

# Chilwell Library redevelopment

Engagement Results / May 2022



## CHILWELL LIBRARY COMMUNITY ENGAGEMENT SUMMARY REPORT



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## COMMUNITY ENGAGEMENT SUMMARY

### Introduction/Background

The City of Greater Geelong allocated funding for the redevelopment of the Chilwell Library in 2022/23 Council budget.

The Geelong Regional Library Corporation and the Chilwell Library Group collaborated on the development of "Design Principles" to inform a preliminary concept design to guide the redevelopment of the community library.

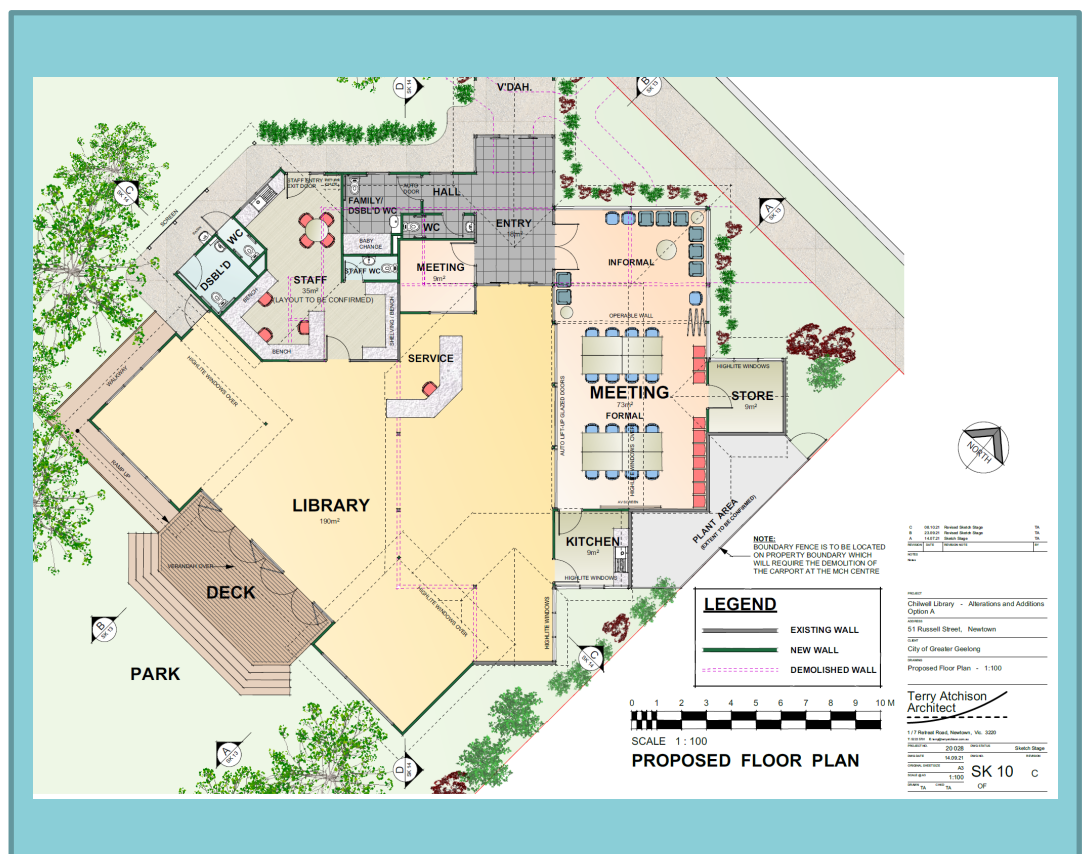
The City undertook community engagement on the design principles and preliminary concept plan between November 2021 and January 2022.

The Design Principles included:

- Community Engagement
- Creativity, History and Culture
- Retaining modesty
- Warm, welcoming, and safe space
- Accessibility and flexibility
- Integration with the park

The preliminary concept plan was developed based on these principles.

The results of the stakeholder engagement, community survey and in person engagements will inform the development of the detailed design in mid-2022, in collaboration with the Chilwell Library Group.



# Chilwell Library redevelopment

Engagement Results / May 2022



## HOW WE ENGAGED

### WHAT DID WE DO?

The City engaged primarily with the Geelong Regional Library Corporation and Chilwell Library Group initially to understand library service requirements and ensure the existing users' needs were met in the redesign.

Design principles were identified, and a preliminary concept design was developed to enable a conversation with the broader local community.

The community were asked to provide their priorities for the design principles and feedback on the alignment of the concept plan with the design principles. Stakeholders have been involved in the ongoing design iterations.





## ENGAGEMENT TOOL AND TECHNIQUES

A [Chilwell Library Redevelopment Have your Say](#) engagement page was developed to provide project information and different ways to engage with the City.

A range of engagement tools and techniques were used to provide different types of opportunities for stakeholders and community to have their say. The main tools and techniques are explained in further detail below

### HOW WE ENGAGED

#### HAVE YOUR SAY ONLINE PORTAL [YOURSAY.GEELONGAUSTRALIA.COM.AU](https://yoursay.geelongaustralia.com.au)

An online HYS project page was designed to share relevant information to encourage community feedback on the Chilwell Library redevelopment – Design Principles and Preliminary Concept Plan

#### SURVEY (ONLINE AND HARDCOPY)

Survey online from 15 November to 31 January 2022. An extended timeframe was allowed for consultation to ensure ability to participate over the Christmas/New Year period. Objective of survey was to seek feedback and sentiment from the community on the design principles and preliminary concept plan.

