



YOUR VILLAGE, YOUR IDEAS

Engagement Summary Report

October 2026



Acknowledgement of Country

Wominjeka. Council respectfully acknowledges the Traditional Owners and Custodians of the Kulin Nation. We acknowledge their legacy and spiritual connection to the land and waterways across the City of Port Phillip and pay our heartfelt respect to their Elders, past, present, and emerging.

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Executive Summary

About

In July and August 2026, we asked for ideas on small ways to make our local shopping villages to more vibrant, welcoming and enjoyable places to spend time, not just pass through. We're looking at simple, cost-appropriate improvements like more greenery, better lighting and more places to sit and rest. We focused on:

- Bridport Street/Victoria Ave (Albert Park)
- Armstrong Street (Middle Park)
- Ormond/Glen Huntly Road (Elwood)

We asked people who live, work, study or visit these villages to participate via an online survey, neighbourhood pop-up conversations and written feedback.

We asked participants about their experience of each village, what improvements should be prioritised, and any specific locations or opportunities for change, including ideas such as additional greenery, seating, shade, lighting, public spaces and improvements to walking and accessibility.

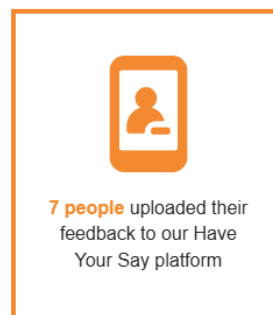
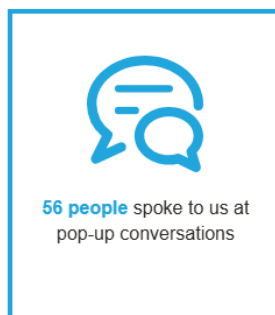
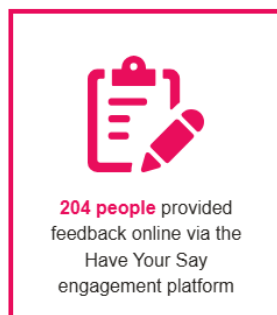
Who we heard from

We heard from a total of 267 participants:

- 104 or 39% provided feedback on Bridport Street and Victoria Avenue, Albert Park
- 52 or 19% provided feedback on Armstrong St, Middle Park.
- 111 or 42% provided feedback on Ormond and Glen Huntly Roads, Elwood.

Image:

methods

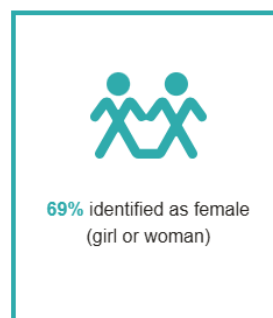
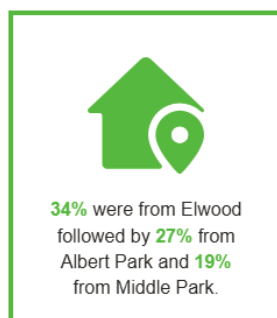


Snapshot of participation and demographics

We

Across all activities,

the top



What

heard

engagement participants highlighted three

improvements Council should focus on. Common themes across all three villages included a desire for more greenery and more places to sit and rest. Top priorities across each village included:

Albert Park Village (Bridport Street & Victoria Avenue)

1. More greenery
2. More places to sit and rest
3. Easier and safer ways to get around

Middle Park Village (Armstrong Street)

1. More places to sit and rest
2. More greenery
3. New lighting to improve safety and support the night-time economy

Elwood Village (Ormond Road & Glen Huntly Road)

1. More greenery
2. More places to sit and rest
3. New or upgraded street furniture.

Introduction



Project background

Local shopping villages play an important role in community life. Through Council's Places and Precincts program, we are working to make these areas greener, safer and more welcoming places to visit, shop and spend time.

Past community feedback has highlighted opportunities to improve local shopping areas, including more greenery, better lighting and more places to sit and rest. This project focused on small, practical improvements that can be delivered relatively quickly, while larger upgrades continue to be planned across Port Phillip.

The project focused on three local shopping villages:

1. Bridport Street and Victoria Avenue, Albert Park
2. Armstrong Street, Middle Park
3. Ormond Road and Glen Huntly Road, Elwood

These locations were selected to trial improvements and understand what works best for local communities, businesses and visitors. What we learn will help inform future improvements in shopping villages across Port Phillip.

What we set out to achieve

The aim of this engagement was to understand what low-cost and practical improvements the community would like to see in their local shopping village. We asked community members, local businesses and visitors about the types of changes that would make these areas more attractive, comfortable and enjoyable to use.

Feedback focused on practical improvements such as additional seating, more greenery, improved lighting and other features that support people to spend time in the precinct. The feedback received will help inform the design and prioritisation of future improvements in each location.

About this report

Before reading this report

The following should be considered in reading this report:

- The findings are based on feedback from people who chose to take part. This means the views shared are not statistically representative of the whole community and may only reflect a portion of local voices.
- While we aim to include diverse perspectives, some community members may have faced barriers to participation, including people with disability, multicultural communities, older people, and Aboriginal and Torres Strait Islander people.
- Participants refers to everyone involved in the engagement; respondents refers to those who answered a specific question or activity.
- The report summarises what we heard. Feedback has not been independently verified, so some comments may be incorrect, unachievable or outside the project scope. Not all individual comments are shown; themes, quotes and numbers are used to reflect the range of views.
- Some people may have contributed more than once across different activities, which may result in unintentional double-counting.
- Demographic data was not collected consistently across all activities, which limits our ability to analyse differences between groups.
- The report covers Council-led engagement activities only and does not include community-run or third-party events, surveys or petitions.
- This report was developed through a combination of human analysis and artificial intelligence (AI). Human analysts conducted the primary data analysis. AI tools were used to process and analyse large datasets, identify trends, and generate some preliminary findings. Any AI-generated findings were subsequently reviewed, validated, and interpreted by human analysts with expertise in the subject matter. The final conclusions and interpretations presented in this report represent the considered judgment of these human analysts, even where AI contributed to the data processing.

What we did

Between 20 July and 23 August 2026, we delivered a range of communications activities to let the community know about the Your Village, Your Ideas project and collected feedback through a mix of engagement activities.

Communications activities

To increase awareness of the engagement process, we did the following:

Method	Details	Reach
 Posters	Posters about the engagement process and the opportunity to provide feedback were placed in and around Bridport Street/Victoria Ave (Albert Park), Armstrong Street (Middle Park) and Ormond/Glen Huntly Road (Elwood).	4 core-flute signs per village (12 total)
 Postcards	Postcards were distributed to the local community, explaining the engagement process and inviting people to provide feedback.	250 postcards
 Emails	Emails were sent to key community and stakeholder groups	
 Newsletters	Project information and an invitation to engage was included in three Council-managed newsletters during the engagement period: <i>Community News</i> , <i>DiverCity Express</i> and <i>Help Shape our City</i> .	Approx. 20,000 recipients across 2 newsletters



Social media

Social media posts were included on both Facebook and Instagram to promote the engagement process.

FB – Views: 5,106, 26 interactions, 14 link clicks

IG – Views: 1,235, 16 interactions, 7 link clicks



'Have your say' webpage

Council's dedicated engagement website, 'Have your say' included a page for this project, with information on the process, a timeline, contact details, and opportunities to engage.

818 visitors to the webpage

Engagement activities

To collect feedback from the community we did the following activities:

Method	Details	Participation
 Survey	Our online survey asked for community sentiment about simple, cost-appropriate improvements like more greenery, better lighting and more places to sit and rest. It also collected demographic details about participants.	Total surveys: 204 • Albert Park: 75 surveys • Middle Park: 48 surveys • Elwood: 81 surveys
Uploads	People were provided with an upload option via the Have Your Say webpage, so that they could provide feedback in a format of their choice.	Total uploads: 7 • Albert Park: 2 • Middle Park: 1 • Elwood: 4
 Neighbour- hood Pop-ups	Pop-up conversations were held to reach community members who may not otherwise participate. Sessions were held at Ormond Road, Elwood (21 August 2026) and Dundas Place/Bridport Street/Victoria Avenue, Albert Park (22 August 2026). Community members were invited to learn about the project and provide feedback directly to Council staff. Pop-up locations were selected through Council's broader Neighbourhood Conversations program. As a result, a pop-up session was not held in Middle Park	2 pop ups Approx. 56 participants

Who we heard from

Demographics

Through our surveys, as well as the Neighbourhood pop-ups, we asked questions about participants' demographic details. Of the total 267 participants, approximately 227 shared their demographic information with us, although response rates varied slightly between individual demographic questions. The following explores those demographics.

Participants represented a broad range of age groups, with strongest participation from:

- 35 to 49 years (63 participants, 28%)
- 50 to 59 years (54 participants, 24%)
- 60 to 69 years (51 participants, 23%)
- 70 to 84 years (33 participants, 15%)

Together, people aged 35 years and over accounted for around 90 per cent of respondents.

The highest number of responses came from:

- Elwood (77 responses, 34%)
- Albert Park (61 responses, 27%)
- Middle Park (43 responses, 19%)

This indicates strong participation from residents living within or immediately surrounding the three villages.

