

St Leonards Skatepark Community Engagement

December 2020 – January 2021



COMMUNITY ENGAGEMENT SUMMARY

Background

The St Leonards Skatepark is located on McLeod Street, St Leonards as part of the St Leonards Lake Reserve. The Greater Geelong Skate Facility Framework (2020) identified the facility as 'Spot' level provision in 'poor' condition.



The design and condition of the St Leonards Skatepark has been the subject of negative media attention and community petitions, particularly in recent years. There is limited skate provision across the Bellarine with other facilities including local level parks at Portarlington, Clifton Springs, Ocean Grove and Barwon Heads.

St Leonards has a good sense of community; the residents take pride in where they live and therefore like to be involved in community projects. There has been keen interest in recent projects including streetscape upgrades and foreshore pavilion. As the skatepark will provide for the local skate community it was crucial to seek input from skate sport participants to ensure the facility will meet their needs. The City also sought representation from local young people and prospective skaters as the future users of the facility. The Youth Development Unit greatly assisted with the community consultation to ensure the City provided appropriate opportunities for young people and the skate community to engage.

Skate parks occasionally face opposition from residents when new facilities are built. The engagement was open to all community members to share their feedback, however as there is an existing skate facility on the site the project was expected to be less contentious than the construction of a new facility.

This report summarises:

- How we engaged;
- Who we engaged with;
- Key findings and overall themes; and
- Next steps.

St Leonards Skatepark Community Engagement

December 2020 – January 2021



HOW WE ENGAGED:

What did we do?

This section outlines the steps involved in engaging with our community.



Methodology

The consultation period ran from 14 December 2020 to 22 January 2021. Additional time was allocated beyond a standard 2-4 week engagement period to account for public holidays over the Christmas period. As most of this time was during the school holidays, it provided an increased likelihood that the community would be using the reserve or would be interested in providing feedback on public open space facilities during this time.

The consultation had also been delayed due to COVID-19 restrictions. As in-person youth activities had resumed at this time it allowed officers from the Youth Development Unit opportunities to promote the consultation through their school holiday programs.

The engagement was open to anyone to respond. Promotion was targeted to the local community with a particular effort to reach local skaters and residents living directly opposite the skatepark. The survey captured demographics to ensure adequate representation of key stakeholder groups.

Engagement tools and techniques

A project specific engagement page was developed to provide project information and opportunities 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 allow the community to view the concept plan for the skatepark and provide feedback in a variety of formats.

The page included a 'quick poll' that allowed people to simply select 'yes' or 'no' to indicate if they are supportive of the concept plan. This allowed people to respond without having to provide any demographic information or complete any additional questions.

SURVEY (ONLINE)

An online survey via the HYS page provided an opportunity to provide specific feedback on the concept plan.

St Leonards Skatepark Community Engagement

December 2020 – January 2021



HOW WE ENGAGED

ONLINE INTERACTIVE MAP

The community was invited to interact with an online mapping tool by:

- Dropping a pin on the plan to provide an idea or comment
- People could see comments made by others.

LISTENING POST

The Youth Development Unit made direct contact with local skaters and offered an opportunity to meet on-site and discuss the concept plans.

PHONE CONVERSATIONS

Promotional material advised that members of the community were welcome to call the City to discuss their feedback if preferred.

WRITTEN SUBMISSIONS

Open at any time during the public engagement period. Submissions could be provided by email. The Youth Development Unit also received some direct comments from young people.

Communications

The engagement was promoted to the St Leonards community, current reserve users and the Greater Geelong skate community, particularly those in St Leonards and the Bellarine area. Methods directed the community to the online platform and included:

- Signage was installed in the reserve at three locations near the current skatepark to inform reserve users of the plans and consultation process.
- Postcards were delivered to houses fronting the skatepark to help inform nearby residents about the project
 - Post cards were not distributed to the whole reserve catchment (normally 400m) as the primary focus is on skate provision for the broader area, however residents fronting the reserve are more likely to be directly impacted. Some houses did not have letterboxes and are likely to be holiday homes.
- Social media posts
 - The City's official social media accounts promoted the community engagement, including paid promotion to the St Leonards post code.
 - The Youth Development Unit's skate program Instagram account also promoted the engagement.
- Media release
 - Picked up and resulted in articles by Bellarine Times and Ocean Grove Voice
- Direct contact with key stakeholders
- Promotion and postcard distribution to skaters and young people in the Bellarine area through skate/school holiday programs facilitated by the Youth Development Unit.

St Leonards Skatepark Community Engagement

December 2020 – January 2021



SOCIAL MEDIA



12,149

Reach/Impressions

705

Actions (Clicks, reactions, shares, comments etc.)



3

On-site signs



2

Stories in local newspapers



2

Phone calls to provide verbal feedback



3

Activity options for online feedback

WHO WE ENGAGED WITH:

Participation

During the consultation period, participants undertook more over 160 engagement activities. 148 individual contributors completed the online engagement activities, with some undertaking multiple activities.

ACTIVITY	NUMBER OF CONTRIBUTIONS	COMMENTS
ONLINE 'QUICK POLL'	72	
ONLINE SURVEY	78	May include some participants who also completed the quick poll.
ONLINE 'SOCIAL MAP' COMMENTS	10	Social map functionality was initially somewhat limited on mobile devices, this was addressed after raising the issue with the software developers but may have impacted the number of participants who used this tool.
PHONE CALLS TO OPEN SPACE PLANNING	2	
DIRECT FEEDBACK TO YOUTH DEVELOPMENT UNIT	2	

The community were invited to share some demographic data with us, primarily through our online survey. The following is a snapshot of these people.

