Design
Factory
NZ

THAMES
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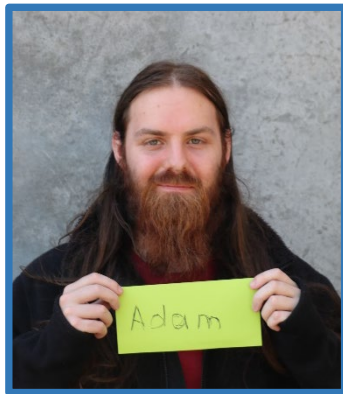DISTRICT COUNCIL

THAMES CBD REVITALISATION PROJECT

Problem statement: How might the Thames CBD be reimagined into a safe, inviting and thriving area?

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OUR TEAM

Thames Crew consists of six students studying different disciplines at Waikato Institute of Technology, Hamilton.

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DESIGN FACTORY NZ

Design Factory New Zealand (DFNZ) is a passion-fuelled, design-driven, co-creation space, where students work alongside the industry partners to solve complex problems. Design Factory brings together students, teachers, industry and community leaders from diverse backgrounds to help co-create the future. DFNZ coaches the students and industry partners through human-centred design journeys, providing learning experiences that cultivate their skills as problem-solvers and solution-designers.

Design Factory NZ uses the design thinking process as a method for creative problem solving to build up ideas and focus on solutions. Interaction Design Foundation (n.d.) states that the "Design Thinking Process revolves around a deep interest in developing an understanding of the people for whom they are designing, by re-framing the problem in human-centric ways, by creating many ideas in brainstorming sessions, and by adopting a hands-on approach in prototyping and testing" (para. 1). While using this process, several tools are used to help the students focus on key elements of the problem such as clustering and affinity mapping which was further developed into themes and 'how might we' questions.

Moreover, DFNZ offers a wide range of learning experiences such as emotional intelligence workshops, reflections, and collaboration with industries to help students develop their goals as well as further enhance their personal growth and development.

Figure 1. The Thames Crew group pictorial in front of DFNZ, Wintec, Hamilton

INDUSTRY PARTNER

Thames Coromandel District Council

The Thames Coromandel District Council (TCDC) was created from the amalgamation of the Thames County, Thames Borough and Coromandel County councils in 1975, and is led by the Mayor of Thames-Coromandel. TCDC is one of the biggest employers in the Coromandel. The council oversees the Coromandel Peninsula and deals with the challenges and opportunities within the District. According to the Thames Coromandel District Council web page, the council "Provide[s] a wide range of essential services for residents and visitors, ranging from libraries to dog control to water services". It plays a vital part in addressing coastal erosion and managing the effects of climate change in the area, especially for the 400km of coastline - to ensure future generations can enjoy this great asset (Thames Coromandel District Council, 2020).

TCDC exists to ensure the communities have a good quality of life - both now and in the future. That means that, as a local authority, they not only need to identify what the communities need, but also to have a demonstration on how to fulfil those needs.

The Thames Coromandel District Council has put forth a project which is to "Reimagine Thames CBD in a safe, thriving, and inviting way". Mayor Sandra Goudie spoke more about this in an article saying, "Whangamatā lead the way, it's been followed by Whitianga with its amazing spaces, and Coromandel Town is an absolute delight the way it is, now it's Thames' turn" (Tantau, 2020).

According to TCDC, Thames CBD is lacking engagement, connection, and vibrancy. It has been described as uninviting, at times unsafe, and that it is not thriving, which contributes to this ideology of Thames being 'just' a 'pass through town'. Mayor Sandra Goudie expressed her vision of the CBD and said: "We want spaces that are pedestrian-friendly, community-friendly, and give the ambience of being in the living room, we want to create a good vibe in Thames, and I think now is the time we need to have those discussions" (Tantau, 2020).

THE DESIGN PROCESS

Design Thinking

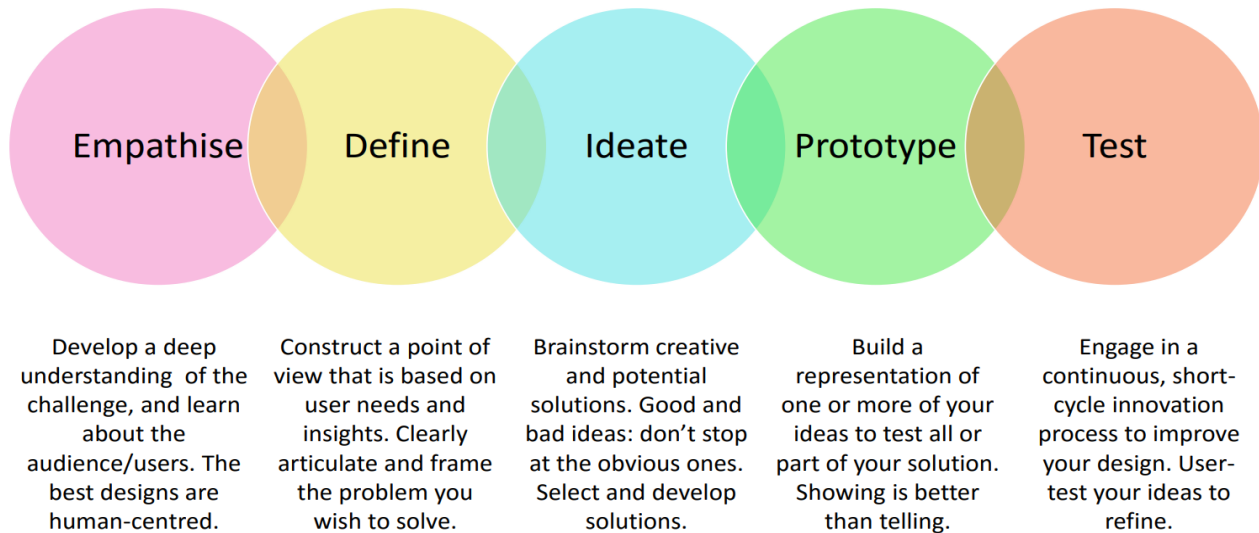| Empathise	Define	Ideate	Prototype	Test
Develop a deep understanding of the challenge, and learn about the audience/users. The best designs are human-centred.	Construct a point of view that is based on user needs and insights. Clearly articulate and frame the problem you wish to solve.	Brainstorm creative and potential solutions. Good and bad ideas: don't stop at the obvious ones. Select and develop solutions.	Build a representation of one or more of your ideas to test all or part of your solution. Showing is better than telling.	Engage in a continuous, short-cycle innovation process to improve your design. User-test your ideas to refine.

Figure 2 - Design thinking process
https://learning.wintec.ac.nz/pluginfile.php/1882098/mod_resource/content/1/Design%20Thinking%20poster_handout.pdf

Design Thinking is a design methodology that provides a solution-based approach to solving problems. It is extremely useful in tackling 'wicked problems', which are defined by the Australian Public Service Commission (2018) as "problems that are difficult to clearly define, have many interdependencies and are often multi-causal, proposed measures have unforeseen consequences, often not stable and there are no clear solutions" (para. 13-17). Design Thinking includes five stages, namely: empathise with the users; define users' needs, problems, and insights; ideate by creating ideas for potential solutions; prototype; and test solutions.

The first stage of the Design Thinking process is Empathy. Interaction Design Foundation (n.d.) states that "Empathy is an important element in Design Thinking and Human-Centred Design wherein empathy is the ability to see the world through other people's eyes, to see what they see, feel what they feel, and experience things as they do. That is, attempting to get as close as possible, putting aside their own preconceived ideas and choosing to understand the ideas, thoughts, and needs of others instead. Empathy helps them gain a deeper appreciation and understanding of people's emotional and physical needs, and the way they see, understand and interact with the world around them. It will also help them to understand how all of this has an impact on their lives generally, specifically within the contexts being investigated" (para. 1-3).

