

MAKING ENGAGEMENT MATTER

Interactive Models of Design Enquiry from Urban Place Lab

URBAN PLACE LAB

MAKE CHANGE VISIBLE

To plan your collaborative, amazing engagement, contact:
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Healthy Streets Wayfinding Project



In line with our ambition to innovate, explore and engage, we collaborated with East Hampshire District Council, Feria Urbanism & Wolfströme Design to develop a wayfinding strategy for Whitehill & Bordon Healthy New Town. Engaging with four schools, disability action group and local stakeholders, we took 200 people on a walking tour of their town, focusing on linking the existing community with the proposed regeneration, identifying areas for improvement or enhancement.

Seeking to do more than merely report and analyse, we invested part of the fee for our commission into the design and implementation of signage, paving motifs and community garden materials to physically demonstrate intent. This came together in a temporary wayfinding event, that was left in situ throughout Summer 2018 with permission of the County Council Highway Authority.



Community Garden planted by children from the local Primary School and Special School



Street Audit workshop with school children and other local stakeholder groups

"I want to change the signs because there are too many of them"

"Worst of the whole route was the top of Chalet Hill because of the safety and traffic lights"

"A lot of free space that looks dull could be transformed into something vibrant, fun and that looks better"

"Plant more flowers and don't park on grass"

Pop Up Community Garden Fest & Healthy Street Messaging



Local school children collaborated to design a range of healthy-themed wayfinding signage. Almost 400 signs were erected as well as a carpet of wayfinding signage was installed. This created a playful and educational 'info-street' as part of the pop-up community garden.



On a glorious summer Saturday, our pop-up community garden was formally declared open by the Mayor of Whitehill & Bordon. Despite initial local concerns around vandalism, the garden has been warmly

adopted by the local community who have now collaborated to form a watering, maintenance and planting roster, and have set out a programme for local produce production for next year!



Following this successful first initiative, the UPL team set to work on a pan-town wayfinding strategy, which has encouraged the District Council to launch a funding bid for a second wave of demonstration projects, which are due to be started in 2019.



LOVELY GARDENS CHILDREN REALLY LOVED BEING INVOLVED & SHOWS THEM WHAT THEY CAN DO IN THE FUTURE

Community Fest with free BBQ, smoothie bike, rock painting, garden makeover competition and more

