



THE PICKLE DISTRICT

ACTION PLAN V4 2022-24

Acknowledgment of Country

The land on which we live, meet, play and work is Aboriginal land. Aboriginal people have lived on the Australian continent for at least 65,000 years. Non-Aboriginal people have lived in Australia for just 230 years.

As a community organisation, we are working towards an understanding of that fact, and how it might inform our relationship to the land, its original people, and the work that we do. We acknowledge that we have a long way to go.

The Pickle District is located on Whadjuk Noongar boodjar.



**THE
PICKLE
DISTRICT**



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INTRODUCTION

Who We Are:

Nestled in our historic light industrial and warehouse setting, West Perth's Pickle District - a coalition of innovative and diverse creative individuals and businesses - is emerging as one of the most exciting arts hubs in Australia. With a rare grit not commonly found in such an inner city location, the Pickle District houses some of Perth's most creative businesses at a location hidden midway between Perth City and the heart of Leederville and Northbridge.

Art galleries, artist studios, boutique theatres, photographic studios, creative co-op working spaces and design studios all sit within a 300m radius, while the general public often remains unaware. The Pickle District is now throwing open the doors into the heart of this creative neighbourhood and into the artistic energy going on here.

Our coalition - the Pickle District Town Team - comprises arts and media professionals, gallery directors, event managers, technicians, lighting experts and designers. With significant experience in producing and managing successful businesses and events, and support from successful long-term business owners, the Pickle District is now extending its collaboration to work with landowners, developers and government to ensure it successfully integrates with future development - creating the best possible Pickle District we can imagine.



GETTING PICKLED

Why the Pickle District

Our name is inspired by the Preserves and Pickle Factories which operated in this area in the early 1900's. The Old Pickle Factory still stands 100 years later and some visitors swear they still scent slight odours of vinegar in the air.

Our Vision: A Place Where Art Happens.

The Pickle District is a place which encourages raw community growth and collective action.

We are a unique neighbourhood of innovative and imaginative minds with a common vision to enable an arts industry to thrive. Our distinctive vibe showcases a love of belonging and creativity, in all shapes and form.

We will lead and curate place activation and development through engaging, organising and empowering local residents and businesses to continue exploring our industrial and open nature, and find our way to create a more sustainable, diverse and inclusive place.

INDUSTRIAL FEEL



WAREHOUSE CHARACTER

underground collaboration
Tannery

Artistic hub

KNOWN FOR THE ARTS

UNIQUE VIBE



OLD CHARACTER

Not gentrified

COMMUNITY

ENABLING ARTISTS



Uncrafted

DIVERSITY

CREATIVE

ART ENERGY

NEIGHBOURS Industrial feel

Togetherness

PEOPLE

ACTIVE

THINKERS



ACHIEVEMENTS

WHAT WE HAVE ACHIEVED

2022-2023 SUCCESSFULLY AWARDED

**\$100,000 CBD
Revitalisation Grant**
After Dark 4.0 Pickle
Outback Art Crawl 2023

\$30,000 City of Vincent
After Dark 3.0 2023

\$7,800
WA History Foundation Grant 2022

**\$15,000 RAC Connected
Communities Grant**
Pickle Park 2022

SUCCESSFULLY DELIVERED EVENTS

**\$25,000 Launch event
(After Dark) 2021**
800 people

**\$25,000 Sculptures by the
Freeway Project 2021**

\$25,000 After Dark 2.0 2022
2,500 people

\$30,000 After Dark 3.0 2023
3,500 people

TOWN TEAM GRANTS - CITY OF VINCENT

\$7,000 Branding
(Brand Identity WA) 2019

\$5,000 Action Plan
(Town Team Movement) 2020

\$5,000 Marketing Plan
(George Tsadilas) 2020

\$10,000 History Project
(Helen Munt + Sohan Ariel Hayes)
2021

**\$10,000 Place Activation
Coordinator**
(Andrew Kailis) 2022

HIGHLIGHTS

Covid 19 severely impacted planned events but work continued.

We launched with an After Dark event in 2021. A highly creative and authentic event with diverse art mediums across multiple venues and in the public realm. The event was incredibly well attended, with 800 plus registrations demonstrating the strong arts and community networks. By 2022, Pickle District After Dark 2.0 attracted 2,500 people, and by 2023 the event brought 3,500 people to the precinct. A \$100,000 CBD Revitalisation grant has been awarded for After Dark 4.0 in 2024.