GENDER

Of the 227 people who provided their gender, the amount who identified as female (157 respondents or 69%) was higher than the amount who identified as male (63 respondents or 28%).

1 respondent (1%) identified as non-binary and 5 said they would prefer not to say (2%). 1 respondent elected to fill out their gender manually.

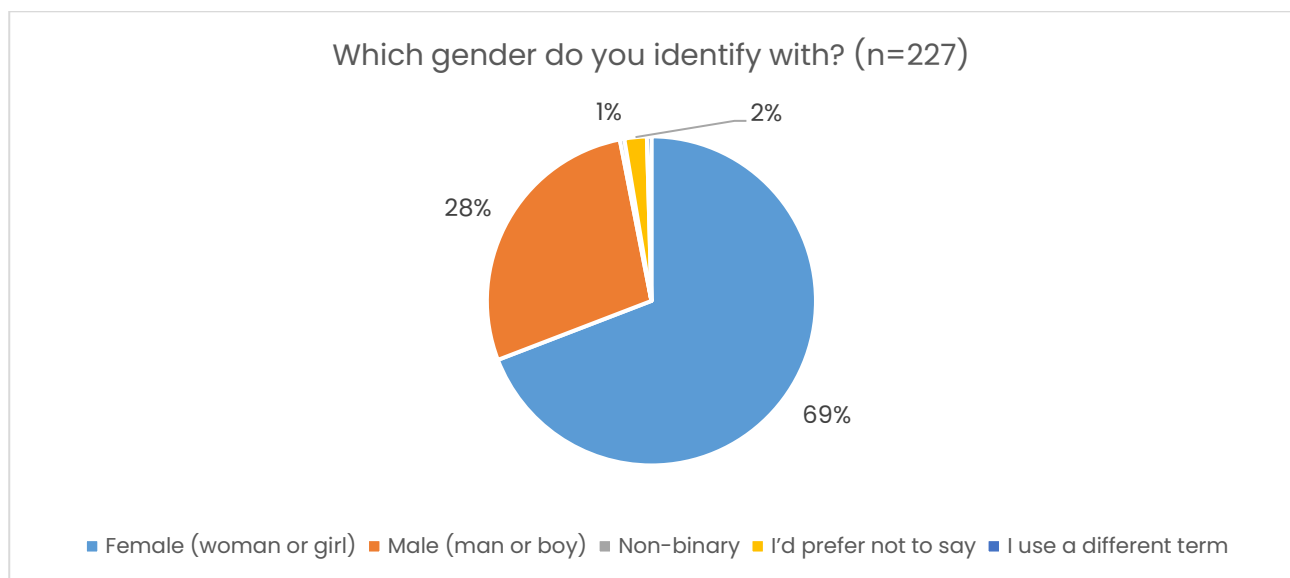


Figure 1: Number of respondents by gender (number of respondents=227)

SUBURB

77 respondents (34%) said they lived in Elwood. The second highest cohort came from Albert Park (61 respondents or 27%) followed by Middle Park (43 respondents or 19%). Most respondents reported living in the City of Port Phillip.

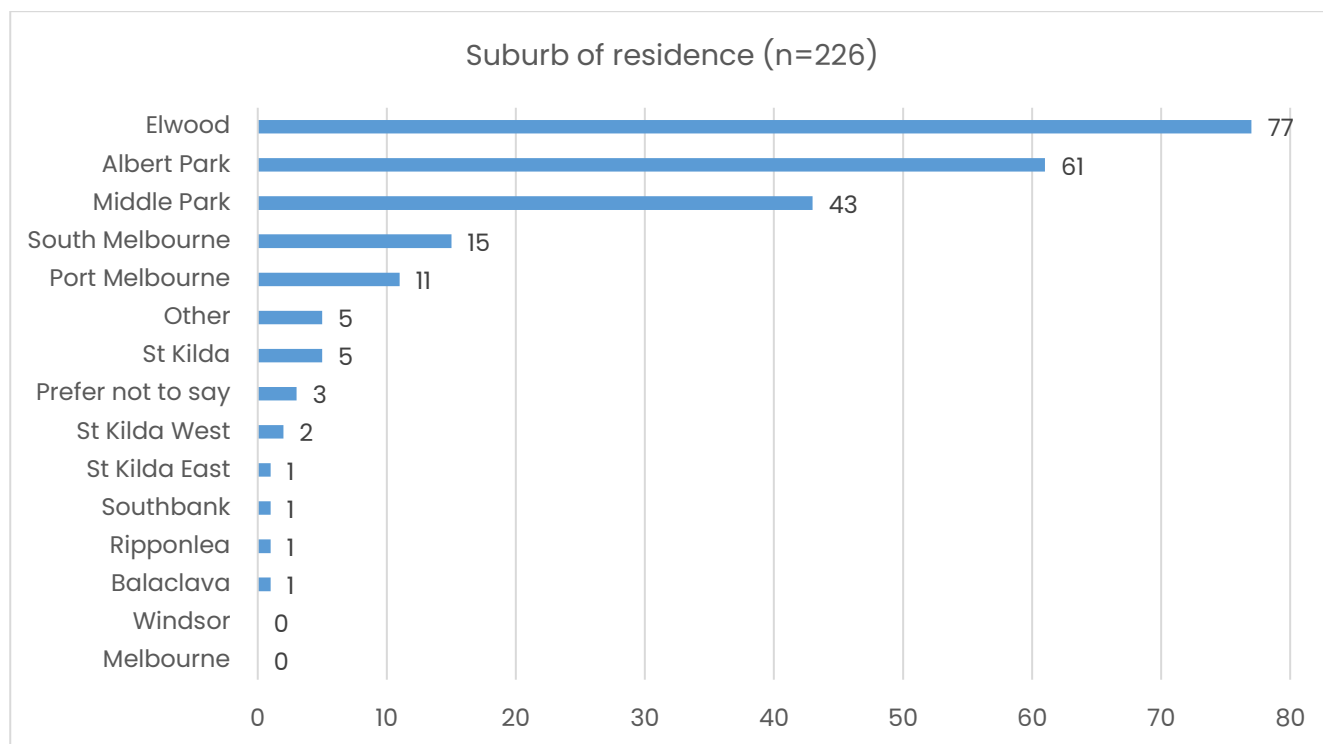


Figure 2: Number of respondents by suburb (number of respondents=226)

AGE

The highest represented age group was people aged between 35 and 49 years who made up 28% of the respondents (63 respondents).

Another large cohort were the 54 respondents who said they were between 50 and 59 years (24%). This was closely followed by the 51 respondents who said they were between 60 and 69 years (23%).

We received feedback from 2 people aged 85 years and over.

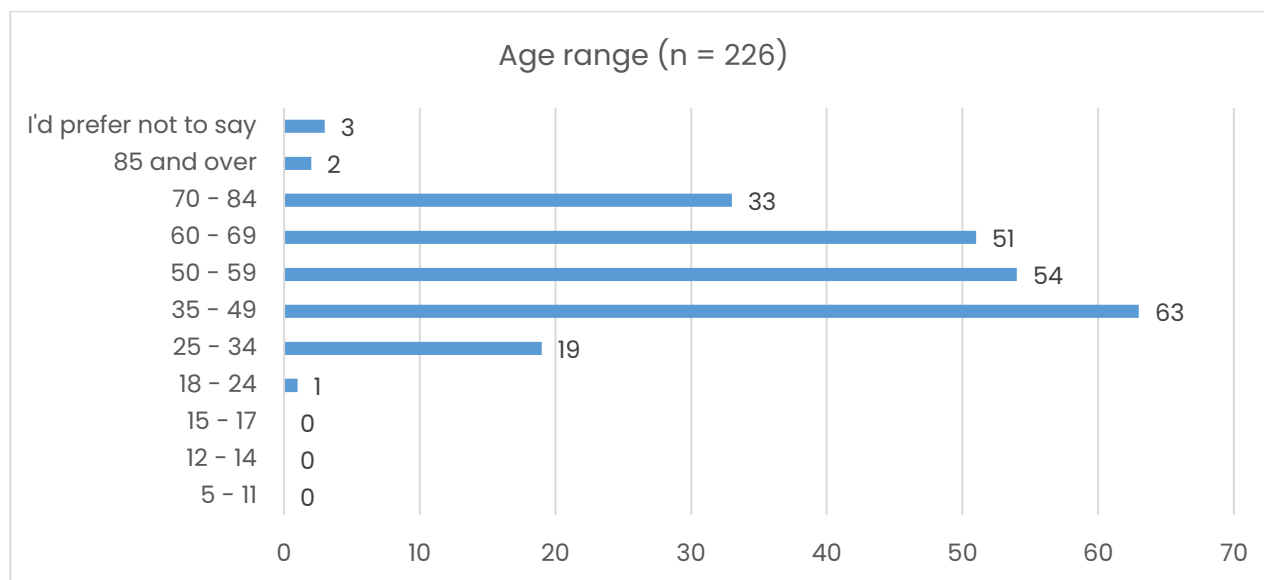


Figure 3: Number of respondents by age (number of respondents=226)

DIVERSITY AND INCLUSION

We asked people if they identified with any of the following statements. The statements included in order of number of responses:

- 'I identify as LGBTIQ+' (14 responses or 6%).
- 'I speak a language other than English at home' (14 responses or 6%).
- 'I am a person with disability' (13 responses or 6%).
- 'I am from an Aboriginal and/or Torres Strait Islander background' (1 response or 0.4%).

