

# Looking Forward

Creative Latrobe Report

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# Executive Summary

## 1.1 Introduction

In May-June of 2021, the Latrobe Health Assembly (LHA) partnered with Urban Scale Interventions (USI) to draw on their expertise in creative engagement and innovative cultural and health interventions. The focus for this partnership came from Latrobe Regional Hospital's mental health team, who were keen to see mental health and wellbeing approached in new, creative ways in Latrobe. The consultation sought to better understand how health and safety in Latrobe could be improved in public spaces, with a particular focus on design.

In March 2021, a project advisory group was established to help guide and inform the consultation. This group met 5 times over the course of the project (pre-, during, and post- consultation). It included representation from Latrobe City Council, Latrobe Regional Hospital, Lifeline Gippsland, Latrobe Community Health Service, Latrobe Health Assembly Community Members, Gippsland Primary Health Network, Wellways, and the Department of Families, Fairness and Housing.

Feedback on the report was obtained from the advisory group and a workshop with Health Assembly Community Members. This feedback formed a series of recommendations made to the Latrobe Health Assembly Board.

The Creative Latrobe concept was prioritised for development and implementation in 2022. A small steering committee comprised of LHA community members was formed in late 2021 to help initiate Creative Latrobe.

Creative Latrobe aims to address a range of the key insights garnered during the 2021 consultation, including: the impact that perceptions have on people's use of, and/or avoidance of certain areas across Latrobe City; the enthusiasm people have for increasing vibrancy and public art; and the potential people feel that art has to help showcase Latrobe City's stories, strengths and identity in a cohesive way that could help to bring the different towns together.

Latrobe Health Assembly partnered with Latrobe City council in June 2022, with a commitment to deliver place-based projects which address some of the identified challenges. This will be achieved through a community led co-designed approach and cross-departmental working. This report outlines suggestive typologies and potential projects which could be explored as part of the next phase of work.

# Setting the Scene

## Setting the Scene

### 2.1 Looking Forward Latrobe

In May and June of 2021, the Latrobe Valley Health Assembly worked with Urban Scale Interventions on a co-design process to improve mental health and wellbeing through place-based interventions.

Through a 6-week process, the team engaged with a range of stakeholders, from health practitioners and charities to the creative industries, and from the breadth of the the local community. In total, over 170 people were engaged in a variety of ways in the process.

The result was the creation of a series of 4 Wellbeing Principles, unique to the Latrobe Valley and strategic context. Each principle has a series of guiding actions and indicators to measure success. The principles have been adopted by the Health Assembly to take forward for future projects.

The principles were then used to generate 7 concept ideas for short and long-term implementation to deliver change through place-based interventions.

# Celebrating the changing **innovation** of the Latrobe Valley



Latrobe Health  
Assembly

Shaping  
The Valley

changing perspectives  
fostering pride  
improving connections

## Setting the Scene

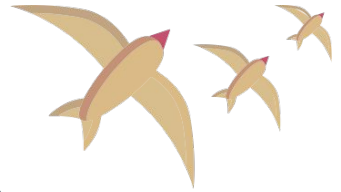
### 2.2 Connecting Up + Creative Latrobe

Connecting Up and Creative Latrobe were identified as priority projects. From February 2022, Urban Scale Interventions have worked in tandem with the Latrobe Health Assembly and the community representatives who sit on their steering committee.

Connecting Up and Creative Latrobe focus on the four primary towns of Latrobe Valley, Moe, Morwell, Traralgon and Churchill. The two schemes are intrinsically linked. Sharing a common goal of challenging the community's perceptions of spaces or avoidance of certain areas across Latrobe City.

Whilst Connecting Up focuses on highlighting the existing infrastructure and experiences across Latrobe Valley, Creative Latrobe seeks to tackle challenging spaces through the creation of place-based interventions led by a participatory co-design approach with the local creative sector.

