

# Safer Cities: Her Way

## Consultation Report Snapshot

Central  
Coast  
Council

**Safer Cities: Her Way** is a collaborative partnership with Transport for NSW. Central Coast Council was selected to participate in the program and have received a \$1 million grant to deliver demonstration projects (such as temporary infrastructure, lighting, activations and events) aimed at improving the perception of safety for women, girls and gender diverse people in Gosford.

## What we did

During a two-month period between 1 May and 30 June 2023 Council asked the community to join a unique Human Centred Co-Design process, which championed community voice to identify problems and suggest demonstration projects that can test how we might make public spaces feel safer.

We received an overwhelming response across a range of engagement methods:



**2,979 responses** to the in-depth community survey



**539 comments** dropped on the interactive map



**30** community members stakeholders and staff joined a **Co-design workshop**



**36** students and community members attended **Walkshops through Gosford**



**136,000** pieces of data were collected and coded throughout the consultation

*"The alleyway is unsafe, [it feels like it is] not anybody's responsibility. Unkept businesses, derelict buildings, blank walls that could have nice artwork on them"*

– Walkshop participant



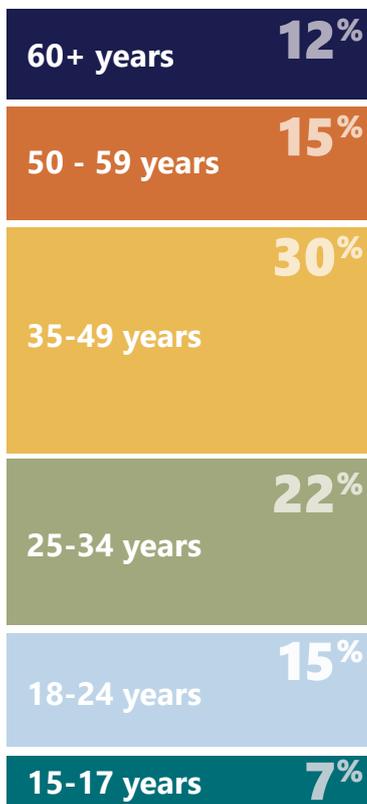
# Who we heard from

We heard from a large number of the Central Coast community with over **3,500 response submissions** collected across our Survey, Interactive Map, Walkshops and Workshop.

## Over 95% of all participants identify as women



The majority of the survey participants are aged **35 to 49 years (30%)**



**6% are Aboriginal or Torres Strait Islander** and **8% speak a language other than English** at home



**13% have a disability** and 6% have a mobility impairment



## Participant Relationship to Gosford

**40% shop or dine** in Gosford



**17% commute** through Gosford



**19% access essential services** in Gosford



**21% live, work or study** in Gosford



*"I pick my son up from the station and often go to meet him at the platform as I am worried about him coming from the train to the car"*

*– Walkshop participant*

# What we heard

Key findings from the community consultation and analysis of over **136,000 pieces of data**

**Key themes** affecting perceptions of safety in Gosford include:

- 1. Vision:** lighting, lines of sight, passive surveillance
- 2. Beautification:** well-maintained spaces, pride of place, public art
- 3. Activation:** events, improved connections, economic stimulation, revitalisation

## In-person Walkshop Experiences

Walkshop participants said that **well maintained (12%) spaces** are just as important as **lighting on streets (12%)** when it comes to improving their sense of safety

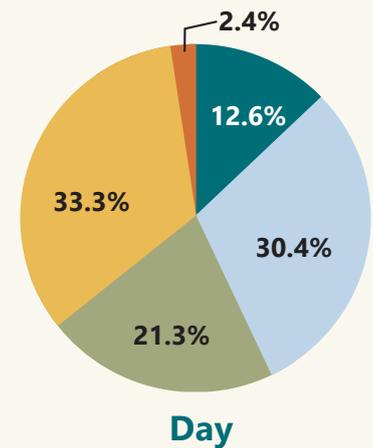
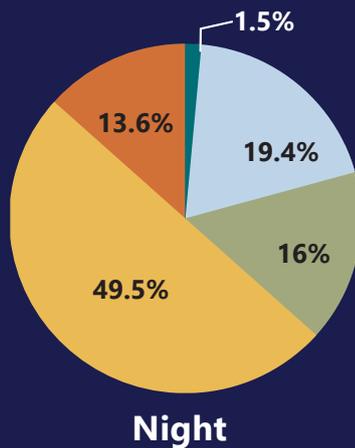


