



James Street Engagement Report

Findings

July 2019

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Prepared by: Major Events and Corporate Affairs, City of Newcastle

Enquiries: engage@ncc.nsw.gov.au or phone 4974 2000

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Appendix 1 – PX Assessment James Street Plaza June 2019

1 Introduction

As part of the James Street Plaza, Hamilton Upgrade Project, City of Newcastle (CN) is engaging with the community and stakeholders to inform plaza improvements. This outdoor space has the potential to be a prominent and valued place for users to utilise supporting social connections, safety and outdoor activities.

1.1 Objectives

To engage with the community and gain insights and data from the community on how they could use the space and what they would like to see implemented in terms of hard and soft infrastructure. This approach is considered suitable for co-designing a space and achieving a sense of community ownership.

The engagement objective is for the plaza to be developed with genuine community and stakeholder involvement.

2 Methodology

Two drop-in sessions were planned for Thursday 6 June 2019 from 11am until 1pm and 5pm until 7pm. There were four activities designed for participation in person or online:

- **Ideas wall** - Images with ideas that could be incorporated into the space for participants to vote on and the opportunity to add comments
- **Survey** – asking questions surrounding priorities and sentiments towards the trees.
- **Community sentiment feedback cards - 'In a few words...'** - Tell us what makes Hamilton Special to you
- **PLACESCORE** were engaged to conduct a Place Experience Assessment via 50 face-to-face surveys. See their report Appendix 1 – PX Assessment James Street Plaza June 2019

2.1 Research approach

This study falls under the **Consult** category of the IAP2 framework endorsed in CN's Community Engagement Policy.

Figure 1 Public Participation Spectrum, International Association of Public Participation

Increasing the level of public impact 
 Level of community influence over decisions 

Inform	Consult	Involve	Collaborate	Empower
To provide the public with balanced and objective information to assist them in understanding the problems, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making and/or devolved budgets in the hands of the public.
We will keep you informed.	We will keep you informed, listen to acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

2.2 Data handling

The data handling and analysis was carried out by CN’s engagement team and software. Verbatim responses have been edited only for grammar and spelling in the verbatim comments.

3 Findings

3.1 Ideas wall

Below is the ideas wall that was used to capture feedback at the drop-in sessions. Participants were provided with unlimited sticky dots to vote on a wide selection of ideas that were presented as photographs. This was also available online through the Social Pinpoint ideas wall tool.

Figure 2 Ideas wall

Ideas for the space...

Using sticky dots vote on your favourite ideas for the space and use the note pad to write comments and then place them on the sticky board.



Performance space scored the most votes (n=36) followed by markets (n=30), creative art (n=26).

Table 1 Activation ideas

Idea	Likes	Dislikes
Performance space	36	0
Markets	30	9
Creative art	26	0
Activation using projectors and lighting	22	1
Ephemeral art	21	1
Meeting place for groups e.g. parent groups	20	8
Background music – e.g. Classical. Used to deter antisocial behaviour	19	2
Buskers	18	2
Movies	16	1
Playful space	12	0
Games	10	9
BYO music	6	4
Activities e.g. yoga, tai chi, book clubs	6	2

Table 2 Ideas Wall – Discussions

Note: Shaded cells indicate comments provided during the evening consultation session

Idea	Comment	Likes	Dislikes
Performance space	<i>“Pop up twilight performances could be worth a try in warmer months - able to be attended by range of people/ages.”</i>	0	0
	<i>“Rotating different religious bands each week e.g. salvos, TAO band”</i>	0	0
Games	<i>“What are the usage stats for these? I’m not convinced these are used much.”</i>	0	0
	<i>“It would be interesting to see the stats, but certainly when I’ve been in Hyde Park in Sydney I’ve almost always seen people using the chess and draughts.”</i>	0	0
Activation using projectors and lighting	<i>“This could be an interesting way of bringing art to the space. As long as it isn’t used for advertising!”</i>	0	0
Planter seating	<i>“Gregson Park is the better location - like the image.”</i>	1	0
Meeting place for groups e.g. parent groups	<i>“I’d like to be able to eat my lunch with work colleagues in the plaza during the week, but there’s only limited seating for a group of 3-6 people. Usually the table is already taken. Further, there is no cover when it’s raining.”</i>	0	0
Buskers	<i>“Having buskers in the plaza I think will encourage more people to stop in the space rather than just pass by.”</i>	1	2
	<i>“Given the calibre of some buskers we have along Beaumont Street, I think having a busker-free-zone would do more to encourage people to stay in the space.”</i>	3	0
	<i>“The trick is that there is good busking and rubbish busking. Makes the difference to staying or leaving. This becomes something that would need to be scheduled / managed by local business association.”</i>	1	0

(Water feature had the most votes (n=38) followed by flowers and plants (n=36), creative lighting (n=31))

Drop-in sessions - interactive ideas board



Table 3 Facility ideas

Idea	Likes	Dislikes
Water feature	38	2
Flowers and plants	36	0
Creative lighting	31	1
Public toilets	31	1
Planter seating	27	1
Bike rack	26	0
Free WIFI	24	1
Raised grass area	22	0
Kids play equipment	20	8
Sculpture	19	2
Activated lighting	18	0
Mood lighting	14	0
Blue lights used to deter drug use	13	6
Contemporary lights	11	1
Creative seating - swing seats	10	7
Exercise equipment	8	8
Decorative paving	4	5
Large seating	2	4

Table 4 Idea – Discussion

Note: Shaded cells indicate comments provided during the evening consultation session

Idea	Comment	Likes	Dislikes	
Water feature	<i>“Water is always an attractive feature, and if there is a sound of it moving it adds even more to a connection to nature and air of peace.”</i>	0	0	
Planter seating	<i>“If the plants are well cared-for then this type of seating is multi-purpose and brings more greenery to the place. Aromatic herbs or other food plants could be an option.”</i>	0	0	
Decorative paving	<i>“Safe paving - that's even, prevents tripping”</i>	0	0	
Activated lighting	<i>“Lighting to keep the space safe”</i>	0	0	
Sculpture	<i>“Along with other forms of public art sculpture can give interest, enlivening a space, and creating a sense of it being a special place.”</i>	0	0	
Free WIFI	<i>“James St Plaza has a phone booth, public toilets and dark places due to the trees at night. Perfect for local drug deals. TELSTRA should move the phone booth, CN remove some current trees and replace with other lower greenery. Above, lighting installations (for night time). Retain some trees for day-time shade. It is the only place to rest in Beaumont St that is public. It needs to be clean and welcoming.”</i>	0	0	
Creative lighting	<i>“Something like this could be cool, with the ability to change colours.”</i> https://www.pinterest.com.au/pin/438326976203659823/?lp=true		0	0
Public toilets	<i>“It is handy having public toilets but they are pretty grotty and might need to managed/monitored a bit better.”</i>	1	0	
	<i>“Agree - toilets are in need of ongoing maintenance to keep clean. Better locks on doors needed. Hooks to hang bag/s required in the toilets.”</i>	0	0	
	<i>“Toilet doors are too heavy - need to be easier to open”</i>	0	0	
	<i>“Unisex”</i>	0	0	