During this phase, we had the chance to meet, observe and engage with their industry partner, Thames Coromandel District Council. TCDC gave us a background of the problem statement and answered the questions in the Creativity Brief (see Appendix 1). After the discussion, we were then ready to gather information about target users and one way to build this stage was by conducting empathy interviews. The Design Gym (2020) explains that "Empathy interviews are conversations with the people who are impacted by what they are designing - the end-users, the surrounding stakeholders who will help them produce the outcome" (para. 7).

We created interview questions for the key stakeholders and developed interview techniques including questioning and active listening. Apart from the questions, we also had identified ethical issues in conducting interviews to deeply understand the context of it. These interviews were conducted on two separate trips to Thames, allowing us to simply observe, deeply listen, and actively capture important and interesting insights from the stakeholders.

The next stage of the design process is dedicated to defining the problem. This stage involves putting together all the information created and gathered during the Empathise stage. During the Define phase, we analyse and synthesise the empathy findings into compelling needs and insights and scope a specific challenge. Interaction Design Foundation (n.d.) notes that "analysis is about breaking down complex concepts and problems into smaller, easier-to-understand constituents, on the other hand, synthesis involves creatively piecing the puzzle together to form whole ideas" (para. 5).

After digitising data from the interviews, Affinity Mapping was introduced. "Affinity map is a method which helps to gather large amounts of data and organize them into groups or themes based on their relationships" (Interaction Design Foundation, n.d.). This process involves identifying all key information, grouping the key information into categories, clustering similar insights, giving these clusters general headings, and lastly, re-clustering similar key insights into key themes. These themes were then made into actionable statements, which provided the group with the ability to collectively develop the "How Might We" questions.

Ideation is the third stage in the Design Thinking Process. This helps us to ask the right questions and innovate, step beyond the obvious solutions, and therefore increase the innovation potential of the solution, bring together perspectives, and create fluency and flexibility in the innovation options. According to Don Norman of *Grand Old Man of User Experience*, "Ideation is the chance to combine the understanding of the problem space and people they are designing for with the imagination to generate solution concepts, particularly ideation is about pushing for a widest possible range of ideas from which to select on, not simply finding a single, best solution" (Interaction Design Foundation, n.d.).

The next stage is Prototyping. This method involves producing an early, inexpensive, and scaled-down version of the product or service to reveal any problems with the current design. This also determines how users behave with the prototype, to reveal new solutions to problems, or to find out whether or not the implemented solutions have been successful (Interaction Design Foundation, n.d.). Successful prototypes are best when the people involved (the design team, the users, and others) can interact with them.

Testing is the final stage in the Design Thinking Process. There is a need to test the solutions implemented within the current design. If users experience difficulties, then the design team must revisit their list of potential solutions and strategies to establish new ways of solving the same problems. Seeking feedback from users is important to determine what is wrong or right with the solution (Interaction Design Foundation, n.d.) Methods like storytelling and video shooting will help in seeking feedback from the users.

EMPATHY

Empathise is the first stage in the design thinking process. It helped us develop a more in depth understanding of the challenge and learn about who are our key stakeholders.

During the empathise phase we used primary and secondary research to develop a better understanding of Thames, the people living there and issues relating to the problem statement. Getting an understanding of the 'who, what and where's' of the issue were important key steps to understand how we would create a solution.

Secondary Research

As many in our group had never been to Thames as a group, we began to collate our general knowledge on Thames before conducting further research. Our general knowledge of Thames was that it was a small township on the coast and that the demographic of Thames was older. We knew of its long main street, and that there were several housing New Zealand houses.

To expand on our basic or general understanding of Thames we conducted our own secondary research where we had categories defined for more focused research. This secondary research used existing data from books, articles, journals, or the internet to help us isolate areas of research for further investigation in primary research, while finding out information on its own right.

We investigated what already existed in Thames such as the demographics, environment, global, technology, rules and regulations and any uncertainties. We also listed any uncertainties about Thames or our problem statement. This was done to help highlight areas for primary research and so that we would have a broader understanding of Thames to create a base that we could start creating our solutions from. To strengthen this base, we also posed the question of what makes a thriving city and explored solutions other towns/cities had tried.

1. Demographic

Thames has a total population of 7,680 as of June 2019 which is 24% of the total population of Thames-Coromandel District. Thames has a predominantly elderly population and the number of people aged 65 and over is increasing. For this reason, Thames has the greatest number of retirement villages in the Council, i.e. Wesley Courts Village, Bupa Tararu Retirement Village, Bupa Waiokaraka Retirement Villages and Richmond Villas. According to Idcommunity, there are 19% of Maori descendants and 15% of overseas born in Thames. Thames ward has a larger percentage of persons employed as professionals and as community and personal service workers as of 2018.

The town is well-known for its first major discovery of gold in 1867 at the northern end of Thames by William Hunt. From 1867-1871, the town experienced the peak of its gold production topping to one million pounds sterling. From there on, Thames has the largest centre of population in New Zealand with 18,000 inhabitants. At the same time, Thames also benefited from extensive Kauri logging in its surrounding ranges.

Thames ward has currently eight schools namely, Moanataiari School, Parawai School, St. Francis School, Thames High School, Thames South School, Thames Early Childhood Education, and Wintec.   Moreover, Thames has the oldest operating hospital in New Zealand built in the 1860s on donated land of the Ngaiti Maru Rangatira Rapana Maunganoa. A major employer is the Toyota New Plant who switched from producing new cars to refurbishing used imports which began in February 2000.

2. Environment

Thames is a town located at the southwestern end of the Coromandel Peninsula. It is between the Firth of Thames and the majestic ranges of the Coromandel. It is strategically situated between Auckland, Tauranga, and Hamilton. Thames is rich in gold and kauri history, the museums, stamper batteries and heritage experiences. It was formed when the two historic towns of Grahamstown and Shortland merged in 1874. Shortland was founded in the south in 1867 and Grahamstown was founded in the northern part the following year.
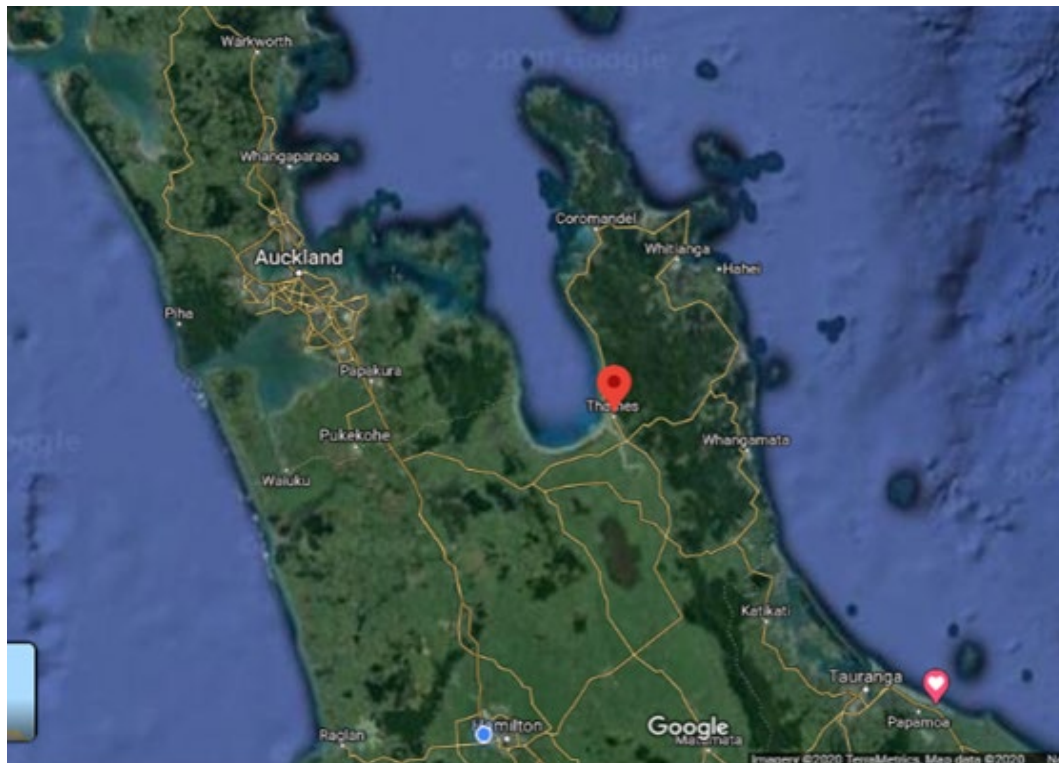