This year, a tiny remnant of Perth's 100-year old Hamilton Park, lost to the freeway in the 70s, will be transformed to an arts hub for community events, public art showcase, local markets, outdoor workshops and community festivals.

The history and heritage of the district is being documented, a small event was held to gauge likely public response to a larger festival, public artworks are in place and a social media presence has been established.



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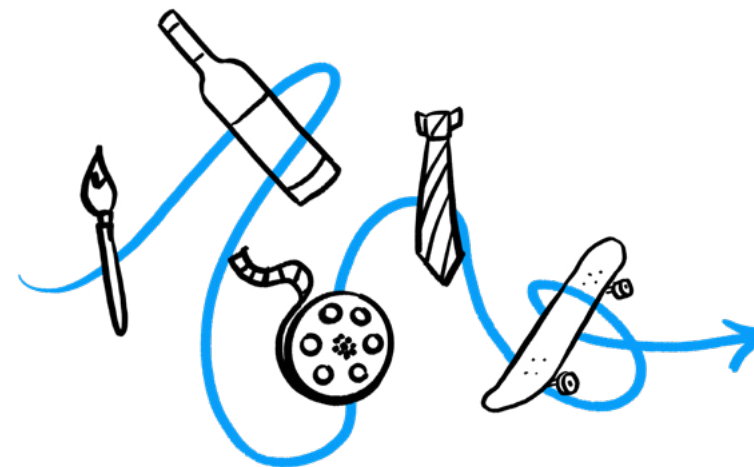




ACTION PLAN 'GUIDING PRINCIPLES'

1. Art, Not Apart

The Pickle District represents one of the most creative neighbourhoods in Western Australia. From micro-cinemas to galleries, boutique offices, art studios, live music venues and indoor skate park... all within a brief stroll of each other. We invite our community to join us for art walks, conversations and to curiously wander our connected streets.



2. Pavement to Plaza. Experiments on Cleaver

Cleaver Street is the central spine, focal point and connector to neighbouring suburbs. Art, people and furniture spill onto the street. It's a place where the innovative and the original happens. However, Cleaver Street requires a lot of 'hardware' infrastructure upgrades and will rely heavily on City of Vincent to fund and lead a lot of these projects.

3. We're becoming an extrovert. You're Welcome

In the past, it's been difficult to find us. Some of you have even created your own ways of entering the precinct, and others have got lost along the way. We want you to say hi and curiously wander throughout our inclusive places. So come on in, learn more about where we have come from, what we are doing now and ideas for shaping our future environment.



**THE
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PICKLE PROJECTS YEAR ONE ACTIONS



PICKLE LIT ROVING ART CRAWL EVENT

ART, NOT APART
MAY 2022 (ANNUAL)
PARTNER: CITY OF VINCENT

Create an event sub-committee and involve all art galleries and creative businesses for a connected shared gallery opening and open studios event. Explore laneways, chat with creatives and create some new public artworks along the journey.



THE PICKLE PARK

ART, NOT APART, WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME
MARCH - SEPT 2022
PARTNER: CITY OF VINCENT, RAC

Establish a community anchor by developing a flexible events and hangout space along Old Aberdeen Place. Include native landscaping and transform the area into a community space for locals and tourists to hang out, attend events and get into the Pickle 'vibe'.



THE 'PICKLE OUTBACK'

WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME MARCH - SEPT 2022

Taking ownership of the Sutherland and Bunning Lake areas with greening, beautification and making it generally more people-friendly. Activation of this space provides a more coherent connection of the Pickle District to Northbridge, Leederville and West Perth.



PICKLE STATEMENTS

WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME & P2P. CLEAVER (AIM FOR FIRST INSTALL BY FEB 2021)
PARTNER: CITY OF VINCENT

Create artistic entry statements at key points facing the Freeway, Loftus Street and/or Newcastle Street. Be creative, these may include sculptures, murals, neon signage, etc. Focus the first few projects on creating a focal point on Cleaver and entry points onto Douglas Street.



TRIAL PICKLE ART & FOOD MARKET

WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME APRIL 2022

Establish the Pickle Park as a place for art to happen through a regular art and food market.



COMMUNICATING THE PHILOSOPHY OF THE PICKLE

WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME APRIL 2022
Communicating messages of the Pickle District on the Endeavour. Update periodically.