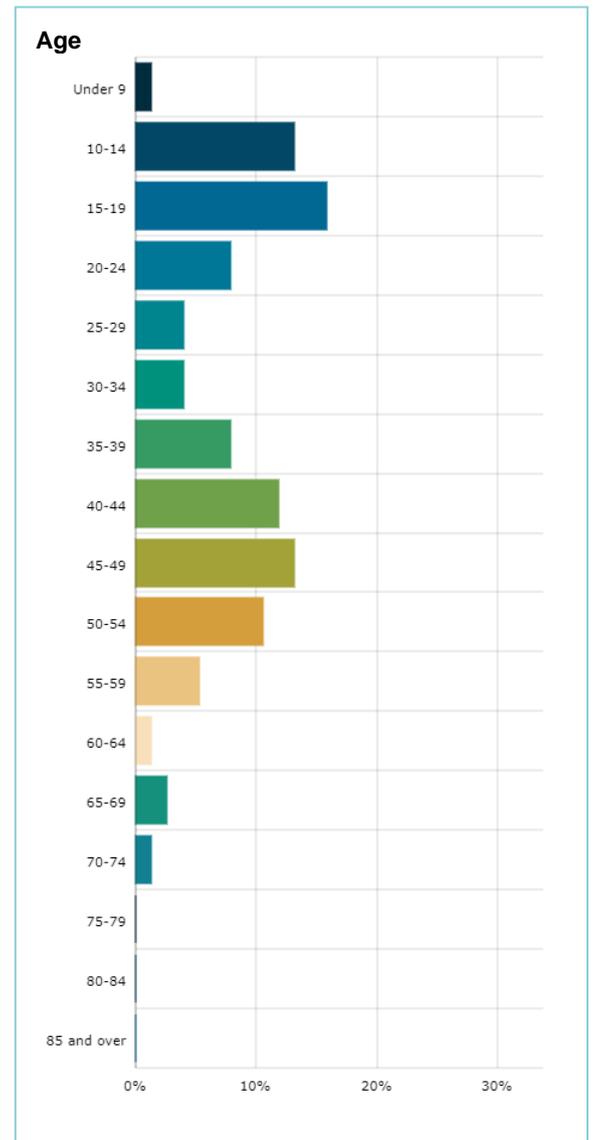
St Leonards Skatepark Community Engagement

December 2020 – January 2021

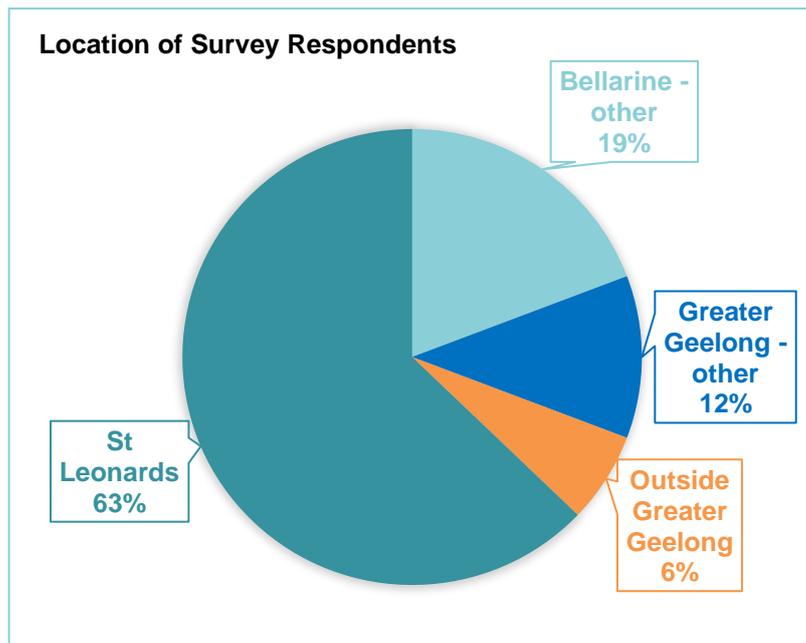


Survey Participant Demographics

- Highest participation in the 15-19 age group (15.79%)
- Second highest participation by the 10-14 and 45-49 age groups (both 10.53%)
- Only age groups 75+ had no representation
- 82% of respondents were from St Leonards and the broader Bellarine area
- Almost 60% currently participate in skate park sports
- 13% said they would like to participate in skate park sports in the future



Location of Survey Respondents



Participation in skatepark sports

Answer choices	Percent	Count
Yes	59.74%	46
No	27.27%	21
No, but I would like to in the future	12.99%	10
Total	100.00%	77

St Leonards Skatepark

Community Engagement

December 2020 – January 2021



WHAT WE HEARD

The online survey provided the most in-depth view of community feedback on the concept plan that was presented.

We collected basic demographic information (age, post code and if they currently participate in skate sports) to be able to confirm representation by key groups (skaters, young people, and local residents).

We asked respondents if they support the concept plan or not as well as allowing them to rank the various elements shown on the plan in order of priority. We also gave respondents the option to select which skate elements they would like to see included, with an option to nominate elements not currently shown. The final survey question was an open text field for any additional comments or feedback.

What did the data tell us?

- Overall there is strong support for the concept plan.
- There was good representation from different age groups and strong representation by St Leonards and Bellarine residents and skate sport participants.
- The community is happy to see that they have been heard in their request for the skatepark to be redeveloped and that they have been given an opportunity to have input into the design.
- Those that did not support the plan were mostly concerned about what level of skate provision it would provide or what elements were included rather than objecting to the park being redeveloped.
- There was some variation in respondents' expectations for who the park should cater for, with some referencing a need to make it beginner friendly while others expressed a desire for more advanced provision. Some comments noted that the overall provision across the municipality should be taken into consideration when determining what elements should be included.