PAST PARTICIPATION

To help us understand if we were engaging with new community members, we asked if participants had provided feedback on any other Council projects in the past 12 months.

In total, 84 respondents said they had provided feedback to Council in the past 12 months (37%). 107 respondents said they had not (47%) and 35 were unsure (15%).

This suggests the project successfully engaged a mix of both experienced and new participants.

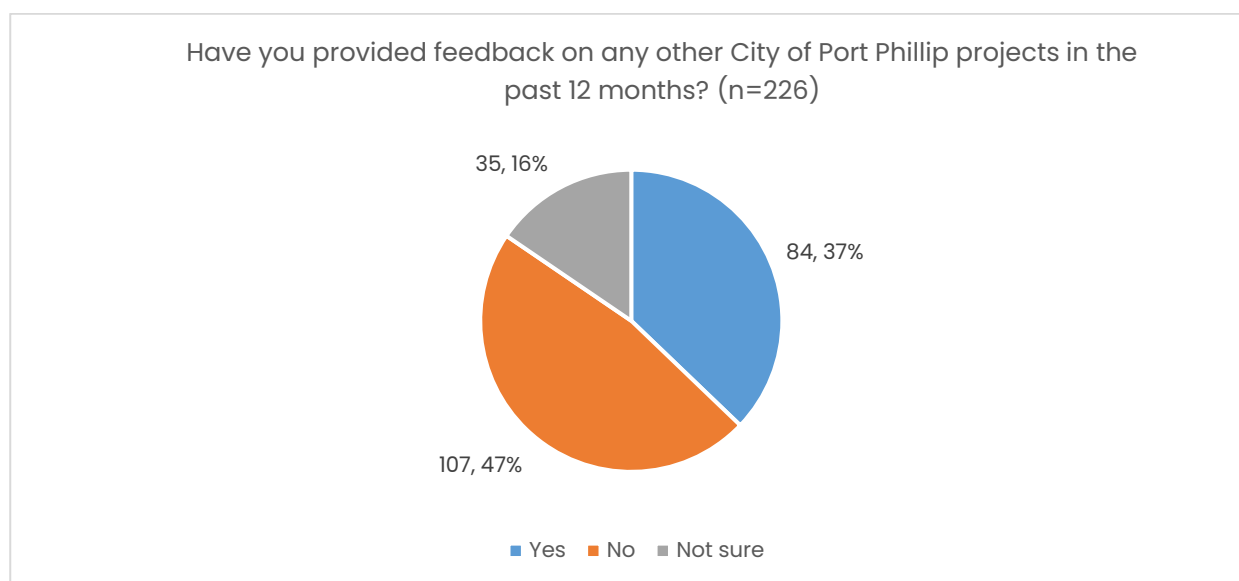


Figure 4: Number of respondents who selected whether they had provided feedback to the City of Port Phillip in the last 12 months. (number of respondents=226)



What we heard

We asked respondents to select which of the three villages they would like to provide feedback on.

Of the 267 participants:

- 104 or 39% provided feedback on Bridport Street and Victoria Avenue, Albert Park
- 52 or 19% provided feedback on Armstrong St, Middle Park.
- 111 or 42% provided feedback on Ormond and Glen Huntly Roads, Elwood.

Bridport Street and Victoria Avenue, Albert Park

This section outlines feedback received relating to Bridport Street and Victoria Avenue, Albert Park. For this report, we will call this area Albert Park Village. A total of 104 responses were received about this area.

What is your connection to this village?

We asked participants their connection to Albert Park village. They were encouraged to select as many responses as apply. Of the 104 participants that responded to this question, the largest representative group was from residents (69 responses), followed by people who visited for shopping (37 responses) and food and drink (36 responses). This demonstrates that the village serves both local residents and visitors as an important shopping and hospitality destination.



Figure 5: Connection to Albert Park Village (number of respondents=104)

Rate your experience

We asked participants to rate their experiences of the village to better understand how it currently functions and help inform decisions to enhance future experiences.

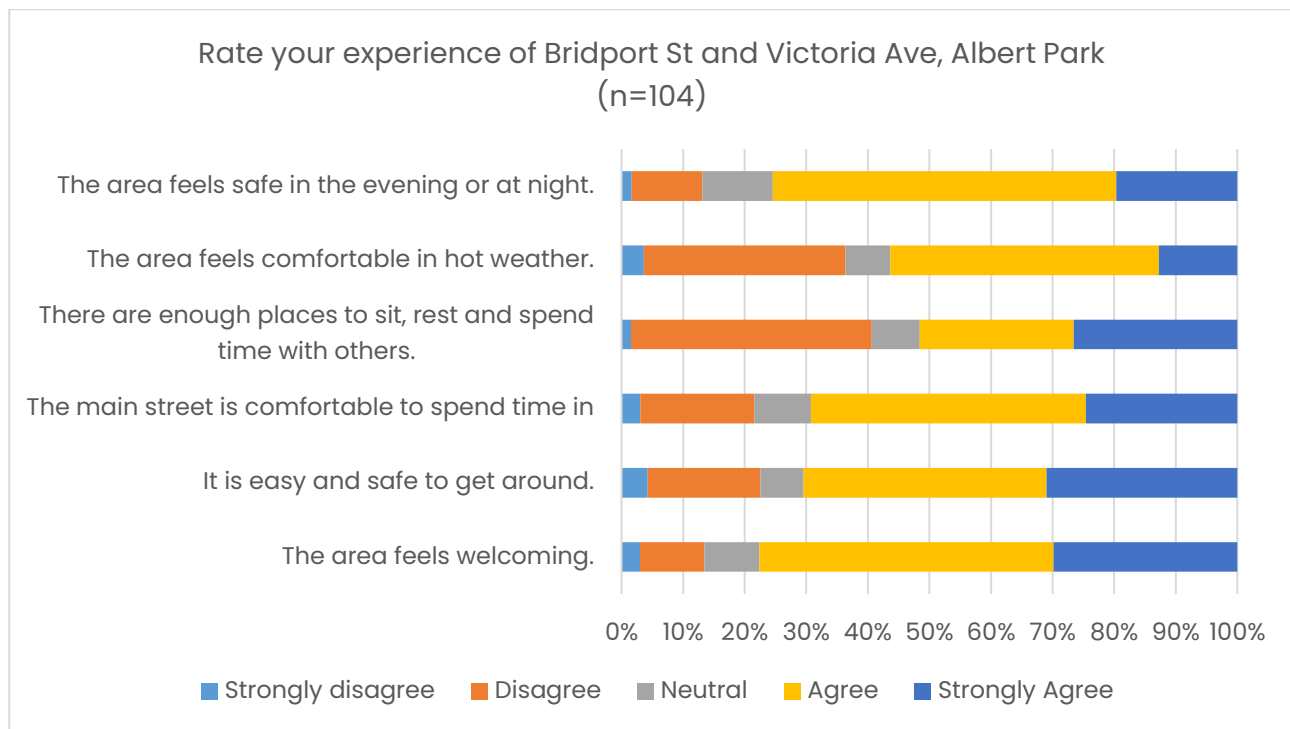


Figure 6: Participant rating of various experiences of Albert Park Village (number of respondents=104)

Overall, feedback indicates that Albert Park Village is viewed positively by participants. Most respondents agreed that the village feels welcoming, easy to navigate and safe to visit, highlighting its role as a popular local destination for shopping, dining and everyday activities.

The strongest results related to perceptions of welcome, safety and walkability, suggesting that participants generally enjoy spending time in the village. However, ratings were noticeably lower when participants were asked about comfort during hot weather and the availability of places to sit, rest and spend time with others.

This suggests that while Albert Park Village is functioning well as a destination, there are opportunities to improve comfort and encourage people to stay longer through additional shade, seating and more inviting public spaces. Feedback indicates that relatively small improvements to the public realm could further strengthen the village's role as a community gathering place rather than solely a shopping destination.

Enhancements Council should focus on

We asked participants to select up to three options out of a list they would prefer Council to focus on to make Albert Park Village even better.