CELEBRATE INTERNATIONAL PICKLE DAY

WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME

Create an event to celebrate International Pickle Day. Possibly include a pickling competition.



ART WITHOUT PURPOSE

ART, NOT APART PSP. ON CLEAVER OCTOBER 2020 (ON-GOING)
PARTNER: ANYONE

Be open to new opportunities, which may present themselves for public art and continue connecting our creative hub. This includes art practise walls for emerging artists.



PICKLE CALENDAR

ART, NOT APART
Dedicate a volunteer or paid position to create an annual calendar of events to our shared database promoting all the activities and events happening. And make sure all events are posted on the Pickle District Facebook page.



THE PICKLE STORY

ALL PRINCIPLES
Collate the rich colonial and aboriginal stories, which shape the Pickle District today. Think about how our town team would like to communicate and present these stories to the wider public and how they might influence future initiatives.



SHOOT THE SHIT

ART, NOT APART (ONGOING)
Continue Friday evening monthly catch-ups with our pickle members (and anyone else) to casually chat about what's happening over a glass of wine or beer. And maybe spend a few of the meetings for pickling projects to promote and sell at businesses. Use the funds for an arts charity or future projects.

ADDITIONAL OPTIONAL PROJECTS TO GET STUCK INTO

PICKLE PROJECTS YEAR TWO ACTIONS



URBAN ART WALK TRAIL

PSP. CLEAVER
2023

PARTNER: CITY OF VINCENT, RAC & OTHER PARTNERS

An extension of the 'poll project' (sculptures by the Freeway) to create a walkable trail of pickled art projects throughout our precinct.



SHARE YOUR STORIES

WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME

MAY - JUNE 2023 (subject to funding)

Host intimate free walks for the wider community to get to know the Pickle District. Share stories about the people who run our creative businesses, experience and why we love our neighbourhood. Consider filming and sharing short clips of the different stories. Share these stories and future ideas with landowners. Start the 'future of Pickle District' discussion.



SOFT LIGHTING

WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME

JANUARY - APRIL 2023
PARTNER: CITY OF VINCENT

Start lighting laneways, established trees facing the freeway and Loftus Street and seating spaces on Cleaver Street. Focus on colourful, warm and festive lighting. Using solar and sustainable materials, where possible.



MICRO-EVENTS & SHARED GALLERY OPENINGS

ART, NOT APART

AIM FOR THREE EVENTS THROUGHOUT THE YEAR
PARTNER: LOTTERYWEST, CITY OF VINCENT, EXTERNAL EVENT ORGANISER

Develop events that connect your creative businesses. Shared gallery openings, wine and food tasting events, music, art talks, etc