Figure 2. Thames is equidistant to three major cities Hamilton, Tauranga and Auckland (Google Maps, n.d.)

Due to the strategic location of Thames, it is subject to erosion, rising sea-levels, flooding, storms, and landslides. Mitchell (2019) reported that a wave washed through the northern suburbs of Thames wherein water was flowing up through the drains. Sea-level rising also posed a problem in the form of coastal erosion in Thames in the east. The coastline is moving and getting closer to the roads and houses.

Figure 3. Thames on the edge of the firth showing a supermarket and a mall (Stuff, 2019)

Thames has also experienced anti-social behaviours and being unsafe. In 2019, articles reported Thames had over 20 cars broken into and many youth and adolescents caught robbing houses (Stuff, 2019). A recent article reported two men in Thames who were in possession of five firearms as well as drugs (Stuff, 2020). It has been evident through secondary research that anti-social, delinquent, and criminal activity is a problem in Thames and has affected the way in which locals engage in Thames, the CBD, and as a community.

3. Global

The town hosts two major events in the Coromandel District. It is well-known for the Steampunk Festival which happens during November. The festival showcases the town's heritage and culture which includes steampunk balls, dinners, exhibitions, and concerts. Thames Heritage Week takes place during the month of March. It is a series of events that happen at the historic attractions in Thames such as Thames Museum, The Goldmine Experience, etc. Besides from the annual festivals, Thames has also a weekly Saturday Market at Grahamstown which offers a variety of locally fresh produced fruits and vegetables, and arts

and crafts. Also, Thames School of Mines gave an extraordinary importance on the history of Thames. Thames School of Mines became important in New Zealand after the introduction of the 1892 Mining Act. One of its facilities, Mineralogical Museum contributed to Thames rich history, which displayed a significant collection of mineral specimens. Other museums that are in Thames include The Treasury, Thames Historical Museum, Thames Society of Arts, and Bella Street Pumphouse. The town is also known for the famous Hauraki Rail Trail, a walking track that is accessible from the township of Thames.

On the other hand, revitalisation was also implemented in other cities like Thames. Revitalisation aims to bring more people into the city centre by making it more attractive, safe, inviting and by responding to major issues such as social, environmental, etc. Hastings, for example, focused on public spaces that will reinforce the city as a key destination, recognise and celebrate its character, history, and culture. (Hastings District Council, 2013, p. 4). The scope of their plan extends to the enhancement and development of green spaces, hospitality spaces, laneways and pedestrian links and street amenities to create connectivity to the community as well as improve its accessibility and create a vibrant city. This will further create a distinctive city centre featuring a unique design element such as art pieces.

4. Technology

There are a few public transport options that are available going around the township. Thames Taxi is a service in the town run by local families. Thames Connector, on the other hand, is a low-cost public bus service that runs to convenient locations in the town centre between Tararu and Parawai. This, however, is not adapting too fast enough to meet the future demand of a growing elderly population in Thames.

On the other hand, other cities in Australia, Brazil and Spain respond to unexpected events by partnering with technology firms to make their cities 'smarter'. Retrofitting various objects with technological features such as installation of temperature, lighting and motion sensors made their cities safer and potentially more user-friendly.

5. Rules and Regulations

Thames-Coromandel District Council has the seat of the town of Thames. The Council is required by law to carry out building control activities under the Building Act 2004 intent of which could be summarised as providing for healthy and safe buildings.

There are two distinct areas of the Building Control Activity (BCA):

1) Consenting, inspecting and certifying building work; and

2) Building enforcement and regulatory function.

There are proposed changes to the Building Act 2004 that will mean that some lower categories of building work will be exempt from the requirement to obtain a building consent. This is likely to relate to work such as carports, covered pergola areas and other work determined to be 'low risk'. Although this work will not require a consent, indications are that the work will have to be undertaken by a Licensed Building Practitioner (LBP). It is anticipated that an LBP scheme will be introduced to support the planned changes to legislation.

In order to maintain our accredited BCA status, the Council is required amongst other things to demonstrate that it has a system in place to ensure that it has sufficient numbers of technically capable people, either on staff or contracted, to fulfil the role of BCA.

The risk with the changes to legislation is that building consent exemptions will mean that a great portion of building work will not necessarily be subject to regulation so may create more work that is not code compliant.

6. Uncertainties

Based on the problem statement, there were words such as reimagine, safe, inviting and thriving area which we defined further. Reimagine means to form a new concept or recreate the place. Safe means not in danger or likely to be harmed. Inviting area is an area that encourages you to feel welcome or attracted. And, a thriving area is an area that continues to grow, develop or be successful.

According to the Journal of Environmental Psychology, "Feelings of safety and security, civic participation, and improved wellbeing, have all been associated with a strong sense of community. Sense of community is often defined as a feeling that members matter to one another and to the group, and a shared faith that members' needs to be met through their commitment to be together. Sense of community appears to be significantly associated with a public open space. The presence of public spaces in local neighbourhoods – irrespective of whether used frequently or not – may be important in enhancing a sense of community amongst residents. The benefits of a strong sense of community are numerous, and potentially include increased participation in community affairs and better physical and mental health" (Francis et al.,2012, p. 2).

Primary Research

In the early stage of solving the challenge, we were given the chance to meet our industry partner and discuss with them further the problem. We prepared nine questions for the Creativity Brief (Refer to Appendix 1). The Creativity Brief is an outlined document that gives details of what and who should be considered in achieving a desirable outcome.

Figure 4. Meeting with Industry Partner representatives and discussing the Creativity Brief at DFNZ, Wintec, Hamilton February 25, 2020

Based on the problem statement and the project information given to us, we inferred that there were several anti-social behaviours that were influencing the problem. Our general knowledge and what we gleaned from our problem statement had influenced our view of Thames to one that was slightly negative, but during our primary research we began to understand Thames' character and a rich history from the community.

We conducted our primary research through two separate trips to Thames. Primary research involves the gathering of information through interviews with the help of qualitative research and data collection methods. We also ensured all interviewees signed participants consent

form (refer to Appendix 2). This enabled each participant to understand the research process and the purpose of the research.

Figure 5. - Site visit and interview at Thames March 10, 2020

Qualitative Research Method

A Qualitative Research method is described as,

"A situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that make the world visible. These practices transform the world. They turn the world into a series of representations, including field notes, interviews, conversations etc." *(D'Cruz & Jones, 2013, p.68).*

Qualitative research allows the researcher to gather data in terms of the meaning that individuals bring to occurrences and helps the researcher interpret or attempt to make sense of these meanings (D'Cruz & Jones, 2013, p.68). By using this research method, it produces data concerning quality and includes exploration of values, processes, experiences, language and meaning among other things. This allows for research that is transformative and emancipatory (Pihama, 2003).