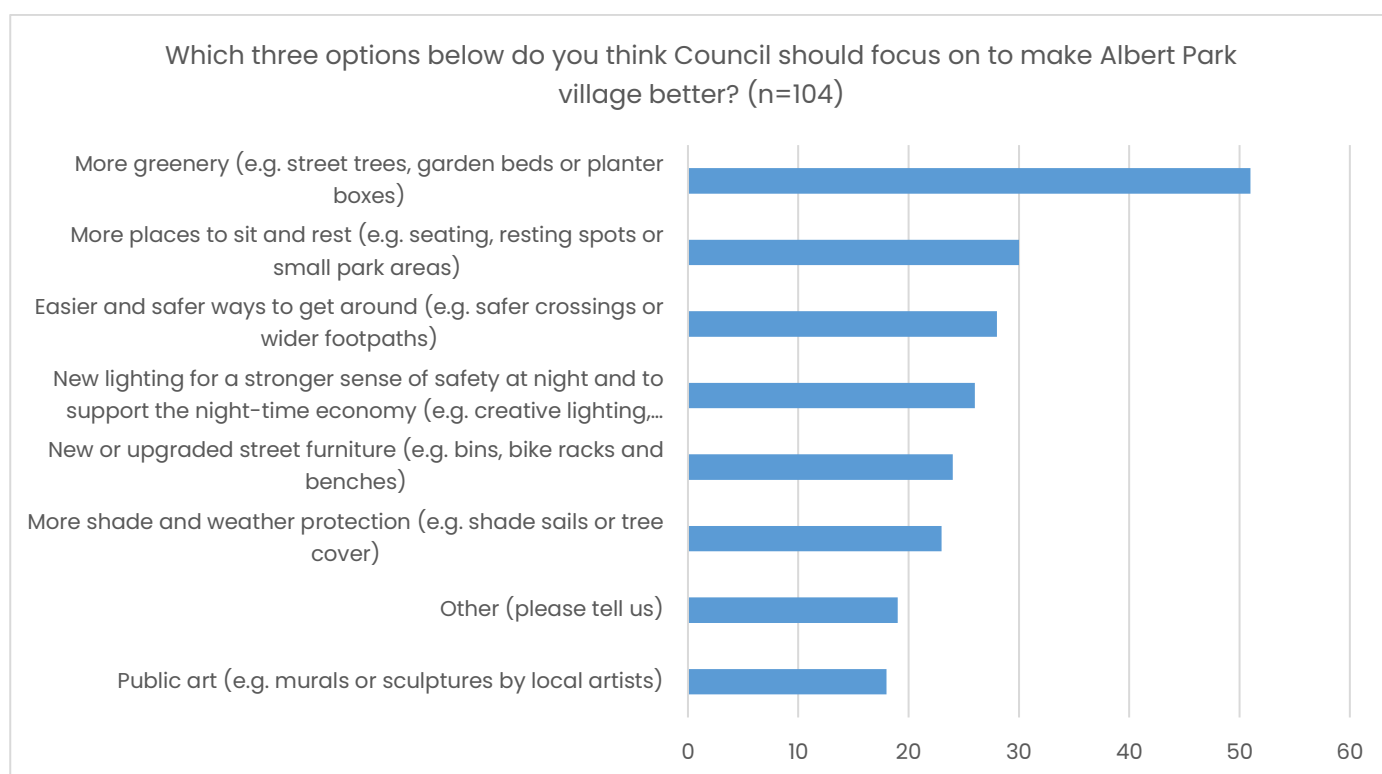


Figure 7: Number of times that participants selected items that Council should focus on to make Albert Park Village better (number of respondents=104)

Participants most commonly selected additional greenery (51 selections from 49% of respondents), selected by 30 respondents (29%), and easier and safer ways to get around, selected by 28 respondents (27%). New lighting was also a priority for 26 respondents (25%).

These results suggest that respondents see opportunities to improve comfort and amenity within the public realm.

Respondents who selected 'other' were able to provide additional comment. Many of those described Albert Park Village as already functioning well as a local destination, but

felt there was an opportunity to strengthen its village atmosphere through landscaping, decorative lighting and better use of existing public spaces such as Dundas Place.

Several participants also noted that there are relatively few places where people can stop, meet or relax without purchasing food or drinks from nearby businesses.

Most common ideas from those who responded 'other' to this question, included:

- Retaining or improving parking availability, particularly for local businesses, residents and visitors
- Improved pedestrian safety, particularly at crossings, roundabouts and key intersections
- Better maintenance and cleanliness, including more regular bin emptying and cleaning
- Decorative lighting, seasonal activations and initiatives that strengthen village identity
- Additional public facilities including EV charging, dog facilities and public seating

Improvements or locations to see change

We asked participants if there are any specific improvements or locations where they would like to see change. A total of 65 open-ended text responses were received to this question. Responses largely cover nine themes, with many comments touching over multiple themes. They have been grouped below.

Theme	Detail
Footpaths, accessibility and movement (approx. 20 comments)	• Strong support for safer pedestrian crossings and improved walkability throughout the village. • Numerous participants identified the Bridport Street/Merton Street roundabout and crossings near Montague Street as difficult to navigate and potentially unsafe. • Respondents were generally supportive of measures that prioritise pedestrian safety while maintaining village accessibility. <i>"The crossing, or lack of, at Bridport/Merton Streets need some attention"</i>
Greening, landscaping and shade (approx. 18 comments)	• Participants consistently called for more trees, garden beds, shade and landscaping. • There was strong support for enhancing existing green spaces, including Dundas Place and smaller public reserves. • Many respondents felt greenery would make the village more comfortable during summer and reinforce its local identity. <i>"The Post Office Triangle needs attention. It could certainly be more welcoming – shade, trees and beautiful gardens"</i>
Village appearance, identity and activation (approx. 15 comments)	• Decorative lighting, public art and seasonal decorations were common suggestions. • Participants wanted Albert Park Village to have a stronger visual identity and sense of arrival. • Many commented that relatively small aesthetic improvements could significantly improve the atmosphere of the village.

	<i>"We would love to see the entrance to Bridport Street become a visually unmistakable gateway into the village"</i>
Business mix, vacancies and support for traders (approx. 10 comments)	• Respondents expressed strong support for independent traders and locally owned businesses • Several participants were concerned about vacant shopfronts and the loss of unique businesses • Maintaining the village character was viewed as closely linked to supporting small businesses <i>"No more chain stores – independent stores are the heart and soul of our village"</i>
Parking, cycling and sustainable transport (approx. 15 comments)	• Feedback revealed differing views regarding the balance between parking, cycling and pedestrian improvements • Some participants wanted additional bicycle facilities while others stressed the importance of retaining parking for visitors and traders • There was broad support for improving safety for all transport users <i>"The lack of parking doesn't help the traders or general foot traffic"</i>
Cleanliness, maintenance and amenity (approx. 12 comments)	• Participants regularly referred to overflowing bins, litter and maintenance of public spaces • Many felt ongoing maintenance was as important as new infrastructure investment • Respondents wanted public spaces to feel clean, cared for and welcoming <i>The streets are unkept, potholes on the roads, overflowing bins and little enforcement"</i>

Public spaces, seating and community facilities (approx. 18 comments)	• Additional seating was one of the most common requests across responses • Participants highlighted a lack of spaces where people could sit, meet or relax without purchasing food or drinks • There was strong support for improving underutilised public spaces such as Dundas Place <i>"The small park on Bridport Street is such a promising opportunity. It would be great for this to be designed as a plaza or meeting spot"</i>
Other (approx. 8 comments)	• Suggestions included EV charging infrastructure, dog facilities, community noticeboards, public toilets and festive activations • Several responses focused on practical improvements that would make the village more functional for everyday use. <i>"Charge stations needed for electric cars"</i>

Other ideas

We asked if participants had any other ideas that they would like to share. A total of 40 open ended responses were received to this question. They largely fit into 5 themes and have been summarised in the table below.

Theme	Detail
Events and activation	Support for community events, seasonal celebrations, markets, live music and festive decorations to encourage visitation and strengthen community connection
Lighting and safety	Requests for decorative tree lighting, improved street lighting, safer pedestrian crossings and enhanced night-time amenity
Village character	Strong support for maintaining the local village atmosphere, preserving independent businesses and strengthening Albert Park's unique identity
Sustainability and environmental initiatives	Support for EV charging infrastructure, additional planting, water-sensitive landscaping and environmentally sustainable improvements.
Community facilities and amenity	Suggestions for more seating, dog facilities, public toilets, wayfinding, noticeboards and improved public gathering spaces.

Armstrong Street, Middle Park

This section outlines feedback received relating to Armstrong Street, Middle Park. For this report, we will call this area Middle Park Village. A total of 52 responses were received about this area.

What is your connection to this village?

We asked participants their connection to Middle Park village. They were encouraged to select response that apply. Of the 52 participants that responded to this question, residents formed the largest participant group (45 responses), followed by people visiting for food and drink (31 responses) and shopping (29 responses). Many participants described themselves as regular visitors who spend time in the village beyond shopping activities.

