

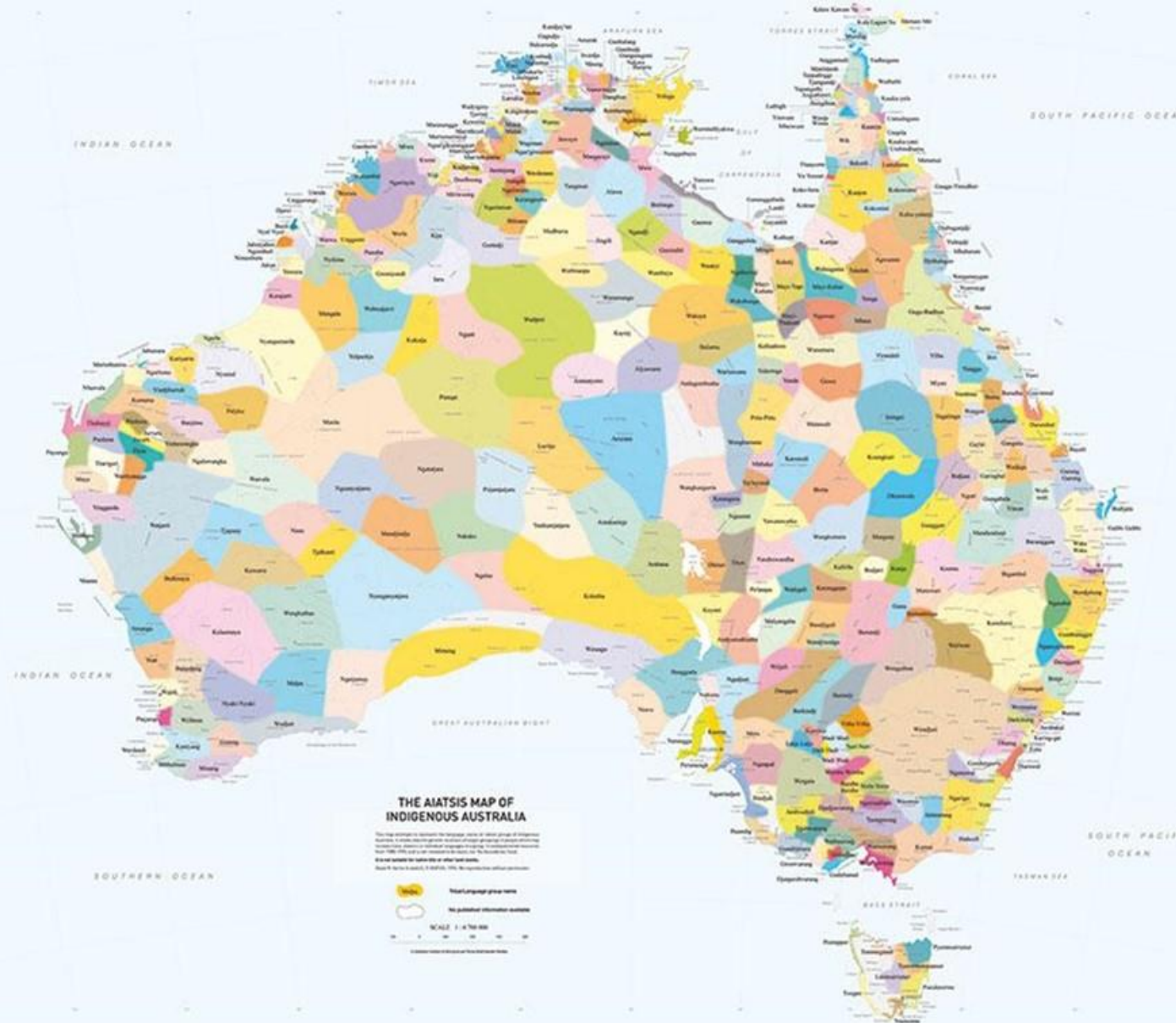


Revitalising main streets through partnerships and community-led placemaking

Dean Cracknell



We pay our respects to the traditional custodians



Collaboration and Relationships



Image source: [sportingnews.com](https://www.sportingnews.com)

The job? You make it a little better ...