Data Collection

The group engaged in 'semi-structured interviews'. Semi-structured interviews are formal and guided one on one discussions, that is done face to face with the participants (May, 2010). This data collection method is beneficial to use, as it allows the participants to share information. They may have not been comfortable sharing within a group setting, and having it structured means they will be able to draw on specific information that they feel will help in concluding this research.

To gather a diverse range of data for this Research Project, the group undertook qualitative interviews with 20 people. These include some members of the District Council, members from the Thames Business Association, Librarians, a Zeal representative (Youth Work Organisation), Accommodation Providers, Tourists, members of the general public, Restaurant Owner within Thames CBD, and a Tourist Guide. The intention of having a wide range of respondents from locals, business owners to elected staff was to get a broader range of perspectives as possible and since they were significantly involved in the revitalisation plan of Thames CBD. The group used open-ended questions to help in gathering more specific data for their research (Refer to Appendix 3 for the Interview Questions).

The key interview questions were as follows:

- What does a thriving community look like to you? Why is that important to you?
- What does a safe community look like to you? Why is this important to you?
- What does an inviting community look like to you? Why is this important to you?
- What is your understanding of community engagement? What is community engagement like in Thames?
- Do you think there is a strong sense of community in Thames? What supports that and what are some of the barriers to that?

These were the five main questions as the team felt these questions would support in generating data specific to the problem statement. Importantly the team were able to successfully use them in all the diverse interviews.

While carrying out our primary research the initial somewhat bleak view we had of Thames changed; we were able to see the strong sense of community in Thames as many interviewees

discussed how the community and businesses supported one another.

Figure 6. Interview to key stakeholders at Thames March 16, 2020

Some of the most memorable quotes

"Thames is a gateway to Coromandel but tourists or any potential visitor pass through for a quick stop."

"The current appearance of Thames CBD is 'empty' and 'outdated' and isn't much of an inviting environment."

Figure 7. Thames CBD current appearance (Google Maps, n.d.)

"The community wants a public space/square which encourages community connection and it's a place where events and activities are held."

"Business is an important part of any town/city, so when planning, it is important to consider them and their potential, to help support the community".

"The main barrier in choosing Thames as a place of residence is lack of property and houses and lack of rentals".

"Youth want to be part of the future of Thames and they want to be supported in education and training to help create new ways of doing things".

DEFINE

Define stage allowed us to collect all the information from our interviews and analyse them accordingly.

The method used to analyse the data collected and key findings was Thematic Analysis, which is a method for analysing data when doing qualitative research. This is an interpretative approach that is based on categorising the collected data into particular themes to understand the complexity of meanings gathered from the study (Lehmann, Murakami & Klempe, 2019, p.4). The group did this through:

- **Step 1: Identifying key information**

  We got all the key information from our interview transcripts and transferred it to post-it notes. We colour coded the post-it notes into categories such as Council, Business Association, Locals, Visitors, Librarian, Zeal (Youth) and journalists

- **Step 2: Cluster common information**

  After transferring all the information in the post-it notes, we clustered similar information or ideas.

- **Step 3: Key Insights**

  We clustered similar ideas into a key insight and wrote it in large post-it notes and placed it on top of the cluster.

- **Step 4: Themes**

  We categorised the key insights into themes. The theme clearly outlines the key idea that linked all the insights in the cluster.

- **Step 5: How Might We Questions**

  We took the theme and wrote 'how might we' at the start of the statement and refined it. How Might We or HMW questions are made to turn the statements/themes into actionable questions that will help solve the problem.

Affinity Map

Aa Affinity Map is a tool which helps to gather large amounts of data and organise it into groups or themes based on their relationships. Its aim is to identify key insights and categorise these into themes.

Key Insights from the Affinity Mapping process

Appearance	Thames is a gateway to the Coromandel but tourists or any potential visitor typically pass through for a quick stop. Thames CBD is composed of many small businesses with cafes being a popular destination. The community itself are very friendly. Thames has a lot of heritage buildings around the CBD. If the area was improved, then everything would look sharper. Stores are either empty or closed from the lack of customers. It is not much of an inviting environment.
Community	One-third of the population of Thames is predominantly elderly. Thames locals want a community that interacts with each other and helps each other out. They want to feel safe and support local businesses. They want a community that has shared visions and a clear sense of direction. The community wants a space/square which encourages community connection and it is a place where events and activities can be held. Thames community groups find it challenging to communicate and work together. Events are organised, but the groups feel that the event is not targeted for them. Thames has an interesting historic identity that could be utilised when creating public areas and green spaces.

Youth Recreation	Youth want a space that they can hang out in and activities they can engage in that connect them to the rich history of Thames. They want to be part of the future of Thames and want to be supported in education and training to help create new ways of doing things. Because there are limited activities for youth, they do not feel connected to the township. Youth want ownership and purpose to thrive.
Business	Business is an important part of any town/city, so when planning, it is important to consider them and the potential they have to support the community. Businesses with poor product range/quality or service level should work to or be helped with these issues to make business thrive. Low income or incorrect target customers, and shops closing early, mean Thames' businesses are struggling within their customer base.
Drug Use/Aggressive Behaviour	There is a high level of drug use in Thames. The drug use is causing other social issues such as theft, intimidating behaviour, and homelessness, which is making the community feel unsafe most at night-time.
Council	The community thought that the Council's plan was not effective considering that no support, consultation, and communication was given.
Youth Recreation	Youth want a space that they can hang out in and activities they can engage in that connect them to the rich history of Thames. They want to be part of the future of Thames and want to be supported in education and training to help create new ways of doing things. Because there are limited activities for youth, they do not feel connected to the township. Youth want ownership and purpose to thrive.

Tourism	Thames is a great place for people who enjoy outdoor activities like fishing, hiking or beaches. Thames does not cater for tourists because there is little available infrastructure at hand.
Employment	Employers are struggling to find skilled workers and people are struggling to find suitable work - many are on a benefit.
Infrastructure	Thames is a small town so traffic congestion would become a major issue with a higher population. Creating a one-way traffic system down the main street would mean better access and would create open spaces and connection to the community. Add public green spaces and art exhibitions on either end of the street. Incorporate an artwork that will recognise the town's identity and culture. There is a need for Thames CBD to have something that identifies itself as well as a vision for its township. Thames CBD should be revitalised into a hub including a variety of shops and recreational opportunities. One main problem of Thames is it is 30-50 years behind in district planning.

How Might We... and Insights

The insights we believed were important to consider were those relating to community and connection. Early on it became clear to us that Thames had a very proud sense of community even among businesses that support the community with events and discussion. A lack of youth engagement was seemed to be a concern for the community and has a negative impact on anti-social behaviours and Thames image of being inviting and safe.

Insights from TCDC Creativity Brief (see Appendix…):

- Desired outcome to be driven by the community, involvement of the community and will be community-approach.
- Drives the need for change which needs to Create a community hub

Insights from interviews:

The community wants a shared space which encourages community connection and it is a place where events and activities can be held.

- Thames locals want to support businesses and they want a community that has shared visions and a clear sense of direction.
- Youth want to be part of the future of Thames and want to be supported. Youth want a space that they can engage in that connects them to the rich history of Thames. Because there are limited activities for the youth in Thames, they do not feel connected to the township.
- Business is an important part of the town/city, so when planning it is important to consider them and the potential support businesses can offer the community.