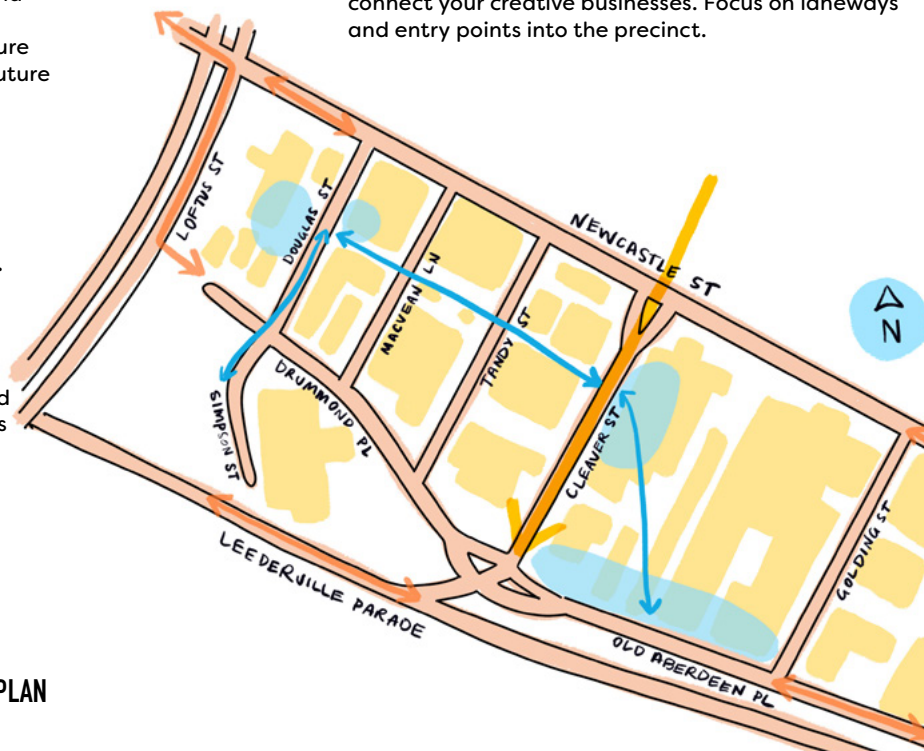


PICKLE WALLS

ART, NOT APART WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME

PARTNER: CITY OF VINCENT, BLANK WALLS

Continue covering blank walls with visual stories to connect your creative businesses. Focus on laneways and entry points into the precinct.



INDUSTRIAL IMMERSION

ART, NOT APART
JULY-AUGUST 2021

An immersive dinner and theatre event, which incorporates the rawness and industrial character of the precinct. Rove around to different venues, showcasing how art has been projected into the industrial landscape.



REGULAR ART MARKETS

ART, NOT APART
PSP. ON CLEAVER OCTOBER 2020 (ANNUAL)
PARTNER: ANYONE

Use a venue to create a fringe hub with food and drinks open the entire period. Use this as a trial for a new food and beverage operator and test the ability to set up permanently.



ROAD ART

ART, NOT APART (ONGOING)

Create murals on the road to encourage walkability, bringing colour to the street and showcasing the Pickle character.



REACH OUT AGAIN TO OUR NEIGHBOURING BUSINESSES

WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME (MAY - JUNE 2021)

Feel confident about the great work we have been achieving. Reach out again to the neighbouring businesses to get more involved with projects.

Create a postcard to send out to new businesses with the ability to submit new ideas and get involved.



SOCIAL MEDIA EXPERT(ISH)

WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME

Be more active on social media. Create a volunteer or paid position to post about all the events, interesting stories and activities happening in our neighbourhood. Everyone hashtag #pickledistrict.

ADDITIONAL OPTIONAL PROJECTS TO GET STUCK INTO

PICKLE PROJECTS YEAR THREE ACTIONS



THE BIGGER PICTURE PROJECT

ALL PRINCIPLES
OCTOBER 2024 (ONGOING)
PARTNER: CITY OF VINCENT, LAND OWNERS

Bring together all land owners, pickle members and City of Vincent to discuss a long-term vision for the Pickle District. Share your learnings, your ideas for laneway development, streetscape and future development of key sites including City Motors and some of the other vacant car lots on Newcastle Street. Consider creating a vision team for on-going discussion.



ENCOURAGING HOSPOS

P2P. CLEAVER
ON-GOING

Our precinct is growing in awareness, popularity and we have a great long-term vision. If there isn't a cafe, bar and restaurant already, it's time to go out and find someone to work with us. Keep trialing new restaurateurs, chat with hospitality crews, and find a fit!