Overarching Themes

- The St Leonards community is supportive of the redevelopment of the skate park.
- The skate community has provided feedback on the types of skate elements that are most important, and some people provided suggestions for additional elements to be considered.
- It is important that a qualified skate park designer is employed to undertake the detailed designs to meet user needs and expectations.

Key Findings

Support for the concept plan

There was a higher level of support for the concept plan from responses to 'quick poll' (97%) compared to survey respondents (90%). The survey responses collected additional demographic information to provide a better understanding of feedback from key segments of the community. Of the survey responses:

- 100% of people aged under 39 support the concept;
- 92% of people from St Leonards support the concept;

St Leonards Skatepark Community Engagement

December 2020 – January 2021



- 8 respondents (10% of all respondents) selected 'no' in the survey. Of these, 5 were skate sport participants who provided feedback on the specific skate elements and suggested they need review and further development, 2 were not skate sport participants who indicated they do not support a skatepark at all and 1 was a skate sport participant who did not leave any additional comment.

Quick Poll: 'Do you support the draft concept plan?'

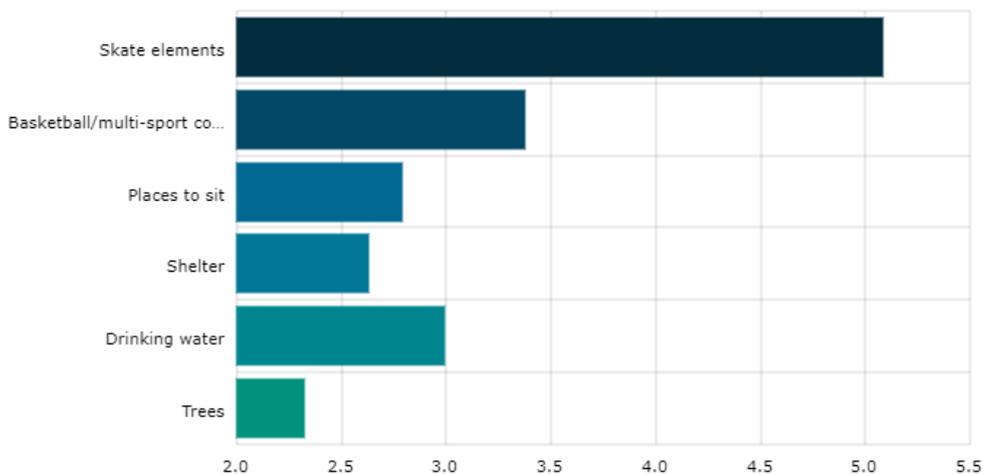


Survey Question: 'Do you support the concept plan for the redeveloped St Leonards skatepark?'



Which elements are most important?

- This was an optional question completed by 91% of survey participants
- Skate elements were ranked most important by 78% of respondents. A separate question also asked respondents to identify what type of skate elements they would like included



Skate elements

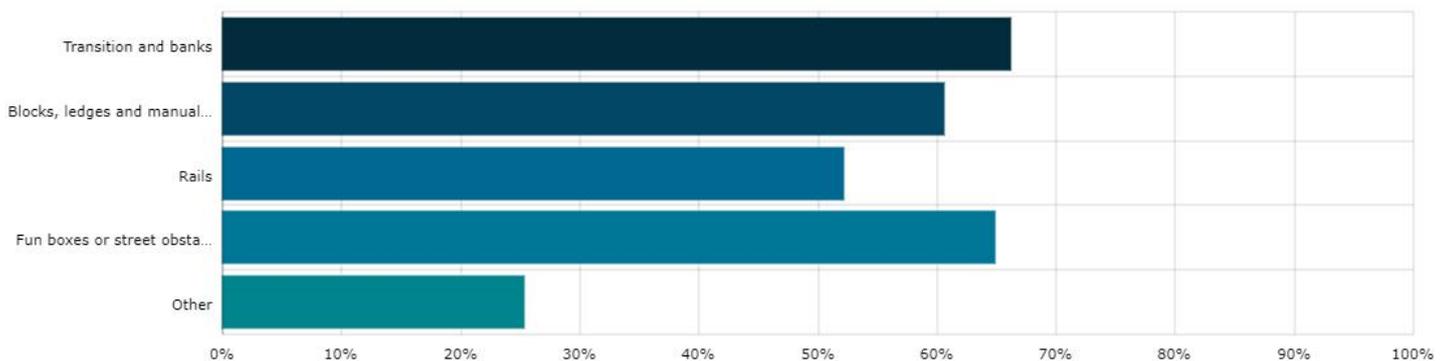
St Leonards Skatepark Community Engagement

December 2020 – January 2021



An optional question was included to allow respondents to identify which skate elements they would most like to have included. 91% of respondents answered the question. Respondents could select as many of the four provided options that they liked as well as an additional 'other' category with a text field to enter any suggested elements that were not listed.

- The strongest support was for 'transition and banks' (66%)
- There was high support also for 'fun boxes or street obstacles' (65%) and 'blocks, ledges and manual pads' (61%)
- 25% selected 'other' and provided comments and suggestions, with many referencing the need to cater to the diverse skill sets and ages of skate sport participants as well as suggesting that facilities should be usable with a range of equipment including skateboards, quad and inline skates, BMX/bicycles and scooters.
- A total of 16 comments were made that referenced a ramp and/or half pipe. Comments were in response to this question or the following question seeking any other comments or feedback. This equates to 22.5% of responses to this question.
- The two items of direct feedback that were made to the Youth Development Unit also suggested a ramp or half pipe.



