



– A case of Lancaster City Council

DEVELOPING CREATIVE TOOLS FOR FACILITATING CITIZEN ENGAGEMENT IN THE PLANNING OF PUBLIC SPACES

LICA426 Major Research Project
Ji-Hyoun Hwang

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References



- ✓ **PROUD Individual Project with Lancaster City Council**
- ✓ **Creative tools for public space design**
- ✓ **New era of citizen-led planning for great places in the city**

“Design knowledge is transferred into design tools that allow for a better articulation and resolution of the clients’ real needs in the design process” (Lee, 2008:39)

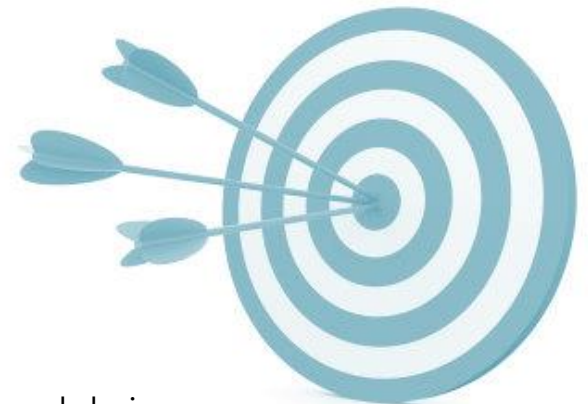
Aim and objectives

Aim:

design creative tools to help Lancaster City Council facilitate citizen engagement in the planning of public spaces.

Objectives:

- To determine Lancaster City Council's needs when developing local public areas
- To explore how Lancaster City Council can communicate with citizens to attract their attention and identify their needs in public spaces
- To develop effective tools for producing better plans of public spaces