Idea	Comment	Likes	Dislikes
Blue lights used to deter drug use	<i>"Although this will deter drug use it will be unpleasant and deter anyone from using the space."</i>	0	0
	<i>"I think if the blue lights are used creatively and subtle this could add something different to the space as well as enhancing safety. Eg if it was a light sculpture or installation."</i>	0	0
Exercise equipment	<i>"I feel exercise equipment would be better suited down the road in Gregson Park."</i>	1	1
Kids play equipment	<i>"Kids play equipment would be great. At the moment the area is not very kid friendly. Interactive play equipment would be tops."</i>	2	0
	<i>"The library should be open 7 days"</i>	0	0
Other ideas	<i>"Drainage problem/water - needs sweeping"</i>	0	0
	<i>"Using the space to provide meals for the homeless - I've seen 30-40, usually around 20 people on Friday night here for food."</i>	0	0
	<i>"Link the space to the library"</i>	0	0
	<i>"Dog friendly space, access to water etc."</i>	0	0
	<i>"We need 3 toilets: male/female and unisex (with blue light) so drug people can use this"</i>	0	0
	<i>"Community service e.g. feed the homeless 'Reach'" - Received S1 Other</i>	0	0
	<i>"A rainbow crossing"</i>	0	0
	<i>"Chairs/seats with backs"</i>	0	0
	<i>"Link space to library is a great idea"</i>	0	0
	<i>"Make it a street again."</i>	0	0
	<i>"Managing the myna birds in the trees nearby"</i>	0	0
	<i>"More garbage bins, present ones are inadequate. Link the space to local businesses, many are closing".</i>	0	0
	<i>"Toilets - baby change table"</i>	0	0
<i>"Mini skate ramp for kids"</i>	0	0	

3.2 Survey

Participants were asked to list their top three priorities for James Street Plaza, along with their thoughts on the trees in the plaza. There were 78 survey participants. Survey questionnaire below.

Figure 4 James Street Plaza Survey



Welcome to the James Street Plaza survey

Please complete the questions below.

Q1. What are the top three priorities for James Street Plaza?

1. _____
2. _____
3. _____

Q2. Please select how strongly you agree or disagree with the following statements regarding the trees in James Street Plaza.

I think the trees in James Street Plaza are...

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
perfect as they are	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
should have lower branches removed to let light in (crown lifting)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
would be great with fairy lights and up-lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
should be thinned out to open up the space (some trees removed)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
should be replaced with different trees as part of a complete redesign (all trees removed)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



A few questions about you:

Gender:

- Male
- Female
- Transgender/Intersex/Other

Age group:

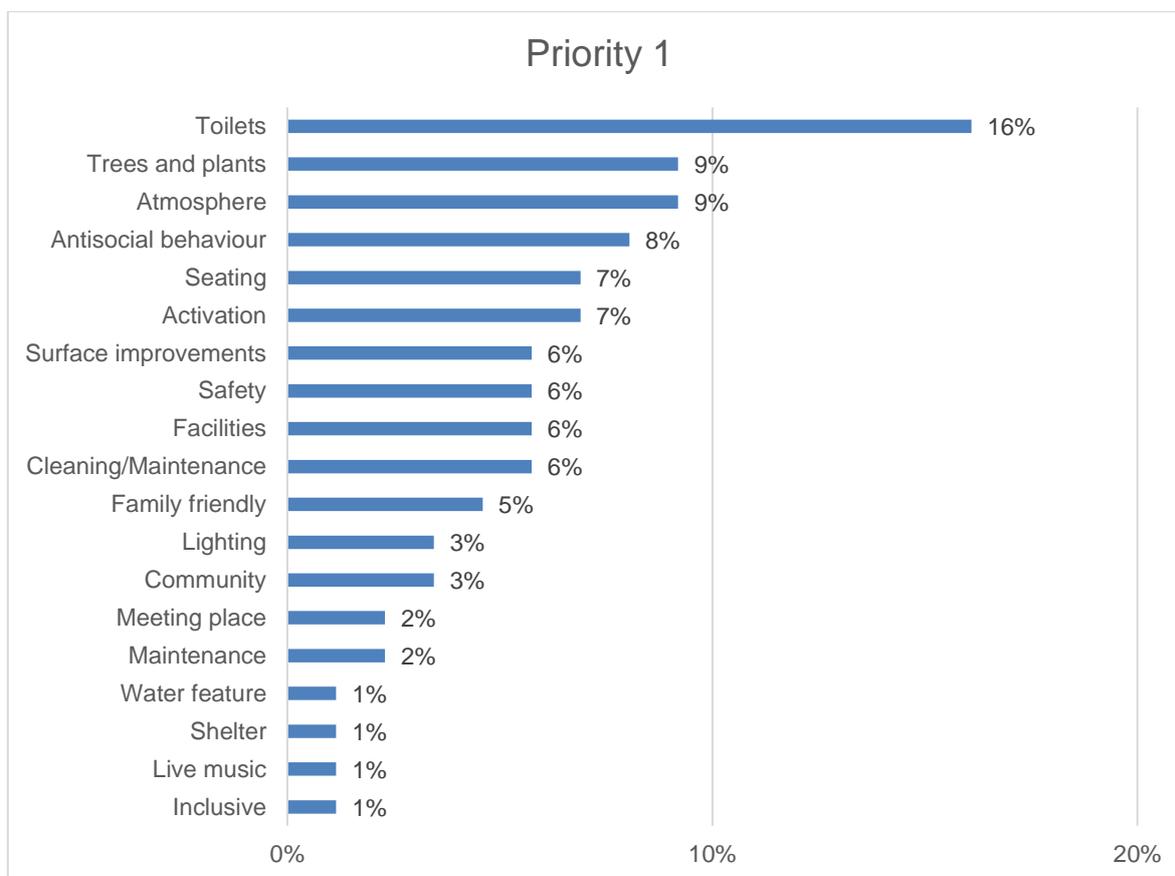
- 16-24
- 25-39
- 40-54
- 55-69
- 70+

Your relationship to Hamilton:

- Business owner
- Work
- Resident
- Visitor

Priorities

Figure 5 Priority 1



Note: please treat responses with caution due to small sample size. Toilets received the most comments however was mentioned by 14 participants.
n=87