In addition to the survey, a 'quick poll' asking 'do you think the concept plan is heading in the right direction?' was also on the HYS project page and on display at the Chilwell Library.

#### DESIGN PRINCIPLES WORKSHOP

A workshop was conducted with the Chilwell Library Group to understand the design principles. The workshop was held in person on 1 December 2021 at the Chilwell Library. Approx. 6 members of the community participated in the 2-hour workshop. The workshop enabled participants to provide their feedback, apply their lived and user experience of the library space to inform the design development.

#### CHILWELL LIBRARY DISPLAY

The online engagement was replicated as a display at the library. Visitors to the library were asked to prioritise the design principles and say if they thought the concept design was reflective of the design principles.

#### LISTENING POSTS

5 Listening posts were conducted through November to early December at the Chilwell Library. The listening posts sought to engage people who may otherwise have been unaware of the project, and to collect their input. Community members were invited to take project information

## POSTERS, POSTCARDS & LETTERBOX DROP

with them or have a discussion with staff and/or complete a survey and vote on Design Principles.

To help inform local residents about the project, postcards were delivered to houses within 600m of the library. To further extend awareness of the project to people travelling to the area, postcards were also delivered to cafes and other commercial buildings near Chilwell Library. Posters were also placed at Pakington Street and at other GRLC libraries.

## WRITTEN SUBMISSIONS

Open at any time during the public engagement period. Submissions could be provided by email or mail.

## TRADER OR STAKEHOLDER

### Surveys distributed to traders in Pakington Street

## ONE ON ONE INTERVIEWS

Geelong Regional Library Corporation  
Wadawurrung Traditional Owner Corporation

## OTHER CONVERSATIONS

Geelong Heritage Centre  
Community members

## COMMUNICATIONS





A [Have Your Say Page](#) was established.

Social Media platforms used included Facebook and Instagram to promote the listening posts and to direct people to the Have Your Say page.

Printed media methods used included newspaper advert, posters, postcards, A-Frame signage on site during listening posts.

A [video](#) was prepared for the HYS Page to promote the engagement.

SOCIAL MEDIA

16,100

Reach/Impressions

568

Actions

(Clicks, reactions, shares)

20


NEWS

Media articles in local newspapers

1

A-Frame signs

Advertising postcards delivered within 600m



1

Have Your Say

4

Like

2


Comment

1

Share

City of Greater Geelong

Published by Jessica Leader · 17 November 2021 ·



Have Your Say, on the redevelopment of Chilwell Library

We want to hear your feedback on the design principles and initial concept plan for the redevelopment of the Chilwell Library.

Your feedback will be used to inform the next stage of the library's design which will aim to improve integration with the park and provide additional spaces while retaining the intimate character of this community-focused facility.

Drop-in information sessions will be held at the Chilwell Library, and project team members will be available to answer any questions.

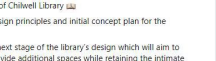
The next dates are

Monday 22 Nov (10am – 12pm)

Friday 26 Nov (2pm – 4pm)

To Have Your Say head to

<https://yoursay.geelongaustralia.com.au/cfr>



(Lynee) It's a fabulous place for this community. It's the only free, safe, available space in this community.

YOURSAY.GEELONGAUSTRALIA.COM.AU


Chilwell Library Redevelopment

30

Learn More

City of Greater Geelong

Published by Jessica Leader · 11 January ·



There's still time to Have Your Say, on the redevelopment of Chilwell Library

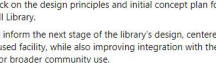
We want to hear your feedback on the design principles and initial concept plan for the redevelopment of the Chilwell Library.

Your feedback will be used to inform the next stage of the library's design, centered around an intimate and community-focused facility, while also improving integration with the park and providing additional spaces for broader community use.

This engagement will close on Monday 31 January.

To Have Your Say head to

<https://yoursay.geelongaustralia.com.au/cfr>



We'd like you to have your say on the redevelopment of Chilwell Library.

4

Like

2


Comment

1

Share

City of Greater Geelong

Published by Jessica Leader · 26 January ·



Hurry! This is the last chance to Have Your Say on the redevelopment of Chilwell Library

The beloved Library, located in Staden Park, Newtown is a cosy, community-focused library, and together with the Geelong Regional Library Corporation (GRLC) and The Chilwell Library Group, we aim to deliver an upgraded facility that is responsive to the needs of the local community now and into the future.

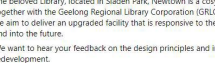
We want to hear your feedback on the design principles and initial concept plan for the redevelopment.

Your feedback will be used to inform the next stage of the library's design, centered around an intimate and community-focused facility, while also improving integration with the park and providing additional spaces for broader community use.

This engagement will close on Monday 31 January.

To Have Your Say head to

<https://yoursay.geelongaustralia.com.au/cfr>



We'd like you to have your say on the redevelopment of Chilwell Library.