Feedback examples:

'It is wonderful to see that after living in St Leonards for 15 years, something is finally being done about this area. Being a regional town, besides the beach, there is not a lot for older children/young teens to do. This will be a great place for them to exercise & hang out.'

St Leonards resident, aged 50-54

I love the idea of the whole concept. The only feed back I have to give, is to remember that it's a place for recreation and not to fuss too much about big seating areas or massive shelters. The only thing that could, in my opinion, make it perfect! Is to add a half pipe instead of a shallow pocket. It adds the final piece to make it a skate park for every style of skating possible :) Super stoked this is going ahead! Great work.'

St Leonards resident, aged 15-19

St Leonards Skatepark Community Engagement

December 2020 – January 2021



Engagement summary

WE ASKED	YOU SAID	WE WILL
DO YOU SUPPORT THE ST LEONARDS SKATEPARK CONCEPT PLAN?	<p>"Yes, this will provide a space for young people"</p> <p>"Yes, please make sure the skate elements are designed and constructed to create a quality facility for the community"</p>	Progress to developing detailed designs for the skatepark.
WHICH ELEMENTS ARE MOST IMPORTANT TO YOU?	<p>"The skate elements are most important."</p> <p>"Continue to involve skaters or professional skate park designers in the process."</p> <p>"Consider including play or fitness elements for all ages to be able to use and enjoy the space."</p>	<p>Employ a qualified skate facility designer to develop the detailed plans for the site.</p> <p>Ensure the designs prioritise the highest rated and most requested skate elements as much as possible within the budget available.</p>
IS THERE ANYTHING ELSE WE SHOULD CONSIDER?	<p>"Consider all possible users of the facility, including scooter and BMX, and make sure there are suitable elements and enough space for everyone"</p> <p>"Think about how the supporting infrastructure such as seating, shelter and play area will be integrated"</p>	Consider inclusion of additional elements if budget allows.

CONCLUSION/NEXT STEPS

Funding has been allocated in the current financial year to progress the detailed design of the skate park. These results will be used to inform the ultimate design. Funding is being sought through grant streams and the Council budget for construction.

St Leonards Skatepark Community Engagement

December 2020 – January 2021

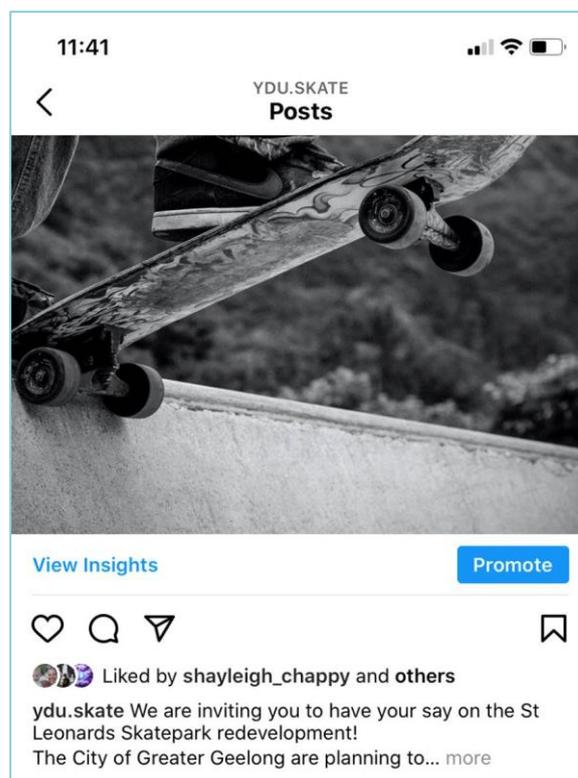
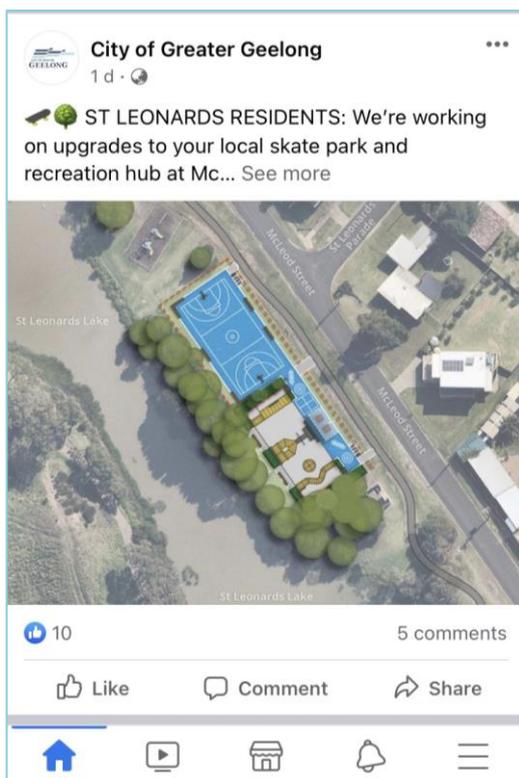


APPENDIX 1: COMMUNICATIONS AND ENGAGEMENT DATA

Social media

ACCOUNT	REACH	ENGAGEMENTS (LIKES, COMMENTS, SHARES, CLICKS)	OTHER
CITY OF GREATER GEELONG (PAID FACEBOOK CAMPAIGN)	11,620	548	Also posted on other platforms and received a various comments. Post was shared to St Leonards Primary School Facebook Page and St Leonards Community Noticeboard Facebook Group.
YOUTH DEVELOPMENT UNIT SKATE INSTAGRAM	529	157	Also featured twice in 'stories' – viewed approximately 350 times each occasion.