We then developed these insights into 'How might we questions' to act as a lens to focus our later ideation process. These 'how might we questions' created were with community and business in mind.

1) How might we make Thames CBD more attractive and welcoming?
2) How might we create public spaces that encourage community connection?
3) How might we support businesses in the CBD so they can thrive?
4) How might we revitalise the Thames CBD by improving infrastructure and accessibility to accommodate future demand?
5) How might we provide more accommodation to tourists and locals for them to choose Thames as a destination?
6) How might we create a new way of engaging youth within the community?

Based on a group discussion we had with TCDC in our Discuss and Defend, we decided that because of the relatability of the other four 'how might we questions' that we would be moving forward with two of these questions.

2) How might we create public spaces that encourage community connection?
(Can also be related to the 1st and 6th questions)

Encouraging community connection could help to improve perceptions of Thames to be attractive and welcoming as well as creating spaces to engage youth as part of the community.

4) How might we revitalise the Thames CBD by improving infrastructure and accessibility to accommodate future demand? (Can also be related to the 3rd and 5th questions)

Planning for future demand of the CBD could come to include effects on business, the community and would encourage economic growth which would support Thames tourism industry.

Our focus on community and connection was because we believed that the community in Thames would have the biggest impact on the areas in the problem statement. A community can be inviting as well as thriving to everyone, not just those living there, and a strong bond of community connection would have a positive effect on the feeling of safety.

As more people become engaged in the community it would grow and increase the social capital or connections of the community, which is a valuable resource that allows the community to grow stronger and better able to support itself. As the number of connections between the community grow, so would the social cohesion, meaning those in the community would be more prepared to help one another these aspects would again contribute Thames being safer, inviting, and thriving.
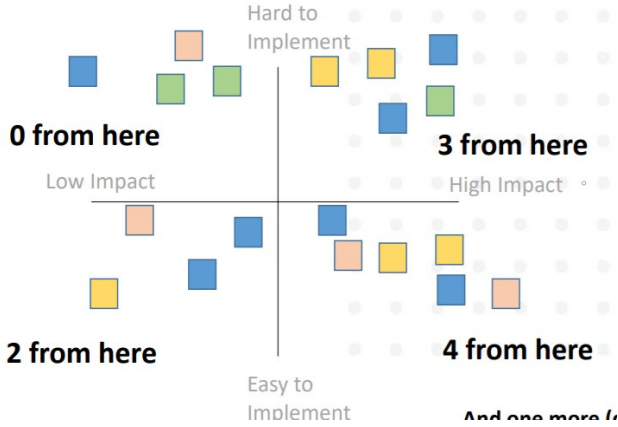
IDEATION

Ideation is a process of generating a broad set of ideas on a given topic, with no attempt to judge or evaluate them. We created many ideas by using ideation techniques such as Brainstorming, 'What If' and Lotus Blossom. Then, we selected our top ten ideas through voting and value mapping.

Amongst the three ideation techniques, we mostly used the Lotus Blossom Technique to generate as many ideas as possible. The Lotus Blossom is a creative-thinking technique used to structure brainstorming ideas to develop your thinking beyond your usual path of thinking. It helps you to organise your thinking around themes and explore various alternate possibilities and ideas. The 'How Might We Question' is placed at the centre of the lotus board and then expanded into themes and sub-themes. The central subject is figuratively "peeled back" one at a time, revealing possible solutions or themes around it. These themes are further "peeled back" into sub-themes and become the centre of the outer blossom. The sub-themes used an idea manipulation tool called SCAMPER. It is a creative tool with seven techniques. SCAMPER encouraged us to substitute the idea with an equivalent concept; to combine the original topic with additional information; to adjust the problem to come up with alternative solutions; to artistically modify the idea; to put it to some other uses by identifying possible risks; to eliminate insignificant concepts; and to reverse the problem to formulate a new idea. This "outside-the-box" thinking tool allowed us to generate and improve new ideas into something totally different.

Over the 200 ideas generated, we narrowed them down into our top 20 using a three-step voting strategy. Each member of the team was given five votes for their favourite ideas. Then, we represented the industry partner and imagined which solutions they liked best. Lastly, each team member voted for the craziest idea which might work as a possible alternative.

These 20 ideas were placed on a value map. A value map is a visual tool that displays a two-dimensional graph that clearly identifies the idea according to their level of impact and implementation. The horizontal axis defines the degree of impact of the ideas, whereas, the vertical axis classifies the level of the idea's implementation difficulty. Then, after value mapping, we finalised our top 8 ideas.

TOP 8 IDEAS

Idea 1	**Weekly Night Market**	With a lack of community and business engagement being an issue, the advent of Thames Night Market seeks to bring together a strong community. This will be an opportunity to share, connect and further build on the strong sense of community within Thames. This would potentially bring tourists into Thames and would often bring a secondary daytime customer, that would increase profitability.
Idea 2	**Inviting Seating Area**	A place to bring a strong community together. Thames main street lacks places to sit, dine and relax. Adding more seating areas will create a shared space that would add vibrancy to Thames CBD. It will encourage communication and a connection within the community and for businesses to hold more events that will lead to a deeper community connection. Further seating areas will help enliven the town centre beyond the normal retail trading envelope, giving people a reason to go into the area after store hours.
Idea 3	**Thames River Ride**	A relaxing way to spend your day. The residents of Thames have a strong sense of community but feel disconnected from one another. The Thames River Ride connects Thames and allows views of the art and scenery around Thames, while enjoying tea, coffee, and a friendly chat. There is an evident need for more jobs in Thames, for a thriving CBD, for more community engagement and a focus on one beneficial tourist attraction. Creating Thames-Coromandel River Rides could see benefits such as decrease in the unemployment statistics in Thames, an influence in a thriving economy, attracting tourists, creating and increasing positive community engagement and changing the idea that Thames is just a 'pass by town'.
Idea 4	**Thames Youth and Business**	The younger generations of Thames lack the engagement that would encourage them to stay in Thames. This idea will make a connection between youth and business that will engage youth through events such as fund raisers, community projects or internships. Youth from Thames will be given the opportunity to run an event, project, fund raiser or do an internship with businesses in Thames. This encourages community connection and can even lead to permanent role positions in Thames for students. Having

youth working with the businesses will give the youth a sense of ownership and pride. The business partners will also have the advantage of possibly increasing their customers from the events/projects run by the students but also, they will gain a new employee if they wish to continue working with the student after the internship.

Idea 5	Public Garden	A public garden is a great way for community members to engage with each other. Community members would be able to help maintain and grow the garden and then will be free to use the produce. Gardening is a great activity for all ages and a great way for community members to engage with one another.
Idea 6	Self-made Race Cart	Hosting a self-made RC car and scaled air show for the younger generation. This provides an opportunity to young people to improve their creativity skills and place to hang out and interact with society.
Idea 7	Queen St Playground Upgrade	Improving infrastructure targeted towards youth will help keep them engaged.
Idea 8	Heart of Thames-Annual Award Ceremony	Organising an annual award ceremony to honour the individuals or groups that tries to lift the image of Thames and whose efforts and achievements have a positive impact on the local community. Winners could be nominated in multiple categories such as Sports, Unsung Hero, Scientists, Social Icon, Entrepreneur and Businessman.

These ideas were then evaluated by each team member. It was ranked between 1-3 according to a set of criteria such as community impact, cost saving from implementation, highly innovative, impact to thriving and inviting image, positive impact on businesses and realistically achievable. The following table shows how the ideas were ranked and what ideas received the highest total score.