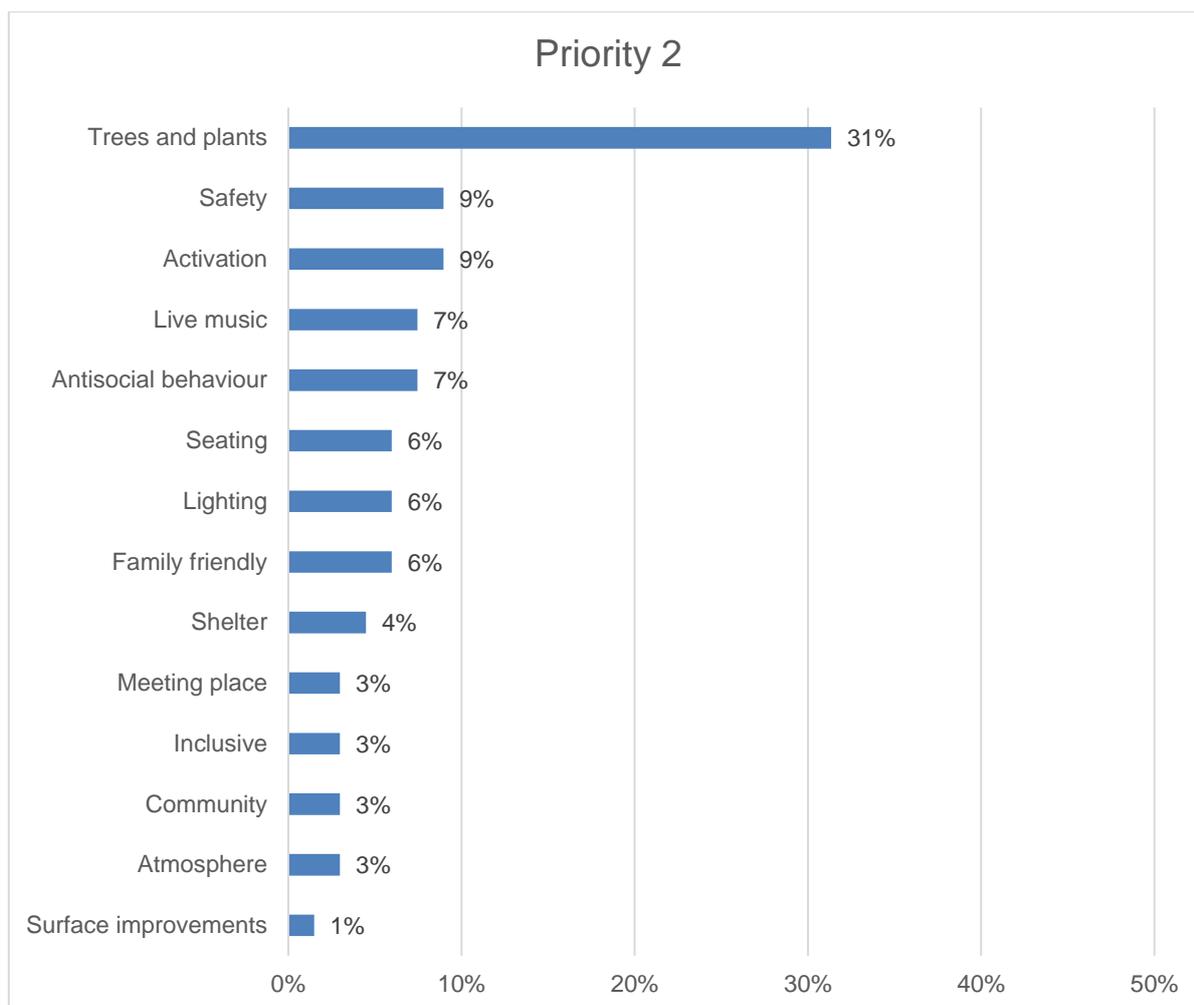
Table 5 Priority 1 - Responses and tags

Priority 1 Responses	Tags	Tags	Tags	Tags
<i>Keep trees</i>	Trees and plants			
<i>Better tree landscaping and lighting</i>	Trees and plants	Lighting		
<i>A space to be enjoyed by all - everyone - old and young</i>	Inclusive			
<i>Prevent antisocial behaviour. Obvious CCTV surveillance would help this.</i>	Antisocial behaviour	Safety		
<i>drainage in wet weather so no slipping/accidents</i>	Surface improvements			
<i>safety - pavers replaced/level surfaces/no trip hazards</i>	Surface improvements			
<i>more colourful plants</i>	Trees and plants			

Priority 1 Responses	Tags	Tags	Tags	Tags
<i>more live music</i>	Live music	Activation		
<i>digital clock that works</i>	Maintenance			
<i>keeping public space open</i>	Atmosphere			
<i>more places to have a seat</i>	Seating			
<i>improve public facilities</i>	Facilities			
<i>renovate toilets/do not clos at night</i>	Toilets			
<i>Attractive pleasant space for people to sit, meet, chat</i>	Seating	Atmosphere	Meeting place	
<i>Vegetation. Maybe some long native grasses.</i>	Trees and plants			
<i>nice gardens/flowers/fountain</i>	Trees and plants	Water feature		
<i>close council toilet or clean</i>	Toilets			
<i>remove the toilets</i>	Toilets			
<i>close council toilets</i>	Toilets			
<i>council toilets closed/moved somewhere else</i>	Toilets			
<i>community public space</i>	Community			
<i>need to attract people</i>	Activation	Atmosphere		
<i>get rid of undesirables who drink etc</i>	Antisocial behaviour			
<i>bike racks for ease of use</i>	Facilities			
<i>see it cleaned up</i>	Cleaning/ Maintenance			
<i>see the plaza cleared</i>	Cleaning/ Maintenance			
<i>level and safe ground</i>	Surface improvements			
<i>clean</i>	Cleaning/ Maintenance			
<i>band stand (rotunda - see Dubbo)</i>	Facilities			
<i>getting rid of the grubby/beggar people</i>	Antisocial behaviour			
<i>make it more attractive for everyone</i>	Community	Atmosphere		
<i>welcoming space</i>	Atmosphere			
<i>cleanliness</i>	Cleaning/ Maintenance			
<i>There are always alcoholic people sitting on those benches mostly coming inside asking customers for money</i>	Antisocial behaviour			
<i>close council toilets</i>	Toilets			
<i>druggies use toilets to shoot up (close them)</i>	Toilets	Antisocial behaviour		
<i>Make family friendly</i>	Family friendly			
<i>Managing the Myna birds</i>	Maintenance			
<i>Performance space</i>	Activation			

Priority 1 Responses	Tags	Tags	Tags	Tags
<i>Community</i>	Community			
<i>toilets need to be close</i>	Toilets			
<i>Seating with backs</i>	Seating			
<i>More family friendly</i>	Family friendly			
<i>Cleanliness</i>	Cleaning/ Maintenance			
<i>To feel safe - lighting, activity</i>	Safety	Lighting	Activation	
<i>greenspace and comfortable seating</i>	Trees and plants	Seating		
<i>Remove homeless and drug deals</i>	Antisocial behaviour			
<i>Improved surface</i>	Surface improvements			
<i>More greenery/trees</i>	Trees and plants			
<i>24/7 toilets exercise equipment BBQ</i>	Toilets	Facilities		
<i>vibrant city feel</i>	Atmosphere			
<i>Performance space/plants and flowers plant garden beds around trees will create greenery and remove tripping hazards</i>	Trees and plants	Surface improvements	Activation	
<i>security surveillance</i>	Safety			
<i>more safe</i>	Safety			
<i>improve public toilets please</i>	Toilets			
<i>improve and make more public toilet</i>	Toilets			
<i>public toilets should be improved</i>	Toilets			
<i>get rid of the toilets in the plaza</i>	Toilets			
<i>close toilets</i>	Toilets			
<i>playground</i>	Family friendly			
<i>Use the plaza during the work week to meet people, eat lunch or coffees. Have adequate seating, more protection from the weather, table seating for groups of 6.</i>	Meeting place	Seating	Shelter	Facilities
<i>Align with Hamilton's character (i.e. Melbourne alley rather than modern look)</i>	Atmosphere			
<i>Safe place for families to socialise</i>	Family friendly			
<i>Address safety and antisocial behaviour</i>	Safety	Antisocial behaviour		
<i>environment that is inviting - seats; lighting, performance space</i>	Atmosphere	Seating	Activation	Lighting

Figure 6 Priority 2



Note: please treat responses with caution due to small sample size. N=67

Table 6 Priority 2 – Responses and tags

Priority 2 Responses	Tags	Tags	Tags
<i>Maintain toilets properly, needs soap, nappy bin and fix heavy door</i>	Toilet		
<i>A small performance space for buskers etc</i>	Live music		
<i>A green area - beautification</i>	Trees and plants		
<i>comfort/nice seating around trees/weatherproof/shade</i>	Seating	Trees and plants	shelter