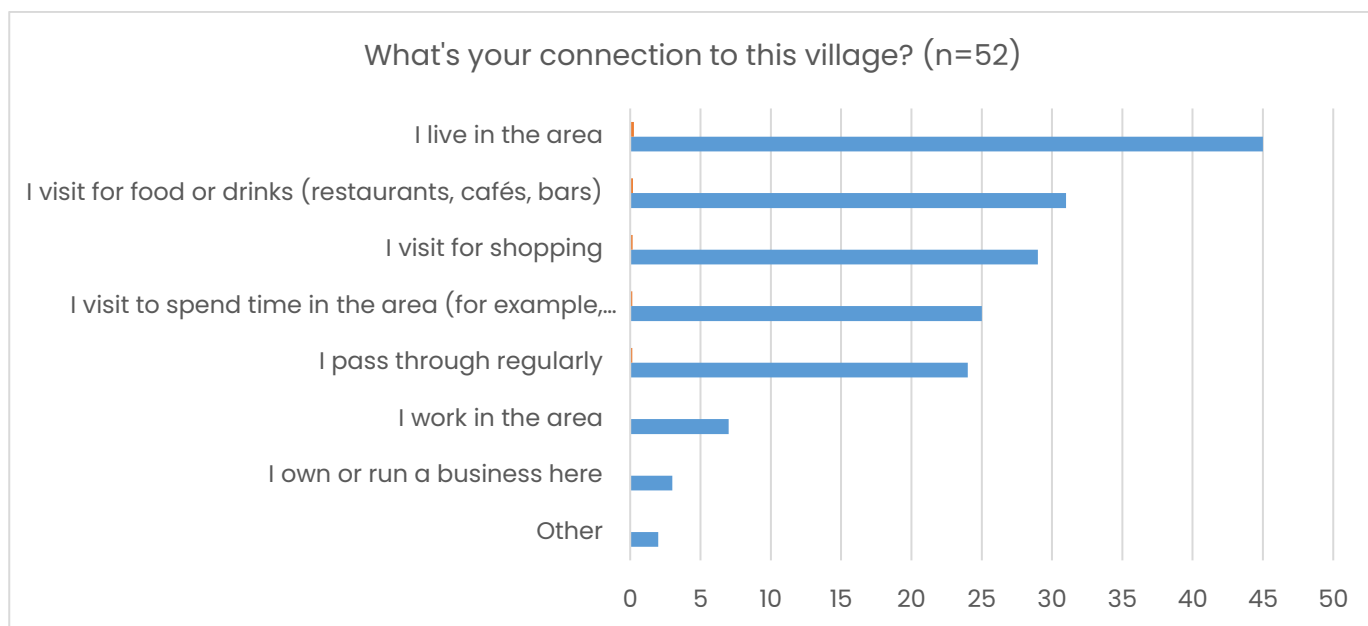


Figure 8: Connection to Middle Park Village (number of respondents=52)



Rate your experience

We asked participants to rate their experiences of the village to better understand how it currently functions and help inform decisions to enhance future experiences.

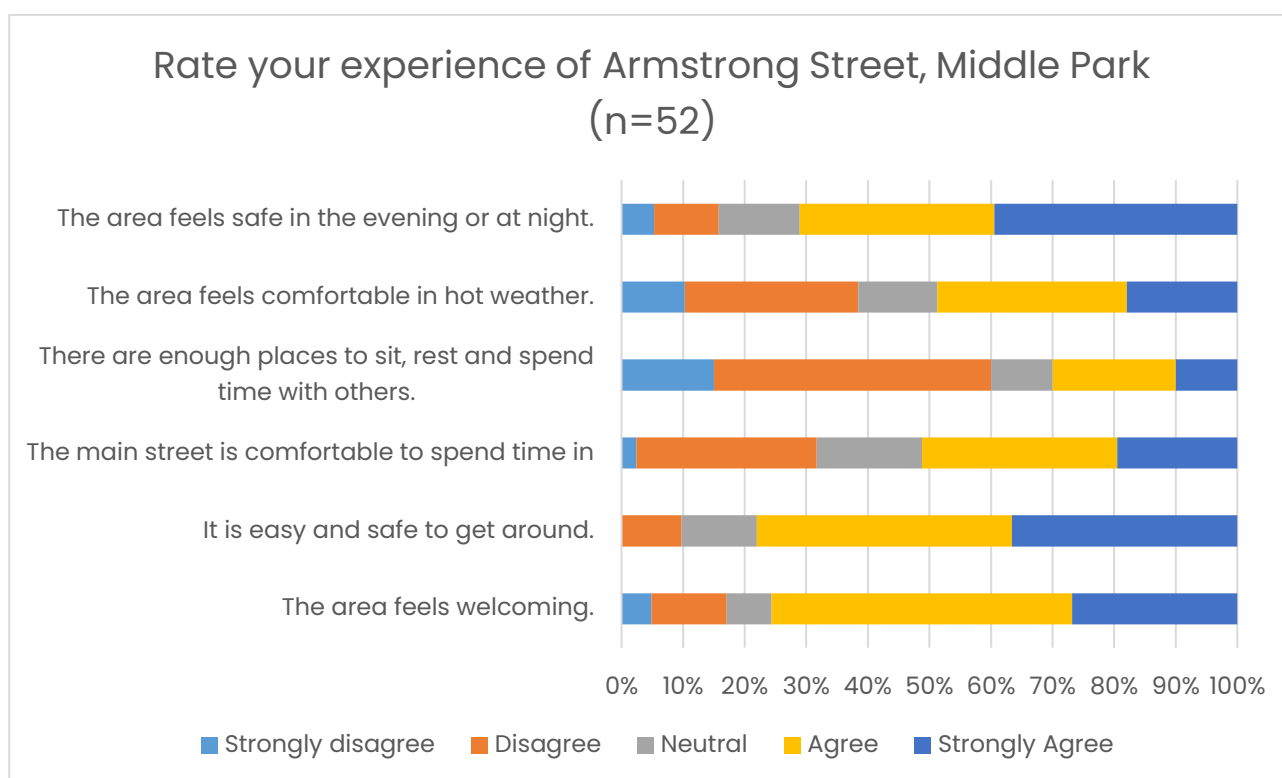


Figure 9: Participant rating of various experiences of Middle Park Village (number of respondents= 52)

Participants were then asked if they had anything else to add about the village, with 32 open ended text responses received to this question. Respondents generally viewed Middle Park Village favourably, with many describing it as welcoming, safe and attractive. The village's strong local character, heritage appeal and established businesses contribute positively to people's overall experience of the area.

Ratings suggest that respondents particularly value the village's atmosphere and sense of place. However, as with the other villages, the availability of places to sit and rest was

identified as an area requiring improvement. Respondents also indicated that comfort during hot weather could be improved through additional shade and landscaping.

The results suggest that Middle Park Village is already perceived as a successful neighbourhood centre, and future improvements should focus on enhancing comfort and amenity while preserving the village character that participants clearly value. There was little appetite for major change, with feedback instead focusing on thoughtful enhancements that support community use and social interaction.

Enhancements Council should focus on

We asked participants which three options out of a list they would prefer Council to focus on to make Middle Park Village even better.

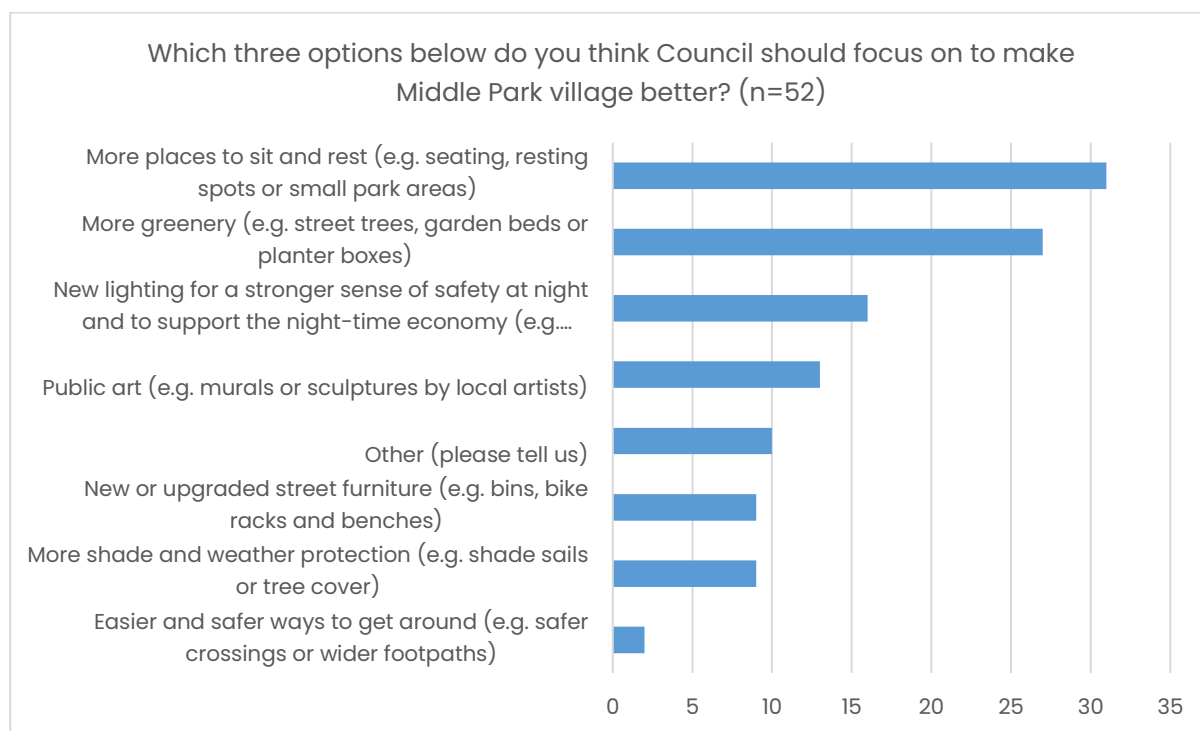


Figure 10: Number of times that participants selected items that Council should focus on to make Middle Park Village better (number of respondents= 52)

Unlike the feedback received through the 'Other' responses for Elwood and Albert Park, open-ended comments about Middle Park focused strongly on preserving and enhancing the village's existing character. Respondents frequently described Armstrong Street as a valued local destination with a distinctive heritage atmosphere. Suggestions generally centred on thoughtful, small-scale improvements that would strengthen these qualities, rather than significant physical change.