In July 2022, Urban Scale Interventions completed the first scoping phase of the Connecting Up work. The outcome was a series of maps which represent the unique destinations and experiences across each of the Latrobe Valley towns. The ideas outlined in the Connecting Up proposal are a starting point for the ongoing development of ideas.



# Creative Latrobe Concept

# Creative Latrobe

## 3.1 Project Summary

Creative Latrobe builds on the power of placemaking and tactical urbanism to bring about lasting change to spaces and contribute to a safer and healthier city. The concepts within Creative Latrobe directly target the research developed by YourGround which identified challenging spaces across Latrobe Valley.

The initial scope of work for Creative Latrobe was to pilot creative interventions across five Latrobe Valley sites. Followed by a future recommendations and learning final report.

Following a meeting between Latrobe City Council and Latrobe Health Assembly, key opportunities for project alignment and partnership working were identified. Due to the change in scope for this phase, the Creative Latrobe deliverables have been revised to include a report which demonstrates ideas and thinking thus far whilst offering recommendations for the future development of the project. Five typologies were identified as part of the workshops with the steering committee. These typologies focused on common built environment components of various scales.

Suggestive Typologies  
*Underpasses/interchanges,*  
*Facades*  
*Nooks*  
*Bus stops,*  
*Planters/Garden beds*

This report suggests potential projects for each typology. Each recommendation considers a range of vibrant proposals which will challenge perceptions of space, whilst offering the opportunity to engage the community through participative- led work. These proposals also range from pop-ups or fleeting moments to more permanent interventions.

The ideas within this proposal are simply a starting point for what is possible and any concept brought forward should be validated by the people who live, work and play in these spaces, through a co-designed approach.



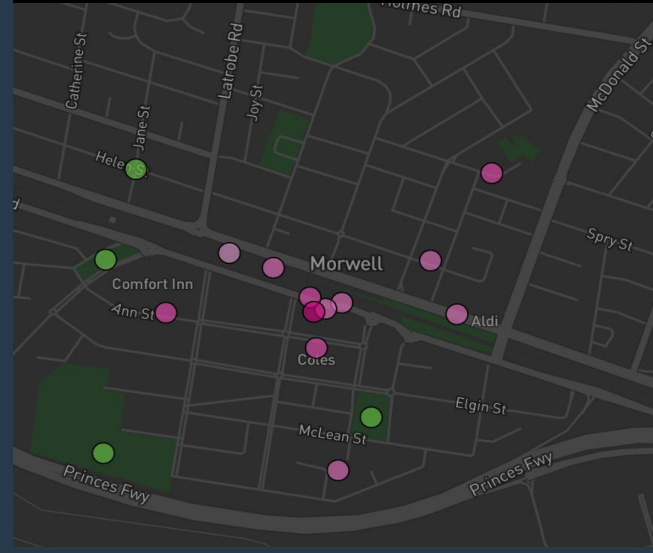
# Context

## 4.1 On Your Ground

The YourGround research has been integral to this scheme in informing key insights and areas of interest. YourGround is a digital mapping platform released in 2021. The project seeks to advance the knowledge of safety in public space for women and gender-diverse people. It maps the perceptions and 'lived experiences' across public spaces within the Victoria region.

Safety in public space is a massive concern for women and gender-diverse people, with big impacts on health and wellbeing. The report outlines spaces where specific community groups are reluctant to exercise, play and feel are not inclusive. For many women and gender-diverse people the stress and anxiety that comes when exercising in public space overrides many physical and mental health benefits. This ultimately prevents many from developing stronger social connections and a sense of belonging in Victoria.

The Creative Latrobe project presents an opportunity to both tackle these challenging spaces through place based interventions but make a statement around the future of public realm within Latrobe Valley and improve civic pride of its citizens.



# The Power of Placemaking

## 4.2 Creative Latrobe

The Ideas behind Creative Latrobe build on the power of grassroots placemaking and tactical urbanism.