CONTINUE PROGRESSING REDEVELOPMENT OF CLEAVER ST

PSP. CLEAVER
FEBRUARY ONGOING
PARTNER: CITY OF VINCENT, LANDOWNERS

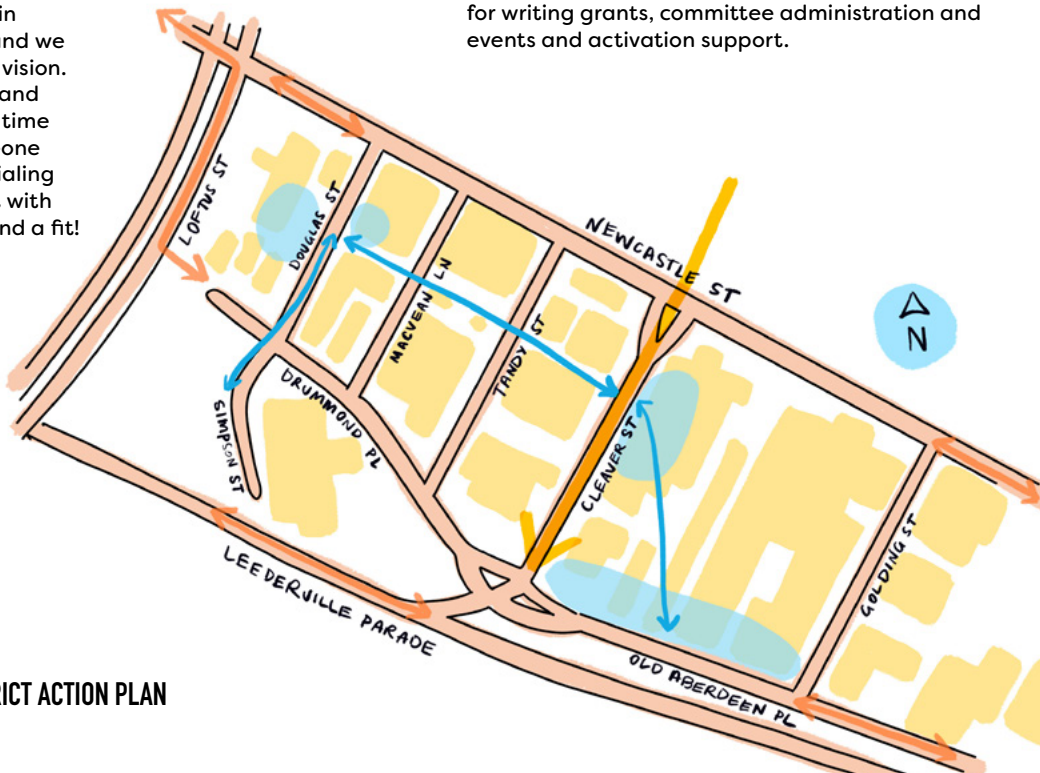
Work with your local stakeholders on a streetscape design to redefine the future of Cleaver Street, which supports local businesses, our urban character and connects residents in West Perth. Investigate funding opportunities to make it happen.



INVESTIGATE A PAID POSITION

WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME
SEPTEMBER 2022

Investigate a way to create a part-time paid position for writing grants, committee administration and events and activation support.



ADDITIONAL OPTIONAL PROJECTS TO GET STUCK INTO

START RE-MAKING IT UP!

ALL PRINCIPLES

Have discussions about what's working, what's not working and new ideas to trial. Re-define the skills and resources in your community and create a plan for the next few years.

Keep doing micro-events and activities, which focus on who we are and build awareness of our future vision.

Re-think what bests works for your group and decide to create a new action plan or take a different approach.

And keep having fun and doing the awesome work we are doing!

CREATIVE COLLABORATION



The Pickle District knows its strengths as an industrial precinct typified by its rawness, underground vibe, un-gentrified character, warehouses and creative businesses. We work hard to maintain and enhance the unique fabric of the district, and we invite collaboration to continue creating a viable creative precinct with ongoing economic and cultural growth.

Our future involves opportunities to collaborate including:

- Managing the percent for art contribution for developments for the City of Vincent
- Collaborating with landowners on use or modification of existing buildings
- Working with developers on use and design of new buildings
- Funding or in-kind support including financial support for Pickle District events or use of buildings
- Collaborative design with a precinct-scale understanding (e.g. retaining the old pickle factory and building around it)