The strong support for seating and additional greenery suggests respondents are interested in creating more opportunities for people to spend time in the village and interact with one another. Participants often described a desire for spaces that support informal community gathering and reinforce the social function of Armstrong Street beyond its role as a shopping destination.

Most common ideas from those who responded 'other' to this question, included:

- Preserving and enhancing the heritage character of the village.
- Creation of community gathering spaces and village squares.
- Improvements to cleanliness, maintenance and public amenity.
- Additional public seating and shade opportunities.
- Support for independent businesses and a more diverse retail offering.

Improvements or locations to see change

We asked participants if there are any specific improvements or locations where they would like to see change. A total of 35 open-ended text responses were received to this question. Responses largely cover nine themes, with many comments covering multiple themes, and have been grouped below.

Theme	Detail
Footpaths, accessibility and movement (approx. 12 comments)	- Participants highlighted opportunities to improve pedestrian safety and accessibility throughout Armstrong Street. - Suggestions included safer crossings, reduced traffic speeds and improvements for older people and families. - Several respondents also noted trip hazards and uneven surfaces. <i>"Traffic slowing measures would be appreciated to make crossing the road safer"</i>
Greening, landscaping and shade (approx. 10 comments)	- More trees, shade and landscaping were consistently requested. - Respondents wanted existing green spaces enhanced and underutilised public areas transformed into more attractive places to gather. <i>"The small park in the middle of the shopping village could be made bigger and become an arts and garden hub"</i>
Village appearance, identity and activation (approx. 12 comments)	- Many participants discussed heritage character and village identity. - There was support for public art, decorative lighting and improvements that reinforce the distinctive Middle Park atmosphere.

Theme	Detail
	<i>"Please bring back the original shop front awnings. Heritage and culture is being lost"</i>
Business mix, vacancies and support for traders (approx. 8 comments)	- Participants were concerned about vacant shops and the changing business mix. - There was strong support for attracting diverse businesses and maintaining locally owned traders. <i>"Would be great that businesses are supported and promoted across Port Phillip community"</i>
Parking, cycling and sustainable transport (approx. 8 comments)	- Feedback revealed a mixture of support for active transport improvements and concerns about parking availability. - Some respondents suggested pedestrian prioritisation, while others emphasised maintaining convenient access for visitors. <i>"Do not reduce the number of car parks"</i>
Cleanliness, maintenance and amenity (approx. 10 comments)	- Comments highlighted opportunities to improve bin servicing, litter management and general maintenance. - Several respondents noted that public spaces looked tired and would benefit from increased upkeep. <i>"Empty overflowing bins, pick up rubbish and improve the appeal of the village"</i>
Public spaces, seating and community facilities (approx. 15 comments)	- Additional seating emerged as the strongest priority in Middle Park. - Respondents wanted more opportunities to meet, rest and spend time outdoors.

Theme	Detail
	Several suggestions focused on converting underutilised areas into civic gathering spaces. <i>"Would Council consider closing the street and having a nice square?"</i>
Other (approx. 5 comments)	Other suggestions included heritage-sensitive furniture, community events, public toilets and improved village branding. <i>"Some public art would be great"</i>

Other ideas

We asked if participants had any other ideas that they would like to share. A total of 20 open ended responses were received to this question. They largely fit into 4 themes, with comments crossing over multiple themes, and have been summarised in the table below.

Theme	Detail
Community identity and heritage	Strong interest in preserving heritage character, restoring traditional streetscape elements and maintaining the village's distinctive identity
Local businesses and economic vitality	Support for a diverse mix of local businesses, reducing vacancies and encouraging independent retailers and hospitality venues
Village beautification	Interest in public art, decorative lighting, greening and streetscape improvements that improve the attractiveness of the village

Public spaces and community life	Suggestions for additional seating, gathering spaces, village squares and opportunities for community events and social interaction
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Ormond Road and Glen Huntly Road, Elwood

This section outlines feedback received relating to Ormond Road and Glen Huntly Road, Elwood. For the purpose of this report, we will call this area, Elwood Village. A total of 111 responses were received about this area.

What is your connection to this village?

We asked participants their connection to Elwood village. They were encouraged to select all that apply. Of the 85 participants who responded to this question, the strongest connection was from local residents (75 responses), followed by visitors for food and drink (48 responses) and shopping (46 responses). Feedback reflects the importance of the village as a destination for both everyday needs and social activities.

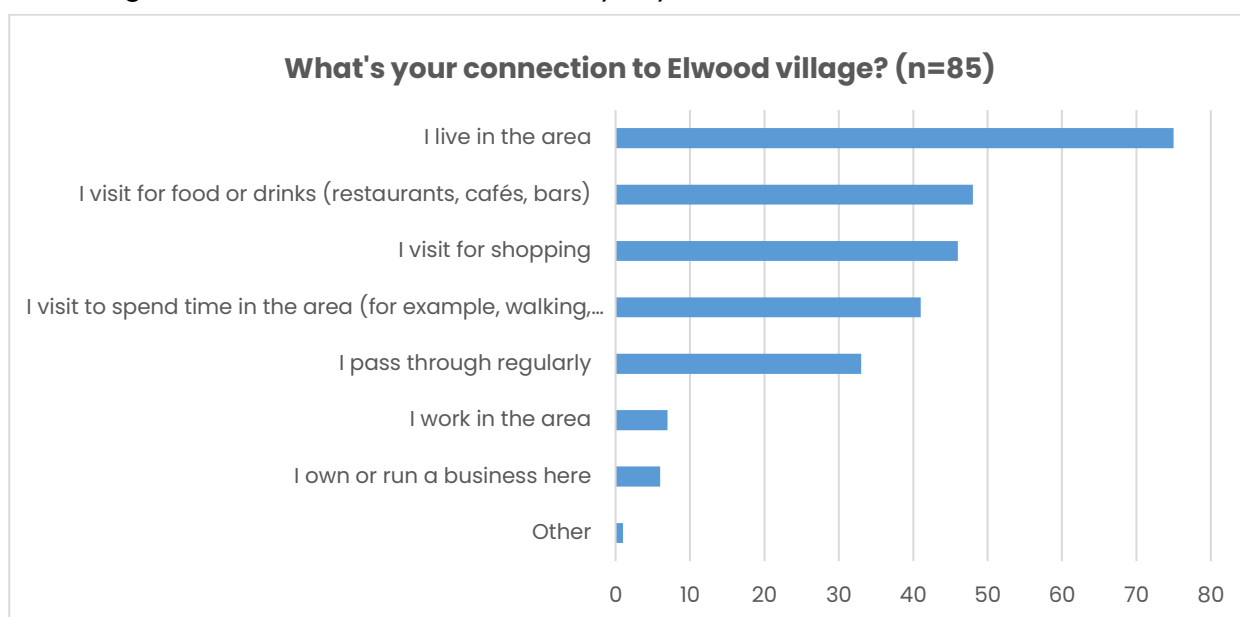


Figure 11: Connection to Elwood Village (number of respondents=85)

Rate your experience

We asked participants to rate their experiences of the village to better understand how it currently functions and inform future improvements. Participants were also invited to provide open-ended feedback about anything else they wanted Council to know.