Juergen Klopp - Manager Liverpool Football Club

Image source: sportingnews.com

The Competitive Advantages



Online Commerce

- Price
- Range
- Global market
- Few regulations

✓ COVID winner



Shopping Centres

- Single ownership
- Safe and clean
- Control and programming
- Car parking

× COVID loser, so far

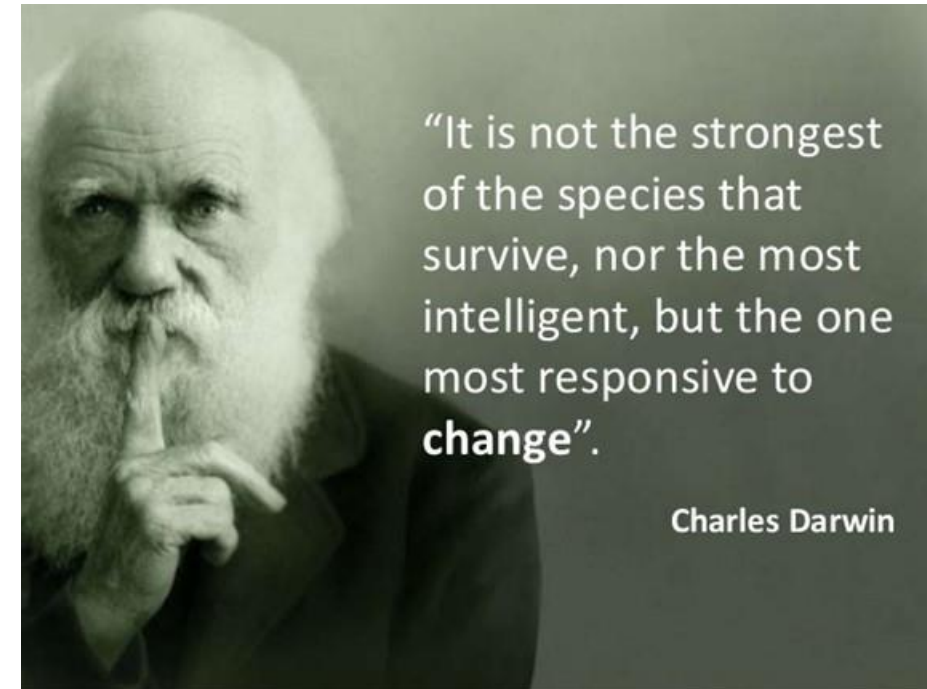
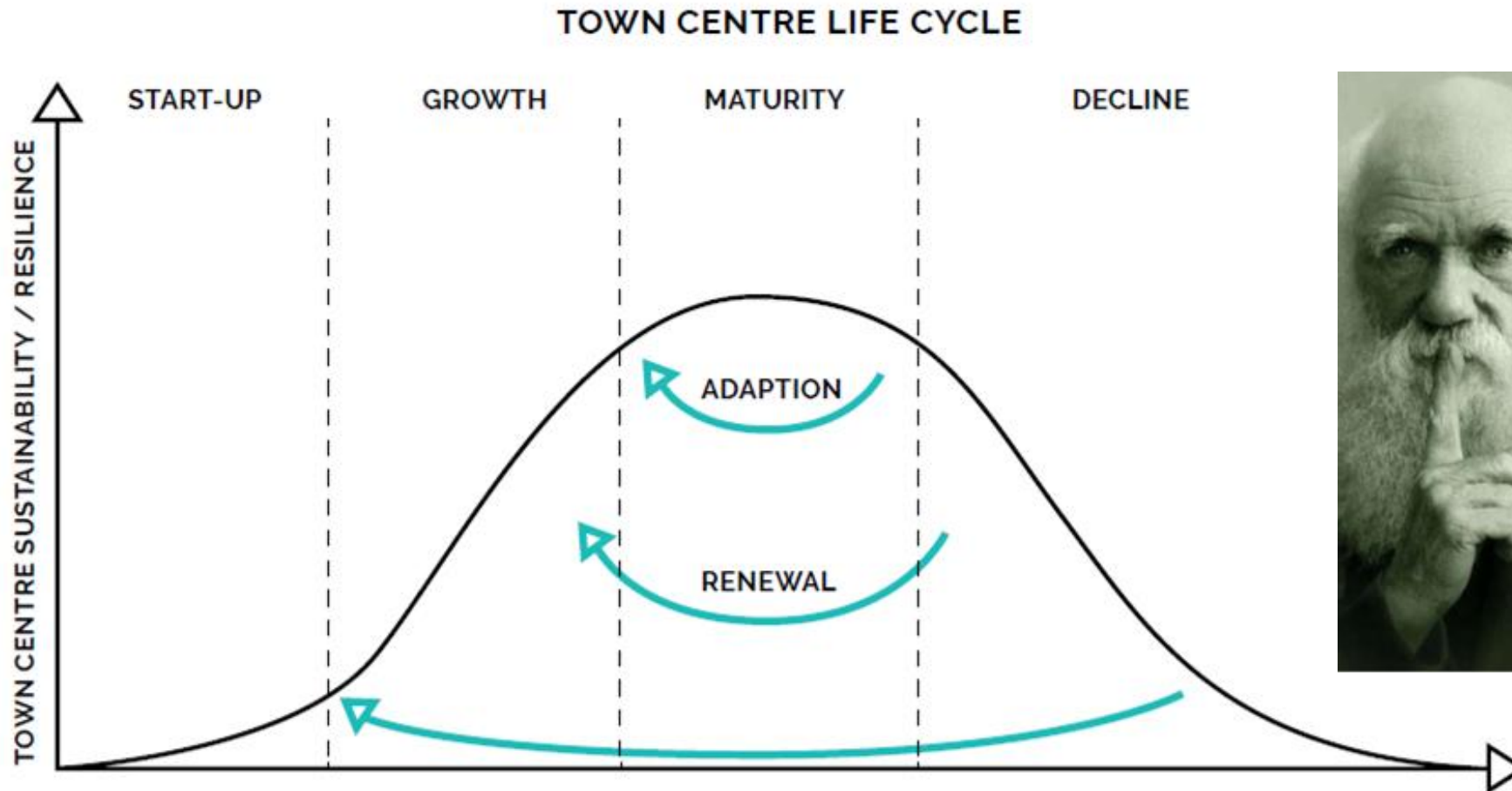


Town Centres

- Authenticity
- Experiences
- Character & vibrancy
- Passionate local people
- Streets/public spaces

? Adapt to COVID

Revitalising a main street



Adaptation, innovation and inspiration can help re-set the cycle
These things can be **enabled**, but **not masterplanned**

People are your place's best asset



Make it easier for them to do stuff!

We use a placemaking approach



“Placemaking is like turning a house into a home”

Placemaking innovator - David Engwicht

Placemaking is a **philosophy** and a **collaborative process** for creating places that people love and feel connected to.

The benefits of a great place



It doesn't just happen ...

“It is difficult to design a space that will not attract people.
What is remarkable is how often this has been accomplished.”