OPPORTUNITIES: SPACES TO FOCUS ACTIVATION & PHYSICAL IMPROVEMENTS

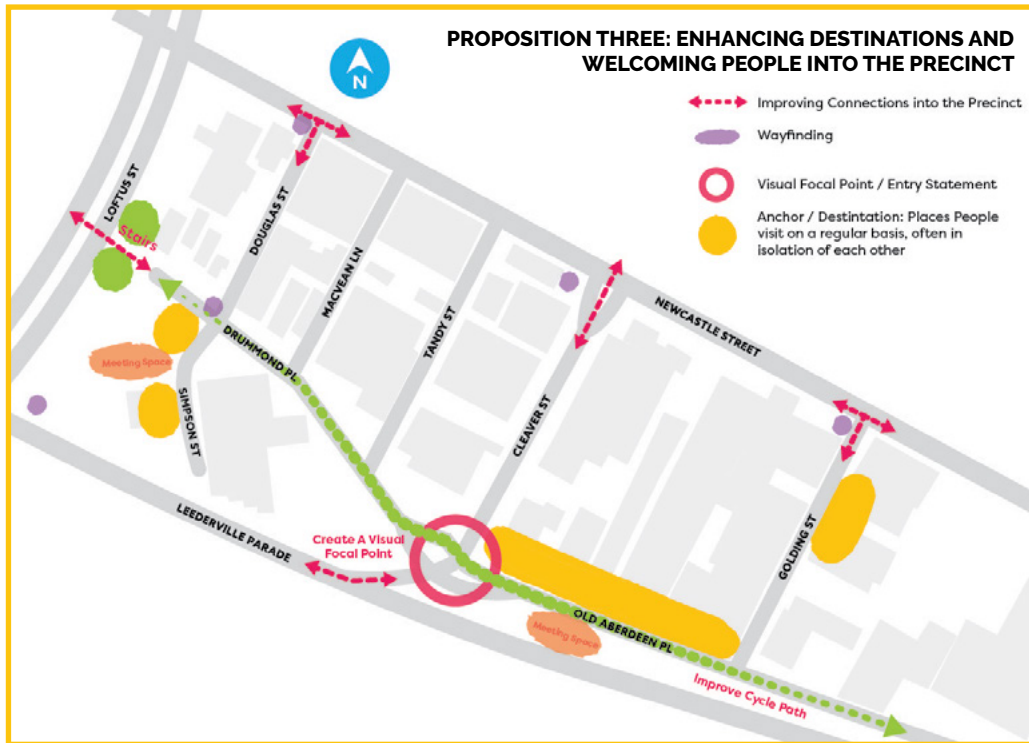
Based on the Pickle District conversations and place mapping, three propositions are put forward to improve physical spaces and experiences through art, events, wayfinding and landscape upgrades.



- Private relationships to provide public access throughout laneways. Start with one-off events and build relationships
- Laneway Events to connect destinations
- Shared Gallery Opening Events and wayfinding between venues
- Wine & Food Dego Events between venues
- Practise Mural Walls in Laneways
- Lighting Laneways and creating safe night-time spaces



- Creating a people-first street and developing the existing grunge and industrial character
- Comfortable seating inviting people to hang around
- Random Art when opportunities present themselves
- Visual Focal Point from all roads
- Connecting Laneway developments to Cleaver Street
- Inviting West Perth residents to wander into the Pickle District



- Celebrate Old Aberdeen Place as the spiritual heart and a new meeting space for social gatherings
- Welcoming people into the precinct with improved access and wayfinding
- Creating public meeting spaces around anchors / destinations
- Increased vegetation to continue creating a more comfortable environment - consider plants that encourage the grungy vibe of the place

1. Practise Art Walls.

Image courtesy: Dope Art Tours London



2. Stencil Wayfinding and Colour

Image courtesy: Bend in the Road Town Team



3. Street Murals leading to Discover New Places.

Image courtesy: Yarra City Arts



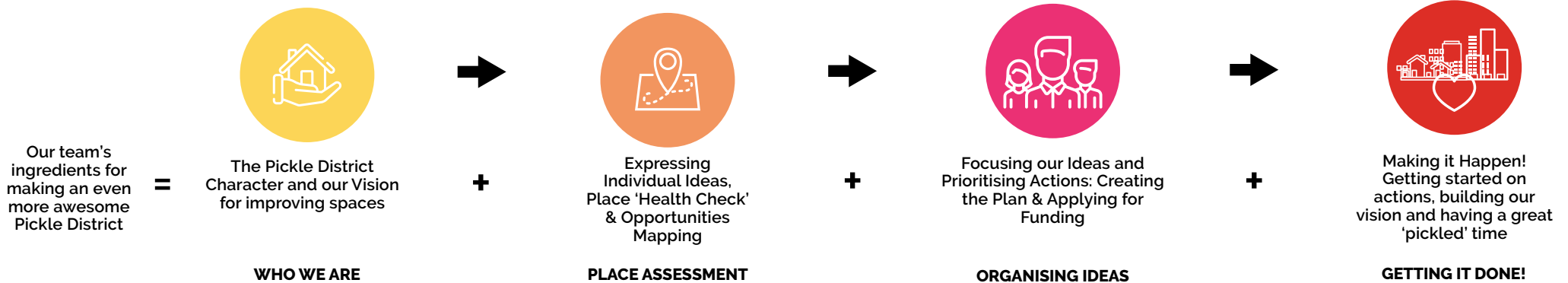
4. Entry Statement

Image courtesy: Amazon.com



**THE
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OUR ACTION PLAN JOURNEY



About Us

We are a proactive organisation who seek to facilitate, promote and drive a culture of creativity. We collaborate with local businesses and residents to share stories, content and ideas. We support artists and deliver events and installations in order to make the Pickle District an attractive arts destination and the best inner city creative precinct it can possibly be.