3

Like

1

Comment

1

Share

## WHO WE ENGAGED WITH

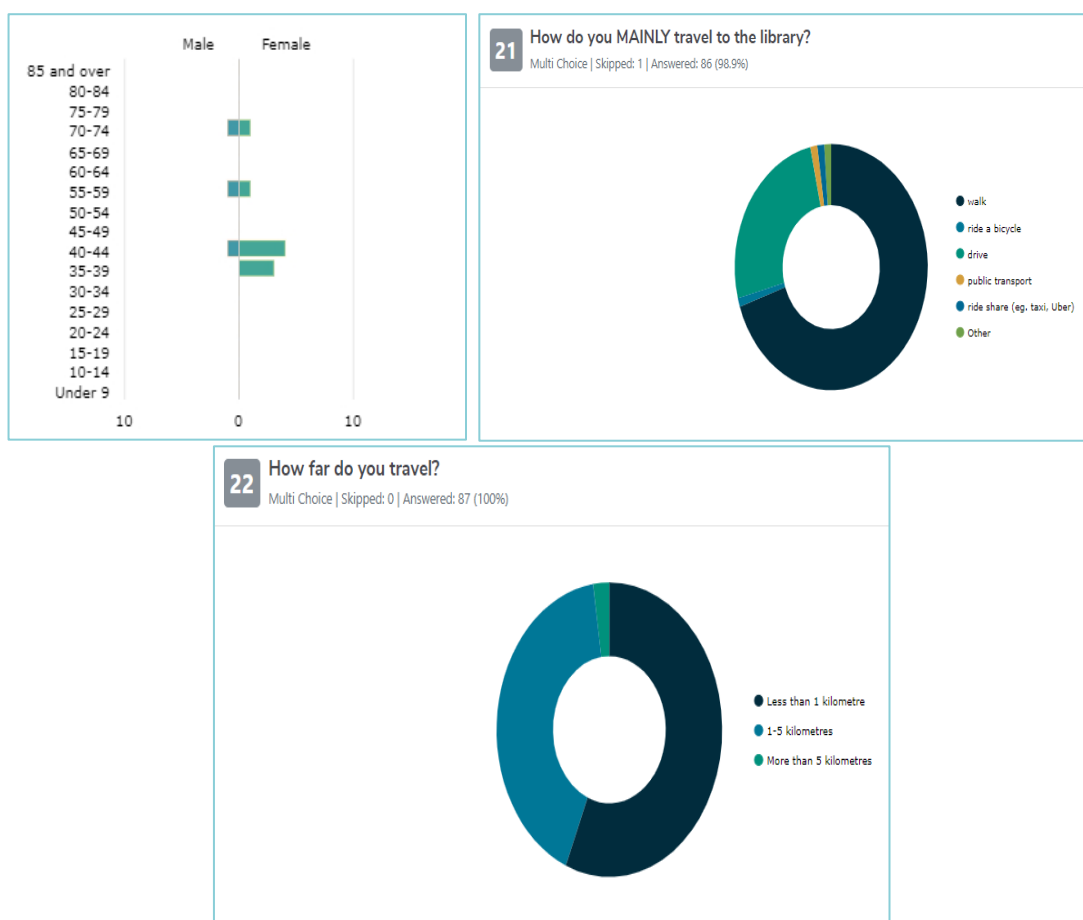
### PARTICIPATION

The City engaged with the Chilwell Library Group to guide the library design development throughout the second half of 2021. Workshops held with the group were focussed on determining agreed design principles and inform the design development.

A survey was developed to seek feedback from the community in relation to the proposed design principles, and the concept plan alignment with these principles.

From 15 November to 31 January more than 1,127 people engaged online with the City about the Chilwell Library redevelopment. Of these approximately 80 per cent engaged online, 20 per cent engaged in person through our five face to face listening post events, and a workshop. The community were invited to share some demographic data with us, primarily through our HYS page.

The following is a snapshot of the people who opted in to provide this information.



The City engaged with the Geelong Regional Library Corporation to inform library service requirements and aspirations for the improved library space functionality.

The City engaged with the Wadawurrung Traditional Owners Aboriginal Corporation. Wadawurrung staff and a traditional owner participated in an onsite walking tour of the existing facility and a discussion about the community engagement, sentiment, the concept design and opportunities to reflect First Nations cultural heritage.

The City engaged with the Geelong Heritage Centre to understand the post colonial heritage of the area and explore opportunities for reflection of local heritage.