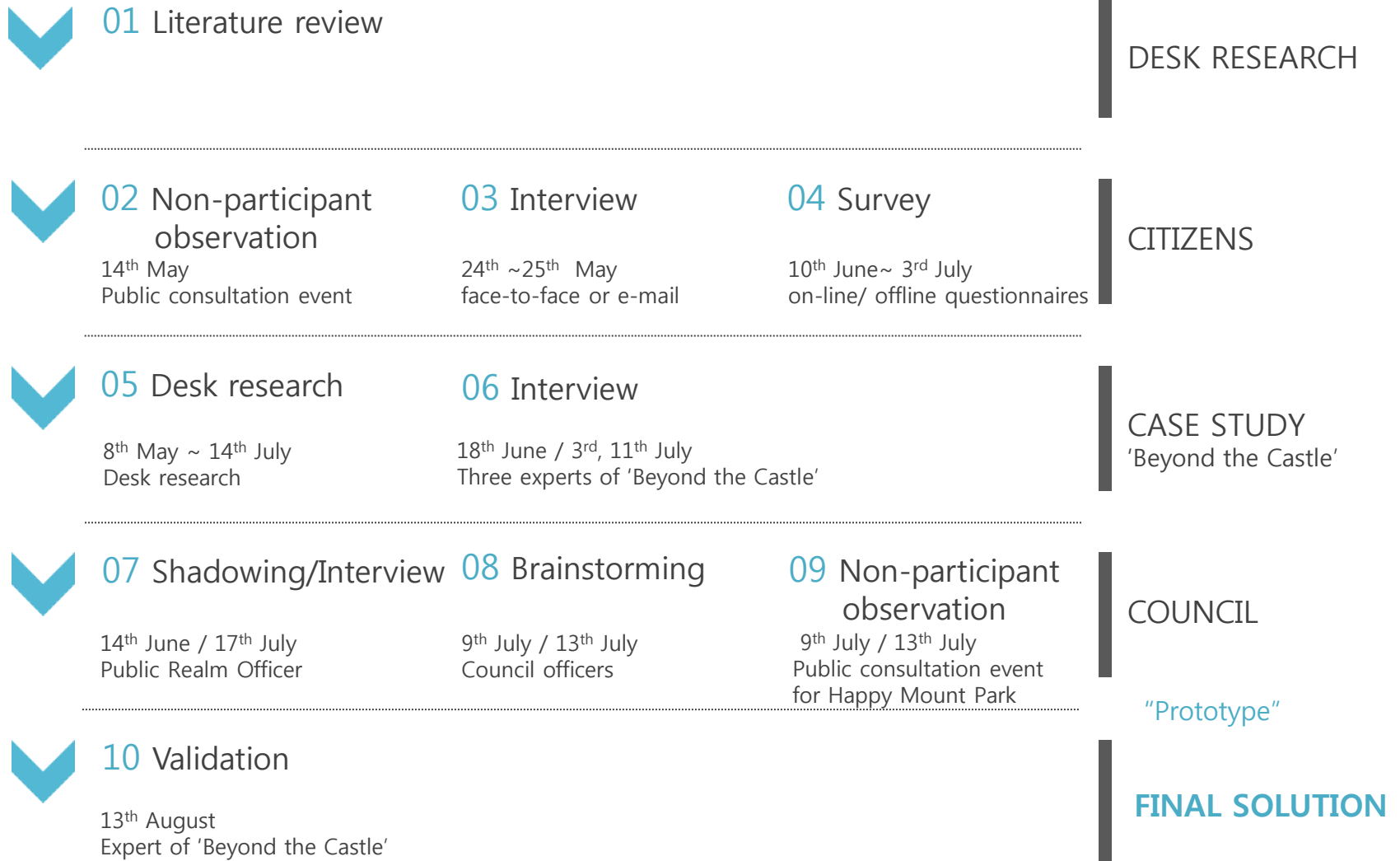


The importance of the techniques for facilitating public participation in planning and design
(Al-Kodmany, 1999; Lee, 2006;Dede, Dikmen and Ayten, 2012;Sanoff, 2008)

02

- Research process
- Literature review
- Field research
- Research findings

Research process and methods



Mixed-methods research "provide more comprehensive and persuasive evidence for studying a research problem than either quantitative or qualitative research alone", and "solve problems using both numbers and words" (Creswell and Clark , 2007:9-10)



Public space
an essential factor
in urban design,
valuable for the social life of people
(Banerjee, 2001)
(Rapoport, 1977 in Viña, 2010;
Worpole and Knox, 2007)

**However, public spaces
have been insulated
from the public**
(Banerjee, 2001; Aurigi and Graham, 1997; Groth and
Corijn, 2005; Lehtovuori, 2010)

Public space design is produced
from a humane-scale perspective
(Sanoff, 2008; Dede, et al., 2012)

**Methods for public participation
to support human interactions**
between the various participants in public
spaces
(Viña, 2010; Wagner, et al., 2009; Kraff and Jernsand,
2013; Hagenaars and Huybrechts, 2013).



For the more practical process,
several movements toward
more creative facilitation
(Fisher, 2003; Tippett and Connelly, 2011;
Cruickshank and Evans, 2012; Carolan and
Cruickshank, 2011; Cruickshank, Whitham and
Morris, 2012)



Knowledge exchange is
contributing to a collaborative,
productive or creative process
(Cruickshank, Whitham and Morris, 2012).

**Creative tools can help people
think creative and innovative
ideas**
(Tippett and Connelly, 2011)

Fieldwork

1. Citizens



Non-participant observation

(the public consultation event)

Direct observation:

- Offering information of event
- Event settings
- Communication methods during event

25 participants among 50 expressed their views.



Fieldwork

1. Citizens



Interview

(three participants)

Face-to-face or email interview :

Their opinions about public consultation events
The needs for new methods

“ Everyone’s ideas would be given consideration. The political situation in UK, with first-past-the-post government tends to exclude ideas which do not come from the ruling group. ”

– citizen 2

“ I know several methods for encouraging people to create ideas in planning public spaces; they are useful to attract people. ”

- Citizen 1



Fieldwork

1. Citizens



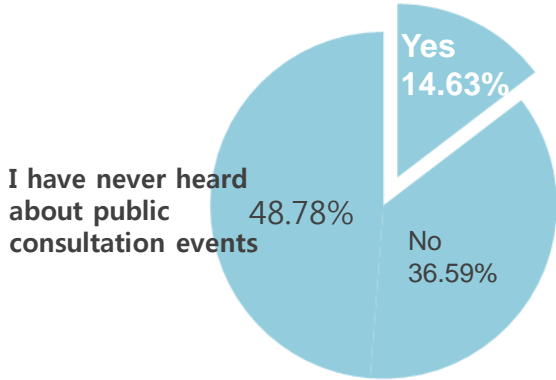
Survey

(48 citizens of Lancaster)

On-line and offline questionnaires :

People's experience of public consultation for public spaces and opinions about new tools of public consultation

- Have you ever taken part in consultation events on plans for public spaces in Lancaster?



