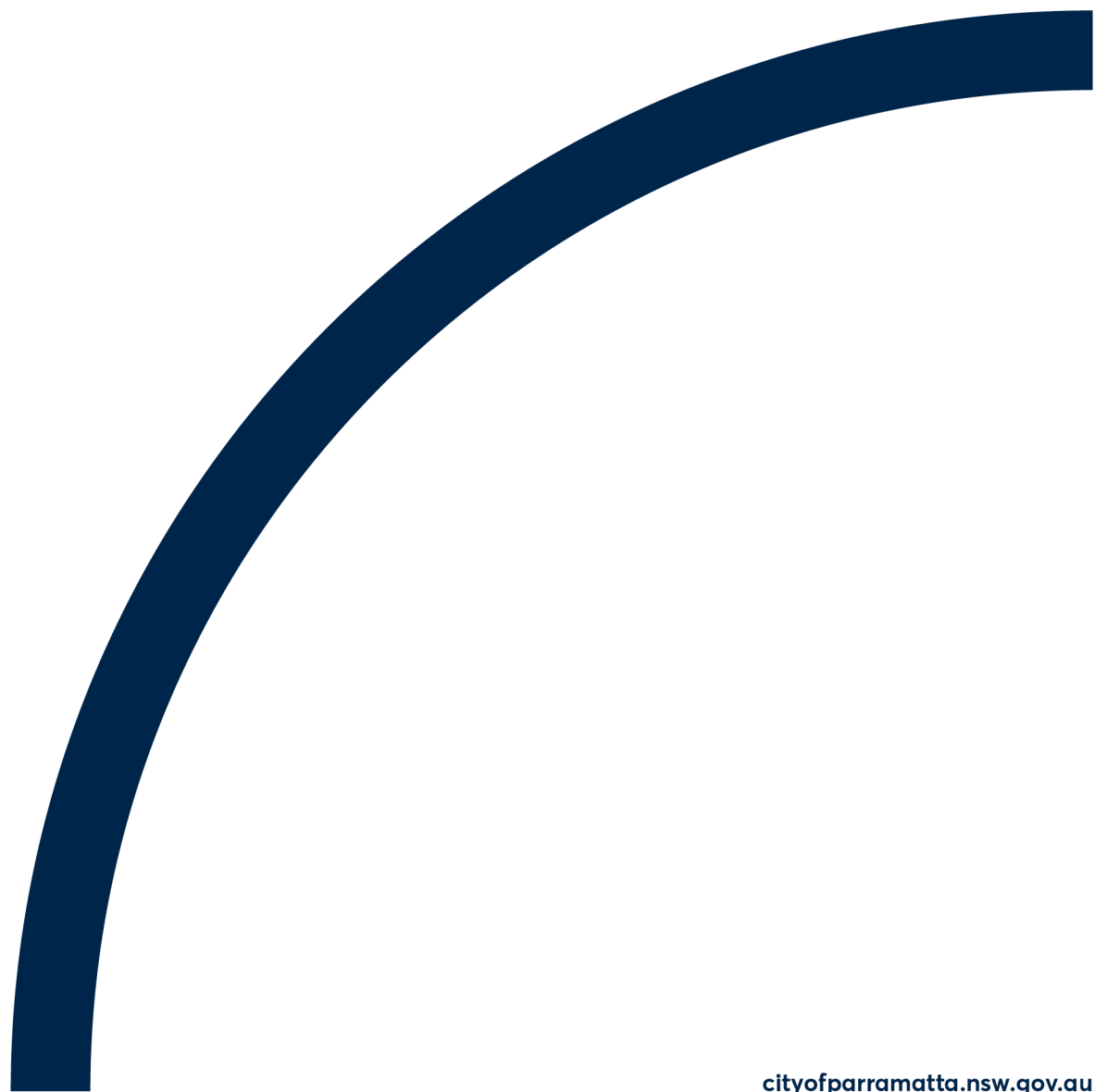


Shannons Paddock Landscape Masterplan Public Exhibition

Engagement Report & Key Findings

5 May 2023



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1. INTRODUCTION

In March and April 2023, the draft Shannons Paddock Landscape Masterplan was on public exhibition. The draft masterplan aims to provide a well-considered and strategic approach for the ongoing improvement of the park; and to guide future developments which will greatly benefit the local community through opportunities to be active, to be outdoors, to connect with nature, and to engage with each other.