Walkshop participants also told us that **revitalisation (10%), economic stimulation (9%)** and **public art (7%)** are all vital when it comes to creating a safer, more vibrant Gosford.

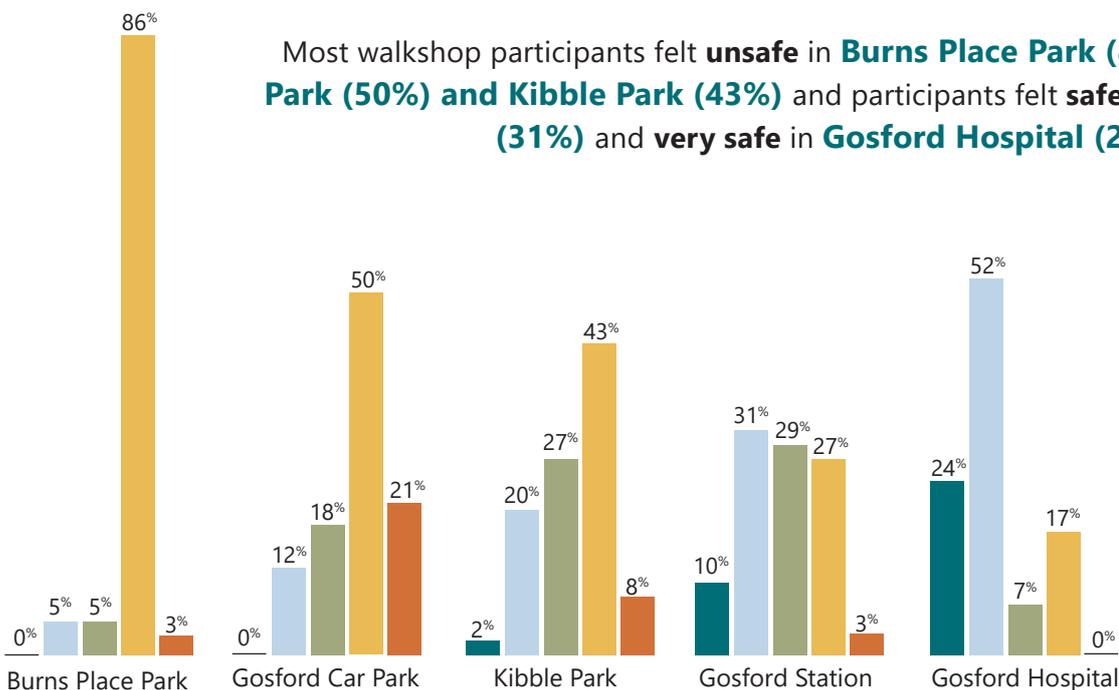


**50% of walkshop participants felt unsafe in Gosford during the night and 33% felt unsafe during the day**

- Very Safe
- Safe
- Somewhat safe
- Unsafe
- Very unsafe



Most walkshop participants felt **unsafe** in **Burns Place Park (86%), Gosford Car Park (50%)** and participants felt **safe** at **Gosford Station (31%)** and **very safe** in **Gosford Hospital (24%)**



- Very Safe
- Safe
- Somewhat safe
- Unsafe
- Very unsafe

## Survey Insights

**34% changed their route** or method of travel based on if they **felt unsafe**



**29% did not participate in an activity** that was being held in Gosford due to **not feeling safe**



**43% feel somewhat safe in Gosford during the daytime** and respondents feel most unsafe in laneways, and feel most safe in the Imperial Centre