- What would encourage you to participate in the public consultation events?



- For effective public consultation
70.73% visual tools

- For bringing out ideas
60.98% sharing others' ideas



Fieldwork

2. Case study



Desk research & Interview

(creative tools and three experts of 'Beyond the Castle')

1. Beyond the Castle



wooden icons / washing line

2-1. Just Imagine All The Stories



detailed map

2-2. Just Imagine the Shape of the Park



clay model

“ The physical tools helped to open up people’s imagination, provided a practical opportunity of involving in planning public spaces. ”
– expert 3

3. Visioning



labeled with stickers

4. Interactive Co-Design Exhibition



co-design system

Fieldwork

3. Council officer



Shadowing

(Public Realm Officer)

Shadowing an officer meeting :

Council officers' needs of tools when developing local public areas

“ ...different techniques which were used at the university are very interesting...Without the tools, people are just sitting and talking...It has to be quick and clear... ”

- Public Realm Officer

people want to talk, but the officers are busy.

We need tools in public consultation events:

- To attract people in events, and stimulate their interest
- To get intensive understanding (information)
- To get quick response
- To make people understanding about the event quickly



Research Findings

Field research & literature review



- **Low participation rate** in public consultation events
- **fun activities with visual tools to attract them** into the process of planning

Visual and fun tools:

(Al-Kodmany, 1999; Ketso, 2012; Tippet and Connelly, 2011)



- **Several creative tools help people attract and generate good ideas for the park**
- **Physical tools can enable the Council to obtain valuable information from the public.**

Creative facilitation: explorative and creative processes
(Christiansen and Bunt, 2012)



- **Difficult to obtain quick and clear information from the public**

A human interaction approach: People can share their knowledge
(Desouza, 2003a; Desouza, 2003b; Cruickshank, Whitham and Morris, 2012).



Creative tools for the exchange of knowledge between citizens and council officers in public consultation events

Knowledge exchange can attract various stakeholders with different backgrounds to solve problems, especially specific problems such as the development of a public space (Cruickshank, Whitham and Morris, 2012)

03

- Design opportunities
- Design process
- Design aim and criteria
- Final solutions

Design opportunities

Opportunity map



Design process

Brainstorming & non-participant observation

Public consultation event in Happy Mount Park



“ the washing line definitely created interest and showed that there was an event going on. The hexagons were more difficult, perhaps difficult to see..., so the hexagons seemed limited and we may need to provide ideas or direct them better in future to get useful information and suggestions for the future on the park.
... **need to move visual, exiting activity focus on the outcome required** and how that can be achieved better - examples, better questions, **different consultation format...** ”
(Public Realm Officer, interview, 17.07.2013)

The tools of “Beyond the Castle”

Washing line
Wooden icon
Hexagon tool



Design aim and criteria

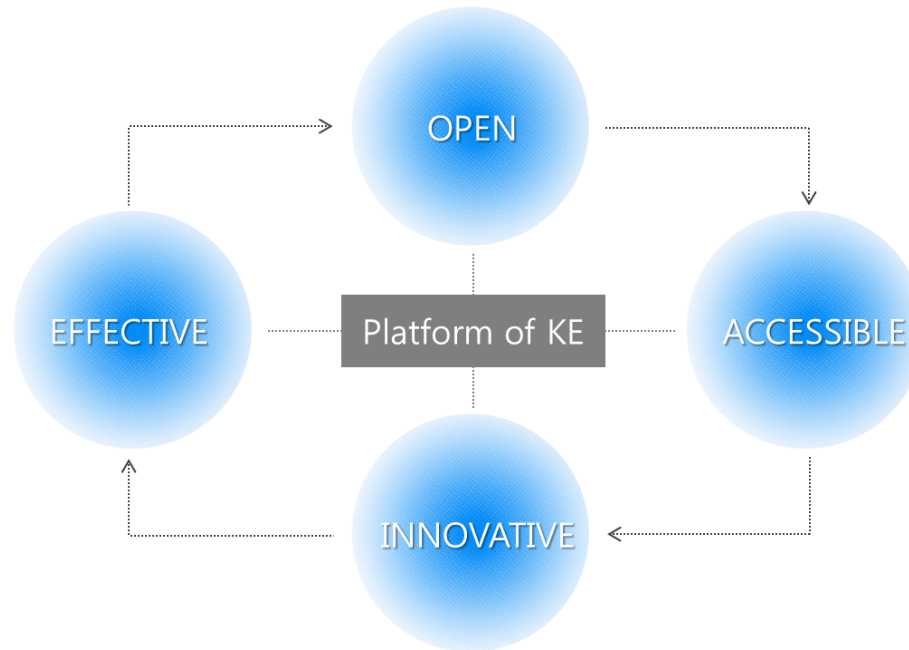
Design aim :

