

## ABOUT PLACE SCORE

**PLACESCORE™** is a groundbreaking Place Experience (PX) diagnostic, engagement, benchmarking and tracking solution.

The PX tool captures your community's assessment of places as they stand. The Care Factor tool lets your community identify what is most important to them. Attributes with a high Care Factor and a low PX Score can be given priority, while high Care Factors and high PX Scores are the basis for celebration. Conducting a PX assessment before and after change is a great way to obtain definitive data regarding the impact of improvements.

## EXECUTIVE SUMMARY

Between 12 and 15 June 2019 PLACESCORE, on behalf of the City of Newcastle, collected place experience assessments of Orchardtown Road, New Lambton (between Carnley St and Freyberg St) via face to face surveys.

### KEY FINDINGS:

- Orchardtown Road (Btw Carnley Ave & Freyberg St) received a PX Score of 65/100.
- The strongest rated attribute is 'Welcoming to all people'.
- The poorest rated attribute is 'Public art, community art, water or light feature'.
- People aged 45-64 rate 'Walking, cycling or public transport options' 8 points higher than people aged 25-44.
- People aged 25-44 rate 'Evidence of recent public investment (new planting, paving, street furniture etc.)' 42 points higher than people aged 45-64.
- Women rate this place 5 points higher than Men.
- Men rate 'Walking, cycling or public transport options' 10 points higher than Women.
- Women rate 'Things to do in the evening (shopping, dining, entertainment etc.)' 26 points higher than Men.
- People of European (including United Kingdom) ancestry rate 'Elements of the natural environment (views, vegetation, topography, water etc.)' 30 points higher than people of Australasian ancestry.
- Workers rate 'Culturally diverse businesses (both ethnicities and interests etc.)' 17 points higher than Residents.
- Residents rate 'General condition of vegetation, street trees and other planting' 18 points higher than Workers.

## THE PX SCORE<sup>1</sup> FOR ORCHARDTOWN ROAD IS:



## HOW DOES PX SCORE WORK?

PX Score provides you with a number between 0 and 100 that measures your community's experience of their place. It allows you to identify the place attributes that are contributing positively and negatively to place experience; providing you with an important tool for prioritising investment.

## METHODOLOGY

Participants were asked to complete face to face surveys rating 50 place attributes in terms of the contribution to their personal experience. This report captures the findings of the survey.

### NOTES ABOUT RESEARCH DATA

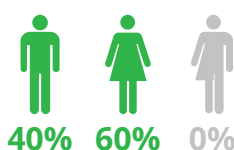
- Respondents are asked to rate 50 attributes across 5 dimensions on how they contribute to the respondents' personal enjoyment of the area on a scale of 0 to 10, where 0 = "Fail" and 10 = "Perfect". Respondents can also select "N/A" if that attribute is not applicable to the area or does not impact upon their place experience.
- This report only includes 100% completed surveys (compulsory questions only).
- Place dimensions are scored out of 20.
- NPS (Net Promoter Score) is a standard tool for measuring respondent loyalty to a brand or entity. Respondents are asked "How likely is it that you would recommend this place to a friend or colleague?" on a scale of 0 to 10 where 0 is "Not at all likely" and 10 is "Extremely Likely." The final NPS score is the difference between the percentage of Promoters (rating 9 or 10 out of 10) and the percentage of Detractors (rating 0 to 6 out of 10).
- Groups with <10 respondents are highlighted grey to indicate a small dataset and results are indicative only.
- Percentages may not always sum to exactly 100% due to rounding.

## ABOUT YOUR DATASET

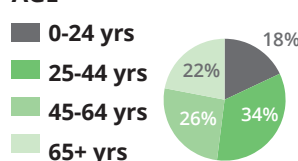
Data was collected via face to face surveys between 12 and 15 June 2019. A total of 50 people participated with 50 completing all questions (100% completion rate).

**TOTAL** <sup>2</sup>  
n=50

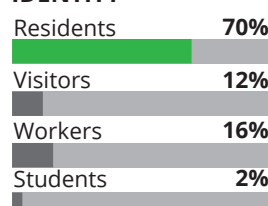
### GENDER



### AGE



### IDENTITY



### TOP 3 COUNTRIES OF BIRTH



## ORCHARDTOWN ROAD (BTW CARNLEY ST AND FREYBERG ST) NEW LAMBTON, NSW, AUSTRALIA

This PX assessment is for Orchardtown Road in New Lambton between Carnley Ave and Freyberg St. The local centre features a shopping strip on its eastern side with various local businesses ranging from essential services to leisure, while the western side of the road is mostly residential. The area features a median strip with some trees and offers both on-and-off-street parking on both sides of the road as well as bus services.

