

Neighbourhood Deals



What are the opportunities and what makes them work?

[Learn more >](#)

What are Neighbourhood Deals?



Based on the NSW Government's successful City Deals, **Neighbourhood Deals** are partnerships that will bring together local community, businesses and councils to develop and transform places.

Government agencies and stakeholders will work together to implement these deals, recognising the state-wide benefit of having great local places.

Both [Future Transport](#) and the [Active Transport Strategy](#) call for the NSW Government to pursue Neighbourhood Deals in support of the walkable and bikeable '15-minute neighbourhood' concept.



What do Neighbourhood Deals look like?



Transport for NSW is considering a **Neighbourhood Deals pilot program** that will utilise a range of partnerships and governance structures to test and drive 15-minute neighbourhoods. The pilot deals will focus on funding local works to improve neighbourhood liveability and reduce road congestion alongside possible new housing.



Examples of potential investments in pilot deals include:

- Improving active transport infrastructure like footpaths and cycleways
- Increasing tree cover and shade
- Revitalising high streets and upgrading public spaces
- Providing increased opportunities for outdoor dining
- Supporting the implementation of digital infrastructure
- Facilitating changes to land use

What makes them work?

The following questions should be explored during the planning and development of potential deals to maximise community outcomes.



Scope



- What are the objectives and components of the deal?
- Does the deal target specific neighbourhood challenges (e.g., planning, transport, housing, education, social services) or does it take a more comprehensive approach?
- Once the deal has been agreed, is the scope fixed or is there flexibility as time goes on?

Location and local identity



- How can the deal be structured to leverage what makes the neighbourhood special and unique to locals and visitors?
- How should neighbourhood conditions (e.g., existing social challenges, historic or projected growth, quality of infrastructure and local amenities, connectivity) affect the deal structure?
- What support can government provide to encourage local communities to take ownership of the deal?

Funding and cost-effectiveness



- How much funding is available and/or required to deliver the full range of initiatives in the deal? Should the funding have a spend horizon?
- What different funding approaches should be explored and tested? How can the deal leverage multiple funding sources? (e.g., state and local government contributions, private sector, grants, joint agreements)
- Is funding for the deal shaped by a planning or decision-making framework?
- What can be done to ensure the deal delivers value for money to all partners and the community? (e.g., cost-benefit analysis, monitoring and evaluation, reporting)

Partnerships and governance



- Who are the partners involved in structuring or negotiating the deal?
- Are partnerships strong and are partners committed to the deal?
- What are partners' roles and responsibilities?
- Are partners wide-reaching and representative of the neighbourhood?
- Does the governance arrangement for the deal provide accountability?

Engagement



- What is the proposed framework for stakeholder and community engagement? Who are the stakeholders of the deal and what level of influence do they have?
- Do stakeholders include local communities, institutions, service providers and/or councils? How can the deal-making process ensure community voices are heard?
- How will stakeholders collaborate? (e.g., community forum, meetings of existing neighbourhood associations or councils)

Legal framework and policy requirements



- Is the deal provided for under specific legislation or auspiced by government policy?
- What different legislative, policy and/or regulatory amendments could reduce red tape and simplify processes to streamline deal-making?
- How is the deal recorded or expressed? (e.g., formal document, strategy, plan)
- Does the deal carry any legal risks or challenges?

Measuring success



- Are the outcomes of the deal measurable and achievable? Does the right data exist to measure benefits realisation?
- Are the key partners to the deal seeking the same outcome or different outcomes? Do they have different metrics for success? Who is accountable for performance?
- What lessons can be learned from the deal to help guarantee the success of future deals?

Case studies

These two examples of existing policies and programs that focus on local improvements could constitute Neighbourhood Deals.



City of Melbourne: Neighbourhood Model

In 2021, the City of Melbourne commenced work on a Neighbourhood Model featuring a Neighbourhood Planning Framework to improve citywide community engagement following the impacts of COVID-19. The Model uses a place-based approach to better understand the strengths, needs and priorities of residents, students, businesses, workers and visitors across the municipality. Diverse local participation, including the identification of 'Neighbourhood Partners', will help reform the City's neighbourhood planning processes and projects.

The Neighbourhood Model aims to build partnerships with communities, enable community-based initiatives and improve community understanding of place through online Neighbourhood Portals and a Community Noticeboard.



France: Contrats de Développement Territorial (CDT)

The CDTs are partnerships between the government and local councils in Greater Paris. They aim to promote housing and business development around metro stations of the Grand Paris Express. The main objectives include reducing reliance on cars, promoting sustainable development, and concentrating housing and employment.

CDTs have a lifespan of 15 years and are subject to environmental assessment. They must, in principle, specify the number of dwellings and social housing to be built, mention development zones and beneficiaries of development rights, establish the timeline for development operations and major transport infrastructures, and assess the cost of development.



How we can help

We have the expertise to help clients explore opportunities for Neighbourhood Deals and take steps to turn findings into reality.



Our services include:

- **Strategy and implementation** to turn clients' visions for place-based partnerships and transformation into achievable plans, with deal outcomes that align with organisational goals.
- **Peer review** and **SWOT analysis** to compare and learn lessons from existing domestic and international deals.
- **Stakeholder engagement** to gather views on deals, understand opportunities and issues, identify public and private partners and build community alignment.
- **Pilot site selection methodology** and **multi-criteria analysis** to prioritise and determine the optimal sites for trialling deals.
- **Data analysis** to understand deal locations (e.g., neighbourhood or community profiles) and make evidence-based decisions.
- **Business cases and economic analysis** to justify the expenditure (e.g., infrastructure) needed for deals.
- **Benefit management plans** for monitoring, evaluating and comparing deals, determining whether deal outcomes are achieved and building an evidence base for future deals.
- **Project management** to help clients and stakeholders deliver pilot programs.

Questions? Hadron Group can help.

For enquiries, contact:



Malinda Parkinson, Director
mal@hadrongroup.com.au
0400 491 521



Carl Hooks, Senior Consultant
carl@hadrongroup.com.au
0421 845 491