The plan includes:

- Pedestrian paths and cycleway
- Park lighting on main cycleway and pedestrian links
- A new district level playground including public toilet (refer to detail in the masterplan)
- Gathering and picnic spaces including tables, BBQs and shelters
- Park seating
- Bridges to improve accessibility and permeability
- Entry wall on Darcy Road frontage
- Outdoor exercise equipment/ fitness stations on marked circuit path
- Open lawn and kick-about areas (the site is too small for a formal sports field)
- Tree and native vegetation planting

Additional features:

- The draft masterplan allows for the naturalisation of Finlaysons Creek including wetland and water treatment. This aspect will be subject to further design, environmental approvals and linking to Sydney Water's asset renewal program.
- Proposed improvements to the intersection at Darcy Road and Briens Road to provide better connection between Shannons Paddock and Milsons Park, will also be subject to further design and traffic approvals

Public exhibition followed two earlier stages of consultation held in 2022. The first stage asked the community to describe their vision for upgrades to the playground and the park; the second to respond to a design based on that ideation.

Feb 2022 - The community's vision	June 2022 - The draft concept plan
<ul style="list-style-type: none">• A fun place with lots of different activities and play equipment.• A place for adventure and discovery through the natural landscapes.• A community gathering place for picnics and events.	<ul style="list-style-type: none">• 72% said yes in support of the concept plan• 20% said yes to an extent• 6% were unsure• 2% said no <p>Excitement was expressed for the playground upgrade, the bridge linking both sides of the park/suburb, and the amenities proposed across the park.</p>

2. EXECUTIVE SUMMARY

The public exhibition was held from Monday 6 March 2023 to Monday 3 April 2023. Overall, the community feedback was positive and constructive.

- 1267 people viewed the project page and **33 online survey contributions** were received during the 28-day exhibition.
- When asked, "Do you support the draft Shannons Paddock Masterplan?", 69.7% answered Yes; and 24.24% answered Yes to an extent.
- Frequently mentioned themes in the comments were: toilets, bins, trees (shade, canopy), planting, heat.
- There were several positive expressions: "The channel naturalisation and new vegetation look amazing"; "My appreciations to the authorities for making it people-centric"; "Thank you for designing the space carefully and for trying to accommodate for the residents' requests and ideas :)"; "Very much excited of the outcome of this space", "This look very nice – thanks".

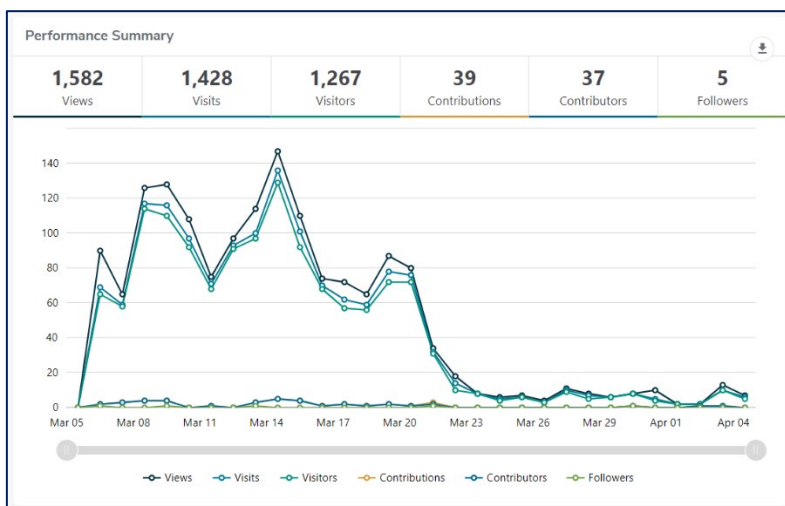


Figure 1 - Visitor activity on Participate Parramatta



Figure 2 - Comment themes

3. ENGAGEMENT EVALUATION

Below is a description of the methods used to communicate public exhibition of the draft Shannons Paddock Masterplan.