### How does this compare with other similar places?



### YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Welcoming to all people
- #2 Businesses that reflect the local community and values
- #3 Interaction with locals/ other people in the area (smiles, customer service etc.)

### YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Public art, community art, water or light feature
- #49 Evidence of public events happening here (markets, street entertainers, festivals etc.)
- #48 Amenities and facilities (toilets, water bubblers, parents rooms etc.)

### BREAKING DOWN YOUR SCORE

Your PX Score is made up of 5 key place dimensions<sup>3</sup>, each rated out of 20, that influence people's attraction and attachment to place.

#### LOOK & FUNCTION



#### SENSE OF WELCOME



#### THINGS TO DO



#### UNIQUENESS

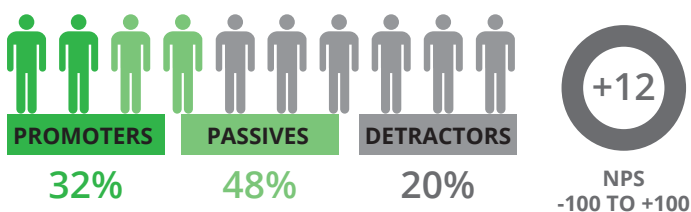


#### CARE



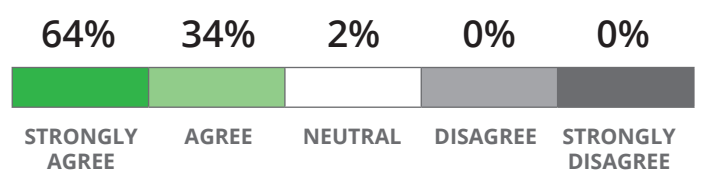
### NET PROMOTER SCORE<sup>4</sup>

How likely are your community to recommend this place?



How did your community respond to the statement...

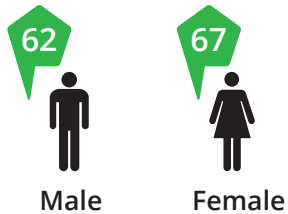
*"I care about this place and its future"*



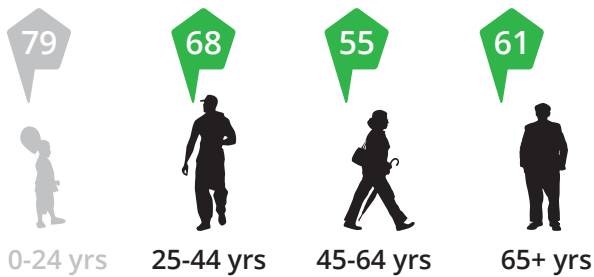
## COMMUNITY GROUP PX SCORES <sup>5</sup>

Groups within your community may perceive place experience differently to one another. The following infographics provide you with the PX Scores for different demographic groups:

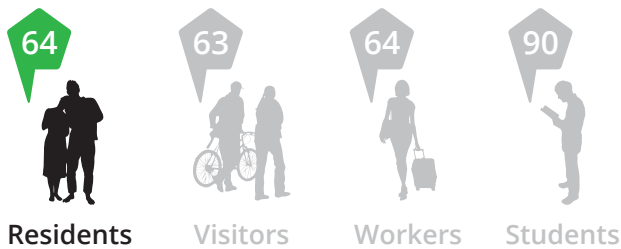
### BY GENDER



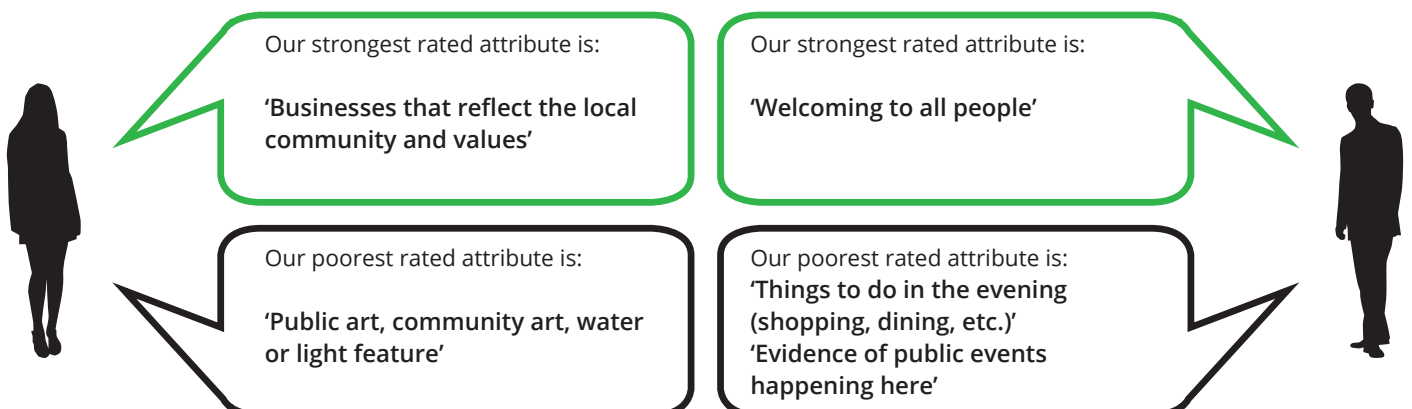
### BY AGE



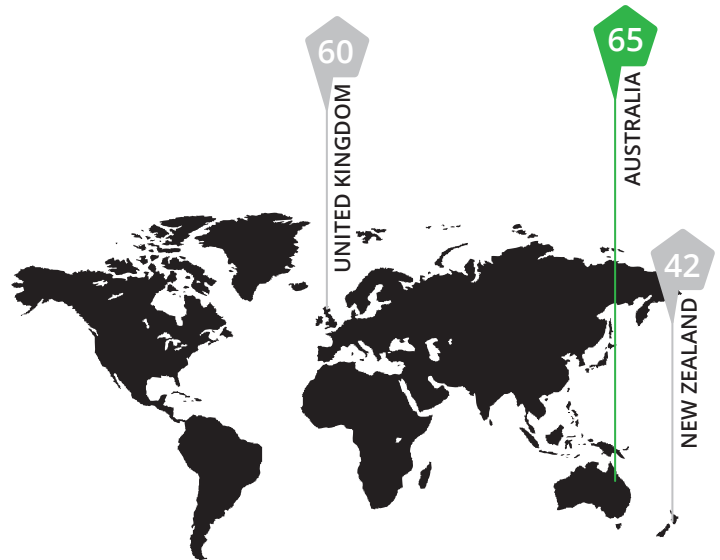
### BY IDENTITY



### ATTRIBUTES BY GENDER



### BY COUNTRY OF BIRTH



### BY ANCESTRY








**THE 5 DIMENSIONS OF GREAT PLACES:**

The **PLACESCORE™** attributes have been defined as a result of extensive investigation of community, academic and commercial research to identify the factors that contribute to place experience under 5 key place dimensions.

The strongest and weakest attributes overall are noted under the respective place dimension.



PLACE DIMENSION	STRONGEST	WEAKEST
 <p><b>LOOK &amp; FUNCTION</b> The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation</p>	Physical comfort (including noise, smells, temperature)	Physical safety (paths, cars, lighting etc.)
 <p><b>SENSE OF WELCOME</b> Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests</p>	<p><b>#1 Welcoming to all people</b></p> <hr/> <p><b>#2 Businesses that reflect the local community and values</b></p>	<p><b>#48 Amenities and facilities (toilets, water bubblers, parents rooms etc.)</b></p>
 <p><b>THINGS TO DO</b> Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend</p>	Interesting things to look at (people, shops, views etc.)	<p><b>#49 Evidence of public events happening here (markets, street entertainers, festivals etc.)</b></p>
 <p><b>UNIQUENESS</b> Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place</p>	Landmarks, special features or meeting places	<p><b>#50 Public art, community art, water or light feature</b></p>
 <p><b>CARE</b> How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment</p>	<p><b>#3 Interaction with locals/ other people in the area (smiles, customer service etc.)</b></p>	Evidence of recent public investment (new planting, paving, street furniture etc.)