Placemaking pioneer - William H. Whyte



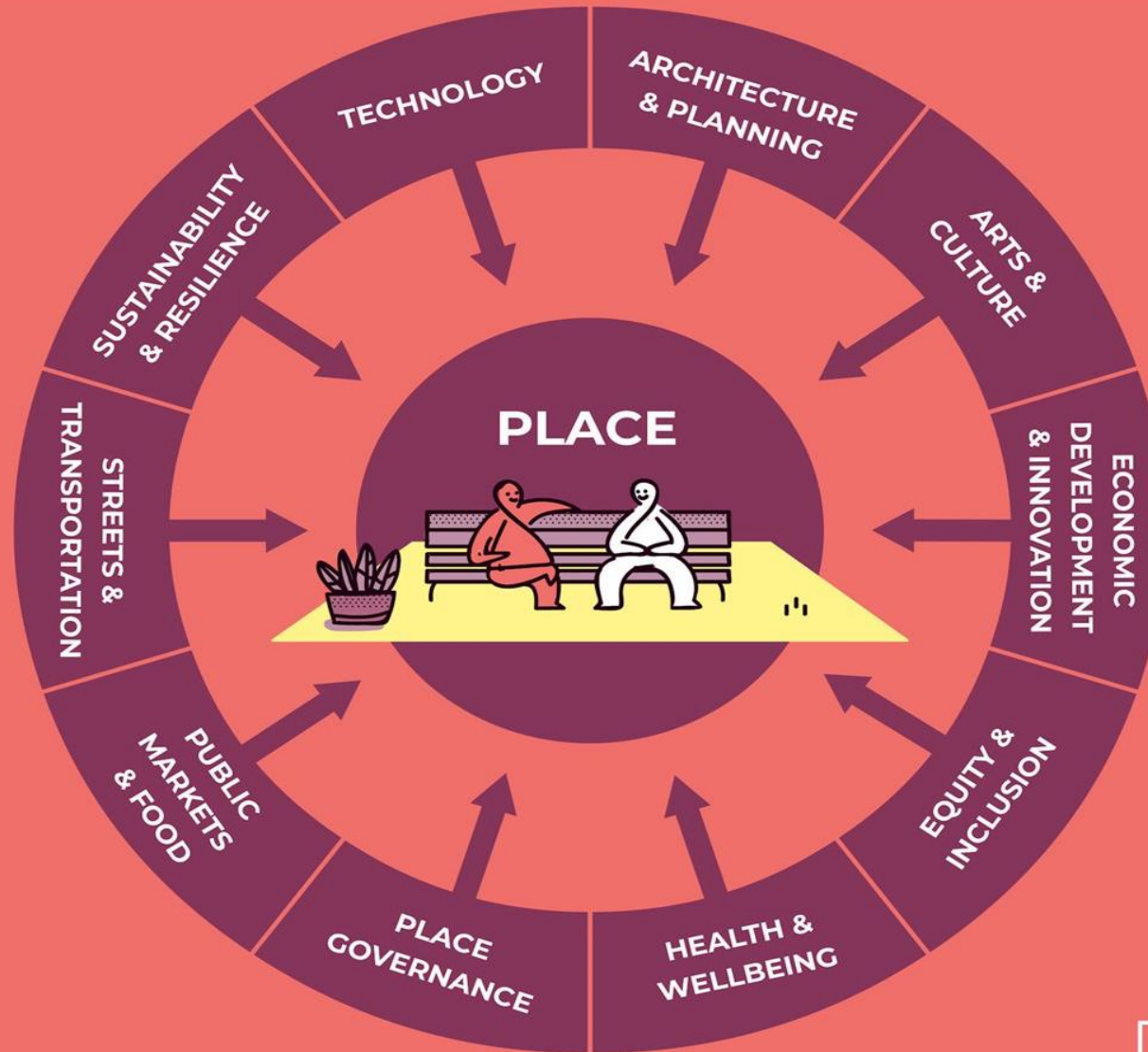
Why? Silos and lack of coordination ...



What's our common purpose?



'Place' can be the common purpose



We upgrade technology



How do you upgrade places?



software

The software of a place is less tangible: the people; activity; vibrancy; the 'vibe'; the personality of the place; feelings; confidence and enthusiasm. The software is provided by local businesses, landowners, residents and visitors. Whilst critical, the software can't always paper over major hardware faults or missing pieces.

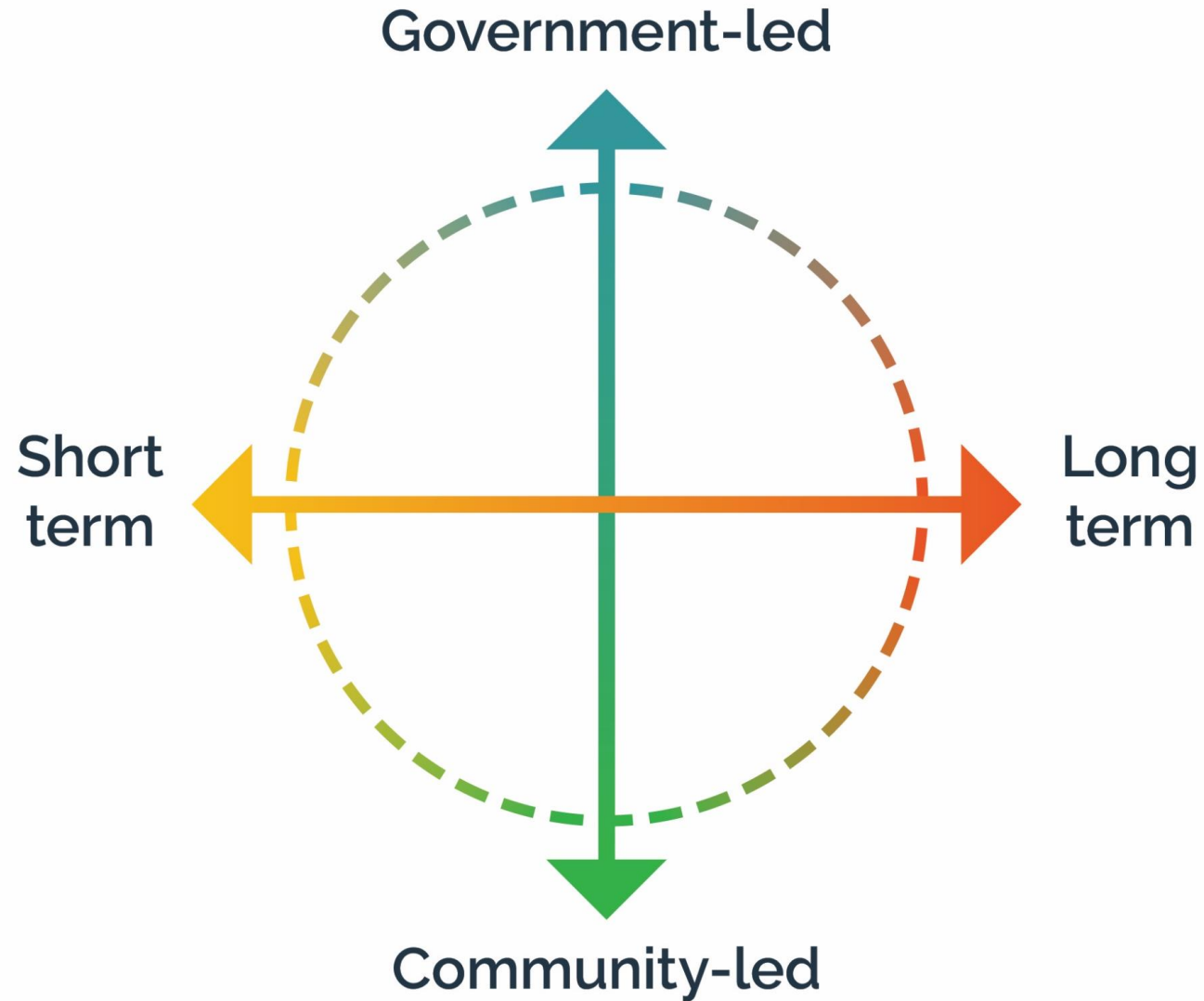


hardware

The hardware of a place is the physical attributes. It is usually delivered by urban designers, landscape architects and engineers and includes roads, trees, footpaths, utilities, services etc. Whilst vital, the hardware can't give a place soul, character or feeling.