Across the globe, we are seeing a movement where citizens are actively seeking to revitalize forgotten spaces within cities to create a vibrant, safe public realm and sense of ownership. Tactical urbanism has been proven to have many benefits including the ability to bring about long-term change to city planning.

Furthermore, it has been directly linked to health and wellbeing benefits by improving a sense of belonging and safety in urban spaces.

Closer-to-home projects such as the Australian Silo Art Trail and Neerim South have been widely praised by the local community and there is a real increasing enthusiasm for participative public art.



# Steering Committee Findings

## Artwork For Everyone in the Community

Artwork which tells story of Indigenous community consultation and art too

## Community Led Site Identification

Council Snap and Share scheme great Way of identifying sites

## Youth-Led Artworks

Opportunity to collaborate with local schools or youth groups

## Artwork for Good

Artwork for community events or in support of local charity or cause

## Artwork In Surprising Places

A local community group here did a project a few years ago to put in painted bollards around the place - they look great as well.

## Participative Artworks

Consider both artworks developed by community through workshops and delivered by artists. Also artworks which community can also get actively involved in the final piece

## All Mediums Represented

Artwork should include all artistic mediums including mosaic, sculpture and light.

## Creative Latrobe - Case Study

### 4.3 Yinnar

In July 2022, The Latrobe Health Assembly and Latrobe Council worked together on one pilot site as part of the creative Latrobe scheme, a newly developed playpark in Yinnar.

This project is a testament to the potential for future cross-departmental working, with the collaboration growing out of a council representative's desire to animate a facade wall to the boundary of a newly installed playpark. LHA and LC worked together to develop a suitable artist brief and shortlist a final proposal.

The final piece will be complete by the end of the year and created by local artist Steve Bechaz.



# Benchmarking

# Intervention Typologies



## Underpasses

Interchanges, a pedestrian tunnel passing under a road or railway



## Facades

Town centre facades or edges of buildings



## Nooks

Forgotten spaces between buildings or within the public realm



## Bus Stops

Public transport hubs or Stopover points



## Planters

Edges of green spaces

Benchmarking

# Underpasses







## Festival of the Underpass

### Fleeting Moment

#### What's it all about?

A weekend festival celebrating the extraordinary examples of what these spaces could be. Universally the underpass is perceived to be an unsafe space, often with poor lighting and low visibility. This leads to these spaces becoming hubs of antisocial behaviour. A festival of the underpass could shine a light on these spaces for one weekend across the whole valley. Hosting everything from pop-up art galleries to local film students screening.

These ideas could act as a catalyst for informing the long-term development of these spaces.

**Cost** | Low



## Folly under the flyover

### Pop-Up

#### What's it all about?

This project in particular focuses on creating a community arts space and theatre under the flyover. Within Latrobe, there is potential to run an annual folly design competition where each year a member of the creative community trials a new folly concept.

Each new proposal would bring new ideas to the table and experiment with this often neglected part of the public realm

**Cost** | Medium





## Sports Play

### Participative Design

#### What's it all about?

The vast spaces within underpasses are often neglected, and underutilised. A recent movement globally has seen these spaces replaced with sports pitches and courts.

These interventions have been widely praised and have been extremely successful in helping to regenerate neighbourhoods. This is particularly relevant for towns with a heavy road or rail infrastructure.

These spaces can become vibrant playscapes with the help of local creatives.

**Cost** | Medium





## The Secret Library

### Tactical Urbanism

#### What's it all about?

A pop-up library or book exchange hidden within the underpass. This surprising intervention could provide a vibrant new community space with low cost and maintenance.

This simple intervention would change perceptions of this space and discourage antisocial behaviour.

In addition, it could also encourage wider adoption of reading if placed on popular work and school routes. The secret library could be further enhanced through additional programming sessions, such as storytelling.

**Cost** | Medium



# Benchmarking **Facades**





## The Latrobe Weave

### Participative Design

#### What's it all about?

A co-created 'weave' for each of the towns, would bring a sense of creative consistency across Latrobe Valley, whilst also bringing a sense of uniqueness and individuality to each area.