## WHAT WE HEARD

### FROM THE WORKSHOP

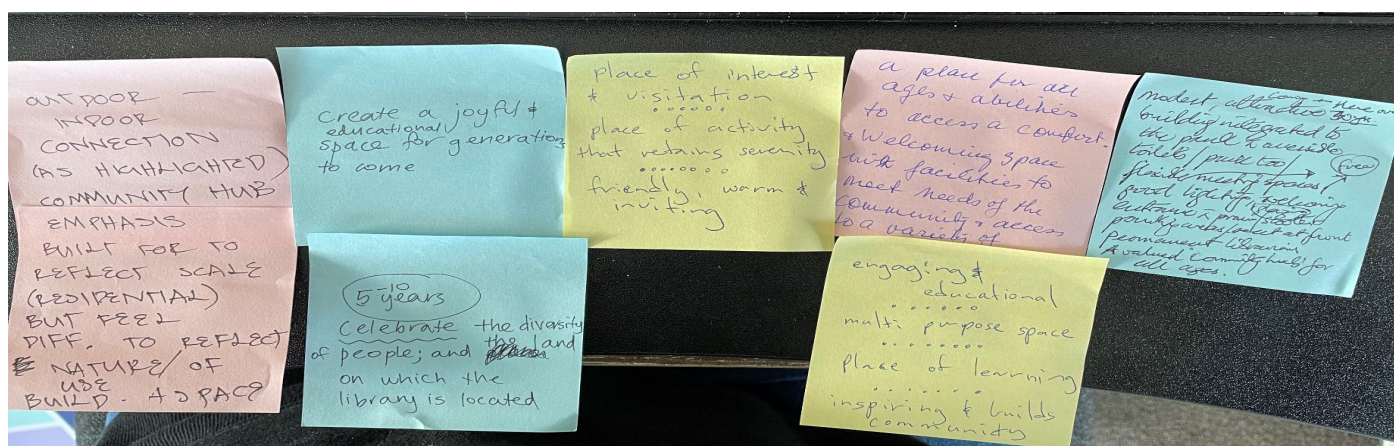
An in-person workshop was held on 1 December to focus on two fundamental questions.

***‘How long you have been coming to the library, what do you love about the library and what is your vision / aspiration for its redevelopment?’***

This informed the development of the proposed design principles.

***“Out of the principles what is most important to you?”***

*Retaining a warm, welcoming and safe space ranked highest*

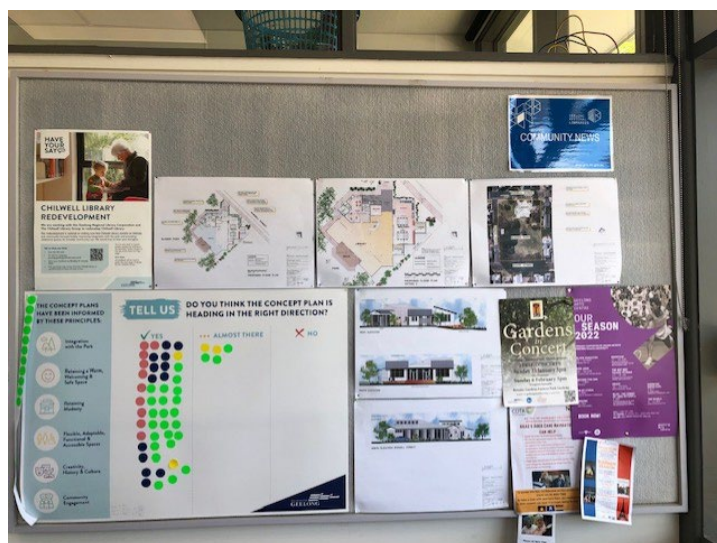
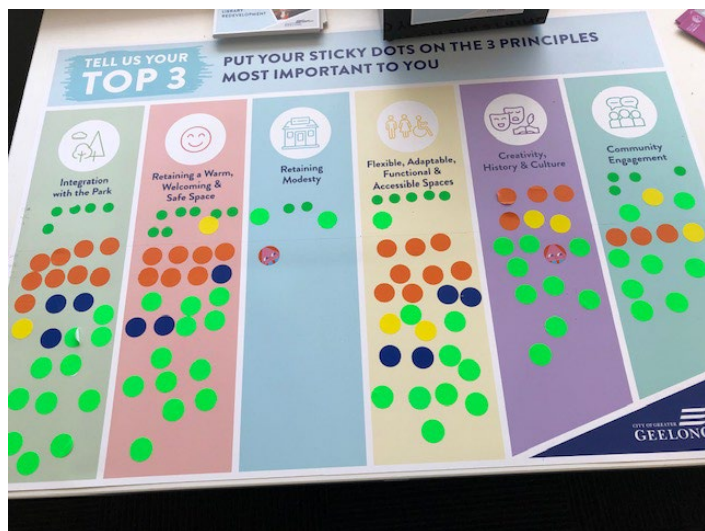


### FROM THE LISTENING POST

Listening post opportunities (5) were conducted in November and early December 2021.

Project information was available and a staff member in attendance. Posters and sticky notes were available throughout the engagement period for the community to add their views outside of the listening posts.

Participants were asked to rank in priority the proposed design principles and whether they felt the concept design reflected the design principles