Just like a computer, we need to upgrade the **software** as well as the **hardware** of places

Placemaking can be ...

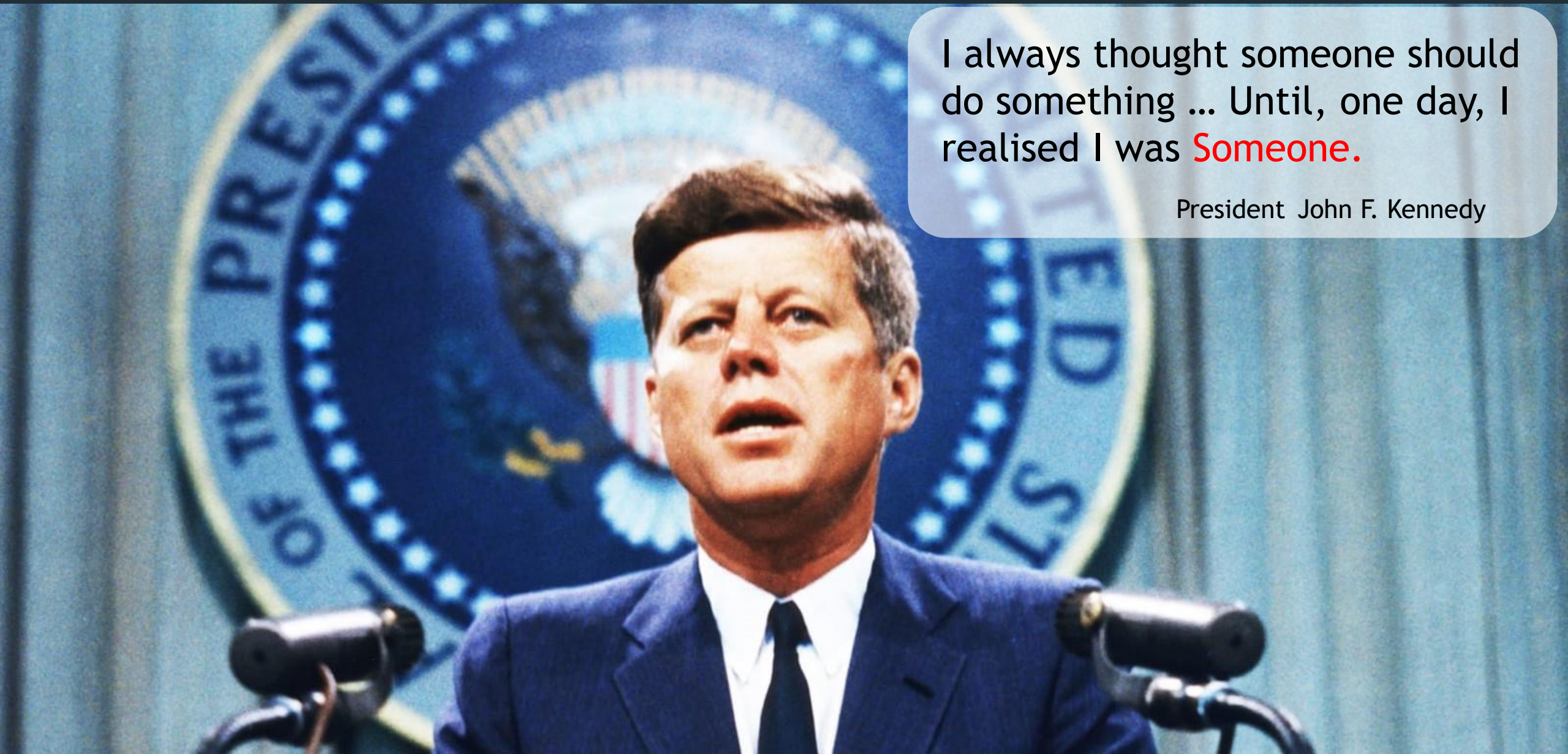


Making it happen

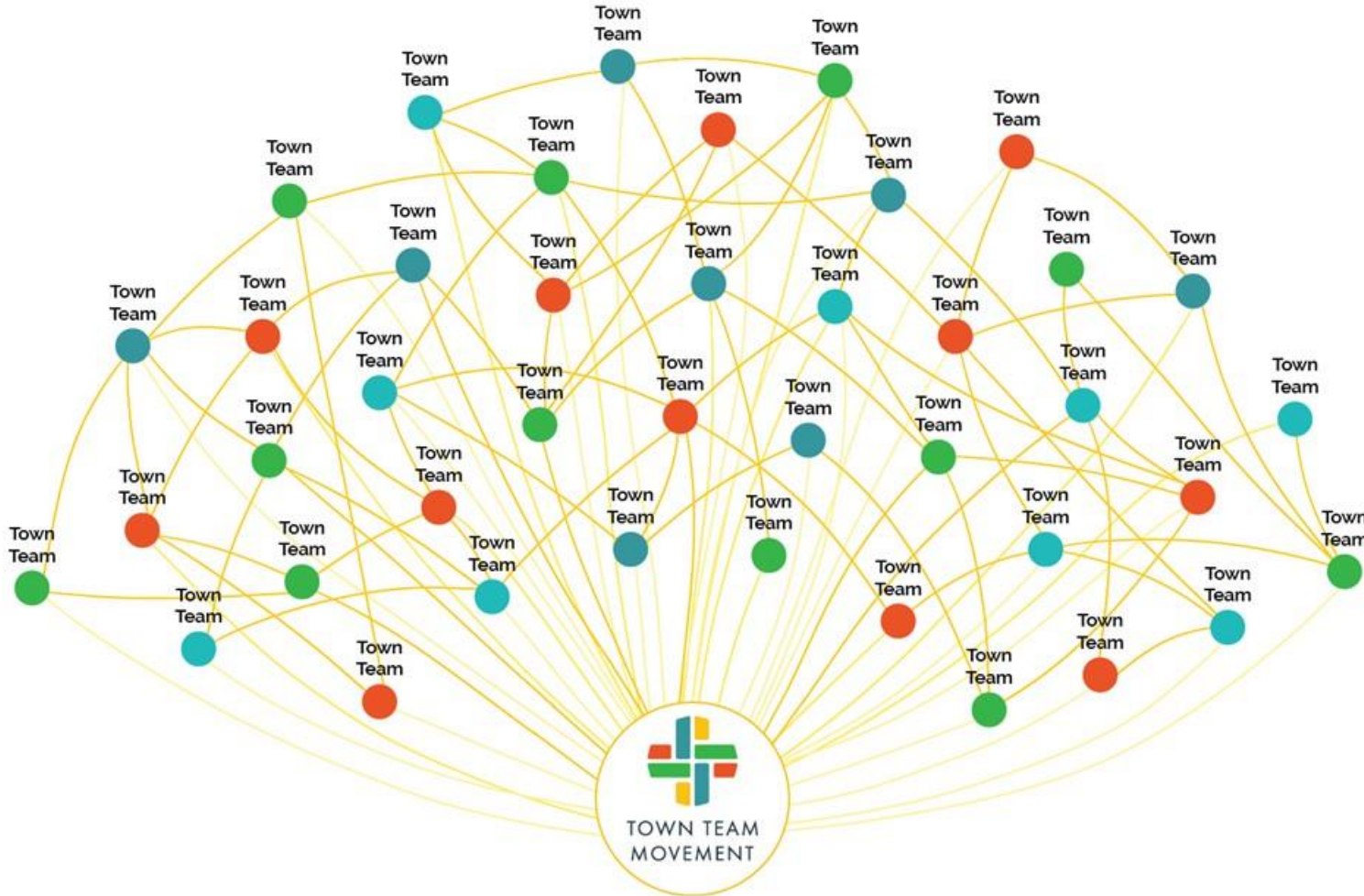


I always thought someone should do something ... Until, one day, I realised I was **Someone**.

President John F. Kennedy



What we do



We're building a network of positive 'doers'

Our Purpose

We enable local communities and governments to **connect, organise and act** to regenerate the fabric of their neighbourhoods and create better places.

The Problem

It is difficult for people and groups to act to improve their communities, particularly outside established organisations and lengthy, formal processes.

The Town Team Approach



63 Town Teams and counting!