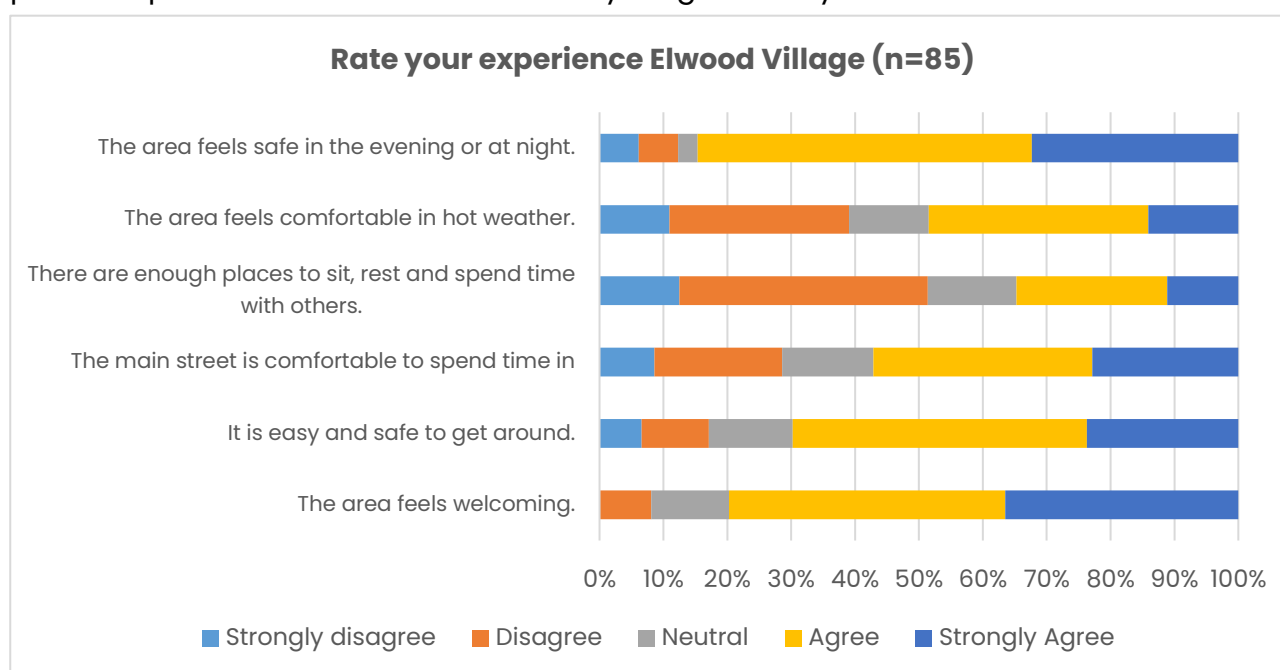


Figure 12: Participant rating of various experiences of Elwood Village (number of respondents= 85)

The mixture of open-ended comments and rated feedback suggests respondents were generally positive about their experience of Elwood Village, particularly its welcoming atmosphere, local businesses and community feel. Most agreed that the area is pleasant to visit and feels safe, reflecting the important role the village plays as a neighbourhood destination.

While ratings for welcome and safety were relatively strong, responses indicate that participants see room for improvement in some aspects of amenity. Lower ratings for seating, shade and comfort during warmer weather suggest that people would like to

spend more time in the village but feel the public realm does not always support longer visits.

The feedback points to a desire for a greener and more comfortable streetscape that better supports social interaction and community life. Participants appear to value the village's character and local identity but believe additional investment in public spaces, landscaping and amenity could significantly enhance the experience of visiting and spending time in the area.

Enhancements Council should focus on

We asked participants which three options out of a list they would prefer Council to focus on to make Elwood Village even better.

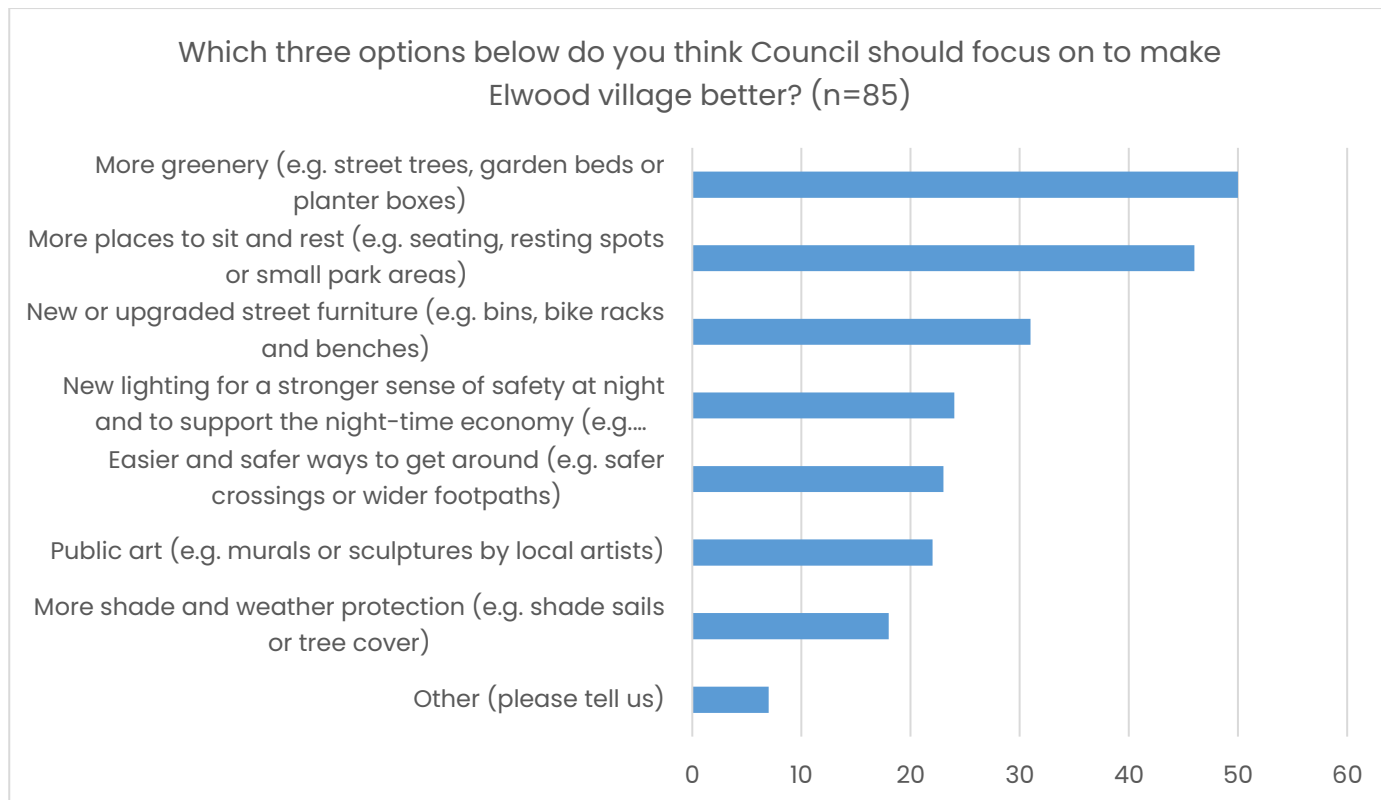


Figure 13: Number of times that participants selected items that Council should focus on to make Elwood Village better (number of respondents= 85)

The open-ended comments under 'other', combined with the selected options, indicate strong support for improving the comfort, appearance and usability of Elwood Village's public spaces. While respondents generally expressed affection for the area and its village character, many felt the streetscape had become tired and required greater investment in beautification, maintenance and public amenity.

There was also a strong desire to create more opportunities for people to linger within the village. Some participants noted that gathering spaces are currently associated with cafes and restaurants, and expressed desire for additional public seating, pocket parks and community spaces that allow people to spend time in the village without needing to make a purchase.

Most common ideas from those who responded 'other' to this question, included:

- Better cleaning and maintenance, particularly relating to litter, bins and dog waste
- Additional dog facilities, including dog tethering points and dog waste infrastructure
- Parking management and retention of convenient parking for visitors and shoppers
- Decorative lighting, Christmas decorations and village activation activities
- Support for local businesses, reduction in shop vacancies and attraction of a broader business mix
- Public toilets, public seating and community gathering spaces.

Improvements or locations to see change

We asked participants to identify specific improvements or locations where they would like to see change. The 75 open-ended responses received have been grouped into nine broad themes, with many responses covering multiple themes.

Theme	Detail
Footpaths, accessibility and movement (approx. 30 comments)	- Safety and accessibility were significant concerns, particularly around crossings, roundabouts and pedestrian movement. - Participants highlighted conflicts between pedestrians, cyclists, vehicles and outdoor dining areas. - Improving crossing safety was one of the most common requests. <i>"The crossing point is an accident waiting to happen. I don't feel safe crossing with a pram"</i>
Greening, landscaping and shade (approx. 35 comments)	- This was the strongest theme across Elwood Village feedback. - Participants consistently requested more trees, garden beds, shade and greenery - Many respondents linked greening initiatives to improving appearance, comfort and environmental outcomes. <i>"The area would benefit from more planting to help keep the area cool on hot days"</i>
Village appearance, identity and activation (approx. 25 comments)	- Decorative lighting, public art, Christmas decorations and village branding were frequently suggested. - Participants wanted the village to feel more vibrant, attractive and distinctive. <i>"Some unique art and branding would turn it into a destination"</i>
Business mix, vacancies and support for traders	Vacant shops and lack of retail diversity were recurring concerns.

(approx. 20 comments)	- Participants wanted more destination businesses and community-focused services. - There was strong support for independent businesses and a broader range of shopping options. <i>"What can be done about the many empty retail spaces on Ormond Road? It detracts from the vitality of the village"</i>
Parking, cycling and sustainable transport (approx. 20 comments)	- Views were mixed regarding parking and active transport. - Some participants prioritised additional parking while others advocated for improved cycling facilities and pedestrian-focused streets. - Safer transport connections were widely supported. <i>"Parking for locals is a nightmare, particularly on weekends"</i>
Cleanliness, maintenance and amenity (approx. 30 comments)	- Participants frequently referred to litter, overflowing bins, footpath cleanliness and dog waste. - Many believed better maintenance would significantly improve perceptions of the village. <i>"The amount of dog poop and stench of urine is out of order on footpaths and around shop doors"</i>
Public spaces, seating and community facilities (approx. 25 comments)	- Many respondents felt there were too few places to sit, meet or spend time without visiting a café. - There was strong support for public seating, community gathering spaces and a village square concept. - Participants wanted more opportunities for social interaction in public spaces. <i>"There is nowhere that is not a business that's a nice place to spend time"</i>
Other	Suggestions included dog tethering stations, improved Wi-Fi, EV charging, children's activities, public toilets and community events.