Idea	Community Impact	Cost to Implement	Highly Innovative	Impact to Thriving/Inviting Image	Positive Impact On Businesses	Realistically Achievable	Total Score	Ranking
Weekly Night Market	18	14	11	17	16	16	92	**1**
Inviting Seating Areas	13	13	11	15	13	17	82	**4**
Thames River Ride	15	11	14	14	16	13	83	**3**
Thames Youth and Business	17	15	12	16	15	12	87	**2**
Public Garden	16	11	9	15	9	16	76	
Self-made Race Cart Car	12	14	14		12	13	77	
Queen St Playground Upgrade	15	10	11	16	9	16	77	
Heart of Thames Annual Award Ceremony	16	14	13	11	11	14	79	

PROTOTYPE

The prototype stage involved in building a representation of our ideas to test our solutions using digital prototyping such as storyboards, posters, diagrams/sketches, etc. During the prototype phase for each of our four ideas we created prototypes that we would use during the testing phase. Because our solutions were so different from one another, we used different strategies to convey our four ideas, their depth and why they were appropriate for the Thames community. These prototypes allowed us to add more detail to each solution and created an opportunity to learn more about our ideas through creating each prototype and through user testing.

1 Idea: Thames Night Market

Thames Night Market is a weekly celebration of cuisine, culture and creativity that will drive the community to showcase a quality range of the town's products. It is a community event scape in the main street of Thames CBD. It will create an opportunity for the local community to strengthen their social connection, build skills, and promote civic engagement which is an issue from the lack of engagement between business and community. This will also provide a source of income for locals who can't afford a permanent space for a business which could address the issue of unemployment. With this idea, it will further create a dining destination and a 'must do' experience for the locals and visitors and will definitely boost Thames economy as well.

For our Night Market solution, we created two prototypes: we created a storyboard to depict how users might discover the night market and how they might experience it; secondly, we created a mock-up of a possible layout was used again to allow users to visualise the space.
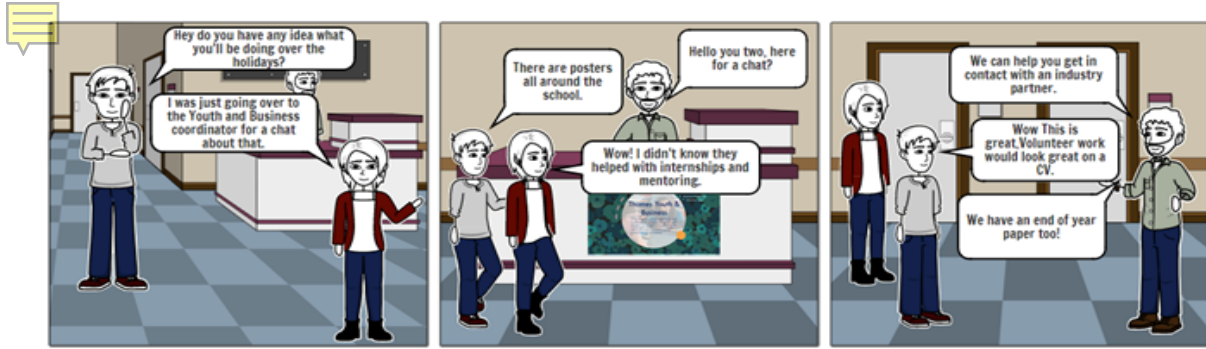
#2 Idea: Thames Youth & Business

Thames Youth Business is an organisation or event that connects Thames High school students with businesses, either through events such as fund raisers, community projects or internships. Allowing students to create an event with businesses in Thames will engage them and allow them to feel a sense of ownership and pride for their town.

Lack of community engagement is a problem in Thames. To help fix that we have come up with the idea of Thames Youth and Businesses. Youth from Thames high school will be given the opportunity to run an event, project, or fundraiser, or to do an internship, with businesses in Thames. This encourages community connection and can even lead to permanent role positions in Thames for students. Having youth working with the businesses will give the youth a sense of ownership and pride. The business partners will also have the advantage of possibly increasing their customers from the events/projects run by the students, and also they will gain a new employee if they wish to continue working with the student from the internship.

This prototype was a combination of storyboard and posters depicting one possible way students might interact or be introduced to the program if it was implemented in such a manner.

#3 Idea: Thames River Ride

Thames River Ride is a paddle boat ride with a restaurant/cafe on board, that travels up and down the Firth of Thames. This will create an opportunity for locals and tourists to experience a different side of Thames, hear and learn some of the history of Thames, all whilst indulging in food and a relaxed environment with family and friends. This will create an opportunity for the Thames economy to thrive.

There is an evident need for more jobs in Thames, for a thriving CBD, for more community engagement, and a focus on one really beneficial tourist attraction. Creating Thames-Coromandel River Rides could see benefits such as a decrease in the unemployment statistics in Thames, an influence in a thriving economy, attracting tourists, creating and increasing positive community engagement, and changing the idea that Thames is just a 'pass by town'.

Our prototype for the river ride was a storyboard which allowed us to show users during testing, what how they might experience the river ride and the atmosphere the ride would create.

#4 Idea: Inviting seating areas

Adding seating areas will create a shared space that would add vibrancy to Thames CBD. It will encourage communication and connection within the community and for businesses to hold more events that will lead to a deeper community connection.

For this idea we created a mock-up or model of a possible layout of these seating areas. These mock-ups were created to show users during user testing so users could get a feel or visualise the space.

USER TESTING

User Testing is the final stage through which the prototypes are tested to the key stakeholders. Prior to user testing we outlined which people would be the most beneficial to conduct our tests; this was done because it allowed for feedback that came from users who are most likely to interact or be affected by each solution. We also received suggestions from our industry partner for candidates they believed could provide interesting insights or recommendations.

Due to having to work online, our testing was conducted individually through Zoom and Facebook calls during which the user was shown and walked through a document outlining each solution and each prototype. Our solutions were shown to each user in differing order to allow for honest and accurate feedback, this feedback was gathered through a set generalised questions that we asked for each solution:

• What stands out to you about this idea? why?
• What do you like about it? why?
• What do you dislike about it? why?
• What do you think is missing? why?
• Are there any questions that spring to mind when you think about this idea? why?
• How do you think this idea could fail? why?
• What do you think are some of the barriers to implementation? Why?
•Which idea or ideas is your favourite?

From our first round of user testing, we were surprised by how well-received each of the ideas were but found that the River Ride and Youth & Business solutions raised the most interest and discussion. Conversely, we learnt that, in general, all the concerns around our solutions were cost and initial investment, turn-out or engagement from the community, and advertising.

Feedback from of User testing

#1 Idea: Thames Night Market

- Night market has the potential to bring people into the town centre, and possibly could work as Thames has other weekly markets (Saturday morning market) and an annual market day that seem to be reasonably well attended. It will bring out talented people around the district.
- It would work in a way that would not take away from perhaps already -struggling restaurants in the main street (there are many places that do food at night).
- How can this adapt to other conditions such as the rain and wind?

- There are just so many different cultures living in Thames and having a night market and having a diversity would be a good idea.
- You could market it through the local newspaper, or one of the tv programs to run a story on it.
- If it had a theme, or what makes it stand out from other night markets, but the idea of clean green emphasis would attract people.
- Suggest Victoria Park, open grass area that would be a lovely spot and has a great view out to the sunset.
- Moving away from parks and using a street where there is decent lighting. Otherwise it starts to become an unsafe place.
- Make it once a month and think of themes.