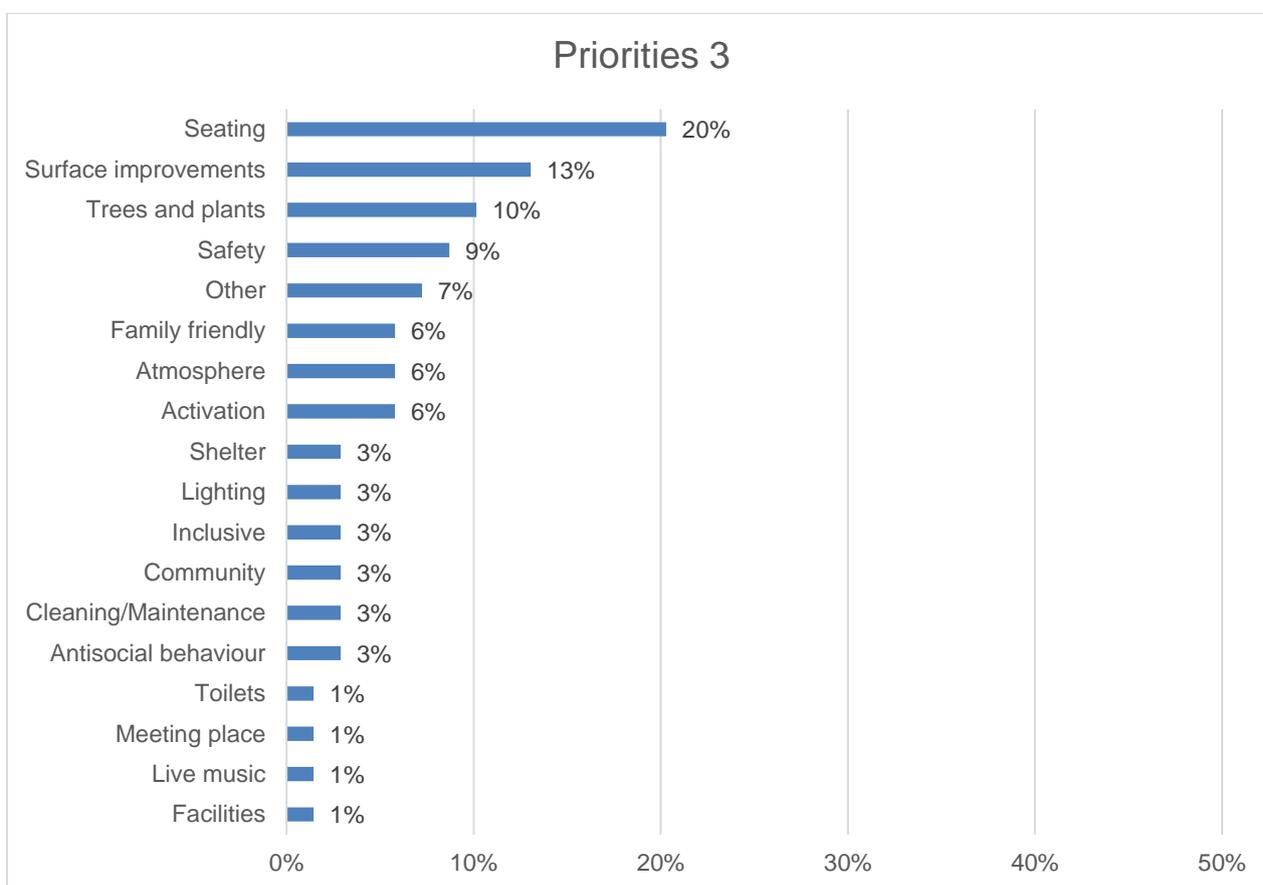
Priority 2 Responses	Tags	Tags	Tags
<i>shade trees</i>	Trees and plants		
<i>cleanliness</i>	Maintenance/ Cleaning		
<i>a big television to show news/events</i>	Activation		
<i>maintain greenery</i>	Trees and plants		
<i>more light</i>	Lighting	Antisocial behaviour	
<i>improve safety - remove drug affected people</i>	Safety	Antisocial behaviour	
<i>cut the trees</i>	Trees and plants		
<i>fresh surfaces, well-kept, clean</i>	Surface improvements	Maintenance/ Cleaning	
<i>Shade. Tree shade would be ideal but I know roots don't always work well with concrete. Alternative shading if not made from natural materials.</i>	Trees and plants	shelter	
<i>better seating/more lighting</i>	Seating	Lighting	
<i>cut the tree too many birds and noisy</i>	Trees and plants		
<i>trees should be cut down/so dirty</i>	Trees and plants		
<i>cut the trees</i>	Trees and plants		
<i>large trees removed</i>	Trees and plants		
<i>continue to allow feed the homeless - Reach</i>	Community		
<i>social meeting place</i>	Meeting place		
<i>not a good place at night</i>	Other		

Priority 2 Responses	Tags	Tags	Tags
<i>community space to eat and meet at</i>	Meeting place	Community	
<i>family friendly</i>	Family friendly		
<i>keeping the plaza family friendly</i>	Family friendly		
<i>good seating</i>	Seating		
<i>space for everyone</i>	Inclusive		
<i>more trees</i>	Trees and plants		
<i>more market stalls/mini events/musos</i>	Live music	Activation	
<i>make it NO smoking</i>	Other		
<i>aesthetically pleasing</i>	Atmosphere		
<i>safety</i>	Safety		
<i>Customers get scared of alcoholic people and don't prefer coming into our shops. It has a negative impact on our business</i>	Safety	Antisocial behaviour	
<i>cut the trees</i>	Trees and plants		
<i>get rid of all the messy trees</i>	Trees and plants		
<i>Food trucks</i>	Activation		
<i>Children friendly area</i>	Family friendly		
<i>Buskers</i>	Live music		
<i>Acceptance</i>	Inclusive		
<i>cut down all trees</i>	Trees and plants		
<i>Friendly and open - no alcohol or smoking</i>	Family friendly	Antisocial behaviour	
<i>CCTV</i>	Safety		

Priority 2 Responses	Tags	Tags	Tags
<i>Healthy atmosphere for surroundings. It's a bit messy at the moment and we don't feel safe walking around there in the evening as there are always drug addicts sitting on benches.</i>	Safety	Antisocial behaviour	
<i>Activated space</i>	Activation		
<i>Cleanliness and lighting (regular maintenance)</i>	Lighting	Maintenance/ Cleaning	
<i>Activation activities</i>	Activation		
<i>More grass/park areas</i>	Trees and plants		
<i>cordless phone chargers</i>	Other		
<i>markets (night food markets) with music</i>	Activation	Live music	
<i>swinging seats</i>	Seating		
<i>trees and myna bird droppings</i>	Trees and plants		
<i>clean</i>	Maintenance/ Cleaning		
<i>cut down some trees</i>	Trees and plants		
<i>make more greenery</i>	Trees and plants		
<i>area around the building should be neat and clean</i>	Maintenance/ Cleaning		
<i>covered walkway for when it rains</i>	Shelter		
<i>cut the messy trees near road</i>	Trees and plants		
<i>music activation</i>	Live music		
<i>During the evenings, creative lighting to make the space fun to visit and still feel safe.</i>	Lighting	Safety	

Priority 2 Responses	Tags	Tags	Tags
<i>Green space at ground level and canopy</i>	Trees and plants		
<i>Vegetation</i>	Trees and plants		
<i>Make the area more inviting particularly at night</i>	Atmosphere		
<i>public toilets</i>	Toilet		