Overall, the opportunity to share feedback was presented on 36,722 occasions culminating in 1582 views of the project page, 33 survey contributions and three emails.

3.1. Resources

- Posters onsite with QR code
- Flyers with QR code
- Participate Parramatta project page
- Hard copy plan on display at Parramatta Library Level 1
- Council website banner and landing page
- EDMs (Participate Parramatta and Active Parramatta)
- Paid social media campaign

3.2. QR code

The QR code on advertising and letters was scanned 76 times.

3.3. Social Media Campaign

A targeted social media campaign ran for two weeks across the Parramatta ward during the exhibition period with a total reach of 23,181 and 1,055 clicks to the project page. Below is a summary of results:

Metric	Campaign Result	Benchmark
Spend	\$299.70	n/a
Reach	23,181	n/a
Impressions	42,064	n/a
Frequency (no. times ad seen p/p)	2.05	2-3
Link clicks	1,055	n/a
CPC (cost per click)	\$0.28	\$0.50-\$1
CTR (click through rate)	2.51%	More than 1%
Post engagements	1,101	n/a
Engagement rate (ER)	2.62%	More than 2%

Insights & Recommendations

Overall, the paid campaign performed well with good CPC, CTR and ER. Frequency was within the target range indicating the allocated spend was appropriate for the campaign length and audience size.

Positive ER (2.62%) can be attributed to the imagery used, particularly the map contributing to 90% of the overall post engagements (1,001). It was also visibly a campaign that was of high interest to our audience, through their discussions in the comments and link clicks through to Participate Parramatta.

Fifty-six per cent of results came from men, 42% from women. 22% from 35-44 yo, 20% from 55-64 yo and 18% from 45-54 yo.

Comments

There was a small amount of discussion on social media (15 entries) over the amenities proposed and the need for green space. These comments have been provided to the project team.



Figure 3 - Top performing post

3.4. Electronic Direct Notification

The project was included in the March edition of the Participate newsletter and project subscribers.

Channel	List	Open rate
Participate EDM March	13,306	40%
Shannons Paddock project followers (Stage 1 and 2 respondents)	103	82%

3.5. COP Website and Banner

Channel	Unique Page Views
COP Website Project landing page	132

COP Homepage with banner (unique pageviews)	20,926
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3.6. PARTICIPATE Parramatta


The Participate Parramatta project page provided a project summary, frequently asked questions, full documents for download, an online submission form and information about other avenues for giving feedback.

Project Page Events	
Views	1582
Visitors	1267
Total contributions	39 (33 surveys + 6 quick poll)
Contributors	37
Followers	+5
Document downloads	153

3.6.1. Acquisition

Referrals to Participate Parramatta came via the following:

Referrer	
Direct (PP email and QR code)	265
Social media	943
Search Engines	60
Other websites	8



Shannons Paddock Draft Landscape Masterplan

This exhibition closed at 5pm on Monday 3 April 2023.

[+ Follow](#)

[Home](#) / Shannons Paddock Draft Landscape Masterplan

PUBLIC EXHIBITION COMMUNITY ENGAGEMENT PLAY

The City of Parramatta has prepared a draft Landscape Masterplan Report for Shannons Paddock, developed in consultation with the communities of Westmead and Wentworthville.

The draft masterplan aims to provide a well-considered and strategic approach for the ongoing improvement of the park; and to guide future developments which will greatly benefit the local community through opportunities to be active, to be outdoors, to connect with nature, and to engage with each other.

The plan includes:

- Pedestrian paths and cycleway
- Park lighting on main cycleway and pedestrian links
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Additional features:

The draft masterplan allows for the naturalisation of Finlaysons Creek including wetland and water treatment. This aspect will be subject to further design, environmental approvals and linking to Sydney Water's asset renewal program.