Example posts:



St Leonards Skatepark Community Engagement

December 2020 – January 2021



Direct feedback to YDU Skate

Approximate age would be ten and both live in Clifton Springs.

- Hi this is [redacted] you came to Clifton Springs skate park today and you gave me one of the notes I would like to add a W ramp a better fun box Half pipe think you.
- Hi I'm [redacted] I would like I half pipe mini mega.

Phone feedback

DATE	DETAILS	COMMENT/QUESTION	SUPPORTIVE?	NOTES
16/12/20	Member of St Leonard's Beautification Committee	Will the toilets be staying? (asking for a friend)	Yes, thinks it looks fantastic	Council officer confirmed toilets are not proposed to be removed.
12/1/21	Local resident	Suggested skate park should be relocated elsewhere		Resident comments during discussion about foreshore pavilion

Signage on-site



Example of media coverage:

Surf Coast/ Bellarine / Armstrong Creek/ Geelong Times: <https://timesnewsgroup.com.au/bellarinetimes/news/skaters-closer-new-facilities/>

St Leonards Skatepark Community Engagement

December 2020 – January 2021



APPENDIX 2: HYS RAW DATA

Quick Poll

Have Your Say Geelong

Report Type: Quick Poll Summary
Date Range: 14-12-2020 - 22-01-2021
Exported: 15-02-2021 15:54:08

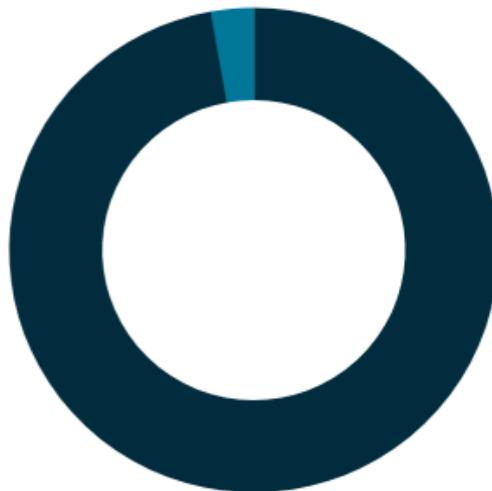
Closed

Do you support the draft concept plan?
[St Leonards Skatepark](#)

71
Contributors

72
Contributions

Contribution Summary



- Yes 97.2%
- No 2.8%
- Yes 0.0%
- No 0.0%

Answer choices	Percent	Count
Yes	97.22%	70
No	2.78%	2
Yes	0.00%	0
No	0.00%	0
Total	100.00%	72

St Leonards Skatepark Community Engagement

December 2020 – January 2021



Social Map



Submission	Category
<p>Although a full bball court seems like a good idea, I've never seen anyone play using the full court. We only need a half court with two rings facing north and south so we don't get blinded by the sun at sun up and down. The extra space would provide much more room for a bigger skatepark which the community has been calling out for for many years. With little for teens to do, and younger kids already being catered for at the many nearby parks, this skatepark should be targeted to a teenage audience rather than 3-10yr. The park could be an ideal space to engage the local youth in an active healthy, productive, engaging, social lifestyle.</p>	Dislike
<p>This is a fantastic idea, well done St Leonards!</p>	Like
<p>There are way too many of these ledges/scooter parks being built around the CoGG. Although they do provide easy accessibility, they provide a stunted development of the sport. Council should be considering what skate facilities are already available across the council area and developing new facilities that are not available in other parts. A small bank, rails, etc can easily be made in general landscaping in the town, and therefore allow skaters to become more inclusive of the community instead of being relegated to a park. The park should have a proper skate bowl that encourages progression and challenges kids to become better skaters for decades to come. Skateboarding is not just a kids sport, in fact professional skaters are often over 20-30 years old. These park designs are short sighted and are often designed by developers or people with no interest in the sport. I would highly recommend speaking to professional skaters about the needs and requirements of a proper park.</p>	Dislike

St Leonards Skatepark Community Engagement

December 2020 – January 2021



off street car parking? at the moment it looks like parents will have park on the street which causes a hazard for children crossing the road	Comment/ suggestion
<p>I have 4 kids who would absolutely love a skatepark in their home town. As much as I love that this is being considered, I personally think build a bigger and better design with a proper bowl on the foreshore and scrap this old park. St Leonards has a huge area on the foreshore and the kids would much prefer to be there than hidden away down quiet McLeod street. Make it visible and open to all driving /walking past. Don't let it be a skatepark where it's so hidden it's dangerous for our kids to even venture.</p> <p>Please remember that this park is catering for ALL of St Leonards youth as there's not much else for them to do in town. Get them outdoors, build something amazing, they deserve it - we all deserve it.</p> <p>I don't think there's any need for a full basketball court maybe just a half court??</p> <p>Check out https://convic.com/ they build amazing skate parks around the world.</p>	Comment/ suggestion
<p>I love that the park finally being built! I think the concept is amazing! The skatepark design is brief but sounds as though it will include most elements a good park needs :) In addition to the final design though, I personally think a half pipe would be an amazing and much used feature. As well as adding a stair set to deter kids from using the church stair set (as it's the only one in town) to practice their street tricks.</p>	Comment/ suggestion
<p>As well as this skate plan, I suggest a Pump track for bikes. This is so important for the kids in the country. There is no room in the average house blocks for kids to use their bikes. https://www.google.com/search?q=pump+tracks&rlz=1C9BKJA_enAU894AU894&oq=pump+tracks+&qs=chrome..69i57.5332j0j4&hl=en-GB&sourceid=chrome-mobile&ie=UTF-8#imgrc=G7DMAbibtvx4vM I think Indented Head should also have something for teens for entertainment. Developers should be made to make parks, Pump tracks and Skate ramps, basketball areas in each area they develop. There is two areas, that Council own in Grieve Ave in Indented Head, that would be perfect to add the above also.</p>	Like
<p>The ramps need to be slightly bigger to facilitate scooters and BMX, not just small ramps for skaters and street style riders. Lager ramps for more air time and progression, a decent box and hip would be nice aswell as a spine</p>	Comment/ suggestion
<p>The children and community have waited soooooo long now that any concept would be appreciated</p> <p>Just get on with the job! Asap!</p>	Comment/ suggestion
<p>Love that you have considered seating for parents, and under shelter. Well done</p>	Like