These 'Weaves' can help to improve the streetscape and transform everything from building facades to park seating.

A co-created pattern is a great way to improve the public realm whilst giving all members of the community a chance to participate. Each tile would be designed by a local citizen, then reinterpreted by local creative into a unique collective weave.

**Cost** | Medium



## ST JAMES'S MARKET PAVILION



## Cabinet of Curiosities

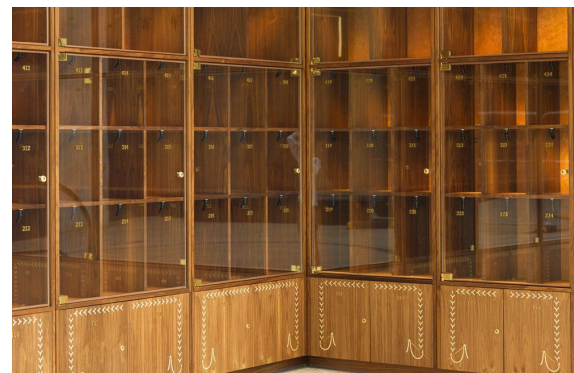
### Peoples Gallery

#### What's it all about?

A cabinet of curiosities is a great alternative to the typical public art approach. This shelving intervention would allow for an ever-evolving street exhibit.

This helps to give a platform for local artists and the local community to promote their work and heritage.

**Cost** | Medium



## The Glowing Walls

### Vibrant Streetscape

#### What's it all about?

Going beyond the typical lighting solutions, arts-led lighting interventions have been proven to be highly impactful in activating unsafe spaces within city centres.

Lighting intervention can be extremely dynamic from acting as a wayfinding system to highlighting heritage features on buildings. In addition with the integration of smart Raspberry Pi technologies lights can be designed to align to wider town events, to create an ever evolving townscape throughout the year.

Cost | Medium





## The Augmented Street

### Vibrant Streetscape

#### What's it all about?

Town Centres often feel unsafe at night, with closed shutters on shops and and poor street lighting often contributing to this.

Augmented projections onto street frontages is a dynamic way to activate the high street at night whilst also ensuring the safety of closed shop fronts.

These projections present an opportunity for artists to collaborate with the local community to co-create unique designs; improving civic pride and bringing a sense of playfulness to the high street.

**Cost** | Medium



Benchmarking

# Nooks





## Lullaby Alley

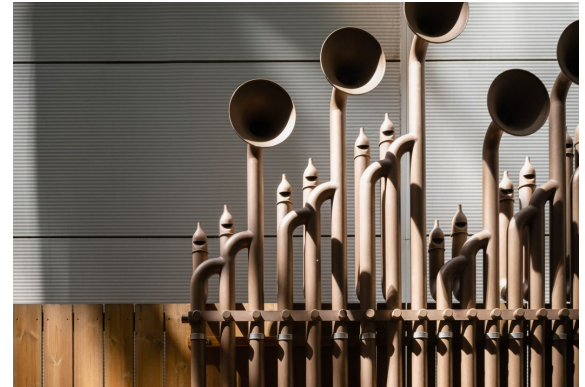
Vibrant Streetscape

### What's it all about?

Bringing the joy of sound to surprising spaces. This intervention showcases how smart inventions can transform unattractive spaces within town centres.

This intervention turns the space into a celebration of sound through creating a series of pipes and instruments which play unique melodies each time it rains.