Town Teams include residents, businesses and landowners



Working positively with government agencies



To improve their place

The Town Team Charter



What is the Town Team Charter?

The charter is a shared story of what Town Teams are and how they are expected to act. It's a summary of the 'Town Team Way'. The movement is bigger than all of us!

The Vision

This is a positive movement of citizen-led action focussed on creating connected, resilient communities and better places.

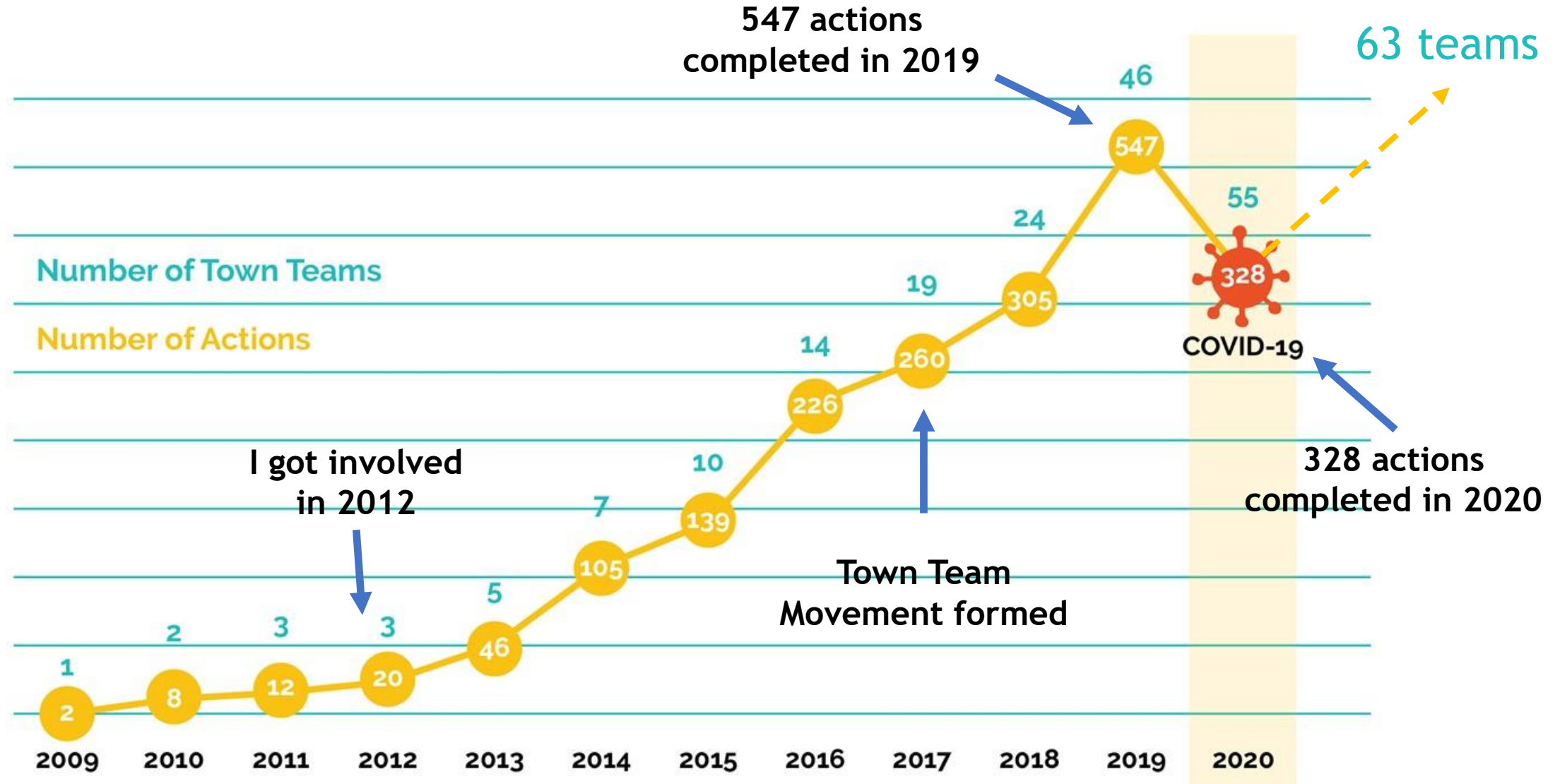
Town Teams are proactive, non-profit organisations that include businesses, landowners, residents and others working collaboratively with their local government (or equivalent) to improve their local place or area. The Town Team approach is innovative, creative and fun!