Council can elicit quick responses and clear comments from a wider range of people by the use of new forms of tools : "a form of interaction" and a new platform of Knowledge Exchange for helping Lancaster Council "to design their own knowledge exchange approaches based on a framework of tools" (Cruickshank, Whitham and Morris, 2012:453)

Design principles :

People are usually the experts in their own lives, and can solve a problem in their own ways. (Lee, 2006; Siu, 2003; Sanoff, 2002)

With visual techniques, citizens could understand the concepts of public participation and are able to express informed opinions. (Al-Kodmany, 1999; King, et al., 1989).



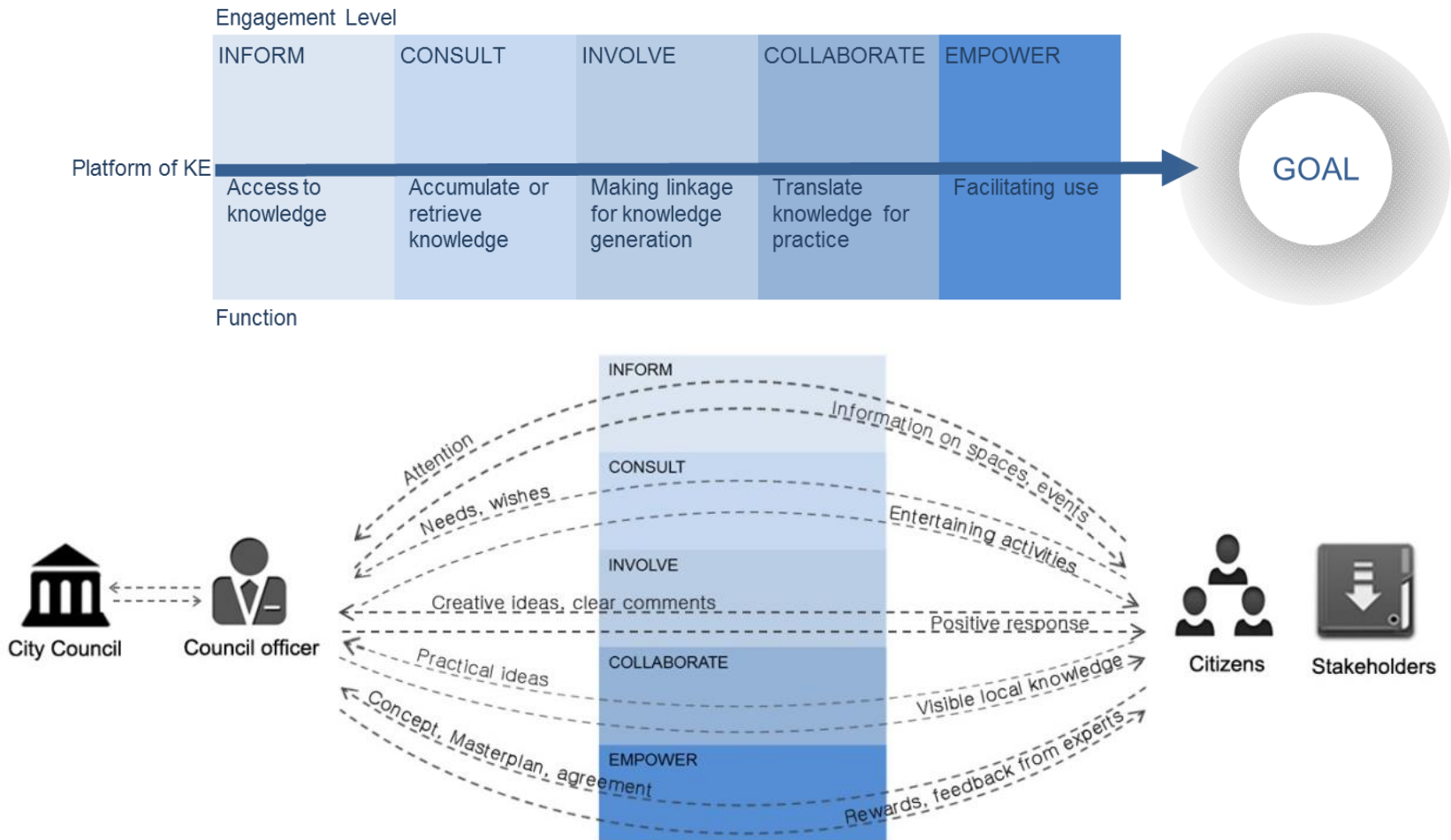
The process of the public consultation event should be easy to follow. (Tippett and Connelly, 2011)