**Cost** | Medium / High



## Colourful Sportscapes

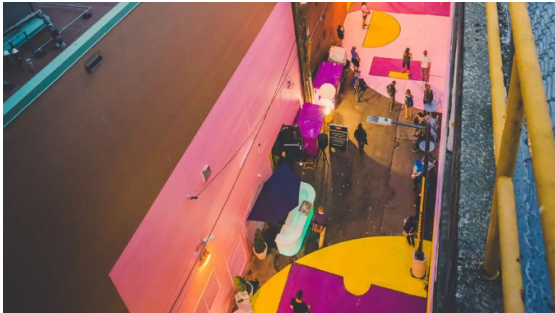
### Vibrant Streetscape

#### What's it all about?

A quick win which has proven successful across the globe. Colourful Sportscapes which have been co-designed and delivered by the local creative sector. These joyful spaces not only help to activate forgotten spaces within the towns but will also encourage wider audiences to engage with sport.

In addition they will drive footfall amongst younger audiences to get that 'instagrammable moment' This intervention will attract footfall across the day ultimately resulting in safer town centres.

**Cost** | Medium





## Explore New Heights

### Vibrant Streetscape

#### What's it all about?

Play in peculiar spaces can transform how a space is perceived. Explore new heights highlights the potential of previously underutilised space through creating a tiered playscape between two buildings. This could be a long term solution to integrate more playscapes within the town centres.

Furthermore these mesh structures can be installed and reinstalled for limited periods with minimum impact on the street and built fabric.

**Cost** | Medium / High





## Doodle Valley

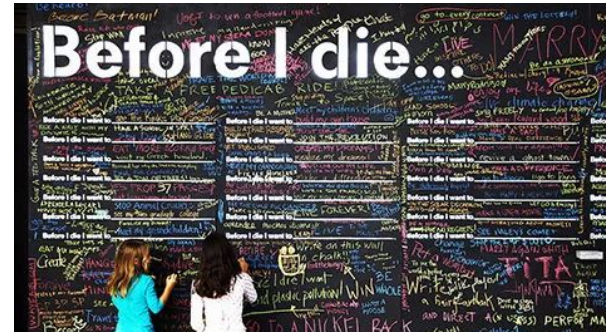
### Vibrant Streetscape

#### What's it all about?

For those forgotten town spaces which are in need of an uplift, a doodle wall can be a great addition. Whether it poses a question to the local community for feedback or is just a blank canvas to encourage people to draw.

It is an engaging intervention for all ages to enjoy. It could also be further developed through the addition of programming or event which welcomes local artists to host drawing workshops on the street.

Cost | Low



Benchmarking

# Bus Stops





## The Edible Bustop

### Tactical Urbanism

#### What's it all about?

This project improves the public realm whilst educating around the benefits of fresh produce. The concept has been trialed in a small town in England and been widely acclaimed to be a huge success.

Several Bus stops have been transformed by edible planting which has been designed to thrive across all seasons of the year. All members of the community can get involved from educating children around where food comes from to giving older generators the chance to form community groups which maintain the plots.

Cost | Medium





## Musical Swings

### Vibrant Streetscape

#### What's it all about?

Musical swings can stimulate human connections in public spaces by inviting people of all ages and backgrounds to make music together. Cooperation between participants unlocks secret melodies, encouraging collaboration and an active awareness of others. Such collective experiences have the power to break down the social barriers that prevent us from interacting in public space.

The cooperative nature of the installation transforms unusual and underused sites into thriving destinations that are welcoming and safe for all.

**Cost** | Medium



## The Bus Stop

### Vibrant Streetscape

#### What's it all about?

From the wacky to the brilliant. A small town in Austria commissioned world leading architects to reimagine the towns bus stops. The project was intended to boost tourism to the region whilst encouraging locals to use public transport.

Latrobe Valley could take inspiration from this concept and welcome Australian designers to rethink the Latrobe Valley bus stops and bike racks. This will in turn encourage a wider adaptation of public and active travel across the region.

**Cost** | Medium/ High





## The Exercise Stop

### Vibrant Streetscape

#### What's it all about?

Exercise for a free bus ticket. Gamification at the heart of promoting public transport.

This scheme has been trialed in Romania with great success. Citizens can choose to pay a bus fare or complete a series of small workouts to get a ticket. The workouts are tailored to all ages and abilities.