Figure 7 Priority 3



Note: please treat responses with caution due to small sample size. N=69

Table 7 Priority 3 - Responses and tags

Priority 3 Responses	Tags	Tags	Tags	Tags
<i>Put sand under the sagging bit so water doesn't pool (i.e. drainage under the pavers)</i>	Surface improvements			
<i>Regular community events scheduled for that space</i>	Activation			
<i>Entertainment/lighting</i>	Activation	Lighting		
<i>Hamilton would greatly benefit from having a mental health/homeless persons' 'safe space' dedicated to facilitate this demographic. This will greatly contribute to making customers feel safe on Beaumont St</i>	Community			
<i>encouragement of local business to make area more interesting</i>	Other			
<i>relaxing place to sit</i>	Seating	Atmosphere		
<i>more green space</i>	Trees and plants			
<i>no trees, a big shade structure</i>	Trees and plants	Shelter		
<i>safe space</i>	Safety			
<i>art or colour decoration</i>	Artwork			
<i>improve quality of the seating and pathways</i>	Seating	Surface improvements		
<i>need different food vans</i>	Activation			
<i>seating, plants, trees, water, small amount of children's equipment</i>	Seating	Trees and plants	Family friendly	Other
<i>Seating. Easy to clean seating positioned under the shade, near the grass and maybe some small tables?</i>	Seating	Shelter	Facilities	

Priority 3 Responses	Tags	Tags	Tags	Tags
<i>get rid of the drunks/drugs</i>	Antisocial behaviour			
<i>tidy up paving in the rain there is a pool</i>	Surface improvements			
<i>seating should be fix up</i>	Seating			
<i>tidy up paving and new seats and kind-scape</i>	Surface improvements	Seating		
<i>fix pavers/seating</i>	Seating	Surface improvements		
<i>safety at night</i>	Safety			
<i>inappropriate tree planting</i>	Trees and plants			
<i>water drainage near toilets</i>	Surface improvements			
<i>clean toilets</i>	Toilets			
<i>draw a crowd</i>	Other			
<i>more street art</i>	Artwork			
<i>look cleaner</i>	Cleaning/Maintenance			
<i>keep only re-vamp simple</i>				
<i>functional to a range of groups</i>	Inclusive			
<i>live music/events</i>	Live music	Activation		
<i>tidy up paving and new seating and landscape</i>	Surface improvements	Seating	Landscaping	
<i>new play area for young children and seating</i>	Family friendly	Seating		
<i>Discourage vagrants</i>	Antisocial behaviour			
<i>Better lighting</i>	Lighting			

Priority 3 Responses	Tags	Tags	Tags	Tags
<i>Plants/trees</i>	Trees and plants			
<i>Good weather</i>	Other			
<i>make it child and elderly friendly</i>	Inclusive	Family friendly		
<i>Community building</i>	Community			
<i>Point of attraction</i>				
<i>Drainage fixed</i>	Surface improvements			
<i>A safe space for community to catch up</i>	Safety	Meeting place		
<i>Fun creative elements</i>	Atmosphere			
<i>More public seating under trees/green parks</i>	Seating	Trees and plants		
<i>security 24/7</i>	Safety			
<i>A brighter space</i>	Atmosphere			
<i>games</i>	Other			
<i>raised foot path by clock tower restaurant water retention 'lake Beaumont'</i>	Surface improvements			
<i>a place people want to go</i>	Atmosphere	Activation		
<i>improve seating arrangements</i>	Seating			
<i>landscaping and clean sitting, more place</i>	Seating	Landscaping		
<i>everyday Council cleaner should focus around the area</i>	Cleaning/Maintenance			
<i>get rid of plaza and open street back up to traffic, more parking</i>	Other			

Priority 3 Responses	Tags	Tags	Tags	Tags
<i>new seating and landscape</i>	Seating	Landscaping		
<i>tidiness</i>				
<i>"Planter Seating" Integrate the plants and greenery with the seating. So Kids can climb over it too as mini-play equipment.</i>	Seating	Trees and plants	Family friendly	
<i>Safe at all hours</i>	Safety			
<i>Artwork</i>	Artwork			
<i>safety</i>	Safety			

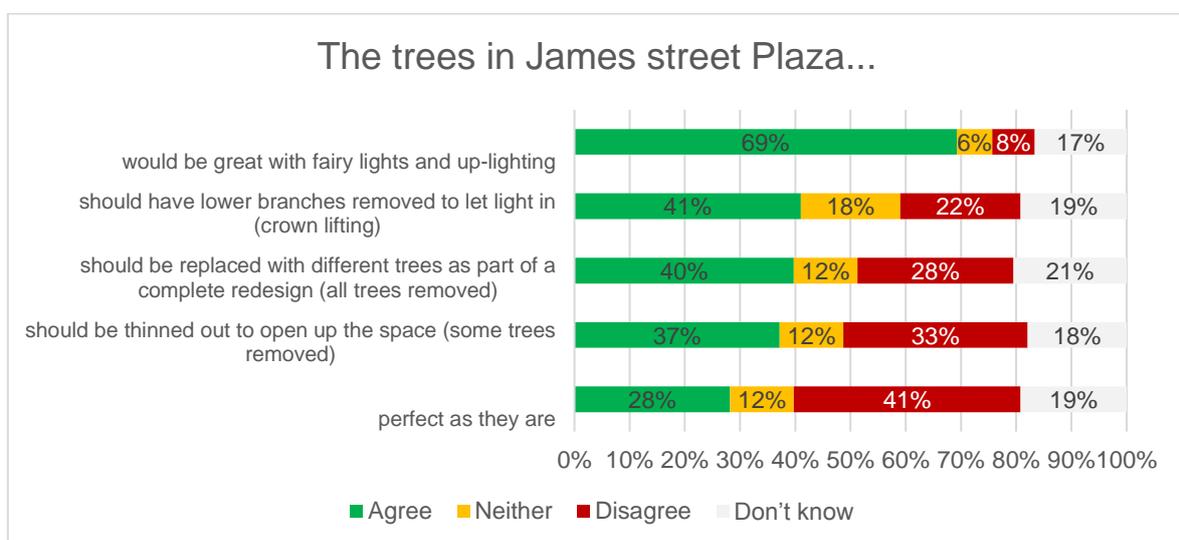
Trees

Participants were asked how strongly they agreed or disagreed with statements regarding trees in James Street Plaza.

Survey responses:

- 69% agreed that fairy lights and up-lighting would be great
- 41% agreed that lower branches should be removed to let light in
- 40% agreed that trees should be replaced
- 37% agreed trees should be thinned out, 33% disagreed
- 28% agreed the tree are perfect, 41% disagreed.

Table 8 Trees



3.3 Community sentiment

Below is the ‘In a few words...’ feedback card that were delivered to businesses, handed out onsite at drop in sessions, available at Hamilton Library and the City Administration Building. The card asked participants what they thought was special about Hamilton and demographic data. Collection boxes were situated at both locations for several days and people could “post” their completed cards.

Figure 7 ‘In a few words ...’ card



In a few words...

What makes Hamilton special to you?

Gender

M F ITO*

Age group

16-24 25-39 40-54 55-69 70+

Relationship to Hamilton

Business owner Resident Work Visitor

*ITO - Intersex/Transgender/Other



What to do with this card?

Please complete the card and drop in to Hamilton Library or The City of Newcastle’s administration building – there is a ballot box set up. Alternatively attend the drop in session (details below) and hand in on the day. Seeking feedback until Friday 14 June 2019.

Drop in session

We will be in James Street Plaza Thursday 6th June 11am-1pm and 5-7pm please come along and share your ideas for the space.

Online

Visit our [page](#) for more information and chances to share your thoughts.

