

## Learning to listen: The Vulcan Lane story



### Today's session

- the challenge
- our process
- outcome
- insights
- round two



## The challenge – Vulcan Lane 2005

- first of the CBD projects
- new Mayor
- heritage
- colour
- upper / lower lane personalities





## Our process 2004-05

- workshops, one-on-one meetings on objectives
- presentations to resident and business groups
- letters, feedback forms
- options developed for feedback



## Decision: Option C



# When consult becomes insult

Call to rein in the officers thundering away from ratepayers

by Bernard Greeman

We need to restore the balance. While ... lam. Officers had the job to come up

STONE-FACED:  
The Vulcan Lane

## Mayor returns from sun to heat of outcry

Dick Hubbard flies home from holiday  
in Cooks to face fury over Vulcan Lane

Auckland City



## HUMBLE PIE OVER MAKEOVER

THE  
CITY  
COUNCIL  
AUCKLAND

## Insights



- clarity around the decision and planning rigour
- engage decision-makers
- engage stakeholders through the process rather than simply seeking feedback
- conflict isn't scary



## Round two - 2006



- clearly identified the scope of the decision
- formed a communications reference group
- engaged with a wide range of the lane's stakeholders





## Consultation paves way for the red look

*The whole outcome has been good for the city .... The council has sat up and taken notice of what the people have to say ...rather than telling people what they are going to hear.*

Andrew Bishop, of fashion label Feline, quoted by NZ Herald



*I learned that being open with stakeholders, even if there is a conflict of views, isn't scary and improves the development of a robust design.*

Eric van Essen: project manager