.
- [ ] Create a crew
  - [ ] I have listed the members of my crew.
- [ ] Don't reinvent the wheel
  - [ ] I have found and documented similar projects.
- [ ] Make it fun for everyone
  - [ ] I have figured out who it's for, why it's needed and why people love it.
- [ ] Time for a test
  - [ ] I picked a date, duration, what's included, and gathered my materials.
- [ ] Measure and gather
  - [ ] I have recorded how many people came to the space in a day, how long they stayed for, and figured out what were the top three things people did in the park.
  - [ ] I have conducted interviews.
- [ ] Be honest, be flexible
  - [ ] I have gathered insights and worked out what could be improved.

STEP 10

TELL YOUR STORY

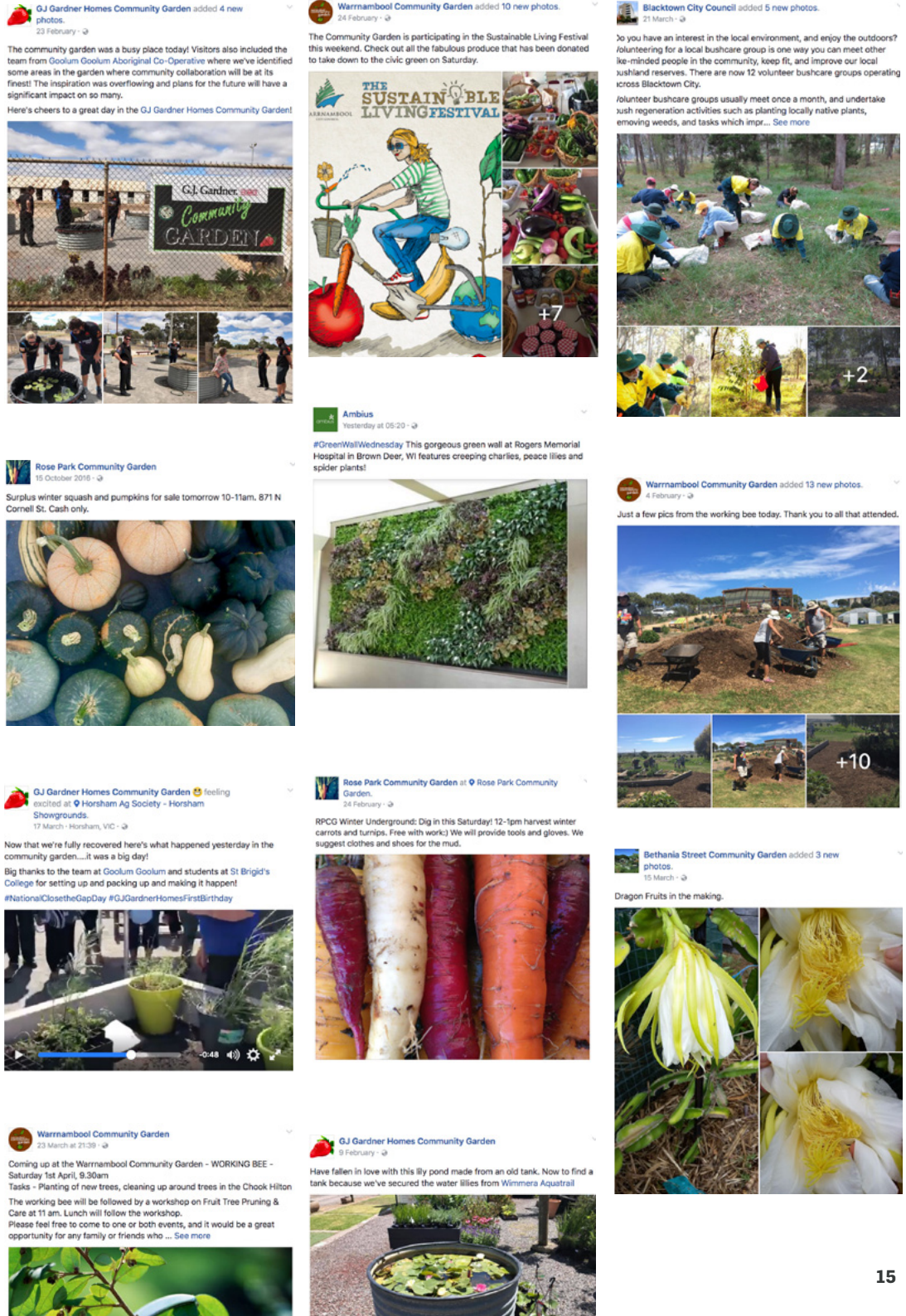
You're finished, right? Uh uh. One more very important thing.

TIP: You're now a pioneer. One of the few who knows how it's done. Time to spread the word.

You've made a great impact by helping make a new park happen. But what if that impact was multiplied by hundreds, even thousands?

Tell your friends what you did, then call the local paper and tell them. They love a good local story. Stick your story on Facebook, or turn it into a blog for the world to find.

You'll be making it easier for the next pioneer that comes along. And helping make a good thing grow.



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by 202020 Vision