Please visit: <http://www.newcastle.nsw.gov.au> then go to get involved, have Your Say and select James Street Plaza

Below are the verbatim responses received on the feedback cards with participants age bracket.

Table 99 'In a few words ...' responses

Note: Shaded cells indicate comments provided during the evening consultation session

What makes Hamilton special to you?	Gender	Age group	Your relationship to Hamilton
<i>Hamilton is special to me because of its culture and diversity. It would be nice to see the James Street Plaza upgraded with grass and more seating so people can sit and have lunch.</i>	Female	40-54	Work
<i>Hamilton is so lively especially on Beaumont street. Make this area bright, colourful and appropriate for everyone. Maybe expand and create like market shacks.</i>	Male	16-24	Visitor
<i>Beaumont Street is organically becoming Newcastle's new premier dining and entertainment precinct. There's a lack of green space though so maybe a well-landscaped community garden like on Darby Street would be a good use.</i>	Male	25-39	Visitor
<i>It's an interesting, social area but the James street plaza is also sometimes used by an undesirable sort of person, if that could be dealt with then James street plaza would be a lot more inviting.</i>	Male	25-39	Visitor
<i>Great shops, local feel and multicultural atmosphere</i>	Female	25-39	Resident
<i>Unique. Diversity. Non hipster</i>	Female	40-54	Resident
<i>The diversity and character of Hamilton makes it special.</i>	Female	25-39	Resident
<i>Surrounding - shops & businesses, banks. All the facilities we have.</i>	Select	Select	Select
<i>Surrounding - shops & businesses, banks. All the facilities we have.</i>	Select	Select	Select
<i>I have operated my business here for more than 19 years. I love the people and relaxed atmosphere of the area. But in recent months has taken a direction which is not good.</i>	Female	55-69	Business owner
<i>Every shopping plaza cafe, bar and all the basic need those are available around Hamilton makes me special.</i>	Male	25-39	Work
<i>I can get everything reliable such as restaurant pub shopping. Easy to get public transport so I like Hamilton.</i>	Male	25-39	Work
<i>Diverse. Multi-cultural. Great food/coffee. Easy walking/pedestrian crossings. Busy/alive</i>	Male	25-39	Resident

What makes Hamilton special to you?	Gender	Age group	Your relationship to Hamilton
<i>All of the different cultures Food options Lunch options when working in the area.</i>	Female	25-39	Work
<i>Great place to work</i>	Female	25-39	Work
<i>Hamilton is a great place to work.</i>	Male	16-24	Work
<i>I run a business in the street.</i>	Female	25-39	Business owner
<i>Tree safety hazard. Unhealthy water on the floor.</i>	Male	25-39	Business owner
<i>Love RAJs But Council need to fix the plaza (completely) Poor cafe has to put up with crap toilets bring</i>	Select	Select	Select
<i>Working on Beaumont Street I regularly enjoy the various places to eat, drink and relax.</i>	Male	25-39	Work
<i>James Street Plaza is special because it is a relaxing space to sit.</i>	Female	70+	Visitor
<i>The different variety of Food Shops is amazing. But sad to say a lot of shops have closed which is disappointing as you used to be able to buy jewellery - clothes etc Would love them to come back.</i>	Female	25-39	Work
<i>The diversity of the area is fantastic. Plenty of shops, cafes and restaurants. It would be great to have all shops in Beaumont Street full with success businesses. Maybe offer some incentives to fill empty shops</i>	Female	40-54	Resident
<i>Hamilton's history is deeply rooted in its multicultural, ethnic and coal mining history. The great pubs, Newcastle Racecourse, and great coffee in the street. Love it. Hamilton needs to get rid of the street people/beggars!</i>	Male	40-54	Work
<i>ethnicity, ethnicity, ethnicity. cultural diversity and cultural activities, great restaurants/food outlets and supermarkets. good access to medical facilities</i>	Select	Select	Select
<i>Great spot to have lunch/dinner with family and friends and when you are not bothered by beggars/weird people it's good to just walk up and down the street to check out the different shops and grab a coffee.</i>	Male	25-39	Work

What makes Hamilton special to you?	Gender	Age group	Your relationship to Hamilton
<i>It was a beautiful place to visit - now most business are suffering or closed. Once the banks go that's the last straw - rents are high and no help for small business – I've seen it over past 12 months - needs support to keep shops open and lots of different food and stores.</i>	Female	70+	Resident
<i>Nothing much now - no landscapes, play areas, seating, the plaza is dirty with water pools and messy trees and the toilets bring the wrong types of people, bad for business and customers enjoying lunch or breakfast.</i>	Male	16-24	Visitor
<i>Hamilton is very beautiful city with lots of food shops, cafes etc and all the facilities available. But sometimes the public toilets are not clean, the public area must be neat and tidy to attract more people.</i>	Female	25-39	Resident
<i>Hamilton is a place of everything!</i>	Select	Select	Select
<i>Food/cafes/banks/great people</i>	Male	25-39	Select
<i>Chilled vibes/multicultural/enough shops to create a great town/homely</i>	Female	25-39	Resident
<i>Boutique shopping with personalized service. Unique items that aren't found in Westfield! Community relationships with small business owners</i>	Female	40-54	Business owner
<i>Hamilton is where I was born. No matter what, I am drawn back to this wonderful multicultural area and am always left smiling. James Street Plaza should have water feature/fountain.</i>	Male	25-39	Resident
<i>A cultural melting pot of Newcastle that could definitely benefit from more gentrification to make it attractive to families and hipsters alike</i>	Select	Select	Select
<i>Relatively safe for young teenagers like my daughter. Good eating and good places to meet. Cherry blossom season.</i>	Select	Select	Select
<i>cafes/restaurants. Friendly and multicultural. Pleasant atmosphere</i>	Select	Select	Select
<i>friendly and safe. Lots of eateries. Dog friendly</i>	Female	55-69	Resident
<i>Friendly neighbourhood with people who say hello. Seeing the same people regularly makes it like family.</i>	Select	Select	Select
<i>Central location, meeting place.</i>	Male	25-39	Resident
<i>Liveability/food street</i>	Male	55-69	Resident
<i>The community</i>	Female	40-54	Resident
<i>It has been an authentic community and commercial centre with an interesting mix of people and activity.</i>	Female	55-69	Business owner
<i>Hamilton has been absolutely ruined by the junkies and low socioeconomic people who get off the train here since the line stops here and there are no</i>	Male	25-39	Work

What makes Hamilton special to you?	Gender	Age group	Your relationship to Hamilton
<i>checks on tickets. Pls for the love of god get security checking tickets always at Hamilton. Please save Hamilton</i>			
<i>The history and cosmopolitan atmosphere Gregson park The library No high-rise buildings The railway connection Tree lined streets</i>	Male	70+	Resident
<i>The sense of community Its multicultural history. Preserving the local shopping/café strip. Gregson Park/surrounding green space Walkable</i>	Female	55-69	Resident
<i>It's close to Islington</i>	Male	70+	Resident