The 6 Principles of the Charter

1. **Positive**
2. **Proactive**
3. **Apolitical and independent**
4. **Inclusive**
5. **Resilient and sustainable**
6. **Acting with integrity, honesty and respect**

If a group aligns with and 'lives' these principles, they are welcome to be a Town Team

A movement of positive action



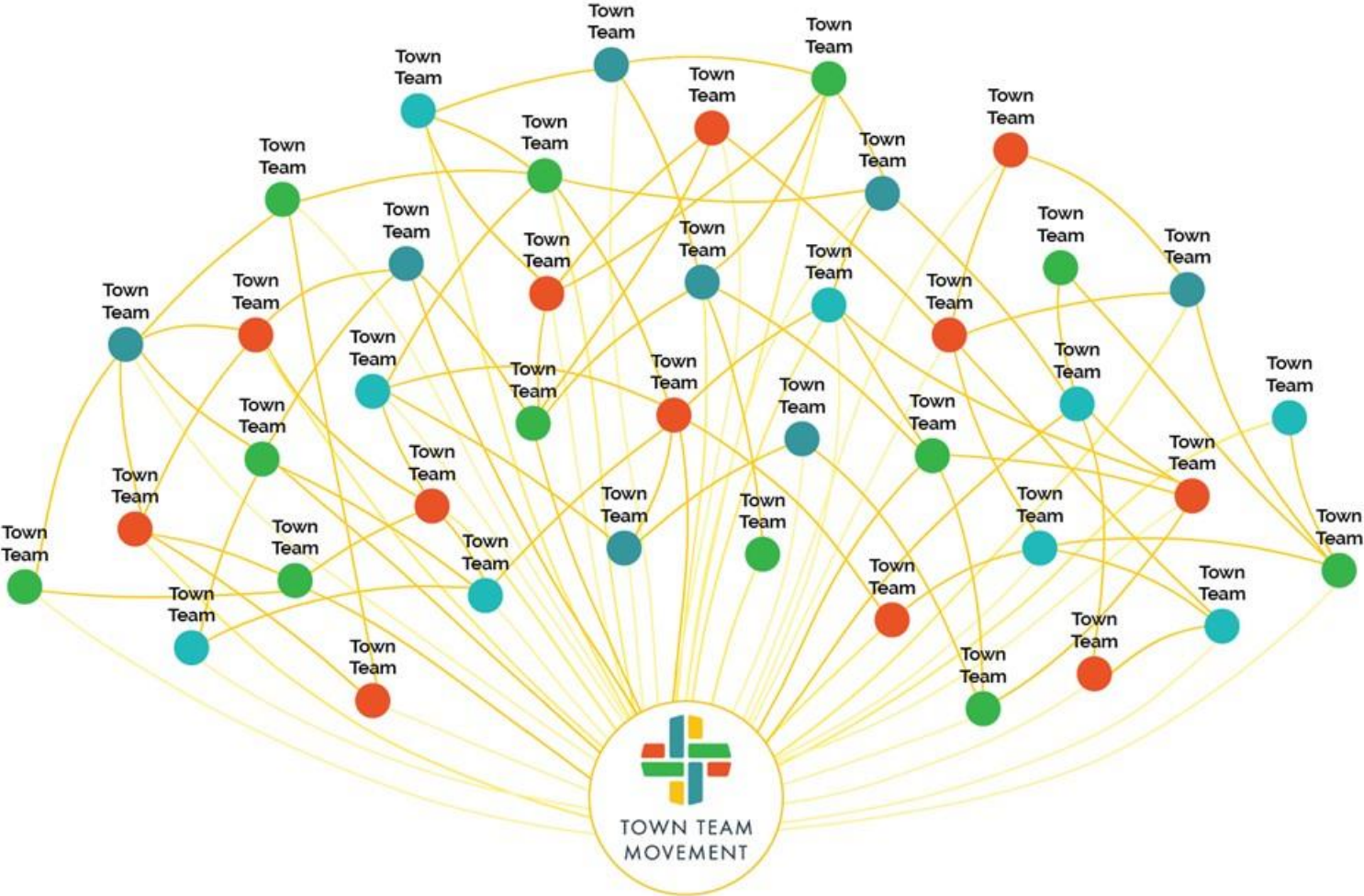
Partnerships



Proudly supported by



For the better



Case Study 1 - Beaufort St Festival



Who: Beaufort St Network

Where: Mt Lawley, W.A.

What: Street Festival

Mary St Piazza

Murals and art

When: Est. 2010

Case Study 2 - Inglenooks



Who: Inglewood on Beaufort

Where: Inglewood, W.A.

What: Inglenooks -

P.I.A. Great Place Award 2021

Monday Night Markets

When: Est. 2014

Case Study 3 - Dowerin Do-Over



Who: TTM & partners

Where: Dowerin, W.A.

What: [Dowerin Do-over](#)

Part-conference

Part hands-on placemaking

When: 30 April 2021

Case Study 4 - Showcase Moonah



Who: Glenorchy City Council, TTM & local people

Where: Moonah, Tasmania

What: [Facilitated placemaking program](#)

15 community-led projects

When: Now

Case Study 5 - Porch Fest



Who: South Freo Corner Pocket

Where: South Fremantle, W.A.