Timeline

- ✓ **February 2022**
Phase 1 engagement - understanding community uses, visions and priorities.
- ✓ **March 2022**
Project update and reporting back to the community on what we heard from Phase 1.
- ✓ **June 2022**
Phase 2 engagement - feedback on the concept design and key design moves.
- ✓ **July - September 2022**
Review of feedback
- ✓ **March - April 2023**
Public exhibition of the draft landscape masterplan prior to adoption.
- ★ **April 2023**
Review community feedback and finalise landscape masterplan. Submit landscape masterplan to elected Council for approval (adoption).
- ★ **June 2023**

Figure 4 - Participate Parramatta project page

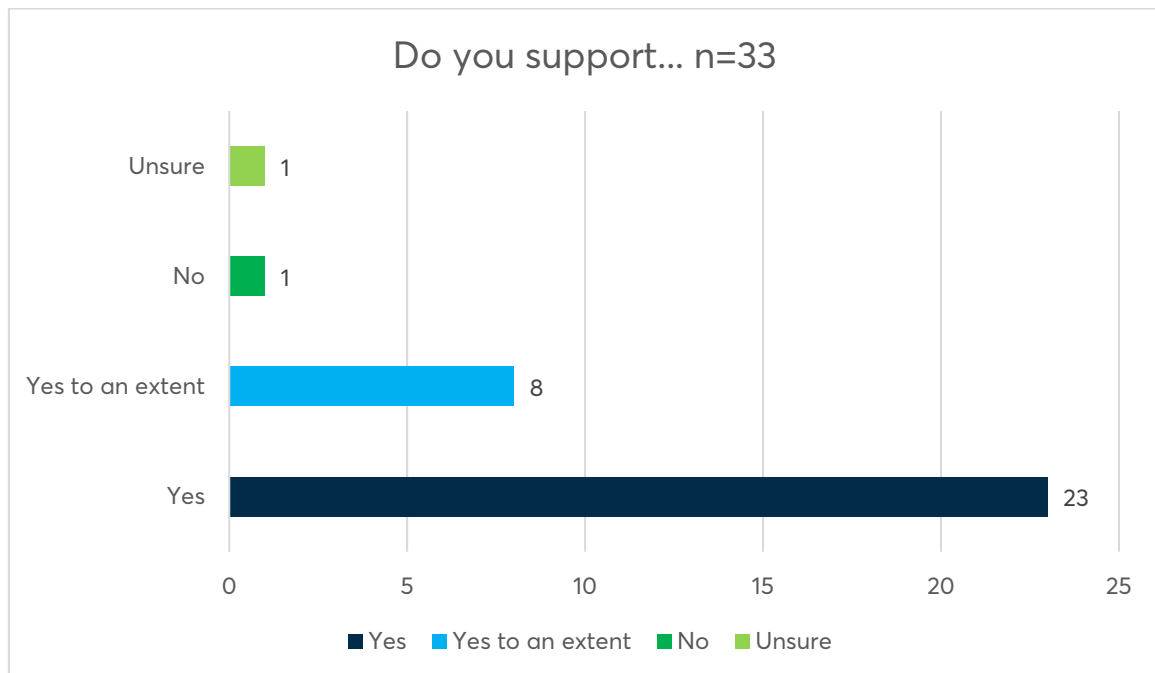
Page link: <https://participate.cityofparramatta.nsw.gov.au/shannons-paddock>

4. KEY FINDINGS

Below are the answers to the **online survey** and a **summary of comments**. Full comments can be found in the **Appendix**.

4.1. Participate Parramatta Survey

Question 1 asked, "Do you support the Shannons Paddock draft Masterplan?" Thirty-three people answered the question.



Question 2 asked, "Do you have any further comments for Council's consideration? Twenty-nine (29) people provided a comment. Responses covered themes including:

- Heat
- Trees
- Paths
- Signage
- Edible garden
- Assistance dog amenities
- Allergies
- Bins
- Disability/Elderly
- Parking
- Toilets
- Bubblers
- Off-leash
- Gate
- Cricket nets
- Maintenance
- Planting
- BBQs
- Art
- Air quality
- Colour
- Nesting boxes
- Street safety
- Traffic
- Playground size
- Seating
- Lighting
- Preserve sightlines
- Project delivery timeline
- Cleansing
- Environmentally friendly
- Provision of parking

➤ Water play

Question 3 invited participants to attach a supporting document. One (1) person provided an image attachment.

>>Please refer to the Appendix for comments and attachments.

Qs 4 – 5 asked for contact information.