St Leonards Skatepark Community Engagement

December 2020 – January 2021



Survey

Online survey Summary Data Report below

Have Your Say Geelong

Report Type: Form Results Summary

Date Range: 14-12-2020 - 14-01-2021

Exported: 15-02-2021 16:07:26

Closed

St Leonards Skatepark
[St Leonards Skatepark](#)

75
Contributors

78
Contributions

Contribution Summary

1. Postcode Required

Short Text | Skipped: 0 | Answered: 78 (100%)

Sentiment

No sentiment data

Tags

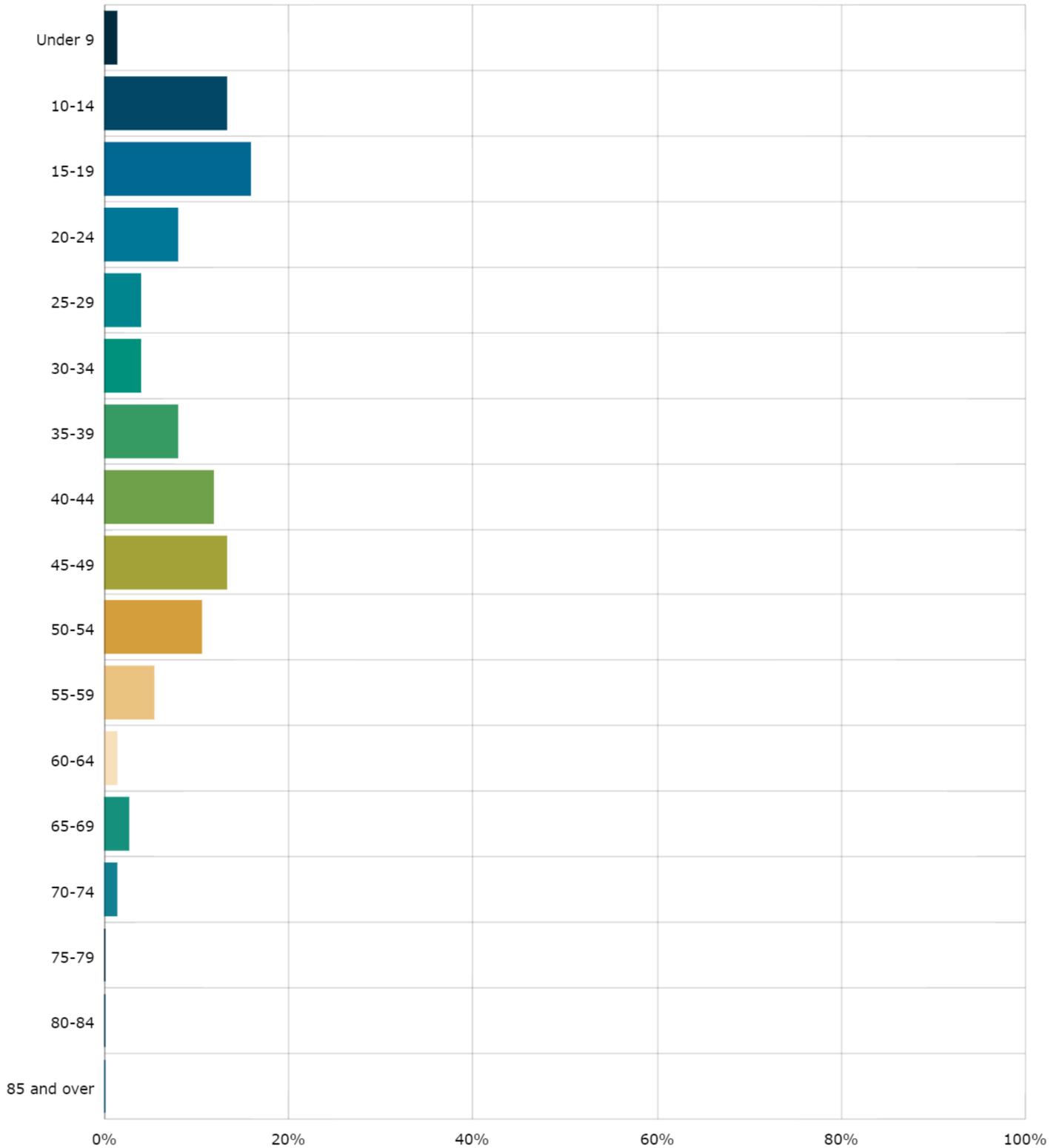
No tags data

Featured contributions

No featured contributions

2. Age Group

Dropdown | Skipped: 2 | Answered: 76 (97.4%)