Tools allow people to see the world around them from different perspectives and to generate good ideas. (Ketso, 2012)

Design aim and criteria

Functions

Levels of citizen engagement - inform, consult, involve, collaborate, empower (Carson, 2008 ; Good Practice Participate, 2011)



Final solution

Platform for knowledge exchange

<h3>01 INFORM</h3> <p>ACCESS TO KNOWLEDGE</p> <p>This phase aims to: disseminate information to the public and attract more people by the use of open and accessible tools.</p> <p>Desired outcomes are:</p> <ul style="list-style-type: none"> > People are aware of events > Events attract attention <p>KE Tools: Showcasing coach, Display cart, Add your tools, Add your tools</p> <p>TIP Continue to provide visual sources Continue to remind people of your project and how they can participate in it. Hang visual data and photos on the wall or free-standings; they will serve as both information on your process and an inspiration for future work.</p> <p>Make atmosphere open Existing and potential users are a critical source of insight and new ideas. Actively looking for people and remaining available to different people will ensure your initiative for innovative developments.</p> <p>What we are saying This phase lists information on opportunities for citizens to have their say about council plans.</p> <p>Suggestion: Repeating this phase, when you move to the next, may be effective, as people can continue to be involved in the process.</p>	<h3>02 CONSULT</h3> <p>ACCUMULATE KNOWLEDGE</p> <p>This phase aims to: collect knowledge from people, arouse people's interest, and make it easy to quickly acquire comments with innovative and creative tools.</p> <p>Desired outcomes are:</p> <ul style="list-style-type: none"> > People's interest > Insight of people's needs, wishes <p>KE Tools: Wish card, Voting, Add your tools, Add your tools</p> <p>TIP Provide entertaining activities Fun activities in public consultation events help the Council successfully engage more citizens, as well as other stakeholders.</p> <p>Make sure it is not difficult It should help to catch people's attention. In order to attract citizens, it is essential that it should not be too complex, but should be simple.</p> <p>What you are saying Council says attention to what people are saying, in order to keep people's interest in the whole processes of the planning.</p>	<h3>03 INVOLVE</h3> <p>GENERATE KNOWLEDGE</p> <p>This phase aims to: lead people to the work, in order to generate knowledge and support creative ideas with innovative tools.</p> <p>Desired outcomes are:</p> <ul style="list-style-type: none"> > Creative ideas > Clear comments from participants <p>KE Tools: Idea net, Add your tools, Add your tools, Add your tools</p> <p>TIP Make interaction visible Visualisation of interaction with participants make the process of knowledge exchange clear and comprehensible during public consultation events. Then people share their knowledge with others to fuel inspiration.</p> <p>Respect for the opinions of individuals Involving people with differing perspectives can help the Council uncover creative ideas. It needs to be focused on facilitating a variety of people to work together productively in order to generate ideas.</p> <p>Provide a positive response Saying "great, and..." rather than "OK, but..." is better for promoting the generation of ideas.</p>	<h3>04 COLLABORATE</h3> <p>TRANSLATE KNOWLEDGE</p> <p>This phase aims to: facilitate collaboration in transforming knowledge and ideas into practice and strengthen a positive relationship with citizens.</p> <p>Desired outcomes are:</p> <ul style="list-style-type: none"> > Practical ideas > In-depth understanding of local knowledge <p>KE Tools: Thinking Footpath, Add your tools, Add your tools, Add your tools</p> <p>TIP Make the needs of people visible Visualise every participants' ideas to show what people are doing and saying, so everyone knows what is going on.</p> <p>Explore local knowledge To achieve innovative plans of the local space, the Council need to fully explore the area which the Council should develop through an in-depth understanding of local knowledge. It requires collaboration with experts in the field to access public knowledge.</p> <p>Ask what to develop Ask people what went well and what would be better for the next time during public consultation events. Everyone will improve their positive experience in the events.</p>	<h3>05 EMPOWER</h3> <p>FACILITATING USE OF KNOWLEDGE</p> <p>This phase aims to: produce ideas for formulating a better master plan and obtain people's agreement in the final planning decisions.</p> <p>Desired outcomes are:</p> <ul style="list-style-type: none"> > Plans for development of public spaces > Citizens' decisions <p>KE Tools: Questionnaire, Add your tools, Add your tools, Add your tools</p> <p>TIP Validation with various group Involving a range of stakeholders ensure they have the opportunity to review and assess their ideas and to develop them further. In turn this will build more support for your plan and increase your chances of successful implementation.</p> <p>Feedback from outside experts Sharing your plans from the public with external experts give you valuable feedback. Be sure to clearly tell them what kind of feedback you'd like from them.</p> <p>Provide rewards Informing participants of what they have accomplished an important action that contributes to the local areas.</p>
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Showcasing coach