A Place for Art to Happen

We love the Pickle District's gritty character and advocate for that character to be preserved. We strive to retain what we love about the place by improving and building on what we already have. We advocate for sensitive, high-quality development and work to ensure the precinct retains its raw, industrial characteristics and unique point of difference.

Ideas Brainstorm

Individual interviews with all locals to brainstorm ideas so that everyone has an opportunity to be involved and shape our future place. This includes a review of the existing governance structure and digital communications. This process also helps define the place assessment criteria.

Health Checks

Group 'walkshop' and discussions about how our place feels and works, and how our character can be used to define future actions to create a healthier and more awesome place.

Mapping our Place

Creating streetscape and opportunities maps of our place. Defining the priority areas to focus future actions.

'Playing' with our ideas

Creating playing cards of our ideas and deciding where, when and how they should be implemented, and thinking about how they relate to our vision and character.

Max Ease / Max Impact Discussion

Being realistic about what we can do, and what we can advocate for. Prioritising our ideas and creating a final action list for our strategy.

Finalising the Action Plan

A final review of our action plan to ensure our vision, process and action list is something we are proud of, and our team is prepared for implementation.

Grant Funding

Sharing with our local stakeholders, Identifying funding opportunities and applying for future grants.

Action Plan Launch

Celebrating the hard work and detailed process to create our final strategy. Also, communicating with everyone interested what we intend to do.

Actions

Continuing to progress actions, reporting on how it is working and impacting on the vision and character, updating committee governance and making tweaks to the strategy where necessary.

Having a Good Time

Remembering to continue enjoy being a town team, getting involved in actions and encouraging more people to represent the Pickle!

ENGAGEMENT: IDEAS BRAINSTORM

One-on-one interviews were facilitated with all available Pickle District members between January 2019 and February 2020. Below are the notes organised into themes for the purpose of understanding the place vision and values, and beginning to understand how the group can better work together to make things happen.

AIM / VISION

- Debunk the myth that art is elitist
- We need to build 'feet first' connections between buildings
- Tapping into the zeitgeist of our world
- Long-term vision - Bringing together Leederville and Pickle District
- Facilitating a creative conversation - human connection, making a tangible difference
- Creating a place for things to happen, not just having things
- More physical placemaking that defines the area
- A consensus around doing something that's interesting
- Thinking about the bigger picture - Masterplan with Leederville Connect
- Doing things that's unexpected
- Brand area with clarity and arts
- Create a flow-on effect from Leederville
- It's just about getting the name out there
- Get people immersed in the Pickle District
- Connecting the dots

CHARACTER STATEMENTS

- We need to crossover from philosophy to project management
- Ideas are one thing, doing is another
- If you do the stuff, you make the call
- Looking for more structure and organisation
- Transferring the ownership of a concept
- Start with simple and immediate actions
- Strong direction to bulldoze decisions vs design by committee
- Grant writing is a gap and role in the group
- People are passionate and want to help but very busy
- Simplifying roles
- We need to understand our connections and resources
- We're different. Meetings don't work. Quarterly sundowners.
- Lots of ideas, not enough actions. Group is not so cohesive.
- What actually divides us, is that we have quite distinctive identities.

PROJECT IDEAS

- Co-ordinated Gallery Openings on the same night
- Pickle District logo / plaque / sticker on buildings and footpaths
- Take part in Open House
- Signage / Wayfinding (2)
- Themed progressive dinners ie gothic nights, performance, immersive
- Painting streets
- Large wine event
- Pickle newsletter and what's happening
- Parklet on Cleaver St
- Sunday sessions
- Understand the remnant Lakes Project - Pipes Project
- Focus on laneways and interaction with buildings
- Street art
- Large events - roving music, food, art, and wine
- Entry Statement
- Sharing the Brand
- Fringe Weekend
- Cycle Infrastructure
- Guided walks and storytelling
- Luring a good hospo business

ABOUT OUR 'HEALTH CHECKS'

A place 'health check' was undertaken on Tuesday, 28 January 2020 from 4:30pm - 6:30pm for the purpose of better understanding how our place is currently working and to discuss opportunities to improve the social well-being, walkability and initiatives to support our creative arts industry. The following questions were explored and place themes were reviewed as part of the health check.