FROM THE SURVEY FEEDBACK

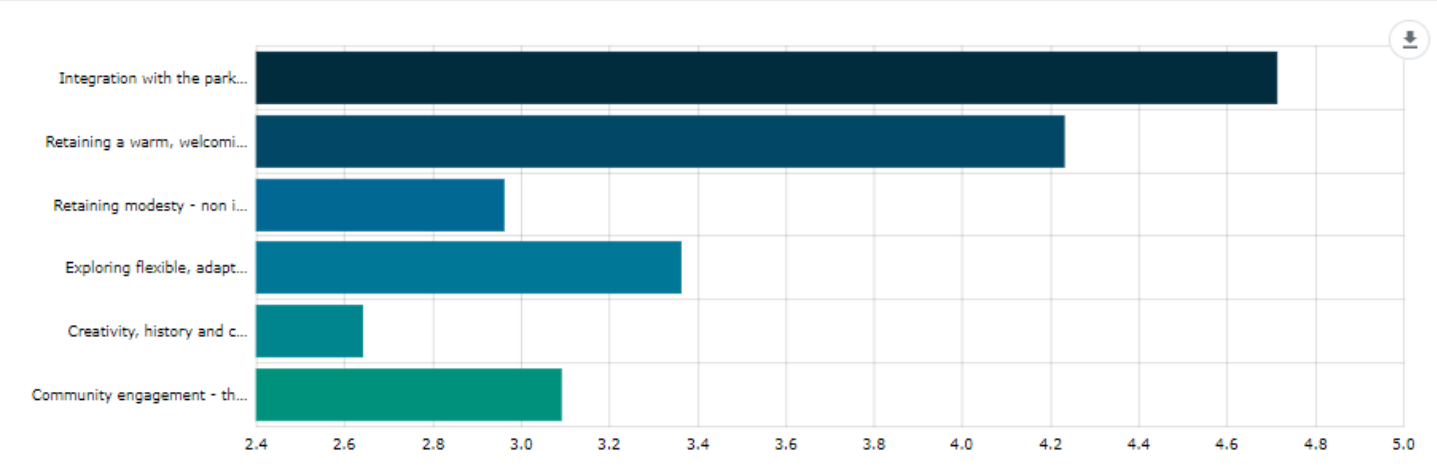
In the community survey (online and hard copy) the City asked the following:

In relation to the proposed Design Principles, the City asked respondents to rank the design principles in priority:

1

Please rank each design principle from 1-6 (1 being most important to you, 6 being least important) by dragging from the left hand column across to the right hand column in order of priority.

Ranking | Skipped: 17 | Answered: 70 (80.5%)



In relation to each design principle, the respondents were asked...

What does this look and feel like for you?

2

Integration with the park

Short Text | Skipped: 10 | Answered: 77 (88.5%)

Analyse



“Opening access to vistas of the Park, access and possible outdoor reading spaces would be lovely.”



3

## Retaining a warm, welcoming and safe space

Short Text | Skipped: 14 | Answered: 73 (83.9%)

Analyse

## Sentiment

84.9% Positive

1.8.2% Negative 5.5% Net

## Tags

Welcome entrance Timeless design Cultural diversity Library Services Staff area in the wrong space  
 Park not safe No improvement on existing Bean Bags Variety of spaces Meets criterion  
 Roof over deck Technology Modest building Quiet space Warmth Childrens Zone Dogs  
 Social connection 2nd home/3rd space Cafe Light Natural light Open & transparent Access to park  
 Not impersonal Yes Scale Expert Materials Cozy spaces Staff Not too big Neutral palette  
 Friendly staff Event Seating Friendly Sunlight Safe Warm Respect Flexible spaces Relax  
 Great space Waste of funds Books Clean Sun People Comfortable Uncluttered Contemporary Small  
 Needs of men also Looks good Welcoming Feel Soft light Windows Toilet Visibility into the space Improvement  
 Not too modern Changing Places Tick Notice board Laugh Intimate feel Expenditure to a minimum

'Flooded  
with natural  
light...'

'Retain the warm cosy nature of the  
current library but expand with views into  
the parkland. Allow spaces to sit and face  
out to the greenery with books in hand.'

4

## Retaining modesty

Short Text | Skipped: 21 | Answered: 66 (75.9%)

Analyse

## Sentiment

77.3% Positive

4.5% M 9.1% Negative 9.1% Neutral

## Tags

Better look Similar to what it is like now Nothing too revealing Inclusive Melt it with existing structure  
 Feels right Sit in park No bold colours Lacks a point of interest Enriched community Not ultra modern  
 Intimate feel Warm Fitting in with surrounds Go bold Modest building Waste of funds Not fancy Streetscape Dont care  
 Dynamic Natural materials Writing on glass Welcoming Feel Fresh Blend with environment Retain modesty Acceptance  
 Unpretentious Not intrusive Cozy spaces Respect Park upgrade Function and feel Calming Very important  
 Prominent Natural light Overpower Toilet Comfortable No multi storey Clean Accessible Feel Small interactions  
 Practical Clever design Public use Disagree Not too big Materials Universal design Function over design Signage  
 WOW factor No high rises Compliment the area Beautiful design Conduct In keeping Keep toilet block in park  
 Personal Reflecting local community Create feeling of energy Scale Look Targeted Nothing out of place  
 Can be distracting Not too fancy rare opportunity Community Hub Warmth Lounge room Elegant design  
 Local housing Local Hub Efficient and economic build Read

'Do not want a big  
library but a building  
which has elements of  
a community hub.'