KE Tools

To enable people to access information on the planning process at any time, and anywhere

MATERIALS
Coach
Visualised information
Wholesaler sheet

WHAT
A showcasing coach is a movable exhibition space to open up public consultation events in the local area. This allows passers-by to see what council officers plan and the planning processes they can be involved in.

HOW
A showcasing coach is designed to exhibit; its inside is used to present visual information like photos, and the outside is covered in informational sheets for people to read or draw on, as they walk.

Information exhibition - displaying visual materials inside coach.
Accessing local knowledge - seeing existing and potential citizens as users of public spaces.

OUTPUTS
A showcasing coach is a tool, presenting the project and its process to an external audience. It might encourage people's attention through visual exhibition showcasing events. People would get the opportunity to access knowledge of the project.

Display cart

KE Tools

To enable people to access information on the planning process at any time, and anywhere

MATERIALS
Re-assembly wooden frame
Information card, photos
Wooden tools
Feedback sheet

WHAT
A display cart is a mobile tool kit to directly disseminate information on public consultation events in the local area. This allows people in every part of the district to access the information council officers request and the issues involved.

HOW
A display cart consists of a wooden frame, built so that it can be dismantled and re-assembled. It consists of a table, which can be used to set up information cards and feedback cards for people. The back wall of the cart is used to display visual materials like photos.

Information exhibition - displaying visual materials inside coach.
Information display - hanging visual materials on the cart.
Voting - visiting members of the public to obtain feedback and perspectives.

OUTPUTS
A display cart is a tool which supports the proffer-raise that calls public consultation events. It can produce comments from the public, providing insights for the City Council. It may also have an additional layer of explanation that specifies levels of the local area and opportunities for public participation, promoting people's interests.

Wish card

KE Tools

To make public consultation easy to follow and get their immediate responses

MATERIALS
Card with a simple sentence
Pen
A set of instructions or a set of visual instructions with a demo card to be more accessible for all ages.

WHAT
A wish card is a tool for obtaining knowledge quickly from participation in public consultation events. It can be a useful guide in the development process of public spaces, helping to maintain focus on the needs of users.

HOW
Each card has a full sentence with a space to write an idea and comment during public consultation, contributing to information which council officers wish to collect. For example, "I want... of the park to be...". It can be useful for detailed plans, development of initial ideas and evaluation of prototypes.

OUTPUTS
A wish card can bring out varying levels of people's needs in respect of public spaces. It asks participants to publicly express their wishes, based on their experience and feeling.

Voting

KE Tools

To make public consultation easy to follow and get their immediate responses

MATERIALS
Post-Office® feedback cards
Stickers

WHAT
Voting is an activity which allows for easy and quick participation of the public in consultation events. It can be a useful guide in development process of public spaces, helping maintain focus on the needs of users.

HOW
Facts, which can be used on four sides, are set on the field, and photos or objects' feedback cards are put out on each side.