#2 Idea: Thames Youth & Business

- The onus is on business to create opportunities, the connection it creates and mentorship culture. It is a great idea helping youth to connect with businesses. Learning is just not in the classroom and that some of the youth will be able to experience what is actually like on the job.
- Would all businesses participate? Would there be a matching system of youth to businesses? Would the youth take this opportunity seriously enough/ How are they going to measure that youth be involved actively?
- The potential of engaging youth. The highschool is really close to the CBD, so perhaps there is a way of integrating more programmes or events that would utilise the CBD?
- Are there current youth initiatives that could be pulled into this idea? How this idea might work to keep young people in Thames/return there after studies?
- It's making the most of the history of the area and it's sort of like sustainable tourism.

- Helping youth manage the transition from high school to the business world or the world of work.
- The idea of digital based projects is very appropriate because increasingly we're moving towards more digital workforce. Emphasis on transferable skills, giving youth in the community the opportunity to develop a whole lot of different skills.
- The challenge would be working with a lot of stakeholders who may not share the same vision.
- Not having enough clientele, not having enough money, too many students with skills but not enough people to help.
- The Council gave scholarships to university students in particular areas of their organisation, such as engineering or planning. The terms of this is that the student comes back to the Council in university breaks and also works for them for a minimum of 2 years.
- Organise a website for this idea.

#3 Idea: Thames River Ride

- It is relaxing, it shows off scenery, and can show art and bring business to Thames.
- If it can go to Firth as well. If this can be added to cycling trips, walking trips, heritage walks, etc.
- Will the local Iwi get involved? If it will be able to be used all year? Will it become sustainable?
- It would showcase a part of the town centre that is close by, but that does not get a lot of 'action'. There is a potential to incorporate other elements - e.g. entertainment, etc., and that it might be the reason for people to come.
- Is it mainly for locals as a way to move from one side of Thames to another, or is it more from a tourist perspective?
- Could this address their CBD concerns?
- The boat ride advertises the unique features about Thames in terms of its history and geography. Exposing people to the environment, educating people about the river. It's a big guinness.
- You have to get a bigger investor, who had a lot of money to take a risk. Maybe you could start small, start off with just like a small boat that could hold five people.
- Having a local tour guide could be a really good experience, this will be highlighted for tourists coming into the peninsula.
- It could fail not having someone to frontline the project, could be expensive for people.
- Realistically and logically, not 100% sure how this could be accomplished, how we can influence this to happen?

- Make sure health and safety have all in place.
- Combining transport with tourist attraction and freeing up car parks in the city.
- Have a map showing some ideas for stops.
- Possibly disrupting to fishing.
- The challenge would be finding vessels, maintenance, and workers. Initial setup costs could be high. Less popular in winter.
- When they stop off at the different places, there could be souvenir shops and a chance for people to pop into a cafe and a coffee, giving people an opportunity to plan for gold.

#4 Idea: Inviting seating areas

- Developing a shared space that people might be able to sit. This will create more spaces for people to socialise and enjoy the surroundings. There's a potential to bring a bit of green space into the middle of the town - there are parks, but not in the middle of the town. Locals artists to do some friendly murals around the seating areas and toilets too.
- How to encourage people to use such a space in a productive way to ensure it is safe and inviting for everyone?
- Having a space where people can relax and reflect perhaps on historical stuff or on the uniqueness of the town.
- What kind of seats? Seats with phone ports to charge your phones? Artistic sculpture seats that are made by locals? Or rainbow, steampunk, or wildlife in the coromandel theme?
- Make sure to have a safe passageway for wheelchairs and prams.

After our first round of user testing, the concerns that were raised with our solutions and prompted discussion and a redesign. During this time we re-evaluated our ideas against the problem statement and created a new solution utilising aspects of our prior solutions, as well as a heavy focus on our insights relating to community and connection. Due to time constraints, we were unable to create a detailed prototype but were able to use the Design Factory to take pictures as well as other open work spaces such as Hamilton's 'Create a space' or Auaha, and used them as examples using user testing to give users a generalised idea of the space which we could build off of to better define the solution.

FINAL SOLUTION

The **Little Big Space** is a council-run space, centrally located on the main street where the Council, businesses, youth, and community can interact and collaborate for Thames initiatives. This space will encourage innovative thinking for the people of Thames and help people within the community to drive change and better outcomes for the current and future generations of Thames.

The insights that linked our final solution together were:

- People want a shared space for community connection
- Businesses are a major supporter of the community
- Youth want engagement and connection

The Little Big Space is "A small space for big ideas," where people from the community can also approach the Council to get support and feedback with what is happening within the area. This is a space for the community to create and work on projects of their own. There are many different uses for this space; for example, the Thames Youth and Business concept could happen here (this was another prototype that we used to connect youth with local businesses by introducing them to internships, volunteer work, mentoring and workshops).

This place will also be used to help the Council and local industry partners and businesses showcase innovative ideas that have already been used in Thames.

Education facilities like schools are a key resource that will be used as well. Teachers will be allowed to bring classes to this space, so students can be included with ongoing projects. By including everyone in the community, different views on each project increase, and could result in solutions that no one would think of. This could also inspire the future generation in a hobby or career.

The Little Big Space will offer the community tools like computers, a 3D printer, whiteboards, and Wi-Fi, in a space where they can relax. This is a safe place for all ages in the community. This space can also be altered for any youth, council, or community events. There is no one layout for this space, everything can be moved around for any type of event.

This solution is the start of connecting the community with Thames-Coromandel District Council. The Little Big Space will help with making a safe, inviting and thriving Thames.

Benefits of the LITTLE BIG SPACE

The Little Big Space is a foundation that incorporates both social cohesion and social capital in regards to emphasising the importance of it and taking action to enhance it within Thames's overall community. Social capital is identified as "elements of social networks that can bring about positive economic, health and social development, which can happen at a micro and macro level" (Mc Pherson et al, 2014). This is also referred to as the 'fabric of society' which is the way their communities are set up.

Individuals whose communities are set up in a strong and positive way are known to have better mental health in comparison to those who don't (Mckenzie & Hapham, 2006, p.11). Social Cohesion is identified as being 'the property by which the whole society, and individuals within, are bound together through action of specific attitudes, behaviours, rules and institutions that rely in consensus rather than pure coercion' (Chuang, Chuang & Yang, 2013). This in summary refers to collectiveness at a societal level and includes three principles which are:

- Equality
- Liberty
- Solidarity

Having social cohesion and social capital strong in the community will benefit the diverse communities through bringing about connectivity, networking, common purpose, sense of belonging and solidarity. These are all evident concepts in regard to creating a 'thriving, inviting and safe' environment.

Safe

The Little Big Space would allow for an increase in youth engagement which broadens their connection to the community and overall social capital and social cohesion. This would have a positive impact on anti-social behaviours and the feeling of being unsafe as more people become part of the community and that community acts and moves forward together. The Little Big Space also acts as a safe and non-threatening environment for people to approach the council allowing more people's voices to be heard and their concerns within the community to be raised.