**C Analyse**

7

## Community engagement

Short Text | Skipped: 21 | Answered: 66 (75.9%)

Analyse

## Sentiment

78.8% Positive

4.5% M 4.5% N

12.1% Neutral

## Tags

Communication with local community Seems like you are doing it Variety of opportunities to engage  
 Depends if there are changes as a result All ages Important Visiting speakers  
 Local artists venue Survey Community meetings Direct language Open to all peoples opinions  
 Calender of event get on with it Local networks Community sessions Cant please everyone Ask the community Open Meeting  
 Lots isolated Well used Hub Kids storytime Workshops Genuine effort Feedback Encouraged  
 Details in design Not tick the box Consult users **Listen** Have a say Not over the top Good Welcoming  
 Involving all Plant swap Consultation Ongoing Talks Friendly What's on information Very flexible Ideas  
 Done a great job Author presentations Poetry Surveys Workshops Hard to reach populations Consult consult consult  
 Marvellous Various Recognising users Local traders Workshops Tick Everyone can take part Engage with mums in the park  
 Multiple opportunities Well advertised opportunity Youth engagement Design is not making the most of opportunity Plenty of opportunity to input the plans Dont bow to vocal minority

'like this ... allowing  
 locals to have a say in  
 what transpires within  
 our community'

8

## Are there other design principles you would like us to consider?

Multi Choice | Skipped: 9 | Answered: 78 (89.7%)



● Yes  
 ● No

9

## What other design principle(s) would you like us to consider?

Short Text | Skipped: 51 | Answered: 36 (41.4%)

Analyse

## Sentiment

11.1% Positive

13.9% Mixed

30.6% Negative

44.4% Neutral

## Tags

Orientation not well thought out Keep toilet block in park Toilets accessed from inside only Integrate with MCH  
 Window glazing Fenced playground Do not include childrens computers in main library space Covered deck Room for more books Calm colours  
 Landscaping Books easy to pick up Do not build just a library Seating Sustainable materials Comfortable seating  
 Park upgrade Sculpture like the Couch at Eastern Gardens Seating Sustainable materials Comfortable seating  
 Bigger kids area More seats Shade Parking **Sustainability** Circular net zero economy No strange public art  
 Climate Change Playground upgrade **Include cafe** MCH is very important Study spaces  
 All options for all ages and style Indigenous art **Social connection** Leave it as it is Design that wont date  
 Not too modern Green star Space for theatre **Social connection** South facing deck? Retain childrens area Events in park  
 No kids computers - too distracting Access to toilets after hours Power in open space for events Quiet areas Integrated with park  
 Light and orientation? Invest in the future of this library



Do you think the preliminary concept plan reflects the design principles?

A donut chart showing the distribution of responses to the question 'Do you have a car?'. The chart is divided into two segments: a large dark blue segment representing 'Yes' and a smaller teal segment representing 'No'. A legend to the right of the chart identifies the colors: a dark blue circle for 'Yes' and a teal circle for 'No'.

Response	Count	Percentage
Yes	10	83.3%
No	2	16.7%

Please share with us your feedback on the preliminary concept design.

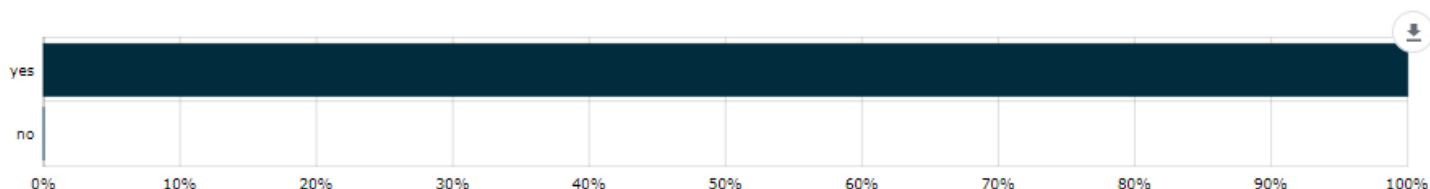
## C Analyse

40% Positive	26% Mixed	24% Negative	10% Neutral
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[illegible]

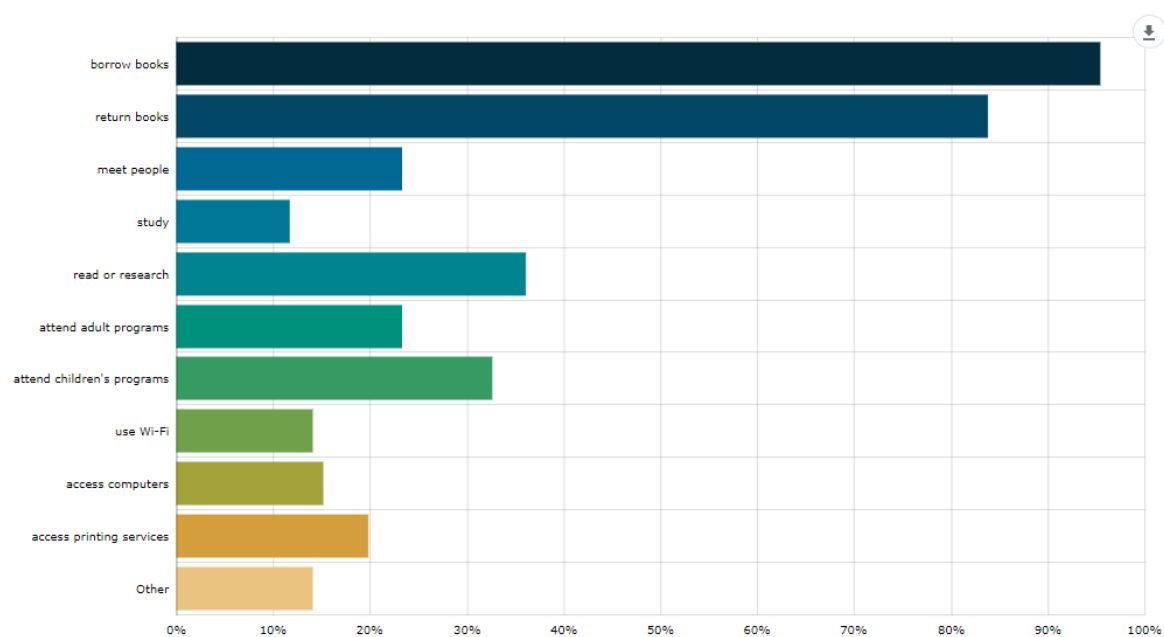
Are you a library user?