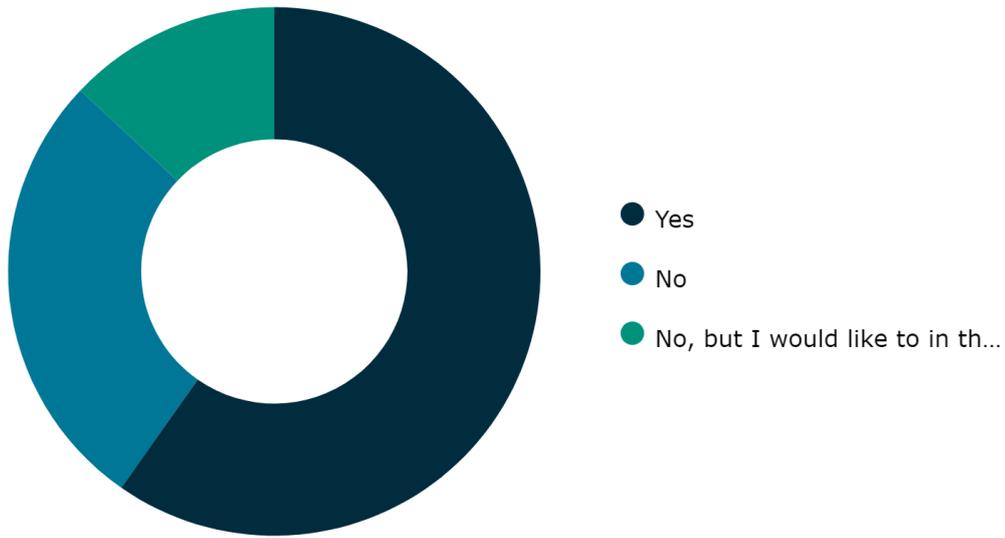


Answer choices	Percent	Count
Under 9	1.32%	1

10-14	13.16%	10
15-19	15.79%	12
20-24	7.89%	6
25-29	3.95%	3
30-34	3.95%	3
35-39	7.89%	6
40-44	11.84%	9
45-49	13.16%	10
50-54	10.53%	8
55-59	5.26%	4
60-64	1.32%	1
65-69	2.63%	2
70-74	1.32%	1
75-79	0%	0
80-84	0%	0
85 and over	0%	0
Total	100.00%	76

3. Do you currently participate in skatepark sports?

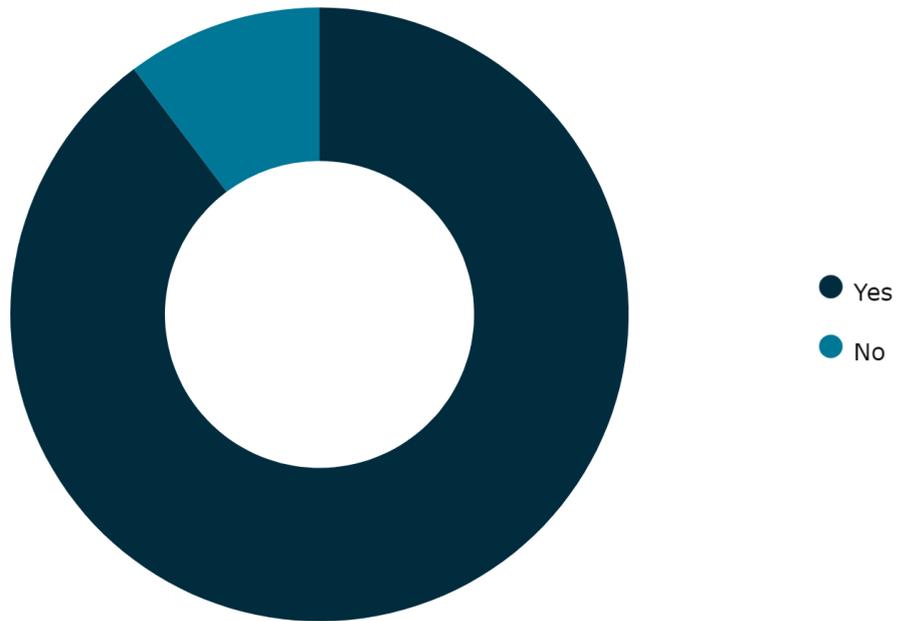
Multiple Choice | Skipped: 1 | Answered: 77 (98.7%)



Answer choices	Percent	Count
Yes	59.74%	46
No	27.27%	21
No, but I would like to in the future	12.99%	10
Total	100.00%	77