The scheme sought to encourage wider adoption of public transport whilst promoting active lifestyles.

**Cost** | Medium



Benchmarking

# Planters





## Yarn Bombing

### Tactical Urbanism

#### What's it all about?

Pulling on the local arts sector this is all about reclaiming green spaces through civically led art. This is an accessible art in which people of all abilities and age groups can take part in.

Yarn bombing is a community activity which will improve a sense of belonging and civic pride. In addition there is an opportunity to tie each of the Latrobe towns together through an annual yarn bombing competition.

**Cost** | Low



## The Miniature World of Latrobe

### Tactical Urbanism

#### What's it all about?

Using the Planters across Latrobe Valley as miniature art Canvases. Miniature art is growing in popularity from lego installations to miniature sculptures.

A miniature art trail could help to bring attention to Latrobe Flora and Fauna whilst creating a unique easter egg trail for all age groups to enjoy.

The local community could get involved through participative workshops with artists to decide the key moments, characters and insights along the trail.

**Cost** | Low





## The Sensory Parklet

Vibrant Streetscape

### What's it all about?

Parklets have grown in popularity since the covid 19 pandemic with many public authorities acting on the growing interest in green spaces.

One way to create engaging new green spaces is through the creation of sensory parklets. With each new pocket park exploring a new sensory experience.

The sensory parklets could each be co-designed by a local community group. This would give them the opportunity to define everything, from the planting, to the unique artworks and designs. Furthermore once installed these spaces provide an opportunity for the local community to get involved with the upkeep and maintenance.

**Cost** | Medium



## Bug Hotel Planters

### Participative Design

#### What's it all about?

Rather than traditional planters, bug hotel planters can be a great alternative to standard planting.

Bug hotels bring many benefits to both humans and nature, in particular improving the natural habitat for pollinators and birds.

In addition to this they can help to educate communities around the importance of nature. Growing in popularity, bug hotels have been trailed in all corners of the community from nursing homes to schools. Building the hotels promotes teamwork and learning, whilst also helping to foster social interaction and building a sense of community.

**Cost** | Low





# USI Approach

# Key Recommendations

## Summary

The following section is separated into key recommendations and USI workshop approaches. The key recommendations draw on the steering group consultation and USI's past experiences working on co-designed projects within the public realm.

The workshop tasks were developed as part of USI's proposed ideation engagement. Both are short exercises which break down site identification and ideation into simplified tasks. When utilised, these tasks will give a clear indication of themes and areas of interest, alongside initial ideas by workshop attendees.

### Key Recommendations

The key recommendations build on the basis that the ideas within this report are a starting point. Both the defined typologies and suggestive projects should be considered and challenged through community consultation.

Whilst the typologies encompass many components within the built environment, moving forward the community may wish to add to these.

A community-led approach to this might be a 'snap and share' project similar to the council's previous site identifying scheme.

The most successful participative artworks will include the community across all stages of the scheme. They will also give agency to a host of creatives of all mediums. Lastly, a point to note - the highest budget doesn't always mean the highest impact, so start with the impact you want to make and work back to cost.

### Workshop Approach

The first exercise helps to identify the local assets both tangible and intangible in a clear manner. The second is around ideation and encourages divergent thinking. Both activities break co-design into accessible engaging activities and are starting points to identify possible sites and areas of interest.

The feedback within workshops could be reinterpreted by a local artist or delivered by a local artist in tandem with the community.

# Key Recommendations



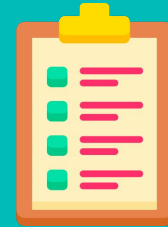
## Public Say!

Schemes such as ‘snap and share’ harness the power of technology to encourage all corners of the community to suggest sites for creative interventions.



## Early Engagement

Achieving permissions for site interventions no matter how small, can be a timely process. Start early with engagement and give local businesses and stakeholders an incentive to get involved and commit a piece of land.