4 Communications

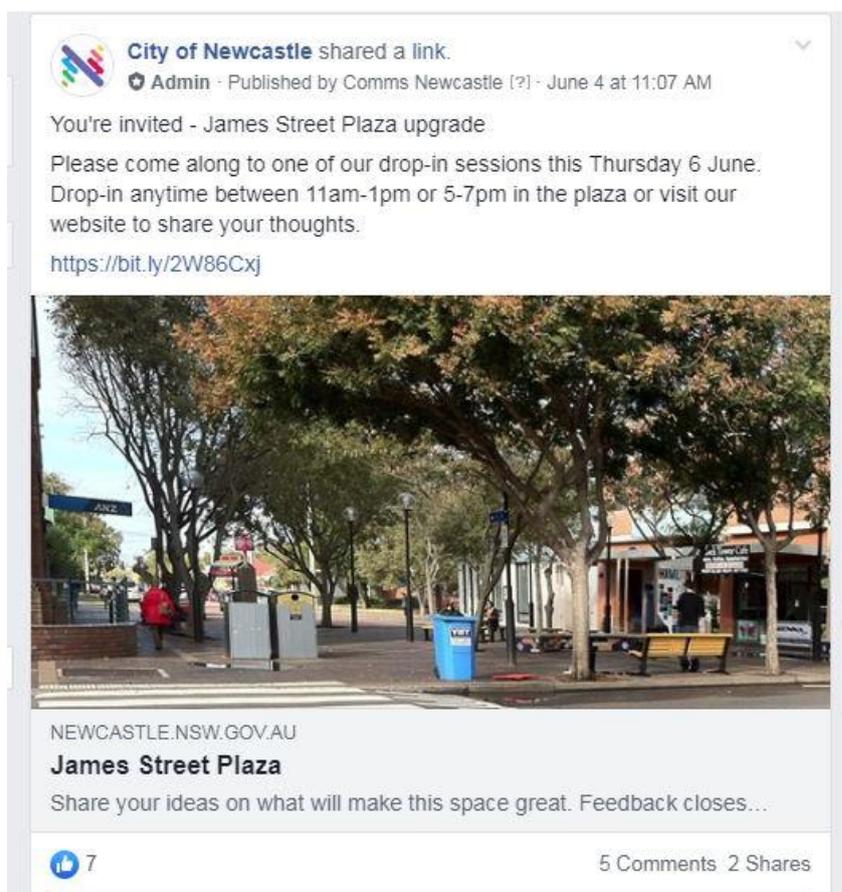
In order to reach the greatest amount of people, with a range of ages and involvement with James Street Plaza, a comprehensive communications plan targeting the various demographics was undertaken. To engage with people who visit the Plaza throughout varying times of the day we utilised multiple communication tools (detailed below). People were able to complete the online survey via a link on the Have Your Say hub page.

4.1 Have Your Say

CN's dedicated online consultation portal, Have Your Say page on CN's website received over 100 views.

Visitors to the Have Your Say page, subscribers to the Have Your Say Facebook group (400 followers) and over 7,500 Twitter followers were invited to attend two drop-in sessions at the Plaza on Thursday 6 June 2019 and to complete the online survey.

Online invitation to drop-in sessions



City of Newcastle shared a link.

Admin · Published by Comms Newcastle [?] · June 4 at 11:07 AM

You're invited - James Street Plaza upgrade.

Please come along to one of our drop-in sessions this Thursday 6 June. Drop-in anytime between 11am-1pm or 5-7pm in the plaza or visit our website to share your thoughts.

<https://bit.ly/2W86Cxj>



NEWCASTLE.NSW.GOV.AU
James Street Plaza
Share your ideas on what will make this space great. Feedback closes...

7
5 Comments 2 Shares

4.2 Signage

On site signage was installed and on display in James Street Plaza for four weeks.

On site signage in Hamilton



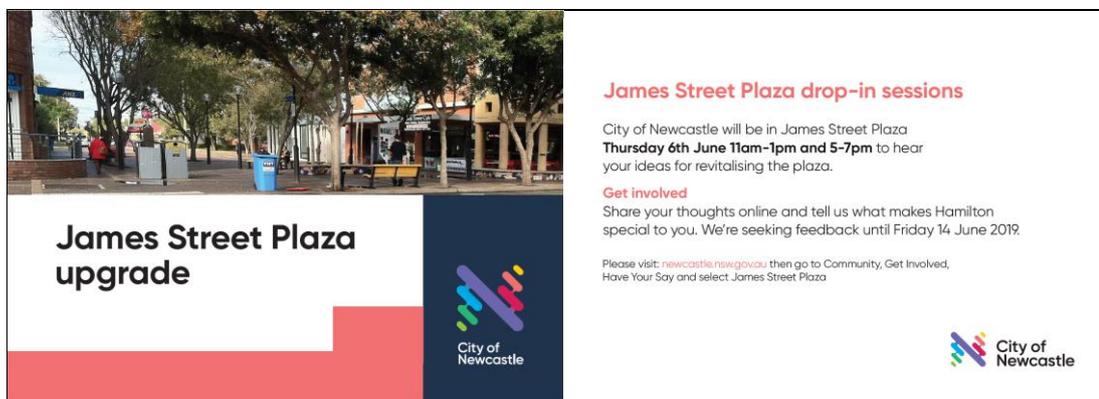
Signage in James Street Plaza



4.3 Posters and postcards

Posters and over 100 postcards were distributed to, and displayed in local businesses, the local not-for-profit café and CN's Hamilton library.

Postcard detailing drop-in sessions and survey link



4.4 Feedback boxes

Feedback boxes were installed in CN's Hamilton Library and CN's Central Administration Building (CAC) for people to submit their comments.

4.5 Face-to-face visits

In a targeted approach to engage local businesses CN staff visited local businesses for face-to-face discussions and they distributed postcards.

4.6 Social media posts

The community was informed about the opportunity to complete the survey on Have Your Say via social media on Newcastle Have Your Say Facebook group (400 followers) and @CityNewcastle Twitter account (7,500 followers).

4.7 Newcastle Voice

Information with an invite to participate and link to the Have Your Say page was emailed to over 2,500 members of CN's community reference panel, Newcastle Voice targeting members who reside in the area.

4.8 NovoNews

Project information was included in CN's employee newsletter, NovoNews, distributed to all staff.

4.9 Photography

Before and after photographs of James Street Plaza have been taken and will be used for media and social media channels, including photos of the drop-in sessions.

Appendix 1 – PX Assessment James Street Plaza June 2019 (attached)

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

On the 31st May 2019 PLACESCORE, on behalf of the City of Newcastle, collected place experience assessments of James Street Plaza, Hamilton (between Beaumont St and Murray St) via face to face surveys.

KEY FINDINGS:

- James Street Plaza received a PX Score of 58/100.
- The strongest rated attribute is 'Service businesses (post offices, libraries, banks etc.).'
- The poorest rated attribute is 'Evidence of recent public investment (new planting, paving, street furniture etc.).'
- People aged 45-64 rate 'Shelter/awnings (protection from sun, rain etc.)' 25 points higher than people aged 25-44.
- People aged 25-44 rate 'Car accessibility and parking' 16 points higher than people aged 45-64.
- Men rate this location 8 points higher than Women.
- Men rate 'Car accessibility and parking' 28 points higher than Women.
- Women rate 'Walking paths that connect to other places' 7 points higher than Men.
- People of European ancestry rate 'Amenities and facilities (toilets, water bubblers, parents rooms etc.)' 24 points higher than people of Australasian ancestry.
- Visitors rate 'Public art, community art, water or light feature' 14 points higher than Residents.
- Residents rate 'Evidence of management (signage, information, street cleaners etc.)' 20 points higher than Visitors.

THE PX SCORE¹ FOR JAMES STREET PLAZA 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

1. 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.
2. This report only includes 100% completed surveys (compulsory questions only).
3. Place dimensions are scored out of 20.
4. 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).
5. Groups with <10 respondents are highlighted grey to indicate a small dataset and results are indicative only.
6. Percentages may not always sum to exactly 100% due to rounding.