What: Community-run event using
12 people's houses

When: May 2021



Interesting ideas - Main St + Roof



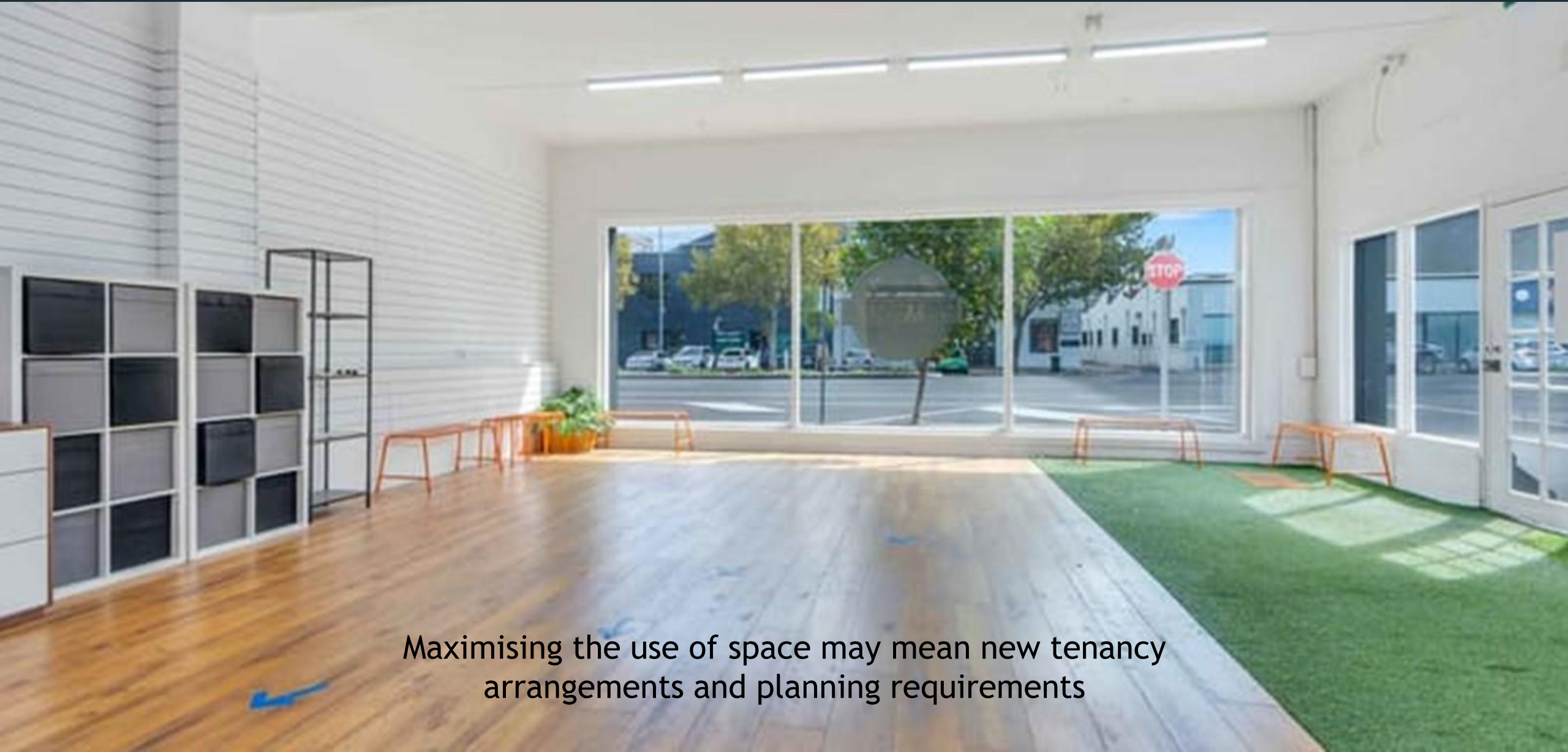
Who: Shire of Manjimup

Where: Manjimup, W.A.

What: New streetscape including a roof and lighting

When: 2019-2021

From co-working to co-retailing ...?



Maximising the use of space may mean new tenancy arrangements and planning requirements

Arts, culture, community as attractors



Fabrika, Tbilisi, Georgia

Tip 1 - The Enabling Mindset

Service Delivery Mindset	Enabling Mindset
Deliver services to customers	Empower civil society to act
Control & regulate	Enable & incentivise
Linear and service-based	Multi-dimensional and place-based
Centralised decision-making	Localism & distributed power
Governments expected to 'do it all'	Shared responsibilities
Consistency and efficiency	Resilience and effectiveness