**76% feel either not safe or very unsafe in Gosford during the night-time** and respondents feel most unsafe in Kibble Park and feel most safe in the Imperial Centre



## Improving perceptions of safety

### 1. What they selected *(survey selections)*

**Streetlights - 9.9%**

**People around / passive surveillance - 8.5%**

**CCTV - 7.9%**

**Well maintained pathways/ clear entry and exit - 7.8%**

**Security guards - 7.8%**

**Other lighting - 7.7%**

Community survey selections revealed that streetlights (10%), people around/passive surveillance (9%), CCTV (8%) well maintained pathways (8%) and security guards (8%) would improve their sense of safety in Gosford CBD

### 2. What they said *(survey comments)*

**Socioeconomic factors - 14.9%**

**Policing - 11.8%**

**Economic stimulation - 7.8%**

**Other lighting - 7.7%**

**Security guards - 7.3%**

**Lighting on streets - 6.9%**

Community survey comments revealed that economic stimulation (9%) and activation/ activities/events (8%) were just as, if not more important than lighting (7%) and decorative lighting (8%) in improving their sense of safety in Gosford CBD

### 3. What they experienced *(workshop experiences)*

**Lighting on streets - 12.1%**

**Well maintained - 11.8%**

**Revitalisation - 10.4%**

**Economic Stimulation - 8.8%**

**Public art - 6.8%**

**People around / passive surveillance - 6.4%**

Workshop participants told us that simple lighting, maintenance and activating spaces with public art will lead to improved perceptions of safety, by creating improved passive surveillance, economic stimulation and revitalisation of the city. Making Gosford a place where people want to live, work, play and stay!

## What you said

*"At night I know that I have people looking out for me [but I still] always sit with my back to a wall and close to people. This is always a feeling of not being truly safe"*

– 15-year-old student during our School Walkshop

*"I work at the hospital, where parking is a problem, there are definitely streets that I will not walk down anymore due to being yelled at and even chased in the past"*

– Survey Response

*"Up lighting on the trees would make the space feel more inviting"*

– Walkshop participant

*"[Kibble Park is a] rare green area with last trees in the CBD... more events and eateries around would bring good people."*

– Interactive map comment

*"I won't walk somewhere without adequate street lighting and a good line of sight at night unless I absolutely have to and there's no other way to get to my destination. This can extend my trip by 15-20 minutes sometimes but it's worth it if I can see and have more time to react if something goes wrong."*

– Survey Response

*"CCTV should make me feel safe, but I feel it's only helpful if reported"*

– Survey Response

## Next Steps

The Co-Design workshop utilised insights from all data collected in the survey, interactive map and in-person workshops to identify possible interventions with community, key stakeholders and Council staff.

The project team are now reviewing these outcomes and establishing working groups which will be responsible for the delivery of these interventions. Once delivered, community members will be asked to evaluate the effectiveness of these interventions, to determine if they improve the perceptions of safety.

The findings from this project will form part of TfNSW's case study. They will also be shared with key stakeholders and incorporated into Council plans to ensure the learnings can build the case for longer-term change. A detailed review of all feedback will be undertaken to produce an in-depth consultation report which will be made available on the Your Voice Our Coast project page.

Council will keep the community updated as the project progresses.

**Interventions** Key areas identified by the community for attention:

Location	Perception of Safety	Community asked for	Our intervention
Burns Place Park	86% felt unsafe 67% negative perception	lighting (14%) revitalisation (14%) well maintained areas (12%) and cleanliness (12%)	lighting, vegetation management, improved lines of sight, public art, activation
Gosford CBD	50% felt unsafe 61% negative perception	lighting (12%) revitalisation (11%) well maintained spaces (11%) and economic stimulation (10%)	Laneway lighting, public art, community events and activations
Kibble Park	43% felt unsafe 53% negative perception	people around/passive surveillance (14%) lighting (12%) and economic stimulation (8%)	William St. hut removal, lighting, public art, activation