Select Box | Skipped: 23 | Answered: 64 (73.6%)



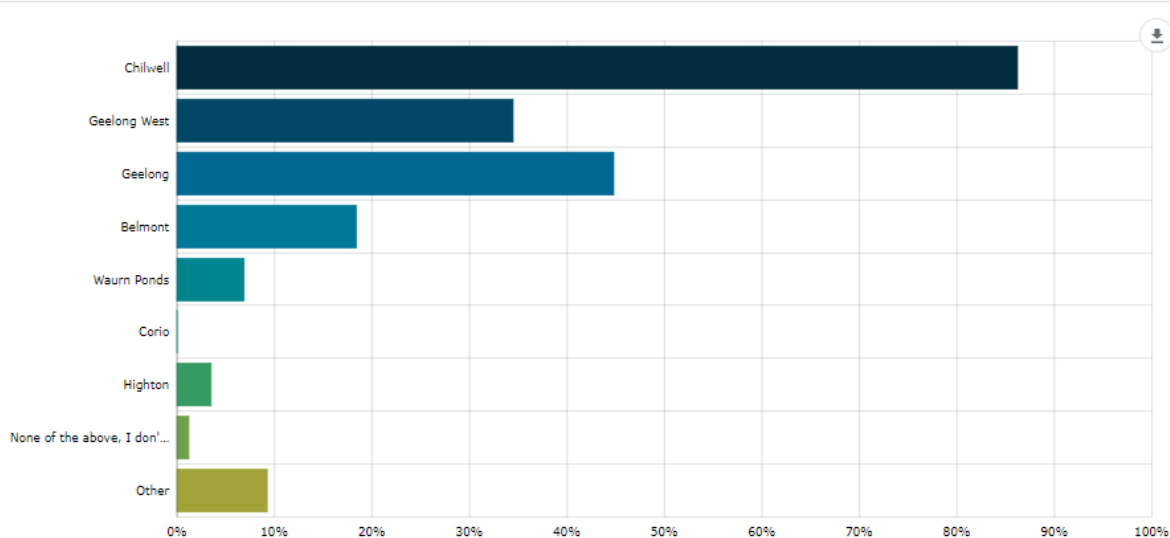
#### 14 Why do you visit the library(s)?

Multi Choice | Skipped: 1 | Answered: 86 (98.9%)



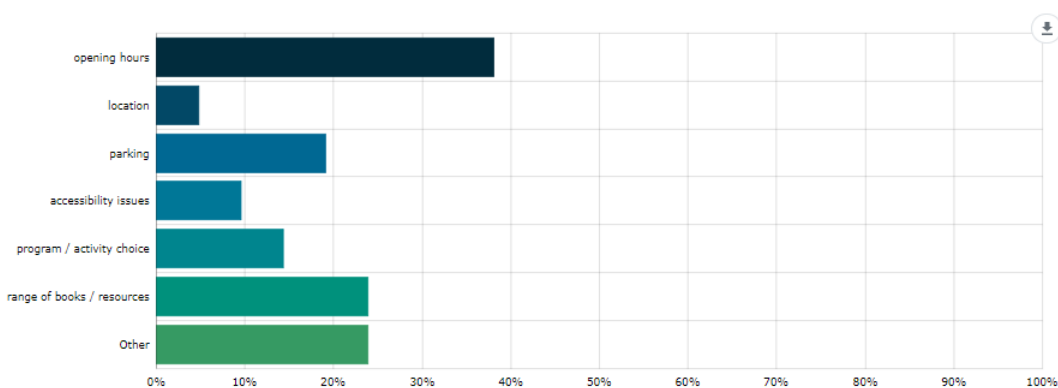
#### 13 Which of the following Greater Geelong libraries do you currently frequent?