Inviting & Thriving

The Little Big Space is more of a foundation for the Thames community. It is designed to help connect the public and the council together, so they can all concentrate on the same problems as one. This will give the council a chance of collecting information on what everyone in the community thinks Thames needs, to make it an 'inviting and thriving area'. For example, the other prototypes that we created from user testing the public were, The Thames Night Market, Thames River Ride, Thames Youth and Business program, and the inviting seating areas. If this facility attracts the community in a positive way, then more prototypes such as these can be created for the soul purpose of completing this goal.
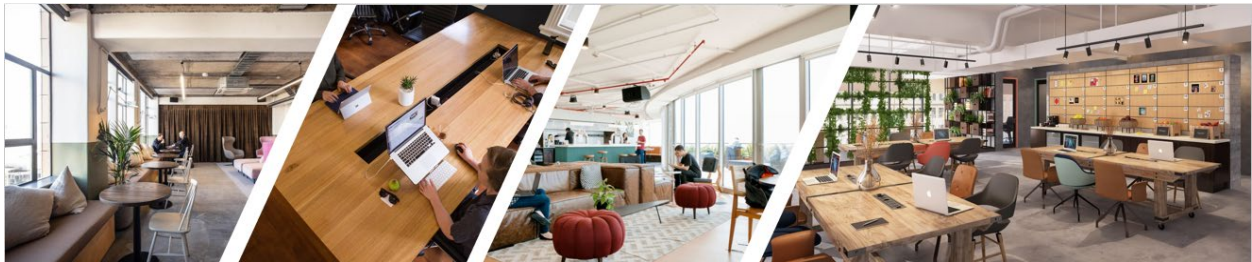
Additional Information and Further Recommendations

Due to time restrictions we did not have the time or resources to research, test or ideate further. There were, however, a number of ideas and discussion raised for further testing and ideation. We recommend further research that could include:

- Researching the best real estate options for the Little Big Space that would allow for the access to the largest amount of the community.
- Researching a means of advertising the space to a range of demographics within the community.
- Planning general layout, how the space is presented, and how to ensure it can be transformed to best suit the community's needs.
- Researching additional options for contents within the space such as workspaces, meeting/conference rooms, and possible the inclusion of a small café or other food service.

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APPENDICES

APPENDIX 1. CREATIVITY BRIEF

CREATIVITY BRIEF

1. What is the desired outcome?

- Giving options that are doable.
- See something happening on the ground.
- Political polishable
- Something affordable
- Driven by the community
- Involvement of community
- Community-led approach
- How does it feel?
- How to bring in tourism?
- Predominantly elderly
- Has a unique character
- Community perspective – anti social behaviours currently
- Not about how it looks but about how it feels
- Thames, want to do things but do not want to do it

2. How can you restate the problem in five different ways?

- How can we make the CBD more welcoming?
- How can we attract more customers?
- How can we bring tourists into Thames?
- How can we empower the community in future changes?
- How can we create a more inviting public space for the community?

3. What is driving the need for change?

- Local stores closing
- Tired looking area
- Shops not exciting
- Create a community hub
- Anti-social behaviour
- Parking complains
- Not a lot of job opportunities
- A lot of political possibility about Thames is time to change
- Old people go to café and hair dress shops only

- Empty shops
- Movie theatres (rundown)

4. What attempts have been made to solve this in the past?

- Thames Urban Design Strategy
- Thames Promotion Strategy
- Currently activation projects
- Established a business association
- Events (Fat Freddys Drop, Wings and wheels, Christmas parade)

5. Who are the key stakeholders?

- Sandra Goudie (Mayor)
- Rob William (CE)
- Councillors
- Community Board
- Regulation manager- Brian Taylor
- Roading people
- Destination Coromandel - Hadley Dyden
- Accommodation Providers
- Cather Moore - Thames business association
- Friendship House
- Hospital
- A&G price
- Farming Services
- Visitors/Tourists
- Information Center
- Thames youth
- Freedom campers
- Museums
- Police
- Schools – principals, teachers, staff
- Residents of Thames
- Businesses
- Social Service Agencies
- Iwi

6. What is blocking the change? What is keeping it from being solved?

- Social issue - High unemployment rates
- Affordability (main blockage) – can't afford rates
- High elderly people population
- Farming
- No accommodation for tourists
- Assumption: Not many family restaurants
- Public transport – not too often
- A vision point of difference - perception not a destination
- High poverty rate
- Elderly highest in NZ
- Farming downsizes
- High elderly impacts accommodation because they own house
- Addiction - poverty and crime
- Timber mills closed
- Service town people coming with issues
- Assumption: Businesses cannot recognise the benefit of things
- Road infrastructure is good, but signage isn't
- Virtual thing shows history of Thames
- No younger people attraction
- Blockage: No real viewpoint for Thames - no vision

7. Who else is trying to solve this now?

- Main street upgrade
- Thames Business Association
- Gathering more information locally
- Interview Thames locals and surrounding towns/cities.

8. How will you define success? What are your success metrics?

- Micro: TCDC gets the same new data previously not obtained.
- Macro: "Step change" in Thames becoming a destination

9. What are assumptions that have been left unsaid?

- Downward trend in school
- No younger people attraction
- No family activities
- Mining and industrial background
- No visitor accommodation
- Elderly White/Maori demographic
- Businesses cannot recognise the benefit of things
- Not many family restaurants
- No accommodation for tourists

APPENDIX 2. PARTICIPANT CONSENT FORM

Design Factory 2020, Semester 1

Thames CBD Revitalisation Project

Participant Consent Form for research project

I…………………………… (participant's name) consent to being a participant in the above named research project, and I attest to the following:

1. I have been fully informed of the purpose and aims of this project

2. I understand the nature of my participation

3. I understand the benefits that may be derived from this project.

4. I understand that I may review my contributions at any time without penalty.

5. I understand that I will be treated respectfully, fairly and honestly by the researcher/s, and I agree to treat the other participants in the same way.

6. I understand that I will be offered the opportunity to debrief during, or at the conclusion of this project.

7. I have been informed of any potential harmful consequences to me by taking part in this project.

8. I understand that I may withdraw from the project at any time (without any penalties).

9. I understand that my anonymity and privacy are guaranteed, except where I consent to waive them.

10. I understand that information gathered from me will be treated with confidentiality, except where I consent to waive that confidentiality.

11. I agree to maintain the anonymity and privacy of other participants, and the confidentiality of the information they contribute.

12. I understand that I am invited to attend an end-of-semester public presentation event, which will report on the outcomes of the research.

Participant…………………………………………………………Date……………

Researcher………………………………………………………..Date…………….

PTO for further consents

Participant Consent – after project (please circle)

While I understand that data I provide for the project will be kept anonymous, I agree for my contact details (as given below) to be passed on to Thames Coromandel District Council, the industry partner for this project, for the purposes of any follow-up research, and/or for the implementation of the project solution.	**Yes / No**
Please add my name and contact details to the invitation list for the end-of-semester public presentation, where the outcomes of the research project will be shared.	**Yes / No**

Name: _____

Email: _____

APPENDIX 3. INTERVIEW QUESTIONS

General public:

1. What does a thriving community look like to you? Why is that important to you?
2. What does a safe community look like to you? Why is this important to you?
3. When do you visit Thames? And why?
4. How do you get around Thames?
5. What is your understanding of community engagement? What is community engagement like in Thames?
6. Do you think there is a strong sense of community in Thames? What supports that and what are some of the barriers to that?

Council:

1. How much of the community do you think would like to be involved with the revitalisation project?
2. What part of Thames would you like to see grow?
3. Do you think anyone would be opposed to Thames growing or becoming more popular?
4. What do you think could help engage children or youth of the community in regards to creativity change?
5. Aside from the CBD are there any other areas or assets Thames could use to increase growth and tourism?
6. What negative impacts could the CBD project bring to the Thames community?
7. Are there any other issues that you think are more important or should be addressed sooner?

Library:
1. Is the facility still adequate to serve the community with regards to its size and age?
2. What are the new advancements in educational technology that this library caters to?
3. What community events does the library hold and how popular are they?

Business Owners:
1. Who are your regular customers?
2. How long has your company been in business in Thames?
3. Why did you choose Thames as your location for business?
4. How would you or your business be willing to support the community?
5. How do you think the CBD project will affect your business?
6. What type of businesses do you think are the most important for Thames to attract?

Semester 1 2020