Q 6 asked for Suburb.

Suburb	No
Wentworthville	10
Westmead	11
Other	12

Q 7 asked for email.

4.2. Email

Council received three submissions via email. A submission by Sydney Water is being referred to Council staff for review.

1	<p>Sent: Thursday, 16 March 2023 9:51 AM</p> <p>Dear sir,madam</p> <p>The park in my neighborhood is very old. There are few facilities for children. It is a park where many children play until sunset.There are many children in this neighborhood.But the park lacks chairs and shade.Barbecue facilities, toilets, water. There is no light.</p> <p>I hope you take a look at this park.</p> <p>Here is Rutherford Avenue Reserve in Kellyville 2155 (provided as an example)</p> <p>Thank you.</p> <p>Best regards</p> <p>[Name supplied]</p>
2	<p>Sent 13 March 2023</p> <p>We need</p> <ol style="list-style-type: none">1. Bins on the both ends of the ground2. Toilets3. Barbecue Facility <p>Thank you,</p> <p>Regards,</p> <p>[Name supplied]</p>

5. RECOMMENDATION

This report presents and analyses the key findings and sentiment from the recent public exhibition of the Shannons Paddock draft masterplan.

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

Council should respond to all concerns and suggestions raised.

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".

6. APPENDIX

6.1. Full comments from online survey n = 29

Do you have any further comments for Council's consideration?
<ul style="list-style-type: none"> - Considering there are 10,000 + residents and additional users, it was disappointing to learn that only 51 people completed the online survey. How do you aim to improve your community engagement? - When I visited the library on March 26, hardcopy of Master Plan could not be located. A library worker was very helpful in assisting, and another worker headed off to the Council to find a copy however I am still waiting to hear if a hardcopy was located. How can this situation be avoided? - Great to see some shaded areas – however would be good to see data on rising temperatures and how you aim to address this in meaningful and sustained way. - "Existing trees of high significance to be retained" – in this climate ALL trees are significant – do you aim to destroy any existing trees and vegetation? If so, please indicate – This needs to be made clear. - Report states that population is set to increase by 125%, would make sense to increase trees and vegetation by similar percentage. Would be good to know by what percentage you aim to increase (or decrease?) trees and vegetation. - Open and exposed kick about play area / field is great though rendered useless in blazing heat. Would be good to see this area peppered with trees to provide shady reprieves. - 3m wide cycleway is mentioned, how wide will the walking path be? Concerned that walking paths will become dominated by speeding bike riders (as has happened in other parks), scaring off and heightening anxiety of walkers. - Would be great if signage could include bike etiquette i.e. speed considerations and ringing bell when approaching people. - The word 'nets' features in a word collage in the Report, wondered what this referred to? Please do not install cricket nets – the smashing of cricket balls against bats is a dreadful noise that reverberates into neighbouring units. - Edible garden would be welcome.
<p>I am disabled and recently moved to Westmead which I have found very non-disabled friendly and Shannons Paddock is the ONLY place I have found that I can sit down (but no seating in the shade which hopefully you will address). It is also the ONLY place I can take my assistance dog as no cafes, restaurants etc in the area will allow her. It is also the ONLY place she can run off the lead so important to keep as a dog park and with a decent area for them to run. Also would be good like the City where we moved from to have Council dog bags. With climate change I feel you need to be planting a lot more trees for a green canopy but non allergy ones please as in the heat tree/pollen allergy is worse.</p> <p>There also needs to be rubbish bins not just at the play area but at both ends of the park as now so many people leave rubbish which is terrible. Please give more consideration to people with disabilities/the elderly as feel you could do better.</p>
No
The channel naturalisation and new vegetation look amazing
my appreciations to the authorities for making it people-centric
Where are the toilet facilities going to be located
Restricted parking for Reid Avenue & Lydbrook street!! If these landscape plans go ahead there will be extremely limited parking for residents, parking on both streets are already extremely limited,