Issue visualisation - hanging photos or comments from citizens on the card.
Guiding the vote - helping people put stickers on perspectives they agree with.

OUTPUTS
Voting is useful in giving everyone opportunities of participation. People not only give their views to officers, but also share their opinions with others, inspiring them with new ideas.

Idea net

KE Tools

To stimulate citizens' creative ideas of public spaces and look for inspiration for better plan

MATERIALS
Wooden frame
Canvas net
Photos or information card
Feedback card
A visual example of what it means and what people are being asked to do

WHAT
An idea net is a tool to visually display information and people's ideas in the area of public consultation events. It allows people easy access to public participation and concentration on issues which the Council wants to deal with.

HOW
Information is located at the centre of a net, detailing the issue which the Council intends to focus on. Participants' comments related to this issue are arranged in a spider pattern.

Visual topic - setting topics up in the middle of the net.
Link - collecting comments linked to the topic.

OUTPUTS
The idea net is valuable for generating ideas from participants in public consultation events. People express their convergent views on given issues. It may result in a large volume of local knowledge on a particular topic.

Thinking footpath

KE Tools

To transform knowledge and ideas into practice and a guarantee to reflect their opinions

MATERIALS
Foot path
Free-standing and photos
stickers

WHAT
The thinking footpath is an experiential tool kit for visual representation of a journey in the public area. It helps practical ideas to be made available by displaying their experiences in this area with related materials such as photos, documents and examples from other districts.

HOW
According to the footpath on the ground, a set of free-standing is built to represent the main joints of the public spaces. Visual materials on the each standing are used to display issues which the Council wants to focus on. Participants can write or draw their own ideas in the margins of the standings.

Footpath - mapping a people's main route in the space
Free-standing - identifying touchpoints which people encounter

OUTPUTS
The thinking footpath is a visual tool for people to share the key issues, their experience and their own ideas with others about public spaces. The combination of walking activities and visual materials supports the practical ideas of participants. As people walk along the path, they can explore the area and generate ideas.

Final solution

Platform for knowledge exchange

03 INVOLVE

GENARATE KNOWLEDGE

This phase aims to:
lead people to the work, in order to generate knowledge
and support creative ideas with innovative tools.

Desired outcomes are :
> **Creative ideas**
> **Clear comments from participants**

KE Tools

Idea net

Add your tools

Add your tools

Add your tools

TIP

Make interaction visible
Visualisation of interaction with participants make the process of knowledge exchange clear and comprehensible during public consultation events. Then people share their knowledge with others to fuel inspiration.

Respect for the opinions of individuals
Involving people with differing perspectives can help the Council uncover creative ideas. It needs to be focused on facilitating a variety of people to work together productively in order to generate ideas.

Provide a positive response
Saying "Great, and..." rather than "OK, but..." is better for promoting the generation of ideas.

Idea net

KE Tools

" To stimulate citizens' creative ideas of public spaces and look for inspiration for better plan "

MATERIALS

Wooden frame
Cobweb net
Photos or information card
Feedback card

* a visual example of what it means and what people are being asked to do

WHAT

An idea net is a tool to visually display information and people's ideas in the area of public consultation events. It allows people easy access to public participation and concentration on issues which the Council wants to deal with.

HOW

Information is located at the centre of a net, detailing the issue which the Council intends to focus on. Participants' comments related to this issue are arranged in a radial pattern.

Visual topic- setting topics up in the middle of the net.
Link - collecting comments linked to the topic.

OUTPUTS

The idea net is valuable for generating ideas from participants in public consultation events. People express their convergent views on given issues. It may result in a large volume of local knowledge on a particular topic.

The core value :

a platform for effective knowledge exchange in order to improve the information flow between council officers and citizens during public consultation events.

- **attract people in the process of planning for public spaces**
- **quickly obtain the necessary information from the public**

The limitations :

1. Some people are reluctant to reveal their knowledge openly.

Council officers need some time to guide the public to consider their knowledge as “a public good” (Wasko and Fara, 2000:155) ; not only can it be shared openly and managed by a community, but also can produce new knowledge when people interact with others who have their own knowledge. (Kogut and Zander, 1992)

2. Communication systems have to support it. (Boland and Tenkasi, 1995)

The flow of knowledge can be stimulated by communication systems that support the respective needs of separate groups. (Boland and Tenkasi, 1995)

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THANK YOU