4. Do you support the concept plan for the redeveloped St Leonards Skatepark? Required

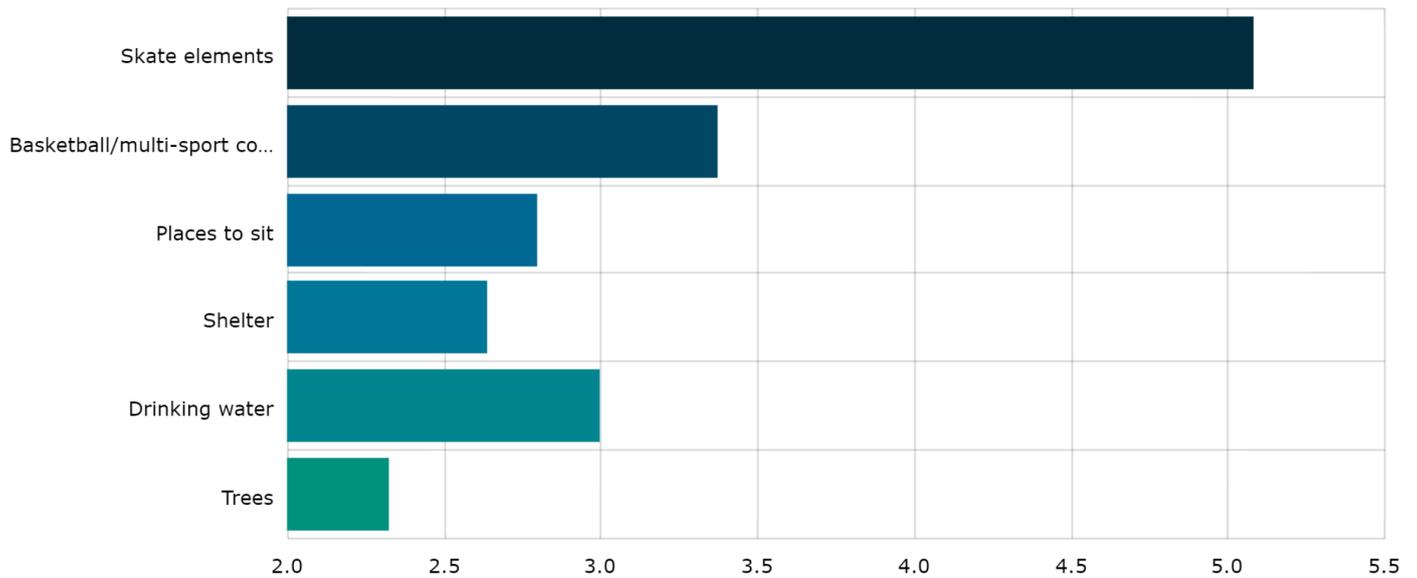
Multiple Choice | Skipped: 0 | Answered: 78 (100%)



Answer choices	Percent	Count
Yes	89.74%	70
No	10.26%	8
Total	100.00%	78

5. Which elements are most important to you?

Ranking | Skipped: 7 | Answered: 71 (91%)



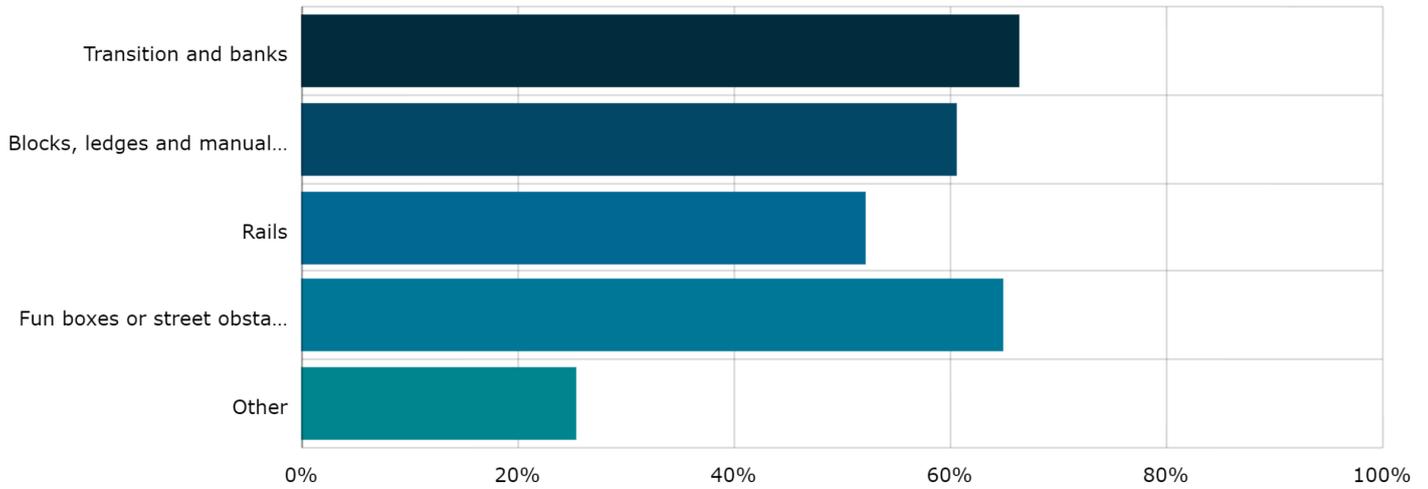
	1	2	3	4	5	6	Count	Score	Avg Rank
Skate elements	77.94% 53	7.35% 5	0% 0	2.94% 2	5.88% 4	5.88% 4	68	5.08	1.69
Basketball/multi-sport court	20.97% 13	32.26% 20	9.68% 6	6.45% 4	9.68% 6	20.97% 13	62	3.37	3.15
Places to sit	1.64% 1	11.48% 7	34.43% 21	22.95% 14	21.31% 13	8.20% 5	61	2.79	3.75
Shelter	1.64% 1	11.48% 7	24.59% 15	27.87% 17	22.95% 14	11.48% 7	61	2.63	3.93
Drinking water	0% 0	30.16% 19	20.63% 13	20.63% 13	12.70% 8	15.87% 10	63	2.99	3.63
Trees	4.84% 3	12.90% 8	11.29% 7	16.13% 10	24.19% 15	30.65% 19	62	2.32	4.34

Score - Sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions. Weights are inverse to ranked positions.

Average Rank - Sum of the ranked position of the choice, multiplied by the response count for the position choice, divided by the total 'Count' of the choice.

6. What skate elements would you most like to include?

Multiple Choice | Skipped: 7 | Answered: 71 (91%)



Answer choices	Percent	Count
Transition and banks	66.20%	47
Blocks, ledges and manual pads	60.56%	43
Rails	52.11%	37
Fun boxes or street obstacles	64.79%	46
Other	25.35%	18

7. Do you have any other comments or feedback?

Long Text | Skipped: 28 | Answered: 50 (64.1%)

Sentiment

No sentiment data

Tags

No tags data

Featured contributions

No featured contributions