## Long List to Short List

Conduct surveys of each of the potentials sites to understand the parameters, what has the most potential for impact versus spend. This is also good to refer back too, should future funding become available.

# Key Recommendations



## Inclusive Artworks

Ensure all members of the community have their say in the consultation process. This will ultimately lead to far richer interventions and themes.



## All Mediums

To ensure that all artistic mediums are represented allow for this within the criteria and marking process.



## Community Curatorial Panel

Following the artists call out and submission of proposals, give agency back to the community through a community curatorial panel. This might encompass people from all walks of the community, giving them the chance to choose their favourite concept.

# The Workshop Format

## 4.1 A Co-designed Approach

### The Inspiration - Concept Mapping

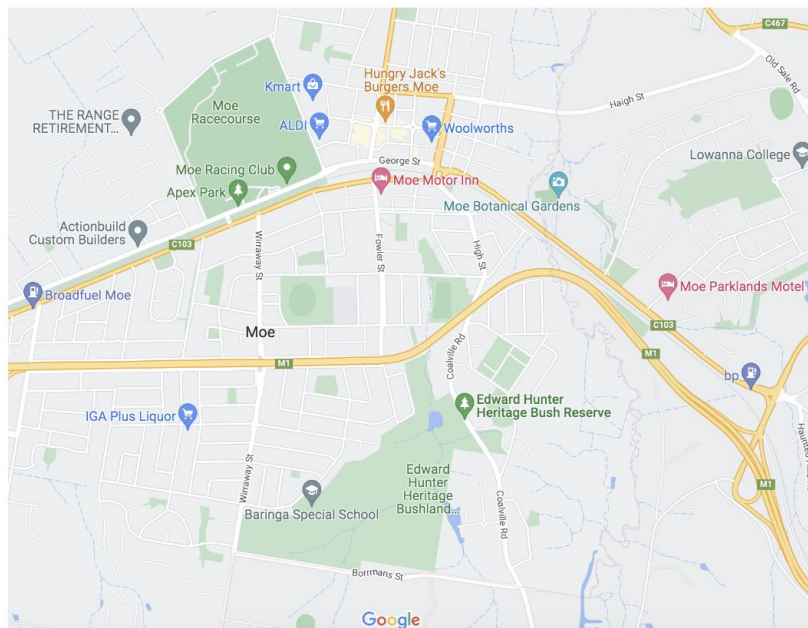
#### Discover Tool | 20 Minute Group Brainstorm

This activity will help us identify some of the key things which make Moe unique, and which we can draw inspiration from for the creative latrobe artworks.

This could be anything from an interesting story, a local person in the community who should be celebrated or the local wildlife! Think as broadly as possible

#### Stuck? Think about:

- ★ Places, Buildings and Heritage  
Historical buildings, institutions, parks, rivers and mountains
- ▲ Businesses and Groups  
Key organisations and people in the arena
- ◆ Intangible Assets  
Stories, myths, legends, traditions



# The Workshop Format

## 4.1 A Co-designed Approach

### Forming Concepts Choose a Typology and a Theme of Interest

Discover Tool | 20 Minute Group Brainstorm

For this activity, please take an artistic medium and pair with a typology and site theme above.

Please think about what the 3 themes brought together might look like. Feel free to bring in links or references which may come to mind.

We will take it in turns to discuss the various options and choose the best proposals.

#### Artist Medium

Sculpture

Lighting

Streetart

Mosaic

Cinema

Music

#### Typology



Concept From Above of  
Choose your own!

e.g Local Flora  
and Fauna

*The Latrobe Health Assembly acknowledges the Braiakaulung people of the Gunaikurnai nation as the traditional custodians of the land on which we operate. We commit to working respectfully to honour their ongoing cultural and spiritual connections to this country.*

URBAN  
**US**  
SCALE  
INTERVENTIONS



Latrobe Health  
Assembly



Shaping  
The Valley