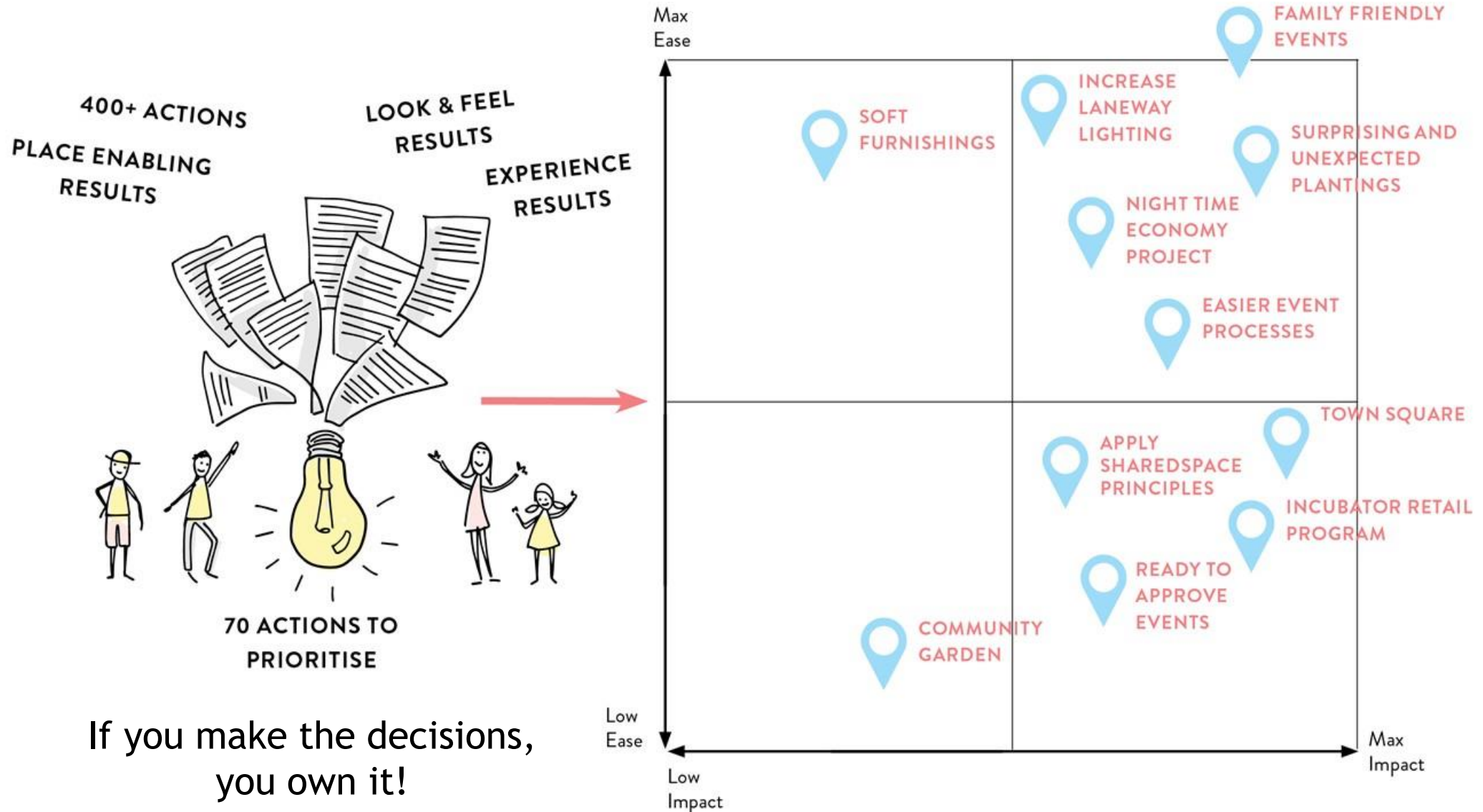
Tip 2 - Connect the hotspots



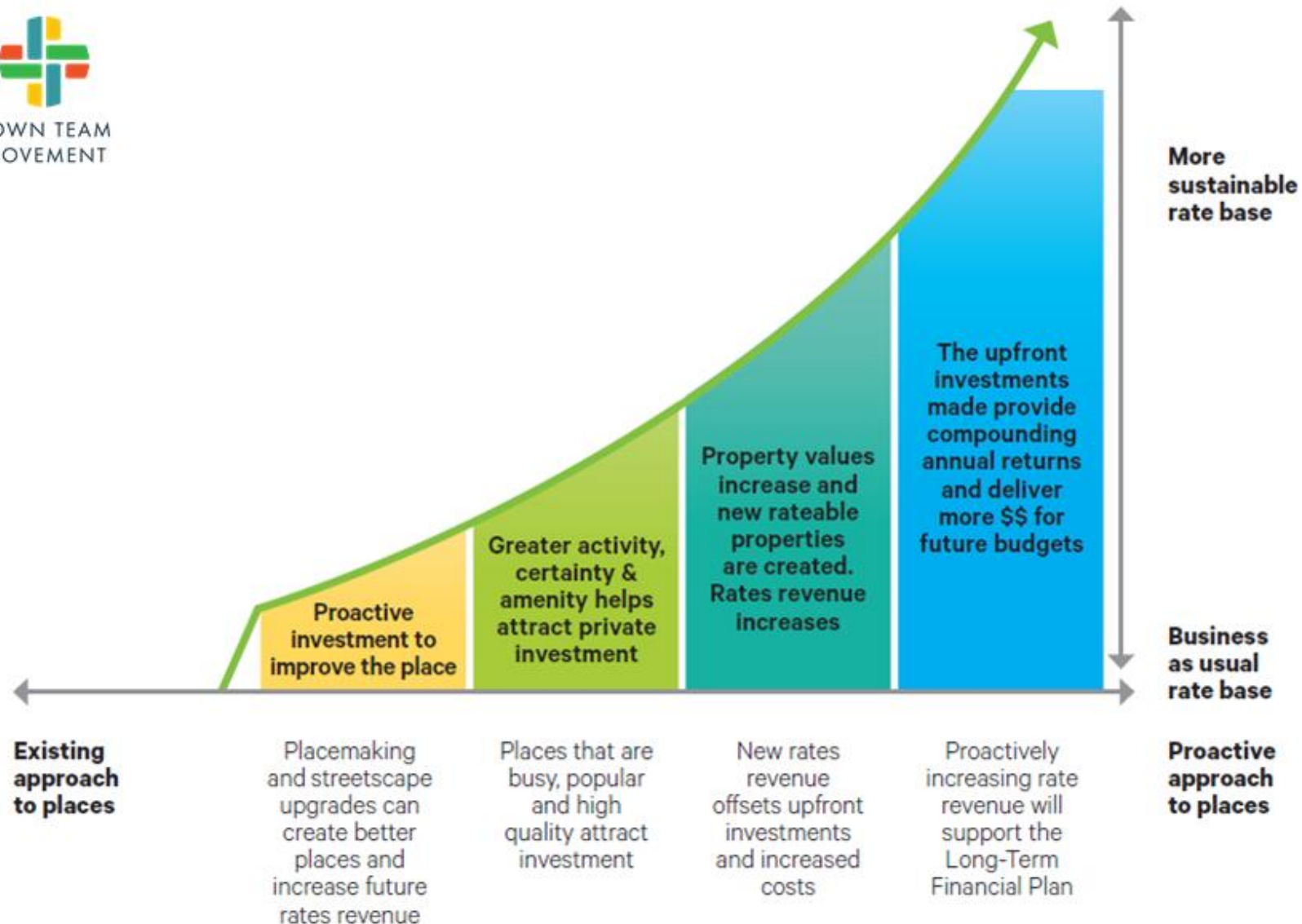
Tip 3 - Defining Ingredients for Success



Tip 4 - Prioritise + Implement actions!



Positive place investment model



Find out more



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