Multi Choice | Skipped: 0 | Answered: 87 (100%)



#### 15 If you don't currently use the Chilwell Library, is there a reason?

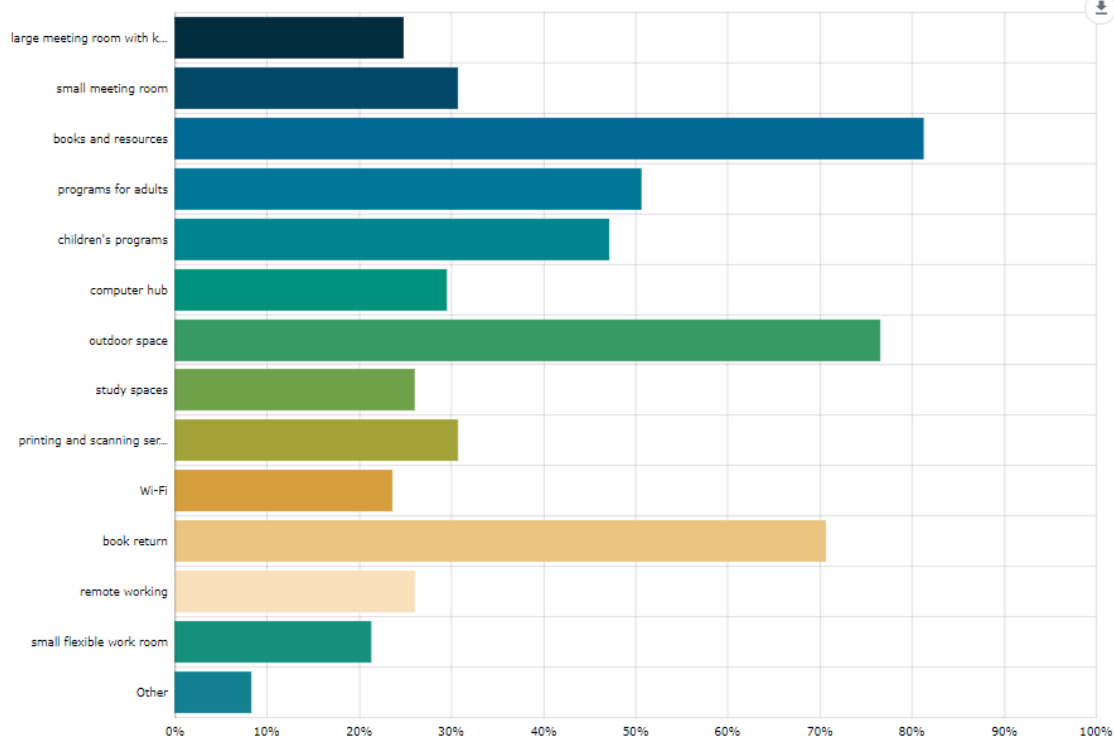
Multi Choice | Skipped: 66 | Answered: 21 (24.1%)



16

## Based on the concept design, which facilities / features would you use in a redeveloped Chilwell Library?

Multi Choice | Skipped: 2 | Answered: 85 (97.7%)



## FROM THE QUICK POLL FEEDBACK

Open

Do you think the concept plan is heading in the right direction?

Chilwell Library Redevelopment

28

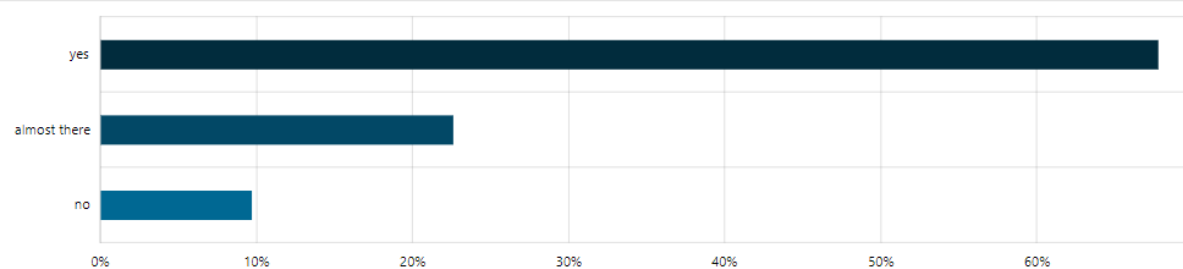
Contributors

31

Contributions

## Contribution Summary


Voting Results





## OVERALL KEY FINDINGS

Qualitative and quantitative community and stakeholder engagement and feedback has informed the development of an architectural design for the redevelopment of the Chilwell Library.



*Chilwell library is presently 'expert' in this area. We love our library and the people who run it. Let's be sure this continues. Huge thanks to Chilwell library staff*

### Things to think consider as we progress the design:

Design principles were ranked in priority as follows:

1. Integration with the park
2. Retaining a warm welcoming and safe space
3. Retaining modesty
4. Exploring flexible, adaptive, functional, and accessible spaces
5. Creativity, history, and culture
6. Community engagement

The community asked for an additional Design Principle of 'Sustainability' to be included in the design considerations.

91 per cent of respondents said 'Yes' when asked if the concept plan reflects the design principles.

Significant feedback was received in relation to the need to upgrade Sladen Park, the open space and playground behind the library.

Commentary included references about the need to improve way-finding signage to direct residents to the library.

Feedback was received in relation to the survey design suggesting the survey was overly complicated and that the City needed to simplify the subsequent survey at detailed design.

## NEXT STEPS

### NEXT STEPS

- The City is using the engagement results to inform detailed design development in collaboration with the Geelong Regional Library Corporation and the Chilwell Library Group.
- Further engagement with the Community will occur to progress and finalise design in June 2022