these plans would cause both streets would cause even more limited parking for residents and visitors
Yes. Please please place rubbish bins at several places. Also please build toilets!! Very much needed.
I would love to see bubblers which includ Dog drinking bowl for dog lovers who walk there dog threw the park. Also an off leash area for dogs would be great, there are many unit and flats owners with pets that would benifit. It's a great to see the park get toilets and up gate as it's used by lots of people and children good job. There is two blocks of land at the end of Fulton Ave wentworthville I think council land before bridge with trees and shrubs and in the other side of bridge not sure who owns it but would be good to see it in use as a park?
Thank you for designing the space carefully and for trying to accommodate for the residents' requests and ideas :) very much excited of the outcome of this space.
Installation of 2-3 cricket nets is essential more than ever to provide best opportunity to upcoming kids and youth to follow their passion of cricket.
It would be in best interests to set up toilets at both the ends of the park (North and South)
Shannons Paddock is very poorly maintained. There's always watter clogging during heavy rain. The grass area is also not well maintained, it has been taken over by weeds and more often than not, the weeds and grass are overgrown without no one maintaining it for months.
water play area for kids would be nice
We need bins in the area and public toilet facilities
Enough bins to avoid littering in the grass areas.
Cleaning in the garden should be improved. Plantation of flowers will add to its beauty.
We need 1. Bins on the both ends of the ground 2. Toilets 3. Barbecue Facility
Add in and art overlay, Air quality monitoring totem and don't be afraid of using colour
No
Please include some nesting boxes for local wildlife
Are toilet facilities been considered?
The intersection connecting the Milsons Park has been a significant safety risk for both drivers and pedestrians. Both Darcy Road and Briens Road are busy streets. As local residents, we have been plagued by the terrible traffic on these streets and would strictly OBJECT to the idea of building any pedestrian crossings connecting these two parks. A pedestrian crossing would only worsen the horrendous traffic during peak hours and make it more difficult for residents living on the Darcy Road to use the the roundabout for U-turn to get home. Given the large number of workers, residents and students using Darcy Road to get to the many schools and hospitals along the way, we would strongly encourage measuring the devastating flow-on impacts for the well-meaning idea of simply "connecting these two parks" with a pedestrian crossing. Another suggestion would be to ensure the children's play area offers enough amount and variety of equipment in line with the density of this area. For the past 7 years I have lived here and with 2 children under 7 years old, I have found that this little corner has been a popular local spots for family to hang out - it at times attracts more visitors than the Parramatta Park's play area. I would suggest council staff dropping by on a weekday late afternoon, say around 5pm to see the busy and vibrant scene and talk to the local residents.
The plan looks good! I'd recommend adding some seating along the eastern side of the pedestrian loop, facing the grass area.

<p>I'd also recommend adding lighting to the playground, BBQ shelters, and public toilet block to discourage vandalism.</p> <p>Also, its good the masterplan identifies keeping/establishing site lines from surrounding areas to provide passive surveillance - would be good to also add a consideration to design planting to keep/establish sightlines from neighbouring buildings, especially the units that overlook the park.</p>
<p>We require far more emphasis on the provision of shade trees, shaded seating and significant shaded eating areas either with constructed and/or natural canopy. As our days over 35C increase the value of large shade trees will be increasingly important to create cooler environments for people to stay outside for longer. Plus, trees help clean our air especially close to busy roads. Never enough trees and increasingly many of our parks should become urban forests.</p>
<p>Plant more, trees, flowers. Like the botanical garden</p> <p>More toilets. Drinking taps.</p>
<p>My concerns are the lengthy timelines with further progress and completion of plans dependant on funding that does not currently exist.</p> <p>Shannon's Paddock needs these upgrades now to improve quality of life for the many people living in units in the area. The 5- 15 yr timeline is so disappointing in light of the documented population growth projections. The health and well-being of the community should be a priority considering the higher rates of morbidity and mortality related to lifestyle including diabetes and heart disease in Western Sydney. If the council creates areas of high density housing there should be accompanying recreation areas. Again Western Sydney residents have to wait to have local quality green space, while in other LGAs this is prioritised and delivered.</p>
<p>No - this look very nice – thanks</p>
<p>It would be great to improve some of the area, make them more cleaner and environmental friendly for the residents and visitors to enjoy the the landscapes, for relaxation and recreations.</p>

6.2. Attachments



Figure 5 - Image showing pooling on pathway