ABOUT YOUR DATASET

Data was collected via face to face surveys on the 31st May 2019. A total of 50 participated with 50 completing all questions (100% completion rate).

TOTAL ²
n=50

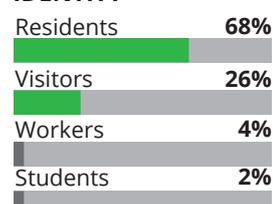
GENDER



AGE



IDENTITY



TOP 3 COUNTRIES OF BIRTH



JAMES STREET PLAZA (BTW BEAUMONT ST AND MURRAY ST) HAMILTON, NSW, AUSTRALIA

This PX assessment is for James Street Plaza in Hamilton between Beaumont Street and Murray Street. The plaza is bordered by a bank and a cafe with outdoor seating. It features brick pavers, benches, tables, public toilets, bins and mature trees. The plaza is located next to Beaumont Street which offers a variety of shops and eateries as well as bus stops and on-street parking.

How does this compare with other similar places?



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Service businesses (post offices, libraries, banks etc.)
- #2 Unique mix or diversity of people in the area
- #3 Culturally diverse businesses (both ethnicities and interests etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- #49 Maintenance of public spaces and street furniture
- #48 Amenities and facilities (toilets, water bubblers, parents rooms etc.)

BREAKING DOWN YOUR SCORE

Your PX Score is made up of 5 key place dimensions³, each rated out of 20, that influence people's attraction and attachment to place.

LOOK & FUNCTION



SENSE OF WELCOME



THINGS TO DO



UNIQUENESS

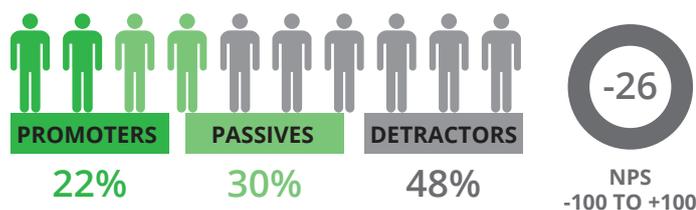


CARE



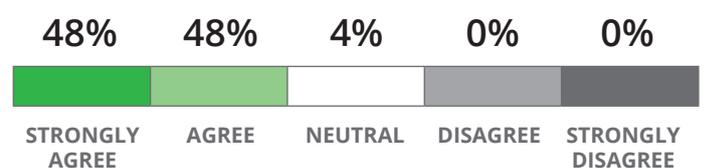
NET PROMOTER SCORE⁴

How likely are your community to recommend this place?



How did your community respond to the statement...

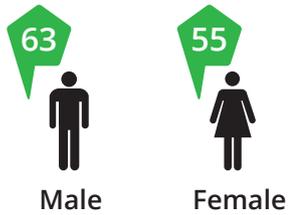
"I care about this place and its future"



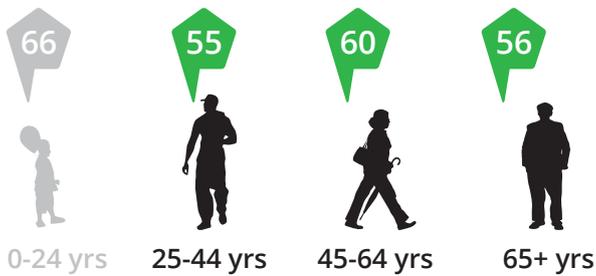
COMMUNITY GROUP PX SCORES ⁵

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



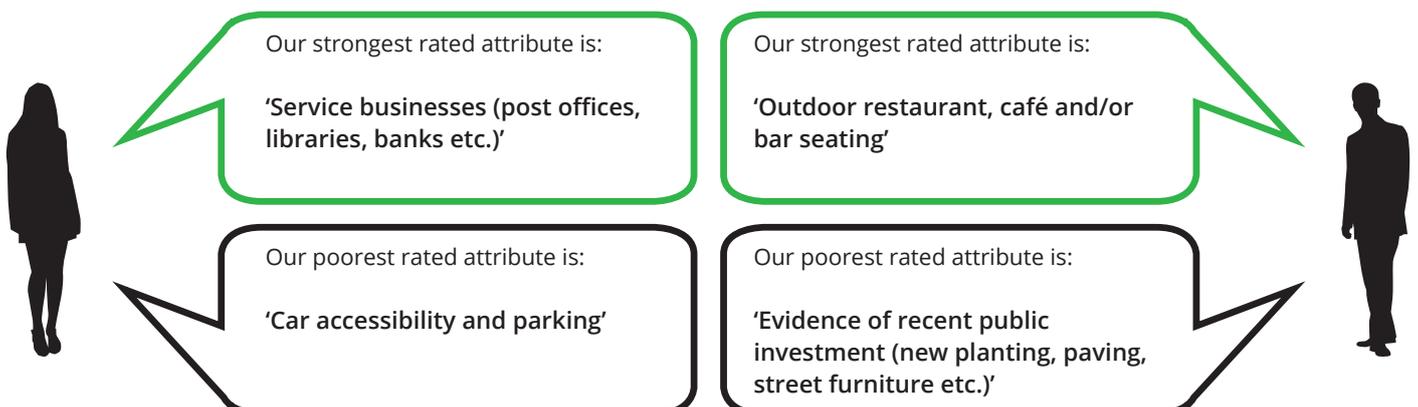
BY AGE



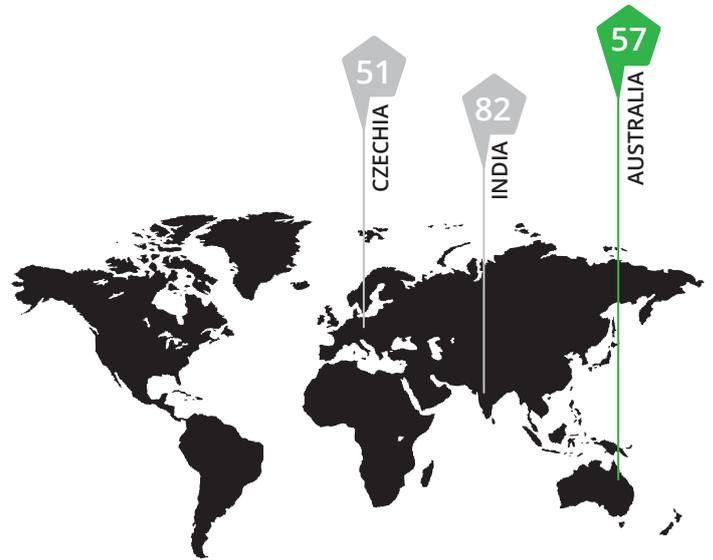
BY IDENTITY



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>LOOK & FUNCTION The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation</p>	Ease of walking around (including crossing the street, moving between destinations)	Shelter/awnings (protection from sun, rain etc.)
 <p>SENSE OF WELCOME Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests</p>	<p>#1 Service businesses (post offices, libraries, banks etc.)</p> <p>#3 Culturally diverse businesses (both ethnicities and interests etc.)</p>	#48 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
 <p>THINGS TO DO 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>	Outdoor restaurant, café and/or bar seating	Spaces suitable for specific activities (play, entertainment, exercise, etc.)
 <p>UNIQUENESS Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place</p>	#2 Unique mix or diversity of people in the area	Public art, community art, water or light feature
 <p>CARE How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment</p>	General condition of buildings	<p>#50 Evidence of recent public investment (new planting, paving, street furniture etc.)</p> <p>#49 Maintenance of public spaces and street furniture</p>