PLACE MAKING IN SOCIAL HOUSING:
Can a focus on ‘place’ help to prevent homelessness?

Anne Goodall | Social Fabric
Can a focus on ‘place’ help to prevent homelessness?

Can place making help to create an aspirational culture among young people at risk of homelessness?

Can place making enhance the wellbeing of social housing tenants?
A Framework for Place Making
What makes a great place?

8 CHARACTERISTICS OF GREAT PLACES

- Fit-for-purpose
- Multipurpose
- Accessible & Connected
- Safe & Comfortable
- Welcoming
- Enchanting
- Authentic & Distinctive
- Catalyst for Community-Building

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7 KEY STRATEGIES FOR MAKING A GREAT PLACE

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Case Study
Projects
2 Case Studies

Foyer Oxford Place Making Project  (Leederville, WA)

- Project commissioned by Anglicare WA (consortium partners with Foundation Housing Ltd & Central Institute of Technology)
- Supported accommodation for 98 young people aged 16-25, including young parents with children aged under 5
- 2 year tenancies
- 24/7 onsite management for common spaces
- New, purpose-built building + new service
- Place making project has influenced fit out, programming and management

Hubert Street Place Making Project  (East Victoria Park, WA)

- Project delivered in partnership with Foundation Housing Ltd
- Social housing for 8 adults (all males)
- On-going tenancies
- No onsite management for common spaces
- Older building + existing service
- Place making project is guiding ‘small but significant’ design changes and influencing place management models
Place Making Process
Understand the needs and aspirations of place users and stakeholders.
Understand the strengths and challenges of the place.

Define a place vision.
Identify key place making challenges and opportunities.

Identify place making strategies to deliver on the place vision.
Prototype and trial place making strategies.

Refine and implement strategies.
Monitor and continue to iterate strategies.
Empathise & Examine

Help me connect with nature
Help me enjoy time with family and friends
Help me keep cool in hot weather
Help me be part of things
Help me to feel useful
Help me keep my property safe/secure
Help me have more space in my unit
Help me feel safe in and around my unit
Help me to enjoy some recreational time
Ideate & Experiment
Ideate & Experiment

BEFORE  Disused corner of the car park

AFTER  Trial outdoor gathering space

‘The Patio’ Prototype
Implement Hubert Street Place Plan

Car Parking Bays x8
Mobile Workbench Storage Area
Compost Area
Front Porches (downstairs)
Porch Gardens 1&2
New Pathways 1&2
Stairway Garden
Entrance Garden
Letterbox Garden

Bike Lock Anchor Points x8
(1 on the wall in front of each unit)

Chook Pen
The Deck
Cottage Garden
Food Garden

Semicircle Garden
The Value of Place Making
Preliminary Findings
Value of Place Changes

Images courtesy of Foyer Oxford
Value of Place Changes
Value of the Process – For Tenants

1. During the session, I was given the chance to contribute my ideas.
   - Strongly agree
   - Agree
   - Neutral
   - Disagree
   - Strongly disagree

2. I enjoyed taking part in the session.
   - Strongly agree
   - Agree
   - Neutral
   - Disagree
   - Strongly disagree

3. I feel motivated to be involved in future sessions about enhancing the common spaces at Foyer.
   - Strongly agree
   - Agree
   - Neutral
   - Disagree
   - Strongly disagree

What was the best thing about being involved in today’s session?

- Feeling free to contribute my opinions about a place where I live.

My best thing about this session is that everyone is bringing their ideas together as one.

How could the session be improved?

Getting all my ideas out.
Tenants = Partners

“A new conversation is starting in Foundation Housing around the tenant being the single most important resource that we have”
Place making helps services to better ‘see’ and align the place elements of their service model with service aims.

The place making process is an effective mechanism for engaging tenants in co-designing services or programs.
Topics for Discussion

What’s the value of place making in the context of social housing? How is this different from/the same as what we’re already doing? How could place making be integrated with elements of our current practice?

What sites are appropriate? What timing is best? Is it scalable?

What are the barriers and enablers to place making in social housing? What are some ‘low barrier’ ways we could start to have a go at place making?
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