

Friday 28 March 2014

COUNCIL FOCUS ON WEST RYDE COMMUNITY

More than 5,000 households and 220 businesses will receive copies of the new *West Ryde Urban Village Newsletter* next week as the first initiative in the City of Ryde Council's strategy to keep residents, shoppers and businesses updated on what is happening in their town centre.

The strategy was presented to members of the West Ryde Chamber of Commerce this week by senior Council managers in a renewed 'urban village life' focus as work progresses on the final stages of the redevelopment that will see a Coles supermarket open by Christmas and the completion of the Village Square.

As part of Council's approval of the Coles development, that included the delivery of Council's public carpark, Coles were responsible for the coordination of all communications and updates to the community relating to all works.

While this has happened on a limited basis, the information has not been regularly updated nor has there been regular communications to the community.

City of Ryde Acting General Manager, Roy Newsome, said: "For this reason, Council has taken over this responsibility and will be taking a more hands-on approach to providing information, event involvement and grassroots promotions, so that the community is better informed and more engaged."

Key actions of this new approach include:

- West Ryde Urban Village Newsletter – regular updates on what is happening in the town centre and promotion of retailers and businesses.
- Council website www.ryde.nsw.gov.au/westrydeurbanvillage containing Frequently Asked Questions for the community to get the most up to date information on roadworks, local promotions and events. Includes who is responsible for what and who to call.
- Simplified site maps showing who is responsible for what development, road works, carpark entry, explanation of stormwater and drainage works.
- Recent events and promotions:
 - Shopfront Showcase transformed 14 window displays by TAFE visual merchandising students (October – December 2013)
 - QR Code for West Ryde Urban Village on promotions and signage provides a direct link to the council website (see below)
 - Opening of Car Park celebrations (December 2013)
 - Opening of West Ryde Community Centre (May 2013)
 - Artisans Market (November 2013) supporting local artists
 - Community Council Meeting (November 2013)
 - Flavours of Ryde booklet promoting local town centres/eating places
 - City of Ryde Business Directory
- Upcoming initiatives and events:
 - Handover of Origami Horse sculptures from Coles to Council

- Easter Events - Saturday 12 April West Ryde Easter Parade and Fair, including Council information stall. Artisans Ryde Easter Market (West Ryde Community Hall)
- West Ryde Community Centre program –
 - Workshops series May/June/July submissions for Sustainable Waste to Art Prize SWAP Youth Council (TBC)
- Ongoing digital and print communications
- Information sessions, workshops, Library events
- Regular informal Meet and Greet sessions for community to discuss issues with Council



West Ryde Urban Village QR CODE

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