WHAT ARE THE CHALLENGES OUR COMMUNITY WOULD LIKE TO ADDRESS?

How can the Pickle District become a place that people know to visit between Leederville and the City?

How do we connect the dots between our creative businesses and event / meeting spaces?

How is the character and vision of our place not only retained in the future, but celebrated in a Pickle kind of way?

WHAT ARE THE PLACEMAKING TOOLS AND PRINCIPLES TO ADDRESS THESE CHALLENGES?

1. Movement & Comfort

This is the different physical ways people get around your place and how comfortable the place is for walking.

Characteristics include:

- Walkability & Cycling
- Access
- Places to sit, meet and chat
- Shade and Trees

Why it's important:

A place that's easy to walk and cycle often has high levels of social well-being and creates better public space user experiences. People will feel more relaxed, spend more time in your place and come back more often.

2. Access & Connections

This is the ease to get to and from your place and reasons people visit.

Characteristics include:

- Access Connections into your place
- Wayfinding
- Amenity reasons to visit / leave your precinct
- Anchors / Destinations

Why it's important:

It's important to understand why and how people visit your place and where they go, once they arrive. This starts to offer information regarding the values and unique experiences of your place, and how you can welcome more people into your place.

3. Identity & Economy

This is the public space experiences in your local place and general vibe.

Characteristics include:

- Art that celebrates your place history, identity and/or vision
- Events
- Unplanned Activities
- Materials & Interest

Why it's important:

The story of our place is told through diverse creative initiatives. This generates unequalled experiences and attracts an ever-widening appreciation of The Pickle District.

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WHAT ARE THE OPPORTUNITIES TO TACKLE THESE CHALLENGES?...

ENGAGEMENT: 'HEALTH CHECK' PLACE AUDIT RESULTS

A streetscape and opportunities place audit was undertaken for the purpose of assessing the existing walkability of the Pickle District regarding access, comfort and moving around.



- Lack of shade and mostly uninteresting streetscapes with lack of vegetation, seating, facades, cycle infrastructure, etc.
- There are some really interesting businesses and unique gritty personalities, however they are in isolation of each other with a lack of connection and wayfinding.
- No central focal point, pedestrian network or main street.

- The team acknowledged that car parking will be a greater issue in the future and the need to prioritise pedestrian and cycle movements.
- There is a direct laneway walkable connection between Douglas and Cleaver Street, however it is mostly unknown to the general public and inaccessible due to locked fences and general perception that the link is unsafe.
- Cleaver Street has potential to be the main walkable thoroughfare from the residential area into the precinct. Drummond Place and Old Aberdeen Place could be the main cycle connection between the City and Leederville.



During the walkshop, committee members were asked to discuss future physical upgrades and activation opportunities to address walkability issues, access, connections and generally improve spaces.



1. Opening up laneways between Douglas and Cleaver Street for art projects, events and connecting destination spaces. Building on the existing urban and gritty character of the precinct.
2. New furniture, wayfinding and public art opportunities along footpaths. Turning Cleaver Street into our 'Main Street'.
3. Developing an artistic visible focal point on the corner of Cleaver Street and Old Aberdeen Place.
4. Creating a pedestrian staircase connection from Drummond Place to Loftus Street.




1. Opening laneways for events, art and walkable connections between art galleries and destination spaces.



2. Extending footpaths and narrowing traffic to construct new urban furniture, art and greenery fitting with the grungy character of the precinct.



3. Creating a focal point visual from the Freeway, people looking south from Cleaver street and walking between Old Aberdeen Place and Drummond Place.

A woman with long, wavy hair is DJing at a club. She is wearing a dark jacket and has headphones on her head. She is smiling and looking down at her DJ mixer. In front of her is a laptop on a stand. The background is a large screen displaying a city skyline at night, illuminated with red and blue lights. The overall atmosphere is vibrant and energetic.

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DO YOU HAVE AN IDEA FOR A NEW ACTION?

Something missing in the action plan? Or do you have a new idea to get involved? We welcome all on-going feedback, new opportunities to test ideas and build capacity within our community.

ACTION

What are you going to do?

PARTNERS

What do you need to help you?

WHEN

When will you act?

COST

How much do you think it will cost?

HOW

How are you going to realise your action?

LET US KNOW YOUR GREAT IDEA & MAKE IT HAPPEN!!

THE PICKLE DISTRICT



This Action Plan was guided and supported by:

