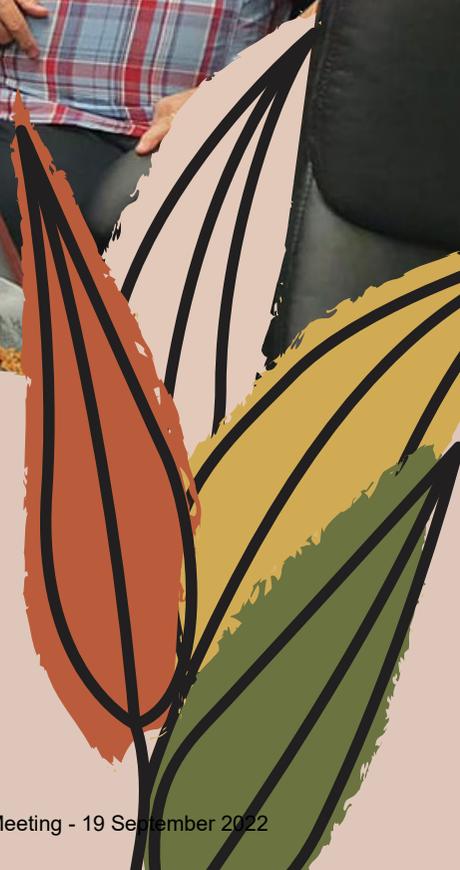




Activate Byford Outcomes Report



Activate Byford Town Team acknowledges that the Shire of Serpentine Jarrahdale is in the traditional country of the Noongar people. We recognise their cultural heritage, beliefs, and continuing relationship with the land, and pay our respects to elders both past and present.



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Part 1: Introduction



Introduction

The Shire of Serpentine Jarrahdale has engaged the services of Town Team Movement (TTM) to help setup and support the development of a new town team to be established in Byford. The project aim is to:

- Better understand the community's CBD vision and aspirations
- Provide new placemaking skills to local leaders
- Reach out and engage with the wider community leaders and focus our approach on implementation and driving positive community-led actions

Site Context

The CBD itself includes a mix of local cafes, restaurants, health services and convenience shopping. Businesses in the centre are well-established with a loyal following and love for Byford. Native bush and mature trees are spread throughout the centre and give clues to the natural and calming feel of the wider Byford area. The centre itself is physically divided by South Western Highway and the Rail Reserve, however there are many opportunities for future growth and community spaces to be utilised for activation, and creating new social connections.

What can community-led action achieve in Byford?

- We want to show off what Byford has to offer – It's not just 35km from the beach... We have the hills, friendly and creative people, and incredible nature
- We aim to support each other and foster community. So many new people are moving into Byford, it's important we integrate and come together as a growing place
- Celebrate who we are. There are so many great local talents in Byford, we need to celebrate and utilise these skills and resources

About Town Teams

Town Teams are positive and proactive organisations that include businesses, landowners, stakeholders and residents working collaboratively with their local government to improve a place or community meeting area, often a town centre or 'main street'.

Town Teams are 'doers'. they:

- Provide vision and leadership
- Are A-political in their approach
- Get stuck in and have a go rather than waiting for "someone else" to do "something"
- Independent from governments
- Run by the community for the community

The Town Team model is open and inclusive. It helps to break down the sectional interests that often divide businesses, residents and local governments.

Town Team Movement is an 'underarching' non-profit organisation that aims to make it a bit easier to 'Act Local' and make it happen in your community.



About Placemaking

Place-based approaches are not for the faint-hearted - they require the right mix of capabilities, mindsets, policies and resources from both community and government.

The objective is to focus on shared outcomes and, crucially, they require communities to work in partnership with their local government and other stakeholders when defining and working towards these outcomes.

Who is involved?

Community is the driving force. Community leads action or is an equal partner with government in designing and implementing an initiative focused on something that matters to them. They are supported to partake in decisions about design and implementation.

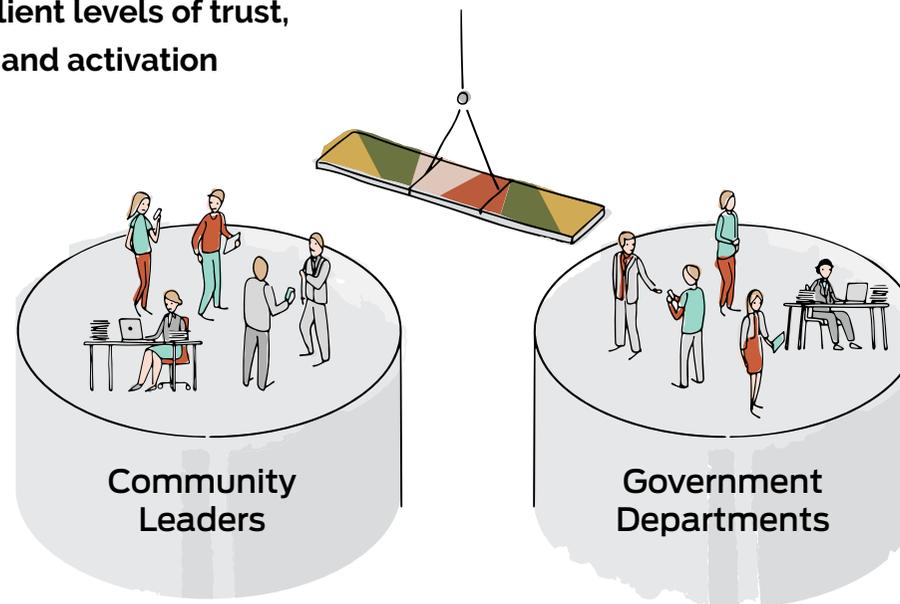
Local government is an essential player partnering with community or as a key enabler to their leadership and action. Its resources, knowledge and connections are important to support an initiative.

Placemaking is both an ethos and a practical application to improving places. It focuses on collaboration, communication and connections and mutual responsibilities. Placemaking, by definition, can't be done by individual people or a department of government working in isolation.

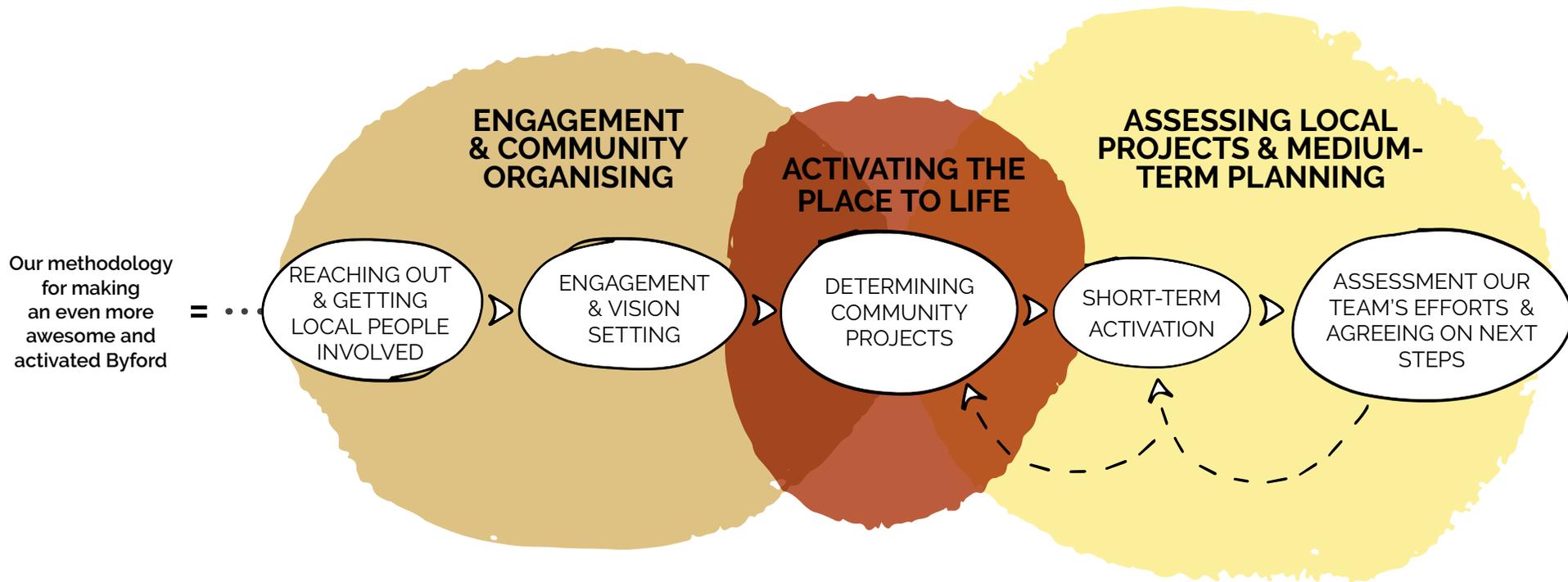
Placemaking does not just involve experts and professionals. Everyone should have the opportunity to be involved. It promotes changes to culture and thinking as much as physical outcomes. Both are important.

PLACE VISION & ACTIONS:

'Bridging' resilient levels of trust, collaboration and activation



Part Two: The Activate Byford Town Team Journey



TTM Overview: Supporting Activate Byford



Reaching Out & Getting
Local People Involved



Engagement & Vision
Setting



Determining Community
Projects & Short-Term
Activation



Assessing our town team efforts
& agreeing on next steps

PROJECT INCEPTION
APRIL - MAY 2021

TOWN TEAM WORKSHOP
MAY 2021

ORGANISING IDEAS
JUNE 21 - FEB 22

TOWN TEAM ONE-YEAR REVIEW
MAY 2022

Inception & Initial Engagement

- Inception meeting with Shire
- Handing out 400 Welcome Flyers
- Meeting businesses and stakeholders along the main street
- Town Centre Mariachi activation to promote first workshop
- Press Release to local newspaper to promote first town team community building workshop

Town Team Workshop Preparation & Marketing

- Workshop run sheet and preparation
- Marketing event on FB

Workshop Delivery

- Providing fundamental placemaking skills and town team activation case studies
- Exercises to focus on community activation
- Community activation placemaking and allocating projects
- Activate Byford vision setting

Organising Monthly Meetings & Community Governance

- Support to setup a calendar of monthly meetings
- Providing governance, incorporation and bank account advice
- Helping to organise and plan community projects

Activation Support

- Support to create project briefs, apply for funding, generate budgets and project timelines
- Holding funds in bank account
- General inspiration and encouragement

One Year in Review: Town Team Committee Workshop

- Re-assessing our motivation for Activating Byford
- Assessing our Team's core strengths and areas for improvements
- Assessing the growth of our town team character
- Confirming projects for next financial year

Part Three: Activate Byford Vision & Values

The Byford Mission:

Bringing our community together to showcase Byford!

Place Themes:

Guiding future community projects and determining how we work together to activate Byford. #letsbuildcommunity



Place Theme 1:

Foster pride in our community. We are the best of urban and rural combined.

Place Theme 3:

Celebrating who we are, and showcasing our talents to new residents, long-time locals, visitors and everyone willing to listen.

Place Theme 2:

Supporting each other to build community initiatives.

Place Theme 4:

Beautifying Byford

Year One: Activation Project Ideas

This is a list of activation projects determined at the first town team workshop in May 2021



BYFORD PICTURES

First Installation - Feb 2022

The intention is to include photos of flora and fauna, beauty spots, walks, events, etc. We want to start with one photo on the Dome car park blank wall, which will be updated on a regular basis. The medium to long-term aim is to have a digital display board turning over a number of photos every few seconds which would be changed fortnightly at the new railway station.



BYFORD CONNECT

First Event - Aug 2021

Connecting young parents in Byford and facilitating in-person conversations and tools for learning about how to be an even better parent. Also, setup a 'creiche' or babysitting room to care for small children whilst the events take place.



BYFORD OPEN MIC

Getting young people more positively active in the community by facilitating a series of open mic nights. The events can include an established musician, possibly have classes and opportunities to learn, practise and perform in front of local people.



ARTISAN MARKET

Facilitate a community event focused on arts and craft markets. Consider having a few food trucks, kids activities and a possibly an outdoor movie.



BEAUTIFYING BYFORD

Beautifying the town centre with bright coloured furniture, murals and an art trail.



ART MURAL

Creating a community 'paint by numbers' mural that represents Byford and activates a space within the town centre.

Cities have the capability of providing something for everyone, only because, and only when, they are created by everybody.

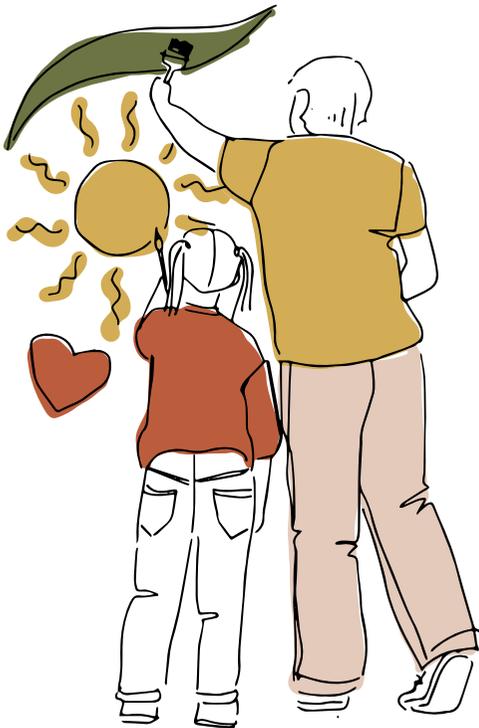
- Jane Jacobs



Committee Planning (Helping to Making It Happen)

In addition to organising community projects, it's important to consider how the town team committee works together to create a supportive, enthusiastic, fun and sustainable group of volunteers.

The committee planning recommendations provide a broad timeline for discovering more about 'Activate Byford', refining and growing the town team activation skills and experience, and future thinking about growth and development of the future town centre.



Discovery Focus (0-6 months):

- Determining our community projects for the next 6-12 months
- Create an 'Activate Byford' town team brand and how to promote ourselves
- Consider committee roles and record keeping
- To incorporate or not to incorporate - assessing the pro's and con's of incorporation

Refining Focus (6 months - 2 years):

- Refining our event program and creating detailed project plans
- Developing our relationship with the Shire
- Assessing our team skills and resources and determining what is missing
- Defining our motivation and inspiration for continuing to activate Byford
- Being more organised and defining our future community governance
- Develop ideas for medium and long-term funding
- Learning from other town teams and attending town team networking events

Future Thinking Focus (2 years and beyond):

- Aiming to be recognised as a leader in the community and a knowledgeable and constructive voice for the Shire
- Work closely with the shire and positively advocate for involvement in larger town centre and community projects
- Developing a regular series of events and creating ambitions for longer-term community projects

Part Four: One Year Review - Assessing our Impact

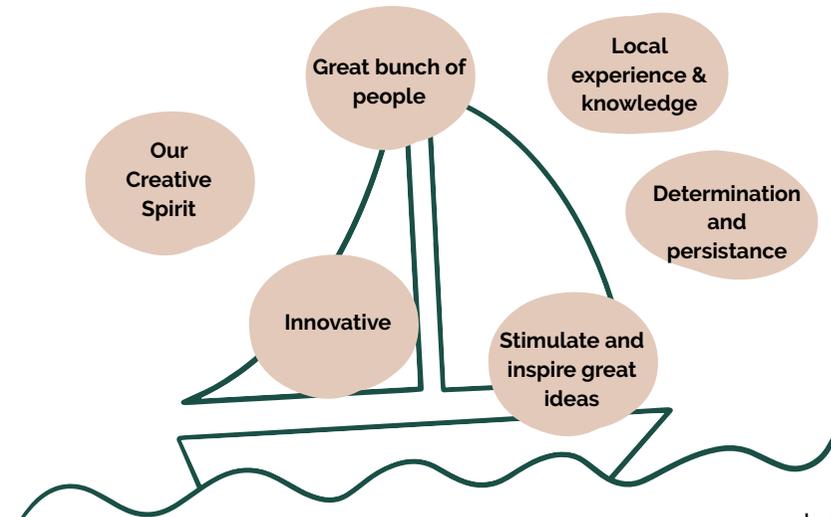
During the May 2022 monthly town team meeting, TTM facilitate a one-hour workshop to review what we had achieved over the past challenges and opportunities for our committee to grow in the future.

What is our 'Motivation' for Activating Byford?

- Bringing community together
- Social interaction through various forms of art
- Creating a youthful vibe
- Building a sense of community and youth ownership and building on the young energy
- Activating the community - for the community, to the community, by the community
- Being part of creating 'the buzz'
- Help to build Byford's reputation and interest as a place to visit and enjoy
- Show residents that Byford and surrounds is a beautiful and interesting place

Assessing our team's Strengths & Challenges

Participants were given 90 sec to write and prioritise above the water all the town team strengths & everything helping us move forward with the cool breeze...



Participants were given an additional 90 sec to write and prioritise under the water, the town team challenges & everything pushing us back against the strong current...



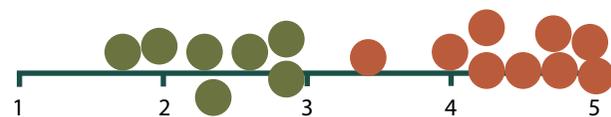
Rating our Core Qualities

TOWN TEAM PERSONALITY

Participants were asked to scale the following town team personality qualities from when the group was first established and any change due to working together for the past 12 months (0=low, 5= high)

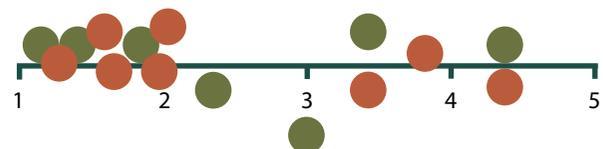
● May 2021

● Now (June 2022)

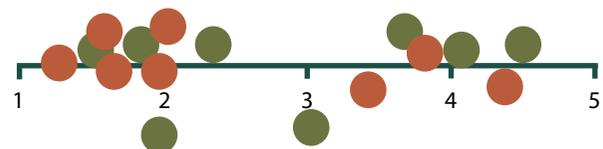


WORKING TOGETHER

How is our relationship growing within our **town team**?

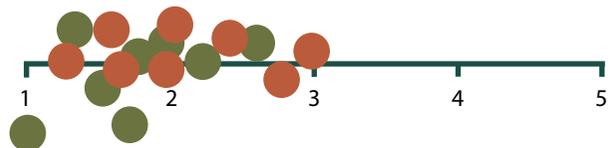


How is our relationship growing with **council staff**?



CONFIDENCE

How **confident** do we feel to make things happen?



SINCERITY & EXCITEMENT

How **passionate** and **enthusiastic** are we to support community in Byford?



WORKSHOP DISCUSSION COMMENTS

Working Together within our team:

- We're just awesome!
- Very resilient. We are the snowfall for vibrancy and activation
- We believe in shared leadership and everyone pitches in
- This project has legs!

Working Together with the Shire:

- This project is a great council initiative and staff are very lovely
- Consider on-going support and attending quarterly meetings
- Red tape and restrictions is challenging
- We sometimes get different advice and feedback from different people
- It would be helpful if council can provide a facility to hold funds

Confidence & Excitement:

- The town centre has been difficult to activate due to Covid and there isn't much public space (yet)
- We need existing funding to be rolled over to next financial year and to expand scope outside town centre.
- Ultimately, our goal is to activate the town centre, but not enough public space at the moment
- We've learned a lot about challenges activating the town centre and happy to support future council projects in the town centre
- Opportunities for small things to grow. We can help create the momentum
- Marketing isn't our top priority. We are focusing on projects and activation
- We could use help from someone who has social media experience
- We pride ourselves on positive and a good range of experience energy

Where do we want to be in five years time?

- Completed all our projects and many more!
- Be activating the new CBD and Civic Heart
- Contribute to creating a major artwork for the new train station
- Our group remains dynamic
- More business involvement
- More range of people involved - residents, businesses, young people, etc
- Increased aboriginal engagement, representations and visibility in the town centre - and other cultures
- Continue to be culturally inclusive - a melting pot for art and creativity
- Continue to build our relationship with the Shire

Like few other places, streets are a public stage where life unfolds...

they're where we celebrate and come together with our neighbors. They're where we bump into friends, and one of the few places where we routinely encounter people who are different from ourselves.

- Project for Public Spaces



Final Recommendations

Based on supporting the Activate Byford Town Team over the past year and facilitating the final 'one year in review' workshop, TTM has provided the following recommendations to Council:

1. Continue to be an 'Enabler'

The Shire should focus on building a strong relationship with the town team. This requires:

1. Being flexible with funding arrangements and allowing activation to occur outside the town centre
2. Allowing the existing activation funding for 2021 to be carried over into the following financial year and support new projects within the existing budget
3. Find future projects for the town team to be involved in, such as activation and beautification of the new library
4. Attend meetings once a quarter and provide regular email check-ins
5. Share community grants and provide professional support where necessary
6. Attend town team and other community networking events with the Byford town team members (where applicable)

2. Collaborate with Activate Byford to develop a creative, inclusive and activated future town centre

On-Going collaboration and future discussions may include the following:

1. Further investigations about current challenges to activating the town centre. What might future solutions look like?
2. Discussing how current projects such as Byford Pictures, markets and Open Mic nights might be expanded into future town centre projects and public art
3. Creating a long-term vision and activation plan for the future town centre with Activate Byford
4. Consider a micro-grants program or festival to test and experiment with new ideas when the new town centre is open. This will encourage more people to get involved in the town team and facilitate even more creativity and activation