(approx. 10 comments)	Many ideas focused on strengthening the village's role as a community hub. <i>"I would like to propose the creation of a permanent Children's Scavenger Hunt Trail"</i>
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Other ideas

We asked if participants had any other ideas that they would like to share. The 55 open-ended responses received have been grouped into six broad themes, with many responses covering multiple themes.

Theme	Detail
Greening and beautification	Requests for more trees, garden beds, landscaping, shade and ongoing maintenance of greenery throughout the village.
Cleanliness and maintenance	Concerns about litter, overflowing bins, dog waste, footpath cleaning and general upkeep of public spaces.
Village activation and identity	Support for public art, decorative lighting, Christmas decorations, village branding and community events.
Business mix and local economy	Requests for greater diversity of shops and services, support for local traders and activation of vacant shopfronts.
Public spaces and community facilities	Strong support for village squares, seating areas, gathering spaces, public toilets and places for people to spend time without needing to make a purchase.
Transport, parking and accessibility	Mixed views regarding parking, active transport and pedestrian access, with a strong focus on improving safety and accessibility throughout the village.

Differences in feedback across genders

Experience of neighbourhoods

While both groups viewed the neighbourhoods as generally welcoming and safe, male respondents were consistently more critical of comfort, amenity and opportunities to stay in the space, particularly regarding seating, places to rest, and the comfort of spending time in the main streets. Female respondents reported a noticeably more positive overall experience of the neighbourhoods.

- Safety and walkability were rated particularly highly by women, with around 84% agreeing that the area feels welcoming and 84% agreeing it is easy and safe to get around, compared with approximately 71% for men on both measures
- The largest area of concern for both groups was the lack of seating and places to rest, however men were more negative. About 72% of men disagreed there are enough places to sit, rest and spend time with others, compared with 41% of women
- Men were notably less positive about comfort and amenity, with around 42% agreeing the main street is comfortable to spend time in, compared with 64% of women
- Hot weather comfort was rated poorly by both groups, but men were more critical. More than 40% of men disagreed the area feels comfortable in hot weather, compared with around 33% of women
- Perceptions of safety at night were relatively strong for both groups, although women were slightly more positive. Around 79% of women agreed the area feels safe in the evening or at night, compared with 72% of men

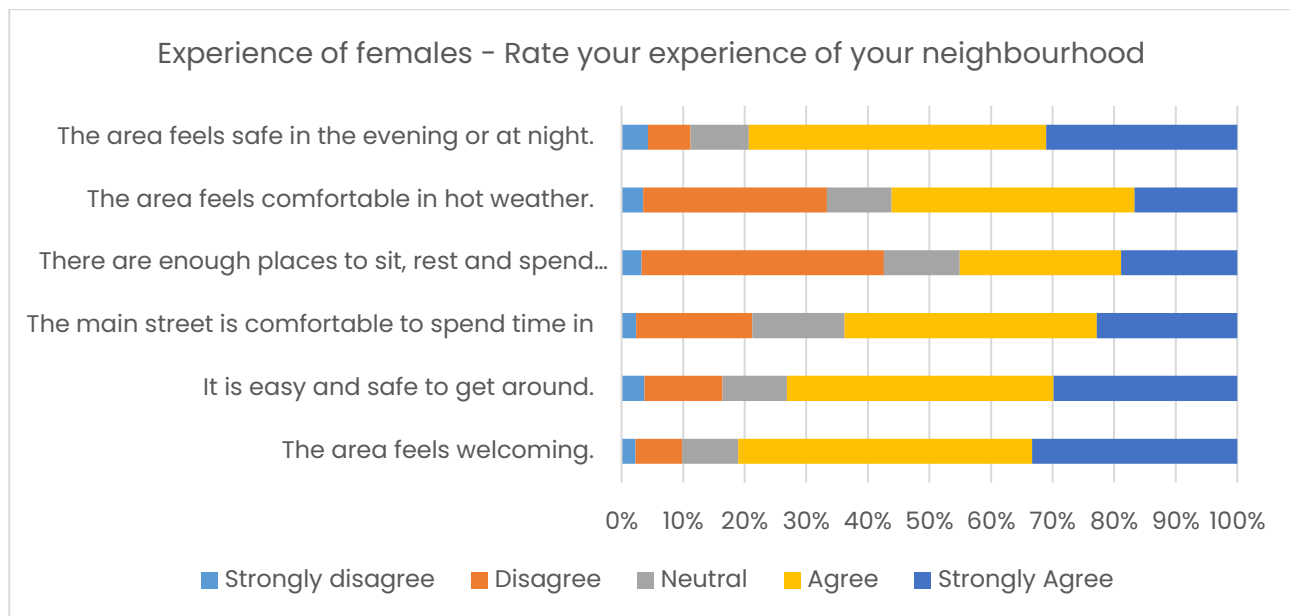


Figure 14: Female participant experiences of the three neighbourhoods (number of respondents=132)

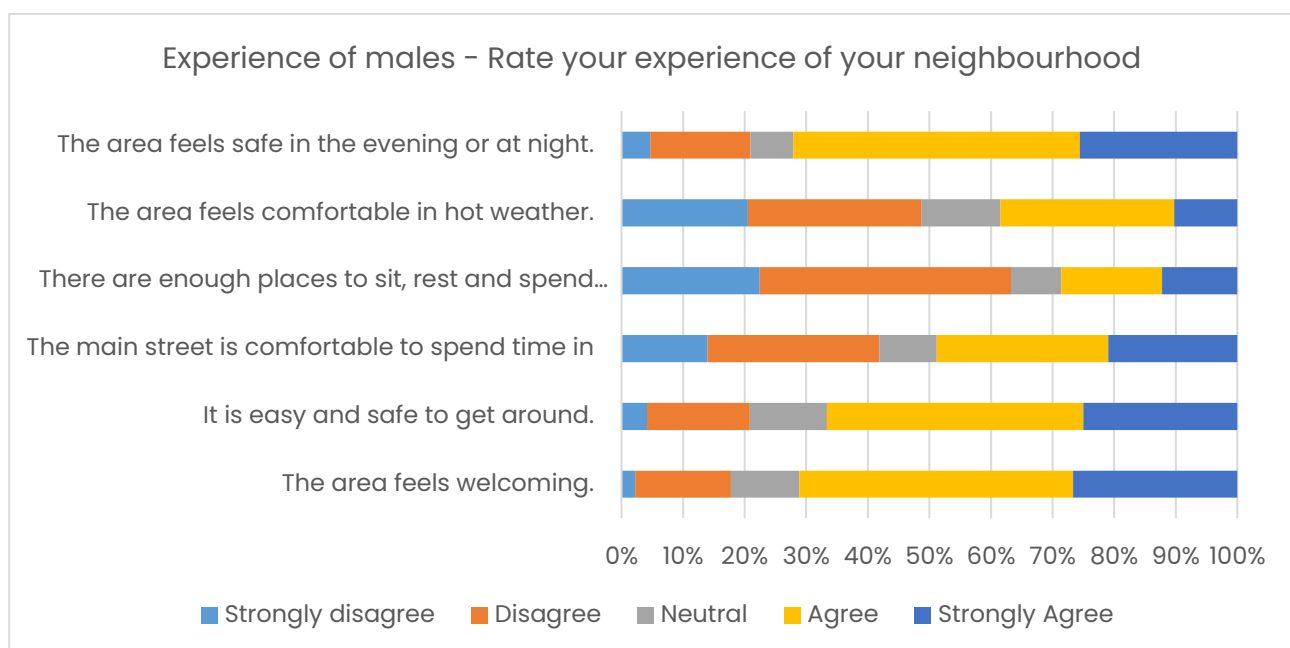


Figure 15: Male participant experiences of the three neighbourhoods (number of respondents=43)

Feedback patterns were broadly similar across genders, with both men and women prioritising greener and more comfortable village environments. However:

- Female participants placed greater emphasis on more greenery, seating, lighting and street furniture
- Female participants were also more likely to indicate concerns about comfort, shade and opportunities to sit and rest
- Safety was important across all genders, though women showed slightly stronger support for additional lighting and public realm improvements

Overall, the findings suggest broad agreement about priorities, with greenery, seating, shade and village amenity consistently emerging as the strongest themes across all participant groups.

Thanks & next steps

Thank you to everyone who took part and shared their views. Your feedback will help shape small-scale upgrades across the three villages, alongside considerations such as cost, feasibility and ongoing maintenance.

We expect the upgrades to be completed by mid-2027.